



A STUDY ON AWARENESS OF GREEN FINANCE PRACTICES IN MUMBAI WESTERN SUBURBS

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Abstract

To understand the green finance practices used in business activity and study the conceptual framework of the same. Primary & Secondary Research, Duration – 3 months, 4 papers referred from journal, Interview and survey of 60 people living in the western suburbs and analysis of the same. The main paucity of the research is lack of awareness – Many people aren't aware about green finance therefore the adaptability is very low. The most important findings in the literature review are emphasis to be given on investment in renewable energy projects and other eco-friendly projects, determinants of green finance have a significant impact on financial policies of banks and promotion of smart city construction and green credit. The basic purpose of the research is to understand the green finance practices used in the business activity, study and review the conceptual framework of green finance. The outcome of the research is that entrepreneurs need some more practical exposure to green finance, because every business has its own strengths and weaknesses. The hypothesis of the study is hence proved that there is a less adaptability towards green finance despite of an adequate awareness on the concept of green finance. It benefits Real Estate, corporate firms, and enterprises

Keywords: - Green finance, Sustainable Development, Eco-friendly practices, Carbon Credit.

INTRODUCTION:

The term Green finance is related to the field of financial activity, and the green itself says that it will be with reference to sustainability, or eco-friendly. The finance which focuses on sustainability is known to be "GreenFinance". As every coin has two sides, similarly green finance has its loopholes and benefits. Which makes it a boon for the business or can lead to bane in case of failure to adhere to the regulations pertaining to Green Finances. Green Finance is a term that also describes any business activity or exchanging activity by legal documentation and proper investigation. Green finance includes the business activity which is not harmful to nature and viable on reusable things which can minimize the impact on global warming and will then result in sustainable practices. Green finance includes activities like conducting Green Audit, promotion of Energy efficiency, water sanitization and usage of renewable energy sources. Due to the education system, today's youth are getting literate about the term eco-friendly and sustainability. And the people who are keen in adopting these sustainable practices dig in for more information and bring different ways through which can bring easy adaptability for the same. If the due and timely

attention is missed out by the business ventures on sustainable practices through green finance can lead to a miserable future due to the alarming global warming situation throughout the countries. But, due to lack of source and awareness many of the firms and industry fail to adapt green finance practices. Don't know how green finance exactly works. Green finance is not just one term, but it also focuses on how the environment should be and if not maintained and handled properly how much will be the adverse effect on society and eventually on growth of a company. The industry which follows the protocols regarding sustainability is awarded with the certification of 'CARBON CREDIT' which earns this credit results in sustainability of industry or firms. The "CARBON CREDIT" also may be exchanged from one industry to other for ensuring the sustainability and giving assurance that they are putting their efforts to be sustainable so it will play an important role there.

REVIEW OF LITERATURE:

- **Isaac Akomea-Frimpong, David Adeabah, Deborah Ofosu & Emmanuel Junior [1]** Tonkawa (2021) paper titled "review of studies on green finance of banks, research gaps and future directions" published in sustainable finance and investment journal states that to know the studies of Green Finance of banks, research gaps and future directions. In their study on green finance in the context of the banking sector researcher had reviewed with considerations on products and determinants of green finance. The paper comprises 46 summarized studies on green finance. Researchers found that determinants of green finance have a significant impact on financial policies of banks. Some determinants of the study were policies on environment and climate change, interest rates etc.
- **Tasnim Uddin Chowdhury, Rajib Datta, Haradhan Kumar Mohajan [2]** (2013) paper titled "Green finance is essential for economic development and sustainability" published in International Journal of research in commerce and economic management states that how green finance is essential in economic development main adapting in the business. Stated in their study by framing hypothesis as 'an economic development playing an essential role either with green finance or without green finance'. With the help of 150 sample surveys, they were able to meet the purpose of the paper. In this paper they discussed green financing and tried to showcase the significance of green finance for a country. Further the researcher suggested with emphasis to be given on investment in renewable energy projects and other eco-friendly projects like the usefulness of green buildings which save energy and keep a healthy environment and reduce illness of the dwellers.
- **Hiroki Sayama [3]** (2013) Research on the Impact of Green Finance in Smart City paper titled "Impact of green finance" published by Hindawi as part of a publishing collaboration with John Wiley & Sons, Inc. States that know the green development level reflected in the green finance index and evaluation of degree of the green development in smart cities have important practical effects on economic transformation. The hypothesis of this research paper i.e. green finance either creates an impact on the city or it might not have any impact has been proved with the help of 250 sample surveys. In this paper starting from the relationship between green finance, fintech, and smart city construction, this study selected data from 2013 to 2019 for projection purposes. The study concluded with the findings that green finance promotes smart city construction and green credit.
- **Sajeewani Jayathilake [4]** (2019) paper titled "Impact of Green Financing for the Corporate Governance in the Banking Industry" published in "OIDA International Journal of Sustainable Development, Vol. 12, No. 11, pp. 23-30, 2019" stated about the term sustainability goes beyond merely environmental sustainability. Hypothesis of this research paper was about green finance results in either impact of corporate governance or they may not, but specific term as banking industry.
- **OBJECTIVES**
 - To study the conceptual framework of green finance.
 - To understand the green finance practices used in business activity.
 - To know awareness of term green finance among the people's resident in Mumbai Suburban.

