

A  
Project Report

On

**“A STUDY ON OPPORTUNITIES AND CHALLENGES OF RETAIL  
BANKING IN BRAMHAPURI TEHSIL”**



SUBMITTED TO

**GONDWANA UNIVERSITY, GODCHIROLI**

In Partial Fulfillment of the Requirement for the Award of the Degree of  
Master of Commerce



**SUBMITTED BY**

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**2023- 2024**



## CERTIFICATE

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For the academic Session 2023-2024 completed our project entitled on **"A Study on Opportunities and Challenges of Retail Banking in Bramhapuri Tehsil"** under the Guidance of **Prof. Akash S. Meshram**

This project report is being submitted to Gondwana University, Chandrapur in the Partial Fulfillment for the Degree of Master of Commerce.

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Internal Examiner

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## DECLARATION

This work represented in this project is conducted during Academic Session  
2023-2024

**Under the supervision of**

**Prof. Akash Meshram**

(M.Com., M.Phil., SET)

**Nevjabai Hitkari College,  
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This work has been submitted to any other Degree or Diploma to any other  
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## ACKNOWLEDGEMENT

With immense pride and sense of gratitude, we take this golden opportunity to express our sincere regard to Respected Principal **Dr. Dhananjay H. Gahane**.

We are extremely thankful to our project guide **Prof. Akash S. Meshram** for his guidelines throughout the project, we tender our sincere regard to him for giving us outstanding guidance, enthusiastic suggestion and invaluable encouragement which helped us in the completion of the project

We will fail in our duty if we do not thank the non-Teaching staff of the college for their cooperation.

We would like to thank all those who helped us in making this project complete and successful.

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# Chapter 1

## Introduction

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# **"A Study on Opportunities and Challenges of Retail Banking in**

## **Bramhapuri Tehsil"**

### **Chapter 1**

#### **Introduction**

##### **1.1 Introduction**

Retail banking is when a bank executes transactions directly with consumers, rather than corporations or other banks. Services offered include savings and transactional accounts, mortgages, personal loans, debit cards, and cards. Today, retail banking is being considered as one of the most innovative financial services provided by the various commercial Public Sector Banks (PSBs), private sector and foreign banks. Retail banking has a huge potential considering the growing demand for its products namely, term deposits, consumer durable loans, auto loans, debit cards, credit cards, ATM facilities, insurance, online banking, etc. The growing sector of retail lending has contributed significantly to the development of the economy. Like other developed countries, India too, has a developed retail banking sector which accounts for one-fifth of all banks' credit. Retail lending across the globe has been a showcase of innovative services in the commercial banking sector. Countries, like China and India, have emerged as potential markets with changing investment opportunities. The higher growth of retail lending in emerging economies can be attributed to the rapid growth

of personal wealth, favorable demographic profile, rapid development in information technology, the conducive macroeconomic environment, financial market reforms and small micro-level supply side factors. The retail banking strategies of banks are among the main undergoing a major transformation, as banks are beginning to adopt a mix of strategies like organic growth acquisition and alliance formation. This has resulted in a paradigm shift in the marketing strategies of the banks. PSBs are adopting aggressive strategies, leveraging their branch network to garner a large share of the retail market.

This article attempts to highlight the prospects and the future role of retail banking in India. Retail banking is widely recognized as an important factor for the economic development of a country. Retail banking helps the Indian banking industry by providing a wide range of innovative services. Retail loans are estimated to have accounted for nearly one-fifth of all bank credit. Over the past few years the housing sector is experiencing a boom in its availability of credit. The retail loan market has decisively transformed from a seller's market to a buyer's market. The days are gone when getting a retail loan was difficult.

All the above statements bring out the speed of development that retail banking is experiencing in India. Retail banking is a very wide term that refers to the dealings of commercial banks with individual customers, both on liabilities and assets side. Mortgages, loans (e.g., personal/housing, auto and educational) on the asset side are

the more important products offered by the banks. Related ancillary services include credit cards and depository services.

