

ANALYSIS REPORT ON HOW INDIAN BANKING SYSTEM OPERATES

Submitted in partial fulfilment of the requirement for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTION OF SCIENCE AND TECHNOLOGY (DEEMED TO
BE UNIVERSITY)**

Accredited with grade "A" by NAAC

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SOWMIYA.T 42410130** who carried out the Project Training “**ANALYSIS REPORT ON HOW INDIAN BANKING SYSTEM OPERATES**” under my supervision from January 2023 to March 2023.

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ABSTRACT

The trajectory of the banking sector in India has undergone a significant evolution, encompassing historical phases from colonial times to contemporary developments. This study delves into the dynamic landscape of Indian banking, examining its resilience and adaptability over the years. Despite the advent of technology transforming operational methodologies, the fundamental principles of trust and public confidence persist. With a focus on the last decade, the paper explores the unprecedented growth in Indian banking marked by accelerated loan development, enhanced profitability, and a noteworthy decrease in non-performing assets.

The research also investigates the impact of advanced technical tools on banking operations and customer literacy levels in India. Emphasizing the role of the Reserve Bank of India (RBI), the study underscores the necessity of modern banking practices for effective monetary policies. The year 2021 and 2022 have witnessed substantial growth in the Indian banking sector, with financial statements reflecting robust performance amid global challenges, notably the COVID-19 pandemic. The paper suggests that maintaining vigilance over restructured asset slippages is crucial for sustained growth. In the theoretical background, the historical roots of modern banking in India are traced back to the 18th century, with institutions like the Bank of Hindustan and the General Bank of India paving the way. The State Bank of India (SBI), established in 1806, stands as a testament to the enduring legacy of Indian banking. The consolidation of three banks into the Imperial Bank of India in 1921, later becoming the SBI in 1955, represents a pivotal moment in the sector's history.

Before delving into the historical narrative, the paper provides a comprehensive definition of banking, emphasizing its role as an establishment for the safekeeping of money and facilitation of lending and investment. Various perspectives from scholars like P.A. Samuelson, R P Kent, Kinley, and Professor Sayers contribute to a nuanced understanding of the multifaceted nature of banking. The data is analyzed using statistical tools and tested for its validity and reliability. In summary, this paper aims to contribute to the understanding of the historical roots, contemporary dynamics, and future prospects of the banking sector in India, with a particular focus on technological advancements and their impact on operations and customer literacy.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

The banking business in India has a vast history that spans traditional banking operations from the time of the British to the reformist period, the nationalization to bank privatization, and presently a rising number of foreign banks in India. As a result, banking functions in India had a long journey. With the passage of time, the banking sector in India has also reached new heights.

The introduction of technology has resulted in a change in the way banks operate.

Nonetheless, the core characteristics of banking, such as trust and public confidence in the institution, remain constant. The majority of banks are still successful in maintaining the trust of their shareholders and other stakeholders. Despite this, the banking sector in India has been one of the few to preserve resiliency. Over the last decade, Indian banking has grown at a breakneck pace. It is clear that the faster rate of loan development, rising profitability, and productivity comparable to banks in developed economies, decreased incidence of non-performing assets, and emphasis on financial inclusion have all led to Indian banking being dynamic and powerful. Indian banks have begun to rethink their growth strategy and reassess the opportunities available to keep the economy moving. In this paper, an attempt has been made to review various operations and customer's literacy level towards the advanced technical tools used in banks of India.

An effective monetary policy in any nation requires not only an advanced and cohesive money market organization, additionally modern banking practices and enhanced operational effectiveness within the framework of the nation's long-term goals for its overall growth. The RBI of India interacts with the financial sectors of the economy through the monetary market, as it does so by adjusting the liquidity in markets and therefore affecting the price and accessibility of credit which the bank accomplishes its goals. The Indian banking sector is resilient to this point in 2021 and 2022 with banks showing solid growth on their financial statements due to an overall rise in loans. Following the COVID-19-induced vigilant spike up, deposit

growth stopped. Better asset quality, higher profit margins, as well as better buffers for capital indices proved the extent to which they were successful. Looking forward, a more comprehensive distribution of the policy interest rate climb in order to satisfy credit demand, rates of deposit may increase deposit growth.

Restructured asset slippages must be attentively monitored.

THEORETICAL BACKGROUND

Modern banking in India began in the mid-18th century. The Bank of Hindustan, founded in 1770 and dissolved in 1829-32, was among the first banks, as was the General Bank of India, founded in 1786 but failing in 1791.

The (SBI) is the largest and oldest bank still in operation. In mid-June 1806 it was founded and began operations as the Bank of Calcutta. It was called the Bank of Bengal in 1809. The Bank of Bombay, established in 1840, and the Bank of Madras, established in 1843, were the other two banks established by a presidential government. The three banks combined in 1921 to become the Imperial Bank of India, which became the SBI in 1955 after India's independence.

Banking

Before delving deeper into the roles and roots of banking in India, it's essential revisiting some of the key concepts of what comprises a bank.

The Oxford English Dictionary defines the semantic idea represented by the word 'bank' as "an establishment for safekeeping of money received from one of its customers." Banking is defined as "the embracing, for the intent of lending or investment, of deposits of money from the public, repayable on request or otherwise, and withdrawal by cheque, draft, order, or otherwise" in of the Regulation of Banking Act, 1949. It is reasonable to refer to any organization that performs this job as a bank. According to P.A. Samuelson, banks are organizations that "serve its clients and in turn receive perquisites in different forms." R P Kent provides yet another definition of a bank, stating that it "is a financial institution which acts as an agent and deals in loans and advances." Academician. Banks are defined as "establishment(s) where individuals make advancements of money as may be required and safely made, and to which people entrust money when not required by

them for use" by Kinley and Professor Sayers, respectively. "Collects cash from those who have it left over or who are saving it out of their paychecks and lends the money so gathered to those who require it," according to Crowther, is what constitutes a bank. Each of these many definitions clarifies the essence and extent of the banking industry.

Reforms and Indian Banking Sector

The goal of the massive 1990s reforms was to transform the banking industry into a modern, dependable, and efficient financial system that could support the country's continued economic growth (Chadha, 2017). This necessitated a change in emphasis away from growth, deposit mobilization, and credit deployment and toward maximizing productivity and profitability, primarily through the use of induction technology. Since the nationalization of banks in the late 1960s, there has been a notable trend of expansion in the banking industry. The goal of the reform regime was to direct the effects of this explosive expansion onto a number of the sector's already obsolescent features. Important aspects like the quality of the portfolio had also begun to decline in tandem with a noticeable decline in profitability.

A high-level group headed by Mr. M. Narasimham, a former governor of the Reserve Bank of India, was established in 1991 with the goal of developing and implementing organizational, procedural, structural, and functional changes in the financial system. The committee's 1991 report, entitled the Narasimham Committee's report on the Banking System (NCFS), listed key problems affecting the banking industry along with solutions. The objective of these reforms was to improve the banks' institutional autonomy, professionalism, and operational flexibility.

These suggestions served as the foundation for the initial wave of banking sector changes. A number of these proposals were implemented between 1992 and 1997.

Modernizing the country's financial system and putting it in a position to lead all growth directions were the goals of the reforms.

After a 7-year gap, scheduled commercial total balance sheets expanded by double digits in 2021/2022. Deposit growth has slowed since the precautionary rise sparked by COVID-19 one year ago. A two-year pause in borrowing reinforced the liabilities

before a revival. The key asset development was the year-over-year improvement of the credit pickup. Concurrently, investments declined.

Consolidated Balance Sheet of Scheduled Commercial Banks												
(At end-March)												
(Amount in ₹ crore)												
Item	Public Sector Banks		Private Sector Banks		Foreign Banks		Small Finance Banks		Payments Banks		All SCBs	
	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
1. Capital	59,328	71,176	30,641	31,243	91,465	1,01,933	5,375	5,800	1,300	4,287	1,88,109	2,14,439
2. Reserves and Surplus	6,49,142	7,27,852	7,07,346	8,08,446	1,24,693	1,39,569	14,800	16,543	-704	2,533	14,95,278	16,89,877
3. Deposits	99,00,766	1,07,17,362	47,91,279	54,64,181	7,76,266	8,45,482	1,09,472	1,45,731	2,543	9,954	1,55,80,325	1,71,82,709
3.1. Demand Deposits	6,84,451	7,23,259	6,82,092	7,83,883	2,37,412	2,78,677	3,964	5,770	19	2,155	16,07,938	17,93,745
3.2. Savings Bank Deposits	34,62,923	38,20,484	14,55,976	17,47,958	87,032	92,120	22,198	43,577	2,524	7,799	50,30,653	57,11,938
3.3. Term Deposits	57,53,392	61,73,618	26,53,211	29,32,339	4,51,821	4,74,685	83,310	96,384	-	-	89,41,734	96,77,026
4. Borrowings	7,17,410	7,51,236	6,25,683	7,57,261	1,02,331	1,27,467	27,828	27,011	198	307	14,73,450	16,63,283
5. Other Liabilities and Provisions	4,02,154	4,39,034	2,66,835	3,10,584	1,65,928	1,54,070	6,081	7,991	737	5,666	8,41,734	9,17,346

Total Liabilities/ Assets	1,17,28,799	1,27,06,661	64,21,784	73,71,715	12,60,682	13,68,521	1,63,557	2,03,076	4,072	17,681	1,95,78,895	2,16,67,655
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	(59.9)	(58.6)	(32.8)	(34.0)	(6.4)	(6.3)	(0.8)	(0.9)	(0.0)	(0.1)	(100.0)	(100.0)
1. Cash and balances with RBI	5,39,149	6,22,619	2,90,509	3,93,531	1,10,723	1,43,273	6,921	8,725	196	1,484	9,47,498	11,69,632
2. Balances with banks and money at call and shortnotice	5,91,125	6,42,484	2,75,256	3,33,745	1,02,108	1,17,739	12,309	10,212	790	3,273	9,81,588	11,07,452
3. Investments	34,00,895	35,95,647	15,12,480	16,26,725	4,69,712	5,05,001	30,660	41,661	2,413	9,937	54,16,159	57,78,971
3.1 In Government Securities (a+b)	28,07,934	29,75,938	12,57,135	13,68,694	4,20,141	4,47,584	27,142	36,683	2,412	9,924	45,14,765	48,38,822
a) In India	27,70,643	29,32,482	12,36,660	13,50,959	3,86,490	3,98,009	27,142	36,683	2,412	9,924	44,23,347	47,28,057
b) Outside India	37,292	43,456	20,476	17,735	33,651	49,575	-	-	-	-	91,418	1,10,765
3.2 In Other Approved Securities	12	5	-	-	-	-	-	-	-	-	12	5
3.3 In Non-Approved Securities	5,92,949	6,19,704	2,55,345	2,58,031	49,570	57,417	3,517	4,978	1	13	9,01,382	9,40,144

4. Loans and Advances	63,47,417	70,43,940	39,29,572	45,62,780	4,20,780	4,65,484	1,08,613	1,35,802	0	2	1,08,06,381	1,22,08,009
4.1 Bills purchased	1,45,894	2,33,191	1,19,295	1,50,703	60,380	64,595	124	585	-	-	3,25,694	4,49,074
and discounted												
4.2 Cash Credits, Overdrafts, etc.	24,90,604	26,61,563	11,46,858	13,62,842	1,79,873	2,01,228	8,929	12,582	-	-	38,26,263	42,38,214
4.3 Term Loans	37,10,919	41,49,187	26,63,419	30,49,235	1,80,527	1,99,661	99,560	1,22,636	0	2	66,54,424	75,20,720
5. Fixed Assets	1,06,826	1,09,784	39,714	44,456	4,457	4,964	1,676	2,001	22	370	1,52,895	1,61,575
6. Other Assets	7,43,389	6,92,188	3,74,253	4,10,478	1,52,903	1,32,061	3,378	4,674	452	2,615	12,74,374	12,42,015
Source: Annual accounts of respective banks. https://www.dbie.rbi.org.in .												

Banking Companies Act

A person in charge of a bank's operations cannot hold office for longer than five years at a time, according to an amendment to Section 10 of the Principal Act. The Act further stipulates that a contract renewal cannot be approved before the period of two years from the date of its implementation. Should the tenure of any individual overseeing the bank's operations be perpetual, it must terminate promptly with the passing of five years from the date of their appointment or three months from the amendment's start date, whichever comes first.

State Bank of India Act

Banking institutions in India were historically founded by business houses with strong ties to the industrial sector. The Bank of Hindustan was established in 1770 by Alexander & Co. from Calcutta and was the first bank to close its doors in 1832. Three Presidency Banks were founded by the East India Company in the first part

of the nineteenth century: the Bank of Bengal in 1809, the Bank of Bombay in 1840, and the Bank of Madras in 1893. The Local Government granted the Presidency Banks a charter, allowing them to function as quasi-government entities. The Local Government also provided share capital and appointed their directors on their boards.

RBI departments

The Governor of the Bank is the Chief Executive Officer of the Bank and the Chairman of the Central Board of Directors. The Governor carries out all of the Bank's authority, subject to any rules that the Central Board of Managers may establish. He is supported in his duties by three Deputy Governors, each of whom is in charge of a particular area of the Bank's operations. The Central Government may set a term of office for the Governor and Deputy Governors at the time of their appointment, which may not exceed five years. They're qualified for another appointment.

