

A STUDY ON CUSTOMER'S AWARENESS ON GREEN BANKING INITIATIVES ”

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **JANANI R 42410295** who carried out the project entitled "**A STUDY ON CUSTOMER'S AWARENESS ON GREEN BANKING INITIATIVES** " under my supervision from September 2023 to October 2023.

INTERNAL GUIDE

**EXTERNAL
GUIDE**

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Submitted for Viva voce Examination held on _____

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DECLARATION

I **JANANI R(42410295)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER'S AWARENESS ON GREEN BANKING INITIATIVES** “ done by me under the guidance of _____., is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

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ABSTRACT

The project titled “**A Study on customer’s awareness about green banking initiatives**” aims at understanding the importance of green banking practices at banks. Green banking is the application of technology to ensure seamless end-to-end processing of banking transactions/operations; initiated by the client, ensuring maximum utility; to the client in terms of availability, usefulness and cost; to the bank in terms of reduced operating costs, zero errors and enhanced services.

Through this study, the researcher tries to identify the key areas to be enhanced to improve the customer satisfaction of the green banking services of banks by engaging them in evaluating it. This will help the management of banks to improve the efficiency of green banking services and increase the overall banking efficiency.

Green banking is an initiative taken by the banks to promote environment friendly practices and reduce carbon footprint of the activities. The primary objective is to study the customer’s awareness on green banking initiatives in selected public and private sector banks with special references to chennai.

The secondary objectives are to analyze the most preferred green banking services of banks, assess the awareness of customers on the innovative payment services in Green banking at banks, and determine the overall satisfaction level about the Green banking services at banks.

Convenience sampling method has used in the research work. Multiple choice questions have been chosen to collect the responses from 120 customers who use green banking services of banks. The data collected has been analyzed through percentage analysis. Numerous new findings has been derived from this research has helped to provide few suggestions to improve the effectiveness of green banking services of banks.

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CHAPTER 1:

1.1 INTRODUCTION

Becoming a 'Digital Bank' is about leveraging digital technology to provide an enhanced customer experience that fits the lifestyle of the increasingly digital consumer. It should ultimately combine the benefits of the digital and physical worlds.

When engaging with a digital bank, consumers should benefit from the following:

- Shop for a financial institution online or with a mobile device
- Open a new account by using a computer, tablet or mobile device using image capture to save steps
- Communication with their bank through the channel of choice, potentially with live video tools
- Financial insights pre-install, such as balances, recent transactions and product recommendations
- Real-time and secure transactions online or at the point of sale with a mobile device
- Personalized and predictive offers that leverage geographic as well as contextualized insight
- Real-time digital money management including alerts and notifications
- Integration of financial services with daily activities

Digitization is not simply a defensive strategy against bank and non-bank competitors. It should also be a way to increase revenue through improved consumer insights, combining algorithm-based banking with the human touch.

Green banking, also known as **internet banking**, **e-banking** or **virtual banking**, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. The online banking system will typically connect to or be part of the core banking system operated by a bank and is in contrast to branch banking which was the traditional way customers accessed banking services.

Fundamentally and in mechanism, online banking, internet banking and e-banking are the same thing.

To access a financial institution's online banking facility, a customer with internet access would need to register with the institution for the service, and set up a password and other credentials for customer verification. The credentials for online banking is normally not the same as for telephone or mobile banking. Financial institutions now routinely allocate customers numbers, whether or not customers have indicated an intention to access their online banking facility.

Customers' numbers are normally not the same as account numbers, because a number of customer accounts can be linked to the one customer number. The customer number can be linked to any account that the customer controls, such as cheque, savings, loan, credit card and other accounts.

The customer visits the financial institution's secure website, and enters the online banking facility using the customer number and credentials previously set up. The types of financial transactions which a customer may transact through online banking usually includes obtaining account balances, lists of the latest transactions, electronic bill payments and funds transfers between a customer's or another accounts. Most banks also enable a customer to download copies of bank statements, which can be printed at the customer's premises (some banks charge a fee for mailing hard copies of bank statements).

Some banks also enable customers to download transactions directly into the customer's accounting software. The facility may also enable the customer to order cheque-books, statements, report loss of credit cards, stop payment on a cheque, advise change of address and other routine actions.



1.3 INDUSTRY PROFILE

As per the Reserve Bank of India (RBI), India's banking sector is sufficiently capitalized and well-regulated. The financial and economic conditions in the country are far superior to any other country in the world. Credit, market and liquidity risk studies suggest that Indian banks are generally resilient and have withstood the global downturn well.

Indian banking industry is expected to witness better growth prospects in 2015 as a sense of optimism stems from the Government's measures towards revitalizing the industrial growth in the country. In addition, RBI new measures may go a long way in helping the restructuring of the domestic banking industry.

Market Size

The Indian banking system consists of 26 public sector banks, 25 private sector banks, 43 foreign banks, 56 regional rural banks, 1,589 urban cooperative banks and 93,550 rural cooperative banks, in addition to cooperative credit institutions. Public-sector banks control nearly 80 percent of the market, thereby leaving comparatively much smaller shares for its private peers.

As of November 11, 2015, 192.1 million accounts had been opened under Pradhan Mantri Jan Dhan Yojna (PMJDY) and 165.1 million Ru Pay debit cards were issued. These new accounts have mustered deposits worth Rs 26,819 crore (US\$ 4 billion). Standard & Poor estimates that credit growth in India's banking sector would improve to 12-13 per cent in FY16 from less than 10 per cent in the second half of CY14.

Investments/developments

In the past few months, there have been many investments and developments in the Indian banking sector

- Global rating agency Moody's has upgraded its outlook for the Indian banking system to stable from negative based on its assessment of five drivers including improvement in operating environment and stable asset risk and capital scenario.

- Lok Capital, a private equity investor backed by US-based non-profit organization Rockefeller Foundation, plans to invest up to US\$ 15 million in two proposed small finance banks in India over the next one year.
- The Reserve Bank of India (RBI) has granted in-principle licenses to 10 applicants to open small finance banks, which will help expanding access to financial services in rural and semi-urban areas.
- IDFC Bank has become the latest new bank to start operations with 23 branches, including 15 branches in rural areas of Madhya Pradesh.
- The RBI has given in-principle approval to 11 applicants to establish payment banks. These banks can accept deposits and remittances, but are not allowed to extend any loans.
- The Bank of Tokyo-Mitsubishi (BTMU), a Japanese financial services group, aims to double its branch count in India to 10 over the next three years and also target a 10 per cent credit growth during FY16.
- Banks has tied up with e-commerce portal Snap deal and payment gateway Paypal to finance MSME businesses.
- The United Economic Forum (UEF), an organization that works to improve socioeconomic status of the minority community in India, has signed a memorandum of understanding (MoU) with Indian Overseas Bank (IOB) for financing entrepreneurs from backward communities to set up businesses in Tamilnadu
- The RBI has allowed third-party white label automated teller machines (ATM) to accept international cards, including international prepaid cards, and said white label ATMs can now tie up with any commercial bank for cash supply.
- The RBI has allowed Indian alternative investment funds (AIFs), to invest abroad, in order to increase the investment opportunities for these funds.
- In order to boost the infrastructure sector and the banks financing long gestation projects, the RBI has extended its flexible refinancing and repayment option for long-term infrastructure projects to existing ones where the total exposure of lenders is more than Rs 500 crore (US\$ 75.1 million).
- RBI governor Mr Raghuram Rajan and European Central Bank President Mr Mario Draghi have signed an MoU on cooperation in central banking. “The memorandum of understanding provides a framework for regular exchange of information, policy dialogue and technical cooperation between the two

institutions. Technical cooperation may take the form of joint seminars and workshops in areas of mutual interest in the field of central banking,” RBI said on its website.

- RBL Bank informed that it would be the anchor investor in Trifecta Capital’s Venture Debt Fund, the first alternative investment fund (AIF) in India with a commitment of Rs 50 crore (US\$ 7.51 million). This move provides RBL Bank the opportunity to support the emerging venture debt market in India.
- Bandhan Financial Services raised Rs 1,600 crore (US\$ 240.2 million) from two international institutional investors to help convert its microfinance business into a full service bank. Bandhan, one of the two entities to get a banking licence along with IDFC, launched its banking operations in August 2015.

Government Initiatives

The government and the regulator have undertaken several measures to strengthen the Indian banking sector.

- The Government of India is looking to set up a special fund, as a part of National Investment and Infrastructure Fund (NIIF), to deal with stressed assets of banks. The special fund will potentially take over assets which are viable but don’t have additional fresh equity from promoters coming in to complete the project.
- The Reserve Bank of India (RBI) plans to soon come out with guidelines, such as common risk-based know-your-customer (KYC) norms, to reinforce protection for consumers, especially since a large number of Indians have now been financially included post the government’s massive drive to open a bank account for each household.
- To provide relief to the state electricity distribution companies, Government of India has proposed to their lenders that 75 per cent of their loans be converted to state government bonds in two phases by March 2017. This will help several banks, especially public sector banks, to offload credit to state electricity distribution companies from their loan book, thereby improving their asset quality.

- The Reserve Bank of India (RBI), the Department of Industrial Policy & Promotion (DIPP) and the Finance Ministry are planning to raise the Foreign Direct Investment (FDI) limit in private banks sector to 100 per cent from 74 per cent.
- Government of India aims to extend insurance, pension and credit facilities to those excluded from these benefits under the Pradhan Mantri Jan Dhan Yojana (PMJDY).
- The Government of India announced a capital infusion of Rs 6,990 crore (US\$ 1.05 billion) in nine state run banks, including SBI and Punjab National Bank (PNB). However, the new efficiency parameters would include return on assets and return on equity. According to the finance ministry, "This year, the Government of India has adopted new criteria in which the banks which are more efficient would only be rewarded with extra capital for their equity so that they can further strengthen their position."
- To facilitate an easy access to finance by Micro and Small Enterprises (MSEs), the Government/RBI has launched Credit Guarantee Fund Scheme to provide guarantee cover for collateral free credit facilities extended to MSEs up to Rs 1 Crore (US\$ 0.15 million). Moreover, Micro Units Development & Refinance Agency (MUDRA) Ltd. was also established to refinance all Micro-finance Institutions (MFIs), which are in the business of lending to micro / small business entities engaged in manufacturing, trading and services activities up to Rs 10 lakh (US\$ 0.015 million).
- The central government has come out with draft proposals to encourage electronic transactions, including income tax benefits for payments made through debit or credit cards.
- The Union cabinet has approved the establishment of the US\$ 100 billion New Development Bank (NDB) envisaged by the five-member BRICS group as well as the BRICS "contingent reserve arrangement" (CRA).
- The government has plans to set up a fund that will provide surety to banks against loans given to students for higher education.

Road Ahead

The Indian economy is on the brink of a major transformation, with several policy initiatives set to be implemented shortly. Positive business sentiments, improved consumer confidence and more controlled inflation are likely to prop-up the country's economic growth. Enhanced spending on infrastructure, speedy implementation of projects and continuation of reforms are expected to provide further impetus to growth. All these factors suggest that India's banking sector is also poised for robust growth as the rapidly growing business would turn to banks for their credit needs.

Also, the advancements in technology have brought the mobile and internet banking services to the fore. The banking sector is laying greater emphasis on providing improved services to their clients and also upgrading their technology infrastructure, in order to enhance the customer's overall experience as well as give banks a competitive edge.

Many banks, including HDFC, ICICI and AXIS are exploring the option to launch contact-less credit and debit cards in the market shortly. The cards, which use near field communication (NFC) mechanism, will allow customers to transact without having to insert or swipe.

Use of Green Banking Products in Banking Sector : □

Go Online: Online banking includes internet banking, mobile banking, tab banking, phone banking, RTGS and NEFT transactions etc. The functions involved are pay bills online, online deposits, fund transfer, account statements etc. Through these banking activities banks are ultimately consume less paper, less energy and less expenditure on natural resources. □

Card based transactions: Banks have introduced a variety of card based transactions by launching green channel counters (GCC). GCC promotes card based transactions to their customers not only to reduce the consumption of paper and energy but also to save the time of customers. A variety of cards such as ATM, Credit and Debit cards, green remit cards, Foreign Travel Card, eZ Pay Card, Gift Card, Smart Payout Card etc. are available for customers. □

Green Finance: Bank should finance environment friendly projects and environment friendly products such as solar equipments, recycled furniture, vehicle finance for low carbon emissions vehicles, home finance for green buildings etc. with giving some concessions in processing fee and concessional rate of interest. □ Green Infrastructure:

Green infrastructure includes IT infrastructure (Data Centers), green buildings with sufficient natural lightening and air, generate electricity for their own use and waste recycling plants for recycle their own waste. Green infrastructure may also be considered Self Service Passbook Printers, Kiosks (Multi Function Kiosks and Self Service Kiosks), Cash Deposit Machines and Contact Centre etc. It facilitates to reduce banks internal carbon footprint. □

Use of power saving equipment's: Use of solar powered UPS, GSL/LED bulbs, rain water harvesting by banks, establishing solar powered ATMs etc

LEADING BANKS

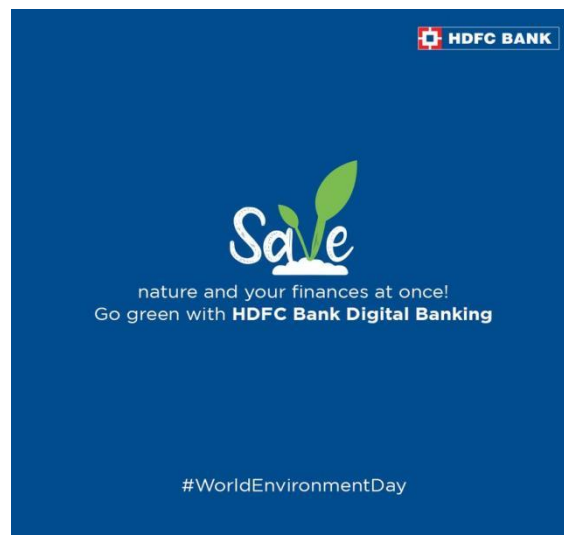
HDFC

The Housing Development Finance Corporation Limited (HDFC) was among st the first to receive an 'in principle' approval from the Reserve Bank of India (RBI) to set up a bank in the private sector, as part of RBI's liberalization of the Indian Banking Industry in 1994. The bank was incorporated in August 1994 in the name of 'HDFC Bank Limited', with its registered office in Mumbai, India. HDFC Bank commenced operations as a Scheduled Commercial Bank in January 1995.