## **1.2 Indian Banking System**

Banks are among the main participants of the financial system in India. Banking offers several facilities and opportunities. Banking in India originated in the last decades of the 18th Century. The oldest bank in existence in India is the State Bank of India, a government owned bank that traces its origin in June 1806. It is the largest commercial bank in the country today.

There are three different phases in the history of banking in India.

1. Pre-Nationalization Era
2. Nationalization Stage
3. Post liberalization Era

### **Pre-Nationalization Era:**

In India the business of banking and credit was practiced even in very early times. The remittance of money through Hundies, an indigenous credit instrument, was very popular. The hundies were issued by bankers known as Shroffs, Sahukars, Shahus or Mahajans in different parts of the country.

## Organizational Structure of Banks in India

In India banks are classified in various categories according to different criteria.

The following charts indicate the banking structure.

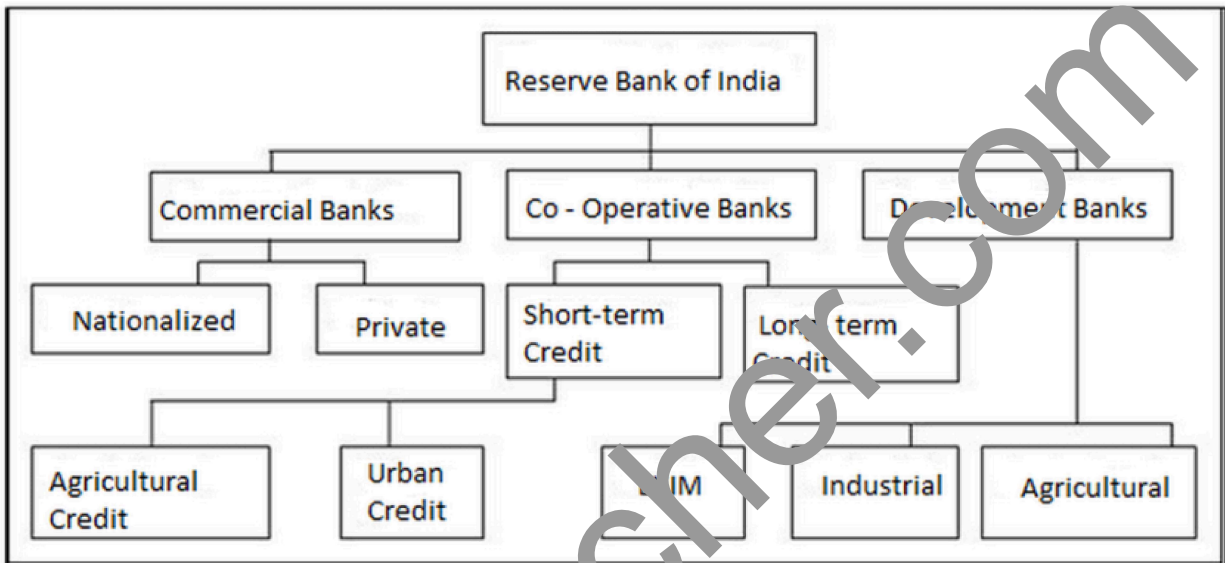


Fig.1.1. Organizational Structure of Banking in India

### Broad classification of banks in India:

**1. The RBI:** The RBI is the supreme monetary and banking authority in the country and has the responsibility to control the banking system in the country. It keeps the reserves of all scheduled banks and hence is known as the "Reserve bank".

