

CHALLENGING ROLE OF GREEN BANKING AND ENVIRONMENT IN THE INDIA CONTEXT MODULE - 2

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ABSTRACT

Environmental protection and awareness is at the top of world agenda, and is an important theme in the 21st century. Now there are many environmentally friendly products and techniques being introduced into banks. More and more financial institutes are coming to realize the importance of sustainability. Customers appreciate banks with a low-carbon approach to commerce. When you try to make goods, sustainability starts from that point. An environmental impact might negatively impact the quality of assets and the rate of return of banks in the long run. The banks must be environmentally active, and be require businesses to be pro-active for their environmental impact. This research looks at the significance of environmental issues and Green banking in India.

KEYWORDS: Green Banking, Environment