

Banks- Tell-Talk- Listen –Action: Banking on Social Media for Sustainability

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Abstract:

Commercial banks are referred as 'Departmental stores of finance' as they provide a wide variety of financial services. Banks can play a proactive role as purveyors of Green Banking. With regulatory constraints acting on one hand, the banks can play an important role in the Business environment by encouraging eco-friendly policies. Banks can address the sustainable environment friendly and ethical aspects by inbuilt lending strategies. Banks can play a proactive role as purveyors of Green Banking. There are lot of opportunities and challenges for Indian banks in adopting 'Green Banking' as a profitable and viable business strategy for Sustainable Banking. All the Indian Banks can adopt green banking as a business model for sustainable banking by launching some of the strategies. Sustainability of the banks lies in sustaining the environmental risks. This paper explores the concept and origin of Green Banking and the initiatives taken by Indian Banks in India. The study develops a content analysis framework that provides information on the comprehensiveness of corporate social responsibility (CSR) reporting. This empirical research modestly explores how Indian banks use social media platforms and corporate social responsibility (CSR) reports to communicate about sustainability. Facebook, Twitter, annual reports and CSR/sustainability reports, and other company documentation are examined to compare the content and scope of these bank's corporate communication.. The paper also studies the awareness among customers in selected banks at Bangalore, being the 3rd largest banking center in India in providing green banking products and services and thus provides an overview of how banks are banking on adopting green banking strategies and the managerial implications thereof.

Key words: Bank, Environment, Green Banking, Social media, Sustainability

1. Introduction:

Banks are considered environment friendly and do not have any direct impact on the environment through their own 'internal' operations greatly, but the 'external' impact on the environment, indirectly through their customers activities is significant. The banking sector is one of the major sources of financing industrial projects such as steel, paper, cement, chemicals, fertilizers, power, textiles, etc., which cause maximum carbon emission. Therefore, the banking sector as a financial intermediary can play a conciliator role between economic development and environmental protection, for promoting sustainable development and harnessing socially responsible investment.

2. Sustainability Reporting:

Green Banking : 'Green banking' refers to the banking business conducted in environmental friendly and eco-friendly areas. Green banking encompasses a wide variety of banking services, many banks are promoting their online banking services as a form of green banking. The environment and the banking industry can both benefit if more bank customers start to use the online banking services that are available. The Equator Principles contain benchmarks of social and environmental management best practices to be followed in project financing.

3. Significance:

At Retail Banking Review's recent Green Banking forum, major financial institutions discussed their efforts to be 'greener', although definitions of the term vary. The trend towards green banking is still largely driven by and directed toward consumer behavior. An increase in online bill-pay and the use of paperless statements translates not only into less paper to be processed, handled and discarded but it also can lead to reduced staffing needs which can mean significant savings for the bank. To aid the reduction of external carbon emission, banks should finance green technology and pollution reducing projects. Although, banking is never considered a polluting industry, the present scale of banking operations have considerably increased the carbon footprint of banks due to their massive use of energy (e.g., lighting, air conditioning, electronic/electrical equipment's, IT, etc), high paper wastage, lack of green buildings, etc. Therefore, banks should adopt technology, process and products which result in substantial reduction of their carbon footprint as well as develop a sustainable business.

4. Review of Literature:

Weber Olaf (2010) in his research paper "Social Banking: Products and Services" presented products and services that are connected to social, environmental, ethical, or sustainable

finance. There are socially responsible investment (SRI) products that could have both, positive financial and social impacts. Regarding carbon finance, conventional banks create new financial products based on the Kyoto Protocol Mechanisms and also there are products and services striving to mitigate climate change by investing in projects that reduce CO₂ emissions. He also emphasized on Project finance which is connected to social banking since the launch of the Equator Principles for project finance and provide guidelines to take social and environmental aspects into account in project finance.