The Central Office of

The Bank is located in Mumbai. It consists of:

1. Department of Administration and Personnel Management;
2. Department of Banking Operations and Development;
3. Department of Banking Supervision;
4. Department of Currency Management;
5. Department of Economic Analysis and Policy;
6. Department of Expenditure and Budgetary Control;
7. Department of External Investments and Operations;
8. Department of Financial Companies;
9. Department of Government and Bank Accounts;
10. Department of Information Technology;
11. Department of Non-Banking Supervision;

12. Department of Statistical Analysis and Computer Services; .
13. Exchange Control Department;
14. Financial Institutions Division;
15. Human Resources Development Department;
16. Industrial and Export Credit Department;
17. Inspection Department;
18. Internal Debt Management Cell;
19. Legal Department;

1.2 INDUSTRY PROFILE

India has a rich history in banking. Moneylending was practiced in India as early as 2000– 1400 BC, according to Vedic literature. Buddhist literature from this era, including the Jatakas, also attests to its existence, as do contemporary archeological finds bankers. It seems from the Statutes of Many that moneylending and associated issues gained significant attention in the past of India. In essence, banks' duties involve receiving deposits from customers and transferring funds to those in need of loans. The idea of a bank is quite ancient; the only things that have changed over time are the usage of contemporary technology and the custom of only granting loans to the underprivileged.

Four eras comprise India's banking structure: the early phase, which lasted from 1770 to 1905; the pre-independence period, which lasted from 1906 to 1946; the post-independence regulated era, which lasted from 1947 to 1993; and the post-independence unregulated era, which began in 1993. The General Bank of India, the country's first bank, was founded in 1786. Three major banks were founded by the Oriental Company: the Bank of Bengal in 1809, the Bank of Mumbai in 1840, and the Bank of Madras in 1843. All three of these banks eventually combined. and are referred to as Presidential Banks.

During the first phase (1913–1948), the banking industry grew very slowly. Due to the British government's impact over the expansion of Indian banks, the

establishment and operation of commercial banking institutions was extremely slow. In 1949, the government implemented the Banking Companies Act, later renamed the Banking Regulation Act, 1949. Revised. Act of 1965. Since the country's independence, the governing body has reformed the Indian banking industry in significant ways. After its nationalization and rechristened the "State Bank of India" in 1955, the Imperial Bank of India began serving as the RBI's primary liaison and managing money transfers across the nation. It was founded in accordance with the 1955 State Bank of India Act. Nationalization was a significant process that began on July 19, 1969. The nation's 14 major banking institutions underwent nationalization at the same time. In 1980, 6 additional banks were nationalized, giving the total to twenty nationalized banks. Over 200 million rupees' worth of deposits in seven additional banks were nationalized. About 80% of the Indian banking sector was privately owned by the state until 1980.

Prior to nationalization, banking in the nation was primarily concentrated in urban regions, with semi-urban and rural regions receiving little attention. The bulk of lines of credit are used by large businesses and large industries. Specialists, small businesses, and agriculture did not receive the attention they merited. The primary reason for the desire for nationalization was the failure of private commercial banks to meet the societal objectives of banking, which are crucial for any industrialized nation. The financial intermediation's goals for growth were not met. The people did not gain from the substantial advancements made in the banking system during the 1950s and 1960s in terms of credit availability.

Bank advances and deposits rose from 4, 26,073 and 2, 63,533 million in the year 1996 to 4,646 million in the same period. In 1969, 0.3599 million. There were two different growth rates: 18.22% and 17.24%. In 1991, M. Narasimham served as president. To address the liberalization of banking procedures, a commission was established in his honor. The reforms led to a sharp rise in the number of banks. Wide-ranging recommendations were made by the commission when it submitted its report in November 1991. These included lowering the liquidity ratio, ending the direct lending scheme, redefining the top priority sector, fixing rate of interest without the RBI's interference, doing away with branch permits and liquidating banks. The RBI and the government's

Ministry of Finance have joint control over the banking sector. In 1993, the Narasimham Committee recommended amendments to the Banking Regulation Act, which made room for the creation of private banks. Comparing to the prenationalization era, public sector banks now have 45,293 offices, the private sector's banks have 4,665 offices, and foreign banks has 182 offices.

Two major categories can be used to categorize the structured banking system:

- Scheduled commercial banks and

Non-scheduled commercial banks. Rural banking in India started since the establishment of banking sector in India. Rural Banks in those days mainly focused upon the agro sector. Today, commercial banks and Regional rural banks in India are penetrating every corner of the country are extending a helping hand in the growth process of the rural sector in the country. The operations of banking sector has evolved over a period of time and at present, banking sector are broadly taken as those sectors of the economy which in the absence of inclusion in the banking sector categories would not get timely and adequate finance. Typically, these rural operations of banks help small loans and marginal farmers for agriculture and allied activities, loans to Micro and Small Enterprises, loans for small housing projects, education loans and other small loans to people with low income levels.

The Reserve Bank of India, the country's top monetary and banking authority, is known as the 'Reserve Bank' because it holds the cash reserves of every commercial bank in the country. In metropolitan regions, commercial banks deploy savings and make them accessible to large and small industry and commerce units, mostly for working purposes. Banks provide both payment services and loans. They blend the two for cost-cutting purposes. Complementarities quickly entice an institution that provides one of the two services to provide the other. As a consequence, banks have developed from institutions that started with payments to ones that started with loans. The scheduled banks in India are those that are included in the Reserve Bank of India's Second Schedule.

The (RBI) Act, 1934, has a schedule.

Commercial banks evolved from four different sorts of institutions:

- Payment Gateways;
- Commercial banks;
- Investment firms;
- Intermediaries, as well as
- Banks that are chartered.

Payment processors began as payment processors, but due to economies of scale, they evolved into middlemen. Customers naturally deposited their liquid assets with their payment processors. Pooling the deposits and netting payment demands created investable funds.

Lending was a natural complement to payment services.

1.3 COMPANY PROFILE

The Bank of Hindustan was established in 1870 and was the first Indian bank. Later, three presidential banks were established under the presidential Banks Act 1876, namely the Bank of Calcutta, the Bank of Bombay, and the Bank of Madras, laying the groundwork for modern banking in India. All presidential banks merged to establish the Imperial Bank of India in 1921. Prior to the creation of the RBI, the Imperial Bank performed a restricted number of central banking tasks. Except for foreign exchange transactions, it was involved in all sorts of commercial banking. The Reserve Bank of India Act was approved in 1934, and the Reserve Bank of India (RBI) was established as an apex entity with no significant government control. In 1949, the Banking Regulations Act was passed. The RBI was placed under government authority as a result of this regulation. The statute gave the RBI broad powers for bank monitoring and regulation. The Act also gave RBI licensing authority and power to conduct inspections. The RBI took ownership of the Imperial Bank of India in 1955, renaming it the State Bank of India. SBI took over management of 8 small banks established in former princely states in 1959, making them 100% subsidiaries. It was 1960 that the RBI was given the authority to compel weak banks to combine with strong ones. It decreased the total number of institutions from 566 in 1951 to 85 in 1969. The government of India nationalized 14 banks with balances of

Rs. 50 crores or more in July 1969. In 1980, the government purchased six more banks with deposits totaling more than Rs.200 crores. Bank nationalization was intended to transform them into economic development catalysts. In 1992, the Narasimha Committee study proposed broad banking changes to establish internationally acceptable banking standards. The Banking Regulation Act was amended in 1993, allowing fresh banks to enter the market. The banking industry is the backbone of any economy's growth. The Indian banking industry has experienced numerous waves of economic turmoil. We just witnessed the US economic crisis in 2008-09, as well as the European catastrophe.

STRUCTURE OF INDIAN BANKING INDUSTRY

The banking sector in India operates under the auspices of the Reserve Bank of India, the country's regulatory and central bank. Commercial banks make up the majority of the banking industry. • Cooperative financial institutions In India, the commercial banking system consists of: Commercial Banks Scheduled Bank that is not scheduled. Scheduled commercial banks are the banks included in the Second Schedule of the (RBI) Act, 1934. In response, the RBI includes only those banks in this schedule that meet the conditions outlined in Section 42 (60) of the Act. Although not all bank cooperatives are scheduled to be commercial banks, some are. Being a part of the II schedule gives the bank access to accommodation from the RBI during times of liquidity shortages.

The commercial banking system in India may be classified into:

A. Public Sector Commercial Banks

- State Bank of India ~1 State Bank Group'
- Associate Banks of SBI
- 14 Nationalized Commercial Banks (1969)"
- 6 Nationalized Commercial Banks (1980)
- 196 Regional Rural Banks mainly sponsored by Public Sector

Commercial Banks

B. Private Sector Commercial Banks:

- 25 Old Private Sector Commercial Banks"1
- 8 New Private Sector Commercial Banks
- 44 Foreign Banks in India, representative offices
- 8 Local Area Banks

List of Public Sector Banks in India	
Sr. No	Name of the Bank
1	Bank of Baroda
2	Bank of India
3	Bank of Maharashtra
4	Canara Bank
5	Central Bank of India
6	Indian Bank
7	Indian Overseas Bank
8	Punjab & Sind Bank
9	Punjab National Bank
10	State Bank of India
11	UCO Bank
12	Union Bank of India

List of Private Sector Banks in India	
Sr. No	Name of the Bank
1	Axis Bank Ltd.

2	Bandhan Bank Ltd.
3	CSB Bank Limited
4	City Union Bank Ltd.
5	DCB Bank Ltd.
6	Dhanlaxmi Bank Ltd.
7	Federal Bank Ltd.
8	HDFC Bank Ltd
9	ICICI Bank Ltd.
10	IndusInd Bank Ltd
11	IDFC FIRST Bank Limited
12	Jammu & Kashmir Bank Ltd.
13	Karnataka Bank Ltd.
14	Karur Vysya Bank Ltd.
15	Kotak Mahindra Bank Ltd
16	Nainital bank Ltd.
17	RBL Bank Ltd.
18	South Indian Bank Ltd.
19	Tamilnadu Mercantile Bank Ltd.
20	YES Bank Ltd.
21	IDBI Bank Limited

1.4 STATEMENT OF THE STUDY

This research bridges a vacuum in the banks' recent operations. The study's main objective is to examine the financial results of Indian banks operating in the public and private sectors. The survey makes clear how well banks are doing financially. The client's awareness of the usage of banking services, the customer literacy, are all determined by the level of financial efficacy. Consequently, management, shareholders, the general public, and regulators can all benefit from evaluating financial performance and determining its strengths and flaws through the use of financial performance metrics. Furthermore, the financial analysis relies on the examination of the data in the accounting records in order to protect the banks' future earnings, their ability to pay interest, their profitability, and their dividends.

1.5 NEED OF THE STUDY

- For several reasons, it is crucial to analyze the Indian financial system. It is, first and foremost, the cornerstone of the nation's economic expansion. The banking system supports companies of all sizes and promotes economic development by serving as a channel for the effective distribution of investment money.
- In addition, maintaining the soundness of the banking sector is essential to protecting the country's financial security. A strong banking system can withstand shocks and sustain financial order, avoiding financial crises and broader economic unrest.
- Furthermore, fostering financial inclusion depends critically on the size and penetration of the banking sector. Policymakers can create plans to close these gaps by identifying places where underserved groups do not have access to financial services through a thorough analysis.

- Managing risks is still another crucial component. By identifying and reducing risks including credit, liquidity, and operating hazards, a comprehensive analysis of the banking system contributes to the resilience of the system.
- Through in-depth examination, comparisons with other financial systems are also made possible, revealing the competitive edge of the industry and its shortcomings.
- Studying the Indian banking sector is essential for banks to stay creative, adjust to changes in consumer behavior and technology, and maintain their relevance and competition in a financial environment that is changing quickly.

1.6 OBJECTIVE OF THE STUDY

- To understand the growth of the banking sector through the years.
- To analyze the performance of Indian bank's operations.
- To understand the customer literacy level towards banking services offered.
- To study the challenges and downtrends faced by Indian clients.
- To bring out the areas that need further improvement in the banking industry.

1.7 SCOPE OF STUDY

Any economy hoping to maintain stability in the face of globalization while enjoying healthy growth must have a robust banking system. Through one of the biggest banking connections in the world, the Indian banking system has undergone a number of reforms in recent years, including the deregulation of prices, the diminution of the government's ownership stake in public sector financial institutions (PSBs), and the increased involvement of private sector banks. One significant development on the business front has been the expansion of the financial services retail industry. Indian banks, both public and commercial, have demonstrated a strong desire to penetrate not only the local market but also the international one. Studying the increasing business scope of the bank.

- Consumer perception of the bank's range of products; market segmentation to identify potential clients for the bank.

- To finance its expansion plans, the corporate sector has increased its need for credit, and retail banking has expanded as well.

1.8 LIMITATIONS OF THE STUDY

- The study included a two-month time frame.
- The primary constraint on this research is the data availability, we as it is private and difficult to transfer for wider distribution.
- Because of this, the project can be seen as a summary of the Private Bank and other prominent banks in the banking industry. Each bank is free to create its own systems for measuring and controlling risk in accordance with RBI regulations.
- The scope of the study is restricted to the Indian banking industry.
- The inference made is based on a sample study and is not applicable to every person.

