

# GREEN BANKING

Ayush Bhatnagar , Ayush Agarwal , Ayush Negi

Mrs. Seema Tewari

Assistant professor

BBA- FINANCE , GREEN BANKING , SCHOOL OF BUSINESS



(Established under Galgotias University Uttar Pradesh Act No. 14 of 2011)

## Abstract -

The financial region has informed crucial enhancements and hobbies withinside the ongoing past; the good-sized majority of the banks take inexperienced monetary activities. The banks are embracing one of a kind herbal practice of their regular commercial enterprise activities for the herbal fear to preserve up the environmental equalization. Hence, banking component assumes a pressing process in advancing clearly maintainable and socially reliable project. Inside ecological impact of the monetary region, for example, usage of vitality, paper and water is further low and clean. Condition the board withinside the monetary commercial enterprise is regarded as susceptible to be hazard administration. It expands the mission really well worth and brings down misfortune share as better fine credit score portfolio brings approximately better profit. Banks might not be certainly the polluters but they for the maximum component have a monetary affiliation with certain organizations/project amplify which might be polluters or will be in future.

## Introduction –

Whole Earth faces one amazing test Unnatural changes in weather. Banks are considered the foundation of wealth and it is immediate Protection and deviant effect of decimation Ecological compatibility. Green banking is new Occurrence in the financial world to focus on Ecologically and socially reliable investment. Global in the age of globalization Global warming is becoming one of the biggest problems in the world world. Despite the fact that it is a money industry Always considered agreed However, the current important use Vitality (lighting, cooling, processing), small space, Spontaneous structure overlooking the house Green strikingly expanded carbon Impression of the bank. Therefore, we limit carbon Management of impressions and warranties Banks are persuaded to use EcoAc. Innovation, green articles, new procedures, and Techniques (Bhardwaj and Malhotra, 2013). green Of course, the banking process worked well Sold and reduce carbon Impressive green of their financial exercises Profitable goals have better activities Innovation next to the customer Tilt care that is discarded well with financial situation society. Green banking is defined as promotion Environmentally friendly customs and reduced CO<sub>2</sub> footprint of bank activity. Simple Words, green banking is a banking that provides advantages. Green banking Ethical bank. Banks can minimize usage Procedures by promoting paperless banking Through online banking (Bibhu Prasad Sahoo, 2016) Rapid climate change can be too great for many ecosystems to adapt properly. Because the change has a direct impact on the bio Diversity, agriculture and forestry, mainland, water Resources and human health.

The Impact of banking sector in India is very competitive in today's time. Green banking, also known as environmental banking, is an ethical banking system that incorporates most socioeconomic and environmental elements with the goal of preserving the environment. natural resources, and efficiently protect the environment in general, supporting eco-friendly behaviours that benefit the environment. consumers in reducing their carbon footprint emission as a result of their banking transaction is referred to as green banking. Sri Lanka has a banking system that is cutting-edge. Since 2011, the system has been in place, indicating the oldest eco-friendly financial system in the world 1st bank country A noteworthy example of green banking in the Sri Lanka banking sector is such that any bank can profit.

Along with offering green services to customers, green banking is seen as the most important piece of change in the business process. Customers nowadays are more demanding than ever are primarily aware of their surroundings, existence, and surviving in a pollution-free environment as a society, we appear to be more concerned about the natural habitat, Banks, in particular, have begun to form business groups. alter their efforts to create as much vegetation as possible

conceivable Profit from using an environmentally friendly banking system. The funding of a financial initiative, service, or trade in a commercial setting a company or individual that does not contaminate the environment.

The condition in the marketplace has changed day by day and the competition has become harder. Investing in new customers is ten times higher than the existing customers. So, customers` manage is a major challenge to make a bank profit. Customers` satisfaction directly influences retention. Various numbers of factors in the market have introduced a rise in the significance and relevance of customers` retention. Researcher claimed that preparing of a customer retention method is important to attain the anticipated level of result which is determined the success of the market. Customer loyalty is possible with active customer relationships and can be achieved through a variety of activities that lead to the company's profitability. Researcher reported that, customers` retention means a long-term relation with the customers. Companies/banks try to keep their customers satisfied and grow their value.

### Green banking :An Overview

In today's time Indian Banking sector is a fastest growing banking services in the world. If I am comparing the banking sector to the past, there are so many major changes in today's time. Main Aspect is technology, The major change of the banking sector is technology.

In the past the banking sector work mode is 100% Manual. Due to this there are so many problems can be arise For eg- Tearing the papers, Fungus attack, and so many problems can be arise so we will improve the technology in Indian Banking Sector to remove manual working mode we will introduce online mode of the Indian Banking sector.