Green (1989) exposed that a bank is responsible towards government, customers, shareholders, staff, and the community. The long-term success and reputation of the firm is affected by the company's record and its perception of its ethics. And, its commitment to ethical behavior is tested when some conflicting and complex issues are encountered. Weber and Remer (2011) described Social Banking as a way of value-driven banking that has a positive social and ecological impact at its heart, as well as its own economic sustainability. These banks attract the interest of clients looking for safe and sensible ways to deposit their money and the conventional banks also embark on the potential of a more socially oriented approach towards banking.

Andreas G. F. Hoepner et al (2010) in their paper “Social, Environmental, Ethical and Trust (SEET) Issues in Banking: An Overview” gave an overview of Social, Environmental, Ethical and Trust (SEET) issues in banking. According to them, interest in the above mentioned SEET issues in banking has witnessed an extemporized or even exponential rise over the last decade through certain international initiatives like the United Nations Environmental Programme Finance Initiative; the Equator Principles; and the United Nations Principles for Responsible Investment etc.

Sahoo Pravakar et al (2008) described banking sector as a main economic agents influencing overall industrial activity and economic growth. So, while lending to the industries, the banks should take care of the environmental and ecological aspects so that industries are forced to take in account the environmental management, use of appropriate technologies and management principles.

Papastergiou Angelos et al examined the issue of sustainable development of banks in Greece made an analysis of the situation, using the model of Jeucken involving the international study of 34 banks. They categorized the sustainable attitude of banks in financing risks, in product development, in environmental care, and in communication-organization and evaluated the sustainability performance based on the Jeucken's point system.

Singh Hardeep et al, in their paper " An Effective & Resourceful Contribution of Green Banking towards Sustainability" highlighted that Green banking signifies encouraging environmental-friendly practices and plummeting carbon footprint from banking activities through various acts such as – online banking instead of branch banking, opening up CDs and money market accounts at online banks, instead of large multi-branch banks etc. Analysis of the concept and need of green banking in business process gave the conclusions that to make our environment human friendly and enrich the sustainability there is paramount call for creating awareness, implementing and following green banking as much as possible in today's business world of pioneering technologies.

Thombre Kailash Arjunrao, in his paper titled " The New Face of Banking: Green Banking" tries to find out the ways to Go Green through 'Green Banking'. He examined that enormous loss of biodiversity, climatic change, environmental damage, etc. are certain side effects of today's development process.

Goyal and Joshi (2011) highlighted social and ethical issues such as social banking, ethical banking, green banking, global banking, rural banking and agri-banking etc. which facilitate the achievement of sustainable development of banking and finance. They concluded that Banks can act as a socially and ethically oriented organization by disbursement of loans only to those organizations, which have environmental concerns. Even though this can slow down the economic and industrial growth but human race cannot afford the fast pace of growth at the cost of environmental depletion.

Similarly, Bihari Suresh Chandra (2011) highlighted the green banking initiatives taken by the Indian banks. He described Green banking as Ethical banking as it also aims to protect the environment. Ethical banks award loan to a company only when all the environment safety standards are followed. As banks are a major source of finance to the industrial sector, they have an important role in controlling the environmental damage, and so, they need to scrutinize the effects of their lending and investment decisions to achieve the object of sustainability.

Sireesha Nanduri (2013 and 2016) presented a detailed study on the preferences of s Green Banking products and services in Bangalore city.

In a recent HBR article "The Performance Frontier: Innovating for a Sustainable Strategy," Robert G. Eccles and George Serafeim argue that typically there are tradeoffs between financial and nonfinancial (e.g., environmental, social, and governance — or ESG) performance. They also recommended the financial institutions to focus on enabling more environmentally responsible

practices on the part of their customers — rather than the institution itself — such as creating products like green credit cards (which encourage customers to buy environmentally-friendly products), green securitization products (such as climate bonds), and energy efficient mortgages (which create incentives to reduce energy consumption in buildings, which alone account for 40% of energy consumed in the U.S.).

Jean Rogers, the Executive Director of the Sustainability Accounting Standards Board (SASB), points out in a Greenbiz blog, that banks and financial sectors are the institutions least trusted by U.S. society. Trust reached an all-time low of 24 percent in 2011, down from 69 percent in 2008.”

