

Banking Related With Green Bond And Sustainability

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ABSTRACT

Due to urbanization, there is a negative impact on green plants. For that there is no balance in the eco system. Since many years many conferences and researches has been done to balance the eco system. Pollution also created a negative impact on eco system. Now govt. also took different steps to balance the eco system we general people also are aware of maintaining the balance of eco system. And green bond has been introduced for sustainability.

Here I have used purposive sampling method. Because my purpose is to survey the banks and to gather information if whether the banks are maintaining green bond and sustainability. And for data collection I have used interview method to know the attitude, perception, belief regarding green bond and sustainability and also their mentality about green bond and sustainability. From SBI bank I took 50 employees and from HDFC bank I took 40 employees to represent my work.

INTRODUCTION

According to WHO, in this globalization, industrialization, urbanization period there is a negative effect to the environment. According to Christine Lagarde, there have been many controversies for this. According to Avocados, due to global warming, there is an imbalance of ecosystem. According to committee for development policy, now a days we are becoming conscious about the sustainability so many researches have been done and still continuing to solve this problem many techniques and processes has been done. On 2008, the world bank first labelled Green bond is a process which help to maintain sustainability to the finance, HR, employees by innovation or different techniques which help to save the environment from pollution and maintain sustainability to eco system also.

But many critics like Bruce Watson, Westeruld have used the word “green washing”. According to International Finance Corporation (IFC), the world bank group institution, some banks are maintaining and some are not maintaining green bond and sustainability.

As of 2010, the food and agriculture organization of the United Nations when India started developing, at that time green plants and trees were cut down for making urbanization, industries, cities, malls etc. People began to earn a lot of money and began to use luxurious things like AC, TV, refrigerator etc. According to Tansley, after some time, scientist got information by researching that these luxurious things had negative impact to the society which effected very much in the balance of eco system. Environmental pollution is involved for

disbalancing to the eco system. According to Mc Kinsey, Global survey, now the organizations are also trying to maintain the green bond and sustainability.

Banking sector have also come forward and they are trying their best to maintain sustainability and green bond. According to Harmonet AI banks should maintain green bond and sustainability on technology, HR, employees etc. The banks are maintaining external environment, which is free from pollution and balance the eco system for sustainability.

According to G2O, Government, NGOs and many agencies took several steps for this. According to UNESCO, as this is a team work, if sustainable and green bond is not maintained then the inner factors of the organization and the external environment will be in danger after some years and so Government is trying there best to save the green plants, trees, ponds to maintain the balance in the eco system.

According to Dalai Lama, due to use of luxurious things that has been a dangerous effect in the eco system, so now the organization and industries are manufacturing such products which are pollution free. According to Stephen Harper, we all want sustainability for the external environment and inner environment of the organization. So, we are becoming conscious and trying to maintain it. According to Niranjana Banodkar, financial sector is very much aware in this matter. According to Raghuram Rajan, as banking sector is a finance sector so we all and other organizations are depending on this pillar (banking sector).

LITERATURE REVIEW

Before green bond and sustainability used to mean the social responsibility, welfare program and for welfare to society. Banking is integrated with environmental consideration and green bond.

According to Weber and Felmate, green bond and sustainable banking involved in environment, social and governance issue to promote. To maintain the international standard on green bond and sustainability. Sustainable banking can be defined as business strategy.

Two dimensions on banking are -

- a) First incorporation and implementation of environment, social, efficient techniques and social welfare program.
- b) Social and ethical issues.

According to Care, the innovative sustainable products and services are also playing a vital role for banks. According to Lehner, slowly slowly banks are also maintaining green bond and sustainability.

According to some people like Amitav Mishra there is a gap in the quality of service in the private sector banks. The people were dissatisfied with the poor quality of their service. Green banking plays a very important role to the banking sectors for their internal external sustainability.

