

**AWARENESS OF GREEN FINANCE AMONG THE YOUTH OF HYDERABAD CITY**

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**Abstract**

In recent years, "green finance" has raised rapidly up the policy agenda. This article provides an overview of green financing initiatives across the world, with a special focus on India. We evaluate public understanding of green initiatives by looking at Google Trends and the availability of bank loans and bond issuances. While we found that public awareness and access to funding have improved in India, Greener, more sustainable long-term economic growth may be possible with improved information management systems and more collaboration across stakeholders, as we also discovered. An individual Investment decision impacts from the financial environment directly or indirectly. The financial environment also effect's the investment performance. There are many researchers who defined the green finance in the various aspects but in this research green finance is simply classified by sustainable finance and Climate finance. Sustainable finance is that when an investor investing in any financial instrument, he is not only considering the returns of the investment but also considering the environmental, social and governance factors. Climate Finance is that variety of financial instruments that include grants, performance based grants, loans (Concessional and commercial) guarantees and risk sharing mechanism and equity. In this research, analysis is made from the structured questionnaire on the awareness of the green finance from the students of engineering and management streams.

**Keywords:** Green Finance, Sustainable Finance, Climate Finance

**1. INTRODUCTION**

Green finance is defined in many ways in different countries, let me give simple form of definition about green finance is the products and services which manage the environmental risks and organizational strategies. There are sometimes overlapping concepts that have a same meaning but have distinct spheres of application, especially with regard to whether or not they include political and social concerns.

1. Concerns for the Environment Loss of biodiversity, emissions of greenhouse gases, renewable energy, energy efficiency, and depletion of natural resources, pollution, and waste management are all examples of issues that threaten the health of the natural environment and the natural systems that comprise it. Alterations in land use, loss of ozone, ocean acidification, and varying nitrogen and phosphorus levels, Phosphorus cycles
2. Social issues are those that affect the rights, well-being, and interests of individuals, groups, and societies as a whole, examples include problems with contentious weapons, unsafe working conditions, poor communication with locals, activities in conflict zones, and inadequate medical care.
3. The impact of investors on regional, national, and international economies is a major concern. Elements of performance include not just direct financial performance and risk, but also indirect effects like employment, supply networks, and infrastructure provision.
4. The direction of the invested firm is the subject of the fourth issue in corporate governance. Executive remuneration; shareholder interests, stakeholder engagement, information disclosure, corporate ethics, bribery and corruption in business, internal controls and risk management; and similar issues are among the top concerns of management, the board of directors, and the shareholders.

**2. LITERATURE REVIEW**

This research also looks at recent innovations made by Indian banks in the area of sustainable development, as well as the obstacles that banks confront in implementing them. Secondary data was used for the analysis. The results suggest that in order to make our environment healthier, today's

business world with advanced technology must increase its awareness of, commitment to, and implementation of green banking practices. Awareness of Green Financing Among the Youth in Hyderabad, In this research it is determined whether students in the Department of Professional Studies at Osmania University. Green financing is a new type of financing that aids in the economy's long-term development. In order for this new investment opportunity to flourish The Effects of Green Financing on Banking Sector Corporate Governance, The Honourable Dr. Naveen Prasadula (2021): The concept of green financing is a direct contributor to SDG success. Therefore, the whole green supply chain in the economy is moulded by this idea. Banking institutions benefit from green financing because it helps them better serve their customers in the banking sector. Contrarily, this approach represents a new paradigm in development that prioritises long-term viability for both economies and ecosystems. The research also discovered that the financial services sector promotes the usage of the green notion, which benefits the economy as a whole. Zheng He,1 Zhengkai Liu (2020): Examining the Role of Green Finance and FinTech in the Intelligent Metropolis.

### **3. RESEARCH GAP**

The reason behind choosing this topic is to make aware of the green finance and the instruments available in the green finance. Many researchers as contributed their research on the sustainability and growth of the economic development in various aspects, but very less authors have contributed their research on the awareness of the green finance. So I wanted to know that green finance is available from so long years back but also why the investors are not investing in the green finance.

### **4. CONTEXT OF THE STUDY**

Students in engineering and management institutions are the only ones considered for this analysis.

### **5. OBJECTIVES OF THE STUDY**

1. To understand about green finance
2. To know the awareness level of the green finance among the students
3. To understand the relationship between the education stream of the student and awareness of green Finance.