Banking Environment Initiative (BEI) was founded by a group of leading bank Chief Executives in 2010 and is convened by the University of Cambridge Institute for Sustainability Leadership (CISL). It was formed out of the belief that a fresh approach was needed by banks to help support socially and environmentally sustainable economic activity.

RBI's role:

The RBI, in its publication *Policy Environment*, which covers the 2009–10 period, acknowledges the term “green banking” and outlines the implementation of green IT in all the areas of its work. Green banking can also reduce the cost of branch banking by encouraging mobile banking and online banking.

RBI advocates in the Report on Trend and Progress of Banking: 2009-2010, that the ‘environment and the banking industry can both benefit if more bank customers start to use the online banking services that are available’ Benefits of online banking include less paperwork and less driving to branch offices by bank customers, which will have a positive impact on the environment. Interestingly, online banking can also increase the efficiency and profitability of a bank. IDRBT has prescribed mechanism on the Green Banking framework to the banks in India.

Banks, insurance companies, and other financial institutions that tout their commitment to sustainability by focusing on energy and water in their sustainability reporting.

Social media : The advent of social media indicates a new beginning for in the communication strategies of banks. A study from the European Financial Marketing Association (EFMA), in partnership with tech vendor Wipro has released a study examining how digital technologies, social media and the explosion of online data are redefining engagement models in the retail banking space.

What is social media?

Social media is defined as blogs, social networking sites such as Facebook and LinkedIn, microblogging sites such as Twitter, photo/video sharing sites such as YouTube and Flickr, and review sites or web discussion forums such as eopinions.com. The social media era was started around ten years ago. It started with LinkedIn, which was, launched in 2003, followed by both MySpace and Facebook in 2004, YouTube in 2005, and Twitter in 2006. Facebook has more than 500 million users worldwide; Twitter has approximately 175 million users; LinkedIn has more than 90 million users; and MySpace has 57 million users (Curtis, 2011).

Relevance of social media tools for banks

Social media is an online conversation of customers with banks

Twitter has 500 million regd users, Facebook has a billion population, 362 million people read blogs every month, all this makes social media a lucrative communicative strategy for banks.

Social media is means of interactions among people through virtual communities and networks. Social media can be classified into different types and can be used with the help of different devices one of which is mobile. Banks are using social media to understand, share and communicate with customers. Among the social media types, blogs and micro blogs like Twitter, social networking sites like Facebook and content communities like YouTube are slowly gaining importance in the banker's community too. As the number of customers are increasing using these social media types, the bankers cannot be ignorant to these techniques. In future social media will be one of the main part of communication strategies for banks.

For the majority of banks, social media is about building awareness with customers and creating visibility with partners and investors .

Banks communication strategy:

What to communicate-

Banks should communicate Rules and regulations, Security aspects and Antiphising warnings and guidance

How to communicate to the New generation:

Banks earlier used to communicate to the customers using websites or net banking or personal. To capture the new generation's interest, banks have to tap the uncharted waters of social media. Banks can engage the customers by observing , where people are spending time. Technology as a facilitator

offers net banking from bill payment to tax payments loan processing debit cards, insurance sales, credit card offers

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5. Need of the study:

The motive of this study is to understand social media in banking and analyse the role of social media in bank's communication to the customers . Among the social media types, blogs and micro blogs like Twitter, social networking sites like Facebook and content communities like YouTube are widely used by the marketers. Social networking sites such as LinkedIn, Facebook , Twitter and blogs are taken into account for the study.

Scope of the study: Present study has been restricted to the time period from May 2015 to December 2016 at Bangalore. **Bangalore is the 3rd largest banking center in India.**

- To identify the green banking products and services that are offered by banks in Bangalore.
- To ascertain the awareness of customers regarding products and services at Bangalore.
- To identify the social media products and services that are offered by banks in Bangalore.
- To ascertain the awareness of customers regarding social media products and services at Bangalore.
- To study the attitude and acceptance levels of banking customers in IT sector.