### 2. Public Sector Banks:

- State Bank of India and its Associates (8)
- Nationalized Banks (19)
- Regional Rural Banks sponsored by Public Sector Banks(196)

### **3. Private Sector Banks:**

- Old generation private banks (22)
- Foreign new generation private banks (8)
- Banks in India (40)

### **4. Co-operative Sector Banks:**

- State cooperative banks
- Central co-operative banks.
- Primary agriculture credit societies
- Land development banks.
- State land development banks

### **5. Development banks**

Development banks mostly provide long term finance for setting up industries. They also provide short term finance (for export and input attitude)

- Industrial finance corporation of India (IFCI)
- Industrial Development Bank of India (IDBI)
- Industrial Investment Bank of India (IIBI)
- Small Industrial Development Bank of India (SIDBI)
- National Bank for Agriculture and Rural Development (NABARD)

### **1.3 Export Import Bank of India**

During the early part of the 19th Century, the volume of foreign trade was relatively small. As the trade expanded, the need for banks of the European type was felt and the government of the East India Company took interest in having its own bank. The first banks were the general banks of India, which started in 1786, and the Bank of Hindustan; both of these are now defunct. The oldest bank in existence in India is the State Bank of India, which originated in the name of Bank of Calcutta in June 1806. It almost immediately became the Bank of Bengal and included as one of the three Presidency Banks. The other two being the Bank of Bombay and the Bank of Madras. All the three banks were established under charters from the British East India Company. For many years the Presidency Banks acted as quasi- central banks, as did their successors. The three banks were merged in 1925 to form the Imperial Bank of India, which later on became the State Bank of India. The swadeshi movement witnessed the birth of several indigenous banks including the Punjab National Bank, Bank of Baroda and Canara Bank. In 1955, the Reserve Bank of India was established under the Reserve Bank of India Act as the Central Bank of India.



**Chapter 2**

**Retail Banking in India**

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## Chapter 2

### Retail Banking in India

All over the world, there is a shift in the economy from the manufacturing to the service sector. The contribution of banking to the service economy is duly recognized. Banking industry includes a number of businesses such as corporate banking, investment banking, wealth management, capital market etc. Retail banking is another segment of the banking industry. It is a typical mass-market banking characterized by a large customer base and a large volume of transactions. There is a high level of Related ancillary co-operation between banks, retailers, customers and consumers in this segment.

Retail banking has brought in a drastic makeover in the overall banking scenario in India. The exceptional improvement in the banking system in India is a result of strong initiatives taken up by both the government and private companies.

Retail Banking has been the new focus of the banking industry across the world. The emergence of new economies and their rapid growth has been the most important contributing factor behind this resurgence in Retail Banking. Changing lifestyles, fast improvement in information technology, other service sectors and increasing levels of income have contributed to the growth of retail banking in countries like India that are developing at a good pace. In India the Retail Banking scenario has been the market



changing from a seller's market to a buyer's market.

Retail banks offer services like account opening, credit card, debit card, ATM, internet banking, phone banking, insurance, investment, stock broking and so on.

Retail banking refers to the dealing of commercial banks with individual customers, both on liabilities and assets sides of the balance sheet. Fixed/current/saving accounts on the liabilities side, and mortgages loans (e.g, personal, housing, auto and educational on the assets side), are the important products offered by banks. Related ancillary services include credit cards or depository services. Retail banking refers to provision of banking services to individuals and small businesses where the financial institutions are dealing with a large number of low value transactions. This is in contrast to wholesale banking where the customers are large, often multinational companies, governments and government enterprises and the financial institutions deal in small numbers of high value transactions. Retail banking can be defined as---

"Retail banking is typically mass - market banking where individual customers use local branches of larger commercial banks. Services offered include savings and checking accounts, mortgages, personal loans, debit cards, credit cards and so".

The concept of Retail Banking is not new to banks but is now viewed as an important and attractive market segment that offers opportunities for growth and

profits. Retail banking and retail lending are often used as synonyms but in fact, the latter is just part of retail banking. In retail banking all the needs of individual customers are taken care of in a well - integrated manner.

Retail banking in the country is characterized by multiple products, multiple channels and multiple customer groups. This multiplicity of the roles played by the retail bankers adds to the excitement as well as the challenges faced by the bankers.

### **Multiple Products**

- The products included in retail banking are--
- Various types of deposits/accounts.
- Credit and debit cards
- Loans (Personal, Auto, Housing etc.)
- Insurance, mutual funds etc.

