Suggestions & Conclusion
CHAPTER – V

SUGGESTIONS & CONCLUSION

5.1 BACKGROUND AND METHODOLOGY OF STUDY

Green banking comes in many forms. It means promoting environment friendly practices for sustainable growth and reduces the carbon footprint from the banking industry. Using on line banking instead of branch banking, paying bills online instead of mailing them, opening online bank account. Green banking is comparatively new to the financial world.

Green banking is a step to change client habits in the banking sector for the sustainable development in future. Online banking is the easiest way to green banking. It is paperless banking which will reduce the cost of banking activities. In December 2007, RBI issued a circular (RBI 2007-2008, 1216) highlighting the importance for bank to act with responsibility and contribute to sustainable development so that the impact of global warming can be reduced with the help of banking industry. Green banking means to promote environment friendly practices and to reduce the carbon footprint from banking operations.

Banks, in India, had started various green banking initiatives. These initiatives brought easiness to the customers and also helped the banks in reducing their cost of services. It was not possible to evaluate green banking initiatives taken by all the banks in state of Rajasthan. Therefore, the current research study is focused to evaluate the perception and opinion of bank employees and customers of selected Public and Private Sector Banks and to conduct comparative study on Issues and Challenges regarding Green Banking in aforesaid banks.
Secondary objectives were

i. To study the evolution of the concept of Green Banking

ii. To compare the level of awareness of customers regarding green banking and identify the factors affecting adoption of green banking in selected banks.

iii. To study perception and perceived advantage of green banking from the viewpoint of bankers in selected banks.

iv. To examine various issues and challenges faced by public and private sector banks regarding green banking.

v. To suggest ways to banks and other stakeholders for promoting Green Banking in India.

vi. To achieve these objectives both quantitative and qualitative methods were employed.

HYPOTHESIS

Null Hypothesis A

$H_0$ : There is no significant difference in initiative taken by Private and Public sector banks for Green Banking.

Alternate Hypothesis: A

$H_1$ : There is a significant difference in initiative taken by Private and Public sector banks for Green Banking.

Null Hypothesis B

$H_{02}$ : There is no significant difference in level of awareness among customers related to green banking in the selected Private and Public sector Banks.
Alternate Hypothesis B

\( H_{1.2} \) : There is a significant difference in level of awareness among customers related to green banking in the selected Private and Public sector Banks.

Null Hypothesis C

\( H_{03} \) : There is no significant difference in level of perception related to green banking among the selected Private and Public sector Banks.

Alternate Hypothesis C

\( H_{1.3} \) : There is a significant difference in level of perception related to green banking among the selected Private and Public sector Banks.

Null Hypothesis D

\( H_{04} \) : There is no significant difference in issues and challenges related to Green Banking faced by Private and Public sector banks.

Alternate Hypothesis D

\( H_{1.4} \) : There is a significant difference in issues and challenges related to Green Banking faced by Private and Public sector banks.

Null Hypothesis E

\( H_{05} \) : There is no significant benefit to Customers as well as to employees of banks of green banking practices until then.

Alternate Hypothesis E

\( H_{1.5} \) : There is significant benefit to Customers as well as to employees of banks of green banking practices until then.
RESEARCH GAP OR RESEARCH PROBLEM

_A research problem_ in general, refers to some deficiency which a researcher experiences in the context of either a theoretical or practical situation and wants to obtain a solution for the same. Green banking is an environmental friendly system that has the potential to increase customer satisfaction as well as performance of the banks. The review of literature reveals that various scholars at the national and international level have initiated different studies on different aspects of green banking. But at the national level there are very few studies initiated towards green banking. Moreover, in Rajasthan there is hardly any study in this context. Therefore, it creates a need to study the issues and challenges prevailing in adopting concept of Green banking in India. **Thus, the current research study is focused to evaluate the perception and opinion of bank employees and customers of Selected Public and Private Sector Banks and to conduct Comparative Study on Issues and Challenges regarding Green Banking in aforesaid banks.**

The aim of the research was to explore and describe the facts and developments related to the topic of the study.

