

Green Banking: A Study on Awareness of Customers on Green Banking Initiatives taken by State Bank of India in Mysuru City

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Abstract: Education is that the strongest tool to achieve socially and economically developed society. Education satisfies the Sustainable Development which cannot be achieved without Industrial Development. But, Industrial Development process ends up in global climate change, and environment damage etc., Bank is additionally not an exceptional for this. Therefore, there arises a requirement of reducing the collective carbon footprint. Green Banking is an endeavor of industry to stay the environment clean and reduce the carbon footprint. Banking industries are finding other ways to travel green through Green Banking, so that they will make small contribution towards the environment. This study tries to test the attention level of Green banking among the customers regarding, “Green Banking” initiatives taken by SBI”

KEY WORDS: Green Banking, Environment, Carbon footprint, Awareness

INTRODUCTION:

Rapid change in Industry resulting in the undesirable effects on environment and creates the issues of increased carbon emission, warming, global climate change etc., As a result the standard of environment damages. Therefore, Environment protection is one amongst responsibility of each citizens, Government and Business firms. Banking sector is additionally not an exceptional within the process of polluting the environment because, through their Banking operations

Banks being financial Institutions are environmentally neutral because, they are doing not impact on the environment directly through their internal Banking operations but, they are still responsible within the aspect because of huge carbon emitted industries like paper chemicals, fertilizers, textiles etc., can harm the environment because the banks help them to set-up their venture through its financial assistance. Therefore, it is the responsible of the bank to shield the environment, so that they introduced the “Green Banking”. The term Green Banking means environmentally- Friendly initiatives taken by the banks to stay the environment clean and green. Green Banking Practices are performed through electronic devices which aim to scale back the utilization of less natural resources like papers etc., Green Banking is an endeavor of the Banks to scale back the Carbon footprints and to reduce the external carbon emissions in their day to day banking operations. Bank also trying to attain the goal of green economy by promoting green projects and also social business practice, so they make sure that the project is environmentally friendly at the time of sanctioning the loans then, they are going to sanction.

LITERATURE REVIEW:

Many studies and researches have been conducted in this area and also numerous suggestions are given to increase the awareness on green banking initiatives.

- Green Banking aims at greener and a clean future. **Sharma Gopal ET. al. (2013)** attempts to study the level of consumer awareness of green banking initiatives in India with special reference to Mumbai. From the primary survey they conducted they find that surprisingly even those people who are using online facilities provided by their banks nearly 3/4 of them are unaware of the term green banking. They find that among those who are aware of green banking term consider it mainly related to online bill payment and cash deposit system other green banking aspects like green CDs, solar powered ATM, bonds for environment protection are among few of which consumers are not aware of. They also attempt to analyse the gender based difference in awareness of green initiatives by banks specially e-statement, net banking and green loans.
- **Jha and Bhome (2013)** conducted a survey to check the consumer awareness on green banking conducting interviews and using specially structured questionnaires for survey they state certain steps needed in green banking. Online banking, green checking accounts (ATM, special touch screens), green loan (low rate to those who wish to buy a solar equipments) for supporting environment friendly residential projects, power saving equipments, green credit cards, paper saving, mobile banking are among few steps suggested by them. Green banking will ensure organisation move towards sustainability.
- **Bahl (2012)** highlights the means of creating awareness about green banking to ensure sustainable growth. Garrett's ranking technique is used to analyse the most significant strategies in respect of green banking. If the goal is to attain sustainable development this can be achieved only through creating awareness and imparting education. Among the internal sub-systems emphasis should be given publication, newsletters so as to create awareness and effective means for external sub-systems.

OBJECTIVES:

1. To know about the Green Banking products
2. To check the awareness of Green Banking among the customers of SBI
3. To examine the usage of Green Banking Channels among the customers of SBI
4. To know the factors motivating for using Green Banking Services

RESEARCH METHODOLOGY:

The present study uses both primary and secondary data. The primary data was collected through the questionnaire issued to the respondents on the details asked to them. The secondary data is obtained from various websites, journals and magazines etc.,

DATA COLLECTION AND SAMPLE SIZE:

The present study has covered Mysuru city for the study. The primary data was collected through structured questionnaire. Totally 60 respondents were selected from the city by using simple random sampling method. For analyzing the data, simple percentage was used.