### **Multiple channels of distribution**

- Internet banking
- Mobile banking
- Call centers

### **Multiple Customer Groups**

- Individual customers
- Petty businesses
- Small and Medium Enterprises (SMEs)

The Indian Banks are competing with one another to grab a pie of the retail banking sector, which has tremendous potential as retail loans constitute only 8 % of GDP in India, whereas their percentage is about 35% in other Asian economies. Retail banking environment today is changing fast. The changing customer demographics demands to create a differentiated application based on scalable technology, improved service and banking convenience. Higher penetration of technology and increase in global literacy levels has set up the expectations of the customer higher than never before. Increasing use of modern technology has further enhanced reach and accessibility.

The market today gives us a challenge to provide multiple and innovative contemporary services to the customer through a consolidated window so as to ensure that the bank's customer gets "Uniformity and Consistency" of service delivery across time and at every touch point across all channels. The pace of innovation is accelerating and the security threat has become prime for all electronic transactions. High cost structure rendering mass-market servicing is prohibitively expensive. Present day tech-savvy bankers are now more looking at reduction in their operating costs by adopting scalable and secure technology thereby reducing the response time to their customers so as to improve their client base and economies of scale.

The solution lies in market demands and challenges lies in innovation of new offering with minimum dependence on branches - a multi-channel bank, and to eliminate the disadvantage of an inadequate branch network. Generation of leads to cross sell and creating additional revenues with utmost customer satisfaction has become focal points worldwide for the success of a Bank. Traditional lending to the corporate is slow moving along with high NPA risk, treasure profits are now losing importance; hence Retail Banking is now an alternative available for the banks for increasing their earnings. Retail Banking is an attractive market segment having a large number of varied classes of customers. Retail Banking focuses on individual and small units. Customized and wide-ranging products are available. The risk is spread and the recovery is good. Surplus deployable funds can be put into use by the banks. Products can be designed, developed and marketed as per individual needs.

Currently retail banking is helping the banks in boosting their profit. As reported in Financial Express, 'the banking sector witnessed growth during the period ended June 2010 with their growth rising at 54.8%'. A rise in commercial and retail lending rates, growth in fee-based income and lower provisioning helped banks boost their profits.

## **2.1 Features of Retail Banking**

One of the prominent features of Retail Banking products is that it is a volume driven business. Further, Retail Credit ensures that the business is widely dispersed among a large customer base unlike in the case of corporate lending, where the risk may be concentrated on a selected few plans. Ability of a bank to administer a large portfolio of retail credit products depends upon such factors:

### **Strong credit assessment capability**

Because of the large volume, good infrastructure is required. If the credit assessment itself is qualitative, then the need for follow up in the future reduces considerably.

### **Sound documentation**

A latest system for credit documentation is necessary pre-requisite for healthy growth of credit portfolio, as in the case of credit assessment. This will also minimize the need to follow up at a future point of time.

### **Strong processing capability**

Since large volumes of transactions are involved, today transactions, maintenance of backups is required. Regular constant follow-up purchasing Ideally, follow up for loan repayments should be an ongoing person process. It should start from customer

enquiry and last till the loan is repaid fully.

### **Skilled human resource**

This is one of the most important prerequisites for the efficient management of a large and diverse retail credit portfolio. Only highly skilled and experienced man power can withstand the river of administering a diverse and complex retail credit portfolio.

### **2.2 Scope for Retail Banking in India**

1. All round increase in economic activity.
2. Increase in the purchasing power. The rural areas have the large purchasing power at their disposal and this is an opportunity to market Retail Banking.
3. India has 200 million households and 400 million middle class population. More than 90% of the savings come from the household sector. Falling interest rates have resulted in a shift. "Now People Want To Save Less And Spend More."
4. Nuclear family concept is gaining much importance which may lead to large savings, large number of banking services to be provided day-by-day.
5. Tax benefits are available, for example, in case of housing loans the borrower can avail tax benefits for the loan repayment and the interest charged for the loan.

### **2.3 Significance of Retail Banking**

- Retail deposits are stable and constitute core deposits.
- They are interest insensitive and less bargaining for additional interest.

