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AN EXPLORATORY RESEARCH ON CHALLENGES IN GREEN BANKING INFRASTRUCTURE: EMPLOYEES PERSPECTIVE

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ABSTRACT

Research Purpose:

Banking principles have evolved from conventional to modern, with a focus on client perspective and viability. The greatest threats to the financial industry are those posed by the innovative and creative age. Where there is a daily increase in the updating process. In addition to the difficulties associated with AI and the notion of machine learning. Young and old worked together at the bank, and trend adoption was important.

Methodology:

Using secondary sources, the authors have conducted a thorough review of the literature and prepared a list of questions for in-person interviews with current and former bank workers. A personal interview was led by a questions over WhatsApp Video Call by a judgmental sampling (non-random) Sampling Method and data was collected from the employees on their consciousness about Green Banking Infrastructure.

Significant Results:

The information provided by the former bank workers revealed that while some of the problems were swiftly deemed user-friendly, others felt like complicated concepts. The younger employees are delighted that smarter technologies are being used, but they also encounter hurdles from the older employees, some of whom are still learning how to instill practices, and some of whom are extremely adaptable.

Implications:

It is necessary to be aware of the Green Banking Infrastructure idea; it should also be conceptualized in terms of practical application; it should be adequately trained and developed; and it should be implemented through a reward system.

Keywords: *Green Banking Infrastructure, Banking Employees, Training and Development, Current and former employee's, Understanding the Green Banking Infrastructure Concept etc.*

1. INTRODUCTION:

Banking principles have evolved from conventional to modern, with a focus on client perspective and viability. The greatest threats to the financial industry are those posed by the innovative and creative age. Where there is a daily increase in the updating process. In addition to the difficulties associated with AI and the notion of machine learning. Young and old worked together at the bank, and trend adoption was important.

It was difficult and problematic to implement the green banking infrastructure for bank employees because of a variety of variables, including age, acceptance of changing trends, viability of technology, and many more.

When online banking became popular in India, bank workers encountered difficulties and obstacles. While some attempted to embrace the changes for the better, others did not. As time went on, the infrastructure and technological trends in banking also changed. As a comprehensive attitude to the environment began to emerge, it was also concerning. With the Institute for Development and Research in Banking Technology (IDRBT), the Reserve Bank of India adopted a measure pertaining to the notion of green banking infrastructure. In this section, the prerequisites for the idea of "green banking infrastructure" were covered, along with how to properly execute it using the right advice.

2. REVIEW OF LITERATURE:

The **RBI's August 2013 IDRBT** report provides comprehensive details on the notion of Green Banking Infrastructure. Whereas, the information provided on energy-saving computer and laptop usage, including input and output device consumption, lighting, fan, and air conditioning usage, as well as information on the building structure's ventilation systems. Provided information on the need for staff development and training as well.

The Equator Principles (Equator Principles, 2020) established a guideline that the global financial sector is required to abide by. In addition to outlining a preamble, scope, and strategy for addressing the environmental and social concerns via the financial industries, it established a benchmark for identifying, evaluating, and managing environmental and social risk in projects using the principles of 1 to 10.

LEED stands for **Leadership in Energy and Environmental Design** (Council, 2013). It is a collection of grading systems used in the planning, development, and management of high-performance green houses, buildings, and neighborhoods. The US Green Building Council created LEED with the goal of giving building owners and operators a clear framework for locating and putting into practice workable and quantifiable green building design, construction, operations, and maintenance solutions.

(Green Building Council - South Africa, 2011) A green building is defined as one that integrates design, construction, and operating practises that considerably decrease or eliminate its negative impact on the environment and its inhabitants. It is also defined as one that is ecologically responsible, energy efficient, and resource efficient.

Jeucken (2001) drew attention to significant variations in sustainable banking practices among nations, regions, and banks. Jeucken distinguished four phases in banking: sustainable, aggressive, defensive, and preventative.

According to a **2002** study by (MS VARALAKSHMI ALAPATI, 2013), the banking industry in India would have to adapt to new challenges and developments. (Prabhu, 2021)

3. RESEARCH DESIGN:

3.1.Statement of the Problem:

The banking sector in India saw changes due to computerization and technology involvement, and staff members had difficulties when utilizing Green Banking Infrastructure.

3.2.Need and Importance of the Study:

The research's exclusive focus is on computerization and technology's role in the banking sector, which had a significant impact on the idea of banking digitalization and went hand in hand with the infrastructure of green banking. Because it is a part of green banking, the concept of green banking infrastructure was the main focus of the study.

The study is essential to comprehending how the infrastructure of green banking elevated the critical modifications in the idea.

3.3. Objectives of the Study:

* Recognizing the difficulties encountered by bank staff via the use of the Green Banking Infrastructure concept.

3.4. Scope of the Study:

The study's main focus is on "challenges on green banking infrastructure by the bank employees," of which "environmental banking" is a subset in the current setting.