SAMPLING

Sampling is the part of the whole which represents the whole. Here I have applied purposive sampling method. Out of 200 branches of SBI I have chosen only 5 branches which are situated in or around Kolkata. Out of 50 branches of HDFC bank I have chosen 5 branches in or around Kolkata. As I recite in Kolkata purposively, I have Kolkata branches of banks, which helped me to collect data. I have collected data by interview method.

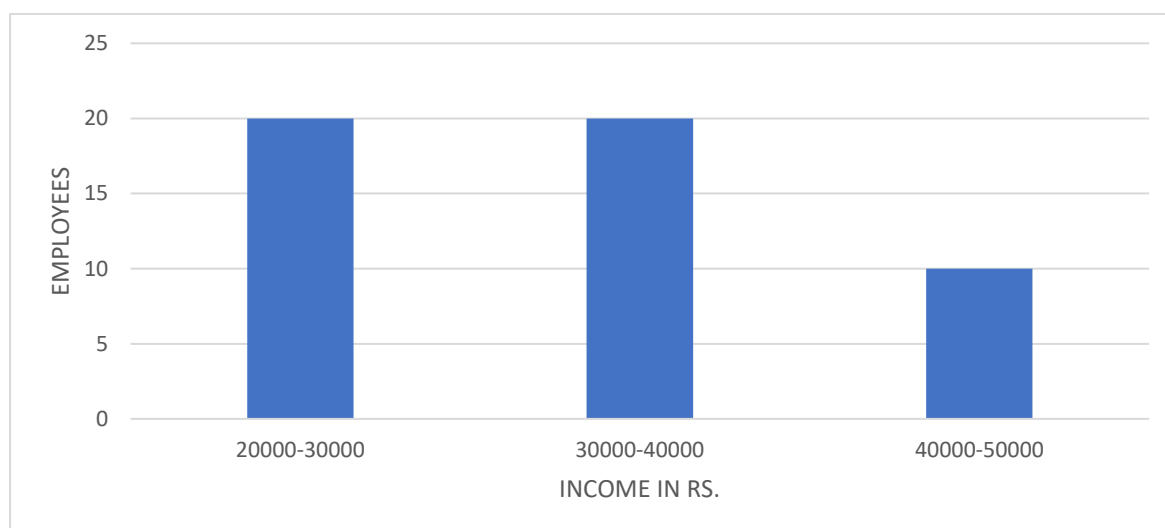
DATA COLLECTION

There are many methods of data collection. Data can be collected by primary and secondary method. So here I have selected the interview method for data collection so that I can ask questions face to face but there were also some people who tried to avoid me but most of them helped me to collect the information.

SBI BANK – 50

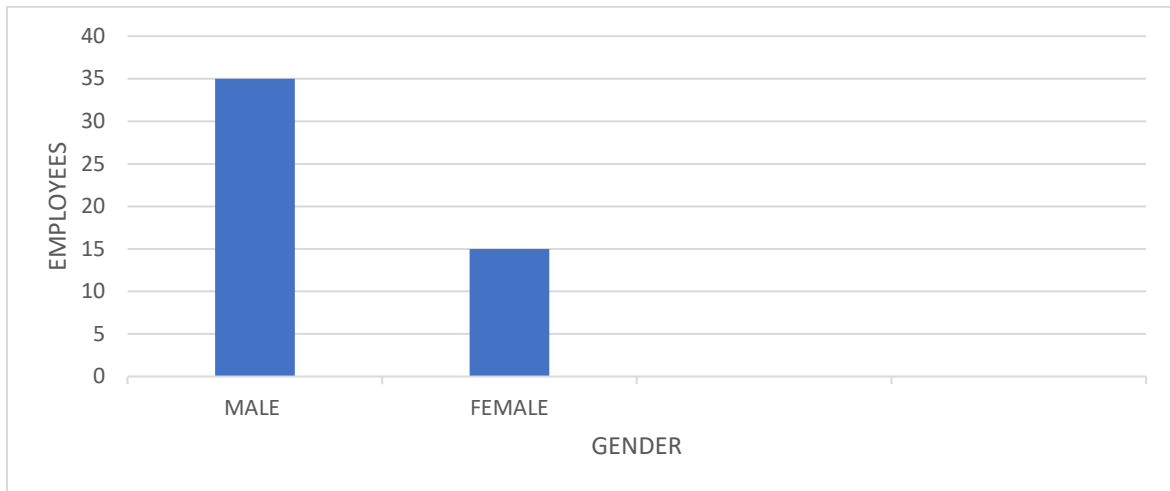
At SBI bank I have taken 50 employees which I will represent according to their Income