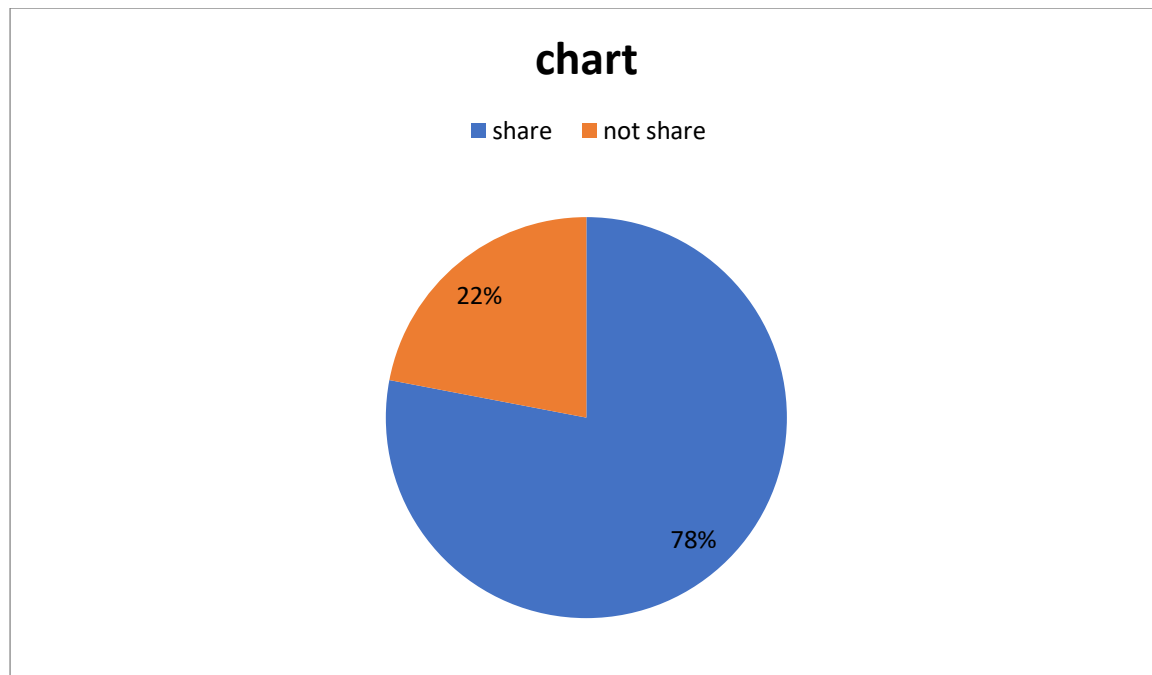
Importance of the study is –

- A. To study the latest technology in the market.
- B. To study the customer profile of banking account holder.
- C. To analyse the factors using the green banking as per customer perception.
- D. To adopt the green banking system we reduce the expense of the bank (Stationary).
- E. To increase bank reputation to use latest and digital technology.

### Data Interpretation and analysis :-

#### Q1 what is your name

This question was required to know how many people are ready to share there name. As show below following person share there name with us

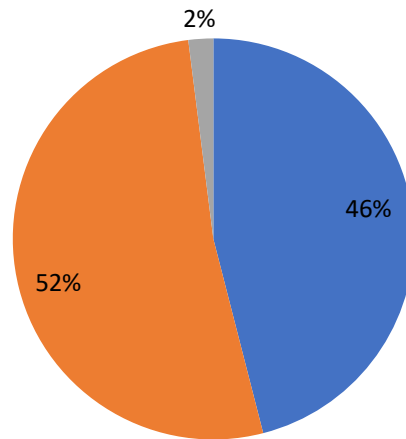


#### Q2 Gender

This question was required to know how many Mans, women, transgender have using online banking or does not using online banking

## Charts

■ Males ■ females ■ transgender

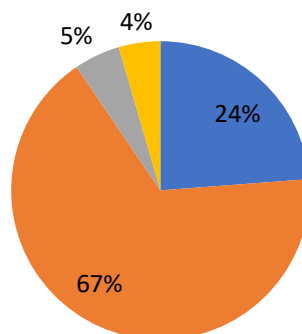


### Q3 What is your age

This question was required as to know the perception and preference according to the age group division. As shown below, the following age group have filled the survey and recorded their preferences.