LIMITATION OF THE STUDY:

1. The geographical scope of the study is limited to Mysuru city
2. The sample size is limited to 60

3. Time was a limiting factor in conducting the study.

Figure 1: GREEN BANKING PRODUCTS/SERVICE OF SBI



Initiatives taken by SBI to promote Green Banking Products/Services through:

- Advertisement
- Brochure/ Banners inside and outside the branches
- Demonstration by the employees
- Awareness program by conducting campaigns/ login days on YONO cash and YONO Krishi

DATA ANALYSIS AND INTERPRETATION

This article covers a brief analysis and interpretation of data needed for the study. The primary data collected from the field study was analyzed and necessary interpretations were made keeping in mind the objectives of the paper.

Table 1: Demographic Profile of the Respondents

Variables	Parameters	No. of Respondents	Percentage (%)
Gender	Male	30	50.00
	Female	30	50.00
	Total	60	100.00
Age (in Years)	Up to 20	02	3.33
	20-40	31	51.67
	40-60	20	33.33
	Above 60	07	11.67
	Total	60	100.00
Educational Qualification	Illiterate	02	3.33
	Up to Intermediate	26	43.33
	Graduate	13	21.67

Annual Income (In Rs.)	Post Graduate	19	31.67
	Total	60	100.00
	Up to 20,000	21	40.38
	20,000-40,000	16	30.77
	40,000-60,000	09	17.31
	Above 60,000	06	11.54
	Total	60	100.00

Source: Field Survey

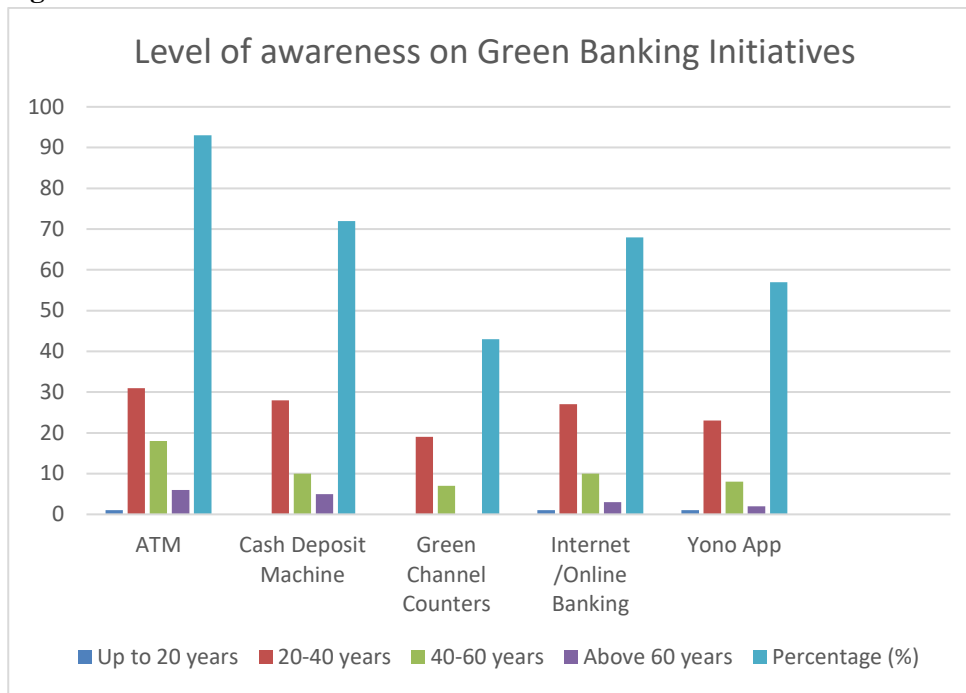
The above Table 1 shows that,

- 50% of the respondents are male and 50% of the respondents are females
- Majority of 51.67% of the respondents are below the age of 20-40 years
- Majority of 43.33% of the respondents are having up to Intermediate level of education
- Majority of 40.38% of the respondents are belong to the monthly income up to Rs.20,000