3.5. Research Methodology:

3.5.1. Type of Research:

The research challenge, which calls for further knowledge and a perceptive conceptual perspective, was addressed by the writers through exploratory study.

3.5.2. Type of Data:

Primary Data: Personal Interview – respondents like ex-employees and the current employees.

Secondary Data: For the investigation, unpublished documents and circulated data were employed.

3.5.3. Sampling Design:

The respondents were chosen using the **Judgemental (non-random) Sampling Method**, and the study's sample of Bengaluru Urban residents was chosen without reservation. The research was restricted to those who responded well to it via WhatsApp.

3.6. Data Collection:

It was conducted using a personal interview through the platform – WhatsApp within the Bengaluru Urban. The data is collected in the period 30.10.2023 to 03.11.2023.

3.7. Limitations to the study:

- There were only six people chosen to have in-person interviews.
- The information gathered in response to the interview questions.
- Due to time constraints, the study was done online via WhatsApp.
- It is restricted to information gathered from Bengaluru Urban.
- The Secondary data analysis is done on IDRBT framework.

4. ANALYSIS:

- a. Does Green Banking Infrastructure contribute to resource and environmental conservation?*

4. **Primary Data** – The younger people now working there are pleased with the advancements in technology and environmental consciousness. Older workers are still acclimating to the green banking environment and its uses.

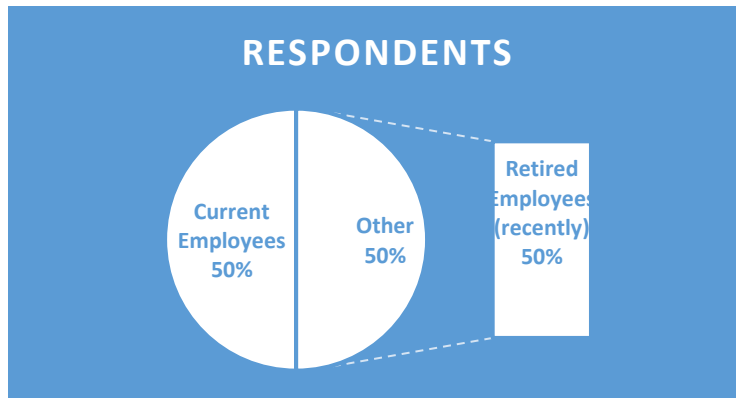


Figure 1. Respondents

Source: Primary Response

Secondary Data – IDRBT – The term "green banking infrastructure" refers to the daily activities of banking branches that contribute to lowering environmental impact and conserving it.

- a. *Do you need any help or direction in order to use the green banking infrastructure?*

Primary Data – In a personal interview, the respondents said that the material was common sense or generic or fundamental. Whereas the more senior staff members provided information as though they needed some instructions or knowledge.

Secondary Data – IDRBT – It provides advice on how to use energy and related appliances in many ways, including the proper use of laptop charges, light bulbs, fans, and air conditioners.

- b. *Does implementing and using Green Banking Infrastructure provide any challenges?*

Primary Data – obstacles that both present employees and former employees had to overcome while they were employed.

Ex-Employees:

An ABC, formerly of Bengaluru's nationalized bank employee. Madam provided details about her experiences with training and the proper execution of the procedure. She also provided knowledge on how to use a computer with technology, which helped save a lot of resources.

Mr. XYZ, former worker in Bengaluru's nationalized bank employee. Sir provided information on the Core Banking Solution's progress, which was beneficial for the banking sector but had difficulties with server outages in the connectivity concept, which caused problems for the staff.

Young Employees:

Currently employed at nationalized bank in Bengaluru is **Mr. MNO** According to the information provided by Sir, they can expedite the transaction procedure and get food feasibility.

Mr.PQR, manager of the nationalized bank's branch. According to the facts provided by Sir, green banking infrastructure greatly improves environmental conservation and modulation. Sir provided facts about how much less paper and stationary is used and how this helps the environment.

An **additional staff member** of the nationalized bank's branch provided information about the idea of "green banking infrastructure," which minimizes the amount of resources needed and maximizes their utilization.

5. FINDINGS:

According to the study, there is a significant influence on the use of green banking infrastructure, and youthful workers are content to make the most use of the resources at their disposal. Older workers see variations in how each update with varying levels of complexity is used.

In addition to promoting optimal resource utilization, it aids in environmental protection. It provides information on significant paper consumption reductions.

6. CONCLUSION

The results of the study and findings support the conclusion that there is a significant influence on the use of green banking infrastructure. Younger employees and older employees need training and development in the updating of the needs in the usage, and older workers find it extremely difficult to meet the requirements with the latest technical requirements. Employees are looking forward for improved infrastructure to lower resource use, and power usage is also careful.

7. SUGGESTIONS

1. Factor modeling for Green Banking Infrastructure.
2. Plans for green banking infrastructure and how to use it properly.
3. The efficiency of green banking infrastructure in generating profits for regular commercial operations.

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