CHAPTER -2

REVIEW OF LITERATURE

Goyal, K. A., & Joshi, V. (2012). Indian banking industry: Challenges and opportunities. *International Journal of Business Research and Management*, 3(1), 18-28.

The purpose of this study is to highlight broad sentiments, difficulties, and prospects for the Indian banking industry. There are three sections to this article. The introductory material and general overview of the Indian banking sector are covered in the first section. The latter half explains the potential and problems that the Indian banking industry faces. The third section finds that the promotion and products for Indian banks need to be given immediate attention tactics to obtain a long-term competitive advantage over the fierce rivalry from national and foreign banks.

Kamath, K. V., Kohli, S. S., Shenoy, P. S., Kumar, R., Nayak, R. M., Kuppuswamy, P. T., & Ravichandran, N. (2003). Indian banking sector: Challenges and opportunities. *Vikalpa*, 28(3), 83-100.

The focus of the discussion was the potential and challenges faced by the Indian banking sector in the context of liberalization. A prestigious panel of managing directors and executives of some of the nation's largest banks provided their responses. The following concerns were addressed by the contributors • Fresh and rising opportunities: client and commercial banking; • Reforming the financial sector with particular attention to the Indian banking system, concentrating on consequences to the existing players, fresh entrants, multinational companies, and consumer behaviour.

Deolalkar, G. H. (1998). The Indian Banking Sector. A study commissioned by ADB for RETA, 5770.

The banking industry in India differs greatly from other Asian countries due to the nation's distinct geography, and social, and economic circumstances qualities. India is a country with a sizable population size, a wide range of cultural influences, and stark regional variations in income. There exist high rates of illiterate among a

significant portion of its population, while concurrently, the nation has a big pool of managerial and technically advanced skills.

Haq, S., & Khan, M. (2013). E-banking challenges and opportunities in the Indian banking sector. *Innovative Journal of Business and Management*, 2(4), 56-59.

Since banks are spending an enormous sum of money to spread cyber banking, it is imperative to identify the true reasons for its poor penetration. This essay aims to identify the challenges that banks face as well as the effects that demographic factors including income, age, employment, and education have on population statistics. How they are impacting India's uptake of online banking.

Through a comprehensive survey that was carried out at the NCR, a standardized questionnaire has been developed to determine the effect of all these variables. There were 300 responders, and they represented a diverse range of demographics.

Barathi Kamath, G. (2007). The intellectual capital performance of the Indian banking sector. *Journal of intellectual capital*, 8(1), 96-123.

During the five-year span from 2000 to 2004, the Value Added Intelligence Coefficient (VAICTM) is estimated and analysed to assess the value-based achievement of the banking industry. The analysis verifies that there are significant variations in how Indian banks operate across various market categories and that overall performance has improved during the course of the study. When comparing the performance of international banks to that of national banks, a clear bias exists. The work is based on solid theoretical underpinnings with established applications. The employed methodology has undergone research testing. India's domestic financial institutions now have a new perspective on how to assess and compare their performance to international norms. The study has policy implications as well because it highlights the uneven expansion of some segments of the Indian banking industry.

Koundal, D. V. (2022). Performance of Indian banks in the Indian financial system. *International Journal Of Social Science & Interdisciplinary Research* ISSN: 2277-3630 Impact factor: 7.429, 11(02), 1-4.

The banking system in India has placed a premium on profitability and efficiency as a result of growing client demands, fierce competition, and evolving banking regulations. The goal of this study is to evaluate Indian banks' respective performances. The public sector banks, fresh private sector banks, old private sector banks, and foreign sector banks were all used in this study. We are aware that the intangible nature of the output in the service industry makes it challenging to measure. As a result, several proxy indicators are employed to gauge the banking industry's productivity. The number of banks, offices, employees, business per employee, savings per employee, advancements per employee, bank asset size, non-performing assets, etc. were the criteria used to divide the Indian banking industry into segments.

Anbalagan, G. (2017). New technological changes in the Indian banking sector. *International Journal of Scientific Research and Management*, 5(9), 7015-7021.

With the introduction of cloud technology and the creation of technologies like UPI, the banking sector in India has experienced explosive growth in the current fiscal year. The issues facing the banking industry, including evolving client insights and wants, new laws, and the development of new technologies for consumers. We now have money notes in addition to the E-Banking system. India's monetary system has the capacity to produce new instruments in addition to safety and liquidity. When the Indian banking industry was established Among the many advancements in banking include the introduction of the card, the Automated Clearing System (ECS) in the 1990s, the use of EFT RTGS, it NEF, mobile banking, and online banking. This essay draws attention to recent technical advancements in the banking industry of India.

Narwal, M. (2007). CSR initiatives of Indian banking industry. *Social Responsibility Journal*, 3(4), 49-60.

The aim of the paper is to showcase the corporate responsibility (CSR) measures used by the Indian banking sector, which have the potential to improve their overall efficiency. According to the research, banks have a neutral opinion toward CSR initiatives. Their primary focus for CSR initiatives is on customer happiness, health, education, balanced growth (across many social classes), and environmental

marketing. Overall customer happiness and corporate social responsibility (CSR) are being combined by the Indian banking sector to create an integrated approach. The type of CSR initiatives that banks carry out is found to be consistent, regardless of geography.

Malik, S. (2014). Technological innovations in Indian banking sector: changed face of banking. *International Journal*, 2(6), 45.

Millions of people are impacted by the rapidly expanding Indian financial sector. The banking sector in India is confronted with a multitude of obstacles, including evolving client demands and views, periodic regulatory changes, and significant technological advancements. The strain of addressing these obstacles has forced banks to alter their traditional business practices. The study paper focuses on the ways in which technology has changed Indian banking. Over the past few years, the banking sector in India has seen a number of significant financial breakthroughs that have greatly improved the way banks operate and services. The advantages and difficulties of evolving banking practices are also discussed in this study. Banks are making significant investments in the use of this technology.

Fatma, M., & Rahman, Z. (2016). The CSR's influence on customer responses in the Indian banking sector. *Journal of Retailing and Consumer Services*, 29, 49-57.

This article aims to illustrate how customer purchase intention is influenced by initiatives related to (CSR), within the Indian retail banking setting, given the increasing focus on CSR activities in the marketplace. The results of this study have significant ramifications for Indian banks since they imply that fostering a reputation of social responsibility may positively influence consumers' intentions to make purchases. This study adds to the body of research on corporate social responsibility by providing a more thorough analysis of CSR patterns and how they affect customer purchase intentions. Additionally, the study assesses customer understanding of CSR initiatives in a genuine market setting—rather than one that is fictitious or simulated—something that hasn't been done in earlier research.

Kumar, K., & Prakash, A. (2019). Developing a framework for assessing sustainable banking performance of the Indian banking sector. *Social Responsibility Journal*, 15(5), 689-709.

The findings of this study have significant ramifications for Indian banks since they imply that fostering a reputation of social responsibility may positively influence consumers' intentions to make purchases. The results indicate that consumer buying intent is significantly influenced by business ability, and that consumer purchase intention is influenced by CSR activities when the customer is aware that these actions are being carried out. This study adds to the body of research on corporate social responsibility by providing a more thorough analysis of CSR dynamics and how they affect customer purchase intentions. Additionally, the study assesses the popularity of CSR initiatives in a genuine market setting—rather than one that is fictitious or simulated— something that hasn't been done in earlier research.

Ray and Mohan (2004) evaluated the performance of banks in the public and private sectors empirically. Through the use of tangible inputs as well as outcomes, their research compares the effectiveness of three banks' profit-maximizing strategies: state, private, and international banks. From 1992 to 2000, the research's sixteen eight-year phases are covered. To accomplish the goals of the research, 58 banks took part in total. Twenty private banks, eleven international institutions, and 27 public banks participated in the poll. The findings indicate that government-owned banks performed similarly to overseas banks, but noticeably better than private sector banks.

Nimalathasan (2008) evaluated the Bangladeshi banking industry's financial results. Secondary information for the 1999–2006 accountancy year were taken from each the financial institution's annual report. Each was examined for the research. In Bangladesh, there are 48 bank branches open for business. Of these, nine are international banks for business, thirty are local private businesses, five are developmental banks, and four are nationalized. The CAMEL framework was utilized to examine the data. According to the research, banks in Bangladesh are required to keep the ratio of capital adequacy at least 9.0 percent higher than their risk-weighted inventory. The study used the ratio of non-performing loans (NPL) to rank various Bangladeshi banks.

Webb and Kumbirai (2010) examined the commercial banks' financial reports and analyses regarding the growth of business banks in the Republic of South Africa. The presentation covers the years 2005–2009 and looks at how South Africa's commercial

banking industry has developed. The profitability, liquidity, and trustworthiness of five significant South African commercial banks were evaluated using ratios. The work was measured using basic indicators of finances, and the hypothesis was tested using the t-test. The study found that during the course of the initial 2 years of evaluation, the banks' general efficiency dramatically improved. The study also discovered that the South African banking industry had decreased profitability, poor liquidity, and worsening credit quality as a result of the global financial meltdown of 2007.

Jamal (2011) contrasted the financial results of Kenyan Islamic and conventional banks experimentally. The study aimed to analyse the financial performance of Kenyan Islamic and conventional banks and ascertain whether the two bank groups' financial performances differed significantly from one another. To accomplish the goals, secondary data from institutions' audited economic annual reports was mostly utilized. The study's time frame was from 2010 to 2011. To evaluate the financial performance of banks, 17 CAMEL models were used to analyse the collected data. inquiry It was discovered that in terms of liquidity, asset quality, income, and cash position, traditional financial institutions performed better than Islamic banks.

Ally (2013) carried out an empirical comparison study of Tanzanian commercial banks' financial performance. The study aimed to assess Tanzania's commercial banking sector through a comparative analysis of major, medium-sized, local, and small banks within a comparable group. The study attempted to offer a broad evaluation of the existing circumstances and financial state of Tanzania's banking industry with the use of report analysis. The study covered the years 2006–12 and employed a quantitative study methodology. The financial records were the primary secondary data source used to gather the data. In terms of sample size, the survey included 28 commercial banks. According to the report, throughout the first two years of the examination, there was a considerable improvement in overall financial performance.

CHAPTER - 3

RESEARCH

The process is used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews surveys, and other research techniques and could include both present and historical information

3.1 RESEARCH DESIGN

This study employs a descriptive research methodology to guarantee that biases are reduced and data dependability is maximized. The descriptive study is based on existing knowledge of the subject; the questionnaire has a clear objective and data requirements. The type of data to be collected and the process to be employed were determined based on the research. The sampling design, which deals with the method of selecting items from the universe that is Chennai, has to be observed for this given study. Descriptive research is adopted for this study.

3.2 SOURCES OF DATA

The process of data collection begins after a research problem has been defined and the research design has been chalked out. There are two types of data

➤ Primary data

It is fresh data, which is collected by the researcher itself. Primary data is collected by various approaches so as to get precise, accurate, realistic, and relevant data. The main tool in gathering primary data was investigation and observation. It was achieved by a direct approach and circulating questionnaires from the customers of various private and public banks in India.

➤ Secondary data

It is the data which is already collected by someone else. The researcher has to analyse the data and interpret the results. It has always been important for

the completion of any report. It provides reliable, suitable, adequate, and specific knowledge. The researcher collected the secondary data by using the bank's annual reports and authorized websites of banks.

3.3 STRUCTURE OF THE QUESTIONNAIRE

Closed-ended questions are defined as question types where respondents are asked to choose from a range of predefined answers, such as yes/no or multiple-choice questions. In a typical scenario, closed-ended questions are used to collect quantitative information from respondents.

Closed questions come in many forms, but are defined so that the respondent must make clear choices.

However, the most appropriate type of question should be chosen in each case individually according to the purpose of the survey. For more information on closed questions.

3.4 SAMPLING METHODOLOGY

A) Population:-

The study of various characteristics relating to items/individuals belong to a particular group is called as population. The Population of the study consists of users from private and public banks located in Chennai.

B) Sampling Frame:-

The frame describes the population in terms of sampling units. Samples are drawn from lists are called as sources lists/sampling frames.

C) Sampling Unit:-

It is a set of elements considered for selecting a sample. In this research, we have taken surveys from individuals, who maintain accounts in banks.

D) Sampling Method / Technique:-

The sampling technique used was the Convenience Sampling method. It refers to the technique where the convenience sampling of each case being selected from the total population is known.

In this study, convenience sampling was adopted for the survey.

E) Sample Size:-

A total of 90 respondents were chosen for the study. The respondents who could be approached were chosen as samples.

3.5 SAMPLING TECHNIQUE

Convenience sampling is a non-probability sampling method in which items are selected for inclusion in the sample because they are most readily available to the researcher.

Convenience sampling - A method of sampling is distinguished by its lack of randomization and reliance on readily available individuals. While it is simple and cost-effective, its own inherent bias and lack of representation may prevent it from producing results that can be securely applied to a larger population. When practical constraints make other sampling methods problematic, researchers frequently utilize convenience sampling, but it's critical to realize its limitations and possible bias in data collecting and interpretation. This could be due to location, availability at a specific moment, or willingness to participate in the study.