### **6. HYPOTHESIS**

Hypothesis – 1

H0:- There is no correlation between major and green-finance knowledge among college students.

H1:- The degree to which a student is aware of green finance varies significantly depending on the student's chosen field of study.

Hypothesis – 2

H0:- Awareness of green finance shows no significant differences across femininities.

H1 :- Awareness of green finance also varies significantly by gender.

### **7. RESEARCH METHODOLOGY**

The data is collected from the primary source and secondary source. The data which is collected personally and it is gathered from the structured questionnaire.

Research design: Exploratory design and Sample Size: After scrutinizing the responses 144(out of 200) Samples were found unbiased answers and answered all questions

Sampling: Convenient Sampling, Tool: Structured Questionnaire, Analytical tool: Chi Square Test

Secondary Data: The data which is collected through various secondary sources like, Textbooks, websites, Journals etc.

### **8. LIMITATIONS**

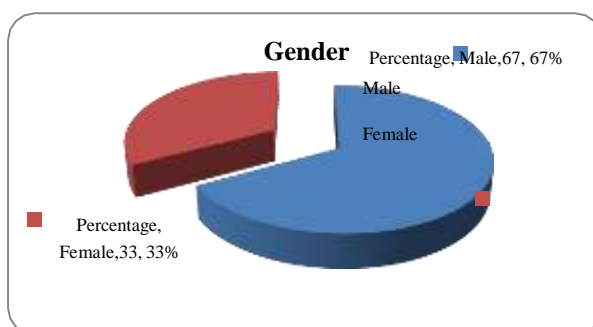
1. The major limitations of this research is time factor

2. The data analyzed may or may not give you the correct results to take decision
3. The data gathered is from part of the city and may not influence the total city students opining

## DATA ANALYSIS & INTERPRETATION

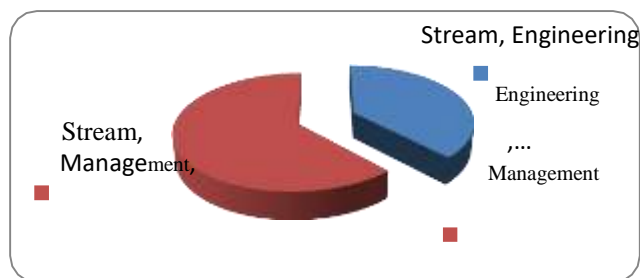
Gender  
 Male b. Female

S.no	Gender	Respondents	Percentage
1	Male	96	67
2	Female	48	33
	Total	144	100



Interpretation: From the above table and graph we can state that, 67% of the response is from Male students and 33% of the response is from Female students. In which stream are you studying?  
 A. Engineering b. Management

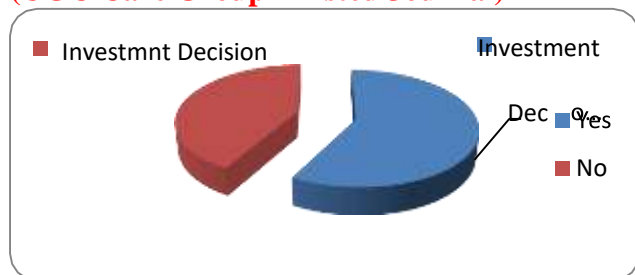
S.no	Stream	Respondents	Percentage
1	Engineering	55	38
2	Management	89	62
	Total	144	100



Interpretation: From the above table and graph we can state that, 38% of the response is from the Engineering Students and 62% of the response is from Management Students.

4. Will you take part in the investment decision in your family?
- a. Yes b. No

S.no	Investment Decision	Response	Percentage
1	Yes	83	58
2	No	61	42
	Total	144	100



Interpretation: From the above table and graph we can state that, 58% of the response will take part in the investment decision in your family and 42% of the response will not take part in the investment decision in your family.