Data Collection Method:

- **Primary** data: Data is collected through Structured Questionnaire of 450 respondents at Bangalore. Demographic profile, Awareness, Attitude and Acceptance levels are obtained on a 5 point Likert's scale, ranging from Strongly agree to strongly disagree.
- **Secondary** data: Data is collected through websites of the banks, RBI website
- Descriptive and exploratory research design for Content Analysis

Sample: The study is exploratory in nature. The sample comprises of major banks in India. These banks are selected basis on their social media banking operations. To ascertain the awareness of the social media tools, selected customers are post graduates.

Limitations

- The study has been restricted to Bangalore city only.
- Eight Indian banks were selected for the study.
- Respondents who are aware of social media tools are considered for the study. Managers associated with banks for minimum period of two years are considered.

6. Content analysis: The presence of Green, Earth, Carbon footprint, Environment, Social Media and Sustainable, Sustainability are the key words used for this study.

1) ICICI Bank:

Green Initiatives:

ICICI Bank's Green initiatives aimed at customers are driven by the objective of collaborating with each of our customers and making 'Green' a part of all our lives. These initiatives range from Green offerings/ incentives, Green engagement to Green communication to our customers.

Green Products & Services:

- **'Instabanking'** - 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 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, Tata Indica CNG and Mahindra Logan CNG*

versions.

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.

Green Engagements:

ICICI Bank has conducted Green themed events with our customers during Diwali to build awareness about the environment amongst employees and customers alike. During this event, Money Plants were presented to their customers as token of prosperity and also as a token of collective responsibility in building a greener society.

- In line with the 'Go Green' commitment, ICICI Bank has partnered the Green themed CNBC-Overdrive Auto Awards this year.
- **'Earth Hour'** - In furtherance of its 'Green' commitment, ICICI Bank pledged its support to the world's largest global climate change event- the 'Earth Hour'. On Saturday- March 28, 2009, ICICI Bank switched off all lights in its premises, Branches and ATMs between **8.30 PM- 9.30 PM**- the designated 'Earth Hour'. With a belief that one hour of darkness will help bring to light one of our generation's largest challenges "Climate Change".
- **World Environment Day- June 5, 2009**-ICICI Bank celebrated the World Environment Day on June 5, 2009. To mark the occasion, branches across the country undertook a number of activities. Branches along with their customers took the green pledge through signature campaigns, planted and distributed saplings, conducted drawing and painting competition for children, conducted cycle rallies. Employees at the ICICI Bank Towers, BKC, took the Green pledge by wearing the Green ribbon and endorsing the Green cause.
- ICICI Bank further strengthened its commitment to the environment by planting a tree for every new account opened during this period.

Green Communication:

Saving Paper: Upgrading to a higher percentage post-consumer waste recycled paper internally (copy and printer paper) and externally (brochures, etc.)

- Shredding and recycling all paper internally
- Sharing electronic files, voice mail and e-mail instead of paper memos

- Duplexing (two-sided printing) when possible as well as limiting printed materials/e-mails/memos to only what is necessary.
- **Dateless Diaries:** This year started with the issuance of dateless diaries to all employees for 2010. It re-affirmed ICICI Bank's commitment to going green. With this initiative, we saved 395 trees and enough water to supply to 10,500 rural households for a month.
- **E-calendar:** ICICI Bank continued to Go Green with the launch of e-calendar for 2010. The e-calendar facilitates paperless operations by allowing the user to set reminders and update appointments. It rests permanently on the desktop and is accessible at the click of a button.

