

**A Study on Banking Services and Habits
with Special Reference to Rural and
Urban Areas of Andhra Pradesh**

**Project Report
Submitted in the partial
Fulfillment for B.Com Degree (Batch 2020-2023)**



Submitted by

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B.Com IV Semester
Registered no: 120130803141**

Under the guidance of

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MRS A.V.N DEGREE COLLEGE VISAKHAPATNAM



Program Book

Community Service Project



**AP STATE COUNCIL OF HIGHER
EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

Community Service Project Report

Submitted in accordance with the requirement for the degree of.....

Name of the College: Mrs. A.V.N College

Department: commerce

Name of the Faculty Guide: Mr M.I. Prasanna Kumar

Duration of the CSP: From.6.10.22 To.10.11.22

Name of the Student: Piradi durga

Programme of Study: Banking Services and habits

Year of Study: 2020-23

Register Number: 120130803141

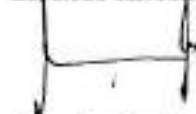
Date of Submission: 14/11/2022

Student's Declaration

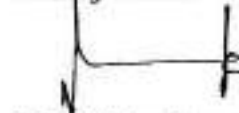
I, P. Dugga, a student of CSP Program,
Reg. No. 120120802141 of the Department of commerce
Mrs. A.V.N college College do hereby declare that I have completed
the mandatory community service from 1/10/22 to 10/11/22 in
Banking Services Habita (Name of the Community/Habitation) under the Faculty
Guideship of Mrs. M.T. Prassana Ismay (Name of the Faculty Guide), Department
of commerce in College

P. Dugga
(Signature and Date)

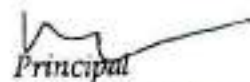
Endorsements



Faculty Guide



Head of the Department



PRINCIPAL
Mrs. A.V.N. COLLEGE
VISA KHAPATNAM

Certificate from Official of the Community

This is to certify that P. Dugga (Name of the Community
Service Volunteer) Reg. No 120120803141 of Mrs. A.V.N College (Name of
the College) underwent community service in
Banking Services and Habits (Name of the Community) from 1/10/22 to
10/11/22 The overall performance of the Community Service Volunteer during
his/her community service is found to be Good (Satisfactory/Good).



Authorized Signatory with Date and Seal

ACKNOWLEDGEMENT

The satisfaction that accompanies the successful completion of any work would be incomplete without mentioning the people who made it possible and whose encourage and guidance has been a source of inspiration throughout the course of the project. We are thankful to the Sanctum Mrs. A.V.N degree college, Visakhapatnam for giving us the opportunity to express our heartfelt to our beloved Principal Mr. Simhadri Naidu for the kind support in doing this project.

We are privileged to express my sincere gratitude to Mr. M. J. Prasanna Kumar mentor lecturer in commerce & for giving his continuous support and guidance in our project.

CONTENT

- Introduction
- Analysis and interpretation
- Findings, conclusion and suggestions
- Annexure : Questionnaire & village photographs

EXCLUSIVE SUMMARY

INTRODUCTION

Banking

The banks have become an integral part of our life. In olden days only the well to do and rich persons could enjoy the banking services, but now people of all strata could enjoy the services of banking. Banks are catering to the needs of agriculturists, industrialists, traders and to all sections of the society. The word Bank is said to have been derived from the French word "Banco" which means a bench. In fact, the early Jews in Lombardy transacted their banking business by sitting on benches. According to Crowther, modern banking has three ancestors such as the merchant, the Goldsmith and the Moneylender.

DEFINITION

Definition Banking "Banking is the business of accepting for the purpose of lending or investment, of

deposits of money from the public repayable on demand or otherwise and withdraw-able by cheque, draft, and order or otherwise."

Indian Banking Regulation Act, 1949.

STRUCTURE:

Structure of Banking: Reserve Bank of India is the central bank of our country. It was established on 4th April 1935 accordance with the provisions of the Reserve Bank of India Act, 1934. It holds the apex position in the banking structure. RBI performs various developmental and promotional functions. It has given wide powers to supervise and control the banking structure. It occupies the pivotal position in the monetary and banking structure of the country.

