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**A Study of Socially Responsible Investment (SRI) Avenues Among  
Institutional Investors**

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**ABSTRACT**

Socially Responsible Investment (SRI) refers to investment strategies that consider not only financial returns but also social, environmental, and ethical factors. In recent years, institutional investors such as pension funds, mutual funds, insurance companies, and asset management firms have increasingly adopted SRI approaches to promote sustainable and responsible business practices. These investors recognize that long-term financial performance is closely linked with environmental protection, social welfare, and good corporate governance. Institutional investors explore various SRI avenues to align their investments with ethical and sustainable objectives. Common SRI avenues include investments in environmentally sustainable companies, renewable energy projects, green bonds, and companies that follow strong corporate governance standards. Investors may also avoid or exclude industries that negatively impact society, such as tobacco, weapons, or companies involved in environmental pollution. Another approach is Environmental, Social, and Governance (ESG) investing, where companies are evaluated based on their ESG performance before making investment decisions. Through SRI avenues, institutional investors can influence corporate behavior by encouraging companies to adopt responsible and sustainable practices. This approach not only supports social and environmental development but also reduces long-term investment risks. As global awareness about sustainability continues to grow, socially responsible investment has become an important strategy for institutional investors seeking both financial returns and positive societal impact.