

**A Study on Banking Services and Habits
With Special Reference to Rural and Urban areas
Of Andhra Pradesh**

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



**Submitted
By
GARIKINA YELLAJI
B.Com IV Semester
(RegNo:120130803052)**

**Under the guidance of
Smt. K.INDIRA
Asst. Professor of
Commerce
MRS AVN Degree College
Visakhapatnam.**



Program Book

Community Service Project

AP STATE COUNCIL OF HIGHER
EDUCATION

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

Program Book for Community Service Project

Name of the Student: GARIKINA YELLAJI

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

Registration Number: 12013080 3052

Period of CSP: 2 Months From: 19/9/22 To: 22/10/22

Name & Address of the Community/Habitation: ASIPAPA vedhi opp A.V.N
collage VISAKHA PATHAM Andhra Pradesh 530001
Door No: 20-74-1

Community Service Project Report

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

Name of the College: M/s. A.V.N collage

Department: commerce

Name of the Faculty Guide: Smt. K. Indira

Duration of the CSP: From 17/9/22 To 22/11/22

Name of the Student: GARIKINA YELLAJI

Programme of Study community service project on Banking services

Year of Study: and Habits
IIIrd Year (2020-2023)

Register Number: 120130 80 3052

Date of Submission:

Student's Declaration

I, G. VELLAI, a student of C.S.P Program, Reg. No. 120130803052 of the Department of Commerce, M.V.S.A.M College do hereby declare that I have completed the mandatory community service from 19/9/22 to 22/10/22 in (Name of the Community/Habitation) under the Faculty Guidship of K. Indira, (Name of the Faculty Guide), Department of commerce in Mrs A.V.N. College

G. Vellai
(Signature and Date)

Endorsements

K. Indira
23/11/22
Faculty Guide

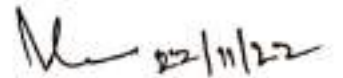
[Signature]
22/11/22
Head of the Department

[Signature]
Principal
PRINCIPAL
Mrs. A.V.N. COLLEGE
VISAKHAPATNAM

Certificate from Official of the Community

This is to certify that G. VELLAI..... (Name of the Community Service Volunteer) Reg. No. 2013080305 of Mrs A.V.N..... Name of the College) underwent community service in Asipapa Vedhi..... (Name of the Community) from Asipapa Vedhi to Vishakhapatnam

The overall performance of the Community Service Volunteer during his/her community service is found to be Good..... (Satisfactory/Good).

 22/11/22

Authorized Signatory with Date and Seal

TAMMOORAPETA-03
SACHIVALAYAM
21086186
VISAKHAPATNAM

ACKNOWLEDGEMENTS

It is really a Matter of Pleasure for me to get an opportunity to thank all the persons who contributed directly or indirectly for the successful completion of the project report "A study on Banking services and Habits with Special Reference to Rural and urban areas of Andhra Pradesh."

I wish to express my gratitude to all

The respondents of the survey for giving the proper response patiently which has been instrumental in completion of this project. I am thankful to Sri. M. SIMHADRI NAIDU principal, Mrs A.V.NI College, Visakhapatnam for his support and Encouragement throughout the tenure of the project. Also I am thankful to my mentor Smt. K. INDIRI and Sri. M. I. PRASANNA KUMAR Head of the Department of Commerce and the other faculty members of the commerce Department of commerce being a source of support during this project period.

G. YELLAJI
B.COM IInd Year 4th semster

Regd No.: 120130803052

Community Service Project

Banking services and habits

Significance of study:-

The current study is being conducted with the purpose of knowing the socio economic status of the study area. The composition of the study area like Gender, Income levels, Social status etc will be studied. The awareness levels on the banking services and their banking habits and awareness levels on the various banking habits will be studied.

Objectives of the study:-

This study is being conducted with the following objectives.