All commercial banks (Indian and foreign) regional rural banks, and state cooperative banks are scheduled banks. Non-scheduled banks are those which are not included in the second schedule of the RBI Act, 1934. At present these are only

three. Such banks in the country. commercial bank:
commercial bank is an institution that accepts deposits
makes business loans and other related services
to various like accepting deposits and lending
loans and advances to general customers and
business man.

NEED FOR BANKING :

In the modern era everything is being done online.
There is no exception to the banking sector also.
After demonetization, every receipt and payments
is being done through banking sector only.
Every one needs to have an account in the bank
and all should make use of various services
being rendered by the bank such as loans, locker
facility, insurance facility etc.

BANKING SERVICES AND HABITS :

Banking habits among the lower income people
are an indicator of financial inclusion. The remittance
facilities. In India attempts have been made to

being the lower income groups within the ambit of formal financial institutions, such as commercial banks.

Financial inclusion denotes delivery of financial services at an affordable cost to the vast sections of the disadvantaged and low-income groups. Through graduated credit, the attempt must be to lift the poor from one level to another so that they come out of poverty. Banking habits among the lower income people are an indicator of financial inclusion. The various banking services include credit, savings, insurance and payments and remittance facilities. In India attempts have been made to bring the lower income groups within the ambit of formal financial institutions, such as commercial banks. However, generally the inclusion is limited to making them open a bank account and avail a small loan. It is often felt that the banks and other financial institutions can't facilitate financial inclusion on their own, since

their reach to the lower income groups is limited either due to structural or behavioral reasons

NEED FOR BANKING SERVICES :

Individuals and organizations need bank accounts and services that enable them to safely hold cash and make transactions. They need access to credit — in forms ranging from microcredit to massive corporate loans — to enable investment and economic advancement. Individuals, businesses, and institutions need to protect themselves against a range of risks that could not be born at either an individual or an organizational level. Customers need savings and wealth creation vehicles in which to invest their money. And they need periodic advice on their financial situation and on appropriate products and services. Now a days almost all the transactions are being done through banks only. This has become more intense after demonetization.

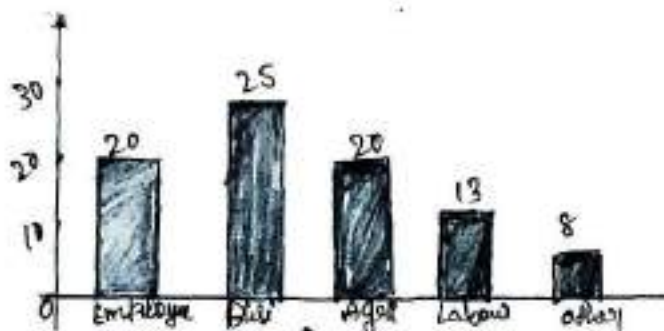
CHAPTER 2: OVERVIEW OF THE COMMUNITY

About the Community/Village/Habitation including historical profile of the community/habitation, community diversity, traditions, ethics and values.

Brief note on Socio-Economic conditions of the Community/Habitation.

Analysis and Interpretation:

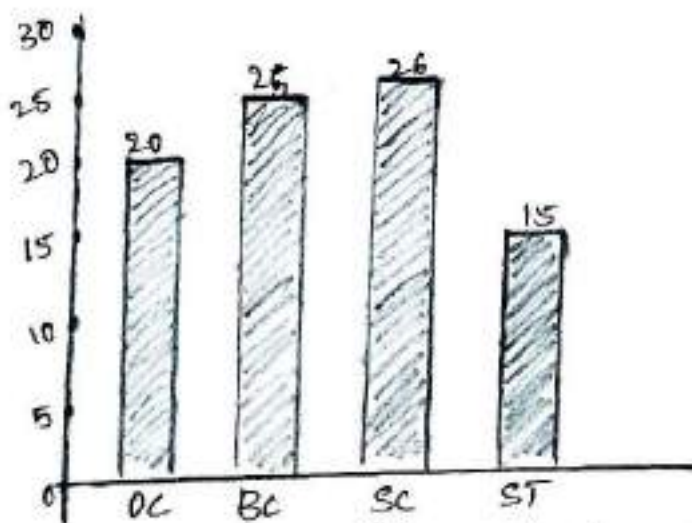
Profession



Profession	
Employee	20
Business	25
Agriculture	20
Labourer	13
Others	8

The profession of the respondents in the study area is given in the above table. 20 respondents are employees. 20 of them have agriculture as profession.