Limitation:

While studying the research paper, we encountered these issues mentioned below

- The research is being strictly restricted to Mumbai Suburban's Only
- The data has been collected only from the Mumbai residing people not of each region responses are involved.

Research Methodology:

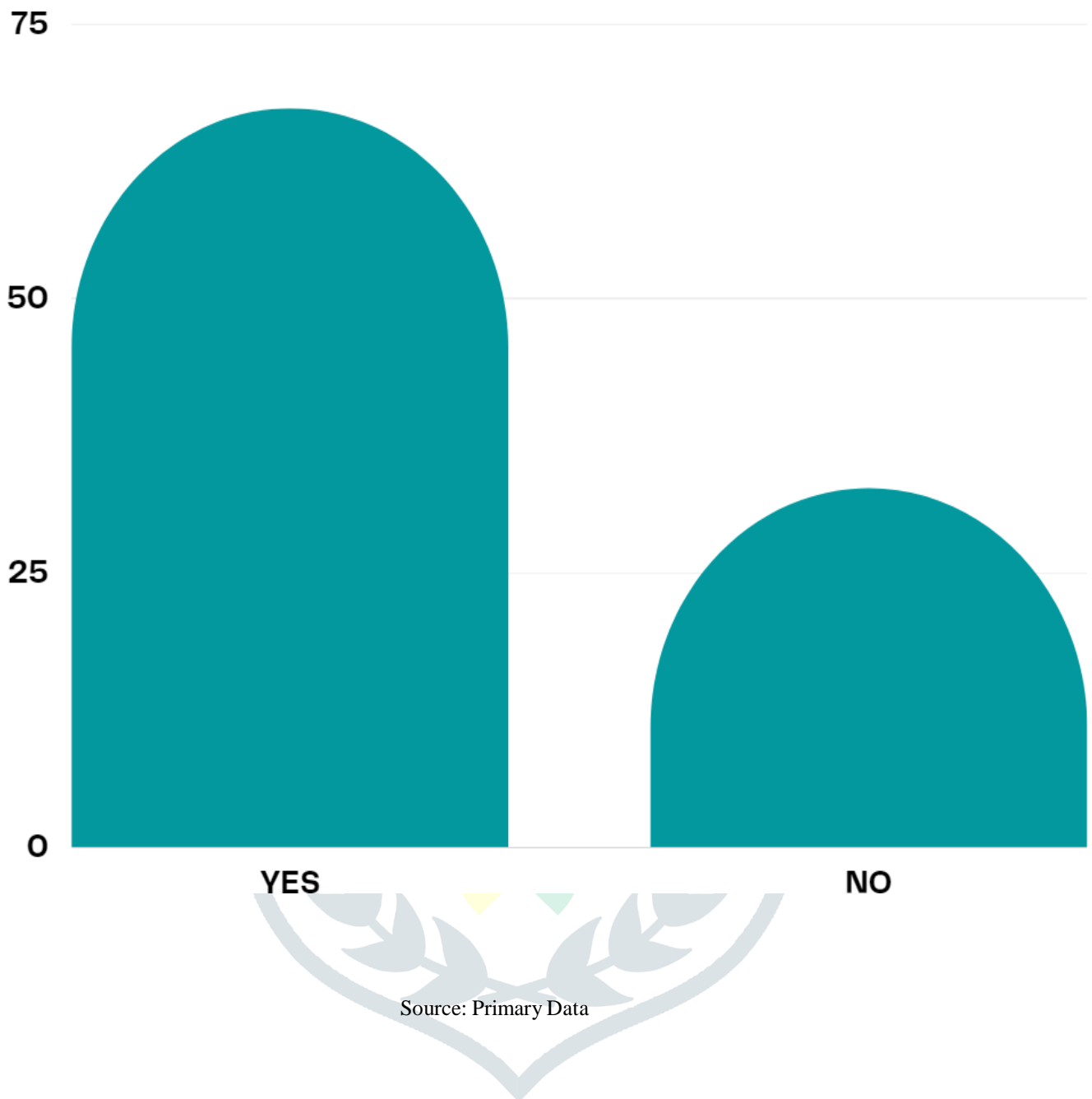
1. **Data Source:** The data for this study has been collected from primary sources as it is illustrative. It is being collected through a questionnaire most of the respondents were youth and from various age from Mumbai suburban's i.e. virar, nallasopara,bandra,Goregaon,malad,dahisar,borivali,mira road, and etc.
2. **Tools and Techniques applied:** For the representation of the data in the research paper statistical data pattern is used and a few images are used to show the graph which conveys the percentages and frequency to show the preciseness.
3. **Sampling Method:** To study the analysis with practical information, a simple random data sampling was collected. In order to collect the data samples, the link to the google form was collected.
4. **Sampling Size:** The data was collected from 77 respondents from Mumbai region.
5. **Scope of The Study:** The scope of the study is focused on collecting primary data related to sustainability awareness among people u reside in Mumbai region.
6. **Data Interpretation:** The research is endorsed by the primary database. The required Data is collected mostly from Mumbai regions.



