

A Gender-Based Study on the Awareness Level of Green Financial Instruments amongst the Students in the Kolkata Region of West Bengal

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Abstract: Green finance is now a buzzing trend for achieving better level of sustainability. The paper attempts to measure the awareness level of green finance and the related green financial instruments amongst the college students of Kolkata region of West Bengal. It also attempts to find out any differences between the genders of the students in regard to know how about various green financial instruments. The study finds out that differences exist between male and female students when it comes to understanding the purpose, performance and prevalence of green financial products. The major limitation of the study is that only a limited area could be explored to gather the students and subjects were chosen from Kolkata, West Bengal only. The study will help the Government to identify the awareness level of overall green finance amongst future potential investors and thereby can undertake actions to encourage them to invest in green products.

Keywords: Green Finance, Sustainability, Student Awareness, Green Financial Products, Financial Instruments

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