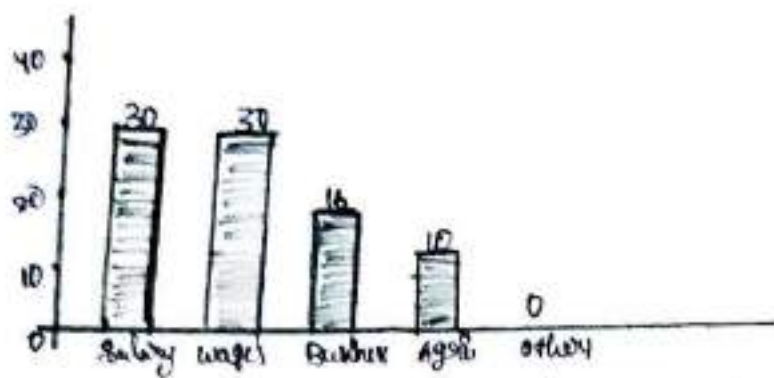
Social Status:



Social Status	
OC	20
BC	25
SC	26
ST	15

The social status of the respondents in the study area is given below. Most of the respondents belong to SC. 15 of the respondents belong to schedule tribes.

Source of Income



Source of income	
Salary	30
wages	30
Business	16
Agriculture	10
Others	0

In our survey we found that the respondents have different sources of income. 30 respondents have salary as their source of income. 30 of the respondents have wages as their income sources.

Bank Account



■ Yes ▨ No

Bank Account	
Yes	50
NO	36

In our survey it has been found out that 50 of the respondents have bank accounts and only 36 of them do not have bank accounts.

CHAPTER 3: COMMUNITY SERVICE PART

FINDINGS :

1. In the study area the number of female is more than number of male.
2. Most of the respondents belong to middle age group.
3. Some respondents are educated. Some of them studies even above degree level. Some of them studies below 10th class only.
4. Most of the respondents are laborer's and some of them are employees.
5. As regards social status, most of them belong to Back ward class (OBC).
6. The majority of the respondents are living in their own house and few of them are living in rental house.
7. Most of the respondents are having some type of vehicle. Most of them are having two wheelers.
8. Regarding source of income the respondents are getting income from various sources like salary, wages, Business, etc.
9. All of the respondents are having bank accounts.
10. Only few of them are having insurance policy.

conclusions :

- * It can be concluded that most of the respondents are female.
- * Most of the respondents are either semi educated.
- * The respondents belong to lower middle class people or poor.
- * Most of them reside in own houses.
- * All most all the respondents have some kind of vehicle.
- * Most of the respondents have labour as their source of income besides employment.
- * Majority of the respondents have bank accounts.
- * The respondents are not having insurance habits.
- * Majority of the responders belong to weaker sections.
- * They have less annual income and are receiving some kind of government schemes.
- * The accounts of the respondents are more with commercial banks.
- * ATM is the main source for withdrawing money.
- * House loan and gold loan are the most known loans to the respondents.
- * The life insurance and vehicle insurance is known to almost all the respondents.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	I visited to my area for community service project and the people I visited responded greatly	Learned interaction and communicating with others.	B. S. S. S. S. S.
Day - 2	Some of the people didn't respond due to their busy work, but few people were responded better	I learnt the skills of preparation of documents	[Signature]
Day - 3	Today, one of the family members asked me about CSF very brief and then the answer	I learnt the way of explanation about a topic clearly.	V. Ramu
Day - 4	People rejected for our meeting to my survey, so I visited to another house, and responded	I learnt to be with patience	K. Karanika
Day - 5	Today, I visited another colony in Pallivudhi and a family	I learnt to speak clearly with others	R. P. S. S. S.
Day - 6	Two houses were rejected my survey and the 3rd house responded to me some what better	I learnt to be strong when I got rejection	G. Jhans

WEEKLY REPORT

WEEK - 1 (From Dt. 04/10/22 to Dt. 08/10/22)

Objective of the Activity Done: Banking sources and habits

Detailed Report: I visited to my area for community service project and the people I visited responded greatly.