HDFC Bank's mission is to be a World Class Indian Bank. The objective is to build sound customer franchises across distinct businesses so as to be the preferred provider of banking services for target retail and wholesale customer segments, and to achieve healthy growth in profitability, consistent with the bank's risk appetite. The bank is committed to maintain the highest level of ethical standards, professional integrity, corporate governance and regulatory compliance. HDFC Bank's business philosophy is based on four core values: Operational Excellence, Customer Focus, Product Leadership and People.

Awards and Accolades: HDFC Bank began operations in 1995 with a simple mission: to be a "**World-class Indian Bank**". We realized that only a single-minded focus on product quality and service excellence would help us get there. Today, we are proud to say that we are well on our way towards that goal.

HDFC Bank had also provided green tips to promote green banking:- In order to save more of trees purchase recycled paper, print on reusable sheets, print multiple pages on single sheets of paper, set defaults to print double-sided and print on both sides, print only the pages required, preview documents before printing, increase margin width of the documents and change the default font size from 12 point to 10 which would shrink your document by about 10%.



STATE BANK OF INDIA(SBI)

The evolution of Banks can be traced back to the first decade of the 19th century. It began with the establishment of the Bank of Calcutta in Calcutta, on 2 June 1806. The bank was redesigned as the Bank of Bengal, three years later, on 2 January 1809. It was the first ever joint-stock bank of the British India, established under the sponsorship of the Government of Bengal. Subsequently, the Bank of Bombay (established on 15 April 1840) and the Bank of Madras (established on 1 July 1843) followed the Bank of Bengal. These three banks dominated the modern banking scenario in India, until when they were amalgamated to form the Imperial Bank of India, on 27 January 1921.

The corporate center of SBI is located in Mumbai. In order to cater to different functions, there are several other establishments in and outside Mumbai, apart from the corporate center. The bank boasts of having as many as 14 local head offices and 57 Zonal Offices, located at major cities throughout India. It is recorded that SBI has about 10000 branches, well networked to cater to its customers throughout India.

SBI holds the dignity of being the first bank in India to bring the focus over green banking and came up with a separate policy for promoting environmental sustainability regarded as Green Banking Policy, since 2007. Under the initiative of becoming a green bank, the bank has started various services such as; paperless banking, kiosks which are self-operated by the customers, green debit and credit cards which include Vishwa Yatra card, Ez Pay Card, Smart Payout Card and more ensuring a steady movement towards green banking. The bank has adopted a green objective for achieving the green goals referred to as SMART: Specific, Measurable, Achievable, Realistic and Time Bound.



BANKS

Banks was the first of the new private banks to have begun operations in 1994, after the Government of India allowed new private banks to be established. The Bank was promoted jointly by the Administrator of the specified undertaking of the Unit Trust of India (UTI - I), Life Insurance Corporation of India (LIC) and General Insurance Corporation of India (GIC) and other four PSU insurance companies, i.e. National Insurance Company Ltd., The New India Assurance Company Ltd., The Oriental Insurance Company Ltd. and United India Insurance Company Ltd.

The Bank as on 31st March, 2011 is capitalized to the extent of Rs. 410.54 crores with the public holding (other than promoters and GDRs) at 53.60%.

The Bank's Registered Office is at Ahmedabad and its Central Office is located at Mumbai. The Bank has a very wide network of more than 1281 branches (including 169 Service Branches/CPCs as on 31st March, 2011). The Bank has a network of over 6270 ATMs (as on 31st March, 2011) providing 24 hrs a day banking convenience to its customers. This is one of the largest ATM networks in the country.

The Bank has strengths in both retail and corporate banking and is committed to adopting the best industry practices internationally in order to achieve excellence.

PUNJAB NATIONAL BANK COMPANY PROFILE

Punjab National Bank (PNB) is one of India's largest nationalized banks, with some 5,000 locations. The financial institution offers services in personal and corporate banking, including industrial, agricultural, and export finance, as well as international banking. Its personal lending services include loans for housing, autos, and education. PNB's diverse client list includes Indian conglomerates, small and mid-sized businesses, non-resident Indians, and multinational companies. The bank was established in Lahore in 1895 -- more than 50 years before the country was partitioned into India and Pakistan in 1947.

KOTAK MAHINDRA BANK LIMITED

Kotak Mahindra Bank Limited (the Bank) is a commercial bank. The Bank operates in four business segments: Treasury and Balance Sheet Management Unit (BMU), which includes dealing in money market, forex market, derivatives, investments and primary dealership of government securities; Retail Banking, which includes lending, commercial vehicle finance, personal loans, agriculture finance, other loans and home loans, branch banking, which includes retail borrowings covering savings, current, term deposit accounts and branch banking network/services including distribution of financial products, and credit cards; Corporate Banking, which comprises wholesale

borrowings and lending and other related services to the corporate sector. As of March 31, 2010, it had a network of 249 branches.

KMBL will also invest in projects and programme for water conservation, rain water harvesting, adopting green technologies, waste reduction and recycling including effluent treatment, and reusing (3Rs) and promote, encourage and use alternate energy.



UCO BANK

UCO Bank is a commercial bank established in 1943. The idea to establish the bank was first conceived by G.D. Birla, the famous industrialist, after the historic 'Quit India Movement' in 1942. The idea was culminated on the 6th of January 1943, when The United Commercial Bank Ltd. was born with its Registered and Head Office at Kolkata. A commercial bank and a Government of India Undertaking, it comprises of government representatives as well as renowned professionals like accountants, management experts, economists, businessmen, and so on, in its Board of Directors. United Commercial Bank has stretched out to all segments of the economy - be it agriculture, industry, trade and commerce, services or infrastructure.

Along with 13 other major commercial banks of India, United Commercial Bank was nationalized on 19th July, 1969, by the Government of India. Thereafter the Bank expanded rapidly. To keep pace with the developing scenario and expansion of business, the Bank undertook an exercise in organizational restructuring in the year 1972. Under the act of Indian Parliament, in 1985, its name changed from United

Commercial Bank to the present name, UCO Bank. As of 2005, the bank has 2000 Service Units spread all over India. A distinctive feature of UCO bank is its introduction of 'NO HOLIDAY' branches. These bank branches work on all the 365 days of a year. With the age of global banking, UCO bank has also changed to be adept with the newest technology, boasting of specialized computerized branches in both India and overseas.

IDBI BANK

IDBI Bank Ltd. is today one of India's largest commercial banks. For over 40 years, IDBI Bank has essayed a key nation-building role, first as the apex Development Financial Institution (DFI) (July 1, 1964 to September 30, 2004) in the realm of industry and thereafter as a full-service commercial Bank (October 1, 2004 onwards). As a DFI, the erstwhile IDBI stretched its canvas beyond mere project financing to cover an array of services that contributed towards balanced geographical spread of industries, development of identified backward areas, emergence of a new spirit of enterprise and evolution of a deep and vibrant capital market. On October 1, 2004, the erstwhile IDBI converted into a Banking company (as Industrial Development Bank of India Limited) to undertake the entire gamut of Banking activities while continuing to play its secular DFI role. Post the mergers of the erstwhile IDBI Bank with its parent company (IDBI Ltd.) on April 2, 2005 (appointed date: October 1, 2004) and the subsequent merger of the erstwhile United Western Bank Ltd. with IDBI Bank on October 3, 2006, the tech-savvy, new generation Bank with majority Government shareholding today touches the lives of millions of Indians through an array of corporate, retail, SME and Agri products and services.

Headquartered in Mumbai, IDBI Bank today rides on the back of a robust business strategy, a highly competent and dedicated workforce and a state-of-the-art information technology platform, to structure and deliver personalised and innovative Banking services and customised financial solutions to its clients across various delivery channels.

As on March 31, 2010, IDBI Bank has a balance sheet of Rs.2.34 lakh crore and business size (deposits plus advances) of Rs.3.06 lakh crore. As an Universal Bank, IDBI Bank, besides its core Banking and project finance domain, has an established

presence in associated financial sector businesses like Capital Market and Investment Banking, Home Finance, Primary Dealership area and more recently, the Life Insurance Business. As a step towards taking the organization on an accelerated growth path, the Bank has reorganized its businesses around nine verticals out of which six customer verticals, each focusing on distinct customer segments and three business verticals. Going forward, IDBI Bank is strongly committed to work towards emerging as the 'Bank of choice' and 'the most valued financial conglomerate', besides generating wealth and value to all its stakeholders.

IDBI Bank is one of the few Public Sector Banks/ FIs who are signatory to Carbon Disclosure Project (CDP), as part of its initiatives to a responsible business striving towards a low –carbon future. IDBI Bank has taken initiatives for funding potential green projects based on clean technologies viz. renewable, solar cell/ module projects, co-generation, energy efficiency equipment projects etc. IDBI reviews reports from third party consultants in most of the green projects mainly for resource assessment and other aspects of the project including cost. The Environmental Impact Assessment (EIA) reports, if required by third party are also referred as part of the detailed appraisal.



BANK OF INDIA

Bank of India was founded on September 7, 1906 by a group of eminent businessmen from Mumbai. In July 1969 Bank of India was nationalized along with 13 other banks.

Beginning with a paid-up capital of Rs.50 lakh and 50 employees, the Bank has made a rapid growth over the years. It has evolved into a mighty institution with a strong national presence and sizable international operations. In business volume, Bank of India occupies a premier position among the nationalized banks.

Presently, Bank of India has 2609 branches in India spread over all states/ union territories including 93 specialized branches. These branches are controlled through 48 Zonal Offices. Bank of India has several firsts to its credit. The Bank has been the first among the nationalised banks to establish a fully computerised branch and ATM facility at the Mahalaxmi Branch at Mumbai way back in 1989. It pioneered the introduction of the Health Code System in 1982, for evaluating/ rating its credit portfolio. Bank of India was the first Indian Bank to open a branch outside the country, at London, in 1946, and also the first to open a branch in Europe, Paris in 1974. The Bank has sizable presence abroad, with a network of 23 branches (including three representative office) at key banking and financial centres viz. London, New York, Paris, Tokyo, Hong-Kong, and Singapore.

INDIAN OVERSEAS BANK

Established in 1937, Indian Overseas Bank (IOB) is a leading bank based in Chennai, India. IOB had the distinction of simultaneously commencing operations in three branches at Karaikudi, Chennai, and Yangon (Myanmar). Since IOB aimed to encourage overseas banking and foreign exchange operations, it soon opened its branches in Penang and Singapore. Today, Indian Overseas Bank boasts of a vast domain in banking sector with over 1400 domestic branches and branches overseas.

IOB was the first bank to venture into consumer credit, as it introduced the popular Personal Loan scheme. In 1964, the Bank started computerization in the areas of inter-branch reconciliation and provident fund accounts. Indian Overseas Bank was one of the 14 major banks which were nationalized in 1969. After nationalization, the Bank emphasized on opening its branches in rural parts of India. In 1979, IOB opened a Foreign Currency Banking Unit in the free trade zone in Colombo.

In the year 2000, Indian Overseas Bank undertook an initial public offering (IPO) that brought the government's share in the bank's equity down to 75%. The equity shares of IOB are listed in the Madras Stock Exchange (Regional), Bombay Stock Exchange,

and National Stock Exchange of India Ltd., Mumbai. Since its inception, IOB has absorbed various banks including the latest — Bharat Overseas Bank — in 2007.

INDIAN BANK

Indian Bank is one of the indigenous banks of India that emerged as a result of the Swadeshi Movement during the British Raj. The bank was established on 15th of August, 1907. One of the prime figures associated with the establishment of the bank was V. Krishnaswamy Iyer, a lawyer from Madras (Now Chennai).

The bank soon spread its wings outside India too, and opened its branch in Colombo, Sri Lanka in the year 1932 and Rangoon, Burma in 1940. The bank was further nationalized by the Government of India in the year 1969.

The modest beginning made by the Indian Bank has come a long way since then, with 1642 branches located nationwide within India and Overseas branches in Singapore and Colombo as of April 2009.

The bank also has 40 Overseas Correspondent banks in 70 countries, giving a strong presence internationally. A 22,000 strong workforce of dedicated employees takes pride in serving the Indian Bank.

Indian Bank offers a wide variety of Banking Products and Services to its customers, including various Deposit Schemes, Loan Options, Financial Services, Stock Investment Services and a number of specialized services such as Remittance, Collection, 7 Day Banking Branches, Cash Management and Electronic Funds Transfer.

As of April 2009, the bank has Core Banking Solution (CBS) implemented in its 1642 branches and 66 extension counters. The bank has 755 connected Automatic Teller Machines (ATMs) installed in 225 locations nationwide.

Apart from its Regular Banking Services, the Indian Bank has also been offering various other services through its 3 subsidiary companies, which are Indbank Merchant Banking Services Ltd., IndBank Housing Ltd. and IndFund Management Ltd.