Table 2: Level of awareness on selected Green Banking Initiatives

Age →	Up to 20 years	20-40 years	40-60 years	Above 60 years	Percentage (%)
Green Banking Initiatives ↓					
ATM	01	31	18	06	93.33
Cash Deposit Machine	00	28	10	05	71.67
Green Channel Counters	00	19	07	00	43.33
Internet/Online Banking	01	27	10	03	68.33
YONO App	01	23	08	02	56.67

Source: Field Survey

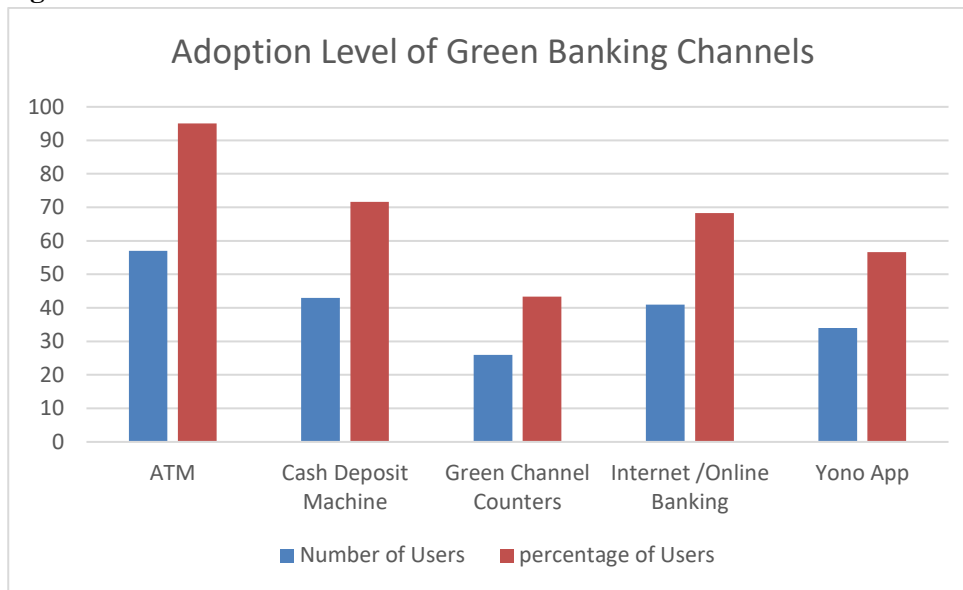
Figure 2


The above Table 2 shows that, 93.33% of the respondents are the most aware of ATMs. 43.33% of the respondents are least aware of Green Channel Counters.

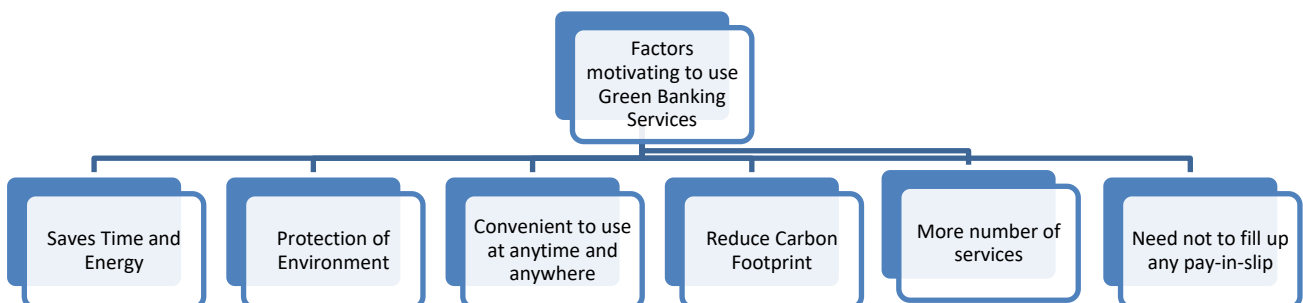
Table 3: Level of adoption of selected Green Banking Channels

Green Banking Channels	Number of Users	Number of Non-Users	Percentage of Users (%)
ATM	57	03	95.00
Cash Deposit Machine	43	17	71.67
Green Channel Counters	26	34	43.33
Internet /Online Banking	41	19	68.33
YONO App	34	26	56.67

Source: Field Survey

Figure 3


The above Table 3 shows that, ATM is the most popular Green Banking Channel used by the 95% of the respondents. Green Channel Counter is the least used channel by the 43.33% of the respondents.

