2026 Volume: 02 Issue: 02 www.ijrpa.com ISSN 2456-9995 Review Article

International Journal Research Publication Analysis

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A STUDY ON GREEN FINANCE INVESTMENT

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Article Received: 18 January 2026
Article Revised: 07 February 2026
Published on: 27 February 2026

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DOI: https://doi-doi.org/101555/ijrpa.6193

ABSTRACT

The growing importance of climate change and sustainable development has led to the emergence of green finance as an integral component of international monetary systems. For the sake of environmental preservation, pollution reduction, and the establishment of a low-carbon economy, "green finance" refers to financial investments in sustainable development. The concept, scope, and significance of green finance investment are explored in this examination of the contemporary financial landscape. Investment vehicles such as ESG (Environmental, Social, and Governance) funds, sustainability-linked loans, and green bonds are explored in the paper, along with the factors that impact green investment patterns, such as legislative frameworks, banks, and investor behaviors. The study uses primary and secondary sources to examine the growth patterns, challenges, and opportunities of green financing in fostering sustainable development. The findings not only demonstrate the positive environmental effects of green investment, but they also suggest potential policy measures that may hasten its widespread adoption. The study's significant implications for understanding how financial strategies could be aligned with environmental aims may be useful for policymakers, investors, and financial institutions.

I - INTRODUCTION

Investments that take environmental factors into account are known as "green finance," and their goal is to promote long-term economic growth while reducing the negative effects of climate change and environmental deterioration. To put it simply, green financing refers to investments and loans that promote eco-friendly practices, such as buying green products or constructing green buildings.

As it can be costly to make the lifestyle and company adjustments needed to become green, green financing typically offers incentives to help with the expense of making these changes, such as moving to electric vehicles or improving home energy efficiency. Therefore, it can assist individuals and companies in making environmentally conscious purchasing and investment decisions.

The concept of green finance has now broken through to the general public. There will be a gradual shift toward buying and investing in eco-friendly alternatives as the risks connected with conventional products and services grow.

More and more green financing is being made available and accessible by banks. This allows them to engage in green enterprises and green projects like wind and solar farms. As a result, banks are crucial in facilitating the availability of capital for green initiatives, both for individuals and companies.

At the United Nations Climate Change Conferences (COP), where world leaders get together to devise strategies to sustain the earth, the significance of green funding in facilitating the shift to a low-carbon economy is often acknowledged. In 2015, at COP21 in Paris, world leaders committed to keeping warming below 2 degrees Celsius, ideally to 1.5 degrees, over pre-industrial levels. This was a big deal.

We are currently not on pace to achieve these targets on a global scale. Lack of funding to implement ideas for a low-carbon future is one of the biggest obstacles we are facing.

One component of green financing is climate finance. Public finance, in which wealthy nations pool their resources to support international initiatives to curb climate change, is the main focus here. More broadly, "green finance" refers to any and all monetary transactions that promote long-term environmental goals.

Significance of Green Finance

A fair transition to a low-carbon society requires the management of green finance, which, in short, may benefit everyone economically and environmentally.

By increasing the availability of green financing, more people and companies, particularly those on the margins of society, are able to purchase eco-friendly products and services. More equitable and inclusive growth results from this shift toward a low-carbon society.

It means that companies are getting more funding to assist them become more environmentally friendly. A "great green multiplier" effect can occur when this helps businesses expand, which in turn creates jobs, reduces carbon emissions, and stimulates the

economy. In this way, the environment and the economy both gain consistently. Everyone benefits in the end.

Statement of the problem

The Importance of Researching Green Finance Several urgent global concerns and the paramount importance of Rapidly increasing global temperatures, more frequent and severe weather events, and a general decline in biodiversity rank climate change among the gravest dangers mankind faces. Projects for adaptation and mitigation require large-scale expenditures immediately. Sustainable infrastructure, renewable energy projects, and other efforts to reduce emissions of greenhouse gases and environmental damage rely heavily on the financial sector to raise the enormous sums of money needed for these endeavors.