3.6 AREA OF THE STUDY

Analysing the Indian banking sector often falls under the purview of economics and finance.

Banking laws, monetary policy, and inclusion of financial services, non-performing assets (NPAs), digital banking, and the effect of government initiatives on the Indian banking sector may be key subjects of research. It is a multidisciplinary discipline that incorporates elements of finance, economics, and public policy to better understand and improve the banking system of India.

3.7 TOOLS USED

The tools used in this study are

1. Percentage Analysis
2. Chi-Square test

Percentage Analysis:

It refers to a special kind of rates, percentage are used in making comparison between two or more series of data. If we have to calculate percent of a number, divide the number by the whole and multiply by 100.

Percentage formula = (Value/Total value) × 100

3.8 ANALYTICAL TOOLS

The statistical tools used for the study are:

- Chi-square test

Chi-square Test

One of the easiest and most used non-parametric tests in statistical research is the Chi-square test. Regarding the population being sampled, no assumptions are made. With the use of the χ^2 test, we can determine if a given disagreement between theory and observation can be attributed to chance or whether it stems from the theory's insufficiency to explain the observed facts. The quantity χ^2 describes the extent of discrepancy between theory and observation. When χ^2 is equal to zero, the observed and anticipated frequencies exactly match one other. The difference between observed and predicted frequencies would increase as the value of χ^2 increased.

The formula for computing chi-square is: $\chi^2 = \sum (O - E)^2 / E$ where, O = Observed frequency E = Expected or theoretical frequency

The calculated value of χ^2 is compared with the table value of χ^2 for given degrees of freedom at a specified level of significance. If the calculated value of χ^2 is greater than the table value, the difference between theory and observation is considered

to be significant, i.e., it could not have arisen due to fluctuations of simple sampling. On the other hand, if the calculated value of χ^2 is less than the table value, the difference between theory and observation is not considered significant, i.e., it could have arisen due to sampling fluctuations.

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

AGE

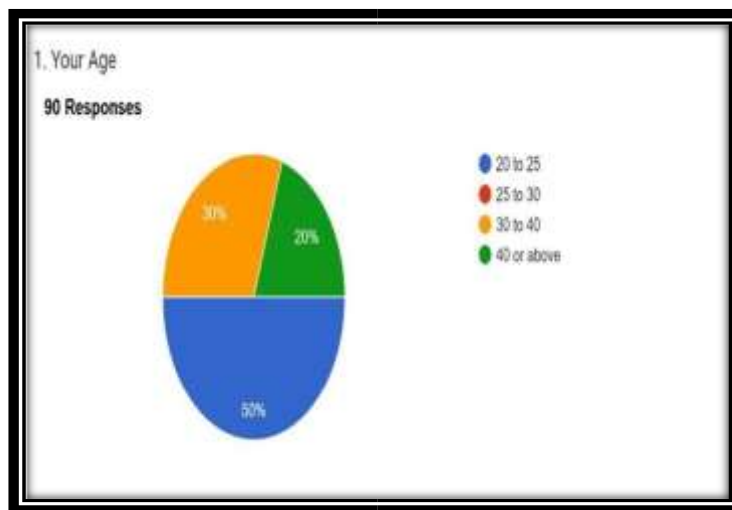
TABLE NO 4.1.1

N= 90

S.No	Particulars	No respondents	of Percentage
1	20 to 25	45	50%
2	25 to 30	-	0%
3	35 to 40	27	30%
4	40 or above	18	20%

AGE

CHART 4.1.1



INTERPRETATION:

From the above table, it is observed that the majority 50% of the respondents belong to the age group of 20 to 25 which infers more youngsters have knowledge about banking operations.

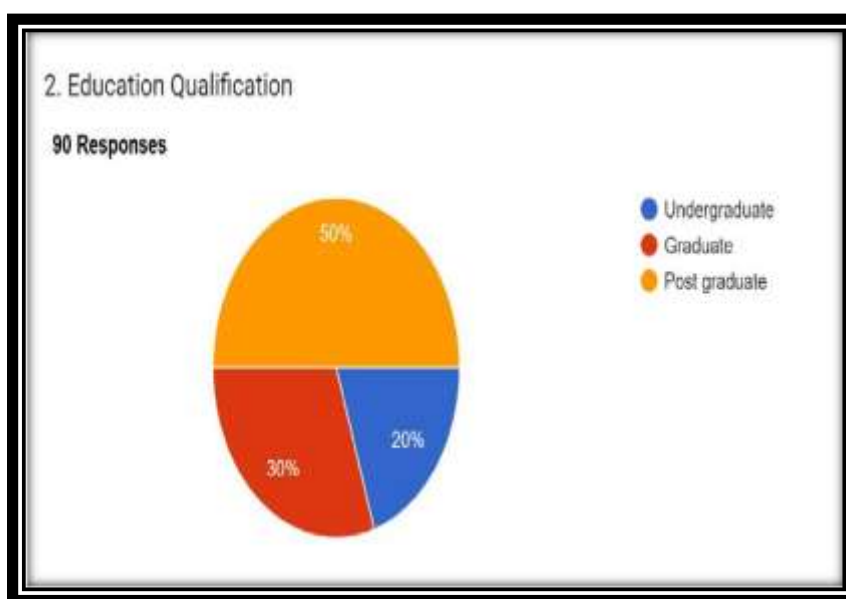
EDUCATIONAL QUALIFICATION

TABLE NO 4.1.2

N= 90			
S. No	Particulars	No of Respondents	Percentage
1	Undergraduate	45	50%
2	Graduate	27	30%
3	Postgraduate	18	20%

EDUCATIONAL QUALIFICATION

CHART 4.1.2



INTERPRETATION:

From the above table, it is observed that the majority 50% of the respondents are undergraduate which infers respondents have high literacy level.

MARITAL STATUS

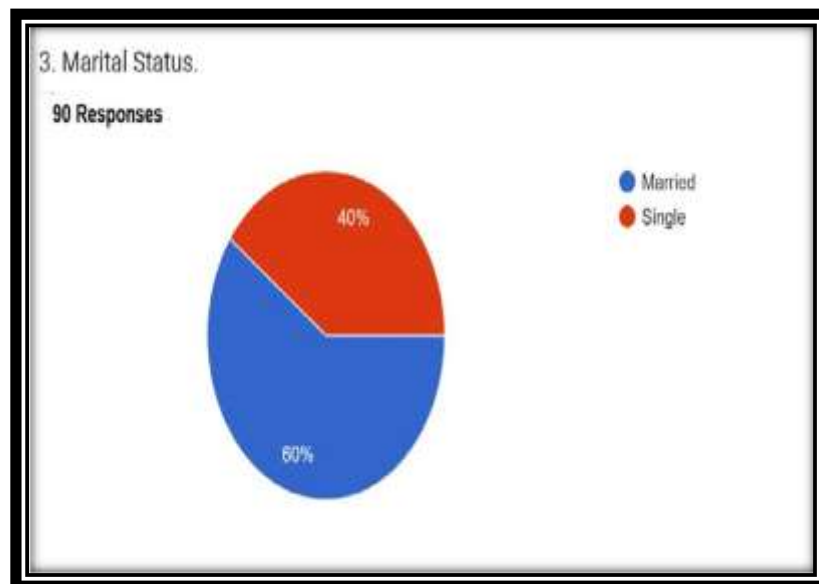
TABLE NO 4.1.3

N= 90

S. No	Particulars	No of Respondents	Percentage
1	Single	54	60%
2	Married	36	40%

MARITAL STATUS

CHART 4.1.3



INTERPRETATION:

From the above table, it is observed that the majority 60% of the respondents are married which infers that the respondents are involved more in savings and involve in banking activities.

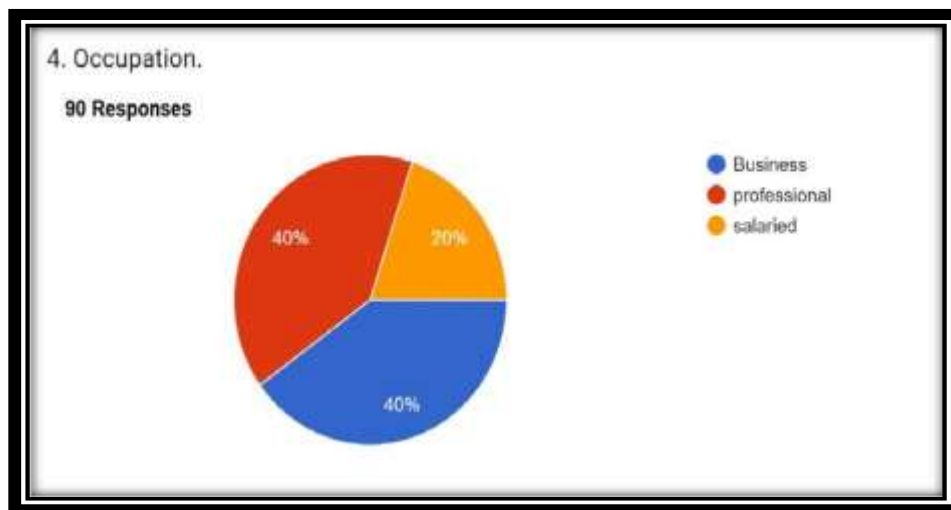
OCCUPATION

TABLE NO 4.1.4

N= 90			
S. No	Particulars	No of Respondents	Percentage
1	Business	36	40%
2	Professional	36	40%
3	Salaried	18	20%

OCCUPATION

CHART 4.1.4



INTERPRETATION:

From the above table, it is observed that the majority 40% of the respondents are business men as well as professionals which infers that the respondents are involved in banking activities.

ANNUAL HOUSEHOLD INCOME

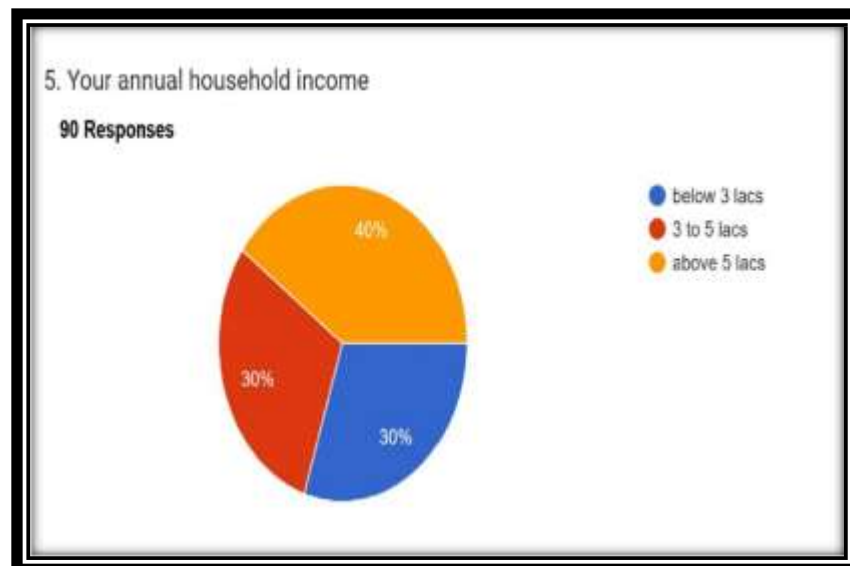
TABLE NO 4.1.5

N= 90

S. No	Particulars (Income)	No of Respondents	Percentage
1	Below 3 lakh	27	30%
2	3 to 5 lakh	27	30%
3	Above 5 lakh	36	40%

ANNUAL HOUSEHOLD INCOME

CHART 4.1.5



INTERPRETATION:

From the above table, it is observed that the majority 40% of the respondents have their household income above 5 lakhs which infers their income is moderate enough to deposit in banks.

CREDIT CARD

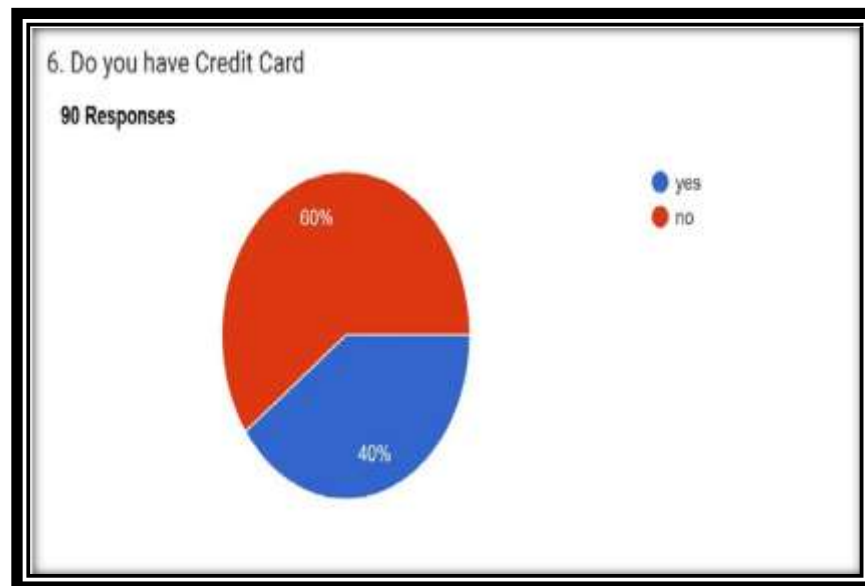
TABLE NO 4.1.6

N= 90

S. No	Particulars (credit card holders)	No of Respondents	Percentage
1	Yes	54	60%
2	No	36	40%

CREDIT CARD

CHART 4.1.6



INTERPRETATION:

From the above table, it is observed that the majority 60% of the respondents own a credit card infers that they are aware of the credit card usage and credit systems of a bank.