- They constitute low cost funds for the banks.
- Effective customer relationship management with the retail customers built a strong customer base.
- Retail banking increases the subsidiary business of the banks.
- Retail banking results in better yield and improved bottom line for a bank.
- Retail segment is good revenue for funds deployment.
- Consumer loans are presumed to be of lower risk and NPA perception.
- Helps economic revival of the nation through increased production activity.
- Improves lifestyle and fulfills aspirations of the people through affordable credit.
- Innovative product development credit.
- Retail banking involves minimum marketing efforts in a demand driven economy.
- Diversified portfolio due to huge customer base enables banks to reduce their dependence on few or single borrowers.
- Banks can earn good profits by providing non fund based or fee based services without deploying their funds.

Chapter 3

Research Methodology

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## Chapter 3

### Research Methodology

#### 3.1 Research Meaning

Research in simple language refers to research for knowledge one can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact research is an out of scientific investigation. The advanced learner's dictionary of current English lays down the meaning of research as "A careful investigation or inquiry especially through search for new facts in any branch of knowledge.

➤ **Research Methodology:**

Research methodology is a systematic way to solve a problem. It is a science to study how research is to carried out essentially the procedure by which researcher goes about their work of describing, explaining and predicting phenomena are called "Research Methodology"

#### 3.2 Definition.

Research is as a careful critical inquiry or examination in seeking or principles diligent investigation in order to ascertain something."

-WEBSTER'S

"Research is a structural inquiry that utilizes acceptable scientific methodology to solve problems & creates new knowledge that is generally applicable."

-GRINEI

### **3.3 Method of Data Collection**

The present study required a considerable amount of data. In order to collect the most appropriate data from the respondents the primary data is collected by following method:

#### **3.3.1 PRIMARY DATA:**

**1. Observation Method:** - In this method a good report establishment of respondent with researcher plays a very important and major role. The researcher is present in the industry from where he makes observations and from there he collects the relevant data according to the careful observation of respondents state of mind, integrity of thought, emotional stigma attached, aggressive and other related tendencies and the physical posture of the respondent forms the core of this observation method.

**2. Interview Method:** - It is a systematic method by which one person enters more or less imaginatively into the inner life of another who is generally a comparatively stranger for me.

**3. Questionnaire:** - It is the method by which we can make a group of workers by dividing them in various subjects or asking them questions about their lifestyle and their problems. This method is popularly used in the industries to find out the majority of the people like their job or how much they are happy with their wages and other welfare facilities.

### **3.3.2 SECONDARY DATA**

The secondary data for this study was obtained from the related literature and other data present in the company's records on the subject, and formal and informal discussions. The literature, related to the research topic includes:

1. Books related to Material Management (MM), Personnel Management and Industrial relations.
2. Journals and periodicals for the comprehensive opinion of eminent and intelligent writers/authors.
3. Company magazines, magazines and other house journals of the company.
4. Study papers presented during the discussion and information sessions held inside the institute and during work.

### **3.4 Universe of the Study**

Retail Branch Banking in Chandrapur District taken as the universe of the study.

### **3.5 Sample Size:**

The investigation covers the aim of a study on Retail banking respondents whose sample consists of 100 respondents in Retail Branch Banking in Chandrapur District.

### **3.6 Sampling Technique:**

The sampling technique for the present study is a simple random sampling method.

### **3.7 Sample Method**

Non-Probability Sampling methods is applied for the Researcher

### **3.8 Hypothesis of the Study:**

- A. Consumers Behaviour on the choice of banking service provider is not significantly influenced by promotion, family, friends & past experience.
- B. Consumers Behaviour on choice of banking service provider is significantly influenced by promotion, family, friends & past experience.