Scope of the Study

The study's scope describes its parameters, areas of concentration, and essential components with respect to Green Finance Investment. Instruments, market trends, players, policy frameworks, and difficulties are just a few of the important aspects of green finance that will be covered in this paper. The scope is outlined in detail below: Green finance legislation, investments, and trends will be covered worldwide in the study, with a focus on green finance hotspots including the Americas, Europe, and Asia-Pacific.

II - Objectives of the Study

- To understand the Green Finance Concept and Instruments
- To identify the key drivers and motivations to investors for investment behind Green Finance
- To assess the current role of Green Finance in Aditya Birla Capital
- To analyse the role of policies and regulatory frameworks
- To explore the challenges and barriers to Green Finance

III - Research Methodology

To accomplish the goals that have been established, the research technique that will be used for the study on Green Finance Investment with reference to Aditya Birla Capital will consist of a mix of qualitative and quantitative methodologies.

The data is collected from the Primary Source of Data and Secondary Source of Data.

Primary Data: The data is collected from the primary source through structured Questionnaire and Observations

Research Design: Exploratory Design

Sampling Design: Convenience Sampling

Sampling Procedure: Simple Random Sampling

Sample Size:124

Tool for Analysis: Structured Questionnaire

Secondary Data: The data is collected from the various secondary sources like Textbooks, Journals, Websites etc.

Limitations of the Study

- The data is gathered from the selected area of the people
- The data collected for the analysis may or may not provide accurate results
- The analysed data may not provide to take accurate decision making
- The sample collected for the analysis is very small

IV - Literature Review

Toward green growth in China: The role of green finance investment, technological capital, and renewable energy consumption by Feina Fu, Sana Ullah, (May 2023): The idea of green growth has recently evolved, and it plays an important role in limiting the negative effects of economic activity on the environment. Investment in green finance, technology capital, and renewable energy are the three factors that have been investigated in this study as potential drivers of green growth.

Evaluating Environmental, Social, and Governance Criteria and Green Finance Investment Strategies Using Fuzzy AHP and Fuzzy WASPAS by Xiaokai Meng, Ghulam Muhammad Shaikh, (April 20230: For green finance investment strategies to be successful, it is essential to assess and rank ESG variables. Nevertheless, decision-makers' preferences and evaluations might be characterized by ambiguity and uncertainty, and ESG criteria are diverse and complicated concepts that necessitate a dependable ranking system.

Assessing ESG Factors and Policies of Green Finance Investment Decisions for Sustainable Development in China Using the Fuzzy AHP and Fuzzy DEMATEL by Yuanyuan Li, Yindan Zhang , (Oct 2023): The detrimental effects of China's rapid economic growth and development on the environment are becoming more apparent to the country. Consequently, green financing and sustainable development are the country's primary concerns. Fuzzy analytical hierarchy process (AHP) and fuzzy decision-making trial and evaluation laboratory (DEMATEL) methods are utilized to assess the ESG (environmental,

social, and governance) aspects and policy alternatives for green finance investment choices in China. Sustainable investment in China may be better understood by applying the fuzzy AHP technique

Do banking sector development, economic growth, and clean energy consumption scale up green finance investment for a sustainable environment in South Asia: evidence for newly developed RALS co-integration by Mumtaz Ali, Mehdi Seraj, (April 2023): The world over, people are becoming more worried about climate change. There is a growing urgency to learn about the environmental impacts and do something about it. Here, the banking sector has an excellent opportunity to provide green financial solutions that can help prevent climate change and satisfy the demands of environmental groups fighting for the planet's survival.

Extreme and Sustainable Graph Processing for Green Finance Investment and Trading by Laurenţiu Vasiliu, Dumitru Roman, (Jan 2024): A sustainable, high-performance platform for extreme data processing is the goal of the Horizon Europe-funded Graph-Massivizer project. This article examines the constraints of financial market data for sustainable and environmentally friendly investments via the lens of a single use case.