Chlorophyll:

The 'Go Green' movement was started about a year back and initiatives - both internal as well as external- undertaken to create a starting point for the Go Green movement within ICICI Group. This movement is based on principles of participation and collaboration and is aimed at moving people, products and processes to a more environment conscious plane. '*Chlorophyll*', monthly newsletter, started in September 2009, is an endeavour to strengthen and spread this movement across ICICI Group. It manifests the basic premise of the 'Go Green' movement- 'Each one for a better earth' through the various features covered:

- *Prologue- The Senior Management's Perspective*
- *Employee Corner- Going Green through an individual's lens*
- *In-Focus Initiative- Showcasing a 'Go Green' initiative within the ICICI Group*
- *Green Alert- Updates on developments in the 'Green' field across the world*
- *Green Bytes- Some Green facts about the environment and Green tips to help contribute towards a greener earth*
- **Green Quiz-** Test your 'Green' Quotient

Conserving Energy:

- Encouraging turning off and/or unplugging all lights and electronic equipment (computers, monitors, photocopiers, cell phone chargers, printers, radios, etc.) when not in use, and fully utilizing power-saving settings when in use
- Recycling and refilling ink cartridges for our printers
- Replacing incandescent bulbs with CFLs when they need to be replaced, internally and externally

- Utilising online "Webinars" for shorter meetings that involve people who might otherwise have to travel a long distance
- Encouraging use of carpool and use public transportation

2) IndusInd Bank:

Based on circular issued by RBI for all banks to give a report of how to make the organization sustainable, IndusInd Bank took the initiative and started a pilot project at the corporate office in 2008. The Green Banking Project which was introduced in 2008 during the International Year of Earth has now scaled up across all branches.

The Bank took several initiatives and adopted green practices in the key areas of energy, resources conservation, greenery and water. With the money saved by introducing several measures in the corporate and branch offices, IndusInd Bank donated a Bolero vehicle to Satpuda Foundation in an event held at Nagpur branch to be used for wildlife conservation in Melghat Tiger Reserve.

The Bank also handed over saplings with a note "adopt a plant" to the gathered customers. This event is an extension of "Hum Aur Hariyali" campaign under the Green Banking Project which the Bank has embarked upon since the past 3 years. The Bank has taken the project across India after its successful commencement in its corporate office Mumbai. This is yet another banking initiative after the successful completion of their adopt-a-plant event in Chennai with the goal of green Banking projects to promote sustainable business practices and offset the effects of activities on climate change through energy and resource conservation, while protecting the environment for future generations.

Each branch manager and MCSOP are green champions who are responsible for implementing eco-friendly practices in the respective branch. These green champions encourage employees in spreading awareness of environmental issues and monitor consumption while conserving energy and resources. IndusInd Bank has a comprehensive plan to reduce its carbon footprint. Some of the initiatives being undertaken under this plan are setting up solar-powered ATMs, this computing, e-archiving, e-learning, e-waste management, paperless fax, energy conservation, and CNG cars.

3) SBI Bank:

(SBI) has become the first bank in the country to venture into generation of green power by installing windmills for captive use. As part of its green banking initiative, has installed 10 windmills with an aggregate capacity of 15 MW in the states of Tamil Nadu, Maharashtra and Gujarat. SBI has covered 700 branches under its Green channel counter (GCC) program.

Pilot project Save Tree Campaign to promote paperless banking by facilitating cashless withdrawals, deposits and transfer of funds.

4) ING Vysya Bank:

In 2011, Corporate Office in Bangalore bank reduced energy consumption by 11% and consequently reduced green house gas emission to an extent of 160 tonnes.

5) HDFC Bank :

Business philosophy is based on the five core values of which sustainability was one amongst them. Their flagship Sustainable Livelihood initiative has covered approximately 3.92 million households spread across 333 districts in 25 states.

7. Presence of Social Media tools in the banks:

ICICI Bank, for instance, has created several offerings on Facebook – a bank account app, a money personality app, a deal-of-the-day offers sections and offers on banking products/services.

India's largest private sector bank, ICICI Bank, has got over 2.1 million 'likes' on its official Facebook page.