- **Population of the study:**

  The population of the present study included the employees and customers of the selected Public and Private Sector banks of Jaipur, Rajasthan.

- **Sampling Method:**

  The sample represents the target population acted as respondents of employees and customers of the selected Public and Private Sector banks of Jaipur, Rajasthan. Stratified and random sampling had been used to select an appropriate
sample of respondents. The sample selection was randomized and due care had been taken to ensure representativeness of employees and customers of the selected Public and Private Sector banks of Jaipur, Rajasthan.

The sample size was decided by the following formula, and then sample size, \( n \), with 95% confidence level was given by:

\[
 n = \frac{4 \times SD^2}{(0.025 \times M)^2}
\]

Where, SD is the standard deviation and M is the mean (Levin & Rubin, 2009).

- **Research Design**

  The researcher included qualitative and quantitative design which examines the perception of employees and customers of the selected Public and Private Sector banks of Jaipur, Rajasthan, towards the green banking practices conducted by their respective banks and also to analyze the issues and challenges prevailing among green banking perspectives of public and private sector banks in general.

- **Pilot study:**

  A pilot study was conducted to test the reliability of the questionnaire. Before going for pilot study the researcher held a series of in depth interviews with the departmental heads and other employees of the selected banks (Singh and Rathore, 2014). To check the reliability of the scale pilot testing was done. The sample size for the pilot study was 17 employees and 18 customers of banks. The findings of the pilot study revealed various items in questionnaire, comprising five dimensions in order to assess the perception of impact of Green Banking in Public and private Sector Banks.
• **Sources of Data:**

**Nature and collection of data**

Instrument of collecting primary data would be structured questionnaire including open and close ended questions. Questionnaire was filled personally by the researcher, so that there is minimal possibility of misinterpretation of questions and the possibility of non receipt of the questions and incomplete information was also removed. Two separate questionnaires shall be designed for the purpose of present study one for the bankers and another for the customers. Before execution of final questionnaire researcher conducted a pilot study to check the reliability and validity. On the bases of this test, final questionnaire was modified. On the bases of questionnaires, response collected on 5 point Likert’s Scale. Basically the study was based on primary data, but secondary data was used as per the requirement of the study. Secondary data was collected from various journals, magazines, internet and books. Primary data was collected through a structured Questionnaire and researcher shall study three major banks of both Public and Private sector, which are as follows-

<table>
<thead>
<tr>
<th>Private Banks</th>
<th>Public Banks</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICICI Bank</td>
<td>SBI Bank</td>
</tr>
<tr>
<td>Axis Bank</td>
<td>PNB Bank</td>
</tr>
<tr>
<td>HDFC Bank</td>
<td>BOB Bank</td>
</tr>
</tbody>
</table>

For preliminary survey, data from 307 respondents was collected. The above mentioned six banks was taken for the survey in order to make this study more
valuable as these banks are the leaders in terms of market share and also these were the only banks where green banking initiatives were majorly taken.

**Time Frame**

For secondary data, time frame for data collection was of 3 years from 2012-2015 because, in India, major Green banking initiatives were taken by banks during this time frame only. The data was collected from annual reports, magazines, newspapers etc.

**Sampling**

**Sampling unit**

From the researcher’s point of view, only those people were selected as sampling unit who were the customers of these six banks. As far as bankers were concerned, those bank employees were selected who are serving at the main branch because information was available from the main branch only, including lower, middle and upper management.

**Sampling size and technique**

The total number of respondents was 307 out of which 207 were the customers of the banks and 100 respondents were the employees serving at the main branch, because it was assumed that the information would be available from the main branch only, including lower, middle and upper management.

**Sampling Technique**

To analyze the data of the customers, judgmental and stratified sampling techniques were applied including various graphs, tables and simple statistical
techniques, so that sample could be representative to the universe. For the selection of bankers, judgmental sampling technique was applied.