5. While you invest in any financial instrument, would you prefer for the sustainable development?

a. Yes

b. No

S.no	Particular	Response	Percentage
1	Yes	69	48
2	No	75	52
	Total	144	100



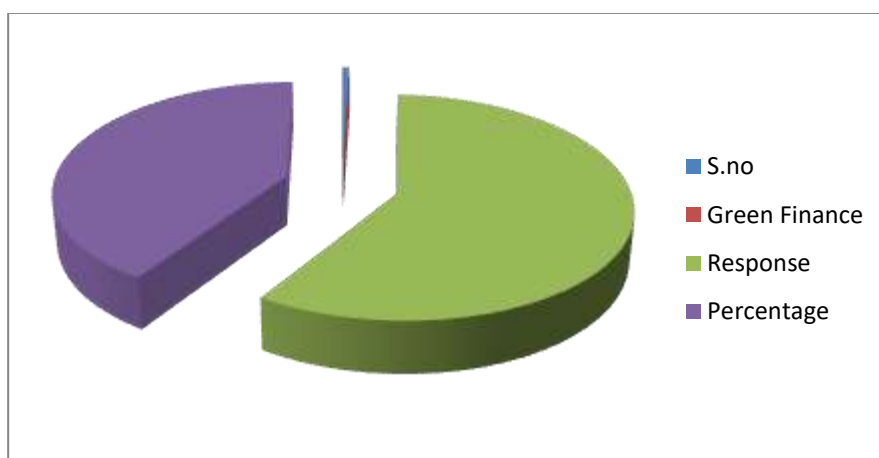
Interpretation: From the above table and graph we can state that, 52% of the response will consider the sustainable development while investing in any security and 48% of the response will not consider the sustainable development while investing in any security.

6. Are you aware of green finance/green banking?

a. Yes

b. No

S.no	Green Finance	Response	Percentage
1	Yes	109	76
2	No	35	24
	Total	144	100

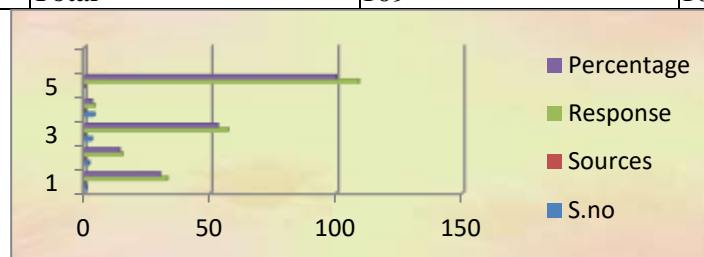


Interpretation: From the above table and graph we can state that, 76% of the response is aware of the green finance and 24% of the responses are not aware of the green finance

7. How did you come to know about the green finance/ green Banking?

- a. Financial institutions b. Stock Brokers c. Friends d. website

S.no	Sources	Response	Percentage
1	Financial Institutions	33	30
2	Stock Brokers	15	14
3	Friends/Faculties	57	53
4	Websites	4	3
	Total	109	100

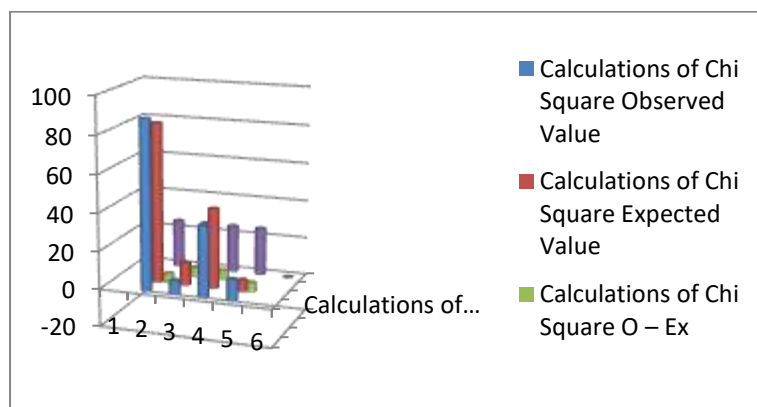


Interpretation: From the above table and graph we can state that, 53% of the responses are known about green finance from friends/faculties, 30% responses are known about green finance from Financial Institutions, 14% responses are known about green finance from Stock Brokers, 3% responses are known about green finance from Websites.

