Manuscript ID:
TIJCMBLIR-2026-030120

Volume: 3

Issue: 1

Month: February

Year: 2026

E-ISSN: 3065-9191

Submitted: 15 Jan 2026

Revised: 20 Jan 2026

Accepted: 10 Feb 2026

Published: 28 Feb 2026

Address for correspondence:
Monali Dipak Ganbote
Research scholar Research Center ADT's Shardabai Pawar Mahila Arts, Commerce and Science College Shardanagar, Tal-Baramati, Dist Pune
Email:
monaliganbote@gmail.com

DOI: 10.5281/zenodo.19159855

DOI Link:
https://doi.org/10.5281/zenodo.19159855

Eco-Friendly Banking in Rural Pune: A Case Study of Cooperative Societies

Monali Dipak Ganbote[1] Dr. Mangesh Subhash Phutane[2] Dr. Sadashiv Vitthal Umbardand[3]
[1]Research scholar Research Center ADT's Shardabai Pawar Mahila Arts, Commerce and Science College Shardanagar, Tal- Baramati, Dist Pune
[2] Research Guide, Research Center,ADT's Shardabai Pawar Mahila Arts, Commerce and Science College Shardanagar, Tal- Baramati, Dist Pune
[3]Professor (A.S.C. College,Indapur)

Abstract

In recent years the banking industry has gradually realized the importance of sustainability and eco-friendly practices. In places like Pune district in Maharashtra, cooperatives really do make a difference. They help people access banking, assist in providing credit to farmers and promote development in rural communities. This paper examines the role of cooperative credit societies in rural Pune in adopting eco-friendly banking practices, from digitization to green lending. This paper brings forward the convergence of business, technology and sustainability, specifically addressing the role of rural banking in meeting the challenges of both collaboration and sustainability. The study uses descriptive analysis to discuss initiatives such as paperless transactions, solar powered branches, promotion of sustainable agricultural loans and environmental protection awareness campaigns. Data from cooperatives in Pune show that eco-friendly banking is not just a dream, it actually saves money and is in line with global sustainability goals. Of course, there are still obstacles such as limited digital information, lack of infrastructure and funding problems. But despite these challenges, these societies are gradually moving towards greener ways of doing business. Research shows that eco-friendly banking is gaining ground in rural Pune. This is not only good for the environment; This actually strengthens cooperatives, encourages green businesses and brings India closer to its environmental goals.

Keywords*: eco-friendly banking, cooperatives, rural Pune, sustainability, green finance, commerce perspective*

Introduction

Pune district is located in western Maharashtra, right in the middle of the state's culture. It is a mixture of tradition and new ideas. The city of Pune always makes headlines as a fast-moving, modern place, but once you cross the city limits, everything changes. The villages here still run on farming, local industries and a real sense of community. Cooperatives aren't just some background detail — they put things together for farmers, artisans, and small business owners who need loans or a safe place to park their savings. Cooperative Credit Society in Rural Pune These credit societies are not your typical banks. The members run the show, and the whole point is to help each other – get loans, save money, keep the business going. In rural Pune, you will find these committees working side by side with sugar factories, dairies and local producers' groups. The whole idea is to come together so that everyone can move forward. Over the years, cooperatives have been focused on getting more people into banking and boosting the local economy. Now, as climate change becomes harder to ignore, they have also started paying attention to the environment. You see them cutting paper, installing solar panels, supporting green projects, moving towards digital transactions – pretty much anything that reduces their environmental footprint.

Objectives of study

1. To investigate what eco-friendly banking tricks cooperative societies in rural Pune actually use.
2. To find out how these steps change things for sustainability and local business.
3. Digitalize the things that get in the way as society tries to go green.
4. Suggest ways to strengthen green banking in rural areas.

How to Cite this Article:
Ganbote, M. D., Phutane, M. S., & Umbardand, S. V. (2026). Eco-Friendly Banking in Rural Pune: A Case Study of Cooperative Societies. The International Journal of Commerce Management and Business Law in International Research, 3(1), 103–106. https://doi.org/10.5281/zenodo.19159855

Scope of the Study

This study focusses on cooperative credit societies in pune district's rural talukas like Baramati, Indapur, Shirur, and Daund. It looks at how they bring eco-friendly ideas into their buildings, daily routines, and lending. The focus stays tight—no commercial banks or microfinance groups in the mix.

Methodology

A. Primary and secondary data collection

To really get what's going on, the study pulls from interviews with cooperative managers and members—fresh stories, straight from the source. It also digs through reports, government releases, and academic research for the bigger picture.

B. Sample Collection

The sample covers 10 different societies across the talukas.

C. Data analysis,

For analysis of the data lines up in tables and charts, showing the green practices at each society.