In the last phase, pilot testing was performed with the sample size of 50 respondents. Nunnally (1978), has suggested that an acceptable alpha score for reliability was needed to be higher than 0.7. The results of the pilot testing were as follows:

| Table 5.1 Reliability Coefficients of Employees and Customers of Public and Private Banks Under Study |
|-----------------------------------|------------------------|
| N of items | Cronbach’s alpha |
| Employees of Banks | 17 | 0.753 |
| Customers of Banks | 18 | 0.851 |

*Source: Primary Data*

The results of the pilot study were carefully studied and necessary changes were incorporated in the questionnaire. The total number of statements in the questionnaire was reduced. Then the final questionnaire was ready to administer to the respondents. Primary data was collected from respondents, out of which 200 respondents were the customers of the banks and 100 respondents were the employees serving at the main branch, because information was available from the main branch only, including lower, middle and upper management.

- **Secondary Data**

  The major sources of secondary data was the published research studied in various national and international journals mostly accessed through academic data bases, like EBSCO, Emerald, Sage and Springer. Data was also collected from the
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newspaper articles on Green Banking initiatives and Practices adopted by various banks in India and around the Globe.

- **Variables**

  The study includes various variables. The control variables selected for this study was age, gender, qualification, experience, etc. The control variables were determined by a single question on the survey instrument. Other variables and parameters of current study were as follows:-

  **Table 5.2 Variables and Parameters**
  *(Correlated with the Questions in Questionnaire)*

  **Respondents - Customers:**

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Variables</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Awareness towards Green banking</td>
<td>Q No 2,3,4,5,6,7</td>
</tr>
<tr>
<td>2.</td>
<td>Perception towards Green banking</td>
<td>Q No 8,9</td>
</tr>
<tr>
<td>3.</td>
<td>Issues of Green Banking</td>
<td>Q No 10,11,12</td>
</tr>
<tr>
<td>4.</td>
<td>Challenges for Green Banking</td>
<td>Q No 13,14,15</td>
</tr>
</tbody>
</table>

  **Respondents - Employees:**

<table>
<thead>
<tr>
<th>S. No</th>
<th>Variables</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Awareness towards Green banking</td>
<td>Q No 1,2,15,17,18</td>
</tr>
<tr>
<td>2.</td>
<td>Perception towards Green banking</td>
<td>Q No 3,4,5,6,7,8,16</td>
</tr>
<tr>
<td>3.</td>
<td>Issues of Green Banking</td>
<td>Q No 9,10,11,12</td>
</tr>
<tr>
<td>4.</td>
<td>Challenges for Green Banking</td>
<td>Q No 13,14</td>
</tr>
</tbody>
</table>
5.2 CONCLUSION:

Sustainable development can best be achieved by allowing markets to work within an appropriate framework of cost efficient regulations and economic instruments. Financial institutions such as banking sector is one of the major sectors which influence overall industrial activity and economic growth. In a globalised economy, the industries and firms are vulnerable to stringent environmental policies, severe law suits or consumer boycotts. Since banking sector is one of the major stake holders in the Industrial sector, it can find itself faced with credit risk and liability risks. Further, environmental impact might affect the quality of assets and also rate of returns of banks in the long-run. Thus, the banks should go green and play a pro-active role to take environmental and ecological aspects as part of their lending principle, which would force industries to go for mandated investment for environmental management, use of appropriate technologies and management systems.

There were number of aspects that affect adoption of green technologies by banks like enhancing environmental, social, and financial well being of communities, and choice for customers and businesses, active lending to sustainable businesses and also green credit being provided to the customers. It aids in sustainable economic growth by reducing pollution and Thus, saving the environment. But in developing countries like India, there had not been much initiative in this regard by financial institutions. They were not as green as foreign banks. As initially, these commitments caused a huge financial burden for Indian banks and banking sector as a whole. It was found that private sector banks were ahead in terms of offering online services and using online mediums for providing
awareness to customers. On the other hand, public sector banks were less motivated in terms of using and motivating customers about green technologies. After adopting green banking, it was found that banks still depend upon paper based mediums for advertising their products and services.