Fig. No.1. Chart Represents Male/Female participations With Respective Age Group

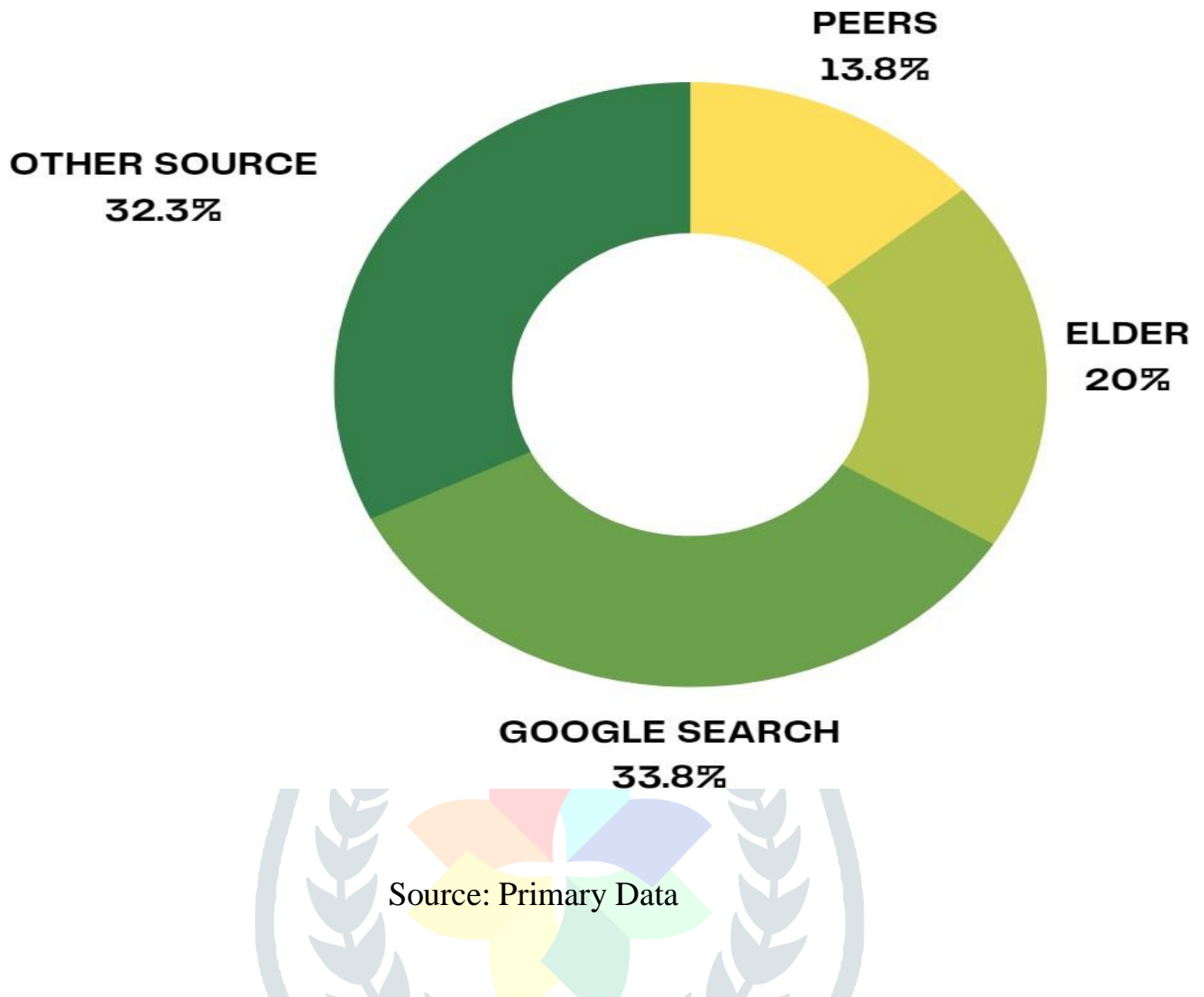
Source: Primary Data

Fig. No. 3 Do You Aware About Green Finance



With the help of the bar chart we able to know that there is awareness among the people of Mumbai suburban regarding the term green finance, more than 70% people including the age various age groups from 15-60 and major involvement is able to fetch between young ones. Merely, 25% yet not aware regarding the term green finance as they won't come across any relatable videos or might be they won't know is this terms might be practices across various fields. To make them aware only the tool is to spread awareness through social media platforms or by organizing various kind of seminar/webinar regarding the green finance so it may able to feel the gap between literacy regarding specific topics and execution process may help to create mutual balance between environment and profitable business activities. So the chart locate the positive response regarding to the awareness of the term green finance.