8. Which instrument are you aware more?

- a. Green Bonds b. Green Equities c. Green Loans d. Green Insurance

S.no	Instruments	Response	Percentage
1	Green Bonds	14	13
2	Green Equities	59	54
3	Green Loans	27	25
4	Green Insurance	9	8
	Total	109	100

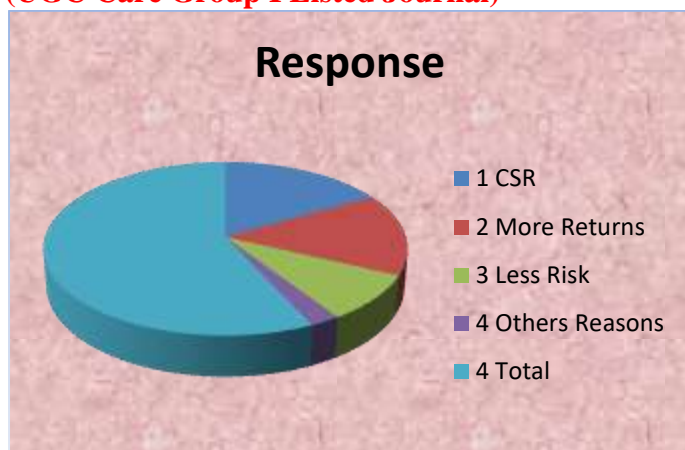


Interpretation: From the above table and graph we can state that, 54% of the responses known more about green equities, 25% of the responses known more about Green loans, 13% of the responses known about green Bonds and 8% of responses known about Green Insurance.

9. What is the main motive to look into the investment of green finance?

- a. CSR b. More Returns c. Less Riskd. other reason

S.no	Motive	Response	Percentage
1	CSR	42	39
2	More Returns	39	36
3	Less Risk	22	20
4	Others Reasons	6	6
	Total	144	100



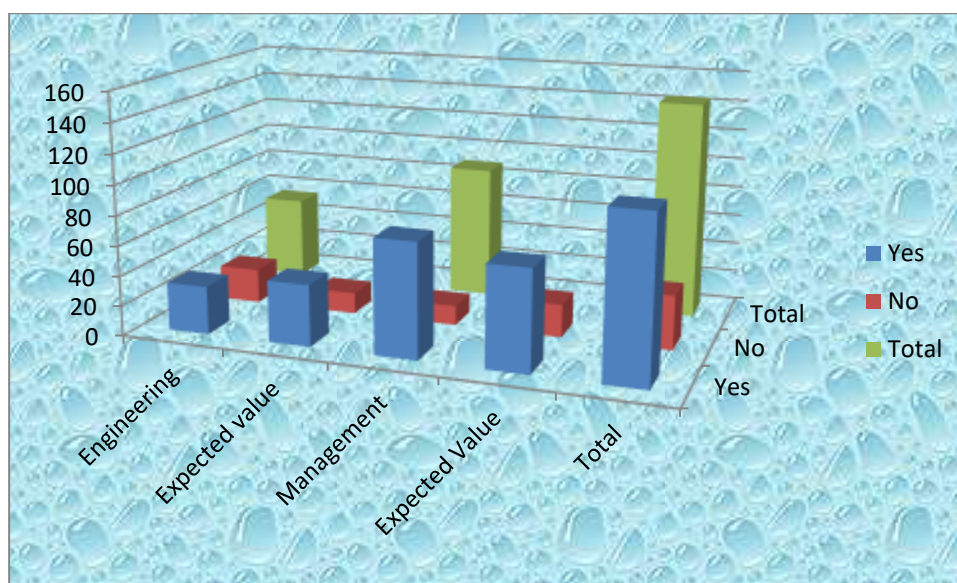
**Interpretation:** From the above table and graph we can state that, 39% of the responses motive to invest in Green finance is CSR, 36% of the responses motive to invest in Green finance is more returns, 20% of the responses motive to invest in Green finance is less risk, 6% of the responses motive to invest in Green finance is others.

### Chi Square test

Test of Hypthesis – 1

Education stream and Awareness of Green Finance/Green Banking

Green Finance	Engineering	Expected value	Management	Expected Value	Total
Yes	32	41	76	67	108
No	23	14	13	22	36
Total	55		89		144