The current research concludes that customers and employees of public and private sector banks equally have a pivotal role in making the concept of green banking successful. Customers and Employees of Public and Private Sector banks had a satisfactory attitude towards the present status of Green Banking in India. Their Attitude and perception towards Green Banking was high and slightly satisfied in case of Public Sector Banks under study but on contrary less satisfied in private sector banks. On the other hand, Issues and Challenges for adoption of Green banking were higher in Private sector bank with respect to Employees and Customers both in comparison to public sector banks under study. An outcome analysis of current research is elaborated in below table 5.3:
### TABLE 5.3 FINAL OUTCOME OF RESEARCH

<table>
<thead>
<tr>
<th>S.no</th>
<th>Objective</th>
<th>Final Outcome</th>
</tr>
</thead>
</table>
| 1.   | To study the evolution of the concept of Green Banking | • This research objective was analyzed by secondary data and explained in Literature review chapter of study.  
• India was far behind from other countries like China and Mexico in introducing and applying the concept of Green Banking. No initiatives were taken by the Indian banks to formulate the green concept in the society.  
• The authors made clear that to attain sustainable development in the country imparting education and creating awareness was necessary. There are only small group of banks in India that lead in environment aspect.  
• Some researchers researched on public as well as private sectors which reveal that public sector banks have taken more initiatives as compare to private sector.  
• The studies also state the initiatives taken by Indian banks in respect of environment sustainability. Although not much initiatives has been taken by the banks other than SBI and ICICI. |
| 2.   | To compare the level of awareness of customers regarding green banking and identify the factors affecting adoption of green banking in selected banks. | • This research objective was analyzed by primary data and its analysis by testing hypothesis $H_{a2}$.  
• Hypotheses testing in table 4.5 and 4.6 interoperates that as the tailed value in Public sector banks seems to be significant in above variable, it can be postulated that Hypotheses $H_{a2}$: There is no significant difference in level of awareness among customers related to green banking in the selected Private and Public sector Banks is rejected and Alternate Hypotheses $B H_{1-2}$: There is a significant difference in level of awareness among customers related to green banking in the selected Private and Public sector Banks is accepted and Proved. |
| 3.   | To study perception and perceived advantage of green | • This research objective was analyzed by primary data and its analysis by testing hypothesis $H_{a3}$. |
banking from the view point of bankers in selected banks.

- Hypotheses testing in table 4.8 interoperates that as the tailed value in Public sector banks seems to be significant in above variable, it can be postulated that **Hypotheses H\(_{03}\): There is no significant difference in level of perception related to green banking among the selected Private and Public sector Banks** is rejected and **Alternate Hypotheses C H\(_{03}\): There is a significant difference in level of perception related to green banking among the selected Private and Public sector Banks** is accepted and Proved.

4. To examine various issues and challenges faced by public and private sector banks regarding green banking.

- This research objective was analyzed using primary data and its analysis was undertaken by testing hypothesis H\(_{03}\).
- Hypotheses testing in table 4.9 and other correlation studies revealed that as the 2 tailed value in Private sector banks seems to be significant in above variable, it can be postulated that **Null Hypotheses D H\(_{04}\): There is no significant difference in issues and challenges related to Green Banking faced by Private and Public sector Banks** is rejected and **Alternate Hypotheses D H\(_{1-4}\): There is a significant difference in issues and challenges related to Green Banking faced by Private and Public sector Banks** is accepted and Proved.

5. To suggest ways to banks and other stakeholders for promoting Green Banking in India.

- This research objective is presented as the recommendations of the study and is analyzed on the basis of secondary data and also on the observations made by primary data.
- Recommendations are separately presented for all stakeholders’ i.e bank employee management and customers so as to promote Green banking in India.

It can be concluded that banks are taking new initiatives and promote different green banking products. Bank should also adopt environment friendly practices which ensure the efficient use of resources. Banking employee should
consider the green banking initiatives as primary work. Banking sector is the backbone of the country. So it’s important for the banking sector to recognize their responsibility as a global corporate citizen.

Green banking is a proactive way of future sustainability, but banks in India are running behind their counterparts from developed economies. They had started adopting green practices, but still their impact on the environment is increasing. Number of banks had promised about investing in green businesses and dropping their greenhouse emissions, but growing business in the banking sector meant more employees working in the well lit offices around the clock on more computers, demanding more electricity, as carbon dioxide was often created by burning more fuel, and more air travel which were the key sources of global warming.

