

Exploring Mythological Themes In The Concept Of "Green Banking"

Munnu Prasad V.^{1*} And Dr. Nethravathi K.²

^{1*}Research Scholar And Assistant Professor, School Of Allied Healthcare And Sciences, Jain (Deemed-To-Be-University), Whitefield Campus, Bengaluru-560017, India

^{2*}Research Guide And Professor In Commerce, School Of Commerce, Jain (Deemed-To-Be) University, Jayanagar Campus, Bengaluru, India

Abstract:

The notion of "Green Banking" is a contemporary term that embodies the fusion of finance and environmental consciousness. In recent years, financial institutions worldwide have adopted various strategies to integrate sustainability into their operations, promoting environmentally friendly practices. This paper delves into the intriguing question of whether the concept of "Green Banking" harbors any mythological themes. By considering myths from different cultures alongside the principles and practices of sustainable finance, we aim to uncover potential connections and shed light on the deeper narratives underlying this modern financial ethos.

Keywords: #Mythological, #Green Banking, #Finance, #Environmental Consciousness, #myths

Date of Submission: 08-04-2024

Date of Acceptance: 18-04-2024

I. Introduction:

The financial world is undergoing a significant transformation with the emergence of sustainable finance as a key player in global markets. One of the prominent facets of this transformation is the concept of "Green Banking," which encompasses financial institutions' efforts to align their operations with environmental sustainability goals. While "Green Banking" primarily exists within the realms of finance and ecology, it is intriguing to explore whether there are underlying mythological themes that shape its narrative.

Mythology, with its rich tapestry of stories and archetypes, often reflects humanity's deepest values, fears, and aspirations. In this paper, we embark on a journey to investigate whether the principles and practices of "Green Banking" resonate with mythological motifs. By examining myths from diverse cultures alongside the core tenets of sustainable finance, we aim to uncover parallels, draw insightful comparisons, and explore the possibility of mythological underpinnings within the realm of financial sustainability.

1. The Mythological Archetypes of Nature:

Mythologies across cultures often depict nature as a powerful force intertwined with the lives of gods, heroes, and mortals. Nature is personified, revered, and sometimes feared in these tales, embodying both abundance and destruction. In the same vein, "Green Banking" emphasizes the importance of preserving and nurturing the environment, viewing it as a valuable resource that must be protected for future generations.

Case Study: Gaia and the Earth Charter: The Greek myth of Gaia, the primordial goddess of the Earth, parallels the modern-day Earth Charter's principles of ecological integrity and respect for nature. Just as Gaia symbolizes the interconnectedness of all living beings, "Green Banking" promotes financial practices that acknowledge the intricate web of relationships within ecosystems.

2. The Hero's Journey Towards Sustainability:

Mythological heroes embark on epic quests, facing challenges and trials to bring about positive change and restore balance to the world. Similarly, the transition towards sustainable finance requires a heroic effort from financial institutions to navigate complexities, overcome obstacles, and champion environmentally responsible practices.

Case Study: Hercules and the Clean Energy Investment: Drawing inspiration from the myth of Hercules, who performed twelve labors to atone for his sins, we can analogize financial institutions' endeavors to invest in clean energy projects. Like Hercules' labors, these investments represent a significant undertaking to mitigate environmental harm and promote renewable resources.

3. The Symbolism of Transformation and Renewal:

Mythological themes often revolve around cycles of transformation, death, and rebirth. Likewise, "Green Banking" embodies a vision of transformation within the financial sector, advocating for a shift towards sustainable investments, renewable energy, and eco-friendly practices.

Case Study: Phoenix and Sustainable Investments: The myth of the Phoenix, a bird that cyclically regenerates from its ashes, finds resonance in the realm of sustainable finance. Investments in renewable energy projects and green technologies symbolize a rebirth of financial practices, moving away from fossil fuels towards a more sustainable future.

4. The Moral Imperative and Ethical Leadership:

Mythological tales frequently convey moral lessons and the importance of ethical conduct, often embodied by wise leaders and divine beings. Similarly, "Green Banking" underscores the ethical imperative for financial institutions to act responsibly towards the environment and society.

Case Study: Odin and Ethical Governance: In Norse mythology, Odin, the wise and far-seeing god, embodies the qualities of ethical leadership and responsible governance. Financial institutions that embrace "Green Banking" principles can be seen as modern-day stewards, heeding the call for ethical conduct and sustainable decision-making.

II. Conclusion:

In exploring the potential mythological themes within the concept of "Green Banking," we have uncovered intriguing parallels and symbolic resonances between ancient tales and modern financial practices. From the archetypal reverence for nature to the heroic quest for sustainability, mythological motifs offer a lens through which we can understand the ethos of "Green Banking" in a deeper context.

While "Green Banking" primarily operates within the realms of economics and ecology, its underlying narratives seem to echo age-old stories of balance, transformation, and ethical stewardship. By recognizing these mythological underpinnings, we gain a broader perspective on the significance of sustainable finance and the profound cultural currents that shape our approach to environmental responsibility.

As financial institutions continue their journey towards a greener future, the exploration of mythological themes serves as a reminder of the timeless wisdom embedded in our collective stories. Just as myths have guided civilizations through epochs of change, so too can they inspire us on the path towards a more sustainable and harmonious relationship with the natural world.

References:

- [1] Campbell, J. (1949). *The Hero With A Thousand Faces*. Pantheon Books.
- [2] Eliade, M. (1958). *Patterns In Comparative Religion*. Sheed & Ward.
- [3] Homer. (8th Century Bce). *The Odyssey*.
- [4] Jung, C. G. (1968). *The Archetypes And The Collective Unconscious*. Princeton University Press.