CERTIFICATE

This is to certify that the Minor Research Project entitled **"Comparative Study of Customer Satisfaction in Selected Scheduled and Nationalized Banks of Aurangabad District"** submitted to University Grants Commission, WRO (Pune) by Dr. Dilip S.Chavan of Department of Commerce, S.B.E.S. College of Arts & Commerce, Aurangabad, is a bonafide record of research work carried out by him.

Place: Aurangabad

Date: 10.09.2026

Principal

Principal
SBES College Of Arts & Commerce
Chhatrapati Sambhajinagar

ACKNOWLEDGEMENT

It is great privilege to express my profound and deep sense of gratitude to University Grant Commission, for the financial support and guidance. I remain extremely grateful to the commission for giving me an opportunity to do the project under UGC aid, XII th plan.

I wish to record my sincere thanks to the Principal, S.B.E.S. College of Arts & Commerce, Aurangabad for the whole hearted support and co-operation.

I am deeply indebted to the bank officials for supplying me with vital information My humble thanks go to Dr. Firoz Baig, Prof. Pramod Deo, Prof. Sandip Chaudhari for their timely support and encouragement.

I express my gratitude to my family members and department colleagues for their encouragement and support.

Last but not least, I express my gratitude to the Almighty for enable me to do the work.

Dr. Dilip S.Chavan
Principal Investigator

UGC MINOR RESEARCH PROJECT [COMMERCE]

“Comparative Study of Customer Satisfaction in Selected Scheduled and Nationalized Banks of Aurangabad District”

FINAL REPORT

23-981/13(WRO)

(SC/21(WRO) XII Plan Dt. 14-7-2017

Submitted by

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ज्ञान-विज्ञान विमुक्तये

Submitted to

University Grant Commission,

(WRO) Pune

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Dr. Dilip S.Chavan
Principal Investigator

CONTENTS

APPENDIX

List of Tables

List of Graphs

List of Figures

CHAPTER-I
INTRODUCTION OF THE STUDY

Recently, interest in customer satisfaction is increasing. Globalization of competition, market saturation, and advances in information technology has increased customer awareness, making it impossible to optimize the price and quality of products and achieve long-term success. Instead, businesses are building on long-term customer relationships for success. Previous research has shown that acquiring new customers can cost six times as much as retaining existing ones. Depending on the specific industry, this can increase profits by up to 60% after and cut potential conversions by 5%. Therefore, increasing and retaining loyal customers is becoming an important factor in a company's long-term success.

The Banking institutions play a pivotal role in the economic expansion of any country. Economic liberalization and reform in 1991 created better competition among banks. Growing competition is forcing banks to think about better ways to generate income from sources other than predictable borrowing and lending activities. An impressive banking industry with a great banking model can accelerate the growth of a joinery. Banking can be an important sector in the service industry and it is certainly the financial center of the economy. Immediately, many banks began to value the relationship with their customers and therefore used all kinds of state-of-the-art services and facilities. This includes a major impact on customer behavior, resulting in customer dissatisfaction with service standards. Customer service in banks can be an ongoing problem. In an over-managed environment, customer expectations continue to grow as they present them with more convenient and flexible options at competitive prices from a wide range of players operating in the field. . This made it difficult to gain patronage from customers. Qualities of service and customer satisfaction are now an innovative keyword on the Indian banking scene.

Particularly, the service sector in India has a national and regional income active sector in terms of trade flow, FDI influx and contribution to employment. According to the Economic Survey 2015-16, the services sector shared almost 66.1% of its gross value added development in 2015-16 suitable the significant net foreign exchange earner and the mainly eye-catching zone for FDI (Foreign Direct Investment) inflows.

As per the ILO (International Labour Organization) report on “Global Employment and Social Outlook: Trends 2015” employment concern in the coming years will be mostly in the service sector.[1.]

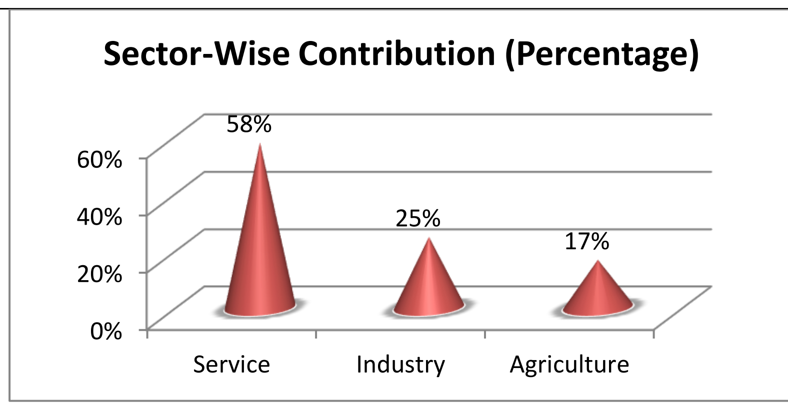
India has emerged as an economic superpower in recent years. It turned into a dynamic and dynamic feeling. For this reason, the national banking sector plays an important role. Banking, as a strong branch of the tertiary sector, has been manifesting vital features and performing essential services.[2]The role of India’s banking sector in promoting the welfare of the people at large has become more active and comprehensive.

In Now days, the functioning of commercial banks is intentionally oriented and goal-based. The various activities of the banks are well balanced and made more progressive in the light of global competitions and challenges.[3] India’s service sector had been get momentum which has made from 1991 with new economic reforms in tune with global trend. The growing demand for the services of the banking industry, together with the increasing number of the institutions in this sector due to the liberalized policy of the government, had resulted in increasing competition among the banks. These banks comprise the traditional public sector, private sector and foreign banks. This in turn has facilitated the diversification of their activities synchronizing with the concept of modern banking. Growth of service sector in India and their percentage of share in India's GDP are mentioned in the table 1.1 below

Table 1.1 India’s Sector-wise Contribution in GDP

Sr. No.	Name of the sector	Sector-Wise Contribution (Percentage)
1	Service	58%
2	Industry	25%
3	Agriculture	17%

Chart 1- India’s Sector-wise Contribution in GDP



(Source: *Central statistical organization)*

We can say that Banking is an adapted service-oriented industry. We need to provide services that meet the needs of our customers. It involves predicting, identifying, and responding to customer needs and desires in an effective, efficient, and profitable way.To provide effective service, a banker has to understand the customer's socio economic and cultural background. In the competitive environment, the main challenge before the banks is to retain the loyal customers and attract new customers. It has been well acknowledged by marketing experts that the cost of retaining a customer is just one tenth of the cost of acquiring a new one.[4]

In recent times, the providing good and quality service to customers has become one of the focal points in the service agenda of banks. It is only the quality of the services offered that could help the banks to attract more and more of customers in a challenging banking environment.

DEFINITION OF THE KEY TERMS USED

For the purposes of this research, the following terms are defined:

Customer: The term "customer" has not yet been statutorily cleared. In common parlance the term customer means a person who has an account with the bank (whether saving, fixed or current account) and he should be in the pattern of dealing with the bank.

Public sector banks: Public sector banks are those in which the mainstream stake is held by the Government of India. They include the SBI banking group (SBI + its 5 associate banks) 7 and 19 nationalized banks.

Private sector banks: In this type of banks, the greater part of share capital is held by private individuals and corporate. The private banks includes the old private sector banks and new private sector banks.[5]

Alternative banking: as the name suggests, is the newer method of carrying on banking operations. It includes all non-traditional way of banking[6]such as credit cards, debit cards, mobile banking, ATM, Internet banking, bank Automation, Core banking, EFT etc.

Online banking services: Banking services are delivered over the internet. These consist of domestic/foreign money transfer, opening/closing of account, standing orders, insurance investment, direct debit, debit card application, loan application, credit card application, mutual funds investment, etc.

Service quality: Service quality is a cognitive and relativistic difference between experience-based norms and performances concerning service benefits.[7]

Juran (1999) defined customer led quality as, “feature of products, which meet customer’s needs and thereby provide satisfaction”. The service quality relates to get-together customer’s needs. It is the consumer’s overall intuition of the relative inferiority / superiority of the organization and its services[8]

E-service quality: Zeithaml, Parasuraman and Malhotra (2000) defined quality of e-service to the extent that the website facilitates efficient and effective shopping, purchasing, and delivery. The quality of e-services is primarily defined by customer evaluations and judgments of e-services delivery in virtual markets. Businesses that have been skilled and successful in offering e-services are opening to catch that besides website presence and low price, the important success or failure factors also include the electronic service quality.[9]

Customer satisfaction: - Satisfaction is defined as pleasant fulfillment. That is, the consumer senses that consumption fulfills some need, desire, goal, or so forth and that this fulfillment is delightful. Customer satisfaction is a post-purchase response that occurs as the result of comparing pre-purchase expectations and perceived performance (disconfirmation) [10]. It is a consumer's state of being as a result of consumption experience.

E-satisfaction: “This is defined as the satisfaction of the customer with respect to his or her prior purchasing experience with a given electronic commerce firm” [11].

Customer service is essential for business growth as fierce competition is common in the banking industry. With the emergence of new private banks, the notion of “customer service” has become an essential issue in the banking sector, whether in the public and private sectors, cooperative banking, foreign banks, etc. The survival of banking business is reliant on customer services. The former Governor of The Reserve Bank of India (RBI) Dr. Y.V. Reddy said that “banks should accord the highest priority to customer service and reduce procedural inconveniences to the customers as a matter of priority”.[12]

The transaction cost is to be reduced further with a view to make the customer satisfied with the customer service.[13] The Reserve Bank of India (RBI) has directed banks to train their frontline staffers to better their customer dealing. Their staff should be knowledgeable as well as well trained.[14]

Due to any transparency in the economy, the advent of data technology, the media revolution, and fierce competition for resources among banks, customer preferences and awareness have continued to grow during this decade. As competition in the market becomes increasingly fierce, customers can move to other banks that provide healthier services, continuous improvements, gain competitive advantages, increase market share and higher profits, unless the company can find customers who remain loyal to the new tradition. The quality of the service industry requires total attention to customer care and its core philosophy. The success of any business model depends not only on profitability, but also on ensuring that customers receive value-based services. Delivering quality service depends on identifying the gaps between the perceived service quality that customers receive and what they expect.[15]

Importantly, it is also recognized that the main strategy to combat tough competition is not only to retain old customers, but also to attract new customers through providing better services.

Therefore, in recent years, providing customers with better and better services has become one of the priority policies on the banking services agenda. Only the quality of the services provided can help banks attract more and more customers in a highly competitive environment.

Informed customers only need some accidental events and direct experience to form opinions on the quality of the services and products provided. Hence, “customer service is not to be viewed as just a business strategy but should become a corporate mission”.[16]In this era of competition, the banking industry is undergoing major functional changes.

CONCEPT OF SERVICE QUALITY

As a bank is a service industry, it relies heavily on efficient and prompt customer service. Smiley, quick and efficient service develops good promotion, reduces dissatisfaction and increases business. It is very difficult to define the term "customer" in the field of banking. Different views are expressed at different times. In the early periods, a man who held some sort of an account with the bank was considered to be acustomer.[17]

Currently customer service aims to usher in customer satisfaction and their delight and finally they look forward to customer e-Customer Satisfactiontasy.[18] various alternatives are available to enlightened customers and they choose only those banks that they consider suit best to their needs.

Customers have identified the quality issue as one of their primary concerns. Banks today are aware of the fact that quality of service is at the core of their business and is a strategy that allows them to emphasize their advantage over candidates. The days when customers had no choice but to simply continue with the old strategy of all single caps are gone.

Customers are the most important thing to visit a bank. He doesn't depend on the bank. Rather, the bank depends on him. It should not be seen as a rude switch at work, rather it is the purpose of the work. But for the customer, the bank may not have any activity or work. Therefore, he is not a foreigner but is part of the bank and its business. The banks are certainly doing him a disservice by serving him; it benefits the bank by giving it the opportunity to do so. These are the words of the Father of the Nation, Mahatma Gandhi.

Although savings exchange was a demand in the 1980s, the savings relationship has regained its importance, and many banks around the world are taking the risk to implement this idea. A successful bank of the future will be one that excels in a satisfactory customer service, provides a range of services, products and does a continuous exercise in improving its potential to serve better.[19]

Public sector banks had no choice but to adopt new advertising methods to survive in the market, requiring bank employees to change the way they think about more developed services. In the future banking will be more productive and technologically innovative for stronger customer loyalty. These changes have also caused a reduction of profits and a re-orientation of banking strategy towards quality service provision.[20]The advent of new private sector and foreign banks had decreased earning margins and sales of banks. Every commercial bank on the market sells more products and employs new dynamic advertising and marketing techniques to develop new and up-to-date products, with particular emphasis on fines for each aspect, both tangible and intangible, of services.

Due to this peak level and fierce competition, bank service quality has become an increasingly important factor in determining market shares and profitability in the banking sector.[21] Perceived service quality results from a comparison of consumer's expectations with the perceptions of the service actually delivered by the supplier. Groonross defined service quality as a mixture of three elements; the quality of the consumption process itself, the quality of the outcomes of the process and the image of the provider of the service.[22]

Within the increasingly competitive banking industry, commercial banks in India cannot move any further away from the perception of their customers. It is very important to determine the size of the supplier's quality for customer satisfaction and settlement.

They guarantee reliability, responsiveness and empathy for specific pricing, access and availability. These qualities are more important to our diverse customers. The customers are classified on the basis of their profiles viz., gender, occupation, needs, location and other aspects.[23] Gender is the critical segmentation variable due to a number of reasons. There had been a dramatic increase in women investors in recent years.[24] Significant difference among male and female consumption patterns was identified in financial goods and services. These customer segments need differing kinds of promoting facilities from the banking industry. Traditionally, service quality has been defined as the difference between customer expectations of service to be received and perceptions of the service actually received.[25]

A numerous studies have been conducted regarding the concept of service quality. Before discussing the concept of service quality, first of all meaning of service must be known. In general, 'service may be defined as an activity which can be experienced but cannot be touched or seen, as service offered by service providers is intangible in nature.' In view of Gronroos (2000) "A service is a process consisting of a series of more or less intangible activities that normally, but not necessarily always, takes place in interactions between the customer and service employees and/or physical resources or goods and/or systems of service provider, which are provided as solutions to customer problems". In view of Bhattachargee (2006) "Services may be defined as the production of essentially intangible benefits and experience, either alone or as part of a tangible product through some form of exchange, with the intention of satisfying the needs, wants and desires of the customers."

According to Kotler, Armstrong, Saunders & Wong (2008) "A service may be defined as any activity or help that one party can offer to another which is essentially intangible and does not result in the ownership of anything." In words of Lovelock, Wirtz & Chatterjee (2011) "Services are those economic activities that produce value and provide benefits for customers at specific times and places as a result of bringing about a desired change in or on behalf of the recipient of the service." All these definitions define the meaning of service as intangible activity.

Now, the concept of service quality is discussed thoroughly. Before 1980s, goods or services were purchased or sale in the market without considering the value of service quality. But after 1980s, the attainment of quality in products and services has become a pivotal concern. Quality of goods has been described in two ways, i.e., quality in tangible goods which can be described and measured by marketers whereas quality in services is largely undefined and unresearched. Later on Gronroos (1982) has developed the first model to measure service quality. He identified three components 3 of service quality viz., the technical quality, functional quality and the image quality where the technical quality is concerned with what is delivered (outcome), the functional quality deals with the process of service delivery (how it is delivered) and the image quality which is identified as corporate image of company resulting from both technical and functional qualities of service components. Further, Lehtinen & Lehiten's (1982) defined three dimensions of service quality, i.e., physical quality, corporate quality and interactive quality. Physical quality includes the physical aspect of the service such as equipment or building, corporate quality involves company's image or profile of the company whereas, interactive quality is derived from the interaction between personnel and customer's as well as between some customers.