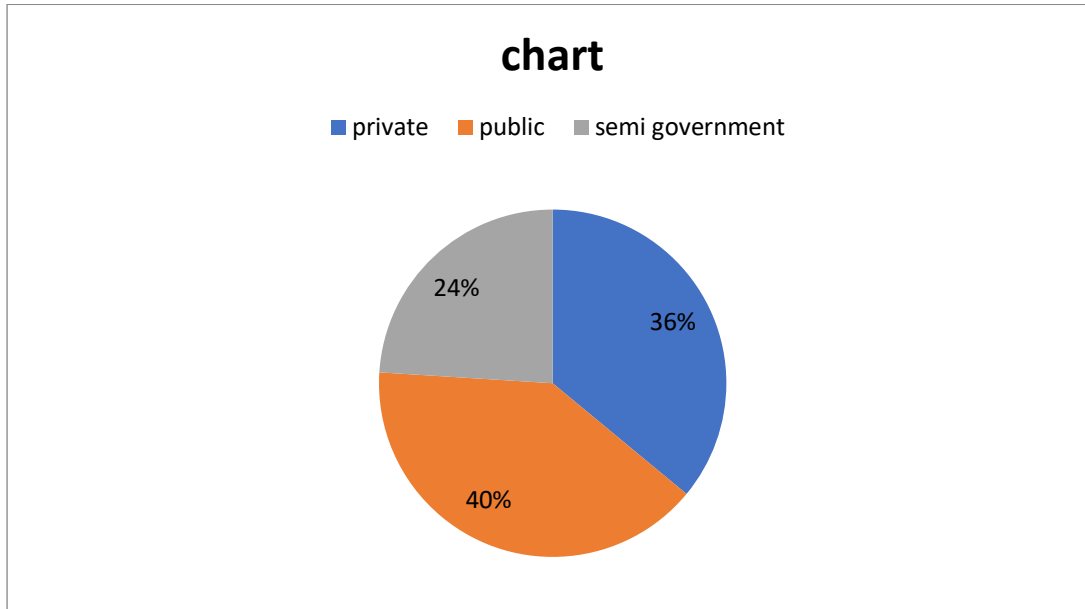
## chart

■ below 20 ■ 21-35 ■ 36-50 ■ more than 50



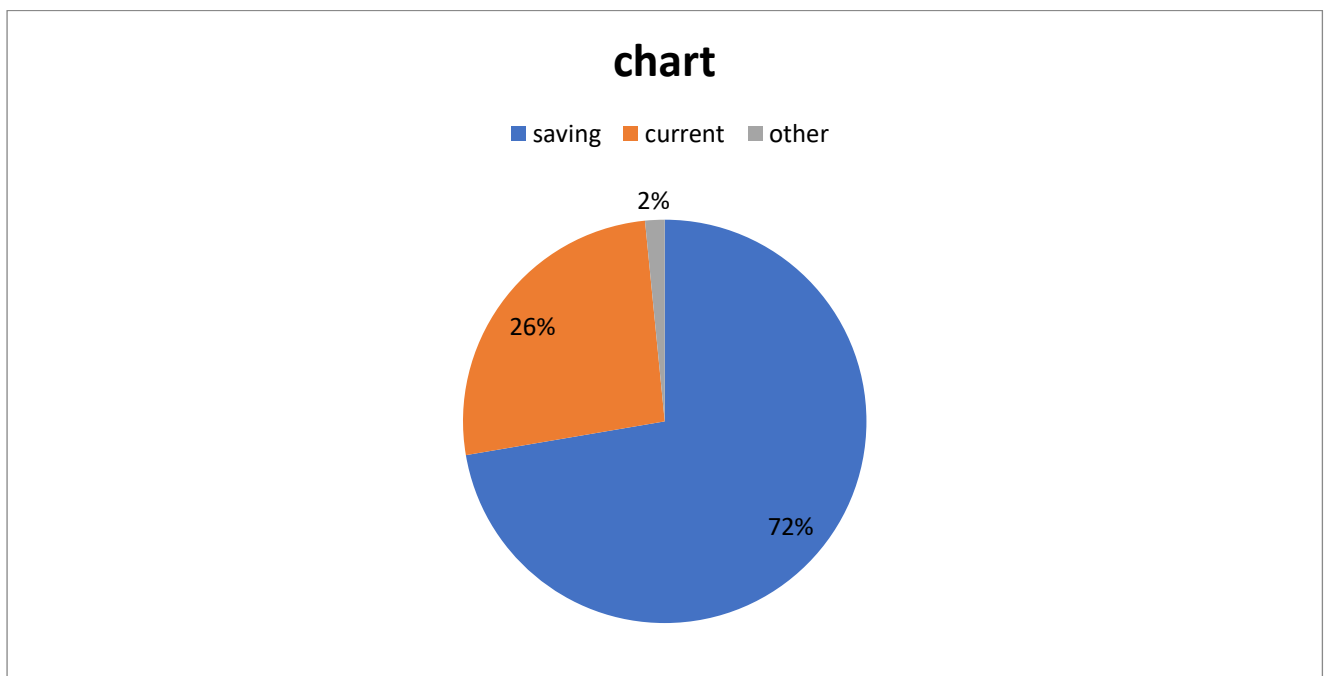
### Q4 Type of bank

This question was asked with objective to know the facilities Differently provided by private, public, semi government the result recorded in the following pie chart



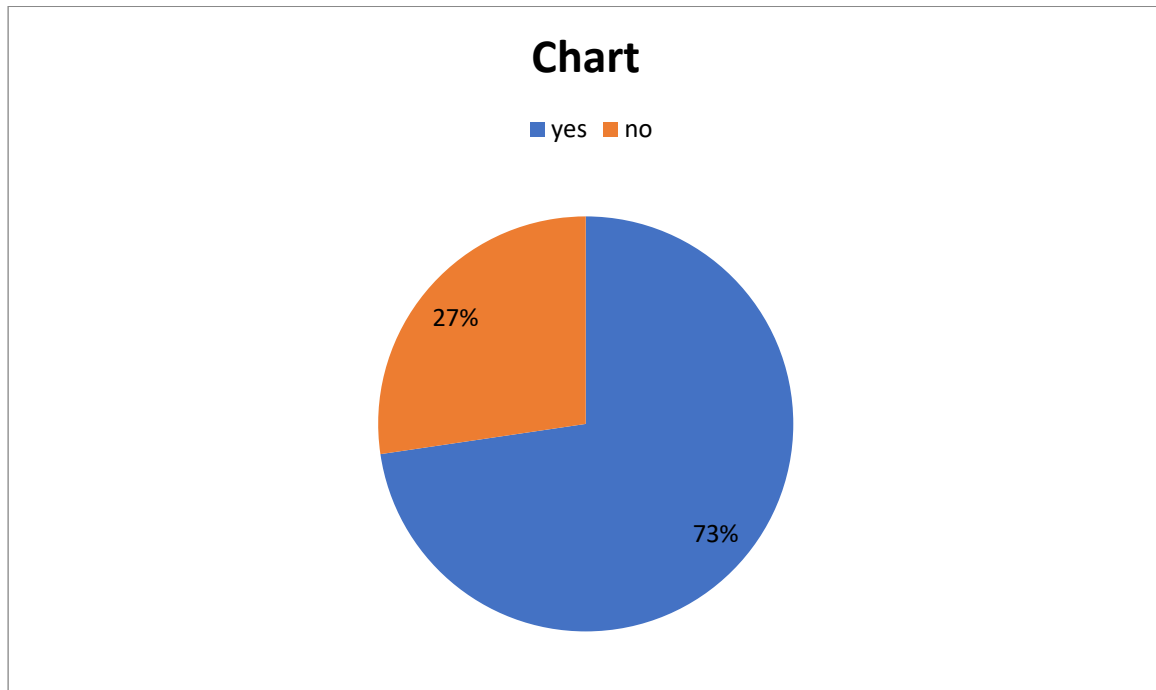
#### Q5 type of account

This question was asked with objective to know the type of bank account customer saving, current, other have the result recorded in the following pie chart



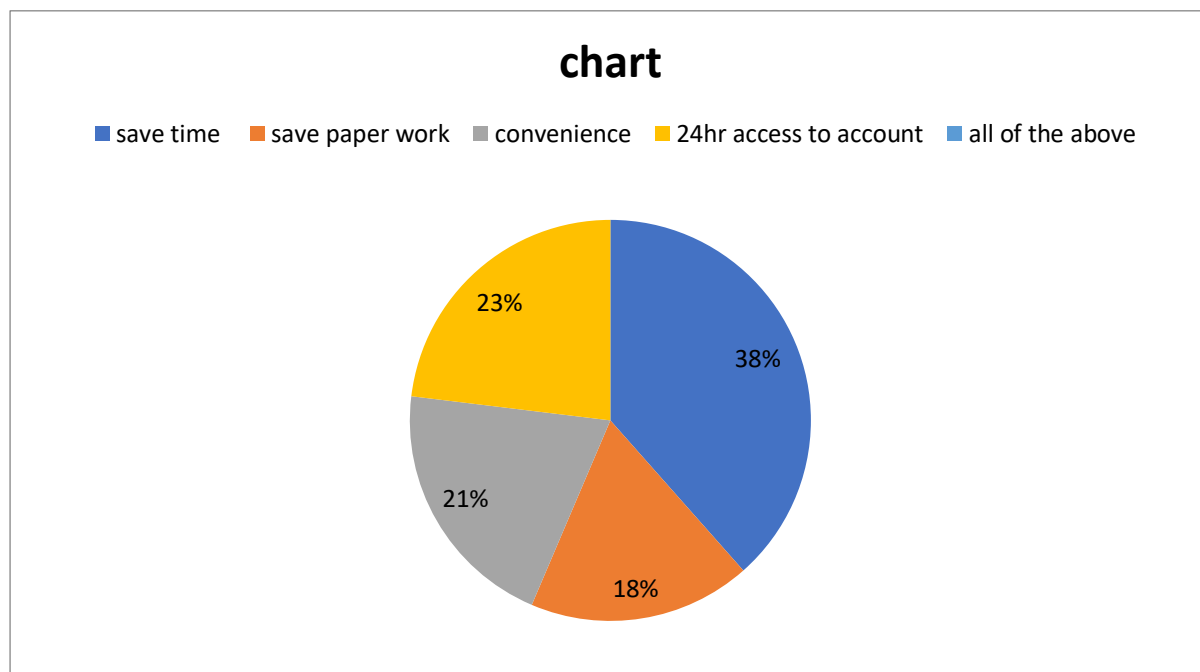
#### Q6 Do you use the online banking

This question was Asked to know how much costumers use online banking the result recorded in the following pie chart