Fig.No.4 How U Get Know the Term 'Green Finance'



From the above pie chart we able to analyze that the response which we able to fetch are dependent on various source/person/platforms to get aware and literate regarding the specific terms, so the categorization made as under:

Peers: 13.8% (it has high chances to read in their course book and work on case study regarding sustainability)

Elders: 20% (It includes the working professions and recently retired one as they might work in the green field once in their job fields or they might practice it in businesses)

Google search: 33.8% (as there is lot many organization shifting themselves in the green practices so it might be hot topics on browser from past 2-3 years)

Other Source: 32.3% (they might be working on same or able to fetch the term information with well-organized seminar and webinar if in few b-school debate topics it has discussed prior.

Rarely, 1% of people fail to fetch any of the information regarding term green finance from any of the above mentioned sources.

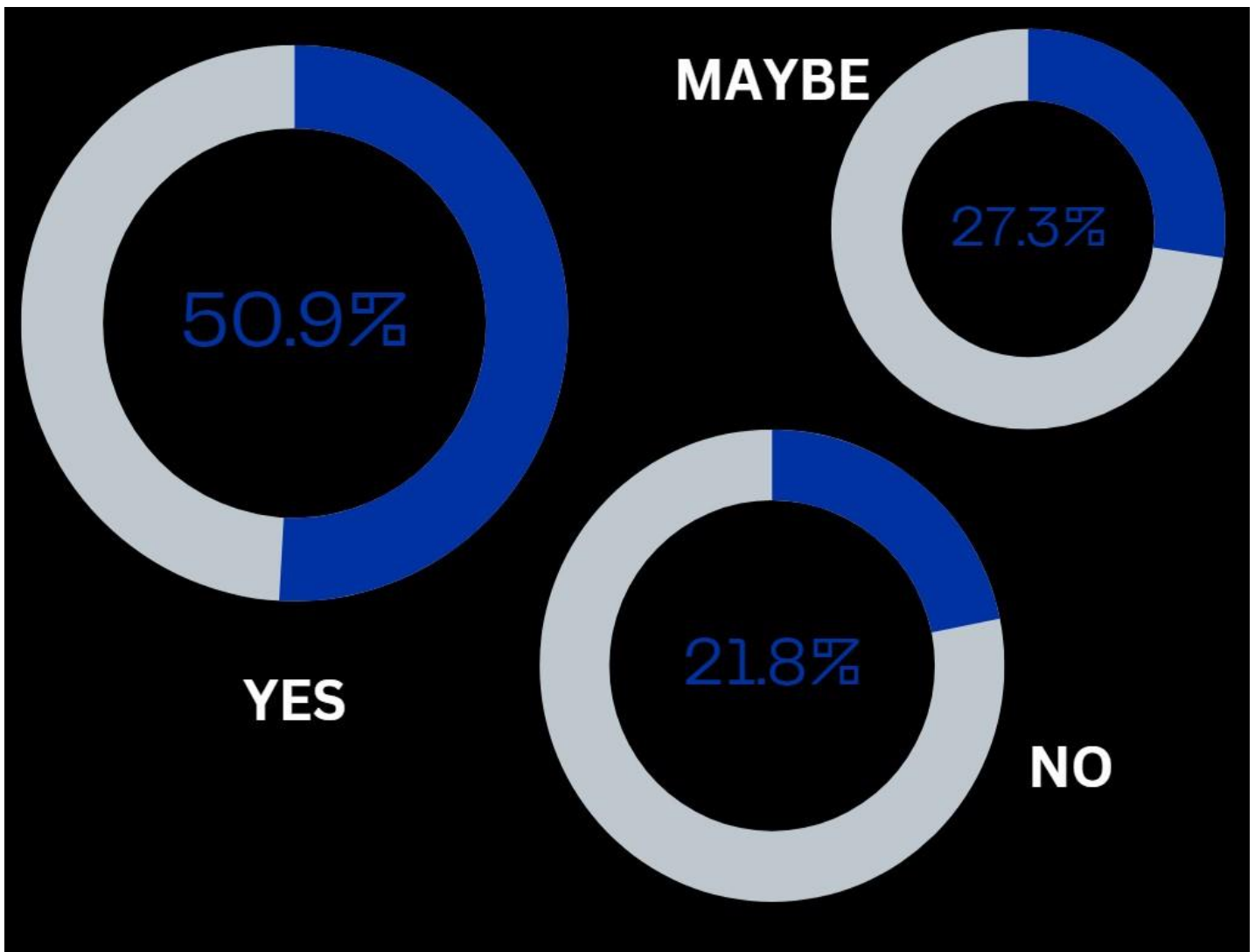
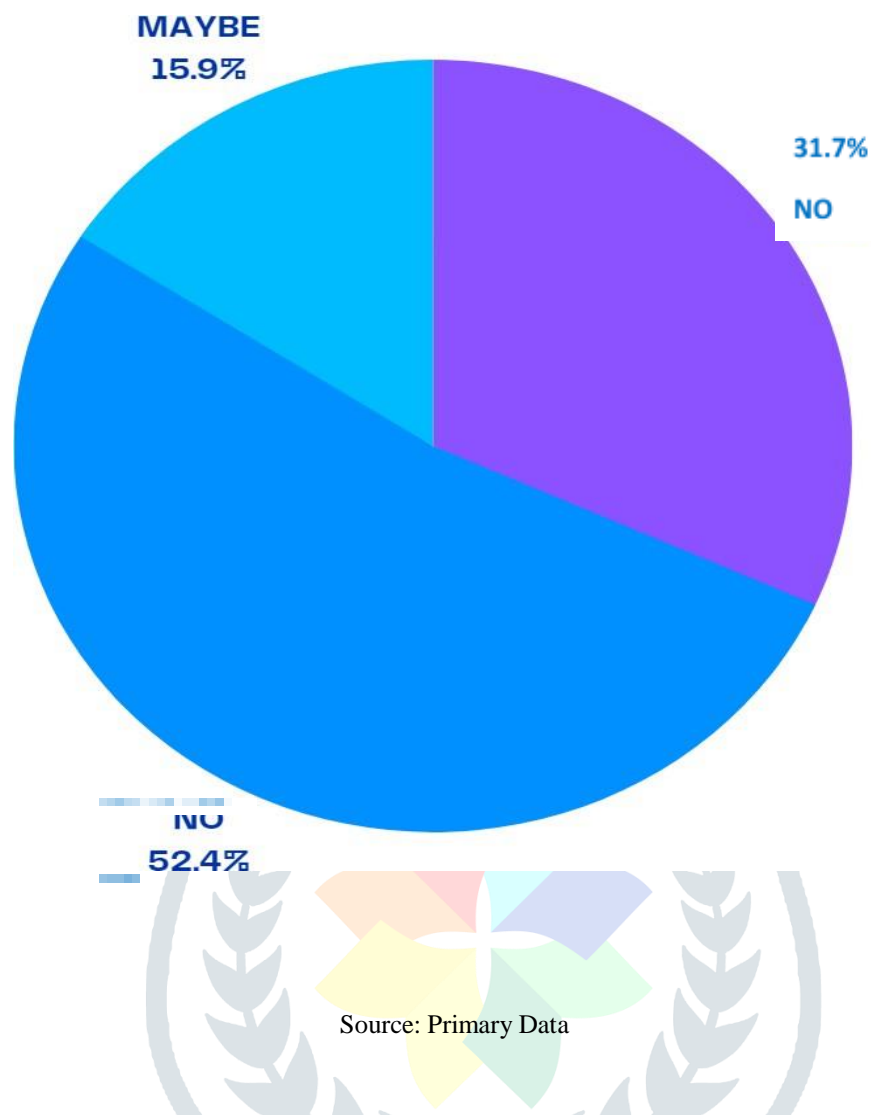