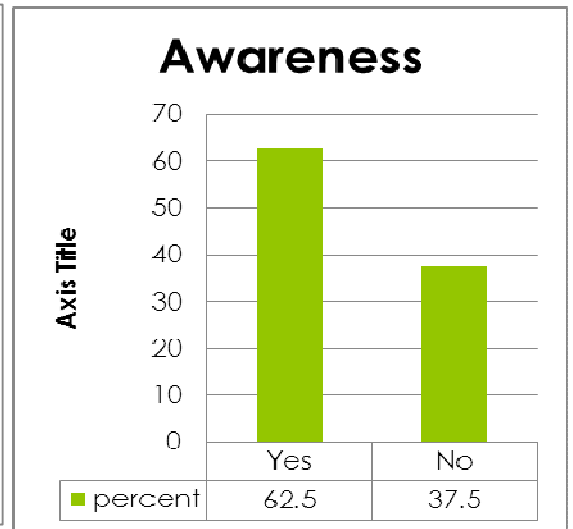
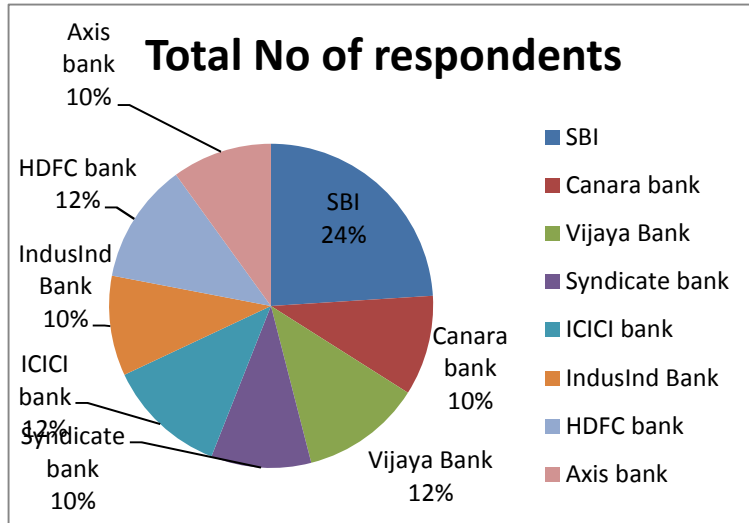
HDFC Bank has about 1.5 million likes on its official Facebook homepage and Axis Bank has more than 1.2 million likes.

SBI is currently running a beta-test twitter account of SBI.

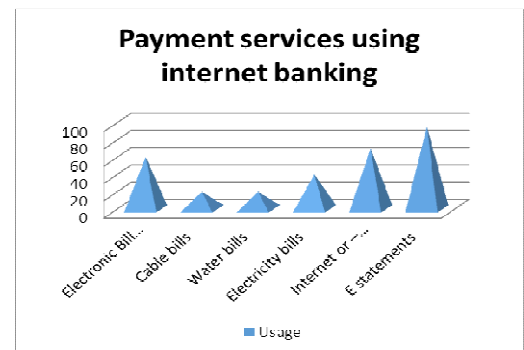
Axis bank: India's third largest private sector bank has official Twitter handle. Million followers on facebook, to stay updated about r products, offers and the latest at Axis Bank by liking their Facebook page. Twitter: customers follow for latest updates about Axis Bank, offers on products and to post customer service queries. Stay connected with your bank. Like, Follow, Share, Comment Or Simply Watch What's Happening At Axis Bank is the motive of Axis bank. You tube: Watch brand communication, product videos, media coverage and more.

8. Tell-Talk- Listen –Action- Survey Results :

1. 75% have a personnel manager from their bank and 20% are not interested in having a personal manager.
2. 60% Mangers felt that social media tools are important mode of communication, 25% felt unimportant due to security and privacy factors, whereas 15 % have no opinion.
3. Do you prefer using social media sites of your bank
 - a. Yes- 85% ;No- 10% ;Undecided- 5%
4. Social media sites of your bank do you follow generally and use them



Services	Once in a week	Once in a 15 days	Once in a month	Usage
Internet banking	15%	30%	40%	60
Mobile banking	35%	40%	65%	90
ATM banking	40%	75%	100%	100
IVR banking	20%	25%	25%	40