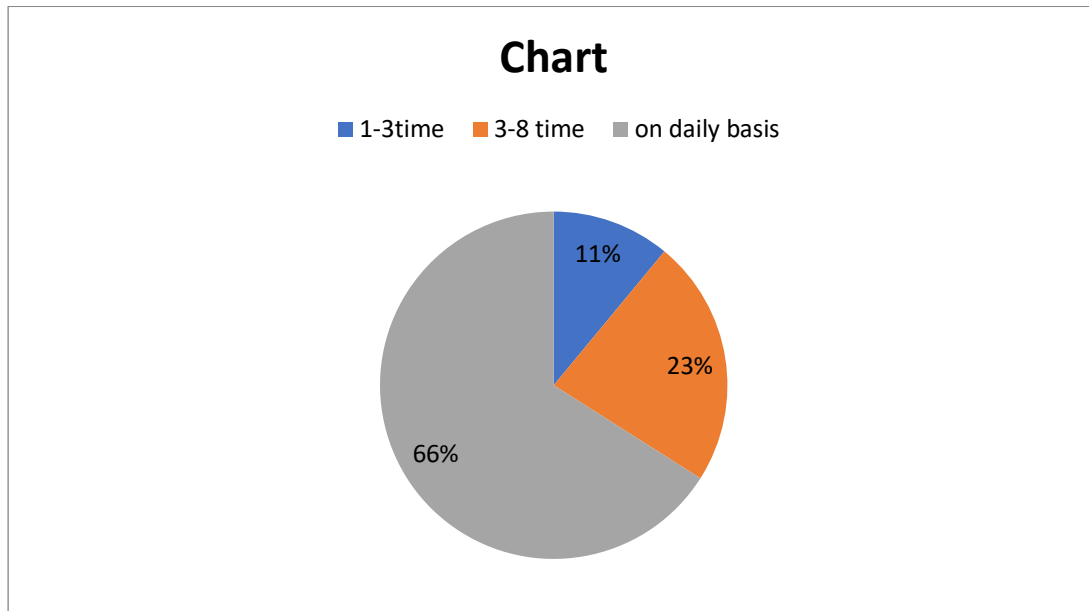
#### Q7 Reasons for choosing online banking

This question was asked with objective to know why customers use online banking the result recorded in the following pie chart



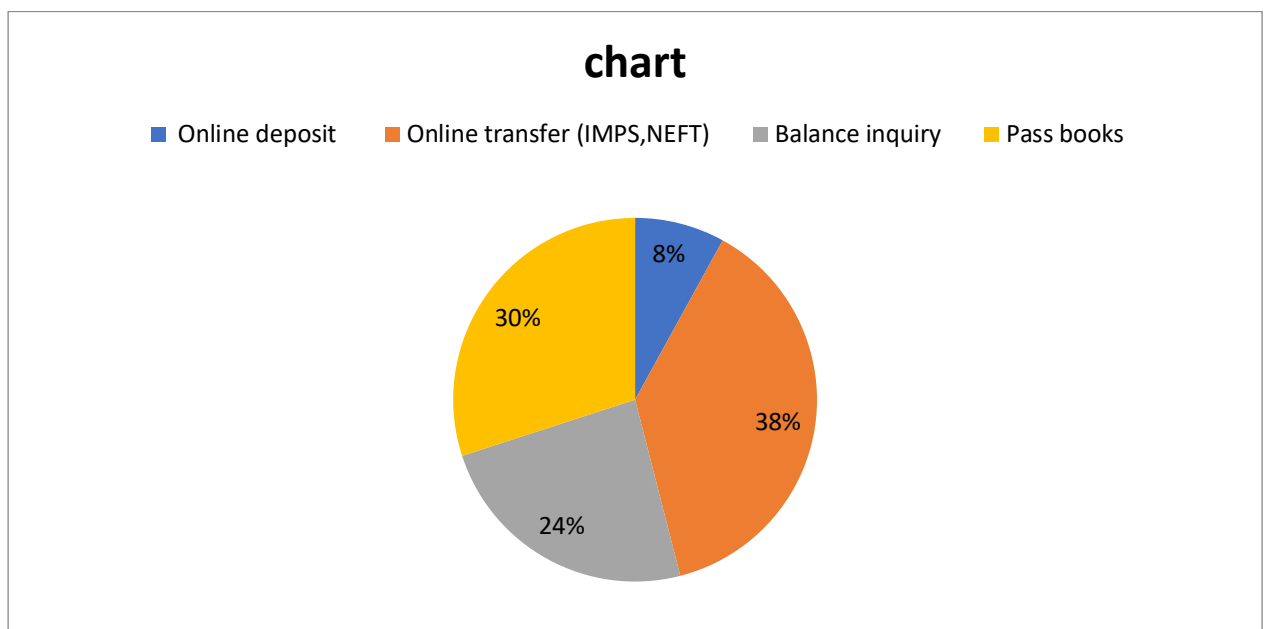
#### Q9 how often you use online services per month

This question was asked with objective to know how many time customers use online banking the result recorded in the following pie chart



Q10 which online banking operation do you use the most

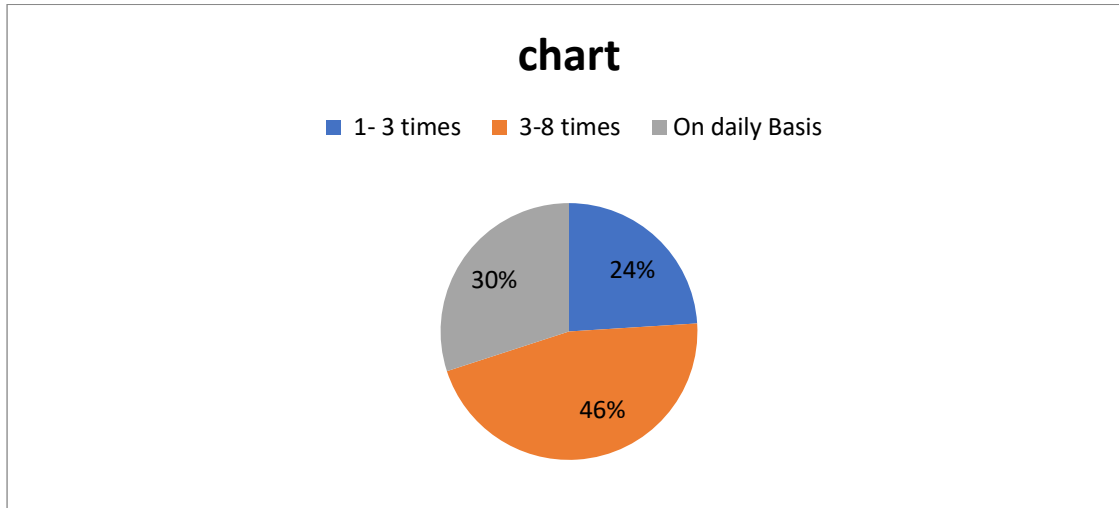
This question was asked with objective to know why customers use online banking the result recorded in the following pie chart