Income in Rs.	No. of Employees
20000-30000	20
30000-40000	20
40000-50000	10



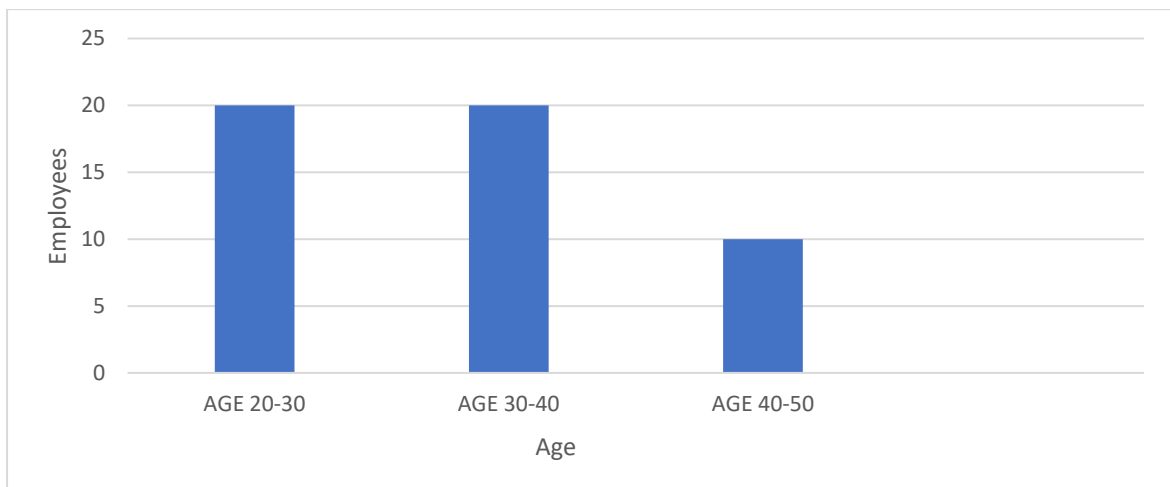
At SBI bank I have taken 50 employees which I will represent according to gender

GENDER	EMPLOYEE
MALE	35
FEMALE	15



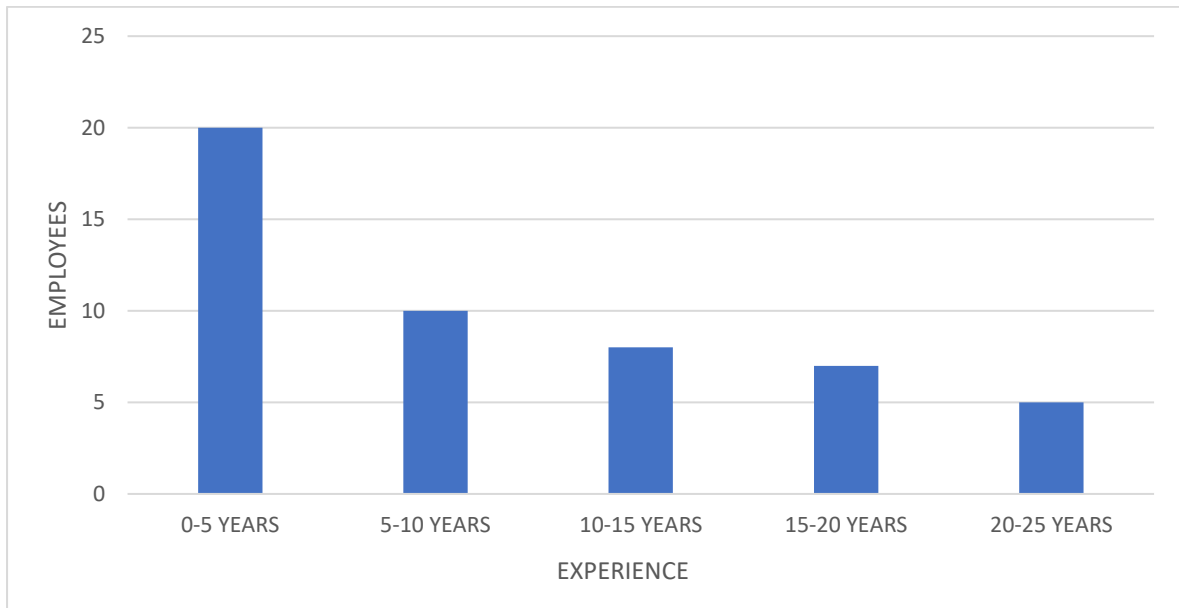
At SBI bank I have taken 50 employees which I will represent according to Age