1. To find out the demographic profile of the study area.
2. To find out the Economic status of the respondents
3. To find out the health details of the respondents
4. To find out the information on banking habits
5. To find out the awareness levels of the respondent on various types of accounts, types of Insurance policies and other services

Limitations of the study:-

The study is limited to the study area which is either a village or ward only. Hence the findings of this study may not be applicable at large. This project is conducted on micro level only.

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: GARIKINA YELLAJI
Programme of Study: Banking services and Habits
Year of Study: 2020 - 2023
Group: B.COM.
Register No/H.T. No: 120130 803052
Name of the College: Mrs. A.V.N collage
University: Andhra university

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	25	
2.	Internship Evaluation	50	
3.	Oral Presentation	25	
	GRAND TOTAL	100	

Date:

Signature of the Faculty Guide

Certified by

Date:

Signature of the Head of the Department/Principal

Seal:

S NO	CONTENTS	PAGE NO
1	Introduction	
2	Analysis and Interpretation	
3	Findings, Conclusion and Suggestions	
4	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 castes 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 Jesus in Lombardy transacted their banking business by sitting on benches.

According to Coover, modern banking has three sectors 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

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 of Banking : —

Reserve bank of India is the central bank of our country. It was established on 1st 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, structure, 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 & Foreign), regional rural banks, and state co-operative banks are scheduled banks. and state non-scheduled banks are those which are not included in the second schedule of the RBI Act, 1934. At present there are only three such banks

in the country. Commercial bank: Commercial bank is an institution that accepts deposit, makes business loans and offer related services to various like accepting deposits and lending loans & advances to general customers & business man.

NEED FOR BANKING

In the modern are 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. is being done 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. there are 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.

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 and banks 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

behaviour reasons

NEED for Banking Services:

Individuals and Organization need that bank accounts and services that enable them to safely hold cash and make transactions. They need access to credit in firms saving from micro - credit - to massive corporate loans - to enable investment and economic advancement. Individuals, business, and institutions need to protect themselves against a range of risks that could not be born at either an individual or an organization 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 intensive after demonetization.

- zation.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Today, one of the family member asked me about CSP very briefly and then he responded.	I Pleasant to give PROPER explanation to others	J. Hassan
Day - 2	So many houses rejected for answering to my survey and finally one house responded.	I pleasant to be loyal from the responded house.	V. S. J.
Day - 3	I visited more than members in a family to get the accurate answers	I brought the large matter to ask the data	V. S. J.
Day - 4	Many Families rejected, but not the least one was responded	I come to know the problems very clearly	V. S. J.
Day - 5	They were not interested in online shopping & interested in offline shopping	More usage of technology is dangers.	S. J.
Day - 6	Today, one of family has responded with great loyalty	I learned the skills & learning others	D. J.

WEEKLY REPORT

WEEK - 1 (From DI 03/10/22 to DI 09/10/22.....)

Objective of the Activity Done: Banking services and habits

Detailed Report: I visited to my area for Community Service Project and the people I visited responded greatly. greatly.

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

Today one of the family members asked me about CSP very brightly 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 Kallivechi, and a family responded to Community Service project very family two houses were rejected my survey and the 3rd house responded to me some what 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	I visited to my area for community service project and the people I visited responded greatly	Learned interaction and communicating with others.	<u>K. S. Sivas</u>
Day - 2	Some of the people didn't respond due to their price work, but few people were responded better.	I learnt the skills of preparation on of domua - utation	<u>K. Palanisami</u>
Day - 3	Today, one of the family members asked me about CSP very briefly and then I answered.	I learnt the way of explanation about a topic clearly.	<u>D. G. Ganesan</u>
Day - 4	People rejected for answering to my survey. So I visited to another house, and responded	I learnt to be with patience	<u>G. Chinnai</u>
Day - 5	Today, I visited another colony in Kallivedhi and a family	I learnt to be pleasant to speak daily with others	<u>K. S. Sivas</u>
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 rejections	<u>R. S. Sivas</u>

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 members 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 banking system. Online banking benefits and one of families has responded with great loyalty and answered very fairly on each & every question is my community service project, on the topic of banking services & habits.