ICICI Bank

Green initiatives aimed at customers are driven by the objective of collaborating with each of the customers and making 'Green' a part of all the lives. These initiatives range from Green offerings/incentives, Green engagement to Green communication to the customers. Green products and services provided by ICICI Banks are:-

'Insta banking' - It is the platform that brings together all alternate channels under one umbrella and gives customers the convenience of banking anytime anywhere through Internet banking, i-Mobile banking, IVR Banking. This reduces the carbon footprint of the customers by ensuring they do not have to resort to physical statements or travel to their branches.

Vehicle Finance- As an initiative towards more environment friendly way of life, Auto loans offers you 50% waiver on processing fee on car models which uses alternate mode of energy. The models identified for the purpose are, Maruti's LPG version of Maruti 800, Omni and Versa, Hyundai's Santro Eco, Civic Hybrid of Honda, Reva electric cars, TataIndicaCNG and MahindraLoganCNGversions. Each car that hits the road impacts the environment...make an informed choice for a better earth.

Home Finance- ICICI Home Finance offers reduced processing fees to customers who purchase homes in 'Leadership in Energy and Environmental Design' (LEED) certified buildings.

1.3 NEED FOR THE STUDY

Green banking is the application of technology to ensure seamless end-to-end processing of banking transactions/operations; initiated by the client, ensuring maximum utility; to the client in terms of availability, usefulness and cost; to the bank in terms of reduced operating costs, zero errors and enhanced services.

Green banking is referred to as a concept where the banking institutions adopt those banking practices which mitigate the carbon footprint and preserves the environment from getting exploited. Green bank is not different from the regular banks. The only difference is the consideration of social and environmental aspects

and performing the banking activities responsibly. Numerous activities are undertaken at enormous levels by the firms around the world. The outcomes of these activities contribute to the deterioration of the natural resources. These outcomes specifically include the release of carbon dioxide, chemicals disposed off in land and in water, cutting of green areas for building infrastructure, excessive use of energy and natural resources leading to falling quantity of reserves and more. As a result, the environment is getting devastated constantly since decades.

Through this study, the researcher tries to identify the key areas to be enhanced to improve the customer satisfaction of the green banking services of banks by engaging them in evaluating it.

This will help the management of banks to improve the efficiency of green banking services and increase the overall banking efficiency.

1.4 SCOPE OF THE STUDY

Understanding the awareness of customers on the green banking services offered by banks have the following scope for improvement :

Improved services and product offerings;

- 24/7 bank services and availability through your mobile, pc or kiosk branch
- To reduce the use of carbon footprints and to promote eco friendly practices
- Smart banking applications that allow all transactions to be completed from the device of your choice, from beginning to end
- Access to a full range of services (savings, investments, insurance, loans, mortgages, foreign currency, etc.),
- Bring new useful client services such as warnings, notifications, budgeting, expenditure analyses, savings programs, calculators
- Lower the charges and therefore cheaper banking
- Customers can create new accounts using applications.

1.5 OBJECTIVES

PRIMARY OBJECTIVE

To study about the customer's awareness and importance of green banking initiatives with special references to chennai

SECONDARY OBJECTIVES

- To understand the importance of green banking practice of selected commercial banks.
- To ascertain the perception of the customers towards green banking practices of the selected commercial banks in Chennai.
- To suggest measures to improve the scope of green banking of the selected commercial banks.
- To improve the security of green banking and what are the measures need to be taken.
- To determine the overall satisfaction level about the Green banking services at banks

1.6 LIMITATIONS OF THE STUDY:

For anything there should be some limitations like that my project also have certain limitations. The following are some limitations what I faced:

1. The information provided by Majority of the respondents could also be biased or inaccurate. No independent verification of the data was possible.
2. Time is one major constraint, which limits the effective data collection.
3. Non-availability of data collection from all customer of banks
4. The sample size is only 120 customers who use green banking services of banks so the sample may not be truly representative of the total population

5. Reliability and accuracy of the analysis depends on the respondents' openness and trueness towards each question in the questionnaire.

CHAPTER 2: REVIEW OF LITERATURE

Jane M.Kolodinsky, (2004), "Adoption Of Electronic Banking Technologies", "International Journal of Bank Marketing", Vol. 22 Iss. 4, pg.238 – 259. Is there an electronic banking (e-banking) revolution in the USA? Millions of Americans are currently using a variety of e-banking technologies and millions more are expected to come "online." However, millions of others have not or will not. This paper explores factors that affect the of adoption or intention to adopt three e-banking technologies and changes in these factors over time. Using a Federal Reserve Board commissioned data set, the paper finds that relative advantage, complexity/simplicity, compatibility, observability, risk tolerance, and product involvement are associated with adoption. Income, assets, education, gender and marital status, and age also affect adoption. Adoption changed over time, but the impacts of other factors on adoption have not changed. Implications for both the banking industry and public policy are discussed.

Dr. Himani Sharma, (2011),"Bankers' Perspectives On EBanking", "International Journal of Electronic Finance", Vol. 1, Iss.1, Pg.240-250. Today, e-banking is used as a strategic tool by the global banking sector to attract and retain customers. The present paper is the outcome of an empirical study conducted with the objective of investigating bankers' views regarding ebanking. It covers bankers' perspectives on e-banking activities of respondents, impact of e-banking and promotional measures used by banks to promote ebanking. The survey data used in this research are collected through a questionnaire in Northern region of India by administering to 192 bankers. The enquiry reveals that customers generally use e-Banking services on persuasion of bankers. User-ship is mostly concentrated on professionals, business class and males belonging to middle age. The bankers are convinced that e-banking helps in improving the relationship between bankers and customers and that it will bring patent improvement in the overall performance of banks. So far as promotional avenues are concerned, print media is at the top.

José Afonso Mazzon, (2007), "Adoption of internet banking", "International Journal of Bank Marketing", Vol. 25 Iss: 2, pg.72 – 88.

Purpose – This study proposes a new method to investigate adoption of new technologies and tests this method by looking into the determinants of internet banking adoption in Brazil.

Design/methodology/approach – A total of 600 respondents living in one of the biggest cities in Brazil were sampled for interviewing: 300 were internet bank users, 150 were internet but not internet bank users, and 150 were neither internet nor internet bank users.

Findings – The adjusted coefficient of determination in the multiple linear regression equation (dependent variable: intention to use/continue to use IB) was 60 percent and the main effects of the eight variables proved significant (relative advantage of control, compatibility with lifestyle, image, subjective norm, self-efficacy, relative advantage of security and privacy, results demonstrability, and trialability). The McFaden pseudo coefficient of determination in the multinomial logistic regression equation (dependent variable: a dummy variable for each of the three groups analyzed) ranged from 45 percent to 69 percent.

Jha and Bhome (2013) conduct a similar survey as stated above to check and thereby create consumer awareness on Green Banking. Conducting interviews and using specially structured questionnaires for survey they state certain steps needed in Green Banking. Online Banking, Green Checking Accounts (ATM, Special Touch Screens), Green loans (low rate to those who wish to buy solar equipment) for supporting environment friendly residential projects, power saving equipments, Green Credit Cards, Paper Saving Mobile Banking are among few steps suggested by them. Green Banking will ensure organization's move towards sustainability.

Rajput, Kaur et al. (2013) aims to understand how Indian banks respond to environmental changes and the action taken in respect of Green Banking. They find that there is a small group of banks in India that lead in environmental aspect. Response of Indian banks towards international initiative for environment is sluggish.

In the United Nation Environment Programme Finance Initiative there is no single Indian signatory. Using factor analysis they conclude that risk of failure of business to peers and lack of RBI mandates are the obstacles to moving towards sustainability. The gaps in India are the awareness and consciousness on the environmental issues. Carbon Disclosure Projects- India requires public disclosure of emissions. This disclosure project is active in India. But the response is very less as only 8 signatories are there. The researchers feel that current management system needs to be integrated with the environmental and sustainable issues.

Sudhalakshmi and Chinnadorai (2014) present the status of Indian Banks in respect of Green Banking and state that though goes green mantra is essential for emerging economies like India but significant efforts have not been taken. Banks are required to include their green aspect in the lending principle. Every step taken today will mean a better global environment in future. So a policy measure to promote Green Banking is needed in India. Indian banks are running behind time in adoption of this green phenomenon. Serious steps are required to be taken in this regard

Chaurasia (2014) assessed that green banking combines various means like operational, technological and social habit of clients in terms of banking business as it is required to favor the save earth from climatic changes and their side effects. As all around the world banks are major source to provide leadership to renovate the economic system for making environment sustainable. This paper highlights the major benefits challenges, opportunities, strategies are adopted by green banking.

Gupta (2015) attempted to find out the various initiatives taken by various banks and conduct a SWOC analysis regarding green banking activities. The analysis based on hypothesis i.e. awareness among the customers towards green banking. Samples collected from various branches in mandi district of Himachal Pradesh, paper suggested that banks should follow a new routine via paperless banking, online banking, mobile banking. Banks must promote environmental consciousness and good governance among all to save the nature and its resources.

Malliga & Revathy (2016) examined the customer awareness on green banking in Theri District which they select few private banks from each they choose so respondents on random basis to filled up the questionnaire which is based on

customer awareness towards green banking. This paper highlights the various products and services of green banking, also done a swot analysis of green banking. In their survey they made various findings including age factor, gender, education, income and such factors responsible for usage of green banking beside this bank employees training and knowledge also very much important for the successful execution of the green banking services.

Tarunadevi Ramnarain and Mahadevi Tiagarassa Pilly in their article entitled “Designing Sustainable Banking” have analyzed sustainable issues in banking. Authors have used secondary data for the analysis. Authors found that progress is being made by the two major banks to lay more emphasis on sustainability; there is a need for the development of standardized and clear metrics, to show the impact of these banks on people and the environment and for investment decisions. Some progress has been made in the Mauritian Banking sector, even if the emphasis is more on Corporate Social Responsibility. However, sustainability goes beyond that. Also, no separate CSR report is available for the two major banks in Mauritius. Authors have suggested that it is an everlasting process; it is a journey with emerging challenges and new goals, banks need to review their frameworks and strategies to be on top of its sustainability commitments (**Tarunadevi & Mahadevi, 2016**).

Jayadatta& Nitin (2017) attempted to highlight the opportunities, challenges, initiatives and avenues for green banking in India. This paper tries to highlight the importance of green banking in banking sector to reduce the carbon emission wastage of paper and how we can better utilize the environmental resources as due to global warming, increasing pollution and so many unhealthy hazards to environment make it necessary to think positively towards the green practices to make environment sustainable so we can create a better future for ourselves and our upcoming generation. Study includes different initiatives taken by various banks towards green practices internally and externally to promote the green banking.

Crasta&Giridhar (2017) highlighted the customer’s attitude towards green marketing practices by Indian banks with the help of data collection by a questionnaire and analyzed by using t-Test and chi-square test. They designed the

hypothesis based on awareness level, age and education related with the attitude towards access of green banking. After analysis they find it that due to various reasons and factors customers are divided into a ratio few are actively using green banking few are not aware and few are aware but due to fear and lots of instruction not using this service. So in conclusion they suggest banks need to be active to design various programs, sessions to aware their customers effectively to use green banking services

Dr. Gobinda Deka (2018) conducted a study to know customer's perception and perspective on the adoption and usage of green banking practices introduces by the banks in the state of assam, study includes the SWOT analysis of green banking practices also frame the hypothesis to check the feasibility with available customers in the present context. Researcher designed a questionnaire to collect the data, and use SPSS to analyses the collected data. He recommends the awareness required among both in bank employees as well as customer methods of operation must be easy and customers need to be conscious while using these services.

Shantha (2019) attempted the study the customer's intention to use green banking products in Sri Lanka to collect the data, designed a structured questionnaire to highlight how green banking products and services are convenient and beneficial for the customers. In her survey she finds cusJoseph and Stone (2003) investigated the customer perception of the impact of technology on service delivery in the banking sector. According to the findings of this research, high scores on the ability to deliver service via technology appear to be correlated with high satisfaction with services deemed most important to customers. Hence, availability of internet banking services appears to be very important for banks for customer satisfaction and retention. However, availability of internet banking services itself is not a sufficient factor to increase customer satisfaction. User friendliness of the internet banking services appears to be an important factor for customers to use these services. In a similar study, Lang and Colgate (2003) found that customers who do not have IT gap, find it easier to use internet banking services therefore they have higher satisfaction levels than the ones who do not have IT skills.

CHAPTER 3: RESEARCH METHODOLOGY

Fundamental to the success of any formal marketing research project is a sound research design. A good research design has the characteristics of problem definition, specific methods of data collection and analysis, time required for research project and estimate of expenses to be incurred. The function of a research design is to ensure that the required data are collected accurately and economically. A research design is purely and simply the framework or plan for an analysis of data. It is a blue print that is followed in completing a study. It resembles the architect's blue-print (map) for constructing a house. It may be worthwhile to mention here that a research design is nothing more than the framework for the study ensures that the study will be relevant to the problem and the study will employ economical procedures.

Claire seltizetal defines Research Design as "Research design is a catalogue of the phases and facts relating to the formulation of a research effort. It is the arrangement of collection and analysis of data in a manner that aims to combine relevant to the research purpose with economy in procedure".

Three important about research design are

1. The design of investigation should stem from the problem
2. Whether the designs are productive in a given problem setting depends on how imaginatively they are applied. An understanding of the basic design is needed so that they can be modified to suit specific purpose
3. The three basic design are as follows
 - i. Exploratory Research design
 - ii. Descriptive Research design
 - iii. Casual Research design

The Research design used in the study is descriptive research design

3.1 RESEARCH DESIGN

Descriptive research design is also called explanatory design. This is the one that simply describes something such as demographic characteristics. The descriptive study is typically concerned with determining frequency with which something occurs or how two variables vary together.