Some of the people didn't respond due to their office work, but few people were responded better.

Today, one of the family members asked me about CAP very briefly and then he answered to my questions.

People rejected to answering to my survey questions, so, I visited to another house, and responded.

Also, I visited another colony in Palivendhi, and a family responded.

To community service project very family two houses were rejected my survey and the 3rd house responded to me somewhat better and family I had completed my first week survey project.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Today, one of the family members asked me about esp very briefly and then he responded	I learnt to give proper explanation to others.	N. Gajji
Day - 2	So many houses rejected for answering to my survey and finally one house responded	I learnt to be loyal from the responded house	K. Suresh
Day - 3	I visited more than members in a family to get the accurate answers	I brought the large matter to ask the data	G. Chandhika
Day - 4	many families rejected, last but not the least one was responded	I came to know the problems very clearly	P. Surya
Day - 5	They were not interested in online shopping and interested in offline shopping	more usage of technology is changes.	M. Satish
Day - 6	Today, one of family has responded with great loyalty	I learned the skills I conveying others	K. Pavani

WEEKLY REPORT

WEEK - 2 (From Dt. 09/10/22 to Dt. 15/10/22)

Objective of the Activity Done: customer's satisfaction of banks

Detailed Report: Today, one of the family member asked me about community service project very briefly and then he responded.

So, many houses rejected for answering to my survey and finally one house responded.

I visited more than 4 members in a family to get the more than accurate answers many of families rejected my survey, finally last but not the least one was responded and few families were not interested in offline shop banking system. online banking benefits and one of families has responded with great loyalty and answered very fairly on each and every question is my community service project, on the topic of banking services and habits.

The Banking system physically and can get satisfied by their Banked services.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Today, only few members responded that Banking Survey	Thanking to him for showing interest towards me	<u>PSJ</u>
Day - 2	Many family members rejected the Survey topic's	I came to know the problems is clearly.	<u>P. Kumar</u>
Day - 3	Today, one of family asked briefly about CSP, and then responded to my questions	I present the way of explanation about a topic clearly	<u>K. Rama</u>
Day - 4	3 houses were rejected my survey and finally one house has a great respond towards me.	I present to be strong, when I got rejection.	<u>G. Dossu</u>
Day - 5	Everyone in a family answered me very up growth because they were going outside	showed my gratitude towards them for their attention.	<u>ML</u>
Day - 6	They were interested in Banking systems.	More usage of technology is danger	<u>A</u>

WEEKLY REPORT

WEEK - 3 (From Dt. 16/10/22 to Dt. 22/10/22)

Objective of the Activity Done: Banking from to urban areas

Detailed Report: In this 3rd week, I visited more than 5 members in a family, in a house to get more accurate answers for my community service project survey on the topic of consumers behaviour on Banking Services and one of the family is only is interested in on line online banking and not interested in offline banking.

Most of the houses doesn't responded but finally one house has responded with great honour. And in this 3rd weeks, on the day 5 only one member has responded, that to without interest for answering to me and that person's behaviour is so what different, and the is moving very wily for something emergency. In that emergency situation also, he answered to me, so I was satisfied for his attention towards me.

CHAPTER 5: OUTCOMES DESCRIPTION

Details of the Socio-Economic Survey of the Village/Habitation Attach the questionnaire prepared for the survey.

The present study is restricted to a small street. Hence, there is scope for extending this research to wider areas. There is also scope for conducting this survey in other areas like insurance, self help groups, self employment etc.

This is a model questionnaire on customer satisfaction in banking service.