SAVE MONEY

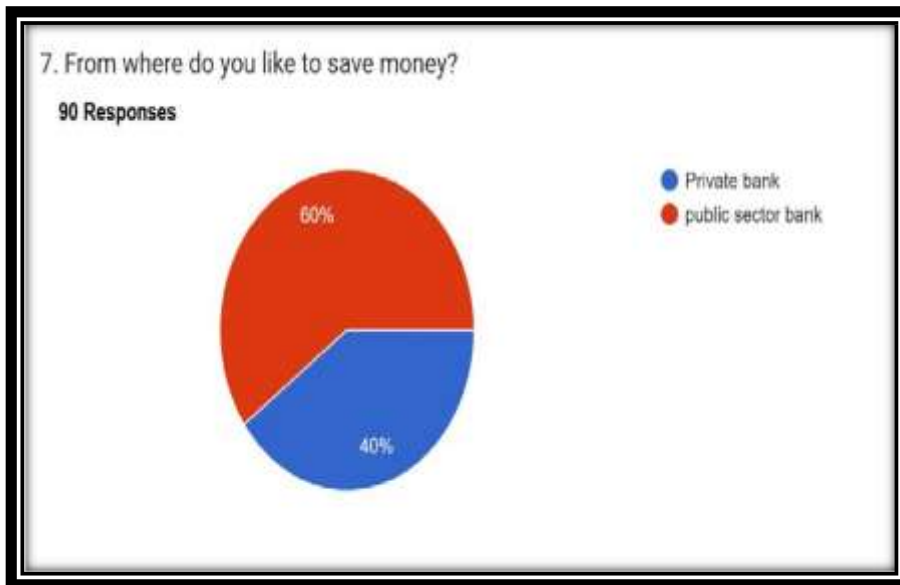
TABLE NO 4.1.7

N= 90

S. No	Particulars(Savings)	No of Respondents	Percentage
1	Private Sector	36	40%
2	Nationalize Bank	54	60%

SAVE MONEY

CHART 4.1.7



INTERPRETATION:

From the above table, it is observed that the majority 60% of the respondents prefer a public sector bank which infers that they are more attracted towards the benefits of the public sector bank.

BANK FACILITIES

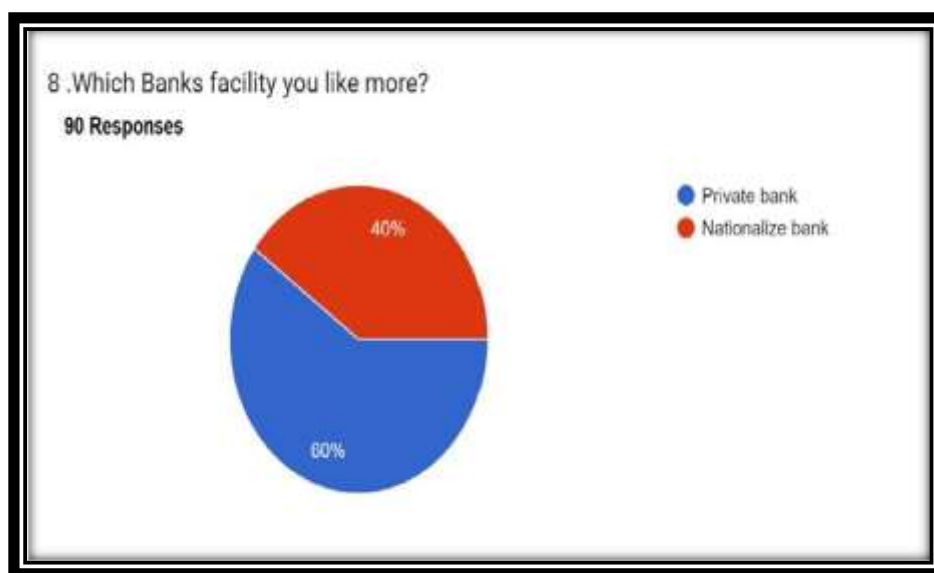
TABLE NO 4.1.8

N= 90

S. No	Particulars(Savings)	No Of Respondents	Percentage
1	Private Sector	36	40%
2	Public Sector Bank	54	60%

BANK FACILITIES

CHART 4.1.8



INTERPRETATION:

From the above table, it is observed that the majority 60% of the respondents prefer a private sectorbank which infers that they are more attracted towards the benefits of the private sector bank.

INTERNET BANKING

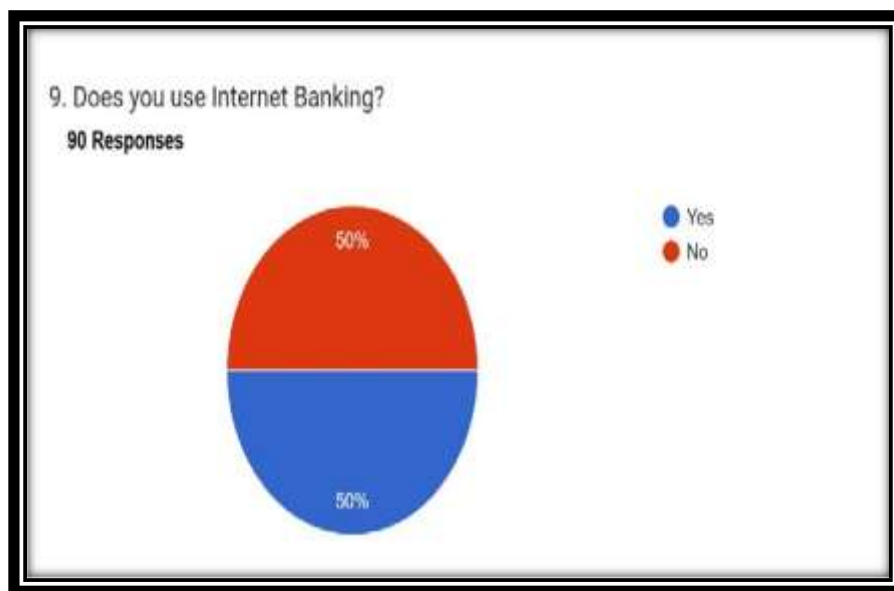
TABLE NO 4.1.9

N= 90

S. No	Particulars (internet banking)	No of Respondents	Percentage
1	Yes	45	50%
2	No	45	50%

INTERNET BANKING

CHART 4.1.9



INTERPRETATION:

From the above table, it is observed that the majority 50% of the respondents prefer usage of internet banking facilities while the other group of customer have scarce knowledge of internet banking.

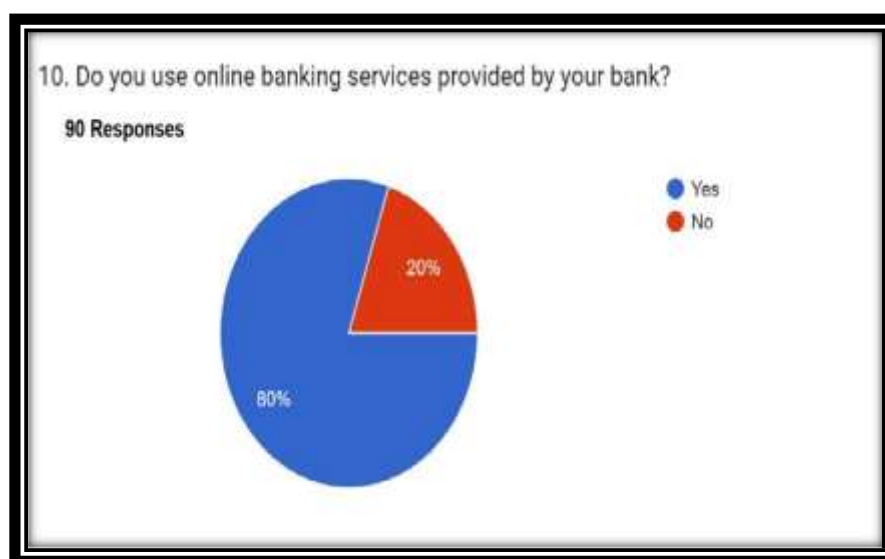
ONLINE SERVICES

TABLE NO 4.1.10

N= 90			
S. No	Particulars (online services)	No of Respondents	Percentage
1	Yes	72	80%
2	No	18	20%

ONLINE SERVICES

CHART 4.1.10



INTERPRETATION:

From the above table, it is observed that the majority 80% of the respondents hardly use the onlineservices provided by banks which infers the banking technology has not eased the customer banking activities.

MOBILE BANK APP USAGE

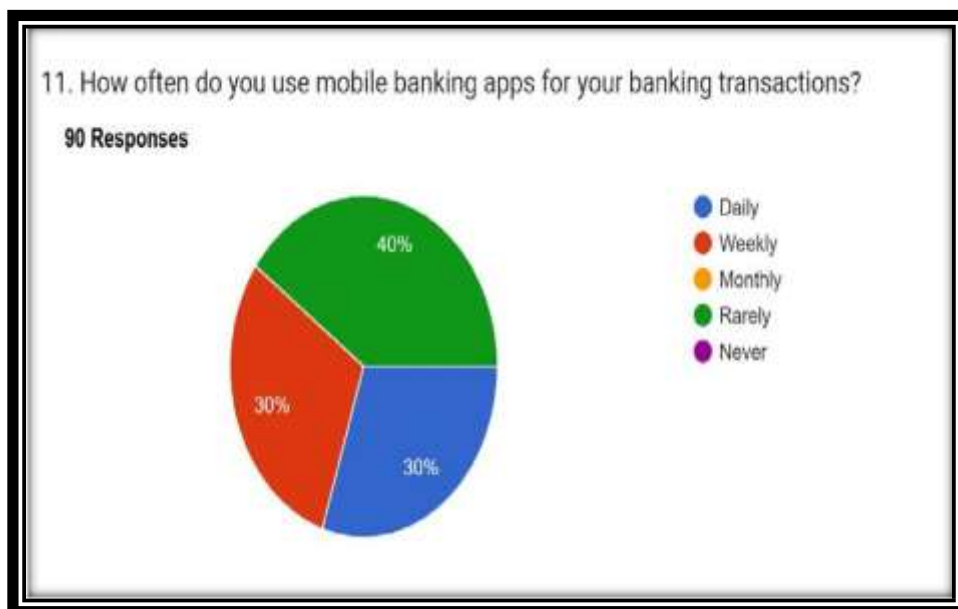
TABLE NO 4.1.11

N= 90

S. No	Particulars (Bank Apps Usage)	No of Respondents	Percentage
1	Daily	45	50%
2	Weekly	-	0%
3	Monthly	27	30%
4	Rarely	18	20%
5	Never	-	0%

MOBILE BANK APP USAGE

CHART 4.1.11



INTERPRETATION:

From the above table, it is observed that the majority 40% of the respondents have rarely used mobile banking apps which infers the bank have to reach their mobile banking app to their customers.

AWARENESS ABOUT TYPES OF ACCOUNTS

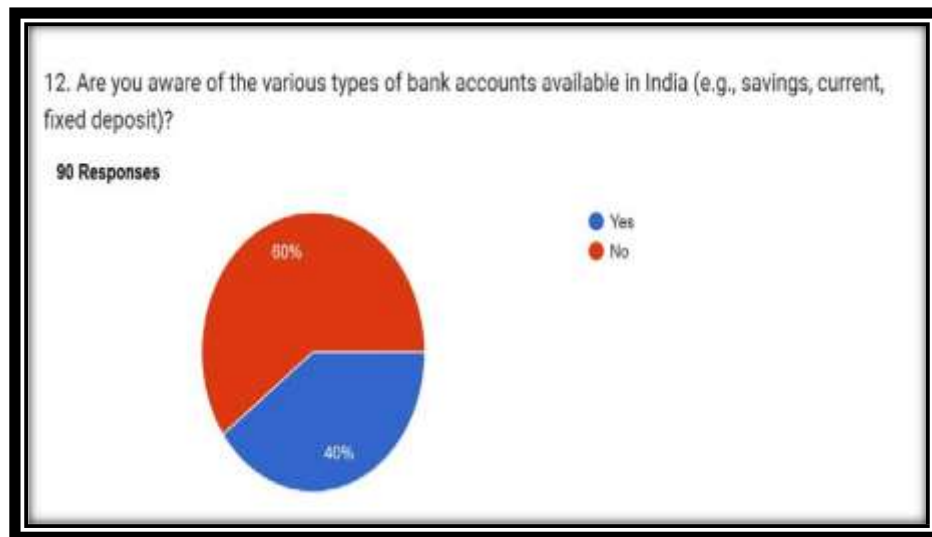
TABLE NO 4.1.12

N= 90

S. No	Particulars (Awareness)	No of Respondents	Percentage
1	Yes	36	40%
2	No	54	60%

AWARENESS ABOUT TYPES OF ACCOUNTS

CHART 4.1.12



INTERPRETATION:

From the above table, it is observed that the majority 60% of the respondents have less awareness about the various bank accounts available in banks which infers the banks should create awareness to all its clients about their services.