Parsuraman, Berry & Zeithamal (1985) developed a model of service quality where service quality is calculated by comparing customer expectation with customer performance. This model was applied on four service settings: retail banking, credit card services, repair and maintenance of electrical appliances and long-distance telephone services. The SERVQUAL model represents service quality as the discrepancy between a customer's expectations of service offering and the customer's perceptions of the service received. A good service quality is considered as one which meets or exceeds customer's expectation of the service. Earlier SERVQUAL model was used to measure ten dimensions of service quality viz., tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, understanding the customer and access. But later on these dimensions were reduced to five because some dimensions were overlapping (communication, credibility, security, competence, courtesy, understanding customers and access) and they included around 5 key dimensions. The dimensions of service quality refer to as judged by customers during a service delivery and output quality judged after the services are performed. According to the views Parsuraman, Berry & Zeithamal (1985), the methodology of service quality was originally based on five key dimensions:

1) Tangibility- Tangibility includes services related to appearance of physical facilities, equipments, personnel and communication materials.
2) Reliability- Reliability includes services regarding ability to perform the promised service and accurately.
3) Responsiveness- Responsiveness includes willingness to help customers and providing prompt service to them.
4) Assurance- Assurance includes services related to knowledge and courtesy of employees and their ability to inspire with trust and confidence.
5) Empathy- Empathy includes services related to caring of customers and providing individualized attention to the customers.
Service quality is a vital area to academicians because of its relevancy to service companies and therefore many researchers have tried to develop various models to measure it, even though some claim it is hard to measure because of its intangible nature. It can be concluded that concept of service quality has been started in 1980s and today also the importance of service quality has seen as a long journey.

MEASUREMENT OF SERVICE QUALITY

Service quality is a comparison of expectations about a service with performance where service quality (SQ) = Customer Perception-Customer Expectation. Gronroos,(1984) has defined a model to measure the service quality. This model identified three components of service quality namely: technical quality, functional quality and image. Parasuraman et al. (1985) proposed that service quality is a function of the differences between expectation and performance along with the quality dimensions. They developed a service quality model based on gap analysis along with ten dimensions of service quality.

The various gaps visualized in the model are: Gap 1 which shows difference between consumers' expectation and management's perceptions of those expectations, i.e. not knowing what consumers expect. Gap 2 reveals the difference between management's perceptions of consumer's expectations and service quality specifications, i.e. improper servicequality standards. Gap 3 describes the difference between service quality specifications and service actually delivered i.e. the service performance gap. Gap 4 states the difference between service delivery and the communications to consumers about service delivery, i.e. whether promises match delivery. "

Parasuraman et al. (1985) developed the SERVQUAL scale which consists of 22 expectation and 22 perception questions that are rated on a seven point likert scale, ranging from strongly agree to strongly disagree. They suggested that "when the perceived experience is less 5 than the expected experience, it implies less than satisfactory service quality. They have reduced ten dimensions of service quality into five dimensions viz., tangibles, reliability, responsiveness, assurance and empathy and develop a SERVQUAL model to measure the service quality. However numerous researches have criticized the SERVQUAL scale. Carman (1990) stated that the SERVQUAL model has good stability but the five dimensions stated are not always generic, as the dimensions will alter depending on the organization being surveyed. Further, Cronin & Taylor (1992) develop SERVPREF model to measure service quality in banks. According to Prasanta & Biranchi (2009) from the perspective of the customers', service quality is classified into two parts viz. sought quality and perceived quality, where the sought quality means customers expectations and perceived quality means customers perceptions. Sought quality is the level of quality, customers explicitly or implicitly demand and expect from their service providers. The sought quality is created due to several factors-primarily the expectations are formed during a previous personal experience of a customer with a service and the customer is influenced by the experiences of the other users and by the goodwill of an organization. Perceived quality means the overall impression a customer has and experiences about the level of quality after realization of service. The gap between the sought quality and the perceived quality gives the service provider an opportunity to measure customer satisfaction. Thus, the relationship between service quality and customer satisfaction can be defined as: Customer Satisfaction = Sought Quality - Perceived Quality. If the perceived service is below expectation then service provider judges quality as low and if the perceived service meets or exceeds expectation then the service provider sees quality of their services high in an organization. In view of Morad, Hamidreza, Alipour & Sajjad (2011) customer service can be measured by knowing the demand and supply, asking the customers about the quality of service provided by organization, sometimes organization evaluate the quality of service by the number of complaints they receive regarding the weakness in operations of organization and at last service quality can be measured by assessing competition in market At last it can be concluded, that to keep the customers happy, awareness level of bank customers as regards various services provided by banks is also important. If the customers who are availing the services of bank are unaware of the services provided by banks then how the service quality could be measured in an organization.

INDIAN BANKING AND CUSTOMER SERVICE - RBI INITIATIVE

Some of those major committees focused on customer service include:

Talwar Committee:

In 1975, this committee was appointed by the RBI. It first turned into such a committee. Customer service is a dynamic concept, and we felt that banks should constantly examine and review their customers' beliefs about their services and the need to devise strategies to strengthen customer support.

The Goiporia Committee Report (1991):

The committee presented its documents on December 6, 1991. Some of the committee's recommendations are as follows:

1. Extension of banking hours for all transactions, except cash
2. 'MAY I HELP YOU' or enqu2iry counters near the doors in all branches except very small ones.
3. Change in the working hours for bank staff to facilitate timely opening of bank counters on time, and staff to report to duty 15 minutes before time.

Banking codes and Standards Board of India – 2006:

The code stipulates the minimum requirements of banking practices that banks must adhere to when dealing with individual customers. Protect customers and explain how the bank responds to them in day-to-day operations.

Damodaran Committee Report 2011:

On June 16, 2010, the Reserve Bank of India constituted a committee on customer service in banks under the chairmanship of Shri M.Damodaran. Some major recommendations of this committee were:

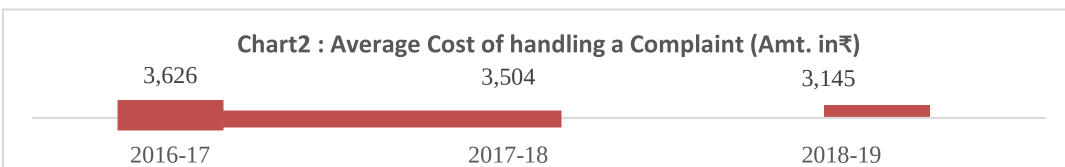
1. Bundling of Products.
2. Digitally signed e-mail statements should be sent to the customers on demand
3. Before marking the accounts as inoperative, the banks must intimate the account holders by SMS.

THE BANKING OMBUDSMAN SCHEME

Overview

The Banking Ombudsman Scheme was notified by the Reserve Bank of India (RBI) in 1995 under Section 35 A of the *Banking Regulation Act*, 1949., it has undergone five revisions, the last being in July 2017. As on date, Scheduled Commercial Over the years Banks, Scheduled Primary Urban Co-operative Banks, Regional Rural Banks (RRBs), Small Finance Banks (SFBs) and Payment Banks (PBs) are covered under the Scheme. It is administered by the RBI through 21 OBOs covering all states and union territories of India. The cost of running the Scheme, which includes revenue and capital expenditures, is borne by the RBI. Over the years, the Scheme has gained wider acceptance and popularity as reflected by the Y-o-Y increase of 19.75% in the number of complaints received at the OBOs.

During the year, in line with the declining trend observed in the last three years, average cost of handling a complaint came down from Rs. 3,504/- to Rs. 3,145/-, evident from **Chart 2** below. The decline is largely due to increase in volume of complaints while the human resources for handling these complaints remained the same.



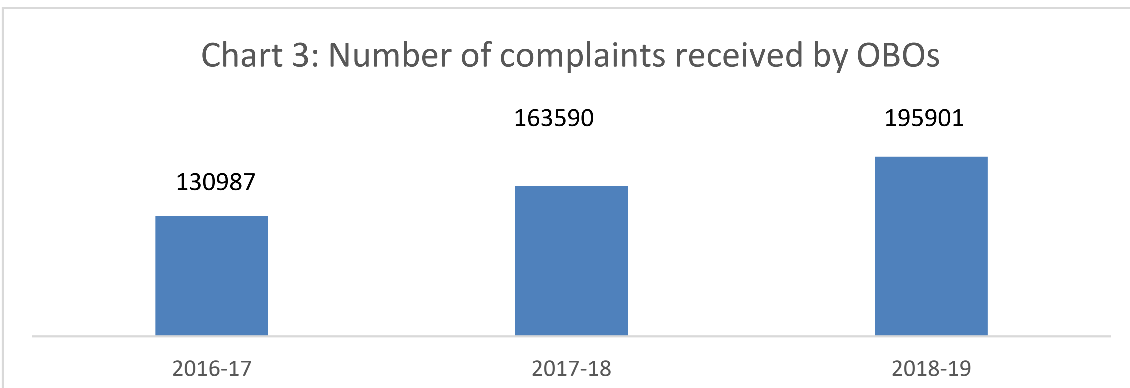
Considering the fixed costs involved, the offices having lesser inflow of complaints show higher cost per complaint. A record 2, 02,083 complaints were handled by OBOs in 2018-19 as against 1, 74,805 complaints in the previous year. While 6,182 complaints comprising 3.53% were pending at the end of the year 2017-18, the pendency for this year has gone up to 12,069 complaints, which worked out to 5.97% of the complaints handled. This is largely due to 19.75% increase in inflow of complaints attended to by the same available resources at the disposal of OBOs.

The average Turn Around Time (TAT) for disposal of complaints of Offices of BOs has come down from 53 days in 2017-18 to 47 days in 2018-19, despite considerable increase in the complaints pertaining to digital transactions which require more time for investigation / and analysis documents for redressal. However, improvement in TAT is largely due to continuous follow up with the OBOs and banks and efficient handling by the BOs.

In addition to handling complaints, the BOs were also committed to the RBI's agenda of spreading awareness about the grievance redressal system put in place by RBI at the level of banks as well as at the RBI. The BOs organised Town Hall events, awareness programmes / outreach activities besides participating in trade fairs, cultural events like Rath Yatra, etc. The awareness initiatives were targeted particularly in rural and semi- urban areas. In addition, awareness campaigns were also launched by CEPD forpopularizing the Scheme.

Receipt of Complaints

A comparison of the number complaints received by the OBOs during the last three years is given in the following **Chart 3**.

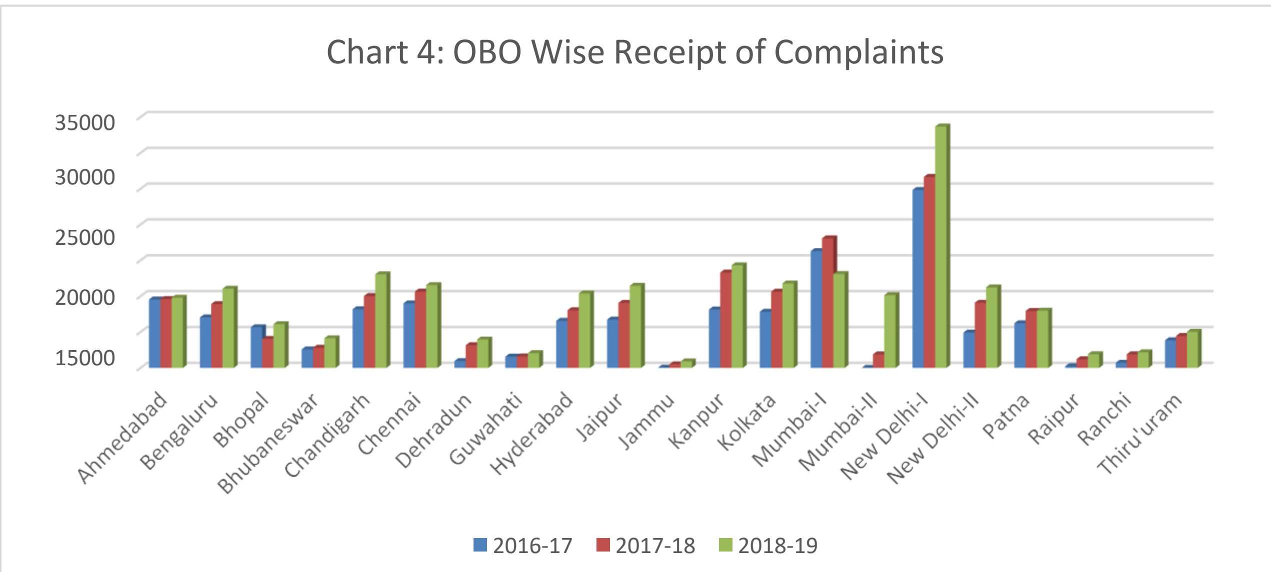


In 2018-19, the number of complaints received by the BOs increased by 19.75% over 2017-18. The upward trend could, *inter alia*, be attributed to the increase in the number of bank customers, increased usage of digital modes of transactions and the impact of initiatives for financial inclusion and spreading of awareness exercises undertaken by RBI, including through TV channels, FM Radio, SMS handle viz., "RBISay" as well as the outreach efforts made by OBOs at the regional levels.

Of the 1,95,901 complaints received by the OBOs, in line with the last year's trend, OBO New Delhi I received the maximum number of complaints (33,690), which accounted for 17.20% of the total complaints received by the OBOs. Together with OBO, New Delhi II, the total number of complaints handled by the OBOs at New Delhi stood at 44,932 representing 22.94% of total complaints received during the year.

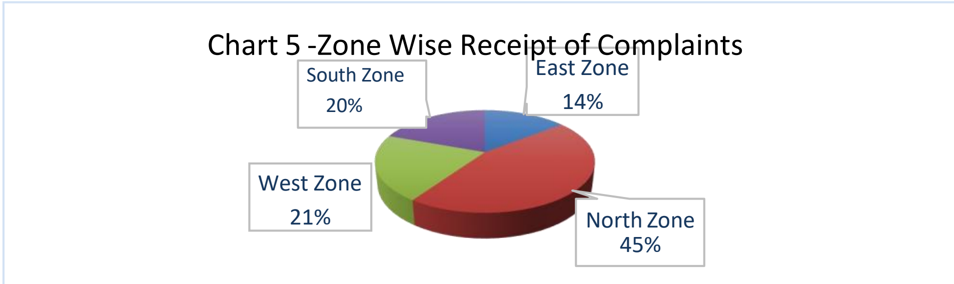
With the launch of two new Schemes viz the NBFC-O Scheme and the OSDT, the same BOs handled complaints emanating from system participants and NBFCs require greater resources in terms of time and efort. Considering the need to improve the rate of disposal and the volume of complaints being received by offices at New Delhi, it was decided to open a third office of BO at New Delhi (OBO, New Delhi III) from July 1, 2019 by dividing the territorial jurisdiction of OBO, New Delhi I.

Complaints received at OBO Mumbai II, set up in February, 2018 by bifurcating the jurisdiction of OBO Mumbai I, rose to more than five times the previous year to 10,162 Complaints (an increase of 439.38%) in 2018-19 from 1,884 complaints in 2017-18. Consequently, complaints received at OBO, Mumbai I witnessed a decline of 27.53% (from 18,085 complaints in 2017-18 to 13,106 complaints in the year 2018-19) during the year. A comparative position of complaints received by OBOs during the last three yearsis given in **Chart 4** .



Zone-wise Distribution of Complaints

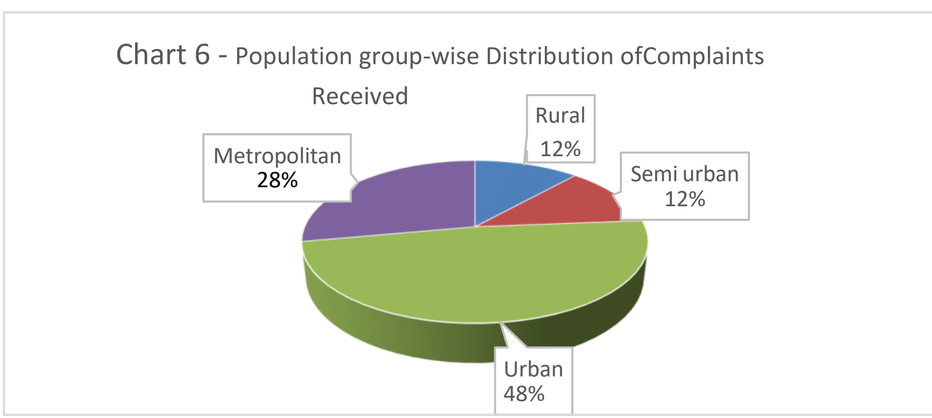
Continuing the trend, and owing to huge volume of complaints received at offices at New Delhi, the North zone accounted for the maximum share of complaints (45.24%) in 2018-19. The East zone accounted the least i.e., 14.38% of total complaints received, highlighting the need for increased awareness initiatives in the zone. The zone-wise distribution of complaints received is depicted in **Chart 5** below.