3.2 SAMPLE SIZE

It refers to the number of elements of the population to sample. The sample size chosen for the survey is 120 customers who use green banking services of banks

3.3 DATA SOURCES

After identifying and defining the research problem and determining specific information required to solve the problem, the researcher's task is to look the type and sources of data which may yield the desired results. Data sources are of two types through which data is collected.

Data sources may be classified as

1. Primary data
2. Secondary data

PRIMARY DATA

Primary data is the original data collected by the researcher first hand. It is collected for the first time through field survey. These are those that are gathered specifically, for the problem at hand. The various sources for collecting primary data are questionnaire, observation, interview etc. The primary source used for the study is questionnaire.

SECONDARY DATA

Secondary data is the information which is already available in published or unpublished form. When the needed information is collected from the census of population available in a library means then it is a secondary data.

It is also used for collecting historical data. The various sources of secondary data are books, periodicals, journals, directories, magazines, statistical data sources etc. The secondary source used for this study is scope, need, review of literature.

3.4 RESEARCH INSTRUMENTS

Research instrument are the instruments which is used for gathering or collecting information. The instruments used in the study are

1. Direct questions
2. Close end questions
3. Dichotomous questions
4. Multiple choice questions

DIRECT QUESTIONS

Direct questions are just what their names indicate. They explicitly ask for the desired data. However the directness of the question also relates to the way a response is interpreted.

CLOSE END QUESTIONS

Such questions are also called fixed alternative questions they refer to those questions in which the respondent is given a limited number of alternative response frame which he/she is to select one that most closely matches his/her opinion or attitude.

DICHOTOMOUS QUESTIONS

A dichotomous question refers to one which offers the respondent a choice between only two alternatives and reduces the issue to its simple terms. The fixed alternatives are of the type, yes/no, agree/disagree, true/false etc.

MULTIPLE CHOICE QUESTIONS

A multiple choice question refers to one which provides several set alternatives for its answers. Thus, it is a middle ground between free answers and dichotomous question.

3.5 SAMPLING

Collecting data about each and every unit of the population is called census method. The approach, where only a few units of population under study are considered for analysis is called sampling method. There are two main categories under which various sampling method can be put.

The two categories are

1. Probability sampling
2. Non-probability sampling

The sampling method adopted for the study is convenience sampling under non-probability sampling.

NON-PROBABILITY SAMPLING

In non-probability sampling, the chance of any particular unit in the population being selected is unknown, since randomness is not involved in the selection process. But this does not mean that the findings obtained from non-probability sampling are of questionable value. If properly conducted their findings can be accurate as those obtained from probability sampling. The three frequencies used non-probability designs are

1. Judgment sampling
2. Convenience sampling
3. Quota sampling

3.6 CONVENIENCE SAMPLING:

In this method, the sample units are chosen primarily on the basis of the convenience to the investigator. The units selected may be each person who comes across the investigator.

3.7 SAMPLE FRAME:

A Sample frame may be defined as the listing of the general components of the individual units that comprise the defined population.

3.8 SAMPLE DESIGN

Sample design is the theoretical basis and the practice means by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

3.9ANALYTICAL TOOLS

PERCENTAGE ANALYSIS:

Percentage analysis is the method which is used for finding the average of collected information. Percentage analysis can be calculated as follows:

First the number of respondents is noted in a tabular form and then the percentage is calculated by dividing the number of respondents by total number of respondents which is then multiplied by 100.

$$\text{Percentage} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} * 100$$

CHARTS:

Charts are graphic displays of data for easy understanding of relative positions that is not always possible with descriptive words or numbers. Types of charts commonly used in business data presentation are: Bar and pie.

BAR CHARTS:

The bar chart is commonly used for presentation of qualitative data. The data can be continuous or discrete data, which are plotted against discrete data intervals. The vertical bar diagram, also called bar chart where the length or height of bars represent the numerical value of the event or measurement. Width or gap between the bars is of no significance to the bar chart data, but they are uniform in a diagram.

PIE CHARTS:

A pie chart, sometimes called a circle chart, is a way of summarizing a set of nominal data or displaying the different values of a given variable (e.g. percentage distribution). This type of chart is a circle divided into a series of segments. Each segment represents a particular category.

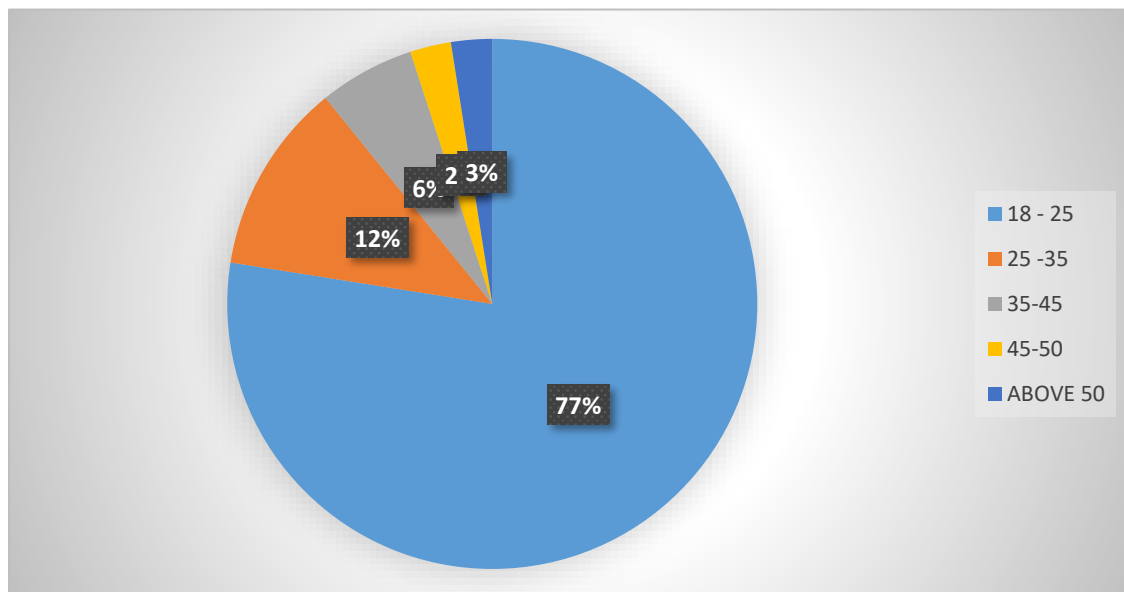
CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

TABLE 4.1: AGE

AGE	NO OF RESPONDANTS	% OF RESPONDANTS
18 - 25	93	77.5%
25 -35	14	11.7%
35-45	7	5.8%
45-50	3	2.5%
ABOVE 50	3	2.5%
TOTAL	120	100%

CHART 4.1

AGE:



INFERENCE:

Above pie chart shows about the age of the respondents.

From the above table it is inferred that ,78% of the respondents belong to the age group of 18 to 25years, 12% of the respondents belong to the age group of 25 to 35 years, 6% of the respondents belongs to the age group of 35 to 45years,2% of the

respondents belong to the age group of 45 to 50 years ,2% of the respondents belong to the age group of above 50.

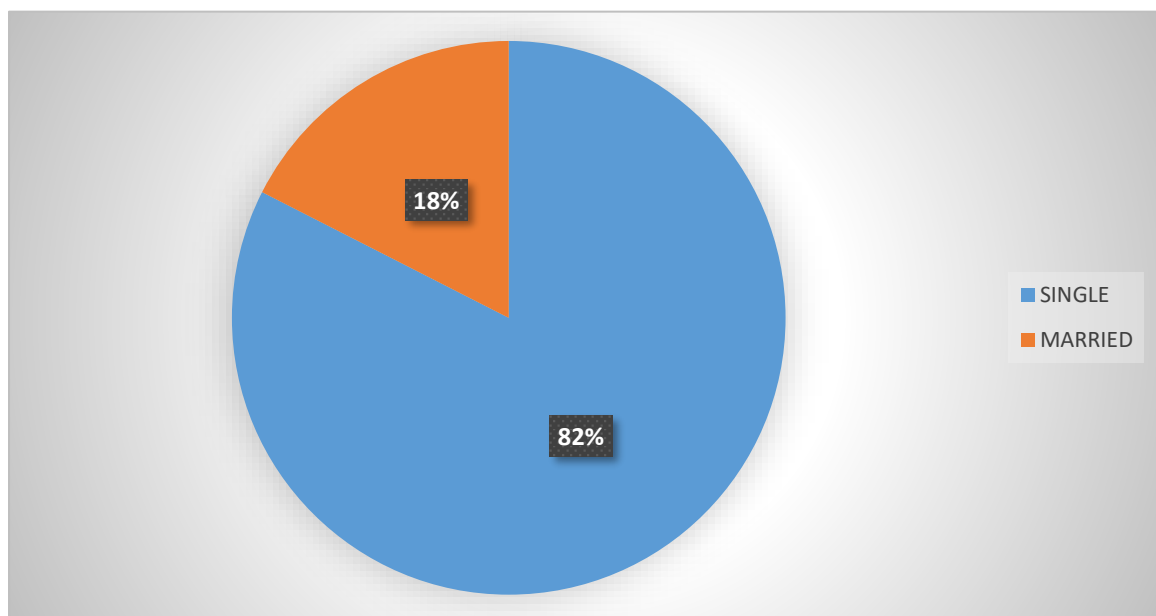
So Most of the respondents belong to the age group of 18 to 25 years.

TABLE 4.2: MARITAL STATUS

MARITAL STATUS	NO OF RESPONDANTS	% OF RESPONDANTS
SINGLE	99	82.5%
MARRIED	21	17.5%
TOTAL	120	100%

CHART 4.2

MARITAL STATUS



INFERENCE:

Above pie chart shows about the marital status of the respondents.

From the above table it is inferred that, 83% of the respondents are Single,17% of the respondents are married.

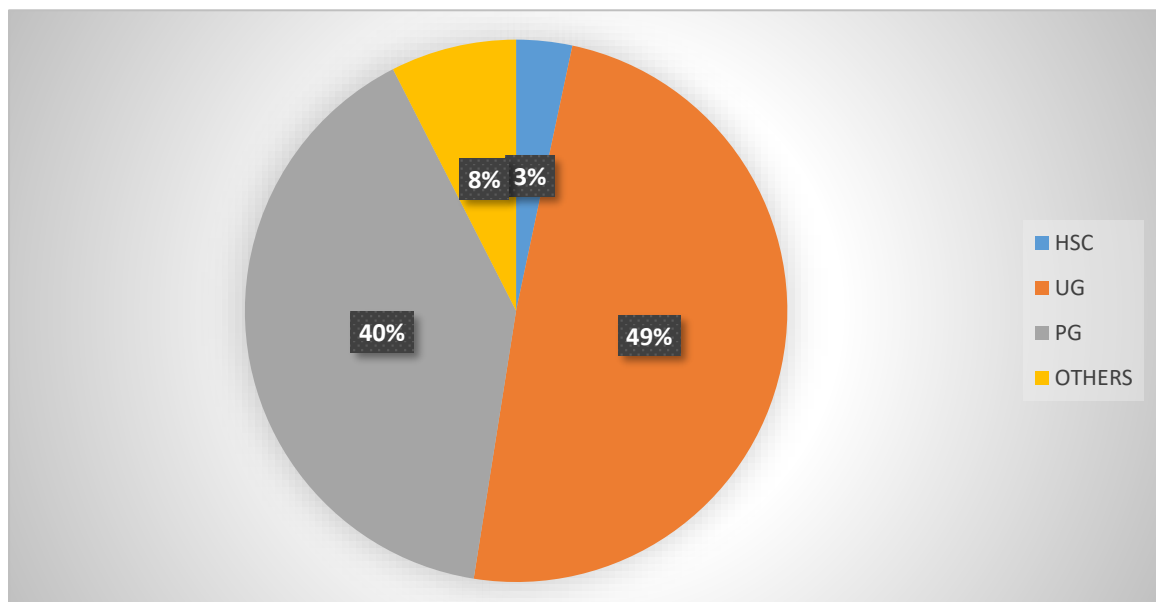
Most of the respondents are Single.

TABLE 4.3: EDUCATIONAL QUALIFICATION

EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS	% OF RESPONDANTS
HSC	4	3.3%
UG	59	49.2%
PG	48	40%
OTHERS	9	7.5%
TOTAL	120	100

CHART 4.3:

EDUCATIONAL QUALIFICATION



INFERENCE:

Above pie charts shows about the educational qualification of the respondents.