SECURITY ISSUES

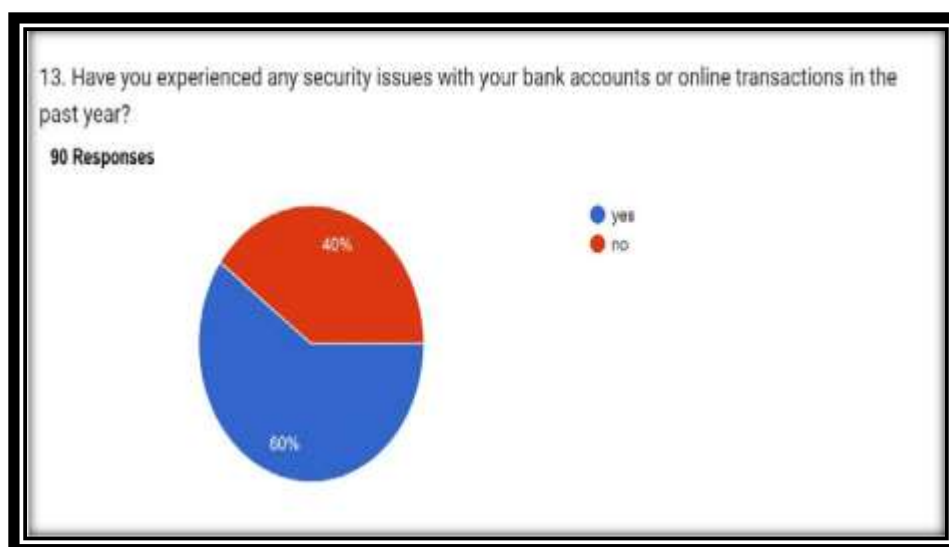
TABLE NO 4.1.13

N= 90

S. No	Particulars (Awareness)	No of Respondents	Percentage
1	Yes	36	40%
2	No	54	60%

SECURITY ISSUES

CHART 4.1.13



INTERPRETATION:

From the above table, it is observed that the majority 60% of the respondents have felt security issues in their online transactions in the past year. The bank should look into the security systemsto overcome this situation.

INTEREST RATES

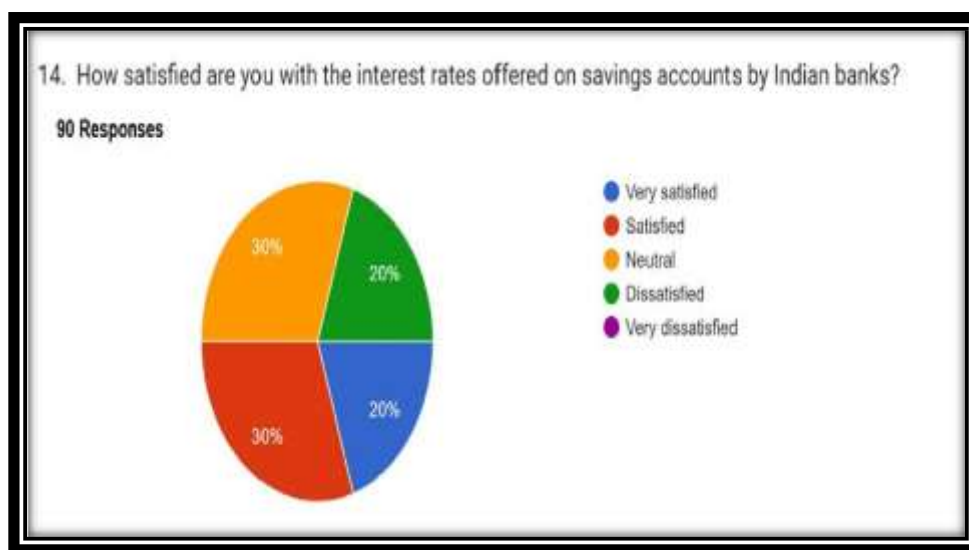
TABLE NO 4.1.14

N= 90

S. No	Particulars (Interest Rates)	No Of Respondents	Percentage
1	Very satisfied	18	20%
2	Satisfied	27	30%
3	Neutral	27	30%
4	Dissatisfied	18	20%
5	Very dissatisfied	-	0%

INTEREST RATES

CHART 4.1.14



INTERPRETATION:

From the above table, it is observed that the majority 30% of the respondents are satisfied with the interest rates provided by the Indian banks. This infers the banks offer interest rates which are creating positive waves towards their deposits.

RBI – SUPERVISING BANKS

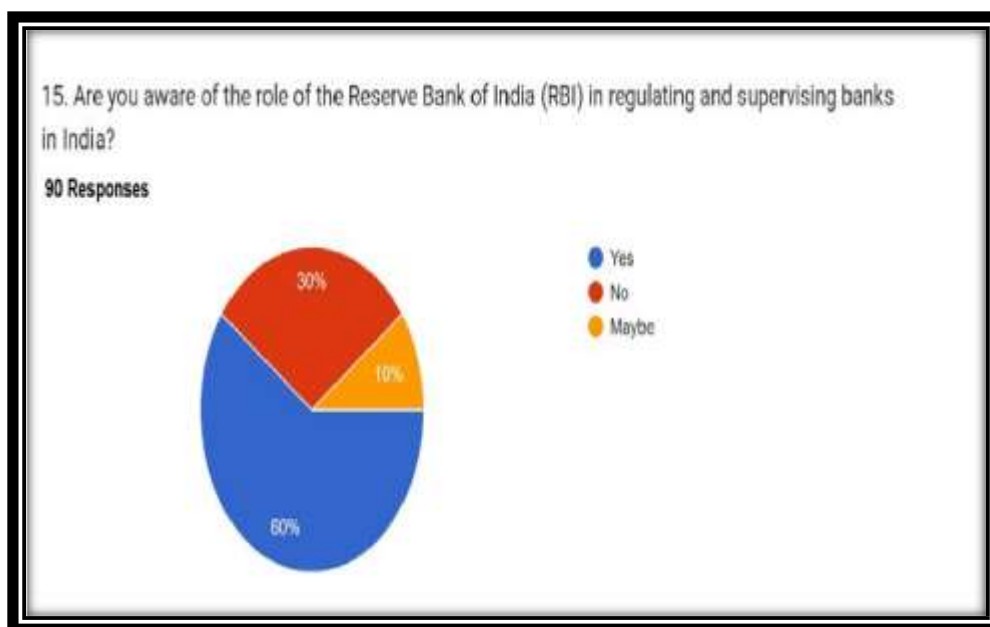
TABLE NO 4.1.15

N= 90

S. No	Particulars (RBI Awareness)	No Of Respondents	Percentage
1	Yes	54	60%
2	No	27	30%
3	Maybe	9	10%

RBI – SUPERVISING BANKS

CHART 4.1.15



INTERPRETATION:

From the above table, it is observed that the majority 60% of the respondents are aware of the RBI role in regulating and supervising banks which infers that most of customers are literate.

GOVERNMENT SCHEMES

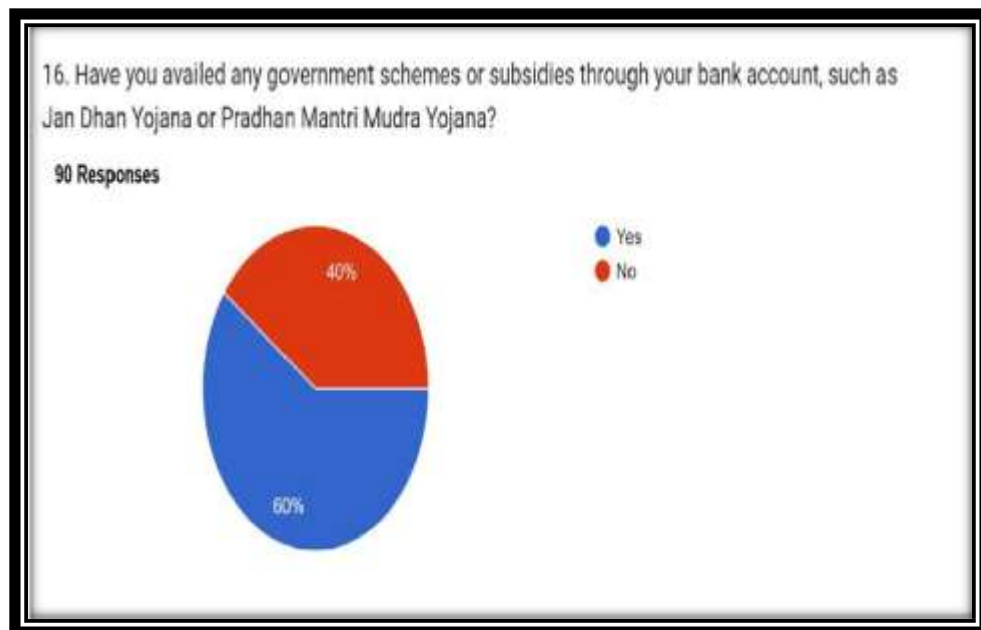
TABLE NO 4.1.16

N= 90

S.No	Particulars (Government Schemes)	No of Respondents	Percentage
1	Yes	54	60%
2	No	36	40%

GOVERNMENT SCHEMES

CHART 4.1.16



INTERPRETATION:

From the above table, it is observed that the majority 60% of the respondents have availed subsidies or government benefits through bank account Jan Dhan Yojana.

ACCESSIBILITY OF ONLINE BANKING

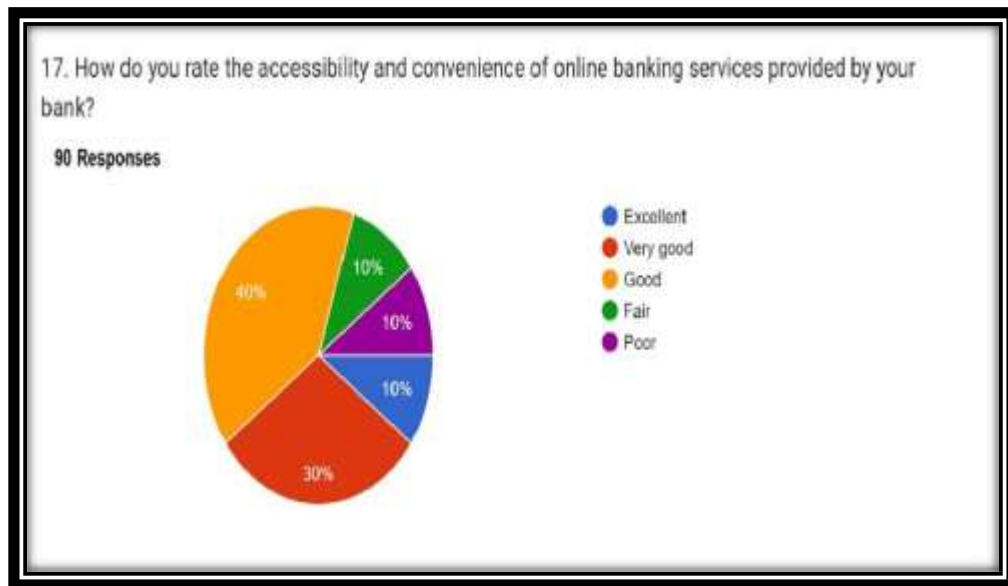
TABLE NO 4.1.17

N= 90

S. No	Particulars (Convenience Of Online Banking)	No of Respondents	Percentage
1	Excellent	9	10%
2	Very good	27	30%
3	Good	36	40%
4	Fair	9	10%
5	Poor	9	10%

ACCESSIBILITY OF ONLINE BANKING

CHART 4.1.17



INTERPRETATION:

From the above table, it is observed that the majority 40% of the respondents have felt there is ease in accessibility and convenience of online banking which infers the bank have strengthened their online banking services.

VISITING BRANCH

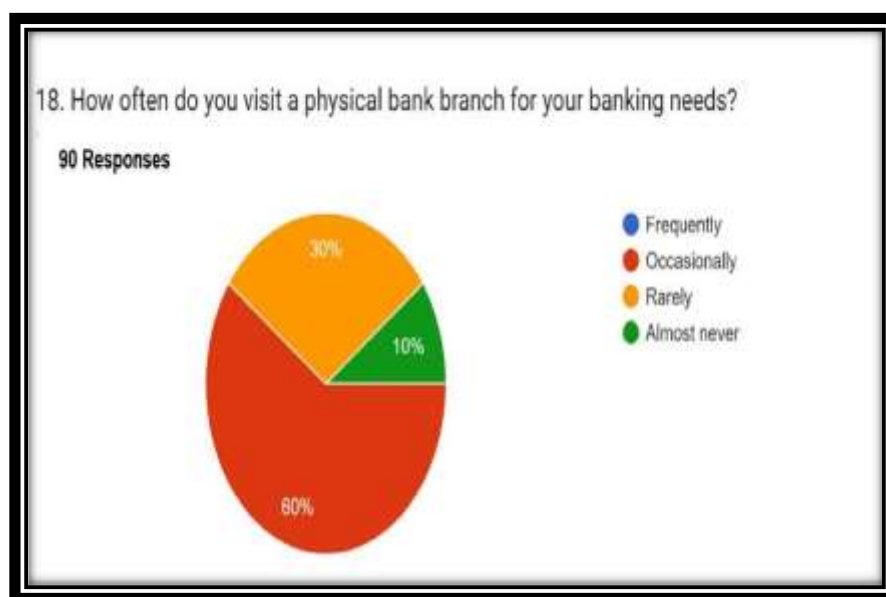
TABLE NO 4.1.18

N= 90

S. No	Particulars (Visiting Branch)	No of Respondents	Percentage
1	Frequently	-	0%
2	Occasionally	54	60%
3	Rarely	27	30%
4	Almost never	9	10%

VISITING BRANCH

CHART 4.1.18



INTERPRETATION:

From the above table, it is observed that the majority 60% of the respondents visit the branch and carry their transactions or deposits. This shows the customers are reliable on the physical mode of visiting branch than online mode.