It may be observed there from that the maximum Y-o-Y growth in the number of complaints was also highest in North zone (23.41%), followed by South zone (18.65%), West zone (17.91%) and East zone (13.19%) respectively.

Population Group-wise Distribution of Complaints

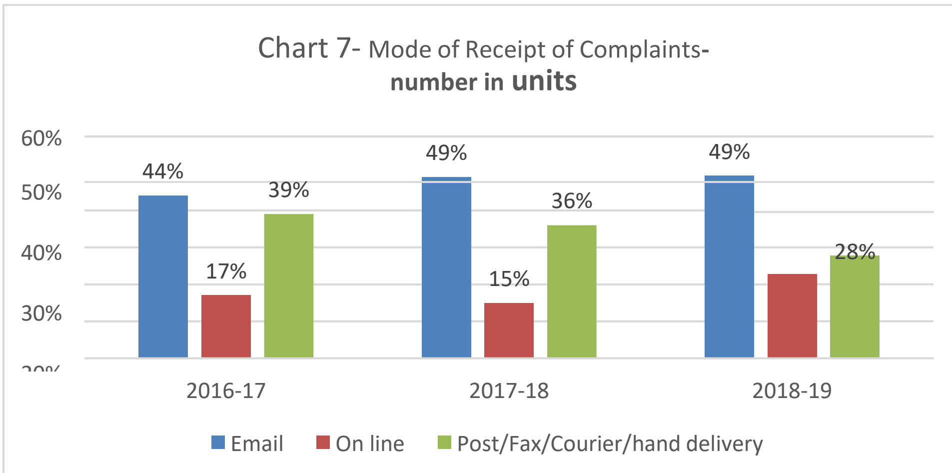
During the year, 48.36% of complaints were lodged by bank customers residing in urban areas. Complaints from metropolitan areas accounted for 27.90%, while semi- urban and rural areas accounted for 12.06% and 11.67% respectively. Recognizing that relatively lower share of complaints received from rural and semi-urban areas highlights the need to scale up the awareness campaigns in these areas in addition to taking initiatives to undertake such programmes in local languages, uniform guidelines have been issued to OBOs for selection of venue, conduct of programmes and evaluation of their impact so as to maximize their impact. Population group-wise distribution of complaints during the last year is given in following **Chart 6.**



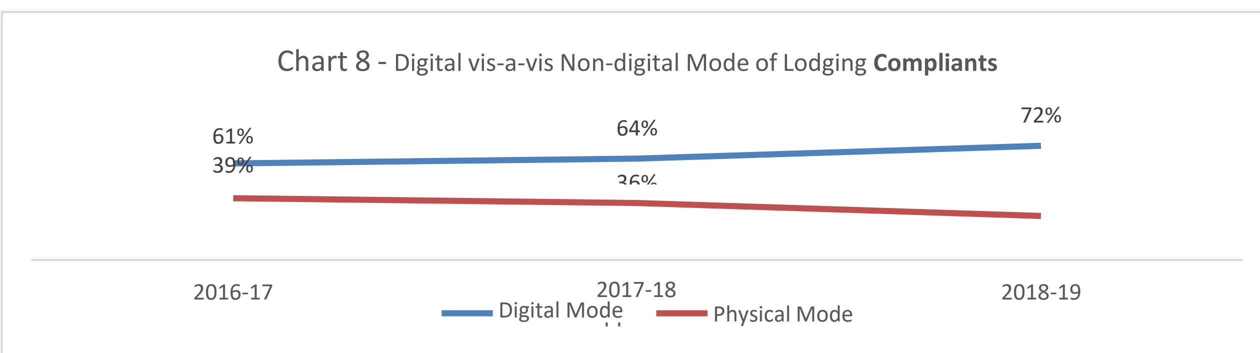
The percentages of complaints on each of the grounds follow similar pattern with the maximum being from metropolitan centers and least from rural centers has given in above chart. The complaints rise proportionately with the size of population, bank branches and awareness among the public.

Modes of Receipt of Complaints

Complaints were received in the OBOs through various modes, including hand delivery, post, courier, fax, e-mails and online portal i.e. the RBI's Complaint Tracking System, and with effect from June 24, 2019, through the CMS. A comparison of the various modes through which complaints were received during the last three years isgiven in **Chart 7** below:



The trend in the last three years indicates that complaints are increasingly being lodged through digital modes (email and online portal) than through physical modes (post/fax/courier/hand delivery). During the year, 72.19% of the complaints were filed using the digital mode of which 49.48% were through e-mails and 22.71% using the online portal. The share of complaints received using online portal stood at 14.98% in 2017-18 and rose to 22.71% in 2018-19 on the back of surge in receipt of complaints on CMS after its launch on June 24, 2019. By end June 2019, 5,813 complaints were received on CMS.The trend during the last three years is given in **Chart 8** below:



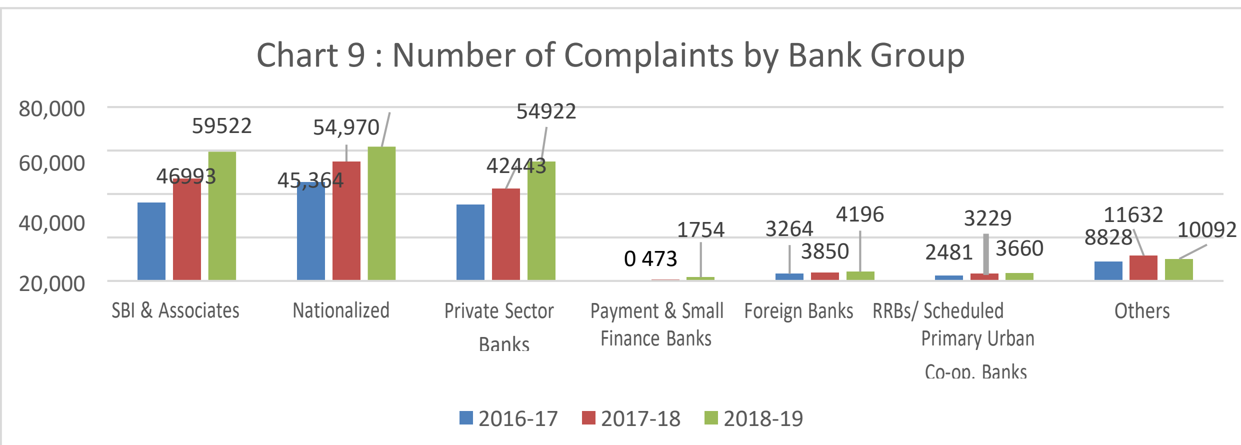
CMS provides a single platform for customers of regulated entities for lodging of complaints. With features like tracking of complaint and option of furnishing feedback, the percentage of complaints received through online mode is expected to increase markedlyin the next year.

Complainants: Group-wise Classification

Out of the total number of complaints lodged in the year 2018-19, 92.44% were by individuals. Of these, 0.68% complaints were lodged by senior citizens. The second category of complainants was 'Individuals – Business' with a share of 2.81%**.**

Bank Group-wise Classification

The bank-group wise classification of complaints received by OBOs during the last three years is indicated in **Chart 9**.



Of the total number of complaints received in OBOs, nationalized banks and SBI taken together accounted for 61.91% during the last three years. The share of Private Sector banks went up from 25.94% of total complaints received in last year to 28.04% during this year. The RRBs and Scheduled Primary Urban Cooperative banks together accounted for 1.87% of total number of complaints. The complaints against the new entities viz., PBs and SFBs went up from 0.30% during the last year to 0.90% during the current year, witnessing an Y-o-Y growth of 270.82%. Share of complaints against entities that are not covered under the Scheme went down from 7.11% in 2017-18 to 5.15% during the year under review.

Nature of Complaints Handled

As specified under Clause 8 of the Scheme, there are 30 grounds for lodging complaints with the BO. **Table 1.2 below** broadly indicates the proportion of complaints received under the various grounds of complaints listed in the Scheme.

Table 1.2 - Category-wise Distribution of Complaints

	No of complaints received		
	2016-17	**2017-18**	**2018-19**
Non-observance of Fair Practice Code	31,769 (24.25%)	36,146 (22.10%)	37,557 (19.17%)
ATM/ Debit Cards	16,434 (12.55%)	24,672 (15.08%)	36,539 (18.65%)
Mobile / Electronic Banking	-	8,487 (5.19%)	14,794 (7.55%)
Failure to Meet Commitments	8,911 (6.80%)	11,044 (6.75%)	13,332 (6.81%)
Credit Cards	8,297 (6.33%)	12,647 (7.73%)	13,274 (6.78%)
Deposit Accounts	7,190 (5.49%)	6,719 (4.11%)	10,844 (5.54%)
Levy of Charges without Prior Notice	7,273 (5.55%)	8,209 (5.02%)	8,391 (4.28%)
Loans and Advances	5,559 (4.24%)	6,226 (3.81%)	7,610 (3.88%)
Pension Payments	8,506 (6.49%)	7,833 (4.79%)	7,066 (3.61%)
Non-adherence to BCSBI Codes	3,699 (2.82%)	3,962 (2.42%)	5,981 (3.05%)
Remittances	3,287 (2.51%)	3,330 (2.04%)	3,451 (1.76%)
Para-Banking	-	579 (0.35%)	1,115 (0.57%)
DSAs and Recovery Agents	330 (0.25%)	554 (0.34%)	629 (0.32%)
Notes and Coins	333 (0.25%)	1,282 (0.78%)	480 (0.25%)
Others	23,169 (17.69%)	26,219 (16.03%)	28,330 (14.46%)
Out of Purview of BO Scheme	6,230 (4.76%)	5,681 (3.47%)	6,508 (3.32%)
Total	**130,987**	**163,590**	**1,95,901**

(Figures in bracket indicate % age to total complaints of respective years.)

While non-observance of fair practices code at 19.17% continued to remain major ground for complaints during the year, its percentage came down from 22.10% in the previous year. Complaints received on grounds relating to pension, levy of charges without notice, credit cards and remittance have declined this year vis-a-vis previous year. However, number of complaints pertaining to 'mis-selling' have gone up from 579 complaints in 2017-18 to 1,115 complaints during this year, showing an increase of 92.57%.

Complaints relating to ATM / Debit Cards comprised 18.65% of total complaints, up from 15.08% in the previous year. Of the total number of ATM / Debit Cards complaints, a major sub-category was '*Account debited but cash not dispensed by ATMs*' which accounted for almost 53.00% of the ATM related complaints (**Table 1.3**).

Table 1.3 - Breakup of ATM / Debit Card Complaints

Sub Category	No of Complaints		
	2016-17	**2017-18**	**2018-19**
Non-Payment of Cash / Account Debitedbut Cash not Dispensed by ATMs*	9,656 (7.37%)	14,691 (8.98%)	19,366 (9.89%)
Use of Stolen / Cloned Cards	-	2117 (1.29%)	4,961 (2.53%)
*Debit in account without use of the card or details of the card	-	2,356 (1.4%)	4,481 (2.3%)
*Account Debited More than Once for One Withdrawal in ATMs or for POS Transaction	-	965 (0.59%)	1,288 (0.66%)
Short Payment of Cash / *Less or Excess amount of Cash Dispensed by ATMs	1,222 (0.93%)	1,166 (0.71%)	1,186 (0.61%)
Others	5,556 (4.24%)	3,377 (2.06%)	5,257 (2.68%)
Sub-Total	**16,434** (12.55%)	**24,672** (15.08%)	**36,539** (18.65%)
Total No. of Complaints Received	**130,987**	**163,590**	**1,95,901**

*Introduced with effect from July 1, 2017

(Figures in bracket indicate %age to total number of complaints of respective years.)

The complaints on the ground relating to digital transactions (mobile, internet, ATM and credit cards) rose by 18,801 to 64,607 complaints and accounted for 32.984.98% of total complaints, a 6.48% increase in share of complaints over the previous year. This, however, did not include the digital related complaints falling under other grounds under the Scheme. The rise in complaints reflects rising popularity of digital modes of transactions.

The rising complaints relating to digital transactions led to the launch of OSDT (please refer para 4.2), extension of limited liability circular to the PPIs in January 2019 and introduction of tokenization of card transactions for facilitating transactions without disclosing the 16 digit Primary Account Numbers.

During the year, 3.61% of the complaints related to '*Pension Payments'* as compared to 4.79% in the previous year. The number of complaints in this category has come down both in absolute and in percentage terms, *inter alia,* due to the continued efforts of RBI to improve the services received by this class of customers. However, the number at 7,000 plus is still high. The Department will continue to strive to bring this number further downby closely working and following up with the banks.

Complaints on *'deposit accounts'* constituted 5.54% of the total complaints received, witnessing an increase of 61.39% on Y-o-Y basis. The complaints were mainly on grounds of delay in credit; non-credit of proceeds to party's account, non-payment of deposit or non-observance of the RBI directives and wrong application of rate of intereston deposits in savings or other accounts, etc.

Complaints relating to '*Loans and Advances'* constituted 3.88% of the total complaints received and generally pertained to delay in sanction, disbursement, non- observance of prescribed time schedule for disposal of loan applications, non-acceptance of application without valid reason, etc. In 2018-19, 1.76% of the complaints received related to '*Remittances*' such as non- payment/ inordinate delay in the payment or in the collections of cheques, drafts, bills etc.

OBOs also received 3.32% of the complaints which were '*Out of Purview'* of the Scheme and were closed as non-maintainable, which were marginally less than those inthe previous year (3.47%).

Complaints under *'Others'* category at 14.46% related to complaints on '*Non- adherence to Prescribed Working Hours*', delay in providing banking facilities, etc. as detailed in **Table 1.4.**

Table 1.4 - Breakup of Complaints in 'Others' Category

Sub Category	2016-17	2017-18	2018-19
i. Non-adherence to RBI directives on:			
I. Banking or other services	5,202 (3.97%)	5,669 (3.47%)	6,571 (3.35%)
II. Interest rates (loans and advances)	1,051 (0.80%)	1,226 (0.75%)	1,193 (0.61%)
III. Any other direction or instruction as may be specified by the RBI on loans and advances and other matters	13,986 (10.68%)	17,061 (10.43%)	16,246 (8.29%)
ii. Non-adherence to prescribed working hours	387 (0.30%)	258 (0.16%)	465 (0.24%)
iii. Refusal to accept or delay in accepting payment towards taxes as required by RBI/Govt.	183 (0.14%)	213 (0.13%)	419 (0.21%)
iv. Refusal to issue or delay in issuing or Failure to Service or Delay in Servicing or Redemption of Government Securities	210 (0.16%)	169 (0.10%)	233 (0.12%)
v. Other Matters Specified by RBI	2,150 (1.64%)	1,623 (0.99%)	3,203 (1.64%)
Sub-Total	**23,169** (17.69%)	**26,219** (16.03%)	**28,330** (14.46%)
Total No. of Complaints Received	**130,987**	**163,590**	**195,901**

(Figures in bracket indicate percent to total complaints of respective years.)

Complaints on Grounds added in 2017-18

Two grounds namely (i) '*Non-adherence to RBI instructions on Mobile / Electronic Banking*' and '*Non-adherence to Reserve Bank guidelines on para-banking activities like sale of insurance / mutual fund / other third-party investment products by banks' (misselling)* were included in the BO Scheme with effect from July 2017. The new grounds together accounted for 9,066 (5.54% of total complaints) and 15,909 (8.12%) complaintsduring the last two years as shown in **Chart 10**.

Chart 10: Volume of complaints received under BO Scheme

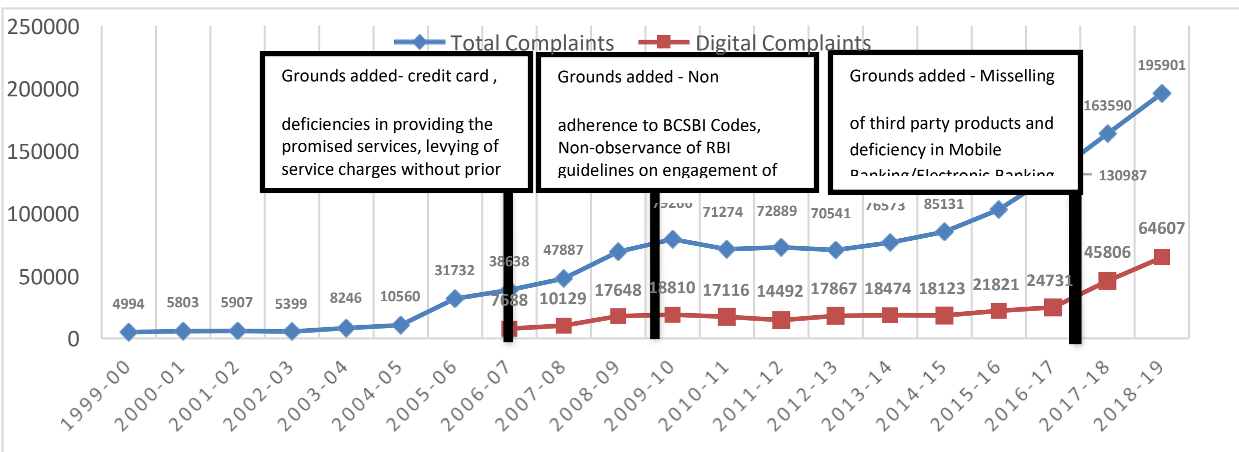


Table 1.5 below indicates a comparative position of disposal of complaints by OBOs.