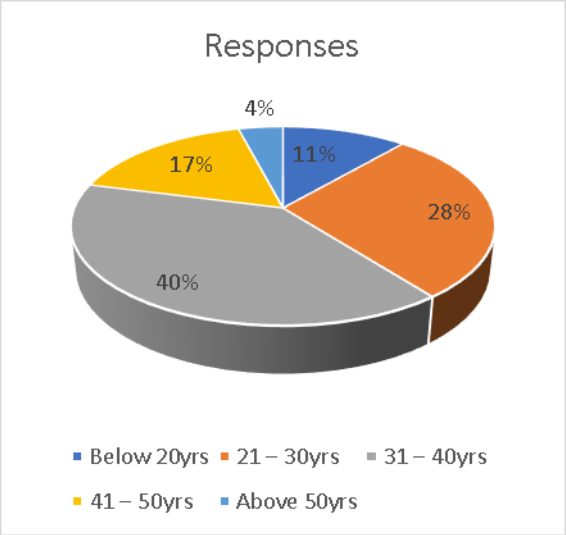
Extreme and Sustainable Graph Processing for Green Finance Investment and Trading by Laurentiu Alexandru Vasiliu, Dumitru Roman, (April 2023): In this work, we offer a case study that tackles the limitations of financial market data, including its small size, lack of historical context, and occasionally inaccurate and incomplete datasets with varying degrees of quality, scarcity, and cost. The goal of the case is to pave the way for the rapid, semi-automated generation of infinitely scalable, realistic, and commercially viable synthetic (extreme) financial datasets

V - Data Analysis

Age

a. Below 20yrs b. 21 – 30yrs c. 31 – 40yrs d. 41 – 50yrs e. above 51yrs

Age	Responses	Percentage
Below 20yrs	14	11
21 – 30yrs	35	28
31 – 40yrs	49	40
41 – 50yrs	21	17
Above 50yrs	5	4
Total	125	100



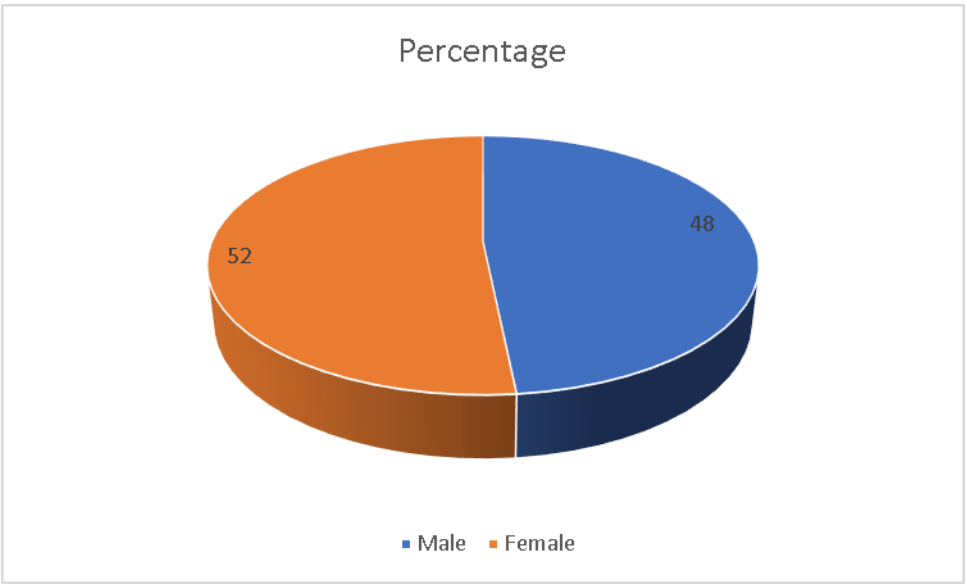
Interpetation

From the above table and graph we can state that, 11% of the responses age below 20yrs, 28% of the responses age is 21-30yrs, 40% of the responses age is 31-40yrs, 17% of the responses age is 41-50yrs, 4% of the responses age is above 50yrs.

