

A Study on Online Banking Encouraging Green Banking

Dr. Minti Sinha

Assistant Professor, Management, Sabarmati University, Ahmedabad, Gujarat

E-Mail id – mintee.sinha@rediffmail.Com

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Abstract: The concept of Green Banking is getting popular among people around the world. Green Banking is the main step to developing a low-carbon economy. I have studied how online banking encourages Green Banking. My study is based on secondary data and a descriptive research design has been used for the study. During my study, I found that green banking plays an important role in providing customers with paperless, easy, quick, and eco-friendly services. Green Banking protects and preserves the environment for future generations. To promote Green Banking, banks should be aware of people and educate senior citizens and uneducated people on how green banking benefits customers.

Key Words: Green banking, Climate change, Environment, Online Banking, Low Carbon Economy.

Introduction :

Climate Change is a big concern around the world. Climate Change is posing various risks like economic risks, health risks, and environmental risks. Now economists are recognizing the necessity to develop a Low Carbon economy. Nowadays every country trying to develop a Low carbon, Economy. Banks can play an important role in developing a low-carbon economy. Banks can play an inevitable role in creating a low-carbon economy by providing investment and financing policies. People are now becoming more aware of climate change. People should understand the negative impact of climate change on the environment. As responsible citizens, we should protect and conserve the environment for our future generations. People should use environmentally friendly products to reduce their carbon footprint. “Green” is the symbolic word of eco-consciousness in the world. Banks could manage money and finances in a green way. Banks are also becoming environmentally -friendly by adopting the “Go Green Approach” which is popularly called Green Banking across the world. The main goal of Green Banks is to provide good environmental and social business. Online Banking is the best example of Green Banking.

What is Green Banking?

Green banking is like a normal bank, which considers all the social and environmental factors to protect the environment and conserve natural resources. It is also called an ethical bank or a sustainable bank. Green Banking means promoting environmentally-friendly practices and reducing your carbon footprint from your banking activities.

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Green Banking comes in many forms :

1. Using online banking instead of visiting Branch of Banks
2. Paying bills online
3. Opening Online accounts at the bank

Research Methodology :

Objective / Aim of Study :

To Study Online Banking encouraging the Green Banking

Research Design :

For the detailed study, a Descriptive Research Design has been used.

Data Sources :

Secondary Data Has been collected for the study through Books, reports, websites, etc.

Limitation of Study :

1. Secondary data has been used for the study

Scope of the study:

1. My research will be useful to the academicians and research scholars for the further research
2. It will be useful to the government also, to know the growth of the Green Banking

Online Banking encouraging Green Banking :

1. Provide Paperless Statements:

In Green, Banking statements are sent electronically to the customers, which saves the papers, and chances of identity theft are reduced. Copies of statements and bank records are stored electronically.

2. Paycheck Electronicly:

Employees receive the option to receive paychecks electronically from their employers, which saves time for the customers to visit the banks, Reduces paperwork, saves paper, etc.

3. Online Bill Payments:

Nowadays people prefer to make payments online because it is easy, quick, and also saves paper. Telephone bills, cable bills, utility bills, credit card payments, and mortgage payments can all be paid electronically.

4. Net Banking:

Nowadays most people are doing Online banking. Customers perform most of the banking-related functions without visiting banks. Online banking is beneficial to the customers because it saves time, easy access, provides 24 x 7 service, eco-friendly process, etc.

5. Mobile Banking:

Balance checks, Payments, account transactions, etc. are done by mobile phone, which is called Mobile Banking.

Findings :

During my study, I have found out that Green Banking is very important to protect and preserve the environment. Green Banking provides customers with paperless, easy, and quick services. Through Green, Banking Customers can make online payments like Telephone Bills, Credit card Payments, Cable bills, shopping Bills, etc. through mobile phones. Green Banking protects the environment for future generations.

Suggestions :

1. To promote Green Banking banks should make green banking more user-friendly.
2. Banks should educate Senior citizens and uneducated people about the benefits of Green Banking and should encourage them to use Green banking.

Conclusion :

Green Banking has become the buzzword nowadays. Green banking not only provides various banking services electronically but also aware people of global warming. Traditional banks were not practicing green banking a few years ago. Only recently, Green Banking become famous among financial services providers, Banks, Insurance companies, etc. Concept of Go - "Green Banking" is becoming popular globally, and will mutually benefit the banks, industries, and the economy. Green Banking will improve the asset quality of the banks in the future.

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