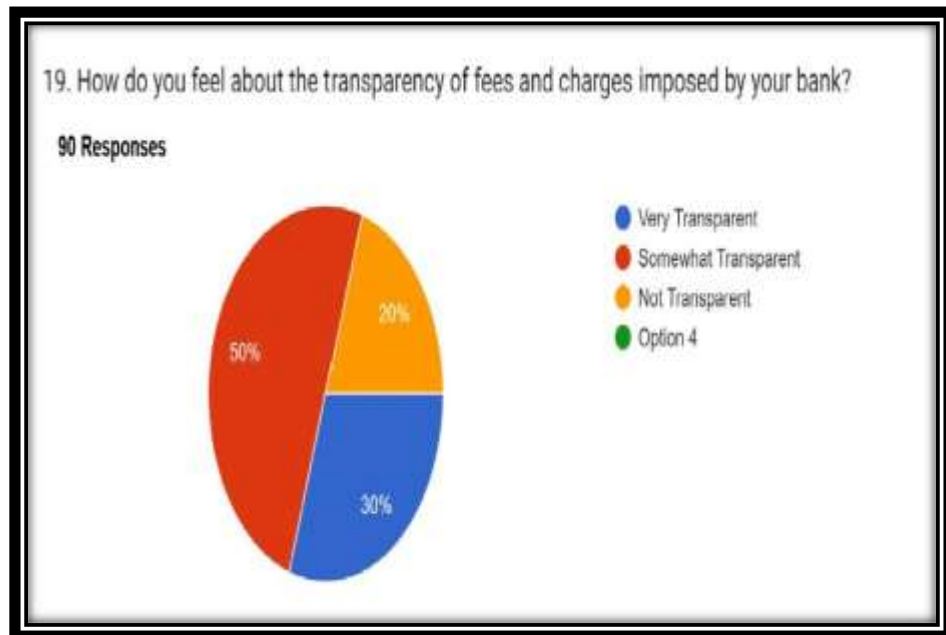
TRANSPARENCY IN FEES

TABLE NO 4.1.19

N= 90			
S. No	Particulars (Transparency)	No of Respondents	Percentage
1	Very transparent	27	30%
2	Somewhat transparent	45	50%
3	Not transparent	18	20%
4	Almost never	-	0%

TRANSPARENCY IN FEES

CHART 4.1.19



INTERPRETATION:

From the above table, it is observed that the majority 50% of the respondents felt that the bank fees imposed are transparent and they are very much aware of the fees levied on their transactions.

LEVEL OF FINANCIAL INCLUSION

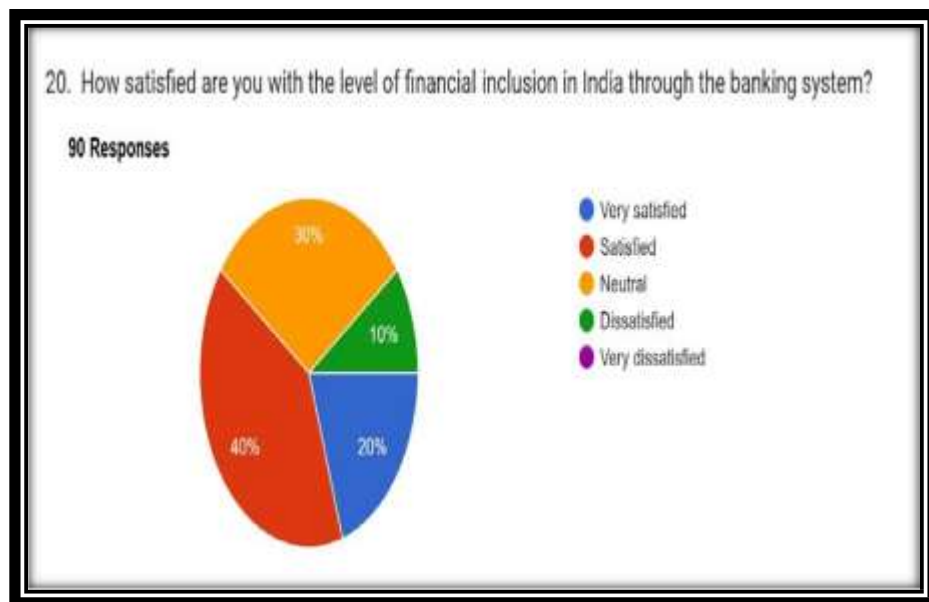
TABLE NO 4.1.20

N= 90

S. No	Particulars (Financial Inclusion)	No of Respondents	Percentage
1	Very Satisfied	18	20%
2	Satisfied	36	40%
3	Neutral	27	30%
4	Dissatisfied	9	10%
5	Very Dissatisfied	-	0%

LEVEL OF FINANCIAL INCLUSION

CHART 4.1.20



INTERPRETATION:

From the above table, it is observed that the majority 40% of the respondents are satisfied with the level of financial inclusion in India through the banking system.

SERVICES IN RURAL AREAS

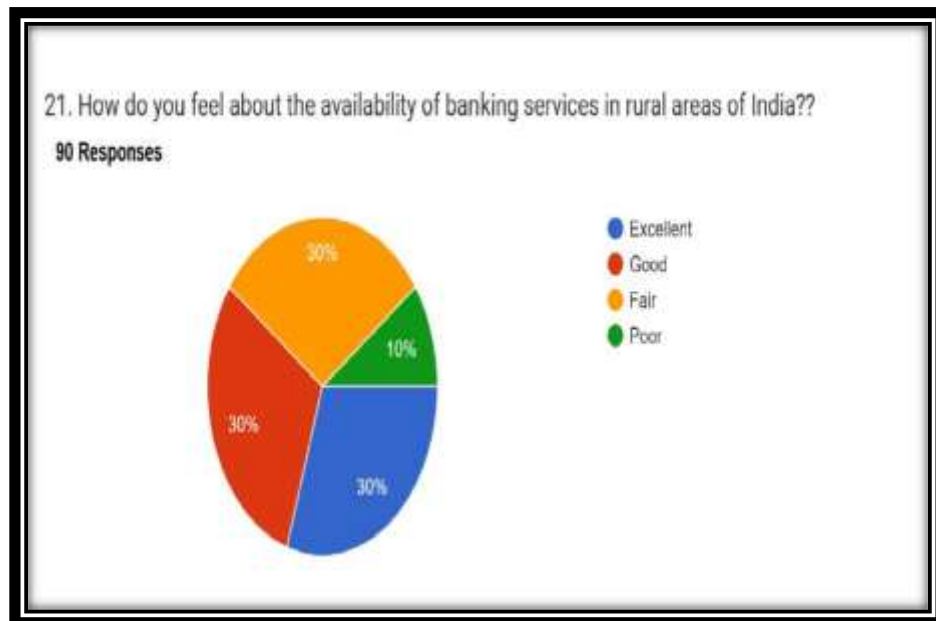
TABLE NO 4.1.21

N= 90

S. No	Particulars (Rural banking service)	No of Respondents	Percentage
1	Excellent	27	30%
2	Good	27	30%
3	Fair	27	30%
4	Poor	9	10%

SERVICES IN RURAL AREAS

CHART 4.1.21



INTERPRETATION:

From the above table, it is observed that the majority 30% of the respondents felt good about the banking services available in rural areas. The banks have reached even rural areas through their mobile banking services.

RESOLUTION OF COMPLAINTS

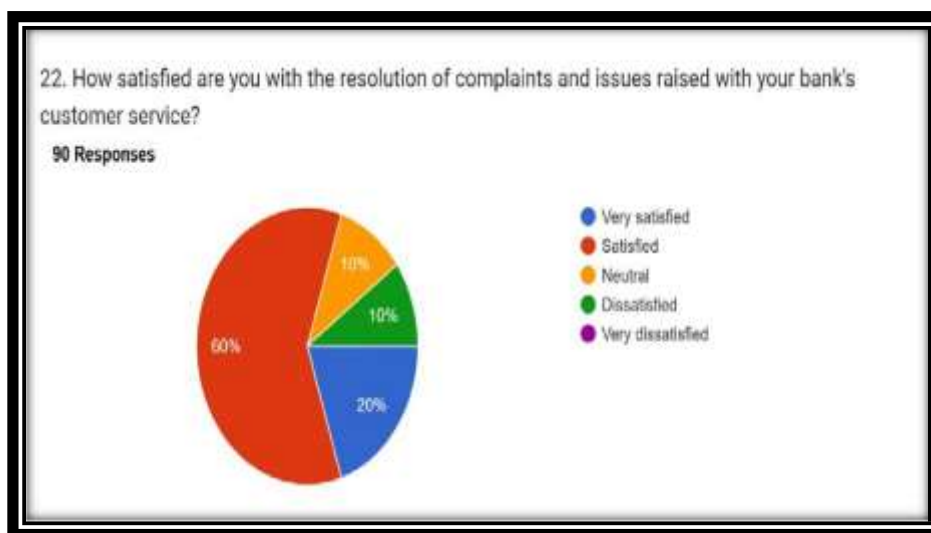
TABLE NO 4.1.22

N= 90

S. No	Particulars (Resolution Of Complaints)	No Of Respondents	Percentage
1	Very satisfied	18	20%
2	Satisfied	54	60%
3	Neutral	9	10%
4	Dissatisfied	9	10%
5	Very dissatisfied	-	0%

RESOLUTION OF COMPLAINTS

CHART 4.1.22



INTERPRETATION:

From the above table, it is observed that the majority 60% of the respondents have felt satisfied with customer service of banks to resolve their complaints and issues.

DELAYS IN FUND TRANSFER

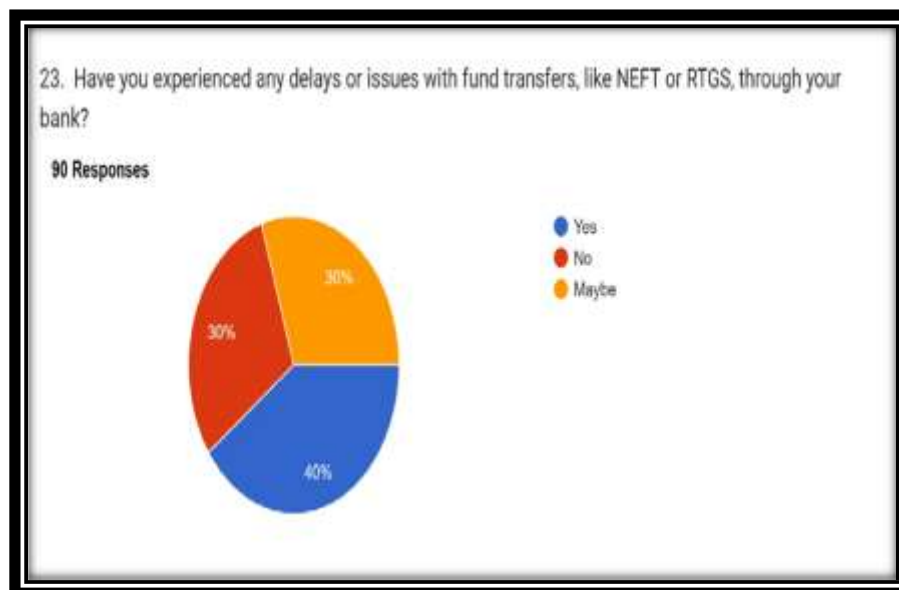
TABLE NO 4.1.23

N= 90

S. No	Particulars (Visiting Branch)	No of Respondents	Percentage
1	Frequently	-	0%
2	Occasionally	54	60%
3	Rarely	27	30%
4	Almost never	9	10%

DELAYS IN FUND TRANSFER

CHART 4.1.23



INTERPRETATION:

From the above table, it is observed that the majority 40% of the respondents have experienced delays and issues in fund transfers like NEFT, RTGS through the bank.

4.2 Statistical Analysis – Chi Square Test

It was decided to use Chi-square test to test the association between the variables as all the variables used in the study are categorical that is, either nominal or ordinal scale. A chi-square test is a statistical test used to determine if there is a significant association between two categorical variables. It is commonly applied when the data are nominal/ordinal and we need to assess whether the observed frequencies differ significantly from the expected frequencies.