AGE	NO. OF EMPLOYEES
20-30	20
30-40	20
40-50	10



At SBI bank I have taken 50 employees which I will represent according to Experience

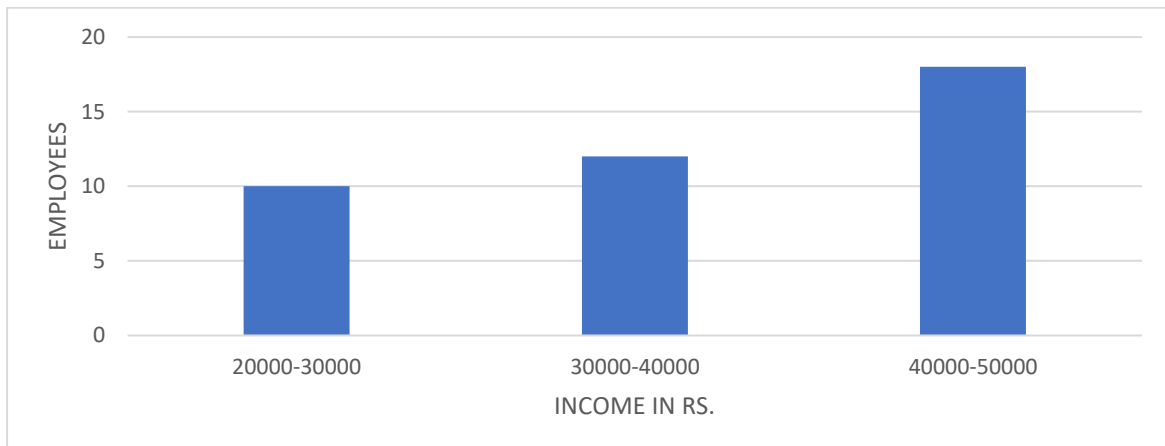
EXPERIENCE IN YEARS	NO. OF EMPLOYEES
0-5	20
5-10	10
10-15	8
15-20	7
20-25	5