Fig.No.5 Do You Aware Firms/Business/Companies Adapt the Concept of Green Finance

Source: Primary Data

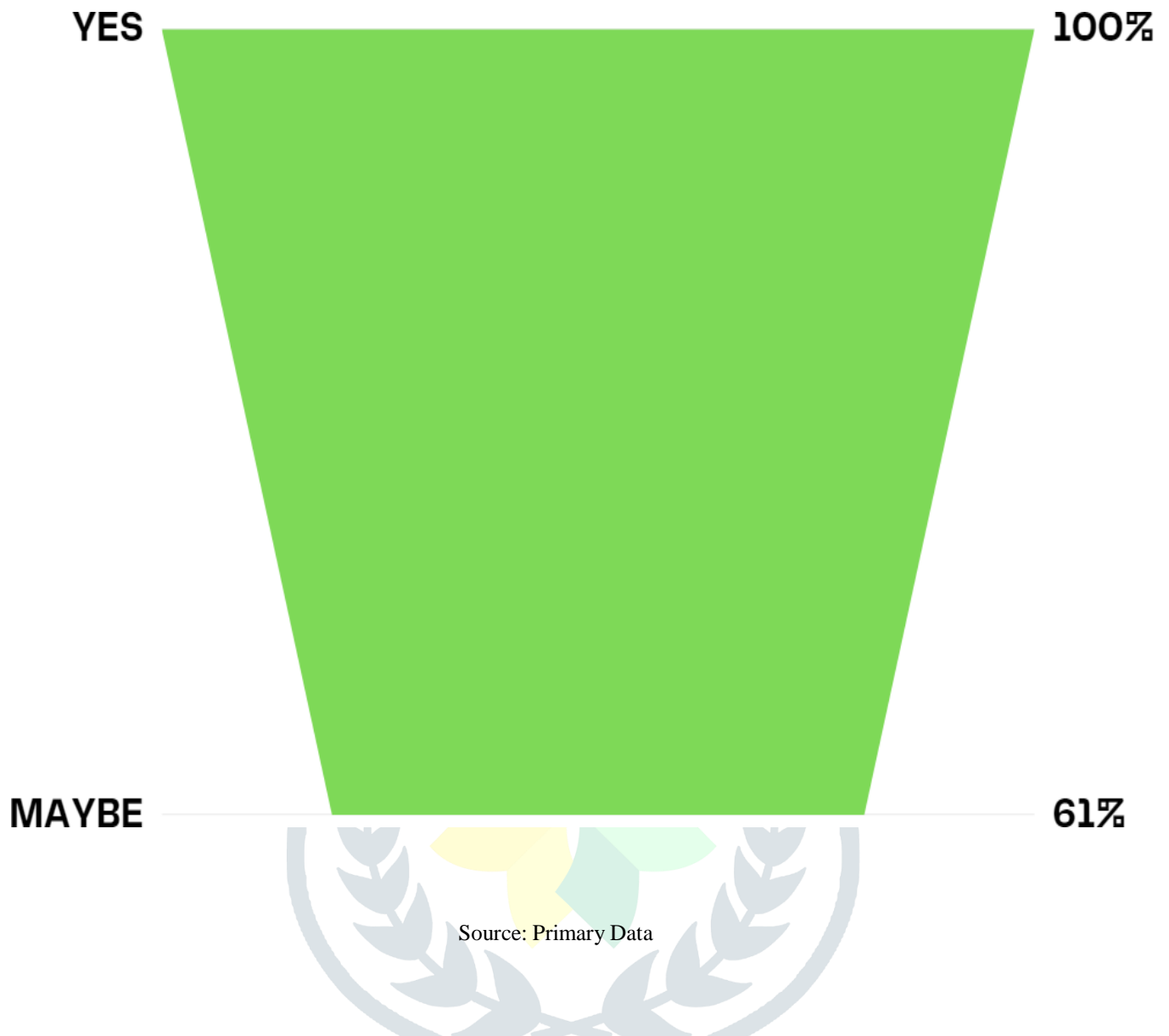
With the help of the ring chart we got to know that **50.9%** of people knows that various business activities and organization adapt the concept of green finance as by which they are benefited with carbon credit, which is also known as the “carbon finance”, Carbon finance is a branch of environmental finance that covers financial tools such as carbon emission trading to reduce the impact of greenhouse gases (GHG) on the environment by giving carbon emissions a price. From which **27.3%** is not pretty sure about their concept and how the firm execute it as various activities might go cashless, print-less documentation, online deals in which nowadays many of the companies and business involves but peoples are not sure is that exactly the concept of green finance for which organization need of spread awareness in various level of organization even in businesses too. And **21.8%** of majority is not at all aware or ready to accept that green finance should be used in their organization as many of the essential things and core process might take place by disturbing the stability of environment but for profit and business life cycle they won't able to practice the green finance but for packaging purpose and delivery purpose business/organizations might be think to switch by coming up with optimal solution regarding the same.

Fig.No.6 Do You Feel By Practicing Green Finance It Will Create Justice to Environment



With the help of pie chart we able to analyse the data regarding that practicing green finance it will create justice to environment, so according to the data **52.4%** majority of people think that by practicing the green finance it will create justice to environment. Other **31.7%** majority of people think it not be possible every time that without harming the environment any core process or product able to functioned well as few of the system really needs long term life and high chemicals are involved and sometimes it will be hazardous to nature so it might be not suitable for every category. And rest of **15.9%** of majority mainly from youth so their view is by coming up with innovative ideas core process minimization and maximization of cost and profit would able to function smoothly with the help of strategies', Operations Research, Information Technology, and latest Logistics & Supply Chain Managements so according to them this kind of practical concept and knowledge may help to overcome with the problems of hazardous chemicals and very harming process of nature. This chart able to conclude that by awareness and friendly concept it help to justice environment.