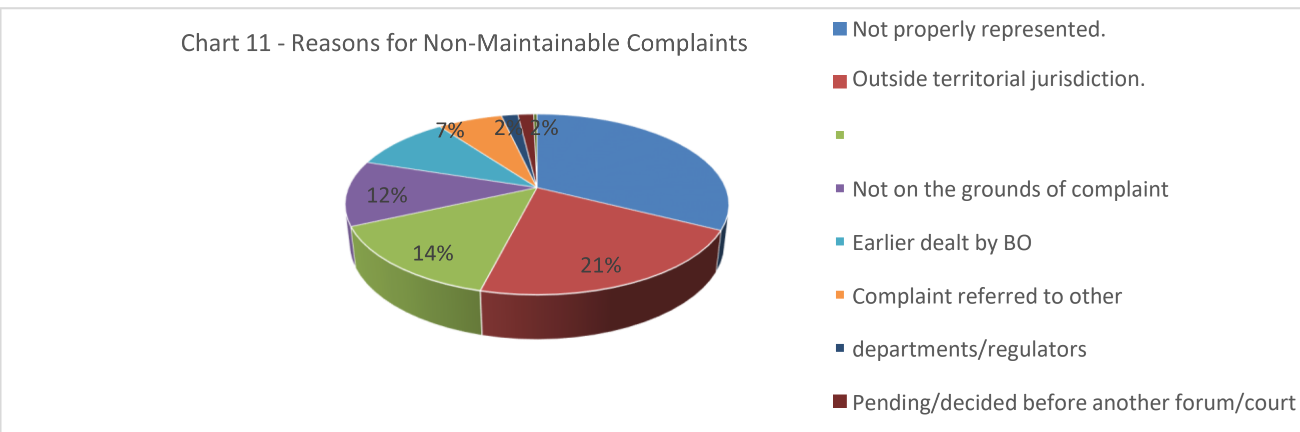
Table 1.5 - Comparative Position of Disposal of Complaints by OBOs

Number of Complaints	Year		
	2016-17	**2017-18**	**2018-19**
Received during the Year	1,30,987	1,63,590	1,95,901
Brought forward from Previous Year	5,524	11,215	6,182
Handled during the Year	1,36,511	1,74,805	2,02,083
Disposed during the Year	1,25,296	1,68,623	1,90,014
Rate of Disposal (%)	91.78%	96.46%	94.03%
Carried forward to the Next Year	11,215	6,182	12,069

The table above indicates that the OBOs have disposed of 21,391 more complaints during this year with the same resources available with them.

The share of Non-Maintainable complaints received during 2018-19 stood at 52.90% as compared to 48.94% during 2017-18 and 52.26% in 2016-17. The details of the grounds under which the complaints have been disposed of as non-maintainable are given in the Chart X below. It could be observed therefrom that the complaints have been disposed of as non-maintainable largely due to i) incomplete information given in the complaint, ii) complaints falling outside the territorial jurisdiction of the BOs, iii) First Resort complaints (FRCs) and iv) not falling under the grounds listed under Clause 8 of BOS. The satisfaction survey conducted by M/s Karvy Data Management Ltd. revealed that some respondents admitted to having lodged complaints with the Ombudsmen even when they knew that it fell outside the purview of BOS and also having approached BOs as a first resort because, in their experience, the banks normally resolve the complaints expeditiously once the same had been forwarded to them by the BOs. Going forward, while CMS will filter FRCs and the non-maintainable complaints arising out of jurisdictional

reasons, there is a need for creating greater awareness on the BOS and for improving the grievance redressal mechanisms in the banks.



Mode of Disposal of Maintainable Complaints

The Scheme promotes settlement of complaints by agreement through conciliation and/or mediation by BOs. If the parties fail to arrive at an acceptable agreement, the BO gives a decision or passes an Award. There has been a marked increase in the number of complaints resolved by agreement in the last two years. As detailed in **Table 1.6** below 69.88% of the maintainable complaints were resolved through agreement as compared to 65.82% during 2017-18 and 42.43% during 2016-17, indicating mediation is being usedas an effective tool in complaint resolution.

Table 1.6 - Mode of Disposal of Maintainable Complaints

Disposal of Maintainable Complaints	2016-17	2017-18	2018-19
By Mutual Settlement/Agreement	26,535 (42.43%)	54,987 (65.82%)	64,470 (69.88%)
Disposal by Award	31 (0.05%)	133 (0.16%)	98 (0.11%)
Maintainable Complaints Rejected	35,792 (57.23%)	28,259 (33.82%)	26,905 (29.16%)
Maintainable Complaints Withdrawn	181 (0.29%)	153 (0.18%)	791 (0.86%)
Total	**62,539**	**83,532**	**92,264**

(Figures in brackets indicate percentage to Maintainable Complaints)

Turn Around Time for Disposal of Complaints

The time taken by BOs to dispose a complaint stood at 47 days during the year 2018-19 as compared to 53 days a year ago. The most remarkable improvement was marked with regard to complaints against recovery agents, which witnessed a reduction by 18 days, i.e., from 61 days to 43 days.

Grounds for Rejection of Maintainable complaints

The grounds for rejection of maintainable complaints and their proportion to total complaints received during the year are indicated in **Table 1.7**.

Table 1.7 - Grounds for Rejection of Maintainable Complaints

Ground for Rejection	No of Complaints Rejected		
	2016-17	2017-18	2018-19
Not on grounds of complaint (Clause 8) or not in accordance with provisions of Clause 9 (3)	31,162 (87.06%)	25,114 (89.00%)	26,447 (98.30%)
Beyond Pecuniary Jurisdiction of BO - Clause 12 (5) & (6)	152 (0.42%)	115 (0.41%)	137 (0.51%)
Requiring elaborate documentary and oral evidence - Clause 13 (c/d)	3,883 (10.85%)	2,337 (8.27%)	193 (0.72%)
Complaints without sufficient cause - Clause 13(e)	132 (0.37%)	298 (1.05%)	42 (0.16%)
Not pursued by the complainants - Clause 13(f)	440 (1.23%)	272 (0.96%)	71 (0.26%)
No loss/damage/inconvenience to the complainant- Clause 13 (g)	23 (0.06%)	123 (0.44%)	15 (0.06%)
Total	**35,792**	**28,259**	**26,905**

(Figures in brackets indicate percentage to Maintainable Complaints.)

As may be seen from the Table 6 above, the number of maintainable complaints rejected has come down in absolute number from 28,259 in 2017-18 to 26,905 in 2018-19.

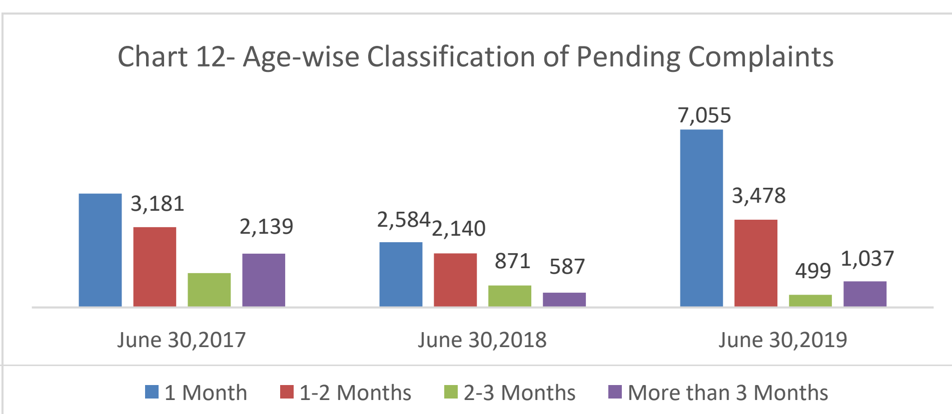
The maximum number of rejections were on the ground that the complaint was 'not on grounds of complaint (Clause 8) or not filed in accordance with required provisions of Clause 9 (3). More rejections on this ground calls for creating greater awareness among complainants about BOS. The launch of CMS for lodgement of complaints is expected toaddress this issue.

The BO Scheme envisages summary disposal of complaints. As such, complaints requiring elaborate documentary and oral evidence are rejected by the BOs. Such rejections were made appealable with effect from July 1, 2017 with an objective to review these decisions at Appellate Authority level. Consequently, the number of such disposal declined from 3,883 in 2016-17 to 2,337 in 2017 –18 and 193 in 2018-19.

'First Resort Complaints' (FRCs) are returned to the complainants advising them to follow the laid down procedure with a copy to the concerned bank for suitable redressal. During the year, 5.13% of the non-maintainable complaints were FRCs.

Age–wise Classification of Pending Complaints

Although the Scheme specifies no time limit for resolution of complaints by OBOs, efforts are made to resolve the same within two months. However, due to reasons such as non-submission and / or delay in submission of complete information by complainants/banks, the time taken for resolution may get extended in some cases. Of the total complaints do not remain pending as on June 30, 2019, around 12.73% were over two months old. The BOs and the PNOs of banks have been continuously advised/sensitized to ensure that complaints are not pending for more than two months.The age-wise classification of number of pending complaints is given in **Chart 12** below.



Awards Issued

During the year, 98 Awards were issued by BOs. The OBO-wise position of Awards issued and implemented is indicated in **Table 1.8**.

Table 1.8- OBO-wise Position of Awards issued during 2018-19

OBO	Awards Issued	Implemented
Ahmedabad	0	0
Bangalore	2	1
Bhopal	2	2
Bhubaneswar	0	0
Chandigarh	5	0
Chennai	0	0
Dehradun	2	2
Guwahati	0	0
Hyderabad	0	0
Jaipur	0	0
Jammu	2	1
Kanpur	6	28
Kolkata	4	0
Mumbai-I	0	0
Mumbai-II	0	0
New Delhi-I	31	5
New Delhi-II	2	3
Patna	1	1
Raipur	1	0
Ranchi	29	26
Thiruvananthapuram	11	14
Total	**98**	**83**

Satisfaction Survey of Complainants

On the direction of the Central Board, the Department undertook an All India Survey through a vendor M/s Karvy Data Management Limited to gauge the level of satisfaction of complainants who approached the Banking Ombudsman for redressal of their grievance. The Survey was based on five parameters to measure the level of customer satisfaction on a scale of five, viz., (i) ease of lodging a complaint, (ii) resolving complaint in reasonable time, (iii) promoting settlement of the complaint by mediation and conciliation, (iv) escalating complaint to the Ombudsman drives the service provider to redress the complaint immediately (v) overall satisfaction with redressal. As per the findings of the survey, more than 70% of complainants were satisfied with the redressal provided by the BO.

Appeals against the Decisions of the BOs

The Deputy Governor-in-Charge of the CEPD, RBI is the designated as the Appellate Authority (AA) as per the provisions of the BO Scheme. CEPD provides the Secretariat to the AA. During the year, 78 appeals were received as compared to 125 appeals during the last year. Of these, 57 appeals were received from complainants who were aggrieved by the decision of the respective BOs whereas 21 were filed by the banks. With 95 appeals pending from the previous year, the AA handled 173 appeals during the year. The number of appeals disposed during the year went up substantially by 173% to101 from 37 during 2017-18.

The position of appeals handled by the AA during the last three years and the OBO- wise position of appeals received during the year 2018-19 is given in **Tables 1.9** and **1.10** respectively.

Table 1.9 - Position of Appeals

Particulars	**2016-17**	**2017-18**	**2018-19**
Appeals pending at the beginning	3	7	95
Appeals received during the year from complainants	7	115	57
Appeals received during the year from banks	8	10	21
Total appeals handled during the year	18	132	173
Appeal disposed during the year	11	37	101
Pending at the end of the year	7	95	72
Mode of Disposal			
Appeals remanded to the BO	2	19	11
Appeals withdrawn / settled / infructuous	3	7	21
Particulars	**2016-17**	**2017-18**	**2018-19**
Appeals rejected	-	6	38
Appeals allowed	6	5	31
Appeals Disposed			
i. In favour of complainant appellant	5	7	26
ii. In favour of banks	1	17	41
iii. Neither in favour of complainant appellant nor in favour of banks (Remanded back to BO / infructuous)	5	13	34

Table 1.10 – OBO-wise Position of Appeals Received during the Year 2018-19

OBO	**No of Appeals**
Ahmedabad	6
Bangalore	2
Bhopal	1
Bhubaneswar	1
Chandigarh	4
Chennai	6
Dehradun	0
Guwahati	2
Hyderabad	0
Jaipur	3
Jammu	0
Kanpur	7
Kolkata	1
Mumbai-I	3
Mumbai-II	0
New Delhi-I	18
New Delhi-II	12
Patna	0
Raipur	1
Ranchi	1
Thiruvananthapuram	10
Total	**78**

STATEMENT OF THE PROBLEM

Banks are playing an active role in the development of the national economy as a channel of savings in the community and as a credit provider. The Bank of India has been driving the country's economic development in an effective way for the past 50 years. In general, you will find that some business organizations are more prosperous than others. The same goes for the financial sector. Some banks are facing big problems that are obstacles to development. This study seeks to find these issues. This study has established various objectives. In order to develop a comprehensive and concrete theory in the study, the researchers created a question statement as "**Comparative study of customer satisfaction in selected scheduled and nationalized banks of Aurangabad District**"

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OBJECTIVES OF THE STUDY

1) To Study and compare the level of satisfaction among customers with regard to the services provided by the selected Scheduled and Nationalized Bank.

2) To observe and find out the services and products provided by the selected Scheduled and Nationalized Bank.

3) To recognize and distinguish the best of the above two banks with reference to customer satisfaction.

4) To discover the parameters used by the best bank in order to satisfy customer.

5) To come up with suggestions and recommendation to the above cited banks for satisfying customers to face global competition.

HYPOTHESES OF THE STUDY

1. There is a significant relationship between on line banking services and the level of the customer satisfaction in reference to both the banks
2. There is a significant relationship between the quality of services and customer satisfaction in reference to both the banks

RESEARCH METHODOLOGY

Primary data- The Primary data is collected from selected bank customers who use banking services.

Secondary Data - Secondary data is mainly collected through the research articles, books on retail banking, magazines and other publications from conference proceedings.

Tools and Techniques Used- The statistical techniques in the form of Karl's Pearson coefficient of correlation is applied to test the hypotheses.

Universe of the Study- As per the Study, Bank of Maharashtra has 1,900 branches in various cities in Maharashtra and Saraswat Cooperative Bank has 285 branches in Maharashtra. Considering that the total number of customers of the two banks is very high, the researchers used a deliberate/intentional random sampling method and deliberately selected 225 consumers from each bank.

