

# A Review on Sustainable Finance

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## ABSTRACT

It has been observed that traditional market models focus on short-termed efficient and effective utilization of natural, social, human resources and financial measures in organizations rather than focusing on long-term organizational sustainability. But in recent times there is a need of integrating environmental, social and governance (ESG) criteria into the business practice to maintain a long-term growth, so investors are investing not only for financial returns but also keep an eye to environmental or social issues. The concept of sustainable development has been highlighted as a most important concept in the business world today. It is considered as an imperative parameter to measure the success and failure of the companies and provides an insight to the investors and stakeholders. It enables individuals and companies to meet their current needs without hampering the environment for the future generations. The approach of impact investment is followed and quantified to evaluate a project. This paper gives an insight on the various aspects of research done in area of sustainable finance with their view points.

**Keywords:** Sustainable finance, environmental, social and governance