Q11 Before using the online banking. How many times you had been visiting the bank.

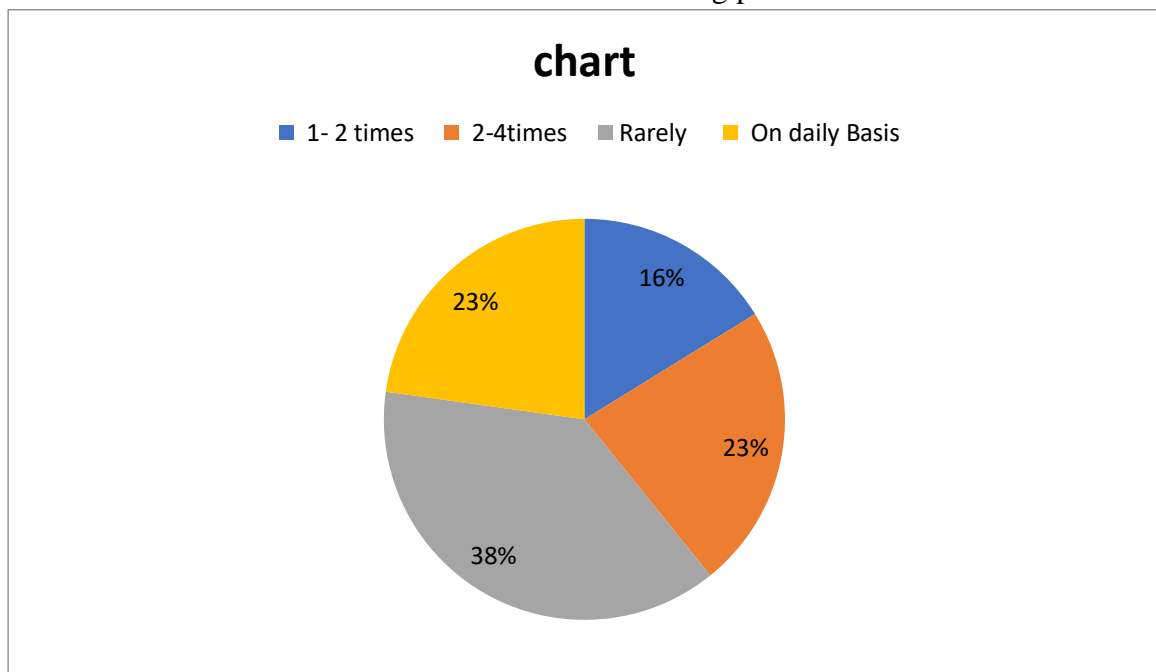


This question was asked with objective to know that Before using the online banking. How many times customer had been visiting the bank the result recorded in the following pie chart



Q12 after use the online banking. How many times visits the bank

This question was asked with objective to know after use the online banking. How many times visits the bank the result recorded in the following pie chart

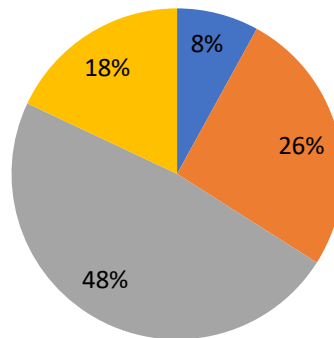


Q13 overall difficult of using online banking system

This question was asked with objective to know the overall difficult face by customer when using online banking system the result recorded in the following pie chart

chart

■ lack of assistance ■ Security concern ■ Limited services ■ Complex web design

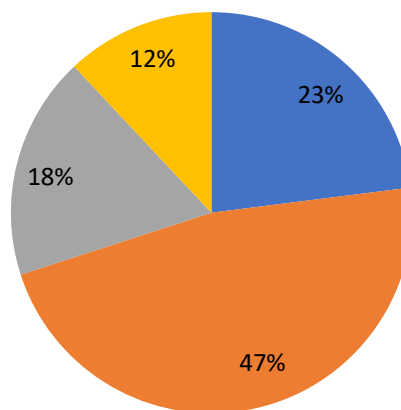


Q14 do you satisfied with security service of online banking of your bank?

This question was asked with objective to know the satisfaction level of customers o security while using online banking system the result recorded in the following pie chart

chart

■ Strongly satisfied ■ Satisfied ■ Neutral ■ Dissatisfied

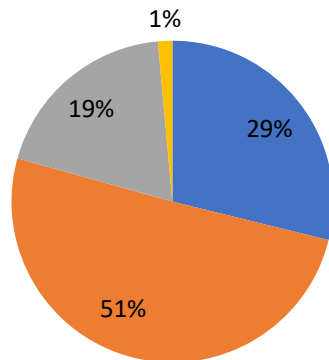


Q15 What are the charges of online banking of your bank?

This question was asked with objective to know the charges of bank according to customers when using online banking system the result recorded in the following pie chart

**chart**

■ High ■ Moderate ■ Low ■ or need to change charges

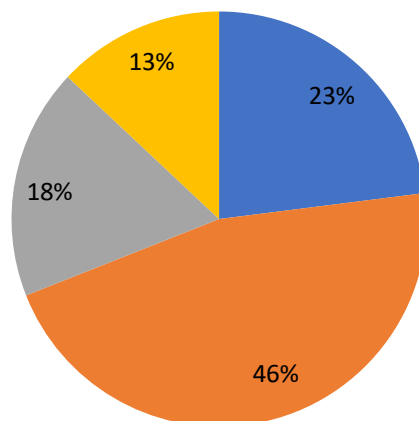


Q16 you are satisfied with online banking ?