### Calculations of Chi Square

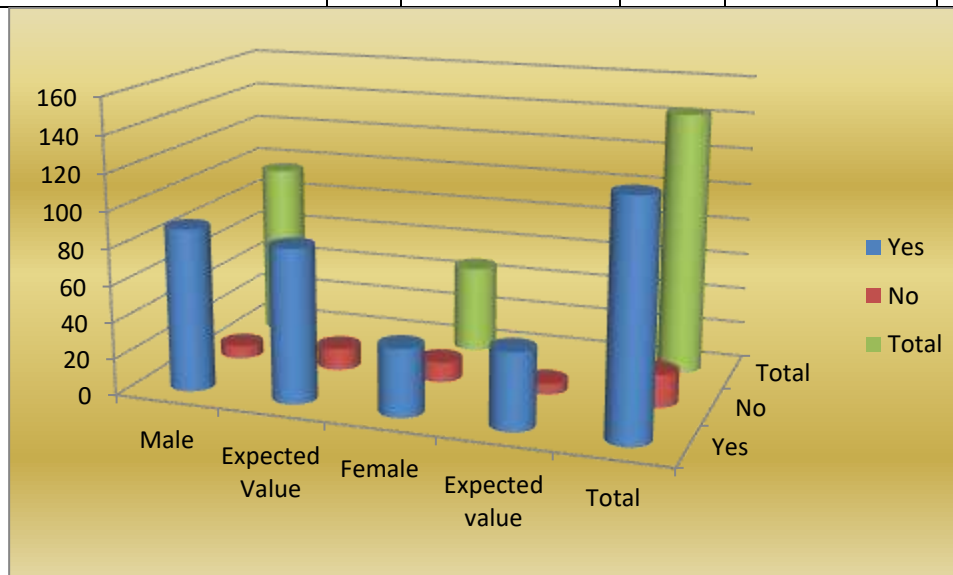
"Observed Value	Expected Value	O – Ex	(O – Ex) <sup>2</sup>	(O – Ex) <sup>2</sup> Ex
32	41	-9	81	1.98
23	14	9	81	5.79
76	67	9	81	1.21
13	22	-9	81	3.68
			Total	12.65"



**Degree of Freedom is 0.05 (table value is 3.841)**

**Interpretation:** From the calculations we can state that, the calculated value is more than the table value (i.e  $12.65 > 3.841$ ) so we reject the Null hypothesis and accept the alternative hypothesis. There is a significance difference between the Education stream and awareness of Green Finance  
**Test of Hypthesis – 2: Gender and Awareness of Green Finance/Green Banking**

Green Finance Awareness	Male	Expected Value	Female	Expected value	Total
Yes	89	84	37	42	126
No	07	12	11	6	18
Total	96		48		144



### Calculations of Chi Square

Observed Value	Expected Value	O – Ex	(O – Ex) <sup>2</sup>	(O – Ex) <sup>2</sup> / Ex
89	84	-5	25	0.30
07	12	5	25	2.08
37	42	-5	25	0.60
11	6	5	25	4.14
			Total	7.14"

From the calculations we can state that, the calculated value is more than the table value (i.e  $7.14 > 3.841$ ) so we reject the Null hypothesis and accept the alternative hypothesis. There is a significance difference between the Gender and awareness of Green Finance.

### 9. FINDINGS

- 67% of the response is from Male students and 33% of the response is from Female students
- 38% of the response is from the Engineering Students and 62% of the response is from Management Students.
- 58% of the response will take part in the investment decision in your family and 42% of the response will not takepart in the investment decision in your family.
- 52% of the response will consider the sustainable development while investing in any security and 48% of the response will not consider the sustainable development while investing in any security
- 76% of the response are aware of the green finance and 24% of the responses are not aware of the green finance
- 53% of the responses are known about green finance from friends/faculties, 30% responses are known about green finance from Financial Institutions, 14% responses are known about green finance from Stock Brokers, 3% responses are known about green finance from Websites

## **10. CONCLUSION**

This research imparts on green finance awareness among the students of engineering and management. As part of awareness of the green finance many students need to be educated more about it. There is some knowledge about the green finance to management students but in engineering students lacking in the knowledge about the green finance. So there should be more awareness programs among the green finance so that every investor can be influence towards the investment in green finance.

This article provided a survey of the literature on green finance and pointed the way toward promising new avenues of study. The research shows that green finance might have a major impact on the environment and society, but it faces several obstacles. These include a lack of public understanding, a lack of unified policy definitions and implementation, and a dearth of incentives for investors and financial institutions. Research is needed in several areas, including:

- (1) The association amongst green innovation and the risk-reward tradeoff.
- (2) The connection flanked by green investment and environmental change.
- (3) The affiliation between the private and public sectors in green financing.
- (4) The rapport between green finance, social finance, and digital finance.
- (5) The effect of regulation on green financing. There is a catch to this research.

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