Gender

a.Male b. Female

Gender	Responses	Percentage
Male	60	48
Female	64	52
Total	124	100



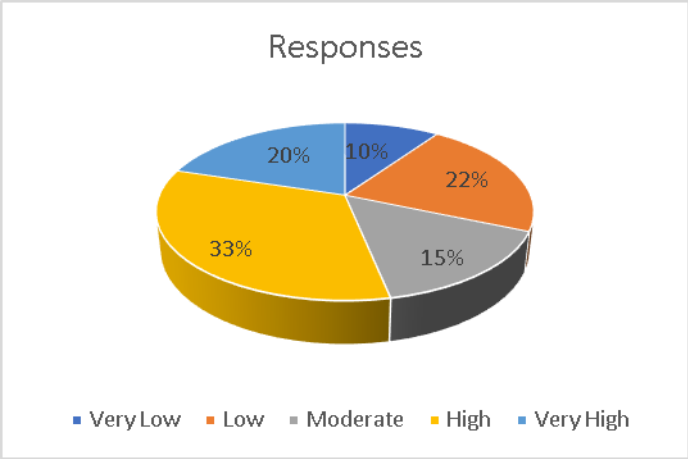
Interpretation

From the above table and graph we can state that, 48% of the responses are Male & 52% of the responses are Female

How would you rate the awareness of green finance on scale of 1(Very low) to 5(Very High)

a.Very low b. Low c. Moderate d. High e. Very High

Particulars	Responses	Percentage
Very Low	12	10
Low	27	22
Moderate	19	15
High	41	33
Very High	25	20
Total	124	100



Interpretation

From the above table and graph we can state that, 10% of the responses the awareness of green finance are very low, 22% of the responses rate low, 15% of there responses rate moderate, 33% of the responses rate High, 20% of the responses rate Very High.

Chi qaure Test

Hypothsis Test

Hypothesis – I

H0: There is no significnace relationship between Gender and awareness of Green Finance Instruments

H1: There is a significnace relationship between Gender and awareness of Green Finance Instruments

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
2. Gender * 9. How satisfied are you with your robo-advisor experience?	124	100.0%	0	0.0%	124	100.0%

2. Gender * 9. How satisfied are you with your robo-advisor experience? Crosstabulation

Count

		9. How satisfied are you with your robo-advisor experience?					
		Dissatisfied	Neutral	Satisfied	Very Dissatisfied	Very Satisfied	Total
2. Gender	Female	13	34	11	1	1	60
	Male	17	10	27	3	7	64
Total		30	44	38	4	8	124

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	25.759[a]	4	.000
Likelihood Ratio	27.298	4	.000
N of Valid Cases	124		
a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.94.			

Interpretation

The Chi-Square test results indicate a statistically significant association between the selected variables ($\chi^2 = 25.759$, df = 4, $p < 0.05$). Therefore, the null hypothesis of no association is rejected. This suggests that the variables are dependent on each other.

However, since 40% of the cells have expected frequencies less than 5, the results should be interpreted cautiously. Despite this limitation, the findings provide reasonable evidence of a significant relationship between the variables.

Hypothesis – II

H0: There is no significnace relationship between Age and awareness of Green Finance Instruments

H1: There is a significnace relationship between Age and awareness of Green Finance Instruments

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
1. Age * 9. How satisfied are you with your robo-advisor experience?	124	100.0%	0	0.0%	124	100.0%

1. Age * 9. How satisfied are you with your robo-advisor experience? Crosstabulation							
Count							
		9. How satisfied are you with your robo-advisor experience?					
		Dissatisfied	Neutral	Satisfied	Very Dissatisfied	Very Satisfied	Total
1. Age	25 - 34	10	11	4	0	0	25
	35 - 44	6	8	11	3	1	29
	45 - 54	0	2	9	0	3	14
	55 and above	0	3	6	0	0	9
	Under 25	14	20	8	1	4	47
Total		30	44	38	4	8	124

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40.504[a]	16	.001
Likelihood Ratio	45.032	16	.000
N of Valid Cases	124		
a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .29.			

Interpretation

- The **Chi-Square value = 40.504**
- **Degrees of freedom (df) = 16**
- **p-value = 0.001**

Since **p-value (0.001) < 0.05**, the result is statistically significant at the 5% level.