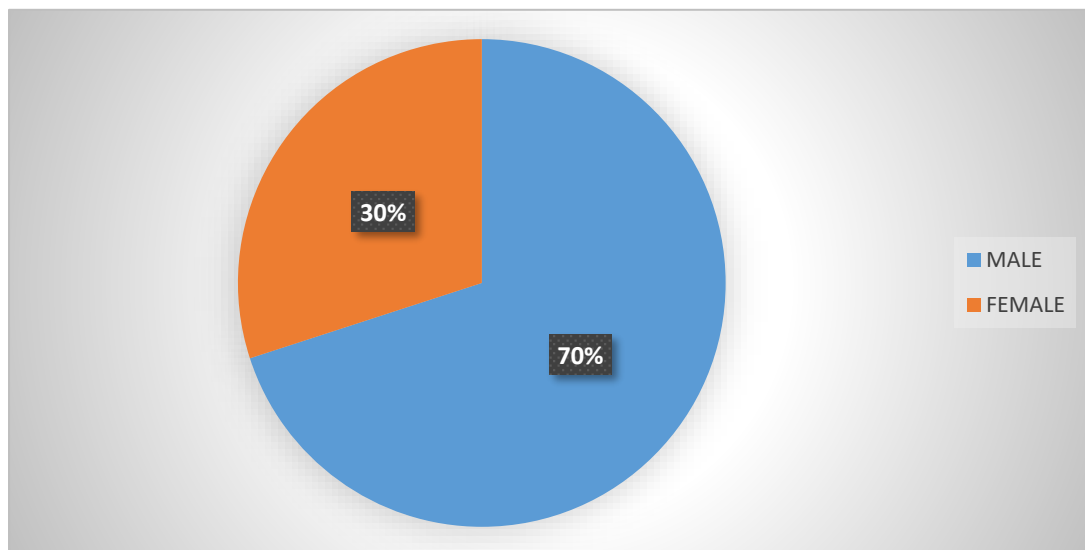
From the above table it is inferred that,49% of the respondents are Under graduate, 40% of the respondents are post graduate,3% of the respondents are from HSC,3% of the respondents choosen others . Most of the respondents are UG.

TABLE 4.4: GENDER

GENDER	NO OF RESPONDENTS	% OF RESPONDENTS
MALE	84	70
FEMALE	36	30
TOTAL	120	100%

CHART 4.4:

GENDER



INFERENCE:

Above pie chart shows about the gender of the respondents.

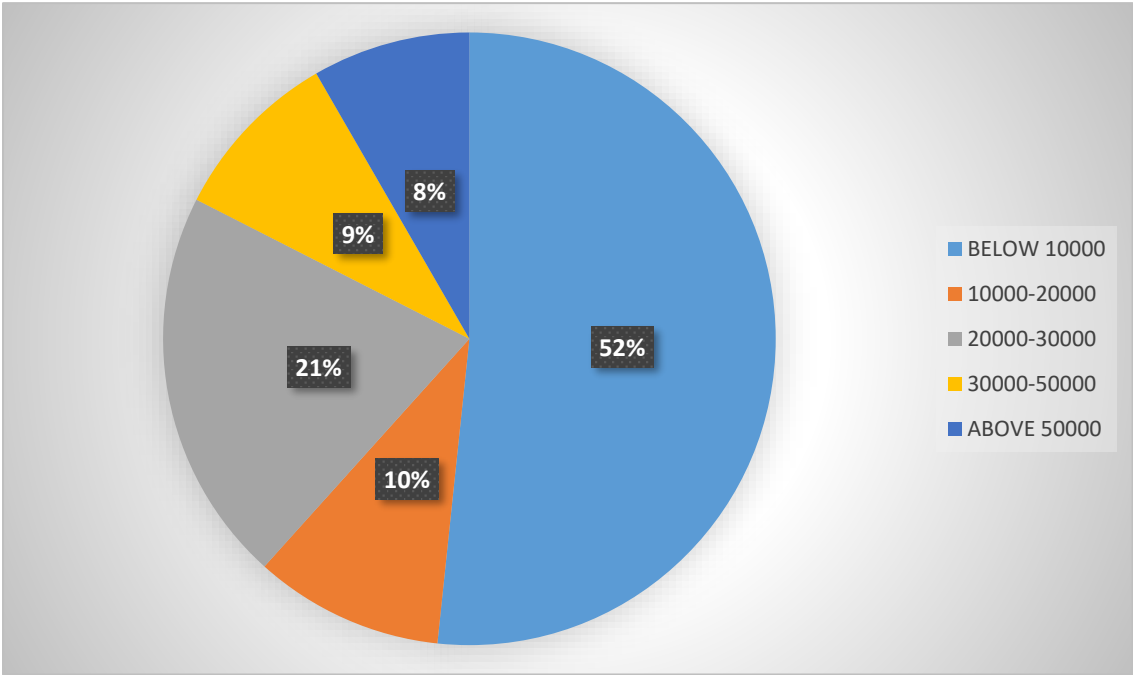
From the above table it is inferred that ,70% of the respondents are male, 30% of the respondents are female. Most of the respondents are male.

TABLE 4.5 : MONTHLY INCOME

MONTHLY INCOME	NO OF RESPONDENTS	% OF RESPONDENTS
BELOW 10000	62	51.7
10000-20000	12	10
20000-30000	25	20.8
30000-50000	11	9.2
ABOVE 50000	10	8.3
TOTAL	120	100%

CHART 4.5 :

MONTHLY INCOME



INFERENCE

Above pie charts shows about the monthly income of the respondents.

From the above table it is inferred that ,52% of the respondents got the income level of below Rs.10000, 10% of the respondents got the income level of Rs.10,000- Rs.20,000, 21% of the respondents got the income level of Rs 20000- Rs 30000,9% of the respondents got the income level of Rs30000- Rs50000,8% of the respondents got the income level of above 50000.

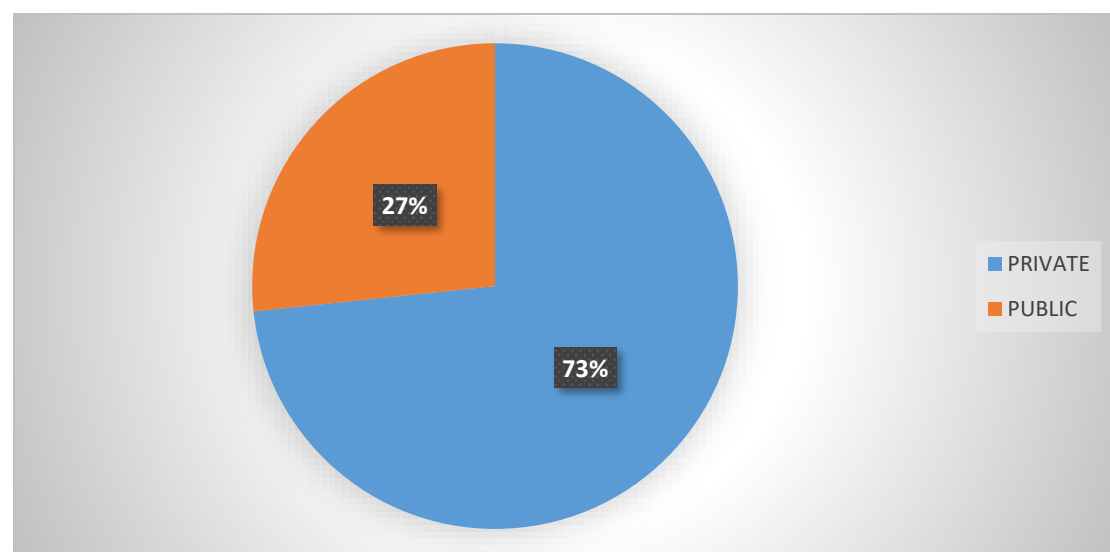
Most of the respondents belong to below Rs.10000 income level category.

TABLE 4.6: SECTOR PREFERRED FOR GREEN BANKING SERVICES

SECTOR PREFERRED FOR GREEN BANKING SERVICES	NO OF RESPONDENTS	% OF RESPONDENTS
PRIVATE	88	73.3
PUBLIC	32	26.7
TOTAL	120	100%

CHART 4.6:

SECTOR PREFERRED FOR GREEN BANKING SERVICES



INFERENCE:

Above pie chart shows about the sector mostly preferred by the respondents for green banking services

From the above table it is inferred that 73% of the respondents choose to use private sectors, 27% of the respondents choose to use public sectors.

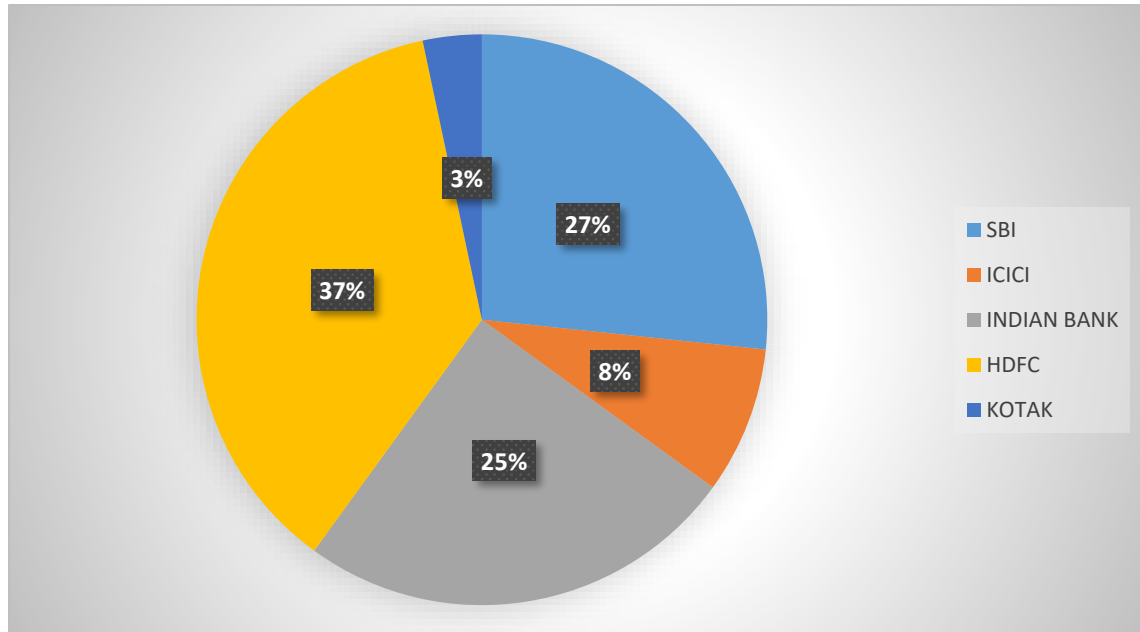
Most of the respondent choose to use private sector.

TABLE 4.7: MOST PREFERRED BANK FOR INTERNET BANKING

MOST PREFERRED BANK FOR INTERNET BANKING	NO OF RESPONDENTS	% OF RESPONDENTS
SBI	32	26.7%
ICICI	10	8.3%
INDIAN BANK	30	25%
HDFC	44	36.7%
KOTAK	4	3.3%
TOTAL	120	100%

CHART 4.7:

MOST PREFERRED BANK FOR INTERNET BANKING



INFERENCE:

From the above table it is inferred that , 27% of the respondents preferred to use SBI banks,8% of the respondents preferred to use ICICI bank, 25% of the respondents preferred to use Indian bank,37% of the respondents preferred to use HDFC banks, 3% of the respondents preferred to use kotak banks.

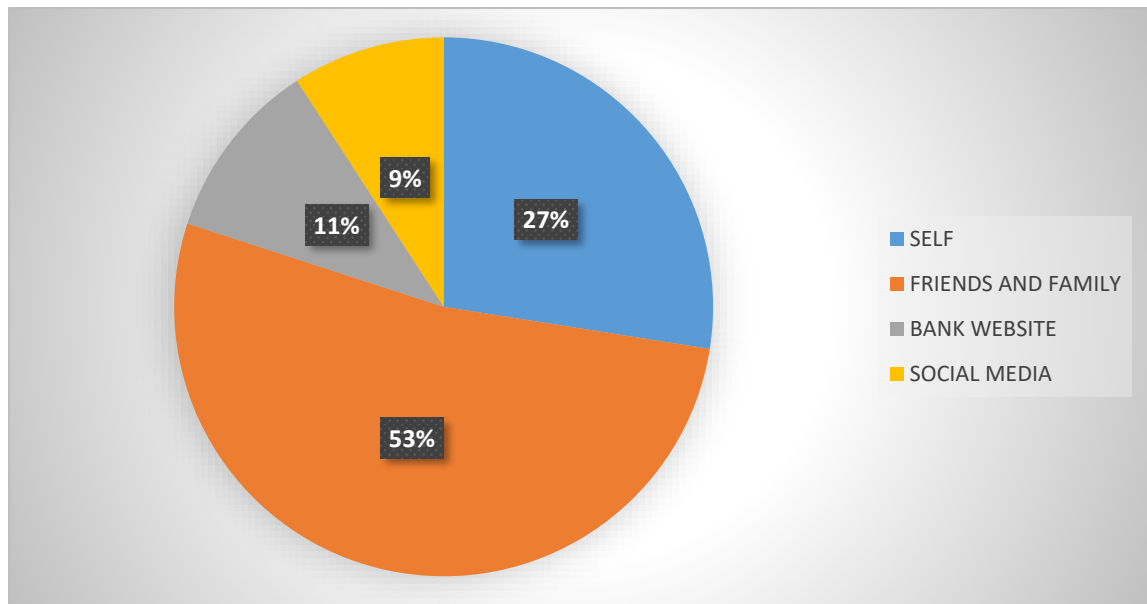
Most of the respondent preferred to use HDFC banks.