Selection of Sample-

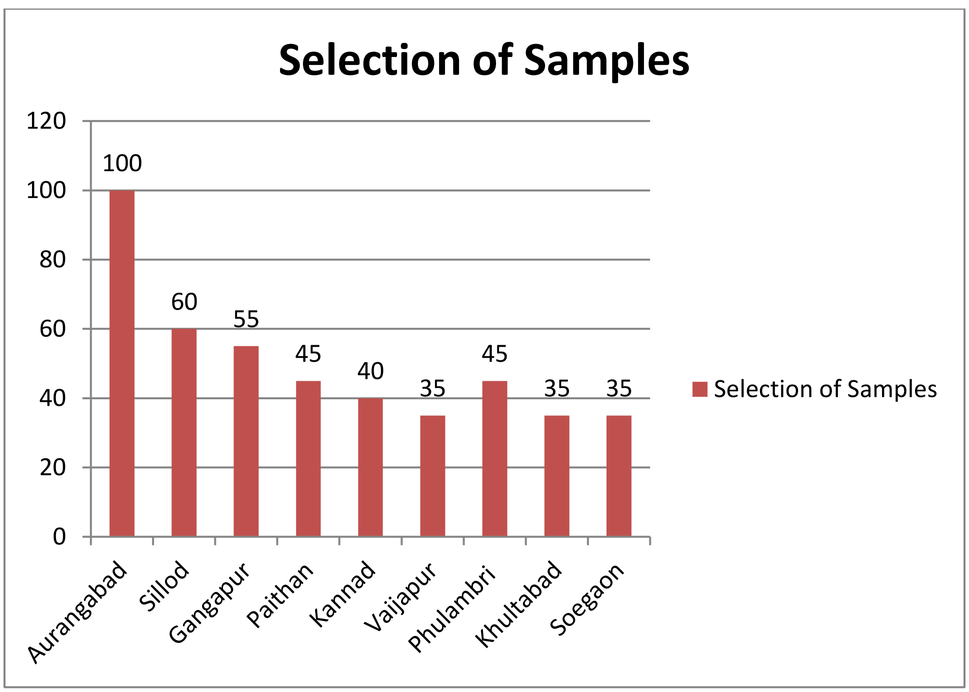
Considering in Numerical, the total Customers of both these banks are high in quantity. Therefore researcher has selected 225 customers from each bank deliberately. This sample is selected from the various branches situated as different Talukas of Aurangabad. This sample is randomly selected. The details of different Talukas are given in the following table:

Table 1.11:Particulars showing Talukas in Aurangabad Districts and Selection of Samples

Name of Talukas in Aurangabad Districts	Selection of Samples	Percentage
Aurangabad	100	22.22
Sillod	60	13.33
Gangapur	55	12.22
Paithan	45	10.00
Kannad	40	8.88
Vaijapur	35	7.77
Phulambri	45	10.00
Khultabad	35	7.77
Soegaon	35	7.77
Total Samples	**450**	**100**

(Source- Primary Data)

Graph 13- Particulars showing Division of Maharashtra



The above table shows that total number of samples selected for the research study is 900. These samples are selected from all the six Talukas, i.e. Aurangabad, Sillod, Gangapur, Kannad, Vaijapur, Phulambri of Aurangabad Districts. Care is taken to select the samples from each division on the basis of population of that division.

Table1.12: Particulars showing branch wise number of customers selected

Name of the Bank	Number of Branches	Number of Customers from each Branch	Total Consumers
Bank of Maharashtra	15	15	225
Saraswat Co-Op.Bank Ltd	15	15	225
Total			450

Among the two banks i.e. Bank of Maharashtra and The Saraswat Co-Operative Bank Ltd selected for the research study. 15 branches are selected of Bank of Maharashtra and 15 branches are selected of The Saraswat Co-Operative Bank Ltd from the Aurangabad Districts. These branches are randomly selected**.** While the number of customers in each of the bank branches was great, the customers could not be selected on a proportional basis. 15 customers having a savings bank account or fixed deposit account or current account were selected from each of the selected branches, thus the total number of respondents from the 15 branches from both the banks (Bank of Maharashtra 15x15=225 + The Saraswat Co-Operative Bank Ltd. 15x15=225) came to 450 respondents. Therefore, 450 customers were selected on the basis of probability purposive sampling method.

Scope and Limitations of the Study

1. The customer satisfaction is measured only of two banks. i.e. nationalized bank (Bank of Maharashtra) and Scheduled Bank (The Saraswat Co-operative Bank Ltd)
2. Geographically these two banks are selected from the district of Aurangabad where banking sector is very much evident.
3. The customer satisfaction of the banks under study is measured from 2016-2019.

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CHAPTER-II

REVIEW OFLITERATURE

In this study, the researcher tried to measure the customer satisfaction level at scheduled and public sector banks in the District of Aurangabad. To substantiate the subject under study, the researcher scanned several Indian and foreign documents that had been made by other researchers in the same field in the recent past to give reasons for the difference. Customer satisfaction in different banks and the relationship between aspects of service quality, customer satisfaction and retention in public and private sector banks.

1. Biff Motley.L[1](2000), in their research article, "Customer satisfaction Vs customer service" described that Satisfaction of customers and its services are associated terms however no longer the identical. If a huge deal of time and money are exhausted in improving betterment of customer service with modest or no fine impact on customer's pleasure, the expenses is wasteful. The author has said that the final results of such expenses have to be delivering to the customer as a manner of pleasure.

2. Hasan Banu[2](2002) in her thesis entitled "A Study of Customer Services Rendered by Public Sector and Private Sector Banks in Theni District" publicized that the customer services should be better during upcoming innovations like ATMs, anywhere banking, single window concept, home banking, relationship banking, specialized NRI/SSI branches, personal banking electronic fund transfer, smart card and shared payment network system. The study also exhibited that the sentiment of employee's satisfaction via satisfied customers inspired them to hold a higher customer satisfaction level a still better service.

3. Prasad and Lavanya[3] (2005) in their article in Professional Banker entitled on "Technology Management in Banks", His study discovered that unexpectedly evolving banking wants of customers in India call for extended emphasis and sharp cognizance at the improvement of Information technology based products and answers for representation superior customer service.

4. Ajaya Kumar Mohanty[4] (2006) in his study in Professional Banker entitled on "Innovations in Banking in the Reform Era", the researcher observed that the credit card, debit card, ATM, anywhere banking, multiple delivery channels, single window service, mobile banking, internet banking and so on facilities

are technology based furnishing services for the customers which will have definitely met customer aspirations.

5. Swarnalatha[5](2006) in her thesis entitled "A Study on Total Quality Management in Public Sector Banks with Special Reference to Madurai Region" she observed that the technique of service need to be bendy to gather, serve and preserve the banking sector customers, maintaining in thoughts the diversity of customers. She has additionally cautioned that the banks might hold to dominate the carrier enterprise and the equal might require robust provider method, better technology and higher certified staff.

6. Abdul Kalam[6] (2006) in his speech with Industrial Herald on "Be leader, Friend and Philosopher" Ex-President of India had counseled to public sector banks that they have to assist to improve the first-rate of existence of the country's residents, extra so as to the 220 million who are below the poverty line. They had also cautioned that the financial institution must be a unite to be a foundation of fund and information, a river of kindly love and the most trustworthy individuals of the circle of relatives.

7. Anbazhagan[7] (2007) in his thesis entitled "Service Quality in Commercial Banks in Madurai" his study highlighted that the banks should carry out normal training programmes in factors like on time cash payments and receipts at the counter, green skip book and declaration service, prompt collection/series and remittance service, near the beginning decision on credit packages and enduring interest to complaints. His study was concluded that the private sector banks were better than the public sector banks.

8. Valli Devasena[8] (2007) in the thesis entitled "An Evaluation of Customer Service in Districts Bank of India (A Study with Reference to Madurai)" the researcher found that the age, marital status, residential status, educational qualification, occupation and monthly income persuade the Districts of mind of the customer closer to the use of carrier presented via the kingdom financial institution of India and gender changed into the simplest variable that does not have an effect at the mindset of the customers to gain of the services of the nation economic organization of India.

9. Reena Roy and Mahalakshmi D[9](2007) in her research article entitled "An Empirical Study of Service Quality Gap in Banking Sector Using PZB Service Quality Model" she has observed that there are three service quality gaps in the banking sector while using PZB (Parasuraman, Zeithaml and Berry)

service quality model. They are; I GAP among organization and customer awareness: organization supposed suitable timing, zero waiting time and prompt service may additionally deliver better satisfaction.

10. Vinayagamoorthy A[10].(2008) in their study entitled, “Information Technology and Electronic Banking” described that the present day tendencies have been quite comfortable to the customer – but it did create threats and troubles to banks. Today’s Information technology invading the banking sector, most effective banks, which used the proper technology, may want to come out with success. Such Banks have been required to “restructure”, re-invent and reengineer themselves to meet the essential taken as a whole performance development and get an aggressive aspect. Information technology /Data Information have ushered in a generation that's reworking the whole functioning of banks.

11. Maria Luiza Barcellos Zacharias, Kleber Fossati Figueiredo and Claudia Affonso Silva Araujo[11](2009) in their article, “The influence of banking service customers’ satisfaction level on the perception of switching costs and on behavioral loyalty” It defined that the outcomes of a studies aiming to assess whether retail banking customers ‘pleasure stage has some impact on the notion of switching costs and on customers ‘loyalty. Loyalty was considered via behaviors historically related to this assemble: target to repurchase, tendency to advocate price and service sensitivity.

12. Gupta S C[12] (2010) in his views on, “Banking Industry Vision 2010” the author observed that access of ATMs has altered the summary of the front offices in financial institution branches. Customers now not want to visit branches for their day to day banking transactions like cash deposit, withdrawals, cheque collection, balance enquiry and so forth. E-banking and net banking have opened new avenues in “convenience banking”. Internet banking has also caused discount in transaction prices for banks to approximately a 10th of branch banking.

13. Parasuraman et al.[13](1985) in his article entitled “A Conceptual Model of Service Quality and Its Implications for Future Research” has observed that the specific services vary from goods in terms of their method of manufacture, utilization and assessment. They said that most of the services are intangible as they're performances and experiences rather than items that can be exactly manufactured. Services are homogeneous as their overall performance often varies from manufacturer to manufacturer, consumer to purchaser, and every day.

14. Raghavan[14] (1987) in their article in Economic Times titled "Customer Service and 5-Day Week" has published that One of the reasons for postpones inside the release of customer service and its support become due to loss of work enjoy and lengthy-time taken via the brand new recruits to analyze the ropes through on-the-process education/training. The author said that a five days week for customer and now not to the financial institution.

15. Raja[15] (1991) in his thesis entitled "Marketing of Banking Services – An Empirical Study in Madurai Region" studied the various factors influencing the customers within the choice of the commercial banks and the behavior of the banking merchandise from the clients' and bankers' point of view. The study concluded that the numerous promotional strategies adopted with the aid of the industrial banks to marketplace their offerings and the distribution aspects of banking services.

16. Muffato and Panizzolo[16](1995) in their study "A Process Based View for Customer Satisfaction" explained that Satisfaction of Customer is taken into consideration to be one of the maximum crucial competitive elements for the future and could be the great indicator of every sector's revenue ability. The article described that satisfaction of customer will power corporations to enhance their status and icon, to decrease customer turnover, and to boom attention to consumer requirements. The article ultimately concluded that such activities will assist firms create obstacles to switching, and enhance commercial enterprise relationships with their future customers

17. Bilal Afsar et.al[17] (2010) in their article "Determinants of Customer Loyalty in the Banking Sector: The Case of Pakistan" has publicized that the managers must always take into account the wishes of the customers. The loyalty of customer will be earned once their said in addition to unstatedneeds were fulfilled by means of the banks. It is able to be the modern desires or those which may be favored inside the future. The unstated wishes might be the destiny needs of the clients.

18. Uma Sankar Mishra et.al[18] (2010) in their research article entitled, "Employee Evaluations of Customer Satisfaction: A Comparative Study between Public and Private Banks in India" The study initiated with the preliminary aim to find out the reasons for customers' satisfaction or dissatisfaction at business potentiality as evaluated by bankers. In Comparison between private sector banks and public sector banks, it could be visible that each one the private banks had determined extremely good locations from commercial enterprise factor of view compared to public banks.

19. Bhatt[19](2010) in their study “Customer Service our Core Competence” had stated that the Districts Bank of India was largely known as a bank with huge network of branches, and the next step is to make it the first choice of customers. He had said that the Districts bank of India changed into largely called a financial institution with large community of branches, and the following step is to make it the primary choice of customers. The author has also said that that SBI was the first choice for any customer, as of its strong aspiration to serve the customers. The core competence for SBI ought to be ability to serve”.

20. Ananth A. et.al[20](2011) in their research article, “Service Quality Gap Analysis in Private Sector Banks - A Customer Perspective” mentioned that Banks had to recognize the converting desires of customers, their aspirations and expectancies to get value orientated services. Additionally, they should have a healthy customer relationship management mechanism keeping in mind the really worth of the consumer which will move sell their products. The new era non-public sector and overseas banks enjoyed a lead in regards to human resources when as compared to PSBs and vintage era non-public sector banks.

21. Surabhi Singh and Renu Arora[21] (2011) in her research study, **“**A comparative study of banking services and customer satisfaction in public, private and foreign banks**”** The bank system is dealing with challenges with stiff opposition and development of technology. It will become vital for service provider to fulfill or exceed the target customer satisfaction with pleasant of services predicted via them. Therefore, the existing research attempted to study customers perception of quality of service, both transactions based totally and IT enabled in phrases of its constituent elements in public sector, private sector and foreign banks.

22. A news item reported in The New Indian Express[22] (2011) in their study that India turned into poised to end up the third largest home banking region by using 2050 after china and the united states, china could overtake America in phrases of the dimensions in their home banking sector around 2023, whilst India’s rate of boom, by using comparison become predicted to overhaul that of china’s ultimately, because it had greater capture-up potential and its running-age population boom will be much more potent in the lengthy- time period, according to the survey via price water house cooper, a main worldwide accounting and consultancy company.

23. Abdul Kamal Mohideen[23](2011) in his research article entitled, "Customer service satisfaction in Indian banking sector" (a study in Visakhapatnam district) The author examined that the banking industry like many other financial industries is going through a hastily changing marketplace, new technologies, monetary uncertainties, fierce competition and more demanding customers and the converting weather has presented an exceptional set of demanding situations.

24. S G Balaji and M Sureesh Baabu[24] (2012) in their study "Influence of Demographic Variables on Banking Service Quality: A Study of Private Sector Banks in Chennai '' The researcher has focused on the have an impact on of demographic variables on service quality parameters. The demographic variables like gender, age, marital status, education, occupation, month-to-month income, and years of interaction with the banks are considered to have an effect on of impartial variables. The analysis has discovered that male customers demand for greater responsive and confident provider excellent than woman customers.

25. Anshu Chaudhary[25] (2012) in their article entitled "Measuring Service Quality In Indian Banking Sector'' The author has made a determined look for the numerous factors of service high-quality in Indian banking sector. Respondents are not glad with the physical facilities in public sector banks. The reliability aspect has been located well in nationalized banks compared to non-public banks.

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CHAPTER-III

THEOROTICAL BACKGROUND AND STRUCTURE OF THE BANKS

This chapter attempts to analyze the importance of commercial banks, core banking systems and banking structures in the Indian economy. Origin, growth, traditional and modern banking systems, challenges facing the Indian banking industry. Various aspects of commercial bank customer service and the benefits that customers can obtain through this are also analyzed.

INDIA'S BANKING STRUCTURE

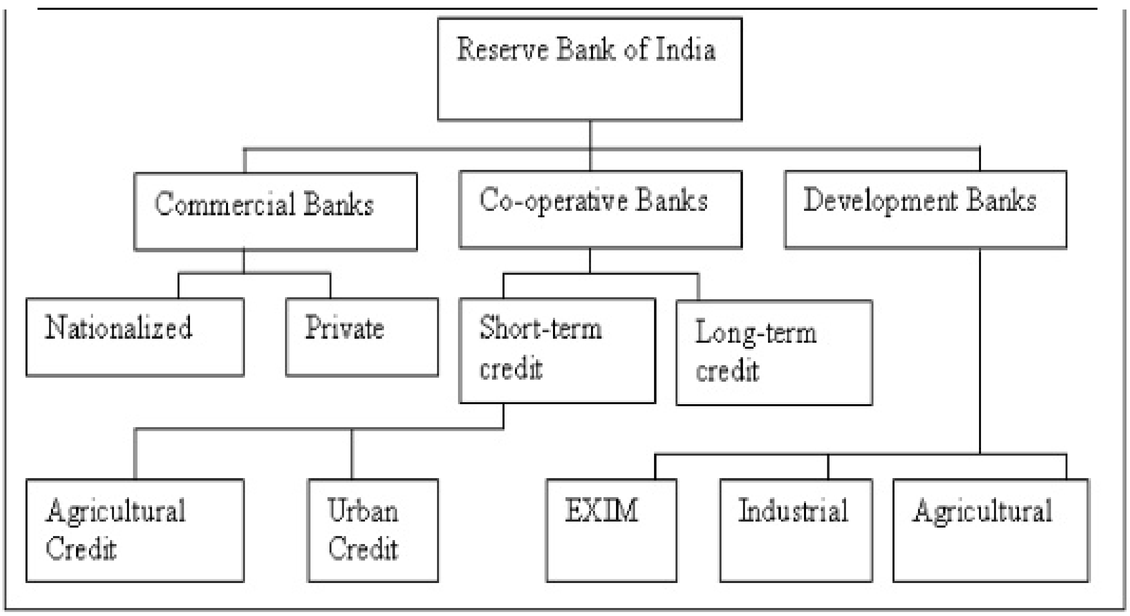

FIGURE 3.1-India's Banking Structure (Source: RBI- www.rbi.org.in)

Banking in India can be traced back to the 4th century BC in the 'Kautilya Arthashastra[1]. The structure of banking sector differs from country to country depending upon their economic conditions, political structure and the financial system. Banks can be classified on the basis of volume of operations, business pattern and areas of operations. They are termed as systems of banking.[2]

3(A) STARTING PHASE/ORIGIN OF BANKING

Since banking activities began in multiple countries at different times, there may be no consensus on the origin of the term "bank". The word "bank" is said to be derived from the French phrase 'Banco', or 'Bancus' or 'banc' or 'Banque', which means "bank". In fact, the first Jews in Lombardy conducted commercial banking transactions by sitting in a bank. Although his company failed, the bank also failed, so the term "bankruptcy" became popular. According to McLeod, money changers were never called "Benchieri" in the middle Ages.