# Chapter 4

## Data Analysis and Interpretation

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## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION

Table No 1

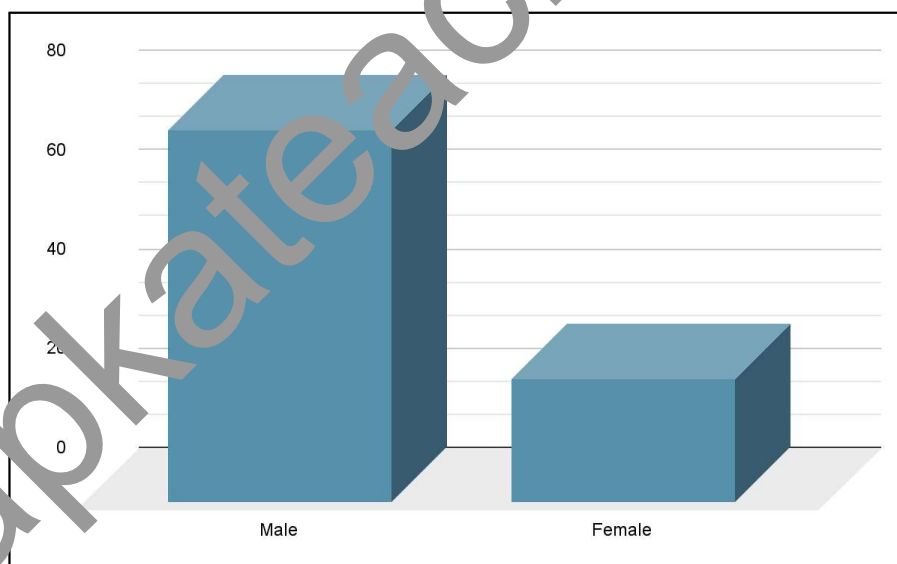
Gender of Respondents

Gender	Frequency	Percentages
Male	35	75%
Female	15	25%
Total	50	100%

Source: Survey data, 2023

Graph No. 1

Gender of Respondent



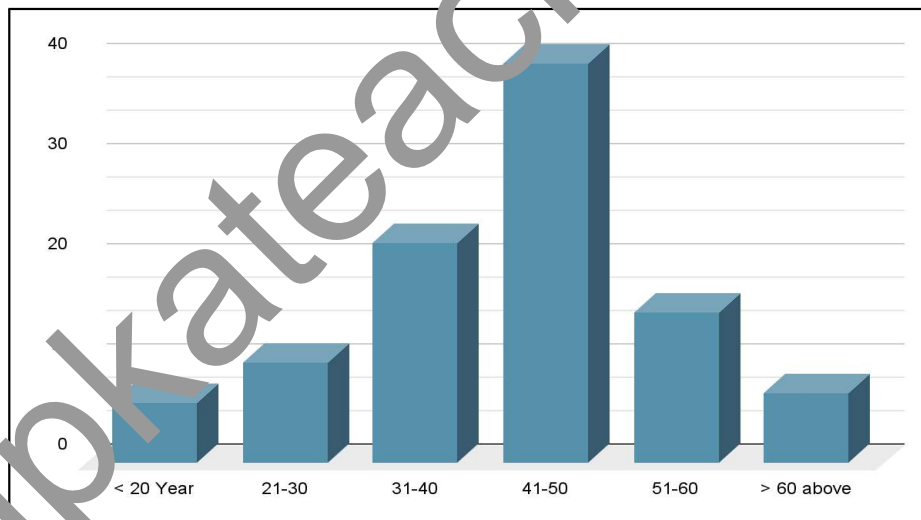
According to table 4.1, there are 50 respondents, out of them 15 are female and 35 are male respondents. That sample consists of 25% of female respondents and 75% of male respondents.