The banking system physically and can get satisfied by their & mankind 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 current towards me	
Day - 2	Many family members rejected the survey topics	I came to know the problems is clearly.	R. Jena
Day - 3	Today, one of family asked briefly about csp, and then responded to my questions	I pleasant the way of explanation about a topic clearly	
Day - 4	3 houses were rejected my survey and finally one house has a great responded towards me	I pleasant to be strong when I got rejection	V. Prasad
Day - 5	Everyone in a family answered me very growth because they were going outside	Showed my gratitude towards them for their attention.	
Day - 6	they were interested in banking systems	More usage of technology is danger	T. Mahesh

WEEKLY REPORT

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

Objective of the Activity Done: Banking Drive 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 Customers 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 honours. And this 3rd weeks, one the day 5 only one members has responded. That is without interest for answering to me and that person's behaviour is so what different, and she is moving very usily for something emergency. In that Emergency situation also, he answered to me, so I was surprised for his attention towards me.

6. Awareness of the beneficiary on Financial Inclusion aspects:

Respondents Awareness Level on various financial services				
About Different types of accounts				
S.No	Variable	Fully Aware	Aware	Not aware
1	Savings Account			
2	Post Office Savings Account			
3	Zero Balance Accounts(No-Frill)			
4	DWACRA Accounts			
	Total			
About Various types of loans				
S.No	Variable	Fully Aware	Aware	Not aware
1	Over Draft			
2	Agriculture loan			
3	Gold Loan			
4	Vehical loan			
5	Personal loan			
6	Education loan			
7	Housing loan			
8	DWACRA loan			
	Total			
About Various Insurance Policies				
S.No	Variable	Fully Aware	Aware	Not aware
1	Life Insurance			
2	Health Insurance			
3	Crop Insurance			
4	Vehicle Insurance			
5	Deposit Insurance			
	Total			
About Other services related to Banks				
S.No	Variable	Fully Aware	Aware	Not aware
1	Cheque Book			
2	ATM Card(Debit Card)			
3	Credit Card			
4	Locker Facility			
5	Bills Discounting			
6	Phone Banking (through app)			
7	Internet Banking			
8	Standing orders			
9	Bank Guarantee			
	Total			

**BANKING SERVICES AND HABITS
QUESTIONNAIRE**

Objective: To assess the reach of the banking services in the study area.

Name of the Village _____ Dist. _____

1. Gender 1. Male 2. Female 3. Others ()
2. Age (in years) ()
1. Below 30Y 2. 30-40Y 3. 41-50Y 4. 51-60Y 5. Above 60 Y
3. Educational qualification ()
1. Illiterate 2. Primary (up to 5th) 3. Secondary (up to 10th)
4. Intermediate (up to 12th/Diploma) 5. Degree and above
4. Annual Income of the household Rs. _____ ()
1. Less than Rs.10000 2. Rs.10000-50000 3. 50001-100000
4. 100001-200000 5. Greater than 200000
5. Total land Holdings: _____ ()
1. Land less 2. Marginal(<2.5) 3. Small (2.5-5) 4. Medium(6-10) 5. Big(>10)
6. Source of Household Income _____

Section-B: Information on Banking Habits

1. Do you have an account in any Bank/Post office? ()
1. Yes 2. No
2. If Yes, Where did you open an account? ()
1. Commercial Bank 2. RRB 3. Post office 4. Others
3. How are you withdrawing amount from the Bank/Post office? ()
1. ATM 2. CSP 3. In the Banks/Post offices 4. Other ways
4. Which of the following financial products you are using? (multiple)
1. Deposits 2. Withdrawal 3. Loans 4. Remittances
5. Insurance 6. Other Facilities
5. Which of the following demographic factors affect by the financial inclusion?(Multiple)
1. Gender 2. Age 3. Education 4. Annual Income
5. Caste 6. Marital status