Figure 4: Factors motivating to use Green Banking Services


FINDINGS

1. Being the Largest PSU, SBI has all forms of customers from illiterate to highly educate
2. Most of the customers are using ATMs for both withdrawal and deposit of money
3. Most of the customers are not aware of Green Channel Counter because all the branches are not yet fully introduced it
4. Majority of the customers using online banking only for fund transfer and to check account Balance
5. Saving of time, protection of environment and convenient to use at anytime and anywhere motivate the majority of customers to use green banking practices
6. Customers are resist to adopt the change, they are more convenient with traditional method of Banking
7. Customers are less knowledge about the Green Banking Products/Services and its benefits
8. Due to the technical issues such as connectivity, storage space and problem of security, etc.,

most of the customers are not willing to use

9. Customers feel that Green Banking Services are not user-friendly
10. The Banks are giving 100% assurance against the protection of security and privacy in Green Banking transactions
11. Most of the customers feel that the transaction cost/Service charges are high with respect to ATM usage over and above the most limit of transaction, this can also be a reason to go to the branch again for their regular banking transaction
12. Incentives or rewards on using Green Banking services are less attractive

SUGGESTIONS

For Customers:

1. Customers must fill pay-in-slip for the withdrawal or cash rather they may use Green Channel counter
2. Make all possible payments through e-payments
3. Do not share account number, Login ID and password of online Banking or identification Number of debit or MasterCard because it may be a primary concern to forestall cyber crimes
4. Do not use unsecured network like a cyber cafe, unsecured Wi-Fi network for online/internet Banking and do not forget to sign out
5. Use only the official website of the bank for online/internet banking
6. To promote green banking use credit or debit card for the most time
7. Inform and educate the fellow customers to use the green banking services and help the bank to promote green banking

For Bank;

1. Bank should go completely paperless banking
2. The majority of the customers are using ATMs. Bank should motivate its customers to use Other services like online/internet banking. Green Channel Counter, etc., in all the branches
3. Target the customers who have strong financial status to push these services
4. Conduct workshop or orientation program in colleges to make awareness among students
5. Appoint a full pledged employee to guide and demonstrate employment of green banking services
6. Bank should create awareness on advantage of green banking usage
7. Bank should offer attractive incentives or rewards for its regular green banking users, this would encourage the customers to use green banking practices.
8. Popularize other banking services which are available through online/internet banking because of the customers are using it just for fund transfer or to check account balance, etc.,
9. Make your services more User-Friendly in order that, bank can attract computer illiterate customers
10. Reduce the charge or POS terminal charge on online banking
11. Remove the most limit for using of ATMs of same bank rather than limiting the transaction within the same bank ATM

CONCLUSION

Green Banking means promoting friendly environment practice, and reduction of carbon footprints in banking operations, it involves use of money deposit machine , ATMs, green channel counters, online banking and green loans for efficient projects, etc., green banking practice is more popular among the people of 20-40 years and fewer popular among the people of 20 and above 60 years. Therefore, this study emphasis there is more must create awareness and educate its customers regarding green channel counters, YONO App, internet or online banking. SBI is that the first bank to introduce the green banking practice in its operations and brought huge step to push it through its advertisements and campaigns. The success of these green banking initiatives is within the hands of both bank and customers, therefore customers must do their bank operations through online rather than using tradition way of banking. If more number of customers switches to green banking practices, the bank could concentrate and develop new products which might enhance its operations. Finally, initiatives taken by the SBI to convert traditional banking to green banking takes time, it cannot achieve success in a very short period.

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