	Follow (listen)	Usage (talk and tell)
Facebook	90%	35%
Twitter	50%	40%
Linked-in	75%	35%
Blogs	50%	25%

5. Frequency of using the social media tools of a bank

	Every day	once in a week	Once in a 15 days	Once in a month	Intent to use in future
Facebook	10%	35%	50%	50%	50%
Twitter	10%	20%	40%	40%	50%
Linked-in	5%	35%	40%	40%	40%
Blogs	5%	25%	50%	50%	40%

6. Ranks as per the preferences of the customers of banks for decision making

	Action
Newspapers	Rank-1
websites	Rank-2
Blogs	Rank-3
Facebook	Rank-4
Twitter	Rank-5
Linked-in	Rank-6

7. Do you take into account any of these techniques when investing a deposit or taking a loan into account the Internet/Social Media tools?

(Based on Multiple responses –

- a. Number of website visitors 75%
- b. Number of comments or views 40%
- c. Number of Twitter followers 60%
- d. Number of inbound likes 80%
- e. None 6%
- f. Other 5%

Question	Response	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
1. Motivation to use paperless statements because you want to save the paper –Recycle, reuse	percentage	70	15	9	3	3
2. Motivation to use electronic statements because you want to contribute in saving the environment	percentage	57	25	12	4	2
3. You would like to use more electronic payments if it is hassle free	Percentage	58	20	10	4	8
4. You would like to use less Cheques so as to move towards less paper based transactions.	Percentage	60	13	12	8	7
5. Are you motivated to use Green Channel Counter	Percentage	33	12	17	21	17
6. Do you encourage your friends to use Green Channel Counter	Percentage	35	17	23	17	8

8. Do you think that news and information delivered via social media is more or less reliable/vetted than news delivered via traditional media?

- a. Lot More Reliable – 5%
 - b. About the Same -75%
 - c. Slightly Less Reliable 20%
9. 60% Managers provide feedback to banks in general through mail and 60% through call, whereas around 10 % provide feedback to banks using social media tools. Interestingly the incident response formed on customer feedback is with in one day, when they use social media tools. Generally 50% write tweets, 30% post in blogs, and 75% exchange their experiences in general, but not specifically on banking activities.
 10. Around 70% of managers felt that social media image of their bank is appropriate.
 11. 90% Managers felt that security and privacy issues are to be taken care of.
 12. All Managers felt he need of RBI –clear cut regulations and directions are to be applied to the banks for the customers, so that it will enable them to communicate using social media tools.

Source: Primary source

9. Main Gaps Identified in the Indian Banks:

The results of Content analysis lead to the identification of some significant gaps, which require directives and commands from regulatory bodies. These include:

Strategies:

- Awareness and consciousness on sustainability issues, international guidelines and frameworks.
- Sustainability reporting - formal frameworks and lucid and clear policies pertinent for banks operating in India.
- Training and development of relevant skills within bank employees so that they can use in core banking operations.
- Guidance / workshops / training programmes for banks are necessary on CSR focus areas.
- Basel –III adequately(has not) addresses systemic environmental risks in the context of its overriding objective of banking stability.

10. Conclusion:

Commercial banks are referred to as ‘Departmental stores of finance’ as they provide a wide variety of financial services. With regulatory constraints acting on one hand, the banks can play an important role in the Business environment by encouraging eco-friendly policies. Banks can address the sustainable environment friendly and ethical aspects by inbuilt lending strategies. Banks can play a proactive role as purveyors of Green Banking. There are lot of opportunities and challenges for Indian banks in adopting ‘Green Banking’ as a profitable and viable business strategy for Sustainable

Banking. All the Indian Banks can adopt green banking as a business model for sustainable banking by launching some of the strategies.

Social media has a long way to go in the banking sector, where trust is the base for the three pillars of safety, profitability and liquidity. IDRBT has prescribed mechanism on the Social media framework to the banks in India. Banks can actively tap the potential of Social media tools as communication strategy (Tell-Talk- Listen –Action) for Green Banking with the customers. Sustainability of the banks lies in sustaining the environmental risks.

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