Green banking is fast, cost-effective, time saving, secure, reliable and Therefore, the need of the era. Green Banking helps to create effective and far-reaching market-based solutions to address a range of environmental problems, including climate change, deforestation, air quality issues and biodiversity loss, while at the same time identifying and securing opportunities that benefit customers. Many Indian banks like SBI, ICICI, HDFC and Axis Bank had started to realize the importance and they took various GREEN BANKING initiatives, like promoting E-banking activities, spreading awareness and educating people in the respective field.

During the current research tenure a historic move in Indian Economy and Banking system was held, which is highly correlated with the subject of current research, i.e. of Green banking. Therefore, the effect of this historic move, i.e.
DEMONETISATION seems to be interesting to be studied with respect to its Impact on Green baking.

On the 8th of November, 2016 when the Sun had descended below the horizon and the light of day had completely faded, when people were returning back home from a long day at work, a misty light of a new economy was brewing over the country. All Rs 500 and Rs 1000 bank notes of the Mahatma Gandhi Series ceased to be legal tender in India from 9th November 2016.

The government claimed that the demonetization was an effort to stop counterfeiting of the current bank notes allegedly used for funding terrorism, as well as a crack down on black money in the country. The move was described as an effort to reduce corruption, use of drugs, and smuggling.

However, in the days following the demonetization, banks and ATMs across the country faced severe cash shortages. Also, following Modi's announcement, the BSE, SENSEX and NIFTY 50 stock indices crashed for the next two days.

The term demonetization has become much more than a household name, since the old Rs 500 and Rs 1,000 notes were pulled out of circulation. While as per dictionary demonetization means "ending something (e.g. gold or silver) that is no longer the legal tender of a country", one needs to understand that there is much more than the literal meaning to the word.
Impact of Demonetization on Green banking

Demonetization was a indirect promotion for a *cashless economy*. Even in the latest episode of ‘Mann ki baat’ of Prime Minister Modi, he promoted for making India a cashless economy. Customer can be cash less by following things:

- Say no to ‘Cash on Delivery’ for online shopping.
- Always ask sellers if he/she has online payment option.
- Promote online payments and app payments wherever you go for shopping.
  (Spread awareness)
- Say no to cash payment at Malls, fashion stores, D-Mart, Big bazaar, etc. They have card swiping machine, so use that only.
- Pay your college and tuition fees by cheques only.
- Keep a cheque book always with you. If the sellers don't agree for e-payment, you should go for paying cheques.
- Make your cheque book your Travel companion.
- For new subscription of newspapers and magazines from 2017 onwards, please use Demand Draft or Online payments in favor of them. It is mandatory for them to have that option.
- Use card payment option in restaurants.
- If you are feeling lazy, then order food from apps like Fasoos, Food panda, sweggiy, etc. and pay online.
- For the payment of electricity bill, DTH, house tax, water tax, or any payment related to Govt., pay it online, use cheques, Demand Drafts, Money orders. They have this facility, So do not pay in cash, even if they ask for.
• Being cashless is an indirect talk about online payments, Net banking, app payments, e-wallets, etc. These all are the matters related IT sector. There can be noticed a huge leap in the growth of this sector.

5.3 SUGGESTIONS / RECOMMENDATIONS:

The implication of above mentioned outcome of research is that now commercial banks are required to play a leading and aggressive role affecting consumer perception, attitude and behavior of existing and potential green-banking customers. The recommendations for various stakeholders of banks are as follows:

RECOMMENDATIONS FOR BEMPLOYEES AND MANAGEMENT OF BANKS

• Bank should change their daily routine work through the paper less banking, online banking, mobile banking, mass-transportation system etc.

• Concept of LEED certified green buildings should be adopted by banking sector

• The bank should start investment in low carbon producing technology and should develop new sustainable development programs to reduce the carbon footprint from the environment.

• Banks must organize training program on environment sustainable development program to their employees.