Limitations

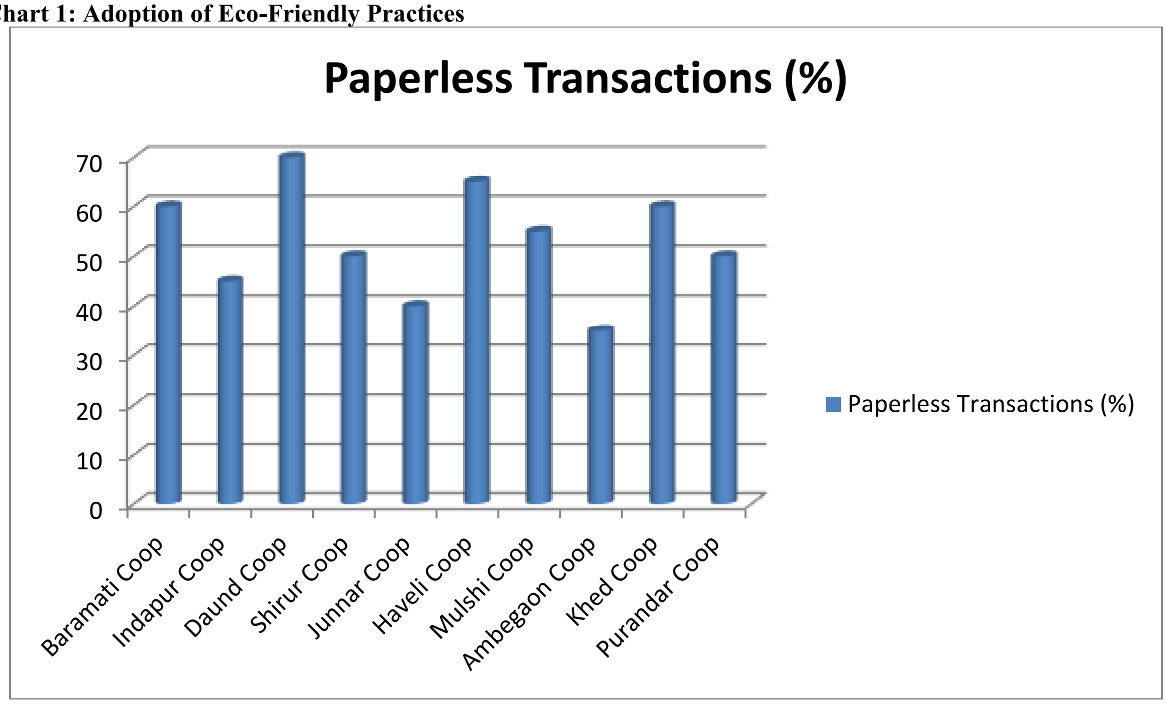
The study only covers a handful of societies, mostly because time was short. It means a lot on what people say about their own groups, and there's not much consistency in how each society handles going green. So, the results give you a snapshot, not the full story.

Descriptive Data Analysis

Table 1: Eco-Friendly Practices in Selected Cooperative Societies (Sample of 10 Societies)

Society Name	Paperless Transactions (%)	Solar Energy Usage	Green Loan Schemes	Awareness Programs Conducted
Baramati Coop	60	Yes	Yes	5
Indapur Coop	45	No	Yes	3
Daund Coop	70	Yes	No	4
Shirur Coop	50	Partial	Yes	2
Junnar Coop	40	No	No	1
Haveli Coop	65	Yes	Yes	6
Mulshi Coop	55	Partial	Yes	3
Ambegaon Coop	35	No	No	2
Khed Coop	60	Yes	Yes	4
Purandar Coop	50	Partial	Yes	3

Chart 1: Adoption of Eco-Friendly Practices



Bar Chart: Paperless transaction percentages across societies highlight leaders (Daund, Haveli) versus laggards (Ambegaon, Junnar).

- **Paperless Transactions:** Average 53% across societies
- **Solar Energy Usage:** 40% societies fully adopted, 30% partially, 30% not adopted
- **Green Loan Schemes:** 70% societies offer loans for sustainable agriculture or renewable energy

- **Awareness Programs:** Average 3.3 programs per society annually

a. **Paperless Transactions**

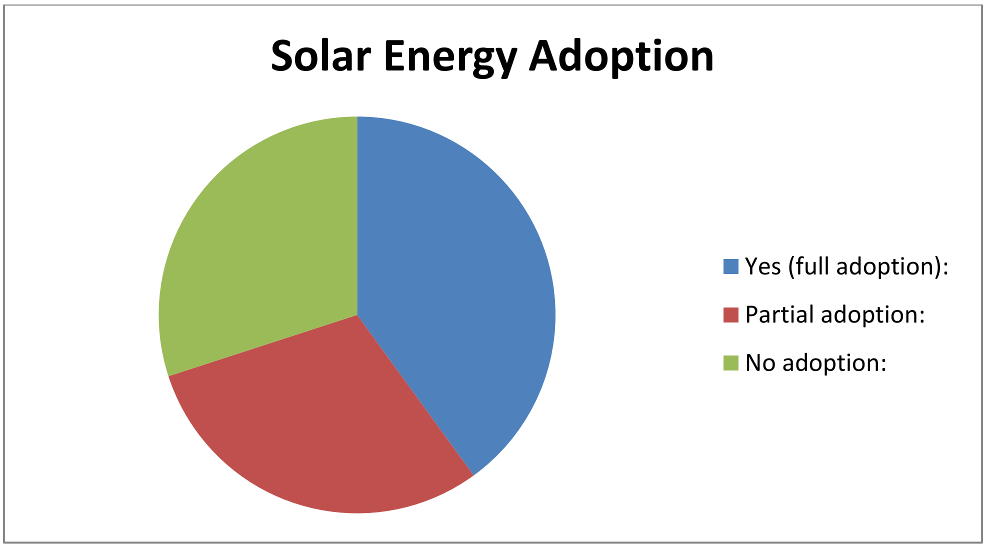
- **Mean adoption:** 53%
- **Median adoption:** 52.5%
- **Standard deviation:** 11.1%
- **Range:** 35% (Ambegaon) to 70% (Daund)