Therefore, this derivation is just a guess. Another general view is that the word "bank" may have come from the German word "back" which means joint inventory fund. Financial institutions basically deal with the price range. Later, it was Italianized into "banco", Frenchised into 'bank' and finally Anglicized into 'bank'. This view is most widespread even today.[3]

3(B) STRUCTURE OF THE INDIAN BANKING INDUSTRY

The first bank which was exclusively set up by Indians was Allahabad Bank.[4] The Indian banking industry had a huge spectrum of banks comprising each the public sector and the private sector banks. There are 25 public sector banks, covering 19 nationalized banks, Districts bank of India and its 5 associates. Similarly, there are 22 private sector banks (15 are old and 7 are new) and 34 overseas banks. The presence of a huge form within the economic sector is primarily a state-owned generation (1969) that paved the way for large-scale geographical deployment, mobilization of more useful resources and numerous innovative application guidelines. From the unprecedented boom that took place in (after). Indian banking sector provides the freedom for private banks to grow, while public sector banks control more than 80% of the bank's assets. Gradually catch up with developed countries in the context of technological advances and international banking standards.

Banking sector basking in the sunshine of Government ownership gave the public implicit faith and immense confidence about the sustainability of these institutions[5]. India's Banking sector is under the power/control of the Reserve Bank of India. The banking industry is classified into Scheduled Commercial Banks and Scheduled Cooperative Banks. The information of these banks is given in figure 2.2. On this study the only the scheduled commercial banks growth (public and private) and its services are analyzed.

As per the RBI Progress of Banking Report, 2015; 72.16%[6]of the total banking assets belongs to the public sector banks. Out of the total number of people employed in the Indian banking Industry 71.35 % [7] are employed with the public sector banks.

3(C) INDIAN BANKING STATISTICS

The Indian banking sector is one of the greatest growing banking industries of the world. Its assets have reached USD 1.8 trillion inside the year 2014[8] from 1.3 trillion in 2010 with almost 70% being accounted by the public sector banks.

During the Year 2014- 2015 the total assets of the industry were INR 1,20,342[9] billion which was 9.6 percent more than the previous financial year. The total deposits were 10.6 percent higher than the 2013- 2014 at INR 86,542,205.5 million. Mainly, Indian Banking sector's Net Profit grew by 10.1 percent to Rs 891 billion compared to 807 billion in the before year. As the Indian financial system is dominated by banks their well- being is a must for the economy of India. The banking industry in India has a total of 91 commercial banks with approximately 1,10,47711[10] lakh branches as of March 2015, employing a total of 11,71 426 people. At the end of April 2015, the banking sector had a total of 1,82,480 ATMs and this number is similarly expected to double within the next few years. Over the years, the development of the Indian banking industry has been commendable. The most significant part of this growth is the change and development of banking methods as economic needs change.

INDIAN BANKING INDUSTRY

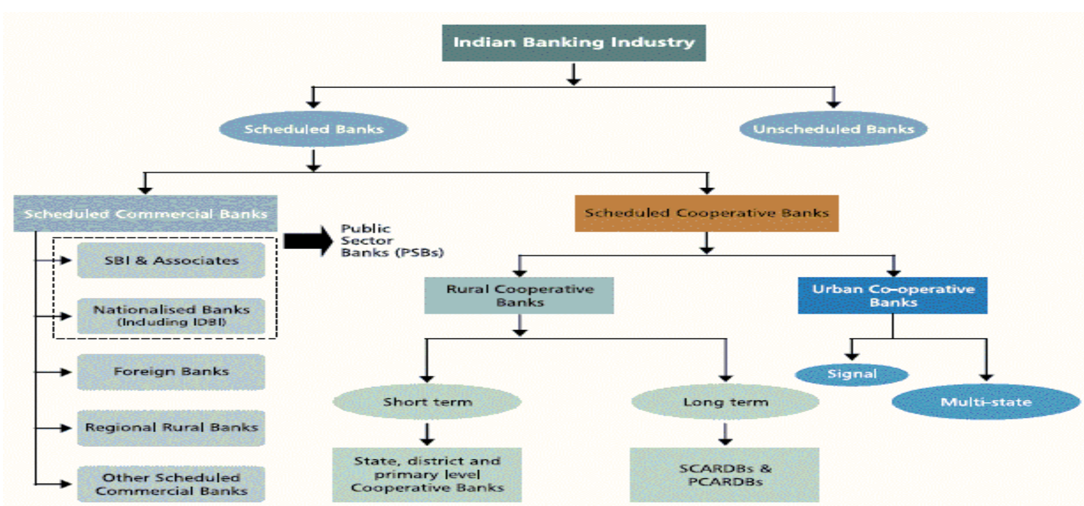

FIGURE 3.2- Indian Banking Industry (Source: RBI- www.rbi.org.in)

3(D) TRADITIONAL BANKINGSYSTEM

Actually, the relationship between banks and customers has been one-on-one through a network of points. It operated on clearing and decision-making operations focused on the level of individual points. Headquarters was responsible for the overall organization, scale and education / training of employees in the branch network. Banks have monitored the company's overall performance and set decision-making parameters, but the fact that it is offered to both employees and customers at Point is limited to at least one geographically adjacent area. rice field. The following graph briefly describes the existing banking machines in India.

TRADITIONAL BANKING SYSTEM IN INDIA

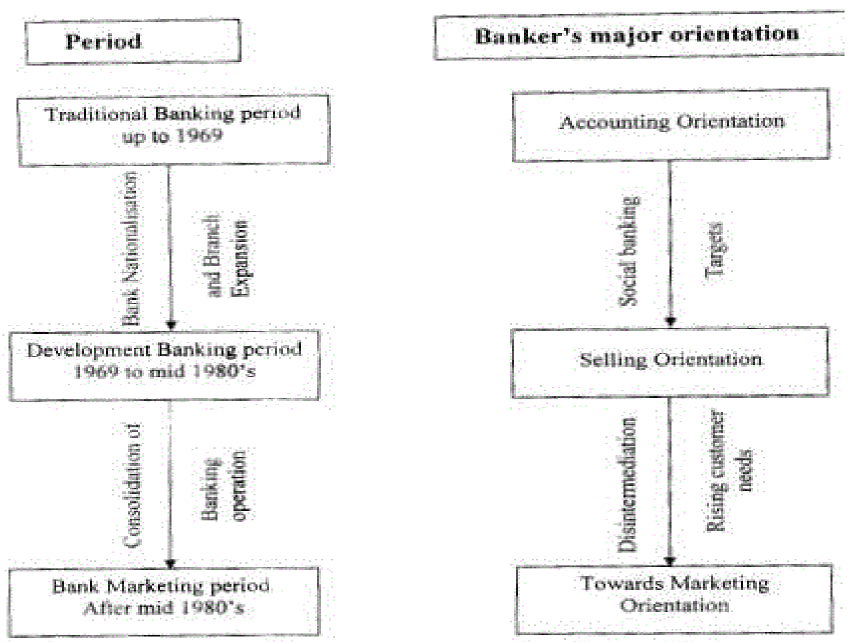

FIGURE 3.3- Traditional Banking system in India (Source: RBI- www.rbi.org.in)

3(E) MODERN BANKING SYSTEM

Modern banks cannot rely solely on their branch network. Customers now need new and more convenient delivery systems and services, including online banking. They provide traditional banking services, but also provide more access to information about your account status and different bank services. To do this, the bank must create multiple layers of account information, which can be accessed by both bank employees and customers themselves.

The use of two-way electronic links over the Internet may want to traverse extended avenues to provide customers with advanced information about both their own financial situation and the services offered by commercial banks. The following graph illustrates India's current banking system. In the financial sector, the focus of reforms could give independence of work and flexibility of functions with the aim of increasing productivity, efficiency and profitability. The reforms also aimed at imparting strength to the system by ensuring accountability and financial soundness.[11]

MODERN BANKING SYSTEM IN INDIA

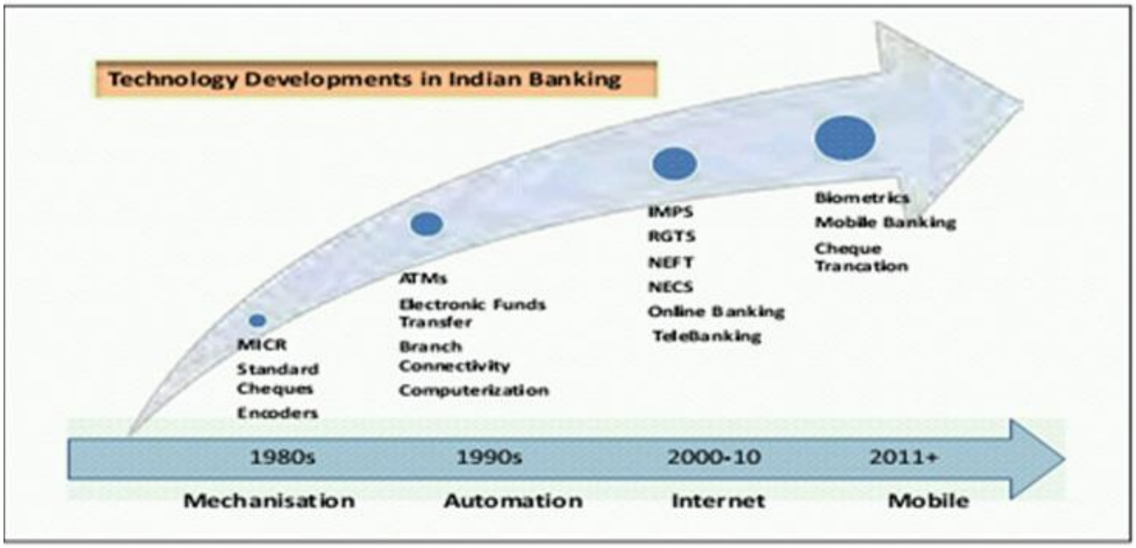

FIGURE 3.4- Modern Banking system in India (Source: RBI- www.rbi.org.in)

3(F) BANKS AND ECONOMIC DEVELOPMENT

Currently, Banks take part in a major role in the economic development of every nation. They have got manage over a massive part of the supply of money in circulation. From side to side their control over the volume of bank money, they can influence the nature and character of production in any country. Consequently, at any given level of saving, an efficient financial system will allow for a higher level of investment by maximizing the proportion of saving that actually finances investment.[12]

Economic development is an energetic and permanent process. Banks are the foundation of the economic progress of a country. Economic development of any country extremely depends upon the extent of mobilization of resources and investment and on the operational efficiency of the various segments of the economy.[13]The major roles played by the banks in the development of the economy of a country can be summarized as follows:

INDIA'S ECONOMIC DEVELOPMENT THROUGH BANKING STRUCTURE

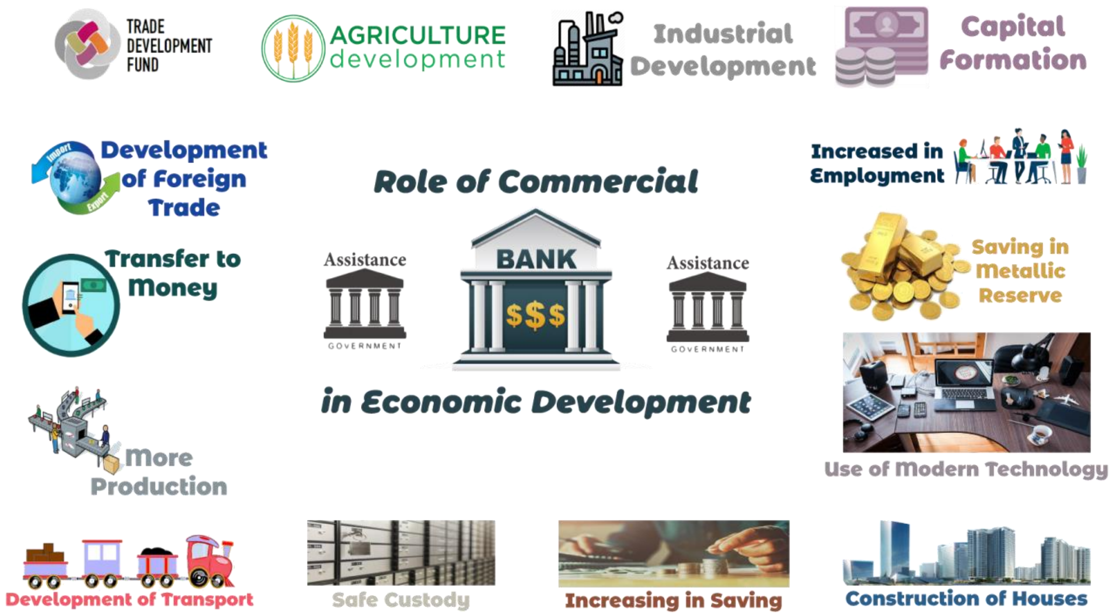

FIGURE 3.5- Economic development through banking system (Source: RBI- www.rbi.org.in)

3(G) CUSTOMER SERVICES OF COMMERCIALBANKS

Customer service is a Chain of activities designed to enhance the level of customer satisfaction. It amounted to a feeling that a product or service had met the customer's expectation. The banks strongly believed that customer service will be the most essential factor in preserving and enhancing its leadership in India's banking industry. The qualities of customer services had been remarkably variable as they rely on the service provider. They are able to see the service provider but not the service. Customer service cannot emerge from training, reading of circulars or maybe rigidly enforced discipline. People create memorable experiences through attitudes and behaviour that turn transactions into relationships and persons into friends.[14]

The Banking is a service industry and bankers have to be identified by the customer for whom the services are extended. It's far the starting point, in which the banker comes into contact with the customer. As a result, banker ought to have a good attitude, appeal with good appearance at that point of time. The Bankers have to develop a good quality relationship with the customers.

Those elements have an immense impact in customer service. In such conditions, customers turn into loyal to the banker and support the banker. Banking industry largely depends upon its customers. A successful banker has to treat the customers well. Banking is not simply a profit making industry. With the idea of welfare State, the idea of banking has undergone a change in the present days. Banks are anticipated to make a contribution to social welfare. Thus modern banks are aware that the success of the bank depends on the goodwill of its customers. The customer should be dealt with in such a way they would like to be treated.[15]

The First-class service of the bank will indeed improve the bank's image, goodwill and increase the market share. Customer service has a straight impact on the working of a bank and its profitability. A five per cent increase in customer retention may increase the profitability by 35 per cent in banking business.[16]The growth and profitability of banks to a large extent depend on customer service.

3(G) (i) Customer

Customer is anybody who comes to the bank having a few works to do with the bank. It is not necessary that he have to be an account holder or a direct user of banks services. The phrase customer denotes the subsequent factors.

C – ustomised care

U – niqueness

S – ervice orientation

T – enderness

O – penness

M – anagerial ability

E – ffectiveness

R – esponsiveness

3(G) (ii) Customer Perception

The perception of customer is varying gradually. According to peter drucker "the purpose of a business is to attract and retain a customer". It sounds simple but too many businessmen have forgotten it at their risk. There has been a unique change and pattern shift towards customer focus for the beyond many years.