This question was asked with objective to know the satisfaction level of customer when using online banking system the result recorded in the following pie chart

**Chart**

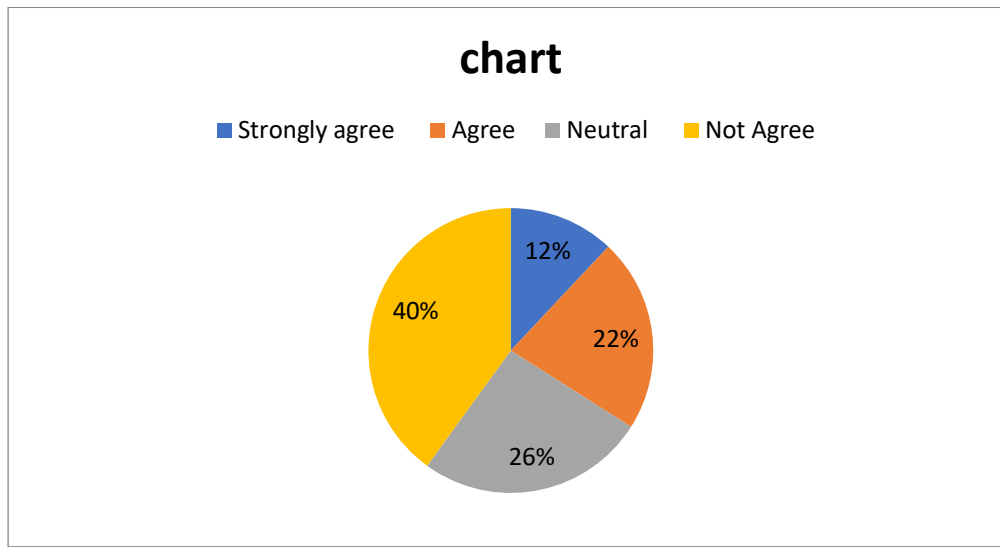
■ Strongly satisfied ■ Satisfied ■ Neutral ■ Dissatisfied



### Questions for banks Employee

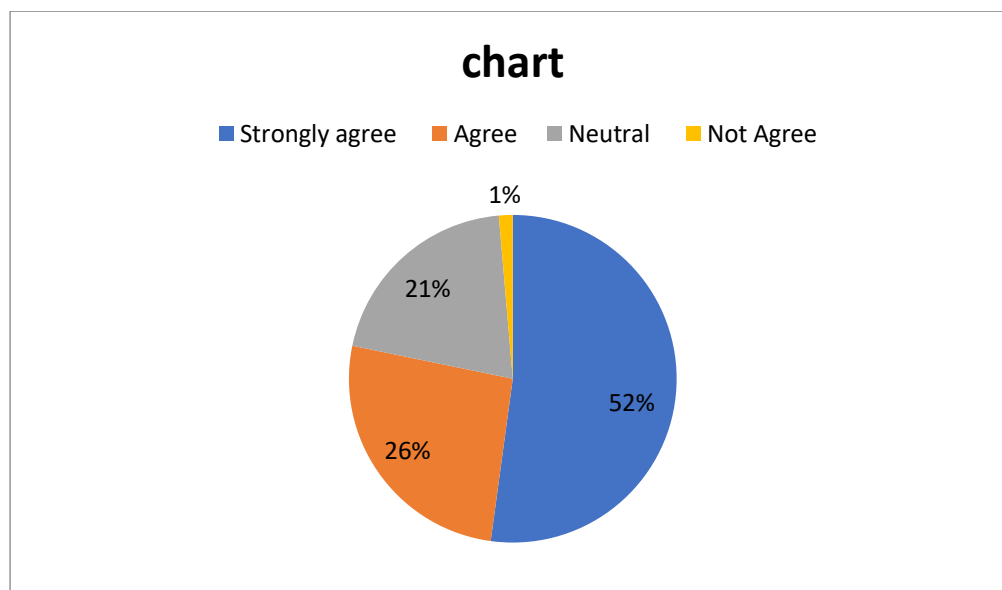
Q17 does online banking helps you to retain your costumer and helps in to discover new customers ?

This question was asked with objective to know does online banking helps you to retain your costumer and helps in to discover new customers the result recorded in the following pie chart



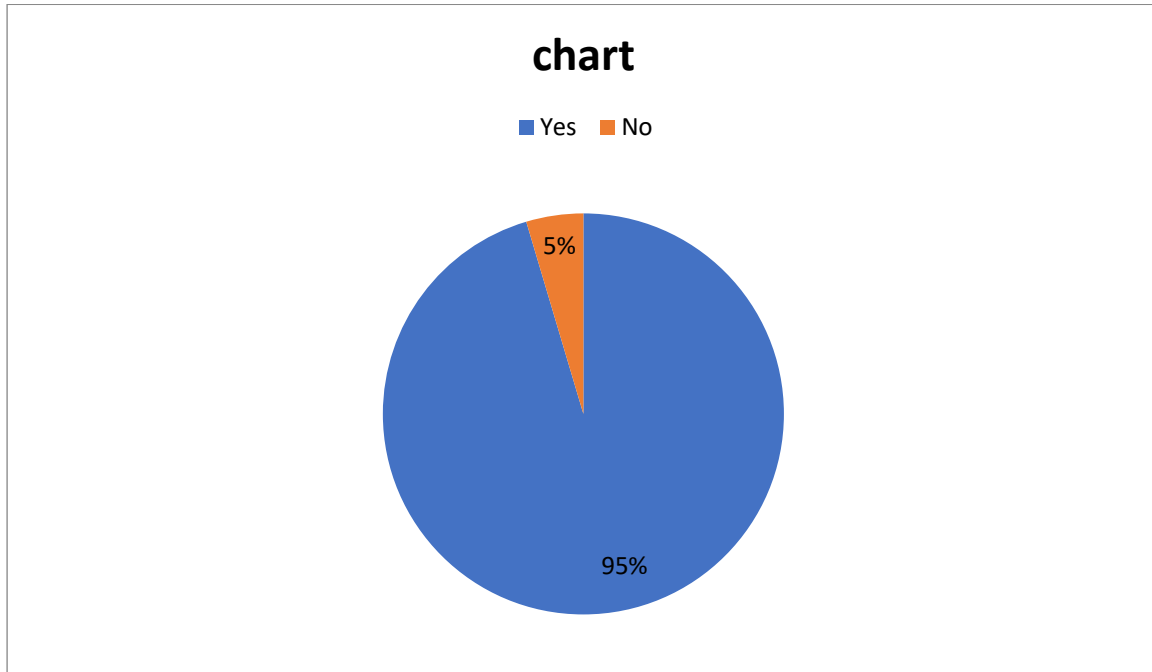
Q18 did yours bank providing you regular training of online banking for new software's