Chi-square test of independence is used to determine if there is a relationship between two categorical variables. General assumptions of the chi-square test are:

Independence: The observations used in the test should be independent of each other. This assumption implies that the data points should be unrelated or not influenced by each other. Data collected in the present study satisfies this requirement.

Sample size: The sample size should be sufficiently large for the chi-square test to be valid. A general guideline is that all expected frequencies (i.e., the expected counts in each category) should be greater than 5. The data collected in this study satisfies this requirement.

Random sampling: The data should be collected using a random sampling method to ensure that the sample is representative of the population of interest. Though random sampling technique was not applied to select the 90 samples used in this study, care has been taken to make the sample representative of the population under study. So, the results of chi-square test applied to the data under study may not suffer any major shortcoming on this account.

Nominal or ordinal data: The chi-square test is typically used for categorical data that can be organized into categories or ordered levels. This requirement typically fits this study well as all the data collected are either nominal or ordinal scales except for one particular data the visiting branch, resolving issues of the respondent.

The results of the various chi-square tests performed are summarized in the following table. The generic null and alternative hypotheses for these chi-square tests are:

Null Hypothesis (H_0): There is no association between the two categorical variables in the population.

Alternative Hypothesis (H_1): There is an association between the two categorical variables in the population.

Table 4.2 Summary of Chi-square Test of Independence (Asy. Sig.)

Variable	5	6	7	8	9	10	11	12	13	14	15
1			.001	.010	.000		.017	.000			.000
2		.801		.010	.000		.017	.000		.040	.000
3					.000					.040	.000
4	.006				.000		.017				
5		.801		.010	.000		.017	.000		.040	.000
6						.008			.674		.000
7									.674	.040	
8								.000	.674		
9									.674		.000

1 = Age	2 = Educational Qualification	3 = Bank Facilities
4 = Savings	5 = Internet banking	6 = Credit card
7 = Services availed in rural areas	8 = Mobile banking app usage	9 = Rate of accessibility
10 = Interest Rates of saving account	11 = Awareness of RBI Regulations	12 = Usage of Online banking services
13 = Availing Government Subsidies	14 = Resolution of complaints	15 = Delay or Issues in Fund Transfer

The values highlighted are the tests in which the null hypotheses are accepted

One of the prerequisites for performing a chi-square test of independence is that the expected frequency for each cell should be greater than or equal to 5. This requirement is known as the minimum expected frequency or the minimum expected count assumption. The expected frequency refers to the frequency that would be expected in each cell if there was no association between the two variables. It is calculated based on the assumption of independence between the variables.

If any cell in the contingency table has an expected frequency less than 5, it can lead to unreliable or inaccurate results in the chi-square test. When this assumption is violated, alternative statistical tests or modifications to the analysis may be necessary.

However, for all the above tests, the expected frequency per cell was more than 5 and therefore the results are valid from the point of view of this prerequisite for applying chi-square test of independence.

Interpretation

Chi-square tests conducted on the following sets of variables confirmed an association between the variables:

Variable 1 and Variables 7, 8, 9, 11, 12 and 15

Variable 2 and Variables 8, 9, 11, 12, 14 and 15

Variable 3 and Variables 9, 14 and 15

Variable 4 and Variables 5, 9 and 11

Variable 5 and Variables 6, 8, 9, 11, 12, 14 and 15

Variable 6 and Variables 10, 13 and 15

Variable 7 and Variables 13 and 14

Variable 8 and Variables 12 and 13

Variable 9 and Variable 15

Chi-square tests conducted on the following sets of variables confirmed that there is no association between the variables:

Variable 2 and Variable 6

Variable 5 and Variable 6

Variable 6 and Variable 13

Variable 7 and Variable 13

Variable 8 and Variable 13

Variable 9 and Variable 13

The details of the variables are presented in the findings section that follows.

CHAPTER 5

FINDINGS, SUGGESTIONS & CONCLUSION

5.1 FINDINGS OF THE STUDY

- The majority 50% of the respondents belong to the age group of 20 to 25 which infers more youngsters have knowledge about banking operations.
- The majority 50% of the respondents are undergraduates which infers respondents have a high literacy level.
- The majority 60% of the respondents are married which infers that the respondents are involved more in savings and involve in banking activities.
- The Majority 40% of the respondents are businessmen as well as professionals which infers that the respondents are involved in banking activities.
- The majority 40% of the respondents have a household income above 5 lakhs which infers their income is moderate enough to deposit in banks
- The majority 60% of the respondents own a credit card infers that they are aware of the credit card usage and credit systems of a bank.
- The majority 60% of the respondents prefer a public sector bank which infers that they are more attracted towards the benefits of the public sector bank.
- The majority 60% of the respondents prefer a private sector bank which infers that they are more attracted towards the benefits of the private sector bank.
- The majority 50% of the respondents prefer usage of internet banking facilities while the other group of customer have scarce knowledge of internet banking.
- The majority 80% of the respondents hardly use the online services provided by banks which infers the banking technology has not eased the customer banking activities.
- The majority 40% of the respondents have rarely used mobile banking apps which infers the bank have to reach their mobile banking app to their customers.
- The majority 60% of the respondents have less awareness about the various bank accounts available in banks which infers the banks should create awareness to all its clients about their services.

- The majority 60% of the respondents have felt security issues in their online transactions in the past year. The bank should look into the security systems to overcome this situation.
- The majority 30% of the respondents are satisfied with the interest rates provided by the Indian banks. This infers the banks offer interest rates which are creating positive waves towards their deposits.
- The majority 60% of the respondents are aware of the RBI role in regulating and supervising banks which infers that most of customers are literate.
- The majority 60% of the respondents have availed subsidies or government benefits through bank account Jan Dhan Yojana.
- The majority 40% of the respondents have felt there is ease in accessibility and convenience of online banking which infers the bank have strengthen their online bankingservices.
- The majority 60% of the respondents visit the branch and carry their transactions or deposits. This shows the customers are reliable on the physical mode of visiting branch than online mode.
- The majority 50% of the respondents felt that the bank fees imposed are transparent and they are very much aware of the fees levied on their transactions.
- The majority 40% of the respondents are satisfied with the level of financial inclusion in India through the banking system.
- The majority 30% of the respondents felt good about the banking services available in ruralareas. The banks have reached even rural areas through their mobile banking services.
- The majority 60% of the respondents have felt satisfied with customer service of banks to resolve their complaints and issues.
- The majority 40% of the respondents have experienced delays and issues in fund transferslike NEFT, RTGS through the bank.
- There is an association between age of the respondent and 'Services availed in rural areas,'Mobile banking app usage', 'Rate of accessibility, 'Awareness of RBI Regulations, 'Usage of Online banking services' and 'Delay or Issues in Fund Transfer'.
- There is an association between the Educational Qualification of the

respondent and 'Mobile banking app usage' , 'Rate of accessibility, 'Awareness of RBI Regulations', 'Usage of Online banking services', 'Resolving Complaints and 'Delay or Issues in Fund Transfer'.

- There is an association between education of the respondent and 'Rate of accessibility, 'Resolving Complaints and 'Delay or Issues in Fund Transfer'.
- There is an association between the Savings of the respondent and 'Internet banking', 'Rate of accessibility and 'Awareness of RBI Regulations.

There is an association between Internet banking of the respondent and 'Credit cards', 'Mobile banking app usage', 'Rate of accessibility, 'Awareness of RBI Regulations, 'Usage of Online banking services', 'Resolution of complaints they will receive' and 'Delay or Issues in Fund Transfer'.

- There is an association between Credit card provided to the respondent and 'Interest Rates of savings account', 'Availing Government Subsidies, and 'Delay or Issues in Fund Transfer'.
- There is an association between those respondents who have awareness about Services availed in rural areas and 'Availing Government Subsidies & 'Resolution of complaints'.
- There is an association between those respondents who have awareness about their Mobile banking app usage and 'Usage of Online banking services' & 'Availing Government.'
- There is an association between 'Rate of accessibility' and 'Delay and Issues in Fund Transfer'.
- There is NO association between 'Educational Qualifications' and 'Credit cards.
- There is NO association between 'Internet banking' and 'Credit cards. '
- There is NO association between 'Credit cards' and 'Availing Government Subsidies.
- There is NO association between 'those who have awareness about Services availed in rural areas and 'Availing Government Subsidies'.
- There is NO association between 'Mobile banking app usage' and 'Availing Government Subsidies'.
- There is NO association between 'Rate of accessibility and 'Availing Government Subsidies'.

5.2 SUGGESTIONS AND RECOMMENDATIONS

- Based on the responses provided above, we may conclude that serving India's mass market is the banking industry's biggest struggle.
- Businesses now prioritize their customers over their products.
- Our ability to meet our consumers' requirements will improve with our increased understanding of them.
- Indian banks must lower their service fees in order to lessen the aforementioned difficulties.
- Another facet that presents issues is the differentiation of products.
- Indian banks need to innovate their products in addition to offering regular banking services if they want to stay competitive.
- Upgrading technology is a necessary part of facing obstacles. When it comes to consumer awareness, this year is noticeably better than last.
- These days, they require ATM services, mobile banking, and online banking. Increasing the size of a branch to gain a larger portion of the market is another strategy to beat rivals.
- As a result, given that several Indian nationalized and private sector banks have already done so, they should expand into international markets.

5.3 CONCLUSION

- Over time, it has been noted that the market frequently shifts under various conditions, with clouds of dread and decreases of growth being two significant phenomena. Numerous environmental changes have occurred both before and after liberalization, which have a direct impact on the aforementioned phenomena. It is clear that India has seen tremendous growth in the post-liberalization era, but there have also been some difficulties.
- This study discusses the various difficulties and opportunities like services availed in rural markets, transparency in fees, customer awareness, management of security issues, mobile banking app usage in the banking sector, online services, availing government subsidies, bank facilities, interest rates, and customer intention to save money.
- Banks are making an effort to compete with their rivals. The banks have been forced to reconsider their policies and tactics due to competition from international banks and technological advancements. Additionally, banks must immediately implement adequate security measures against various forms of banking malfeasance.
- This study has been able to monitor the durability of Indian banking institutions since the late 1800s, when systematic banking activities began in the subcontinent. It is with rekindled hope in the ability of Indian banks to withstand hardship and maintain their social responsibility to promoting the inclusive growth of the country.

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ANNEXURE I

QUESTIONNAIRE

ANALYSIS REPORT ON HOW THE INDIAN BANKING SYSTEM OPERATES

1. Your Age: _____

2. Education Qualification

- ☐ Undergraduate
- ☐ Graduate
- ☐ Post graduate

3. Marital Status.

Married

Single

No. of Children: _____

4. Occupation _____

- ☐ Business
- ☐ Profession
- ☐ Service
- ☐ (Please mention below the type of business/profession you are in in case of service please mention your organization name and designation)

5. Your annual household income

- ☐ Below 3 lakhs
- ☐ 3 to 5 lakhs
- ☐ above 5 lakhs

6. Do you have Credit Card?

☐ Yes

☐ No

7. From where do you like to save money?

☐ Private bank

☐ Nationalised banks

8. Which Banks facility you like more?

☐ Private bank

☐ Nationalised banks

9. Does you use Internet Banking?

☐ Yes

☐ No And how it will help you?

10. Do you use online banking services provided by your bank?

☐ Yes

☐ No

11. How often do you use mobile banking apps for your banking transactions?

☐ Daily

☐ Weekly

☐ Monthly

☐ Rarely Never

12. Are you aware of the various types of bank accounts available in India (e.g., savings, current, fixed deposit)?

☐ Yes

☐ No

13. Have you experienced any security issues with your bank accounts or online transactions in the past year?

☐ Yes

☐ No

14. How satisfied are you with the interest rates offered on savings accounts by Indian banks?

☐ Very satisfied

☐ Satisfied .

☐ Netural .

☐ Dissatisfied

☐ Very Dissatisfied

15. Are you aware of the role of the Reserve Bank of India (RBI) in regulating and supervising banks in India?

☐ Yes

☐ No

16. Have you availed any government schemes or subsidies through your bank account, such as Jan Dhan Yojana or Pradhan Mantri Mudra Yojana?

☐ Yes

☐ No

17. How do you rate the accessibility and convenience of online banking services provided by your bank?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Netural
- ☐ Dissatisfied
- ☐ Very Dissatisfied

18. How often do you visit a physical bank branch for your banking needs?

- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Almost never

19. How do you feel about the transparency of fees and charges imposed by your bank?

- ☐ Very Transparent
- ☐ Somewhat Transparent
- ☐ Not Transparent

20. How satisfied are you with the level of financial inclusion in India through the banking system? (Scale: Very Dissatisfied to Very Satisfied)

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Netural
- ☐ Dissatisfied

☐ Very Dissatisfied

21. Have you experienced any delays or issues with fund transfers, like NEFT or RTGS, through your bank?

☐ Yes

☐ No

22. Are you aware of the recent policy changes or reforms introduced by the Reserve Bank of India (RBI) affecting the banking sector?

☐ Yes

☐ No

23. How do you feel about the availability of banking services in rural areas of India?

☐ Excellent

☐ Good

☐ Fair

☐ Poor

24. How satisfied are you with the resolution of complaints and issues raised with your bank's customer service?

☐ Very Satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Very Dissatisfied