**Table No 2**  
**Age of respondents**

Categories	Frequency	Percentages
<20 year	8	5%
21-30	10	5%
31-40	12	20%
41-50	14	40%
51-60	3	15%
>60 above	2	15%
Total	50	100%

Source: Survey data, 2023

**Graph No.2**  
**Age of Respondent**



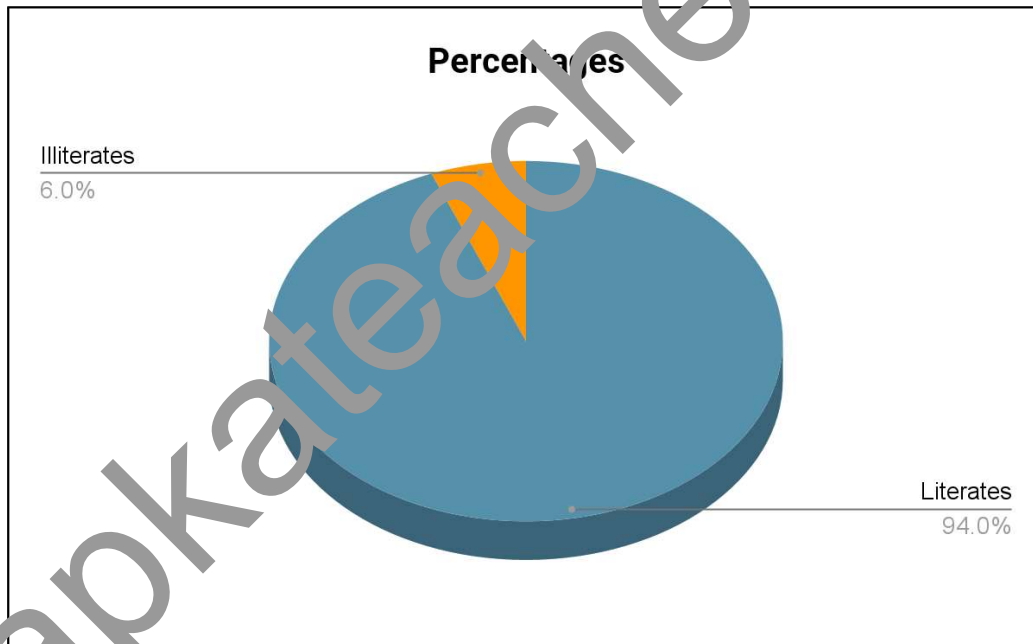
Age distribution of respondents is presented in table 4.2 it shows that most of respondents are in Age categories of 41-50. That is 14% of respondents, 40 are in age categories of 60 or older.

**Table No. 3**  
**Literacy of respondent**

Categories	Frequency	Percentages
Literates	35	94%
Illiterates	15	6%
Total	50	100%

Source: Survey data, 2023

**Graph No. 3**  
**Literacy of respondent**



According to table 5.3, there are 100 respondents, out of them 15 are Illiterates and 35 are Literates respondents. That is, the sample consists of 6.4% of Illiterates respondents and 93.6% of Literates respondents.



Chapter 5  
Finding, Conclusion and  
Suggestion

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## Chapter 5

### Finding, Conclusion and Suggestion

#### 5.1 Finding

- Customers of Retail Banking having good knowledge about products and services like Annuity & retirement schemes, currency exchange schemes, safe deposit locker services, credit card, Digi cash, net cash and m- Cheque.
- Customers of Retail Banking having good knowledge about products and services like farmers deposit schemes, housing deposit scheme, Automatic extension deposit, currency exchange schemes, gold schemes, ATMs, EFT, Internet banking, Tele banking, mobile banking, debit card, Demat Account, e-invest.
- It is found from the collected data that Retail Banks are doing best to communicate about their innovative products and services to the customers. Banks have adopted best marketing practices to educate and inform customers about all traditional products and services.
- Customers of all the bank categories don't have much more knowledge about CRR & SLR ratio which indicates customers are unaware about the impact of these ratios on
- interest rates levied on them for various loans and received by them on various deposits.