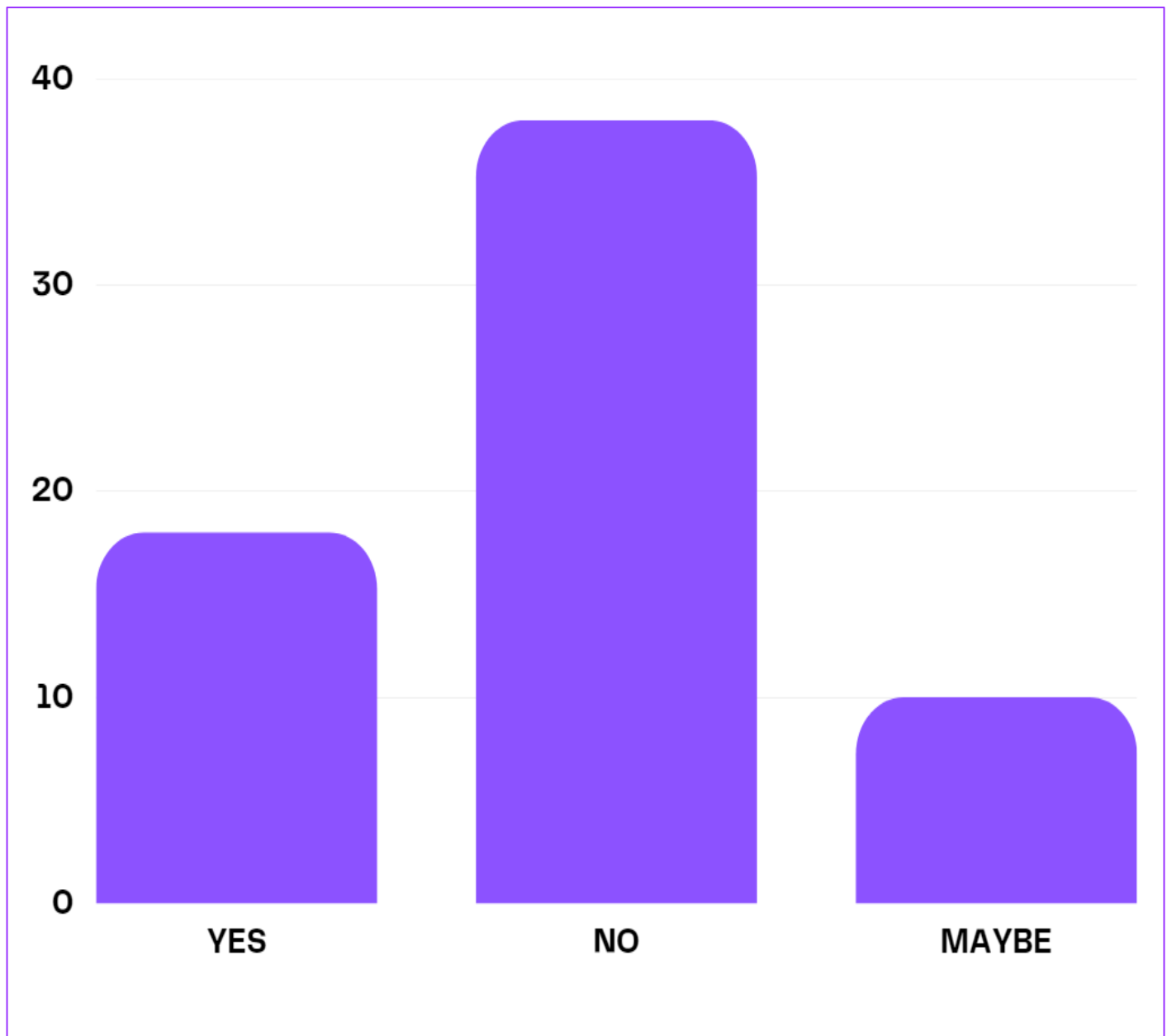
Fig.No.7 If You Get Chance to Practice Green Finance So Will You Work On Same?



With the help of pyramid with got know the majority of people i.e. 72.8% is ready to work if they get chance regarding the same , like if the opportunities are more there are high chance in growing up with sustainable nature without harming the environment only the willingness and proper techniques are require to execute the same. 27.2% people in fear if they may provide with wide varieties and abundance opportunities so it may like to work on green finance projects and help to contribute their precious skills and work towards the environment. And it's nice to know that from the majorities there is no any single person who dislike to work on or practice the green finance!

The conclusion on same is if the firm's organization comes with the various idea people like to join and work mutually on same and it will be result on future environmental growth and sustainable nature i.e. eco-friendly substance and more compare to hazardous one.

Fig.No.8 Do You Aware Of Any Green Finance Project Takes Place In Your Locality?
Source: Primary Data