This question was asked with objective did bank providing regular training of online banking for new software's to employee or not the result recorded in the following pie chart



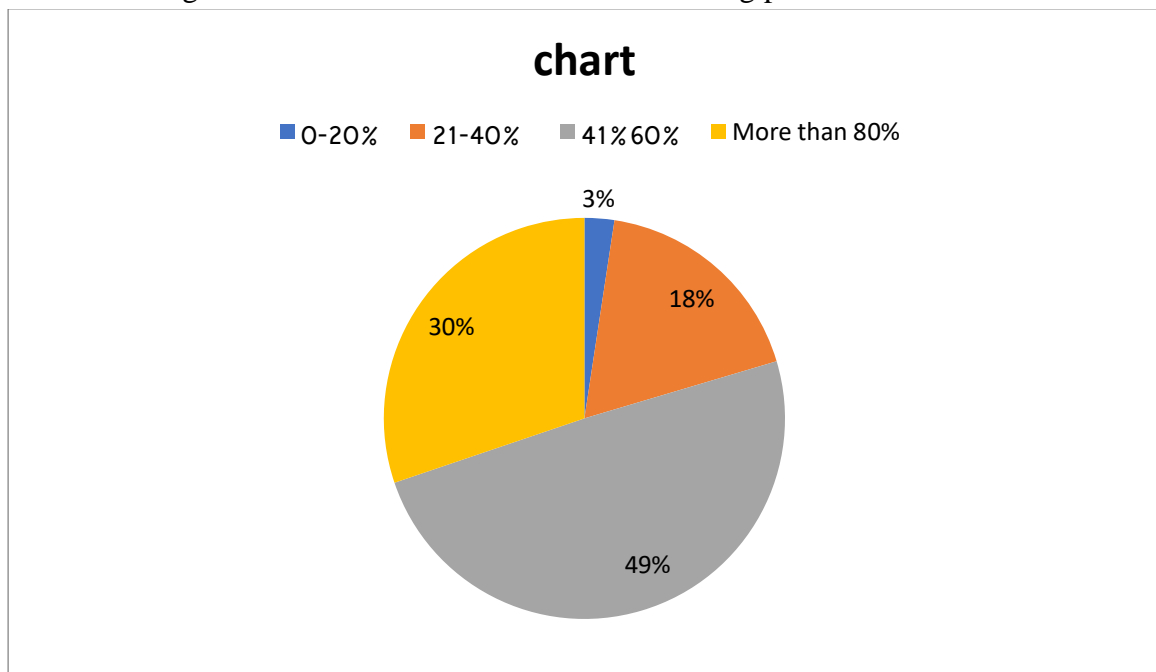
Q19 did online banking reduced the paper works?

This question was asked with objective did online banking reduced the paper works result recorded in the following pie chart



Q 20 Percentage of your costumer using online banking service

This question was asked with objective to know how much Percentage of costumer using online banking service the result recorded in the following pie chart



## Literature Review –

**Chen Zhixia, et al (2018)**, title of their article "Current status and future challenges of green banking for ecological sustainability: Bangladesh has observed this ultimate green opportunity banking business in every aspect Very encouraging like many green articles and the administration will provide in stages, In addition, it is expected later. Some original Green Greatness Grants and Acknowledgments, green rating organization, Green Venture Reserve, Green Protection, Green Accounting and revelation heard, Discovered in activity earlier, not later. Appropriate green financial use will also be made Check the operations of contaminated companies.

In the case of customers, according to a recent survey holds increased by 5%, symbolizing a 23x effect 95% of NPV is represented by the customer. the Organizational commitment depends heavily on it Customer satisfaction and high engagement. Organizations, especially banks, usually increase, expanding to both transactional and digital services Existing customers and new entrants to retain client.

**Aazhvaar, Vijai. (2018)**, "A Research on customer awareness of green banking Selected public and private sector initiatives Banks especially related to Cuddalore District introduced this rapidly changing business Sector economy where economic globalization progresses Sector has increased the challenge to the enterprise Powerless against strict disclosure regulations Extreme demands or buyer blacklists. many green is the main theme of the 21st century Happiness and manageable biological balance. To avoid falling into the trap of comparison Motivation to be environmentally friendly "Friendly" runs faster than Indian blood Consolidated vein. With supportable progress Nature maintenance is currently recognized Comprehensive as a major issue for shielding A planet before the extinction of humankind.

**Pappurajan (2017)**, "Study" in her paper About customer consciousness about green banking It was observed that contamination was reduced Operators in their internal activities Use of mastransport frames, use Active effective incandescent light, use of nature Mercy, green structure, etc. Many banks began focusing on it Always display the number of green articles However, many items such as green cards, green loan, paperless bank, etc. It is such a thing from now on power. Despite the green fact Somehow or activity may not be the purpose to select a specific bank behind the customer Wear to affect the client to control the bank. Suresh, et al (2015), "Green" in your article Indian banking. Economic magazine International finance emphasizes that the part is considered Natural cordial to drain Internal natural effects of impurated finance For example, vitality, use of paper And water is likewise low and clean. Ecologically Bank effects are not physically identified Treasury exercises are still the same as his client's exercises. In Thus, the natural effects of banks' external behaviour It's huge, but difficult to estimate.

**Rajput, Kaur et al. (2013)** - The purpose is to understand how Indian banks respond to environmental changes. A measure from the green bank point of view. You can see that there is a small group of banks India leading to the environmental aspect. Answer to international initiative by

Indian banks The environment is slow. United National Environment Financial Initiative Not Close to Initiative Single Indian Signer. Using factor analysis, they risk business failure with colleagues and the lack of RBI mandates is an obstacle to the path to sustainability. India's gap is those Awareness and awareness of environmental issues. Carbon Disclosure Project Needed by India Disclosure of emissions. This disclosure project is active in India. But the response is very low Because there are only eight signers. Researchers say that the current management system is It is integrated with environmental and sustainability issues. **Yadav and Pathak (2013)** - considers the green banking approach adopted by private and public banks. Environmental sustainability. Using a case study approach, they found that Indian banks understood this. The relevance of positive steps to the environment. In addition, the results of the studies conducted public sector banks, with exceptions, show that they are taking more initiative compared to the private sector. ICICI Bank. For private citizens, only the ICICI Bank approach is sustainable.

