



Green Banking

A.N. Sarkar

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Banking sector, like any other business enterprise, is undergoing a dramatic transformation, consequent to massive industrial and economic growth globally in response to market dynamics, fast change in lifestyle, and consumer behaviour. In the given scenario, banking sector is facing serious challenges and tough competition to cater to projected industrial growth, especially when the sector has been badly hit by global recessionary pressure in recent times. The other challenge confronted by the financial institutions in general, and banking sector in particular, is how to trigger industrial growth without detriment to environmental quality in a sustainable manner. Green banking—also variedly known as Ethical banking, Social banking, and Sustainable Banking—seems to be the viable answer.

The book, written at this critical juncture, covers wide-ranging themes including innovation in banking technology to cut costs; improving operational efficiency; maintaining ethical standards under sound regulatory regime; enhancing responses to society, environment and consumers at large; and setting up replicable and sustainable business models that are eco-friendly, and contribute to green growth to create new business opportunities for the Green investors. Last but not least, the book attempts to link the ‘Green investment bank’ with the potential ‘Green investors’ by exploring ways and means to bring it under the gamut of financial inclusion initiatives, now being taken by the financial institutions and the Government, for fostering sustainable economic growth.

It will be useful for bankers, financial investors, business analysts, policymakers, and those concerned with the cause of environment.

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