In the first decade in 1950’s to 1960’s the target was for serving the customer, center was between 1960’s to 1980’s it amounted to satisfying the customer, in the third decade 1980’s to 1990’s it was to please the customer, in 1990’s to 2000 AD it was went up to delighting the customer and in the last decade 2000 it went beyond retaining thecustomer.[18]

3(H) SERVICE OFFERED BY THE COMMERCIAL BANKS

At present, many banks essentially offer similar types of services and facilities to the customers. Customer services may be classified into three heads. The subsequent figure clarifies the type of services offered by the banks.

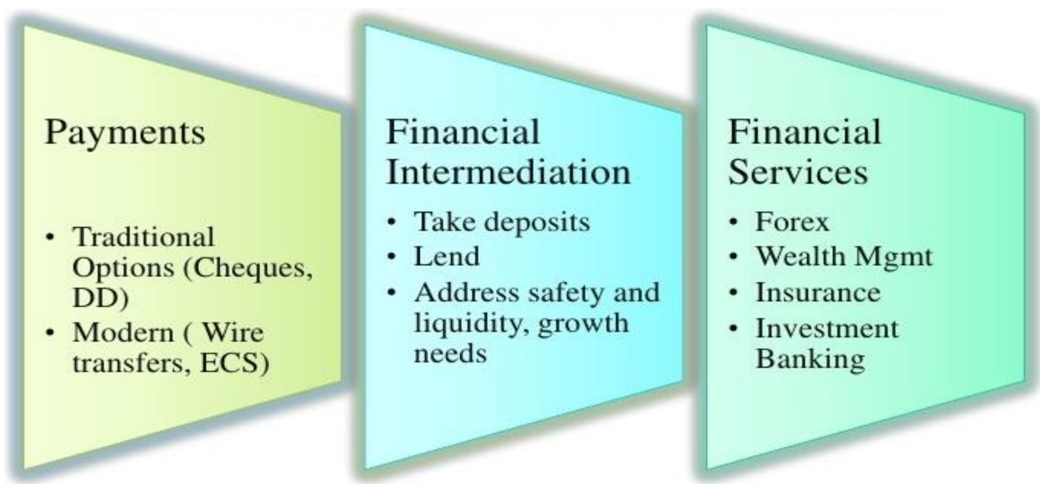

FIGURE 3.6- Services of Commercial Banks (Source: RBI- www.rbi.org.in)

3(H) (i) TECHNOLOGICALSERVICES

Now a day, Banking activities through the traditional delivery channel of branch networks were on the decline and customers could do banking business from the comfortable confines of their homes using most modern electronic delivery channels.[19] Banks have been able to deliver their products greater cheaply than the traditional branch networks loaded with expensive staff. The information technology had enabled banks to increase the range of their products also and market them more effectively. The accepted technological services are the following:

3(H) (ii) ATM (AUTOMATED TELLER MACHINE)

ATM is a cash rending teller machine. Customers can withdraw any sum up to a limited amount, can view the status of his account and order a new cheque book. It is a computerized machine that offers the customers of banks many facilities. Like, dispensing cash carry out many financial & non-financial transactions without visiting bank branch only with the help of plastic card that issued by the bank on the customer name with the PIN. There is a number called Personal Identification Number (PIN), which is a key for carrying the desired transactions. Likewise, permit for cash withdrawal. After this, a bank's ATM would function like a Kisok delivering more on non-cash transactions, thereby reducing fixed and operating cost.[20]

3(H) (iii) CREDIT CARD

A credit card is a plastic card or payment card which is issued by bank to cardholder that make him/ her able to pay for goods and services according to the card limit. It is just like a credit granted to user by the bank by which user can borrow money in advance. Customer can use it, in case of no balance in his/ her account and able to make certain amount of payment of goods and services on the credit basis that allowed by bank.

3(H) (iv) DEBIT CARD

A Debit card is a plastic card or payment card which is used as a second option instead of cash while purchasing something. It is a card which help user to transfer money electronically from saving or current account of cardholder bank account to make purchase and access to ATMs cash withdrawal and account enquires. This works as a smart card as it can be used to withdraw cash from ATMs and even to make online payment rather than cash.

3(H) (v) SMARTCARD

The Banks are including chops to their existing magnetic stripe cards to develop safety and present innovative service called Smart Card. Smart cards technology is widely utilized through bankers to market their products. Smart card, that is a chip- based card, is a kind of an electronic purse. Embedded within the smart card is a microchip which will store an economic value. While a transaction is made the usage of the card, the value is debited and the balance comes down automatically.

It offers communication security as it verifies whether the signature is authentic or not. The card also recognizes diverse voices and evaluates with the recorded original voice. It is far used for making purchases without the need of requiring the authorization of personal identification number as in a debit card. It does away with all the problems related with the traditional money. Smart cards allow lot of times of information storable on magnetic stripe cards. They keep a big amount of personal information, from medical and fitness care to personal banking and personal preferences.

3(H) (vi) INTERNET BANKING

Technological advancement allows convenience, diversification, stiff competition and the customer satisfaction efforts to motivate internet banking services. Today, bank users can do almost all bank transactions through internet banking. Internet Banking is defined as an internet portal through which the customers can use different kinds of banking services from bill payments to making investment. Internet banking is a stage for electronic delivery of banking services to the customers.

3(H) (vii) COREBANKING

The Banking sector has viewed an extended transformation from the time when the age of liberalization. With the changing situation, banks executed net banking, tele-banking, mobile banking, ATM and so forth. At present, it is the revolve of core banking key wherever the whole banking sector centers attention on real time banking. Core banking key presents a broad choice of banking operations. It facilitates banks to present the highest level of customer service throughout highly scalable products, competent of handling huge transactions volumes on a real time base. It make available flexibility in implementation as it could be configured to run in both centralized and distributed environments.[22] Core bank is an incorporated set of banking elements intended to meet the challenges of innovative banking demands. A banking institution inside a core banking platform can regulate its strategic business activities with the changing market situations. The branch becomes just a service outlet and thus the importance of a particular branch gets reduced.[23]

3(H) (viii) MOBILE BANKING

An innovative revolution in the area of e-banking is the appearance of mobile banking. Online banking is at the present transferring to the mobile world, giving anybody with a mobile phone contact to real-time banking services, in spite of their place.

However there is greatly extra to mobile banking from now online banking. Mobile banking is a technology allowed service offering from bank to its customers, permitting them to operate selected banking services over their mobile phones.

3(H) (ix) TELE-BANKING

In the Modern Banking transactions, Tele-banking refers to banking on phone services; a customer can contact information about his/her account throughout a telephone call and by giving the coded personal identification number (PIN) to the bank.

Tele-banking is growingly utilized since a delivery channel for marketing banking services. A customer can do complete non-cash related banking over the phone everywhere and at every time. Automatic Voice Recorders (AVR) or ID numbers are used for rendering tele-banking services that have added convenience to customers. Tele-banking is generally customer friendly and useful in nature.

3(H) (x) E-CHEQUES

An e-cheque is an electronic funds transfer product with a purpose to withdraw money without delay from customer's bank account. It is now similar to writing a cheque, ended electronically. Anybody with a bank account can currently make payment online and no credit card is required. The customer contacts the merchant server and the merchant server presents its goods to the customer. The customer opts for the goods and purchases them through sending an e-cheque to the merchant. The merchant authorizes the e-cheque with its bank for payment authorization. The merchant automatically forwards the e-cheque to his bank. The clearing house jointly works with the customer's bank clears the cheque and transfers the money to the merchant's bank. The merchant's bank updates the merchant's account. The customer's bank updates the customer's account with the withdrawal information.

3(H) (xi) ELECTRONIC FUNDS TRANSFER (EFT)

A lot of contemporary banks have computerized their cheque handling process with computer networks and other electronic equipments. These banks are dispensing with the exercise of paper cheques. The structure is called electronic fund transfer (EFT) which automatically shifts money from one account to another. This arrangement makes possible a speedier move of funds electronically from any branch to any other branch.

On this classification the sender and the receiver of funds may be located in different cities and may even bank with different banks. Funds transfer within the same city is moreover made possible. The scheme has been in operation since from February 7, 1996. The added vital type of facility in the EFT system is automated clearing houses.

3(H) (xii) ELECTRONIC CLEARING SERVICES(ECS)

According to international standards, an automated clearing house was required and RBI took initiative with development of ECS services. It is a mean of electronic fund transfer from one bank account to another bank account. This is mainly used for high proportion of transfer from one account to many accounts. This scheme was introduced in Chennai and Mumbai in April 1995.[24]

Electronic debit clearing was introduced in March 1996 by RBI.[25] This can be used for making payments like, distribution of salary, pension etc. ECS is further divided into two types:

Electronic Credit Clearing:- payment of transactions, such as, salary, pension, interest, dividend etc.

Electronic Debit Clearing:- payment to utility.

3(H) (xiii) REAL TIME GROSS SETTLEMENT (RTGS)

RTGS was introduced by the Reserve Bank of India in 2004 for the online inter-bank transactions for payments and settlements of funds. All the instruction for payment and settlement are done through the internet during the operating day. It is credit based operating system. By the RTGS, customer can transfer funds from one branch to other branch. But for the RTGS transaction, amount should be large for the settlement of payment. The operating cost charged on the basis of payment amount by the banks. RTGS has following features :

- Settlement is done on real time
- Payment and settlement is done online
- Transaction can be done interbank
- Transaction can be done one bank branch to other branch.

3(H) (xiv) NATIONAL ELECTRONIC FUNDS TRANSFER (NEFT)

Electronic fund transfer facilitates the quick movement of deposit money from one bank account of one customer to the bank account of another customer. It is computer based system that works without the intervention of bank. Thus, the sender can send money to the receiver by the computer network. As an important tool of customer service, EFT system addresses the needs of individual customers to transfer money from one place to another within a day or two. This technique also named as e-checks or electronic checks (Gursamy,2001). This term also cover different payment systems. Like:-

- Customer can transfer money through cards that are issued by the specified banks. Such as, debit card, credit card.
- They can also transfer money for direct deposit.
- Even, they can purchase different goods and services and payment can be done through EFT.
- Customer can transfer money for international payments using SWIFT network called as wire transfer. For example, student's fees for the international studies only transferred via wire transfer.
- Electronic bill payment in online banking, which may be delivered by paper check or e-checks. For instance, payment of insurance premium, mortgage installments etc.
- Transactions involving stored value of electronic money, possibly in a private currency..

3(H) (xv) DEMAT

Demat is brief for de-materialization of shares. In short, demat is a procedure where at the customer's request the physical stock is changed into electronic entries in the depository system. In January 1998 SEBI (Securities and Exchange Board of India) started DEMAT ACCOUNTANCY System to control and to develop stock investing. Now-a-days, to trade on shares it has become an essential to have a share demat account and all trades take place through demat. Entrance to the demat account requires an internet password and a transaction password. Transmits/obtains of securities can then be initiated. Purchases and sales of securities on the demat account are mechanically made just the once transactions are proved and completed.

The icon takes off from preceding brand and visualizes a hexagon. It's far a try to appeal to new bank customers without alienating the prevailing ones. Its symbol represents two helpful hands within the shape of a hexagon. The upper hand is of golden yellow color. Yellow is the color of sympathy, glare, hopefulness and pleasure, gold of assets, fulfillment and ever increasing value. They may be the colours of the solar and constitute lifestyles, youth and harmony. The lower hand is burgundy red, the colour of expectation, power and passion. Here, the Indian context word Souobhagya symbolizes assertiveness.

3(I)COMPANY HISTORY

The bank has a completely modest however an extremely inspiring beginning. On 14th September 1918, "the saraswat co-operative banking society" becomes founded. Mr. J.k. Parulkar has become its first chairman, Mr. N.B. Thakur, the first vice-chairman, Mr. P.N. Warde, the first secretary and Mr. Shivram gopal rajadhyaksha, the first treasurer. These have been human beings with profound and abiding beliefs, faith, imaginative and prescient, optimism and entrepreneurial talents. These devoted men in charge of the society had a commendable feel of service and duty imbibed in them. Even these days, the honorable founders encourage a feel of awe and admire within the financial institution and among the shareholders. The society became to begin with installation to assist families in distress. Its objective turned into to offer brief accommodation to its contributors in eventualities inclusive of weddings of based contributors of the family, reimbursement of debt and expenditure of health treatment and so on.

In the year 1933, the society changed into transformed into a full-fledged Urban co-operative bank. The bank has the specific characteristic of being a witness to history. The bank, which turned into at first founded in 1918, i.e. Near on the heels of the Russian rebellion, additionally witnessed as a society and as financial institution - the first world war, the second world war, India’s freedom association and the superb stage of post-independence India.

At some stage in this cataclysmic cavalcade of history, the financial institution as an economic organization and its contributors could not of direction remain unaffected by using the monetary consequences of the major occasions. The two wars mainly brought in their wake, paucities of a wide variety and realities and stand through its participants in misery as a strong wall of potency. The Bank's founder members and in a while the managements of the bank persisted to illustrate their unwavering faith in the future of the ordinary man and the co-operative movement and they optimistic the shareholders to keep regardless of all odds.

Way to these constant and diligent efforts over 25 years after its foundation, the bank had won a strong base in terms of its association/membership, resources, assets and earnings. By using 1942, the bank turned into gratifying all the banking desires of its customers. During the past due 1950s, the bank grows from its strong point. The bank had recognized 5 branches within the town of Mumbai and one each at pune and belgaum. In its 50th year, the bank preferred a bee motif to symbolize the bank's symbol - a becoming an appropriate characteristic of a bank that thought in solid work, a search for all that is ideal, a team spirit to reap its targets and selfless service to its members and customers. The bank had grown in figure, advanced in its social and financial objectives and produced a snap of what an ideal bank ought to be. Resultantly, within the 12 months 1977-78, the bank's gross profits crossed the Rs.3.00 crore mark for the first time

In 1988, the Saraswat co-op. bank was conferred with "scheduled" status through RBI. The bank is the first co-operative bank to offer Merchant banking services. In 1978, the bank got a permanent license to transaction in FOREX. At the moment the bank is having correspondent relationship in 45 countries overlaying 9 currencies with over 125 banks. During 1992, the bank has done 75 years. Platinum jubilee celebrations had been inaugurated on 14th September, 1992 and the bank additionally crossed the business level of Rs. 700 crores.

The beginning of the 21st century has been a huge jump ahead for the bank. The bank's whole business which was around Rs.4000 crore in 2000 almost tripled to Rs.15295 crore in 2007. During 2008, the bank launched a branding program. The motive of such an exercise becomes to reconfirm the drive of the bank on its core values, which can be summed up as a "sense of belonging".

The name of the bank must always encourage a feel of belonging in all its stakeholders and the bank maintains to satisfy the converting needs and expectancies of the customer with constant pleasure and assurance.

3(I)(i)MISSION

"To emerge as one of the premier and most preferred banks in the country by adopting the highest standards of professionalism and excellence in all the areas of working"

3(I) (ii) MILESTONES

Inside the last twenty years, the bank has witnessed a constant increase in business and additionally taken numerous strategic business tasks such as undertaking business process reengineering initiative, merging seven cooperative banks and then deliberately development them. The bank joined up with VISA worldwide for issuance of debit cards. During 2011, the bank changed into granted permission for all India area of operation through RBI. The bank has crossed the milestone of rs.50000 crore through 31st march 2016.The bank has a network of 283 absolutely automated branches as on 31st march, 2016 covering six States viz. Karnataka, Goa, Delhi, Maharashtra, Gujarat and Madhya Pradesh. The bank is imparting 24-hour carrier via ATMs at 255 locations.

The bank has a determined commercial enterprise growth plan in place to have a presence in all main cities of the country and attain a business point of Rs. 10000 crore by means of 2021. It is being counted of immense pleasure for the bank that its new corporate office at prabhadevi, mumbai has become operational. The bank’s office establishes great presence within the financial capital of the country. The huge structure in crystal glass inside the heart of Mumbai lightly reminds all of us of the Numero-uno role which the bank holds within the cooperative sector.