TABLE 4.8: HOW YOU LEARN TO USE GREEN BANKING SERVICES

HOW YOU LEARN TO USE GREEN BANKING SERVICES	NO OF RESPONDENTS	% OF RESPONDENTS
SELF	33	27.5%
FRIENDS AND FAMILY	63	52.5%
BANK WEBSITE	13	10.8%
SOCIAL MEDIA	11	9.2%
TOTAL	120	100%

CHART 4.8:

HOW YOU LEARN TO USE GREEN BANKING SERVICES



INFERENCE:

From the above table it is inferred that 53% of the respondents learn to use green banking by friends and family, 27% of the respondents learn to use green banking by self itself, 11% of the respondents learn to use green banking by bank website. 9% of the respondents learn to use green banking by social media

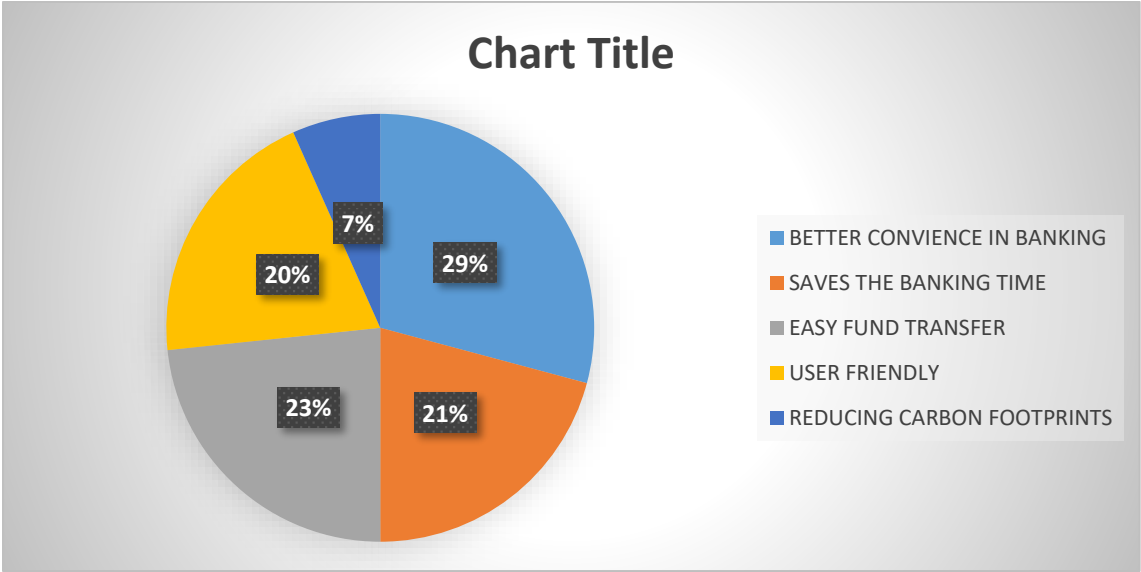
Most of the respondents learn to use green banking by friends and family

TABLE 4.9: USES OF GREEN BANKING SERVICES

USES OF GREEN BANKING SERVICES	NO OF RESPONDENTS	% OF RESPONDENTS
BETTER CONVIENCE IN BANKING	35	29.2%
SAVES THE BANKING TIME	25	20.8%
EASY FUND TRANSFER	28	23.3%
USER FRIENDLY	24	20%
REDUCING CARBON FOOTPRINTS	8	6.7%
TOTAL	120	100%

CHART 4.9:

USES OF GREEN BANKING SERVICES



INFERENCE:

From the above table it is inferred that 29% of the respondents prefer to use green banking for better convenience in banking,21% of the respondents prefer to use green banking for saving the banks time,23% of the respondents prefer to use green banking for easy fund transfer,20% of the respondents prefer to use green banking for user friendly.7% of the respondents prefer to use green banking for reducing carbon footprints.

Most of the respondents prefer to use green banking for easy fund transfer.

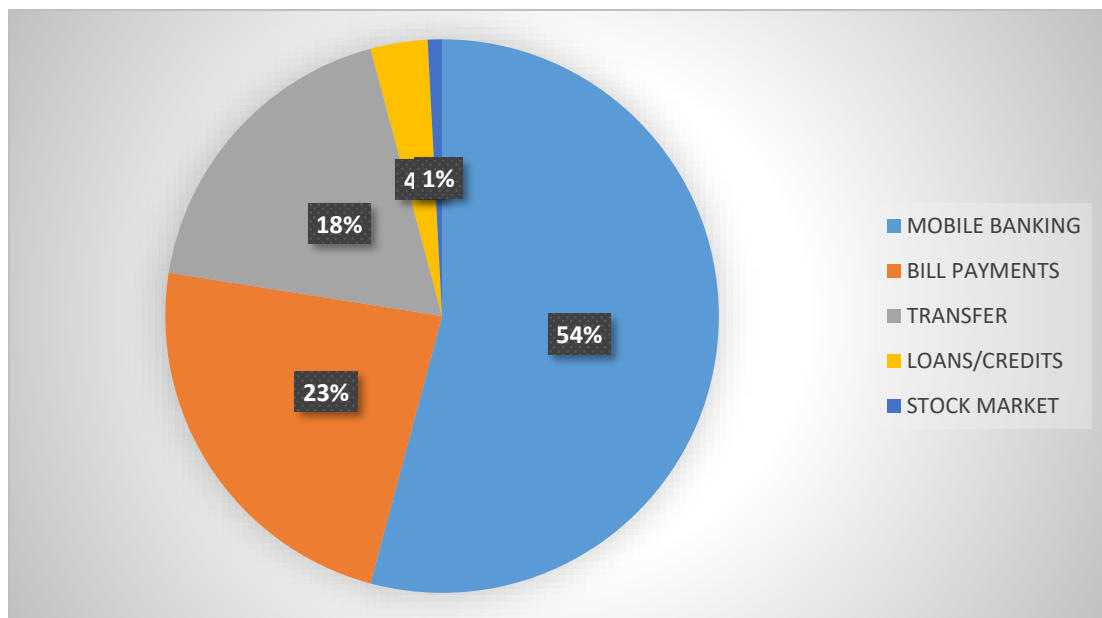
TABLE 4.10:MOST PREFERRED SERVICE PROVIDED BY INTERNET BANKING IN DAY TODAY LIFE

MOST PREFERRED SERVICE PROVIDED BY INTERNET BANKING IN DAY TODAY LIFE	NO OF RESPONDENTS	% OF RESPONDENTS
MOBILE BANKING	65	54.2%
BILL PAYMENTS	28	23.3%

TRANSFER	22	18.3%
LOANS/CREDITS	4	3.3%
STOCK MARKET	1	0.8%
TOTAL	120	100%

CHART 4.10:

MOST PREFERRED SERVICE PROVIDED BY INTERNET BANKING IN DAY TODAY LIFE



INFERENCE:

From the above table it is inferred that 54% of the respondents preferred services provided by internet banking is mobile banking, 24% of the respondents preferred services provided by internet banking is bill payments, 18% of the respondents preferred services provided by internet banking is transfer, 3% of the respondents preferred services provided by internet banking is loans or credits, 1% of the respondents preferred services provided by internet banking is Stock market.

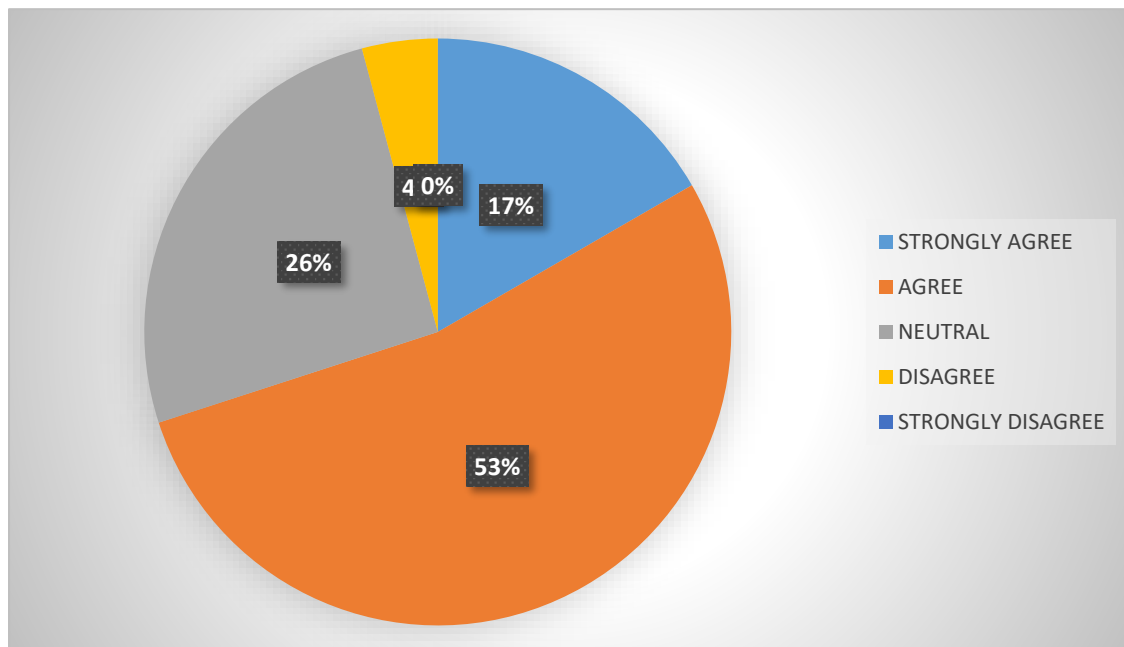
Most of the respondents preferred service provided by internet banking is mobile banking

TABLE 4.11 :IS GREEN BANKING IS SAFE AND SECURE

IS GREEN BANKING IS SAFE AND SECURE	NO OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	20	16.7%
AGREE	64	53.3%
NEUTRAL	31	25.8%
DISAGREE	5	4.2%
STRONGLY DISAGREE	0	0%
TOTAL	120	100%

CHART 4.11

IS GREEN BANKING IS SAFE AND SECURE



INFERENCE:

From the above table it is inferred that 17% of the respondents strongly agree that green banking is safe and secure, 53% of the respondents agree that green banking is safe and secure, 26% of the respondents neutral that green banking is safe and secure, 4% of the respondents disagree that green banking is safe and secure.

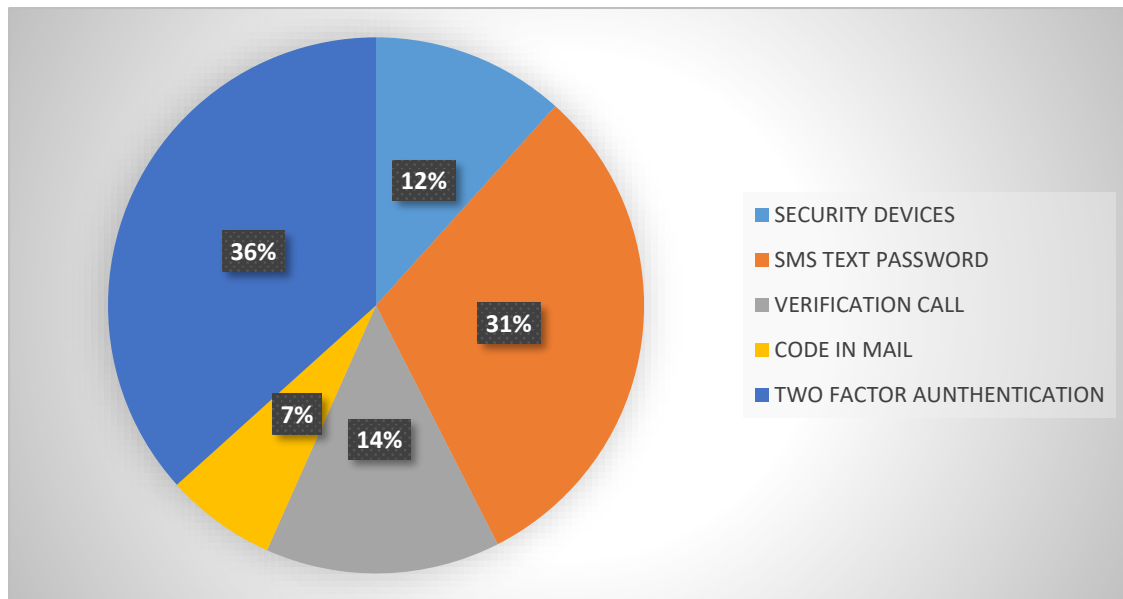
Most of the respondents agree that green banking is safe and secure.

TABLE 4.12: MOST PREFERRED VERIFICATION AND AUTHENTICATION IN GREEN BANKING SERVICES

MOST PREFERRED VERIFICATION AND AUTHENTICATION IN GREEN BANKING SERVICES	NO OF RESPONDENTS	% OF RESPONDENTS
SECURITY DEVICES	14	11.7%
SMS TEXT PASSWORD	37	30.8%
VERIFICATION CALL	17	14.2%
CODE IN MAIL	8	6.7%
TWO FACTOR AUNTHENTICATION	44	36.7%
TOTAL	120	100%

CHART 4.12:

MOST PREFERRED VERIFICATION AND AUTHENTICATION IN GREEN BANKING SERVICES



INFERENCE

From the above table it is inferred that 31% of the respondents prefer sms text password as verification and authentication, 14% of the respondents prefer verification call as verification and authentication, 37% of the respondents prefer two factor authentication as verification and authentication, 12% of the respondents prefer security devices as verification and authentication.

