

## EXPLORING THE ROLE OF GREEN FINANCING IN SUSTAINABLE INFRASTRUCTURE: A STUDY AMONG THE COLLEGE STUDENTS IN PUDUCHERRY

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### **ABSTRACT**

*Green financing plays a pivotal role in fostering sustainable infrastructure, addressing pressing environmental challenges while promoting economic growth. This research explores the awareness, perception, and understanding of green financing among students in Puducherry, aiming to assess their readiness to support and engage with sustainable development initiatives. A survey was conducted among 50 students from diverse academic disciplines to evaluate their knowledge of green finance tools, such as renewable energy investments, carbon credits, and environmental impact funds. The findings indicate limited awareness but a strong willingness to learn and participate in sustainable financial practices. The study emphasizes the importance of incorporating green finance concepts into educational programs to build a more informed and environmentally conscious generation. These insights can guide future policy and curriculum development, fostering a culture of sustainability among young individuals.*

**KEYWORDS:** Sustainability, Low Carbon, Green Bonds, Climate Change, Eco Friendly, Sustainable Infrastructure And Development, Waste Management, Renewable Energy and Transportation, Recycling