• Bank employee must be given orientation on evaluation of green finance projects like renewable energy projects, clean water supply, bio-gas plants etc.

• Green banks should promote environmental consciousness, social responsibility and good governance by themselves. They should ensure efficiency in using space, water, energy, paper, etc., in its offices and branches.
• Bank should adopt go green mantra by this method bank could reduce the carbon footprint from the environment.

• The best strategy at the early adaptation stage was to provide and maximize the awareness regarding e-banking among customers. Because e-banking products and services were very much new in India especially in Rajasthan, to fulfill these objective banks should use every form of advertising such as T.V. commercials, advertisement in magazines, brochures, online advertisements etc. to educate customers about its advantages, so that it can reach to the maximum number of existing and prospective e-banking customers. To reach maximum number of prospective internet banking customers, banking staff should take initiative to inform them about e-banking services provided by the bank.

• Banks should effectively design its websites as a service providing mechanism and it should also give information beyond the services offered by bank.

• Banks should eliminate the language barrier to have effective communication with clients. Specifically in India, bank should provide banking information in English as well as in Hindi language.

• The major driving factor of adopting e-banking for its users is the reliable access system. The information regarding security should not provide in technical terminology and should comprise with standard security statement.

• Banks should offer incentives such as special benefits for frequent users, loyalty rewards etc.
• To increase its service value, bank should create a collaborating venture with internet service provider companies and by increasing linkages to suppliers and merchants.

• Banks should try to give high value services to its consumers. Banks should closely analyze the history of its customers’ banking transactions to have better understanding regarding their requirements and provide them well customized internet banking products and services.

• Banks should target right set of customers. Banks should attract those customers who have strong financial position and adequate income level to adopt the e-banking system.

• Banks should emphasize on the advantages of the e-banking usage, i.e. time saving, 24 hour service availability, information availability, convenience, low cost services etc.

• To attract its clients bank should provide easy accessibility of e-banking on a regular basis. Banks should analyze customers’ access and implement traffic management system to the e-banking customers.

• Remove service charge Rs. 20/- charging for post fifth transactions made by ATMs of other banks or increase free transaction limit from 05 time to 10 times, because it adversely affects convenience and cost effectiveness.

• Charges on online payment through POS terminals using ATM/Debit Card should be remove the 2% of charge imposed by banks on traders has generally shifted on customers.
• Banking customers perceive that e-banking charges levied by the banks are not fair. Banks should initiate a campaign for educating customers regarding the fairness of e-banking charges.

• The frequency of the online transactions through e-banking is less. Thus, Banks should provide motivation to banking customers to increase their frequency of e-banking transactions.

• Generally, customers use the e-banking service to know the account statements. Therefore, banks should have a good marketing campaign to popularize the other services offered by banks through e-banking.

• Banks should also internally review their website.

• Banks should increase the frequency of reviewing of websites in a financial year.

• Most of the banks provide literature and brochures as the assistance & help to the customers regarding the use of e-banking services.

• Banks are providing online services through e-banking. But the application should be submitted to the branch in physical form. That is inconvenient for the customers. Therefore, banks should provide the online application submission service as well.

• Banks should do cost analysis especially on e-banking and communicate it to the banking staff.

• Banks should have more prevention measures against hackers, as it is the primary concern for the customers.
• It was observed that there is no significant prevention measure against the line tapping in the banks. Banks should take significant action in this direction.

• It was observed that there is no significant prevention measure against the discovered intrusion attacks in the banks. Banks should take significant action in this direction.

• Banks should have more prevention measures against attack after office hours, as it is the primary concern for the customers.

• Banks should have a focused approach towards e-banking customers. They should specify the target market for e-banking.

• Banks are generally not serving customized services through e-banking. Banks should focus upon more customized & innovative services.

RECOMMENDATIONS FOR CUSTOMERS OF BANKS

• Customers are not required to fill slip in the bank for the withdrawal of money rather they could use ATM facility.

• Make sure of the account number and name correctly when you are depositing money in your or others “accounts, sending money by EFT/RTGS and core banking”.