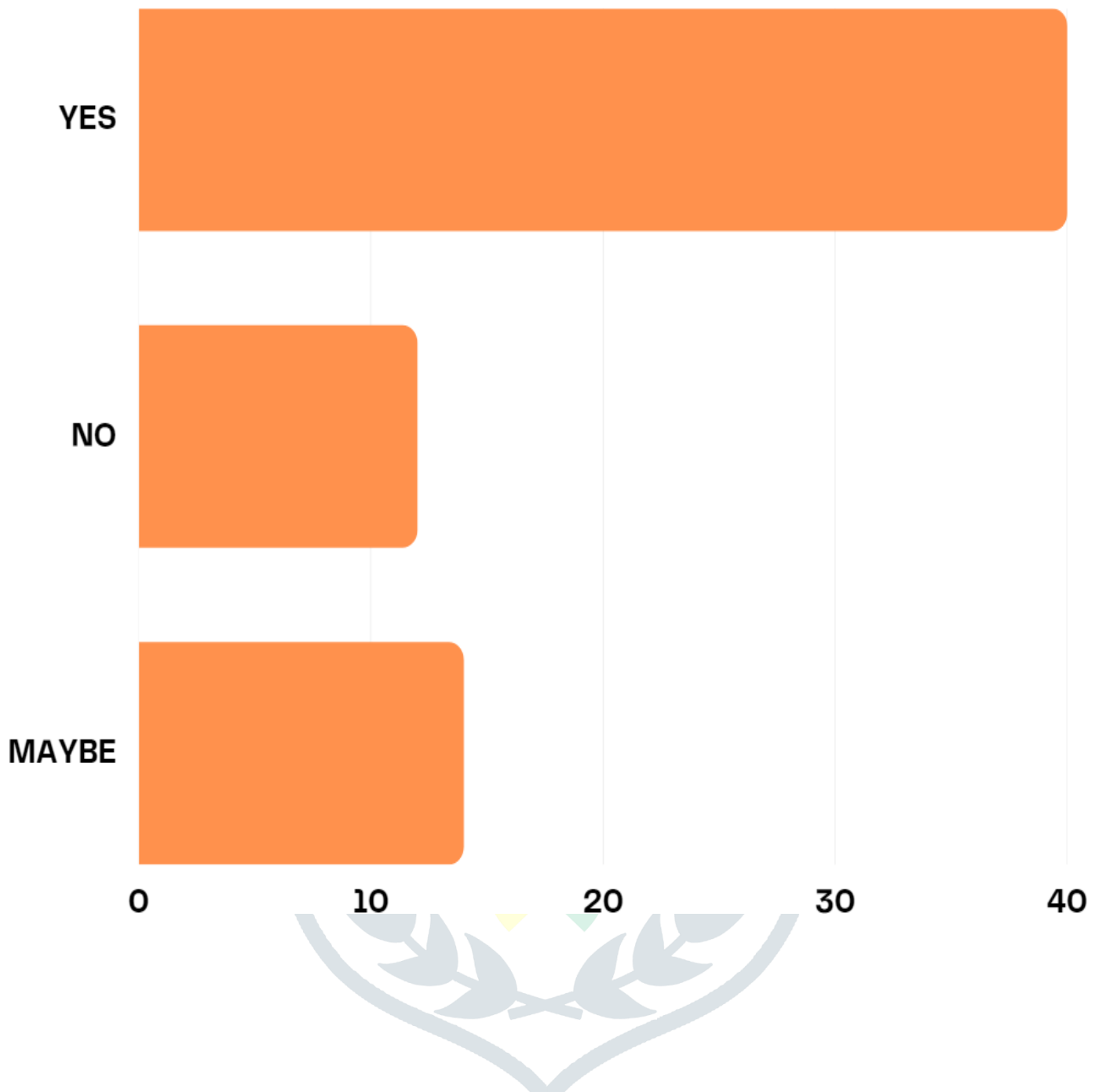
According to the bar graph,

18.2% of the people are aware that green finance regarding project has been executed or practice in their localities,

12.7% of the people are not pretty sure that green finance regarding projects has been executed or practice in their respective localities, 69.7% of the people are not at all aware that green finance regarding projects has been executed or practice in their nearby localities and not even observed them.

By analyzing the data awareness related to green project in their respective locality is highly ignored in few localities as they are not at all aware about the green practices nowadays, green practice took places in real estate terms and lot many day growing financial concept as with the help of various banner, posters and social media platforms individual can easily seeks the knowledge regarding the same, it happens due to lack of awareness regarding the particular terms.

Fig.No.8 Do you feel practicing green finance in various field will worth it?



Source: Primary Data

According to the chart presentation,

72.7% of majority feels that practicing green finance in various fields will worth in future,

25.5% of majority feels that practicing green finance in various field maybe worth in future as they are not pretty sure,

Remaining 1.8% of majority feels that practicing green finance in various field not at all worth in future as they feels that not all business and organization able to work on same process of sustainability and might be for few of the business and organization not at all possible to grow on same.

Conclusion , it would be required more practical , theoretical and technical knowledge to make smooth work on various fields with practicing green finance but with the time people able to come up with solution and tackles the situations.

CONCLUSION:

The hypothesis of the study is hence proved that there is a less awareness towards green finance despite of an adequate awareness on the concept of green finance. There is a need to allocate some percentage of expenses towards a mechanism for adaptability on green finances. It is not possible to go solely eco-friendly because every product has a different pattern to create and present a product which enables businesses to start with eco-friendly ideas and get work on their pitch. Awareness on green finance may not be the first stage of business, but as time passes it can be accommodated gradually by studying the consumers, market and environment. There is a need for a step by step approach in the formation of acceptance towards green finance and adapting it with raising an understanding on various aspects of the need and time on adaptability in business.

SUGGESTION:

This paper basically focused on People awareness regarding green finance, because many times people work actually for goodness of nature but due to lack of information and awareness, they won't be able to take advantage of particular schemes which can help in business expansion. In the conducted survey, there were many peoples who were not aware regarding this term, and very few were known of the concept and had an acceptance towards the concept. But sustainability is really the need of the hour. Ignorance on the need of green finance adaptability in business can cause disastrous effects on mankind and eventually on the globe in the near future. So, there is a need on acceptance on the sustainability of the businesses about environment.

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