

# North Asian International Research Journal Consortium

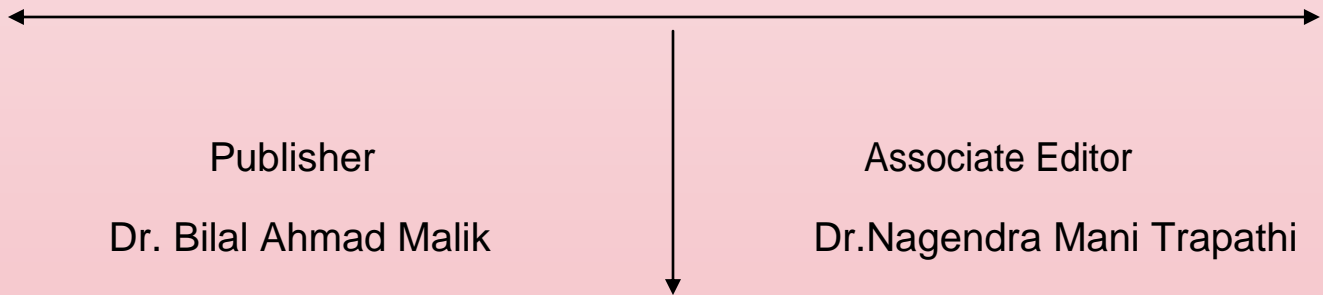
*North Asian International Research Journal*

*Of*

*Multidisciplinary*

Chief Editor

Dr. Nisar Hussain Malik



NAIRJC JOURNAL PUBLICATION

North Asian  
International  
Research Journal Consortium



## Welcome to NAIRJC

ISSN NO: 2454 - 2326

North Asian International Research Journal is a multidisciplinary research journal, published monthly in English, Hindi, Urdu all research papers submitted to the journal will be double-blind peer reviewed referred by members of the editorial board. Readers will include investigator in Universities, Research Institutes Government and Industry with research interest in the general subjects

### Editorial Board

J.Anil Kumar Head Geography University of Thirvanathpuram	Sanjuket Das Head Economics Samplpur University	Adgaonkar Ganesh Dept. of Commerce, B.S.A.U Aruganbad
Kiran Mishra Dept. of English,Ranchi University, Jharkhand	Somanath Reddy Dept. of Social Work, Gulbarga University.	Rajpal Choudhary Dept. Govt. Engg. College Bikaner Rajasthan
R.D. Sharma Head Commerce & Management Jammu University	R.P. Pandday Head Education Dr. C.V.Raman University	Moinuddin Khan Dept. of Botany Singhaniya University Rajasthan.
Manish Mishra Dept. of Engg, United College Ald.UPTU Lucknow	K.M Bhandarkar Praful Patel College of Education, Gondia	Ravi Kumar Pandey Director, H.I.M.T, Allahabad
Tihar Pandit Dept. of Environmental Science, University of Kashmir.	Simnani Dept. of Political Science, Govt. Degree College Pulwama, University of Kashmir.	Ashok D. Wagh Head PG. Dept. of Accountancy, B.N.N.College, Bhiwandi, Thane, Maharashtra.
Neelam Yaday Head Exam. Mat.K..M .Patel College Thakurli (E), Thane, Maharashtra	Nisar Hussain Dept. of Medicine A.I. Medical College (U.P) Kanpur University	M.C.P. Singh Head Information Technology Dr C.V. Rama University
Ashak Hussain Head Pol-Science G.B, PG College Ald. Kanpur University	Khagendra Nath Sethi Head Dept. of History Sambalpur University.	Rama Singh Dept. of Political Science A.K.D College, Ald.University of Allahabad

**Address: -North Asian International Research Journal Consortium (NAIRJC) 221 Gangoo, Pulwama, Jammu and Kashmir, India -192301, Cell: 09086405302, 09906662570, Ph. No: 01933-212815, Email: [nairjc5@gmail.com](mailto:nairjc5@gmail.com), [info@nairjc.com](mailto:info@nairjc.com) Website: [www.nairjc.com](http://www.nairjc.com)**

## GREEN BANKING: INITIATIVES TAKEN BY PUBLIC SECTOR BANK IS OPPORTUNITY OR CHALLENGES

**KRISHNA AGRAHARI**

(Master of Business Administration) Madan Mohan Malaviya University of Technology, Gorakhpur,  
UTTAR PRADESH

### **ABSTRACT**

*Green banking is any form of banking that benefits the environment but the biggest problem faced by the world is to reducing the damage to the natural resources and global warming. According to Clark Schultz (2012) Green banking means promoting environmental-friendly practices and reducing your carbon footprint from your banking activities. Green banking is a new initiative throughout the world. The leading bankers have come forward to save man from disaster. Green banking is nothing but an eco – friendly socially responsible banking system. The study aims to identify the awareness of customers and bank employees regarding to green banking concept in public sector bank i.e. State Bank of India.*

**Keywords:** Green Banking, Awareness, initiatives.

### **INTRODUCTION**

Green banking is a new concept that derives from the awareness of bankers and entrepreneurs who thought about the future of mankind regarding sustainable growth, saving the nation from painful, un-healthy environment and disasters. State bank of India will introduce “green- channel banking” at more of its branches to promote paperless work and to facilitate faster transactions for customer. The customers need not fill up any pay –in slip or cheque for depositing or withdrawing money from their account instead they access the service of ATMs. In this way there will be no requirement of paperwork and the process of money transaction will be fast.

