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Green Banking For Public Sector Banking in Kerala

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ABSTRACT

The trouble associated with surroundings, preserving the ecological balance and environmental sustainability has emerged as problems for a debate around the world in Green banking. The corporations, as well as the consumer, have understood the significance of the environment for the survival of humans. Banking sector performs a crucial role in the financial boom of a country. As the banks are among one of the fundamental resources of financing device for industrial initiatives for you to play a significant function in promoting environmental sustainability using investment the socially and environmentally responsible funding initiatives. The idea of Green banking is relatively a brand-new idea. It is paperless banking, which no longer best reduces the cost of banking activities but also enables in surroundings sustainability. It allows in reducing using paper, strength, and energy. The primary goal of this paper is to know about the function of new banking in surroundings sustainability in Indian public sector banks and behavior a SWOC analysis of the banking sector regarding new banking sports. However, we discover that there has not been a lot initiative on this regard with the aid of the banks in India even though they play a vital function in India's rising financial system. Therefore, we suggest possible coverage measures and initiative promote green banking in Kerala.

Keywords: Green banking, SWOC, , public region banks.

INTRODUCTION

Go Green, is the Mantra and the need of the hour to prevent increasing environmental issues across globe. Governments, financial and non-financial organizations, corporate and other sectors are making efforts towards building a sustainable and balanced economy. Banking sectors play a very crucial role in the economic development of any nation and thereby providing necessary leadership and contribution in maintaining a greener and healthier environment. Kerala is rich in its Banking tradition. This is one of the smallest state in india which holds 6th position in the number of Banks as per the latest Reserve Bank of India