A survey on customer satisfaction in banking services

1. Name
2. Address
3. Occupation
4. Annual income
5. Name of your bank
6. Do you think that your bank caters all your banking needs?
(a) Yes (b) No
7. For the past how many years you have account with this bank?

8. What kind of account do you maintain in this bank?
(a) current (b) Savings (c) Loans etc. (d) Demat (e) Credit card
9. Which of the following facilities is given more importance in your bank.
(a) Loan facilities (b) O/D facilities (c) ATM facilities
10. Does your bank conduct recreation facilities for the customers.
(a) Yes (b) No
11. Does your bank have listed its share in stock exchange
(a) Yes (b) No (c) Not aware
12. Does your bank have core banking facilities for the customers
(a) Yes (b) No
13. Do they charge unnecessarily for not maintain minimum balance in your account.
(a) Yes (b) No
14. What do you feel about overall service quality of your bank.
(a) Excellent (b) Very good (c) good (d) average (e) poor
15. Would you recommend this bank to your friends, relatives, associates
(a) Yes (b) No

Short-term and long-term action plan for possible solutions for the problems identified and that could be recommended to the concerned authorities for implementation.

Bank should provide more facilities like training program, awareness camps to all types of customers. They should also open more ATMs in remote places. Since majority of the customer using savings account deposits in every bank. So the bank management should think of introducing new policies. The bank also create awareness on the benefits of insurance in the society area since most of them are not having any insurance at all. Bank should implement easy way to access online banking services for the people who are unaware about how to use online banking services very fluently. They should also create awareness about zero balance accounts and try to encourage the people to open accounts. The bankers should also encourage its customers to make use of other services like locker facility, insurance services, various loans etc.

7. For the past how many years you have account with this bank?
8. What kind of account do you maintain in this bank?
(a)Current (b)Savings (c)Loan a/c (d)Demat (e)Credit card
9. Which of the following facilities is given more importance in your bank
(a)Loan facilities (b)O/D facilities (c)ATM facilities
10. Does your bank conduct any recreation facilities for the customers
(a) Yes (b) No
11. Does your bank have listed its share in stock exchange
(a) Yes (b) No (c)Not Aware
12. Does your bank have core banking facility for the customers
(a) Yes (b) No
13. Do they charge unnecessarily for not maintain minimum balance in your account
(a) Yes (b) No
14. Does your bank offers competitive service charges
(a) Yes (b) No
15. Do you think your bank offers competitive interest rate
(a) Yes (b) No
16. Do you use the service of alternative bank
(a) Yes (b) No
17. What do you feel about overall service quality of your bank.
(a)Excellent (b)very good (c)good (d)average (e)poor

18. Would you recommend this bank to your friends, relatives, associates

(a) Yes (b) No

19. When do you think of your bank what comes first in your mind

(a) Personalised service (b) Wide branch network (c) Customer service (d) computerised banking (e) Core banking

20. Your over all opinion about this survey

(a) Satisfactory (b) Will yield result (c) looking forward for result

SURVEY REPORT



Visakhapatnam, Andhra Pradesh, India
Near AVN College Rati Voadhi, P832-CMB, Jagadamba
Junction, Visakhapatnam, Andhra Pradesh 530001, India
Lat 17.703799°
Long 83.301697°
07/11/22 01:35 PM GMT +05:30



Visakhapatnam, Andhra Pradesh, India
P832-CPJ, Rati Voadhi, Visakhapatnam, Andhra
Pradesh 530002, India
Lat 17.703589°
Long 83.301736°
07/11/22 01:38 PM GMT +05:30



Visakhapatnam, ఆంధ్ర ప్రదేశ్, India
20-01, Asilapa Street, AVN College, Jagadamba
Junction, Visakhapatnam, ఆంధ్ర ప్రదేశ్ 530001, India
Lat 17.702935°
Long 83.300764°
17/11/22 06:46 PM GMT +05:30



Visakhapatnam, ఆంధ్ర ప్రదేశ్, India
20-01, Asilapa Street, AVN College, Jagadamba
Junction, Visakhapatnam, ఆంధ్ర ప్రదేశ్ 530001, India
Lat 17.702935°
Long 83.300764°
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