

GREEN BANKING VARIOUS PROGRAMS CONDUCTED BY BANKS AND RESULTS OBTAINED IN PEENYA INDUSTRIAL AREA

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ABSTRACT

In the era of sustainable development, Business organizations are seeking eco-friendly alternatives to carry on their business. The banking sector also is trying to Introduce green modes for conducting its activities, resulting in various banking institutions taking initiative and conducting various programs for facilitating transactions to be conducted in a convenient and eco-friendly way. Here we will be discussing about the various programs conducted by different banks regarding to the introduction of innovative modes of green banking and the results they obtained in Peenya Industrial Area.

Key words: Green banking. Various programs conducted by different banks with regards to industrial development if any.

Results obtained In Peenya Industrial area.

INTRODUCTION

The peenya industrial area situated on Bangalore-Tumkur highway(NH4), was established in the late1970s. Today it is considered as one of the largest industrial areas in the world and is ranked first in Asia.

It houses many well known companies like Jain trade center, Mangalam creations, Wipro technologies, Hectronic India etc and comprises of about 26500 MSMEs in which about 20000 are registered.

It is eminent that banks find ample of opportunities to sell their services and also promote industries to take part in the green banking drive, which is an initiative took by banks to promote eco-friendly modes of transactions redusing carbon footprint and usage of resources like paper and power, Which in turn also give advantages like real time transactions, 24/7 availability and other benefits.

HYPOTHESES

As the banks are situated in an industrial area, We can say that all of their consumers are industries.

STATEMENT OF THE PROBLEM

When anything new comes into trend, It cannot be easily adopted by the masses. The concept of green banking being a new concept for the consumers would take some time to be a part of their daily life (which is also applicable to industries).

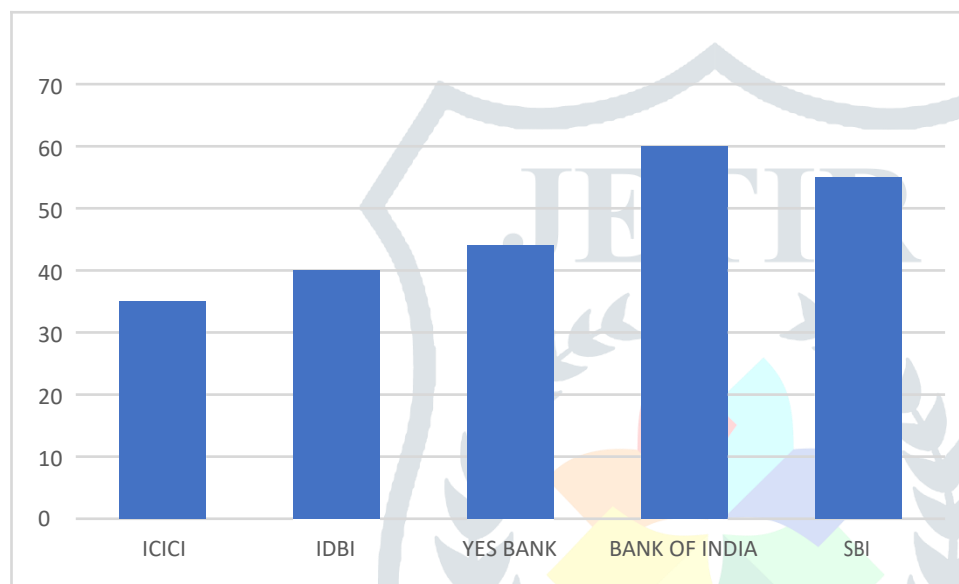
OBJECTIVES

To know about the spread of green banking drive among the industries of peenya industrial area by knowing the %of industries being a part of it.

RESEARCH METHODOLOGY

Usage of primary data. Here 100 random reviewers are selected from among the reviewers of each bank. Then the ones using the net banking services (which is a part of green banking drive) and are satisfied are took to count.

ANALYSIS AND INTERPRITATION



The above given chart represents the number of users of net banking services (being a part of the green banking drive) who are satisfied with their use out of 100.

Additional information- the launch of icici instabiz is not considered separately as it is a part of the whole net banking service provided by icici bank. Being recently launched it has secured about 4% of the users.

Note- some of the green banking services like green remit card by SBI, is not considered as it is a product for trading units and consumers whereas we are currently dealing with production units only.

CONCLUSION

Hence from the above given bar graph, we can see that various banks have succeeded in getting a great number of its consumers into green drive. Some banks have promoted majority of their users which says that they find convenience in using net banking services which is a part of the green banking drive. This also states that industries are trying to file tax payments which is a good sign for also the growth of the economy.

SUGGESTIONS

The banks which have not succeeded in promoting a majority of their users to adopt green banking services should try to inform their benefits and advantages over conventional banking. Sick and non registered units of the peenya industrial area should be revived and registered to enable them to be tax payers and get tax benefits and instant services through green banking services which also increases the number of people participating in the drive.

REFERENCE

Sourced from internet.