- Because banks are not sharing any public message related to impact of RBI regulation on banks.
- All the bank's customers are equally aware about interest rates and loan charges that indicate each bank category is competitive enough to inform their competitive interest rates and loan charges to attract & retain the customers. Because of that for these products they are putting transparent and frequent promotional efforts.
- Retail Banks customers are more aware about all the charges like account handling, debit-credit & ATM cards, cheque book-pass book, internet banking services, demat account handling which indicates cooperative banks are more transparent in sharing their lower charges rates and through this they compete and attract the people.
- Customers of Banks selected their bank because most of them find comfort with its layout, physical facilities, availability of services like ATMs-tele-mobile online banking and convenient banking hours.
- Customers of Retail Banks are more interested in availability of advanced services. They selected their bank because they found a number of branches in different areas, banking hours and comfortable banking layouts. So they are more concentrated for service reach and hours.

- Most of the customers of Retail Banks get more informed about their banks & its products through friends. So, putting efforts behind framing positive word of mouth would be a better option for this type of bank. T.V. Advertisement, newspapers, poster display, pamphlets, mobile and internet are the most used media/tools by the en customers to get aware about banks and their services.
- Most of the customers of Retail banks don't find convenience in speedy & standardize services with reduced paperwork. But they find good customized services & simplicity in their services as well as operations. Most of the customers of different categories are aware about physical evidence like logos, financial reports, calendars used by the banks.

## **5.2 Conclusion: -**

The new initiatives taken by the banks in the various areas are appreciable. They have achieved commendable progress but not much change is discernible in the mindset of staff. The financially excluded people have lot of mistrust and suspicion in putting their hard-earned money into the bank. They need education and guidance by people in whom they have trust and confidence. They need to be constantly persuaded to open bank accounts and help from the bank staff in completing the formalities for opening bank accounts. Thereafter, they also need help in future

transactions. Holding frequent education camp in the presence of the members of village panchayat and opinion leaders along with the bank staff for opening accounts are some of the steps which may go a long way in the matter. In the ultimate analysis, it is the effort and eagerness of the branch staff in approaching the financially excluded people and also in creating trust in their mind being critical requirements to enhance the coverage of financial inclusion. The warmth of reception and help they receive when they enter a bank branch office for opening the account and the quality and care of after sale service offered by the banks are equally important. Thus, the banks will have to devote considerable attentions towards training and development of the staff in acquiring marketing skills and orientation of their mind set. A lot has been done, a lot more remains to be done.

### **5.3 Suggestion**

There is a need for constant innovation in retail banking. In bracing for tomorrow, a paradigm shift in bank financing through innovative products and mechanisms involving constant upgradation and revalidation of the banks' internal systems and processes is called for. Banks now need to use retail as a growth trigger. This requires product development and differentiation, innovation and business process reengineering, micro-planning, marketing, prudent pricing, customization,

customization, technological upgradation, home / electronic / mobile banking, cost reduction and cross-selling.

While retail banking offers phenomenal opportunities for growth, the challenges are equally daunting. How far the retail banking is able to lead growth of the banking industry in future would depend upon the capacity building of the bank to meet the challenges and make use of the opportunities profitably. However, the kind of technology used and the efficiency of operations would provide the much-needed competitive edge for success in retail banking business. Furthermore, in all these customers' interest is of paramount importance. The banking sector in Chandrapur District is demonstrating this and we all do hope they will continue to chart in this trading path.

- The bank has to reduce operational cost, enhance income and at the same time strengthen customer relationships.
- Target the weaker sections of the community and take the quicker action of implementation.
- Banks must concentrate and identify where the funds can be mobilized in an appropriate manner.
- The bank has to make plans and policies which attract the customers.

- Create the awareness of the existence and availability of support services among the customers.

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- The Times of India
- The Economic Times
- Business Today [Magazine]
- 

### Contact:

- Personal Contact

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# Questionnaire

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## Questionnaire

1) Give your bank a fascinating ATM. Is it sufficient for you ?

(Yes/No)

2) Does your bank provide other facilities than an ATM?

(Yes/No)

3) Are your bank employees humble to serve you?

(Yes/No)

4) Does your bank provide any loan scheme to you?

(Yes/No)

5) Is your bank A/C providing a favorable interest rate on Deposits?

(Yes/No)

6) Your bank provides facilities on their savings deposit A/C?

(Yes/No)