### **1-GREEN BANKING-**

According to Indian Banks Association (IBA) “Green bank is like normal banks, which considers the entire social and environmental factor with an aim to protect the environment and conserve natural resources”. Green banking is making technological improvements, operational improvements and changing client habits in banking sector.

### 1.1- NEEDS OF GREEN BANKING-

The need for moving towards green banking in this fast changing environment going green provides competitive advantage.

- Consumer more interested in environment friendly goods and services.
- Strict government rules and regulations.

### 1.2- GREEN INITIATIVES TAKEN BY SBI-

Launched 'Green Channel Counter' facility at 5000 select branches of the bank spread across the country , this leads to the saving of enough papers to avoid felling of approximately '5 Trees'.

- SBI has become the first bank in the country to venture into generation of green power by installing wind mills

### 1.3- CHALLENGES OF GREEN BANKING-

- **Startup Face-** Many banks in green business are very new and are in startup face, generally it takes 2 to 3 years for a bank to start making money.
- **Higher operational cost** – Green banking require talented, experienced staff to provide proper services to customers. Experienced loan officers are needed with additional experience in dealing with green business and customers.
- **Reputational risk** - If banks are involved in those projects which are damaging the environment they are prone to loss of their reputations.

### 1.4- OPPORTUNITIES FOR GREEN BANKING-

- Adopt techniques to avoid inventory wastage.
- Maintain customer relationship.
- Promoting paperless transactions.
- Saving energy and time
- Provide fast service to customers.

## 2. LITERATURE REVIEW-

**Sreesha Ch. (2014)** examined operation of green banking initiatives of selected private and public sector banks in India. The researcher found that public sector banks lacking in green technology initiatives as comparison to private sector banks. The researcher suggests that banks should expand the use of environment information in their business operations, credit extension and investment decision in order to maintaining eco- friendly environment.

**Sudhalakshmi and Chinnadorai (2014)** present the status of Indian banks in green banking and state that through goes green mantra is essential for emerging economies like India but Significant effort has not been taken.

**V. Kanchana Naidu and C. Paramasivan (2015)** conducted a research on topic of green banking trends in India. Their study found that green banking will be mutually beneficial to the banks, industries and the economy. Not only it will ensure the greening of the industries but it will also facilitate in improving the assets quality of the banks in future.

## 3. PROPOSED CONCEPT

- Construct a website for bringing awareness about green banking and spread news.
- Bank can organize seminar and conference to educate the customer regarding uses of online banking as well as security and privacy of their customers.
- Bank can introduce green fund for customers who would like to invest in environment friendly projects.
- They can organize awareness campaign in schools and colleges. They also participate in tree plantation activities.

## 4. CONCLUSION

This concept of green banking is beneficial to the banks and economy. Green banking has been boosting to improve the environment and promoting economic growth. Banking sector make their customer more aware about green banking through their websites and also they provide training and development of relevant skills among bank employees. For effective adoption of green banking, the RBI and the Indian government should play

major role and formulate green policy guidelines. Banking sector started adopting green practices, but still a lot of challenges are unutilized by the Indian bank for greening their activities.

## REFERENCES

- **BhalSarita (2012)**“role of green banking in sustainable growth”, international journal of marketing, financial services, and management research, 1(2).
- Green channel counternew\_.pdf
- **GeetikaJaggi** “Green banking initiatives by SBI and ICICI” Indian journal of research, vol: 3 issue June 2014.
- **Ms. Neetu Sharma, Ms. Sarika k ,Dr .R .Gopal** “a study on customers awareness on green banking initiatives in selected public and private sector banks with special reference to Mumbai”Isro journal of economics and finance .14.pdf
- **Sudhalakshmi K and Chinnadorai ,K(2014)** “Green Banking Practices In Indian Banks”, International journal of management and commerce innovations, Vol 2(1) ,232-235
- **Suresh Chandra Bihari and BhavnaPandey** www.acadmjournals.org
- **VasilVafeeque and HarisUnnipulan** “The role of green banking in sustainable growth” ERA international journal of economic and business review, vol-3, issue- 10 oct2015.
- Articles.Economictimes.indiatimes.com
- Www. Financial express
- www.sbi.co
- www.moneycontrol.com

## Publish Research Article

Dear Sir/Mam,

We invite unpublished Research Paper, Summary of Research Project, Theses, Books and Book Review for publication.

**Address:- North Asian International Research Journal Consortium (NAIRJC)  
221, Gangoo Pulwama - 192301**

**Jammu & Kashmir, India**

**Cell: 09086405302, 09906662570,**

**Ph No: 01933212815**

**Email: [nairjc5@gmail.com](mailto:nairjc5@gmail.com), [info@nairjc.com](mailto:info@nairjc.com)**

**Website: [www.nairjc.com](http://www.nairjc.com)**