## RESEARCH METHODOLOGY

### **SIGNIFICANCE OF THE STUDY**

Green Banking plays a very important role in the day-to-day activities of the common man, business houses, industries, agriculturists and other service providers. Investment under banking sector not only provides protection for individual and industry through risk coverage; it also mobilizes funds for economic activity, and encourages savings. **It ensures both present and future financial security.** And now it is a way more important to ensure one's own future after the pandemic situation. It also provides numerous advantages like mobility of funds, low risk, diversification, professional management and economies of scale for both businesses and personal benefit.

Thus the banking sector is considered an important tool for economic and personal stability. The banking and finance industry is a key sector in the economy of any country.

### **OBJECTIVES OF THE RESEARCH**

The objectives of the research as follows:

1. To determine the actual and potential impacts of green banking
2. To analyze the recent measures adopted by the Indian banks to cope-up with the problem.
3. To analyze the satisfaction level of costumer by green banking
4. To determine the future for the banks
5. Predicting for the possible suggestions that would be required.
6. Lastly, to analyze the new digital trends adopted by Indian banks.

## OBJECTIVE OF PREPAIRING THE QUESTIONNAIRE

The main objective to prepare the questionnaire was to analyze the new digital trends under banking sector and the customer perception in order to choose digital or traditional method of banking. The set of questions were prepared accordingly.

## SCOPE OF THE STUDY

A big boom has been witnessed in finance industry in recent times. A large number of new players have entered the market and are trying to gain market share in this rapidly improving market. The study deals with Reliance in focus and the various segments that it caters to. The study then goes on to evaluate and analyse the findings so as to present a clear picture of trends in the banking sectors and opportunities.

## SIGNIFICANCE TO THE INDUSTRY

This is a limited study which takes into consideration the responses of 100 people. This data can be explored to take in the trends across the industry. The significance for the industry lies in studying these trends that emerge from the study, as the environment is very dynamic in nature.

## RESEARCH DESIGN

**DATA SOURCE:** both primary and secondary data is been used for collecting information. For the purpose of knowing the actual and potential impacts of green banking on the banking sector, various statements of different experts has been analysed from secondary data. To analyse the digital trends and customer perception towards the banking sector the use of primary data that is the questionnaire is been used.

**RESEARCH DESIGN TYPE :** it is both descriptive and exploratory research as the facts has been availed from secondary data source and described, also the facts has been explored to conclude the better understanding of the green banking from both experts and common man.



## SPECIFICATION OF THE RESEARCH

1. The research is limited to the information of only 100 responses.
2. The responses have been collected from all over India.
3. Primary data source is been used to analyse only a part of research that is to know the recent trends in banking sector and the customer perception.
4. In a rapidly changing industry, analysis on one day or in one segment can change very quickly. The environmental changes are vital to be considered in order to assimilate the findings

## Questionnaires

Q1 Name (optional)

-----

Q2 Gender (optional)

- ☐ Male
- ☐ Female
- ☐ Transgender

Q3 What is your age

- ☐ Below 20
- ☐ 21-30
- ☐ 31-40
- ☐ More than 50

Q4 Type of bank

- ☐ Public
- ☐ Private
- ☐ Semi government

Q5 type of account

- ☐ Saving
- ☐ Current
- ☐ Any other specify

Q6 Do you use the online banking

- ☐ Yes
- ☐ No

Q7 Reasons for choosing online banking

- ☐ Save time
- ☐ Save paper work
- ☐ Convenience
- ☐ 24 hr access to account
- ☐ All the above

Q9 how often you use online services per month

- ☐ 1- 3 times
- ☐ 3-8 times
- ☐ On daily Basis

Q10 which online banking operation do you use the most

- ☐ Online deposit
- ☐ Online transfer (IMPS,NEFT)
- ☐ Balance inquiry
- ☐ Pass books

Q11 Before using the online banking. How many times you had been visiting the bank.

- ☐ 1- 3 times
- ☐ 3-8 times
- ☐ On daily Basis

Q12 after use the online banking. How many times visits the bank

- ☐ 1- 2 times
- ☐ 2-4times
- ☐ Rarely
- ☐ On daily Basis

Q13 overall difficult of using online banking system

- ☐ Lack of assistance
- ☐ Security concern
- ☐ Limited services
- ☐ Complex web design

Q14 do you satisfied with security service of online banking of your bank?

- ☐ Strongly satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Strongly dissatisfied

Q15 What are the charges of online banking of your bank?

- ☐ High
- ☐ Moderate
- ☐ Low
- ☐ Ot need to change charges

Q16 you are satisfied with online banking ?

- ☐ Strongly satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Strongly dissatisfied

Questions for banks Employe

Q17 does online banking helps you to retain your costumer and helps in to discover new customers ?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Not Agree
- ☐ Strongly disagree

Q18 did yours bank providing you regular training of online banking for new software's

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Not Agree
- ☐ Strongly disagree

Q19 did online banking reduced the paper works?

- ☐ Yes
- ☐ No

Q 20 Percentage of your costumer using online banking service

- ☐ 0-20%
- ☐ 21-40%
- ☐ 41% 60%
- ☐ More than 80%

## **Conclusion**

To conduct research report, firstly from the opinion of experts

According to expert Green Banking if implemented sincerely will act as an effective ex ante deterrent for the polluting industries that give a pass by to the other institutional regulatory mechanisms. There has not been much initiative in this regard by the banks and other financial institutions in India though they play an active role in India's emerging economy. The banking and financial sector should be made to work for sustainable development. As far as green banking is concerned, India's banks and financial institutions are running behind time

According to our team: We all know that the population of India is very large. It will not be possible for the bank in future to handle each question or every single problem through offline medium or face to face. so green banking will be help full in it

Many costumer are currently using online service of banks and these costumer are increasing day by day so it's will be beneficial for all of us and in last we want to say that green banking is future of banking system

## **Reference**

Self research paper

Exim bank case study

Indian economy by Ramesh Singh

[Www.sricbd.com](http://www.sricbd.com)

BGC Trust university research paper on green banking

Green Banking in India: A Study of Various Strategies Adopt by Banks for Sustainable Development

Department of Management Studies, Ganga Institute of Technology and Management, Kablana, Jhajjar, Haryana, INDIA