HDFC BANK – 40

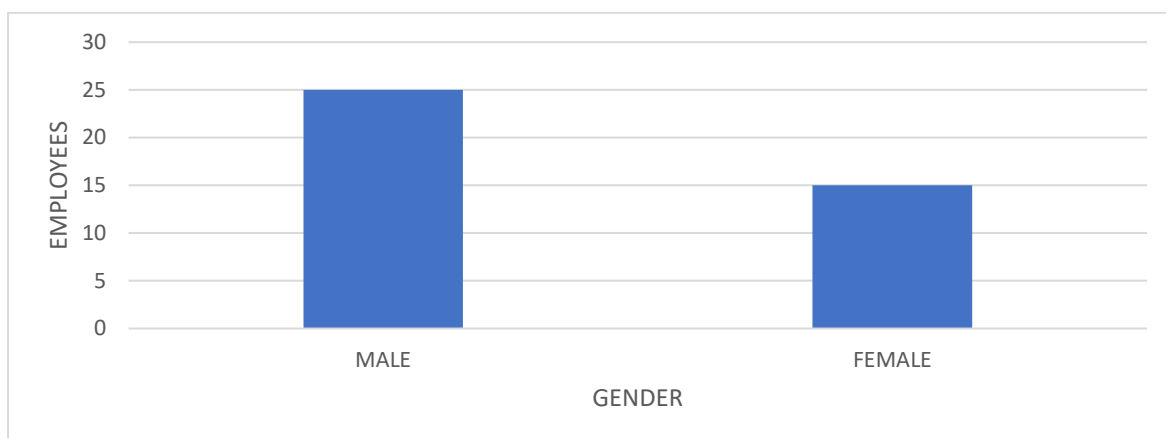
At HDFC bank I have taken 40 employees which I will represent according to their Income

INCOME IN RS.	NO. OF EMPLOYEES
20000-30000	10
30000-40000	12
40000-50000	18



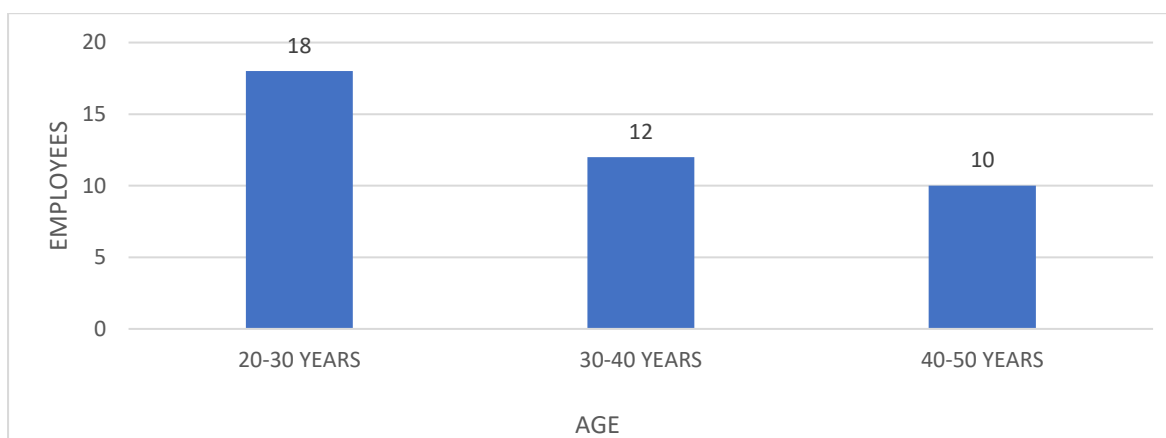
At HDFC bank I have taken 40 employees which I will represent according to their Gender

GENDER	NO. OF EMPLOYEES
MALE	25
FEMALE	15



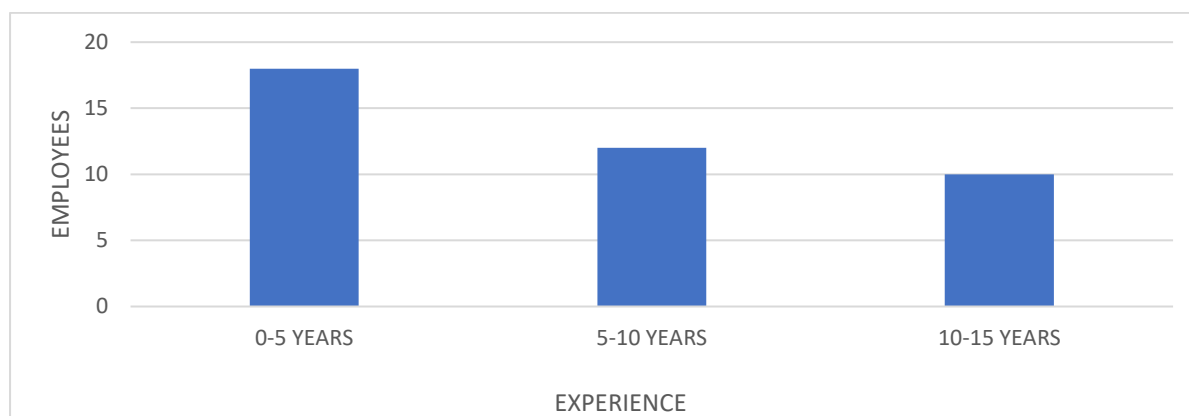
At HDFC bank I have taken 40 employees which I will represent according to their Age