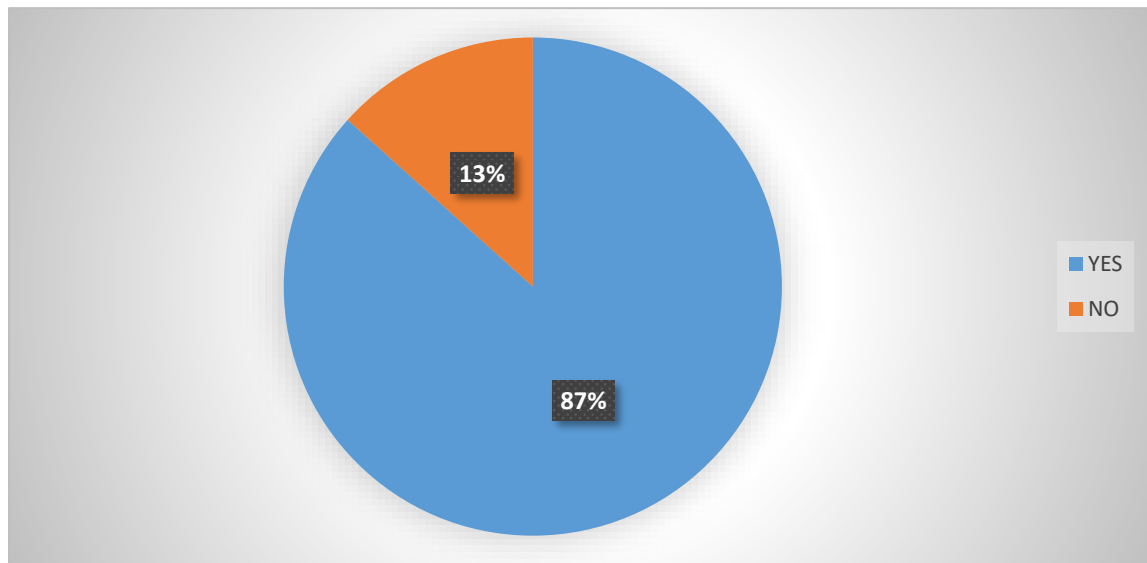
Most of the respondent prefer two factor authentication as verification and authentication.

TABLE 4.13: KNOW HOW TO STEP UP THE TWO FACTOR AUTHENTICATION (2FA) FOR SECURITY

KNOW HOW TO STEP UP THE TWO FACTOR AUTHENTICATION (2FA) FOR SECURITY	NO OF RESPONDENTS	% OF RESPONDENTS
YES	104	86.7%
NO	16	13.3%
TOTAL	120	100%

CHART 4.13:

KNOW HOW TO STEP UP THE TWO FACTOR AUTHENTICATION (2FA) FOR SECURITY



INFERENCE

From the above table it is inferred that 87% of the respondents know how to set up two factor authentication for security, 13% of the respondents does not know how to set up two factor authentication for security.

Most of the respondents know how to set up two factor authentication for security.

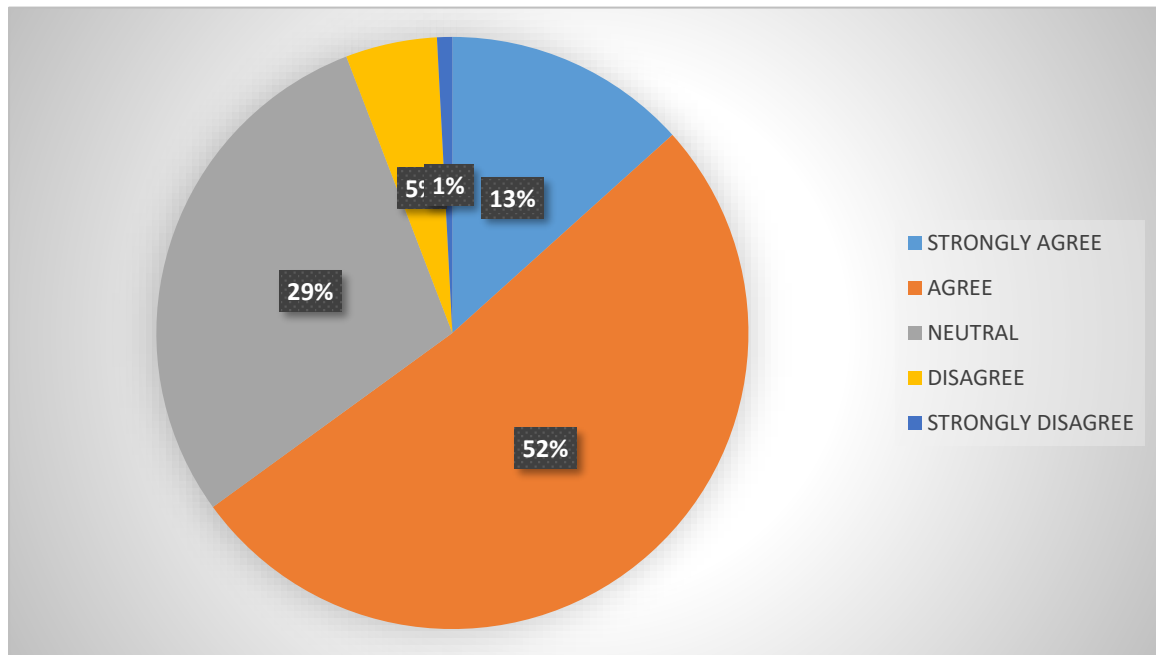
TABLE 4.14: ONLINE BANKING PROVIDES MORE REVENUES THAN TRADITIONAL BANKING

ONLINE BANKING PROVIDES MORE REVENUES THAN TRADITIONAL BANKING	NO OF RESPONDENTS	% OF RESPONDENTS
STRONGLY AGREE	16	13.%
AGREE	62	51.7%
NEUTRAL	35	29.2%
DISAGREE	6	5%
STRONGLY DISAGREE	1	0.8%

TOTAL	120	100%
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CHART 4.14:

ONLINE BANKING PROVIDES MORE REVENUES THAN TRADITIONAL BANKING



INFERENCE:

From the above table it is inferred that 13% of the respondents think they strongly agree that online banking provides more revenue than traditional banking, 52% of the respondents think they agree that online banking provides more revenue than traditional banking, 29% of the respondents think they are neutral that online banking provides more revenue than traditional banking. 5% of the respondents think they are disagree that online banking provides more revenue than traditional banking, 1% of the respondents think they are strongly disagree that online banking provides more revenue than traditional banking.

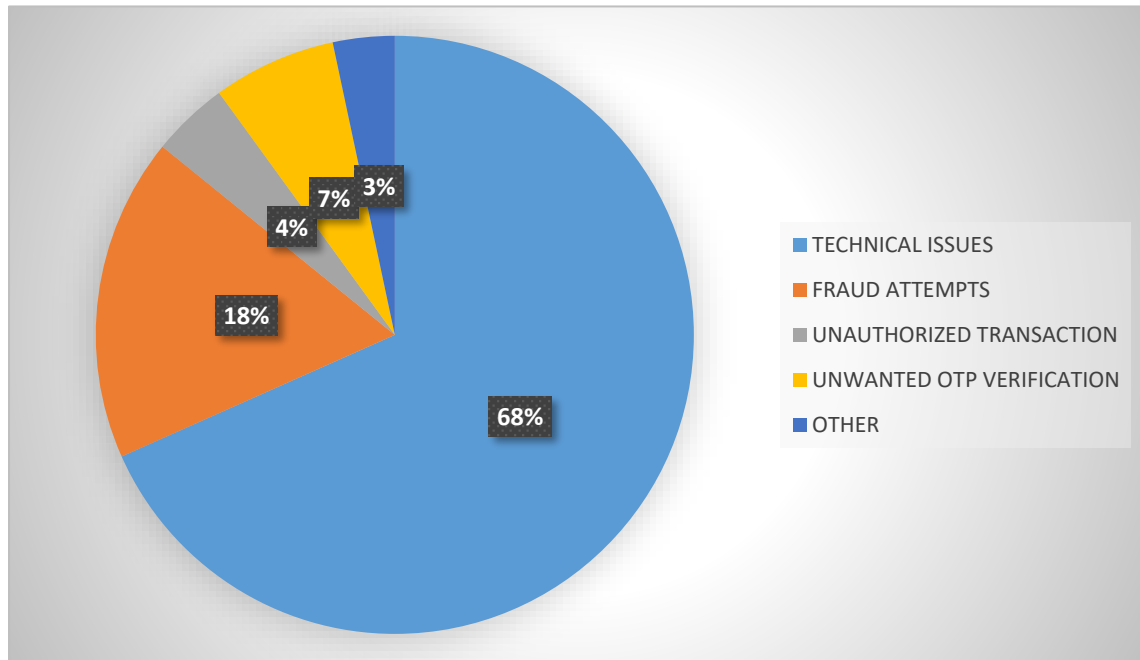
Most of the respondents think they agree that online banking provides more revenue than traditional banking.

TABLE 4.15: EVER ENCOUNTERED ANY ISSUES OR CHALLENGES WHILE USING INTERNET BANKING

EVER ENCOUNTERED ANY ISSUES OR CHALLENGES WHILE USING INTERNET BANKING	NO OF RESPONDENTS	% OF RESPONDENTS
TECHNICAL ISSUES	82	69.5%
FRAUD ATTEMPTS	21	17.8%
UNAUTHORIZED TRANSACTION	5	4.2%
UNWANTED OTP VERIFICATION	8	6.8%
OTHER	4	1.7%
TOTAL	120	100%

CHART 4.15

EVER ENCOUNTERED ANY ISSUES OR CHALLENGES WHILE USING INTERNET BANKING



INFERENCE:

From the above table it is inferred that 68% of the respondents encounter issues or challenges due to technical issues, 18% of the respondents encounter issues or challenges due to fraud attempts, 7% of the respondents encounter issues or challenges due to unwanted otp verification. 4% of the respondents encounter issues or challenges due to unwanted unauthorized transactions.

Most of the respondents encounter issues or challenges due to technical issues.

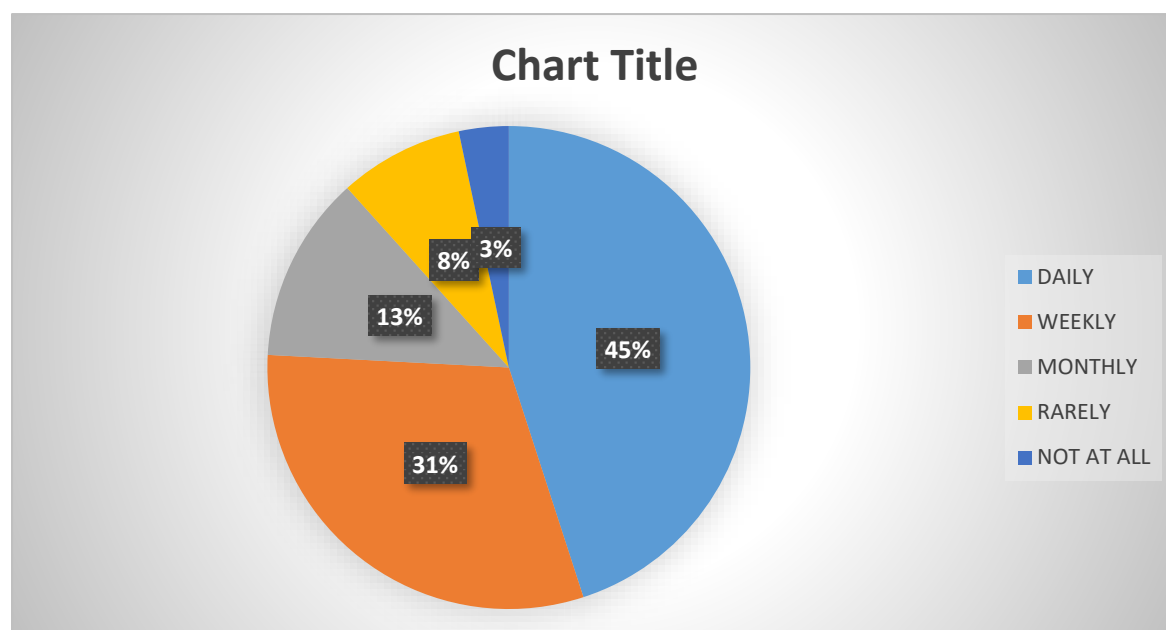
TABLE 4.16:FREQUENCY OF USING INTERNET BANKING

FREQUENCY OF USING INTERNET BANKING	NO OF RESPONDENTS	% OF RESPONDENTS
DAILY	54	45%
WEEKLY	37	30.8%
MONTHLY	15	12.5%

RARELY	10	8.3%
NOT AT ALL	4	3.3%
TOTAL	120	100%

CHART 4.16:

FREQUENCY OF USING INTERNET BANKING



INFERENCE:

From the above table it is inferred that , 45% of the respondents thinks they daily use internet banking ,31% of the respondents thinks they weekly use internet banking ,13% of the respondents thinks they monthly use internet banking. 8% of the respondents thinks they rarely use internet banking. 3% of the respondents thinks they not at all using internet banking.

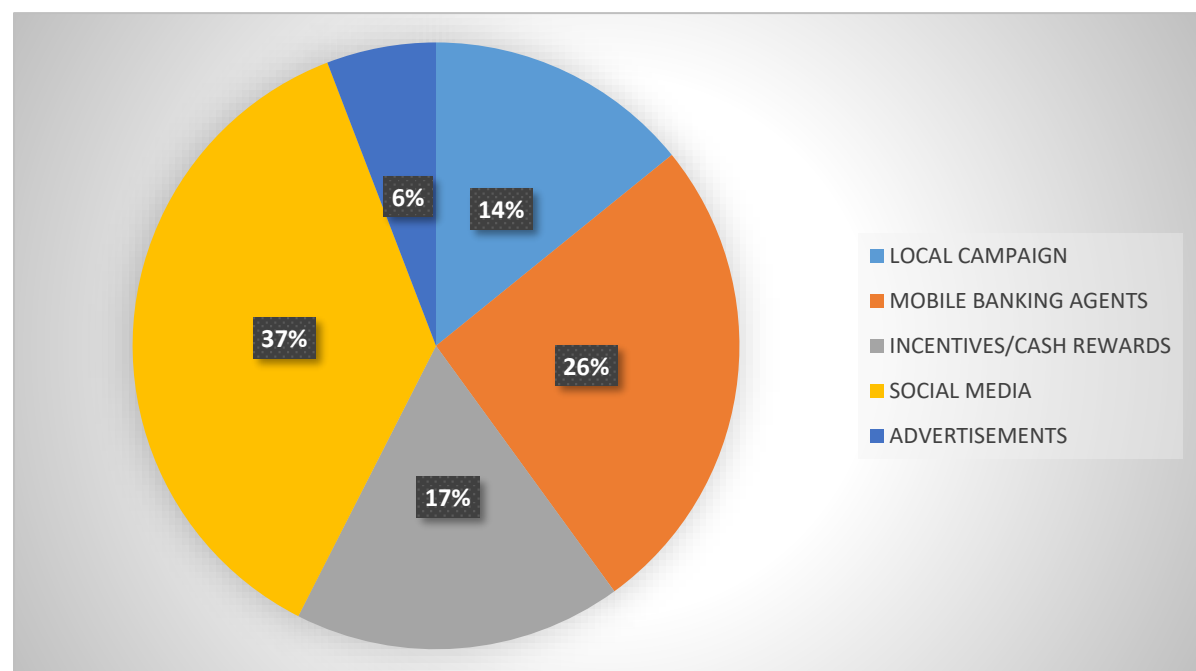
Most of the respondents thinks they daily use internet banking frequently.