Interpretation: More than half of cooperative societies have crossed the 50% threshold in paperless transactions, indicating strong progress toward digitalization. However, the spread shows uneven readiness, with some societies lagging significantly.

b. **Solar Energy Adoption**

Yes (full adoption):	**40%**
Partial adoption:	**30%**
No adoption:	**30%**

Interpretation: Solar energy adoption is promising but uneven. Larger, financially stronger societies (Baramati, Haveli, Khed, Daund) are leading, while smaller ones struggle with upfront costs.



Pie Chart: Distribution of solar adoption shows a near-equal split between adopters and non-adopters, reflecting infrastructural disparities.

c. **Green Loan Schemes**

- **Societies offering green loans:** 70%
- **Societies not offering:** 30%

  Interpretation: Green lending is widely embraced, especially for sustainable agriculture and renewable energy projects. This demonstrates alignment with eco-friendly commerce goals.

d. **Awareness Programs**

- **Average programs per society:** 3.3 annually
- **Highest:** Haveli (6 programs)
- **Lowest:** Junnar (1 program)

  Interpretation: Awareness programs remain underutilized. While some societies are proactive, most conduct fewer than 3 programs per year, limiting community engagement.

Finding

1. More than half of societies have gone paperless – Digitalization is at the forefront when it comes to eco-friendly practices.
2. Solar energy is not becoming popular everywhere. Larger societies are more likely to invest in things like solar panels or other renewable technology.
3. Green loan schemes are a hit, especially for projects involving sustainable farming.
4. There are not many awareness programs out there, so it is quite clear that communities need more engagement.
5. The main barriers are digital skills, money and poor infrastructure.

Conclusion

Eco-friendly banking is just Starting to take root in Pune Rural, but it is moving in the right direction. Cooperatives are gradually bringing sustainability into their daily operations and trying to respect old-school values while facing today's environmental challenges. Sure, there are hurdles like technical glitches and tight budgets – but the shift to digital, an emphasis on renewable energy, and the rise of green lending show that these rural banks can help run sustainable businesses. If we want eco-friendly banking to really take off in rural Maharashtra, we need stronger awareness efforts, more government support and concrete support to help these communities develop their skills.

Acknowledgment

I express my sincere gratitude to all those who have directly and indirectly contributed to the successful completion of this research work titled *"Eco-Friendly Banking in Rural Pune: A Case Study of Cooperative Societies."*

I am deeply indebted to my Research Guide, **Dr. Mangesh Subhash Phutane**, Research Center, ADT's Shardabai Pawar Mahila Arts, Commerce and Science College, Shardanagar, Tal-Baramati, Dist. Pune, for his continuous guidance, valuable suggestions, and constant encouragement throughout the study. His academic insight and constructive feedback greatly enriched the quality of this research.

I also extend my heartfelt thanks to **Dr. Sadashiv Vitthal Umbardand**, Professor, A.S.C. College, Indapur, for his academic support and expert advice during the preparation of this research work.

I sincerely acknowledge the managers and members of the selected cooperative credit societies in Baramati, Indapur, Shirur, Daund, and other rural talukas of Pune district for their cooperation, time, and valuable information provided during interviews and data collection.

Financial support and sponsorship

Nil.

Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

References

1. Deshmukh, V. (2023). Case study on cooperative societies in Pune
2. Maharashtra Government. (2023). Pune District Statistical Handbook. Directorate of Economics and Statistics.
3. Gupta, R. (2020). Environment-Friendly Practices in Indian Banking.
4. ICICI Foundation. (2021). Stability in rural finance. ICICI Foundation for Inclusive Growth.
5. Joshi, M. (2022). Financial Inclusion in Rural Maharashtra.
6. Kulkarni, P. (2021). Agricultural and cooperative societies in Maharashtra.
7. National Federation of Cooperative Societies. (2022). annual review
8. National Bank for Agriculture and Rural Development. (2022). Green Finance Initiative
9. OECD. (2020). Sustainable Development and Finance. Organisation for Economic Cooperation and Development.
10. Patil, S. (2022). Role of cooperative societies in rural development.
11. Reserve Bank of India. (2023). Report on Co-operative Banking in India.
12. Sharma, A. (2020). Digital transformation in rural banking.
13. Singh, R. (2021). Green Banking Practices in India. Journal of Commerce and Sustainability, 1(1), 45-60.
14. United Nations Environment Program. (2021). Green Economy Report.
15. World Bank. (2021). Sustainable Finance in Emerging Economies. World Bank Publications.