

GOING BEYOND THE NORMAL: A NEW PARADIGM IN BANKING INDUSTRY

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ABSTRACT

This paper has made an attempt to highlight the major benefits, Challenges, Opportunities, sustainable Development, Strategies and Methods of Green Banking. Green Banking is like a normal banking activity which involves all the social, environmental technological factors. It is also called as Ethical Bank. The main objective of Ethical bank is to protect the environment, by the means of Mobile Banking, Online Banking, Green Loan, Sustainable Banking, Green Checking Accounts etc. Today's the world's major problem is environment management. It is not the responsibility of any specific organization; it is the responsibility of every Individual as well as institutions to work in this direction. Green banking strategies will not only be benefit for environment, but also benefit in greater operational Efficiency and cost reduction in banking activities.

KEYWORDS: Green Banking, Benefits, Challenges and Opportunities