GREEN BANKING IN INDIA

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ABSTRACT
Environmental Performance is the correlation between the organization and the environment. It is all about striking a balance between organizations various activities, practices and processes and their effect on environment. It includes the environmental impacts of the organizational process, the environmental implications of its products and services, the recovery and processing of products and the environmental effects on resources consumed. Thus, the banks should 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. Green banking if implemented sincerely will act as an effective ex ante deterrent for the polluting industries that give a pass by to the other institutional regulatory mechanisms. There has not been much initiative in this regard by the banks and other financial institutions in India though they play an active role in India’s emerging economy. The banking and financial sector should be made to work for sustainable development.

KEY WORDS: Green banking, financial products, benefits, eco – friendly adoption.

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