• Make e-payments for all possible expenses and payments to be done such as for Utility bills, for train and other reservation tickets, for paying school or hospital fees and all other regular day to today expenses can be made by e-wallet or from credit or debit card.
• Handle MICR cheque book carefully and keep safe because scratches on
MICR code will cause delay in cheque clearing. Avoid issuing of cheques to
small amount because it will reduce cost effectiveness of MICR service.

• Keep credit card safe. Read all terms and conditions before using it. Make
time to time repayment of the credit used so for.

• PIN/ Password should be easy, it should not be written in dairy, cell phone,
passbook only remember it. Do not use house number, vehicle number,
phone number, children’s name, name of the village, date of birth and other
related figures and word which can be guessed by other.

• At the time of swapping ATM/Debit card in POS terminals make sure that
weather seller/trader is entering correct amount or not. Don’t allow to
traders/seller for double/triple swapping of the ATM/Debit card for single
transaction at POS terminals without confirmation. Allow double swapping
when first transaction is canceled correctly.

• Don't use unsecured network (cyber café, common PC, proxy server,
unsecured Wi-Fi network) for internet banking as possible. Secured personal
computer is best option for secured internet banking.

• Customer should sign out when transaction is complete. Don't shutdown
your PC/Mobile before sign out.

• Use good antivirus programme in your PC/Mobile to protect your account
information, ID, Password, PIN and unauthorized access in your account.

• Use only official website of the bank for internet banking. Avoid follow
links provided by any other organization/person because it will be cause of
password theft and fraud.
• Use branded mobile phones for mobile banking service which is having supported applications for mobile banking. Keep off blue tooth facility on your mobile handset when you are log-in on the mobile banking account.

• Don’t reply spam e-mails (unknown) and avoid providing information about your account number, card numbers and name of the bank etc.

• Update your mobile and other relevant information in bank from time to time.

• Increase the safe use of Credit and Debit card for maximum times every month so as to promote green banking.

• Help banking personnel in Green banking Initiatives of banks.

• Inform and educate fellow customers who are unaware about green banking technology and ask them to adopt the same.

• Corporate customers should ask their employees to operate salary account maximally by electronic payments and salary must also be transferred electronically else than by giving cheque or cash etc.

• Business personnel who act as bank customers should pay all Government taxes and other liabilities by e payments such as NEFT and RTGS only.

5.4 SCOPE FOR FUTURE RESEARCH:

This study has presented some important comprehensions on green-banking which comprises number of limitations that need to be acknowledged. There are many probable environmental and economic benefits of E-banking. However, these latent investments might be countered by added processes and ICT requirements. For instance, banks need space for IT infrastructure and also it has its own energy
requirements. Moreover, E-waste is also another major problem organizations are facing.

Green banking is still a major issue and can take an important role for development of our country in India. As banks and financial institutions of India have started taking initiatives but not at high level, to sustain the development of the Indian economy banks and financial institutions have to work more hard as compared to big foreign banks, as they are playing important role in maintaining the sustainability of their country’s economy. As the term green banking, some banks and financial institutions, like State Bank Of India, Yes Bank have taken initiatives, such as Financial Information Network and Operations (FINO), while making their branches and building environmental friendly and keeping an eye upon their clients' projects to which they have given the loan. But still Indian banks haven't accepted the principle equator policy to keep a record of their clients. Now it's time that India should take some strict steps to harness these banks and financial institutions to adopt the principle equator guidelines so that they can contribute in the protection of environment in future. There is definitely a huge opportunity in clean, renewable energy technologies, emissions reduction and reduced-carbon transportation which can be slowly and steadily be achieved, if we get cooperation from all sectors of the economy, and banks being an integral part of our economy must lead from the front.

India should create more awareness and impart education to its public regarding Green Banking. Powers saving equipment, Green Credit Cards, Paper Saving Mobile banking is few steps proposed to improve the current situation. All
the banks in India should stress upon green mortgage loan to support the renewable resources and environment.

*The existing analysis is a humble attempt in this field. Research findings of this analysis provide an insight for further researches. The follow-up researches related to existing analysis may be taken further by the scientists.*
REFERENCES


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