AGE	NO. OF EMPLOYEES
20-30 YEARS	18
30-40 YEARS	12
40-50 YEARS	10



At HDFC bank I have taken 40 employees which I will represent according to their Experience

EXPERIENCE	NO. OF EMPLOYEES
0-5 YEARS	10
5-10 YEARS	12
10-15 YEARS	18



CONCLUSION

The Article represents the banking sector which is related with sustainability and green bond. Through the review of literature, we got many information discussed by many people. The Sustainability and Green Bond are presented here. The study also represent that the govt. and other agencies took several steps to save the world and maintain green bond and sustainability. Pollution free products are manufactured by industries and organizations. Now People are also very much aware about this matter. After surveying the banks I got information that most of the banks had started maintaining the green bond and sustainability. But still some banks are on the way regarding this matter.

Green bonds and sustainability are maintained by the banks. Modern techniques should be used and computer with modern version should be used for the financial activities. The banks should be aware of new techniques, technology and proper, logical, scientific procedures should be implemented in the banks for their sustainability. In this globalization period the external factors are changing, so the banks should cope up with the changes. Employees often try to resist the change or become stressed, so proper training and counselling should be done. Before we used to think that the employees can only be motivated by money but now by researching it is found that democratic friendly environment, healthy workplace, good relationship also motivates the employees which will result job satisfaction and will help the organization to reach the goals.

HR also plays a vital role here. A HR should be skilled enough to handle the employees, motivates them and allows the employees to give suggestions. He should have UpToDate knowledge, should have innovation and creativity scale and other managerial skills. The banks should also be aware about the machines, process, procedure and technologies which will be pollution free and also help to maintain the eco system. So the banks are maintaining green bond and sustainability in these ways.

The graphs here show that SBI banks are little higher in maintaining green bond and sustainability than HDFC bank.

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QUESTIONARIES

- 1. By implementing Green Bond and sustainability is there any improvement at present?**

SBI		HDFC	
30 EMP	YES	20 EMP	YES
20 EMP	NO	20 EMP	NO

2. Are you satisfied by the Green bond used in Banks?

SBI		HDFC	
20 EMP	YES	10 EMP	YES
30 EMP	NO	30 EMP	NO

3. In future will green bond helps to maintain sustainability?

SBI		HDFC	
50 EMP	YES	40 EMP	NO

4. Can you see any improvement at present?

SBI		HDFC	
25 EMP	YES	15 EMP	YES
25 EMP	NO	25 EMP	NO

5. Are all banks maintaining green bonds and sustainability?

SBI		HDFC	
50 EMP	YES	40 EMP	NO

6. Are other organizations maintaining green bond and sustainability?

SBI		HDFC	
10 EMP	YES	20 EMP	YES
40 EMP	NO	20 EMP	NO

7. Are other banks maintaining green bond and sustainability?

SBI		HDFC	
15 EMP	YES	10 EMP	YES
35 EMP	NO	30 EMP	NO

8. Are Govt. helping to maintain green bond and sustainability?

SBI		HDFC	
50 EMP	YES	40 EMP	NO

9. Will it continue?

SBI		HDFC	
15 EMP	YES	15 EMP	YES
35 EMP	NO	25 EMP	NO

10. If only the banks maintain it, will it be helpful?

SBI		HDFC	
50 EMP	YES	40 EMP	NO