TABLE 4.17:SUGGESTIONS FOR CREATING AWARENESS ON GREEN BANKING

SUGGESTIONS FOR CREATING AWARENESS ON GREEN BANKING	NO OF RESPONDENTS	% OF RESPONDENTS
LOCAL CAMPAIGN	17	14.2%
MOBILE BANKING AGENTS	31	25.8%
INCENTIVES/CASH REWARDS	21	17.5%
SOCIAL MEDIA	44	36.7%
ADVERTISEMENTS	7	5.8%
TOTAL	120	100%

CHART 4.17

SUGGESTIONS FOR CREATING AWARENESS ON GREEN BANKING



INFERENCE:

From the above table it is inferred that, 14% of the respondents suggest local campaign as suggestion for creating awareness on green banking, 26% of the respondents suggest mobile banking agents as suggestion for creating awareness on

green banking, 17% of the respondents suggest incentives as suggestion for creating awareness on green banking, 37% of the respondents suggest social media as suggestion for creating awareness on green banking. 6% of the respondents suggest advertisements as suggestion for creating awareness on green banking.

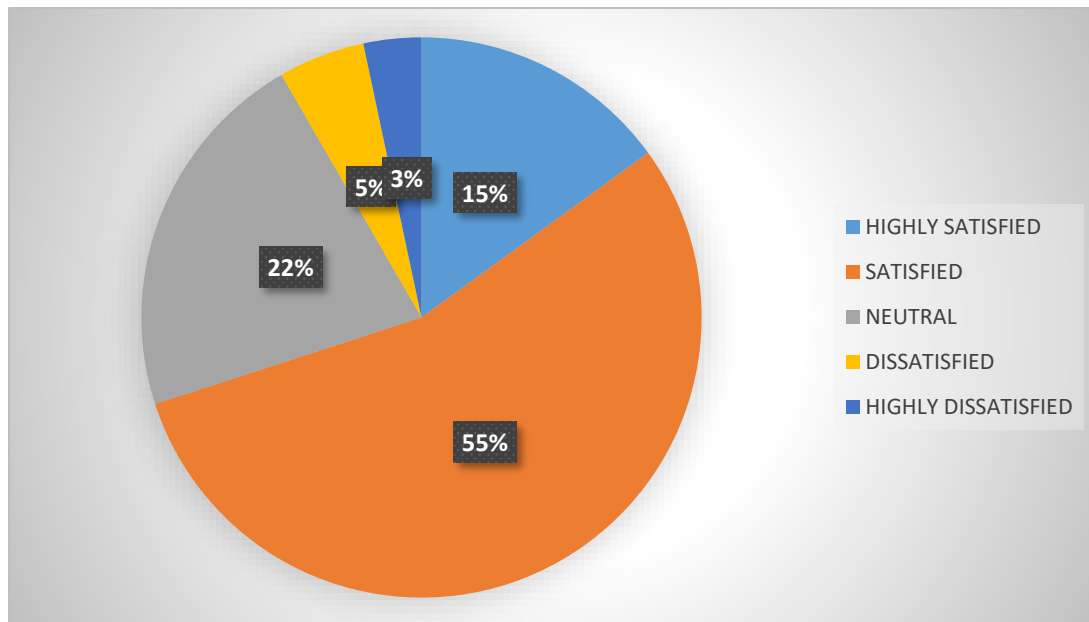
Most of the respondents suggest social media as suggestion for creating awareness on green banking.

TABLE 4.18: OVERALL SATISFACTION LEVEL ABOUT THE GREEN BANKING SERVICES

OVERALL SATISFACTION LEVEL ABOUT THE GREEN BANKING SERVICES	NO OF RESPONDENTS	% OF RESPONDENTS
HIGHLY SATISFIED	18	15%
SATISFIED	66	55%
NEUTRAL	26	21.7%
DISSATISFIED	6	5%
HIGHLY DISSATISFIED	4	3.3%
TOTAL	120	100%

CHART 4.18

OVERALL SATISFACTION LEVEL ABOUT THE GREEN BANKING SERVICES



INFERENCE:

From the above table it is inferred that, 15% of the respondents are highly satisfied about green banking services, 55% of the respondents are satisfied about green banking services, 22% of the respondents are neutral about green banking services, 5% of the respondents are dissatisfied about green banking services, 3% of the respondents are highly dissatisfied about green banking services.

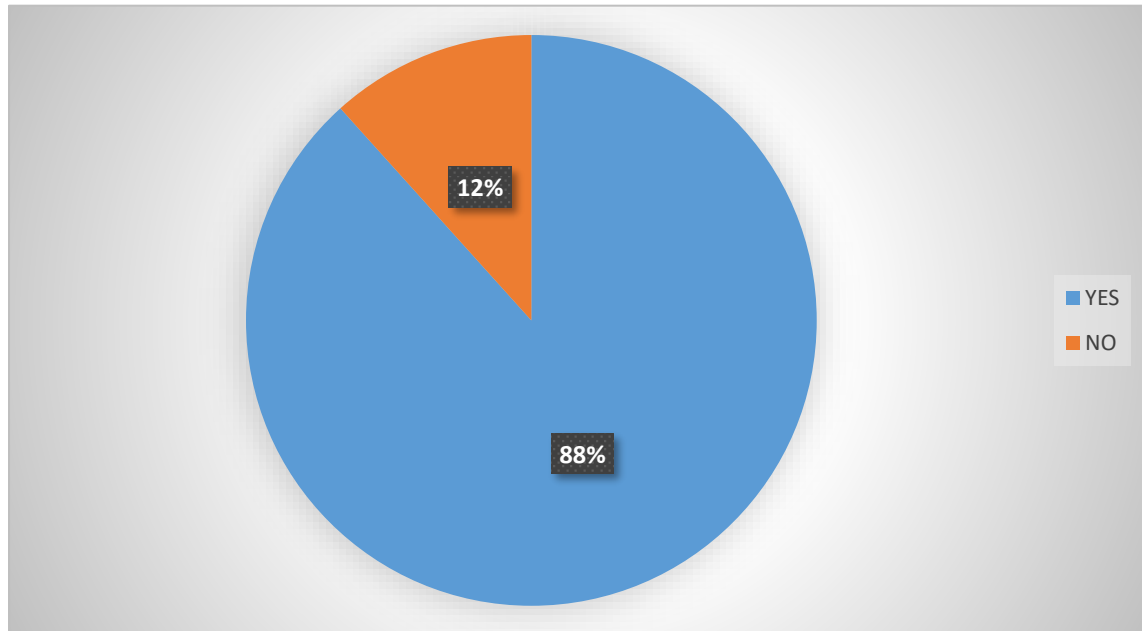
Most of the respondents are satisfied about green banking services.

TABLE 4.19: SUGGESTING OTHER TO USE GREEN BANKING

SUGGESTING OTHER TO USE GREEN BANKING	NO OF RESPONDENTS	% OF RESPONDENTS
YES	106	88.3%
NO	14	11.7%
TOTAL	120	100%

CHART 4.19:

SUGGESTING OTHER TO USE GREEN BANKING



INFERENCE:

From the above table it is inferred that,88% of the respondents will suggest other to use green banking,12% of the respondents will not suggest other to use green banking.

Most of the respondents will suggest other to use green banking.

CHAPTER 5: FINDINGS

- ❖ Most of the respondents belong to age group of 18 - 25 years.
- ❖ Most of the respondents are Single who use green banking services at banks.
- ❖ Most of the respondents are UG.
- ❖ Most of the respondents are male.
- ❖ Most of the respondents belong to below Rs.10000 income level category.
- ❖ Most of the respondent choose to use private sector banks for green banking.
- ❖ Most of the respondent preferred to use HDFC banks.
- ❖ Most of the respondents learn to use green banking by friends and family.
- ❖ Most of the respondents prefer to use green banking for easy fund transfer.
- ❖ Most of the respondents preferred service provided by internet banking is mobile banking.
- ❖ Most of the respondents agree that green banking is safe and secure.
- ❖ Most of the respondent prefer two factor authentication as verification and authentication.
- ❖ Most of the respondents think they agree that online banking provides more revenue than traditional banking.
- ❖ Most of the respondents encounter issues or challenges due to technical issues.
- ❖ Most of the respondents thinks they daily use internet banking frequently.
- ❖ Most of the respondents suggest social media as suggestion for creating awareness on green banking.

- ❖ Most of the respondents are satisfied about green banking services.
- ❖ Most of the respondents will suggest other to use green banking.

5.2: SUGGESTIONS

- a. Free training sessions on green banking can be conducted to motivate all the customers to use the green banking services of banks
- b. “How to Use” video can be uploaded in the banks website to facilitate the correct usage of green banking services.
- c. More security can be provided for verification and authentication process.
- d. Data security is also important so banks have to protect the personal information and data that has been shared by the customers. Some trust must be built with the customers for future benefits.
- e. Some technical issues can be solved by the banks so that it will be convenient for the customers for the usage of green banking.
- f. Banks do not take more charges from their customers
- g. Special discounts or offers can be provided for the customers who use the green banking services of banks. This will reduce the walk-in customers and make everyone to use these convenient banking services
- h. Banks can introduce green bank loans with financial concessions for environmental friendly products and projects such as green building projects, fuel efficient vehicles.
- i. “Go paperless” is the best suggestion to reduce the usage of papers. Paperless can mean E-statements or it could mean a text or email at the ATM too.
- j. Periodical up-gradation of the green banking services of banks can be carried out to meet or exceed the expectations of the customers on a consistent basis.

5.3 CONCLUSION

- The digital consumer wants a bank or credit union that is available on demand. These consumers want to use sophisticated banking apps that have a clean design and are simple to use.
- They want real-time insight into their financial portfolio that will not only tell them what has occurred in the past, but how they should handle their money in the future.
- They demand contextual SMS alerts and two factor authentication that illustrate that their financial institution is looking out for them 24/7.
- This study has been undertaken as part of the Banks's strategy to improve the services of green banking based on customer awareness.
- For this purpose, feedback and opinion from customers about the various innovative green banking services of banks have been collected and analyzed.
- Based on the findings, it can be concluded that most of the customers are satisfied with the green banking services of banks.
- With regard to green banking services, banks has many innovative services to provide convenience banking solutions to its customers.
- Main initiative of green banking services is to reduce carbon footprints and for security purpose

- Based on the findings, it can be seen that most of the people prefer green banking services and they suggested various measures to promote green banking.
- According to our study, we created a awareness about the green banking services at banks.

ANNEXURE

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QUESTIONNAIRE BASED ON CUSTOMER AWARENESS ABOUT GREEN BANKING:

1 . Name :

2 . Age

18-25

25-35

35-45

Above 45

3. Gender

Male

Female

4. Marital status

Single

Married

5. Educational Qualification

HSC

UG

PG

Diploma

Others

6. Monthly Income

Below 10000

10000-20000

20000-30000

30000-40000

40000-50000

Above 50000

7. which sector do you prefer for using green banking services of banks?

private

Public

8. which is the most preferred bank for internet banking?

SBI

ICICI

Indian bank

HDFC

Kotak

9. How did you learn to use the green banking service of banks ?

Self

Friends & Family

Bank website

Social Media

others specify.....

10. Why did you prefer to use the green banking services of banks ?

Better convenience in banking

Saves the banking time

Easy Fund Transfer

User friendly

Reducing carbon footprints

11. In your opinion, which is the most preferred green banking in day to day life ?

Online banking

Mobile banking

Bill payments

Deposits

Transfers

12. Do you think green banking is safe and secure

Yes

No

13. Which of the following do you prefer most for verification and authentication in green banking

Security devices

SMS text password

Verification call

Code in mail

Two factor Authentication

14. Do you know how to step up and two factor authentication (2FA) for adding security in internet banking ?

Yes

No

Not sure

15. Do you think online banking provides more revenues than traditional banking ?

Strongly agree

Agree

Neutral

Disagree

Strongly Disagree

16. Have you ever encountered any issue or challenges while using internet banking ? If so what are they

Technical issues

Fraud attempts

Unauthorized transaction

Unwanted otp verification

others

17. How frequently you use internet banking ?

Daily

Weekly

Monthly

Rarely

Not at all

18. What suggestion do you give to create a awareness on green banking ?

Local champions

Mobile banking agents

Incentive / cash reward

Social media

Advertisements

19 . What is your overall satisfaction level about the green banking services at bank ?

Highly satisfied

Satisfied

Neutral

Dissatisfied

Highly Dissatisfied

20. Would you suggest other to use green banking ?

Yes

No