Conclusion:

We reject the Null Hypothesis (H_0) and conclude There is a significnace relationship between Age and awareness of Green Finance Instruments

VI - Findings

- 11% of the responses age below 20yrs, 28% of the responses age is 21-30yrs, 40% of the responses age is 31-40yrs, 17% of the responses age is 41-50yrs, 4% of the responses age is above 50yrs.
- 48% of the responses are Male & 52% of the responses are Female
- 12% of the reponses occuation is Students, 41% are Pvt Employees, 17% are Govt Employees, 30% are Business Persons.
- 6% of the responses educational qualification is 10+2, 30% of the responses are Undergraduate, 47% are Post Graduate, 17% are others.
- 100% of the responses are aware of the green finance.

- 10% of the responses the awareness of green finance are very low, 22% of the responses rate low, 15% of there responses rate moderate, 33% of the responses rate High, 20% of the responses rate Very High.
- 56% of the responses has invested in the green finance instrument, 44% of the responses have not invested on Green Finance instrument.
- 7% of the responses motivated to invest in Green finance Instrument for environmental concern, 13% of the responses says Better Return, 19% of the responses says Government subsidies, 15% says Social Responsibilities, 40% of the responses motivated by the financial advisors, 6% says others
- 40% of the responses are very likely to invest in the green finance instrument, 29% of the response are likely, 10% of the response are Neutral, 15% of the responses are Unlikely, 6% of the responses are Very Un likely.
- 23% of the responses Strongly agree for Green Finance contributes to environmental sustainability, 42% of the response agree for Green Finance contributes to environmental sustainability, 13% are Neutral, 15% of the response Disagree, 6% are strongly disagree
- 28% of the responses Strongly agree for Green Investments offer Competitive Financial Returns, 40% of the response agree for Green Investments offer Competitive Financial Returns, 11% are Neutral, 12% of the response Disagree, 9% are strongly disagree
- 19% of the responses Strongly agree for transparency of Green Finance Products, 33% of the response agree for transparency of Green Finance Products, 23% are Neutral, 15% of the response Disagree, 10% are strongly disagree
- 23% of the responses Strongly agree for Government Policies influence my decision to Investment in Green Finance, 42% of the response agree for Government Policies influence my decision to Investment in Green Finance, 9% are Neutral, 15% of the response Disagree, 11% are strongly disagree
- 23% of the responses Strongly agree for Investing more if Invesor had better knowledge about green finance, 42% of the response agree for Investing more if Invesor had better knowledge about green finance, 13% are Neutral, 15% of the response Disagree, 6% are strongly disagree
- lack of awareness is most barriers for the investors to invest in greenfinance instruments

VII - Suggestions

- To fund renewable energy, energy efficiency, sustainable transportation, and other green initiatives, you can buy green bonds issued by the government or private companies.
- Funding for renewable energy projects that use sun, wind, hydro, or biofuels directly. Particularly in India's semi-urban and rural areas, opportunities exist in decentralized and utility-scale models.
- To invest in companies that care about the environment, social responsibility, and governance, as well as sustainable energy, look for funds that have a sustainability mandate.
- Sustainable agriculture, reforestation, carbon farming, and new agricultural technology are all areas that might need financial backing.
- Think about forming alliances with ecologically conscious farming startups.
- Smart grids, eco-housing, or buildings with green certifications are good investments.
- Possible long-term value in real estate is enhanced by properties that meet IGBC or LEED standards.

VIII - CONCLUSION

A revolutionary change toward coordinating monetary flows with ecological preservation and climatic objectives is green finance investment. Investors may achieve both short-term financial success and long-term social and environmental sustainability by directing their funds into green bonds, renewable energy, sustainable agriculture, and other ESG-aligned securities. Green investments are going to be a big part of most people's financial plans as sustainable finance gets more and more attention and support from regulators throughout the world. Green finance is the bedrock of an inclusive and resilient economy, and for stakeholders (governments, banks, businesses, and individuals) to make the most of their influence, they must work together, be creative, and dedicate themselves to this cause.

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