The Using State of art technology coupled with personal atmosphere to make all people relaxed over again reiterates the financial institution's adherence to "Think global, Act local". An around 285 Saraswat Co-operative Bank branches in various district of Maharashtra, the name of the district and number of branches are as under-

Table 3.1- Name of the district and Number of Branches of Saraswat Co-op. Bank

Name Of The District	No. Of Branches	Name Of The District	No. Of Branches
Ahmadnagar	2	Akola	1
Amravati	1	Aurangabad	13
Buldana	1	Greater Bombay	14
Hingoli	3	Jalgaon	2
Jalna	2	Kalyan	1
Kolhapur	6	Mumbai	106
Mumbai Suburban	5	Nagpur	8
Nanded	2	Nashik	8
Parbhani	5	Pune	38
Raigad	7	Ratnagiri	5
Sangli	11	Sindhudurg	8
Solapur	1	Thane	37
Washim	1		

(Source: Annual Report of Saraswat Co-op.Bank 2018-19)

3(J) THE URBAN CO-OPERATIVE BANKING SECTOR AND ITS MAJOR DEVELOPMENT

3(J)(i) STRINGENT NORMS FOR ACHIEVEMENT OF PRIORITY SECTOR TARGETS

RBI stipulated that the achievement of priority sector targets will be considered while granting of regulatory clearances/approvals for various purposes. Further from FY 2018-19, achievement of priority sector targets will be included as one of the criteria for classifying a UCB as Financially Sound and Well Managed (FSWM). From FY 2019-20 onwards, the achievement at the end of the financial year will be arrived at, based on the average of priority sector target/sub-target achievement at the end of each quarter.

3(J)(ii) NORMS FOR BASIC CYBER SECURITY

RBI issued basic cyber security controls applicable for all Primary UCBs which include need for Board approved Cyber Security Policy, security compliant IT architecture/framework, cyber crisis management plan, etc. However, UCBs depending upon the Self Risk Assessment complexity of their Information Technology/Information Security systems, nature of digital products offered, etc. are free to adopt advanced cyber security norms.

3(J)(iii) BANK MISSION

Late chairman Shri. Ekanath Thakur had envisaged deliberate boom for the bank approximately a decade in the past when the banks business level was at a modest 8,033 crore he had the imaginative and prescient and foresight as 1,00,000 crore for the financial institution to be completed with the aid of F.Y. 2021.

The bank executed the primary Dr.Adarkar missions effectively and at some point of the financial year beneath assessment. The bank concentrated on the third tranche of Dr. Adarkar mission and vision i.e. 50,000 crore business with the aid of March 2016. The bank reap this goal but passed it notably with the business level touching 51,800 crore as on 31 march 2016. The overall four pillars of the Bank i.e. Executives, officer's association and employees union underneath the steering and help of the board have worked faithfully and steadily to attain those missions. The Bank have now achieved a huge top-line, this bank will make continuous hard work to make stronger the lowest-line so that it will ultimately bring about a healthy bank. The importance may be laid on enhancing credit-deposit (CD) ratio, that specialize in quality credit accounts, enhancing CASA ratio and increasing different profits through distribution of third party products.

3(J) (iv) SARASWAT CO-OP. BANK GOING TOWARDS CENTENARY YEAR

The saraswat co-op. bank can be getting into the centenary year of its existence very soon. They made a humble beginning on 14th September 1918 as 'The saraswat co-operative banking society' and have come a protracted manner considering, becoming the country's largest co-operative bank. In recent time, It has crossed a new milestone of total business of 50,000 crore.

On this journey ,they has grown from strength to strength and nowadays ,it's an image of what a good bank need to be, that's appropriately pondered in its tagline, "potential of large banks and agility of small banks." completion of 100 years could be yet another milestone within the records of Bank. Centenary year is a unique occasion inside the life of any organization as they way the centenary year, they determine to take ahead the best aspects and traditions of these 100 years, retaining in mind to take a progressive view within the interest of all the stakeholders.

To remember this milestone, this bank has deliberated a year-long birthday party. A systematic manner of consultation with all stakeholders of the bank is being initiated to finalize various activities, initiatives, functions, and so on as a way to be undertaken by bank as part of the centenary year celebrations.

3(K) SEGMENT-WISE PERFORMANCE

3(K) (a) Retail Banking

3(K) (a) (i) Retail Advances

Saraswat Co-Bank Bank has been adapting to the market trend and focussing towards increasing retail lending. Several appropriate measures have been initiated for the same, resulting in a sharp rise in the retail advances portfolio. Thus, the retail portfolio has risen from ` 7,602.36 crore as on 31st March, 2018 to ` 9,621.17 crore as on 31st March, 2019, a riseof 26.56 per cent. The share of retail advances in total advances has increased from 38.35 per cent to 42.75 per cent.

3(K)(a) (ii) Priority Sector

RBI always attaches importance to Priority Sector Lending and mandates all banks to achieve40 per cent of loan disbursement towards this segment. This Bank has taken a focussed approach to increase the Priority Sector Lending by way of financing Micro, Small and Medium Enterprises, Self Help Groups, Micro Finance and Weaker Section. The Priority Sector achievement was monitored closely at various levels by the Board of Directors and Management through fortnightly meetings. This Bank constituted a Monitoring Group to further the priority sector growth.

There has been increase in the share of Bank's priority sector advances from 27.45% of Adjusted Net Bank Credit (ANBC) in FY 2017-18 to 45.21% in FY 2018-19. Saraswat Bank have also surpassed our Weaker Sector target of 10% by achieving 10.95% of share of ANBC and Micro Credit target of 7.50 % by achieving8.47% share.

Retail Business loan upto ` 10 crore, Unnati and Mudra loans were some focused contributors towards achievement of these targets. In the current financial year, this Bank disbursed Unnati loans of ` 183.66 crore as against ` 148.39 crore disbursed in FY 2017-18 and Mudra Loans to 340 accounts amounting to ` 20.23 crore as against 18 accounts amounting to ` 1.10 crore in FY 2017-18. The Priority Sector advances under Retail increased by ` 1,455 crore in FY 2018-19 as against the rise of ` 772 crore in the previous year. The Bank also purchased Priority Sector Lending Certificates (PSLC) during the year under report.

3(K) (a) (iii)Microfinance

This Bank has always been supportive of financial inclusion for individuals. This year too they concentrated on upliftment of individuals and women by catering to their financial needs through Microfinance and Self Help Groups. The Micro Finance Clean Loan Scheme which was earlier limited only to the regions of Sindhudurg and Ratnagiri is now extended to all branches across Maharashtra. This enabled us to reach out to more beneficiaries. The ease in application and quick processing enabled the branches to disburse the loans on the same day. Total loans disbursed under Micro Finance have increased from 222 loans amounting to ` 55 lakh during FY 2017-18 to 1,212 accounts amounting to ` 3.53 crore during FY 2018-19.

This Bank also entered into a tie-up arrangement with Mahila Arthik Vikas Mahamandal (MAVIM) to encourage financing of Self Help Groups across Maharashtra. This tie-up was initiated in the month of January 2019. With the help of Community Managed Resource Centers (CMRC) under MAVIM and focussed approach by our branches, this bank opened 686 savings accounts and disbursed 266 loans amounting to` 3.86 crore within the first two months of initiating the tie-up.

3(K) (a) (iv) Retail Deposit Portfolio

The Bank's low-cost deposits i.e. Current and Savings Accounts (CASA) constitute a vital ingredient of the Bank's deposit mix. The Bank provides a wide range of products under CASA to cater to all segments. Overall, 98,639 new CASA accounts were opened during FY 2018-19, of which 88,571 are Savings Bank accounts and 10,068 are Current accounts. Implementation of Pradhan Mantri Awas Yojana (PMAY) – Credit linked Subsidy Scheme

This Bank has entered into an agreement with National Housing Bank (NHB), the nodal agency established for the implementation of PMAY- credit-linked subsidy scheme. It is launched by the Central Government for Economically Weaker Sections (EWS) and Lower Income Groups (LIG) to provide affordable housing through credit linked subsidy. The scheme is extended for Middle Income Group (MIG) as well.

3(K)(a) (v) Pradhan Mantri Bima Yojana

This Bank offers Pradhan Mantri Bima Yojana facility to its customers, for both life and non-life insurance under Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) and Pradhan Mantri Suraksha Bima Yojana (PMSBY) respectively. For life insurance, the Bank has tie-up with M/s. HDFC Life Insurance Co. Ltd. while for non-life, the Bank has tied up with M/s. Bajaj Allianz General Insurance Company Ltd. and M/s. New India Assurance Company Ltd. for providing services under the Pradhan Mantri Suraksha Bima Yojana (PMSBY). Overall, the Bank has earned an income of ` 0.04 crore from activity towards reimbursement of expenses.

3(K) (a) (vi) Mutual Fund

This Bank had launched its Mutual Fund distribution activity in January 2018. This Bank continued its mutual fund distribution with HDFC, LIC, L & T and Reliance Nippon Mutual Fund companies. During the year under review, the Bank achieved a net business of ` 71 crore and earned a total income of ` 1.13 crore from the mutual fund business.

3(K) (a) (vii) DEMAT

This Bank provides depository services through NSDL and CDSL. Over 4,400 new demat accounts were opened during the year. Applying for IPO (Initial Public Offer) through ASBA (Application Supported by Blocked Amount) is mandatory as per SEBI rule. There is a sharp rise in ASBA applications during the year under review.

This Bank supported IPOs through ASBA for133 Equity, Rights and 22 Debt Market issues. The Bank has received/processed more than 36,000 IPO applications during the year. The total revenue earned from Demat services during the year was `3.23 crore. This includes income of` 77.43 lakh through the tie-up arrangement withM/s. Religare Securities Ltd., for providing online broking facility. More than 1,600 accounts have been opened for providing online trading facility during the FY 2018-19.

3(K)(a) (viii) Credit Card

This Bank ventured into the issuance of credit cards during the Centenary Year. This Bank credit cardis RuPay Platinum cards issued in collaboration with National Payments Corporation of India (NPCI).

The credit card of this Bank has competitive features while the usage is backed by an exclusive rewards programme. During the year ending 31st March, 2019, this Bank issued 11,000 RuPay credit cards. The Bank earned a total income of` 1.99 crore in the FY 2018-19 from the credit card business.

3(K) (b) SBU – Wholesale Banking

In line with the changing banking scenario, this Bank has remodeled Wholesale Banking structure during the year under review. The major Wholesale Banking business was contributed by Metros. However, in order to tap business potential in Non-Metros, this Bank formed two Wholesale Banking Business verticals, viz, Metro centers and Non-Metro centers. This has helped us to focus on Non-Metro centers during the year under review and garner new business.

The imposition of Prompt Corrective Action (PCA) on several Public Sector Banks led to competition between banks for taking over good quality advances by offering competitive rates. Under such circumstances, this Bank focused on small and medium ticket size quality advances.

The total Wholesale advances of the Bank stood at ` 14,768.06 crore as on 31st March, 2019, thereby growing at 2.06 per cent on y-o-y basis over the previous year level of ` 14,469.37 crore. The subdued growth in overall Wholesale advances was on account of the conscious decision taken by this Bank to reduce business by way of Letter of Credit backed Bill Discounting (LCBD), thus leading to rise in core business advances by ` 1,540.04 crore i.e. rise of 12.89 per cent over previous year level.

Wholesale advances contribution to total advances as on 31st March, 2019 was at 57.25 per cent.

3(K) (c) Forex Business

This Bank has a RBI license for foreign exchange business since 1979. The Bank caters to the foreign exchange requirements of its customers through its well-established nine Forex Centers. Trade finance requirements of the customers of SMEs and retail foreign exchange requirements of customers of branches are handled through these Forex Centers. The Bank offers all the major foreign exchange products including trade finance products.

During the year under review, the foreign exchange merchant turnover of the Bank stood at the level of ` 30,066.48 crore as against ` 23,888.64 crore in the previous year, an increase of 25.86 per cent. Export finance outstanding as on 31st March, 2019 was at the level of ` 1,366.69 crore. This Bank has

NOSTRO accounts in nine major currencies with leading international banks and correspondent relations with a number of banks across the globe. This Bank offers travel-related services to the customers of the Bank travelling abroad. It also provides foreign currencies and travel cards at competitive exchange rates. This Bank also handles foreign exchange business of customers of select co-operative banks which do not have RBI license to deal in foreign exchange, under line of credit sanctioned to them.

3(K) (d) SBU – Treasury Operations

Tremendous uncertainty was witnessed in the debt markets during FY 2018-19. The yields moved upwards sharply across the curve during the first half of the year, on account of concerns on the inflation front and the resultant hawkish policy stance by RBI. Global factors were also not conducive for domestic yield movement. Softening of yields was seen in the second half with the return of Foreign Portfolio Investors (FPIs). However, the optimism was short-lived as global concerns, escalating border conflicts and uncertainty on outcome of general elections pushed the yields upward again.

Against the backdrop of the said market conditions, the Bank's Treasury team undertook the dual task of generating trading profits for the Bank and also deploying of funds in suitable investment assets to generate interest income. While undertaking the investments and trading activity, the core role of funds management and compliance with Cash Reserve Ratio (CRR)/Statutory Liquidity Ratio (SLR) were also successfully complied with.

3(L) HUMAN RESOURCES

This Bank rightly recognizes the role of employees in attaining the organizational objectives. It therefore works towards the alignment of HR practices with business strategy in order to ensure that the HR practices are relevant and contribute in achieving its mission, vision and objectives. The key to long-term success is managing the talent of human resources and organizational development in relation to a changing and complex external environment. It also involves building and sustaining a supportive, inclusive and people-oriented culture within the organization.

In the past 100 years of operations, the role of Human Resources Development (HRD) Department of this Bank has evolved from Labour Welfare to Personnel Management to Human Resources Management (HRM) and recently to Strategic Human Resources Management (SHRM).This Bank have adopted a focused recruitment strategy for identifying the incumbents possessing the skills required by the Bank, training and development of employees to enhance their skills, recognising and rewarding performance and investing in them for building organizational capabilities.

As a 100-year-old Bank which thrives on the legacy of strong moral values, sound business ethics, focus on learning and growth and passion for customer service, this bank have also been progressive in embracing the changes brought about by digital technology which has transformed the entire banking industry, including the HR perspective.

While practicing SHRM, Saraswat Bank have recently recruited more than 400 candidate's pan-India and have offered them suitable employment opportunities. Saraswat Bank has conducted psychometric tests and Assessment Centers for their employees at various ranks. This helps them in their self SWOT analysis and the inputs also facilitate their career development. Saraswat Bank has ushered in the concept of Variable Pay Incentives at higher levels, motivating the employees for improved productivity and sense of ownership. They have introduced the concept of "succession planning and leadership pipeline" by offering leadership positions to performing employees who hold promise and delegating the necessary authority for implementing various initiatives. Thus, Saraswat Bank is working towards creating a future-ready workforce, aligning the career goals of employees with the Bank's objectives.

Being a part of an industry where customer service is of prime importance, people of saraswat bank are most important asset and the face of their brand. Saraswat Bank values their employees and believes that happy employees deliver results and help achieve organizational objectives. Building and sustaining a productive work culture is the key to deliver customer-centric solution with improved efficiency.

Employee Strength

During the year, 214 employees ceased to remain in the employment of the Bank owing to various reasons such as death, retirement, resignation and dismissal.

Table No.3.2-Summary of Employees Recruited/Exited During FY 2018-19

Number of Employees as on 31st March, 2018		4,061
Number of Employees recruited during the year 2018-19		494
Total		4,555
Less No. of Employees exited		
1.Natural Death	3	
2.Normal Retirement	83	
3.Resignations	127	
4.Accidental Death	1	214
Number of Employees as on 31st March, 2019		4,341

(Source: Annual Report of Saraswat Co-op.Bank 2018-19)

In this Bank, attrition rate at 3.12 per cent is one of the lowest in the banking industry.

3(M) DIGITAL BANKING

The world has entered an era of 'Digital Darwinism' in which technology and society are evolving rapidly, faster than organizations can adapt to the change. Emergence of digital banking tools and services are creating multiple ways to streamline processes, interpret data and service customers. This Bank realize the importance of these emerging technologies which can serve towards enabling superior customer experience and act as agile operating models for saraswat bank business.

Following this ideology, saraswat bank were amongst the first banks in the sector to embrace this digital revolution and today have over 30 digital products which are managed by their dedicated Digital Banking Department. More than 72% of their total transactions happen through digital services.

This Bank is at the forefront to offer services digitally even to customers who visit through branches via Self-operating Kiosks or 'E-lobbies'. This Bank's 'E-lobbies' are equipped to offer a wide array of banking services such as ATMs, cash recyclers, passbook printing kiosks and cheque deposit machines. Saraswat Bank is one of the few banks to offer Internet Banking in a 'one page' format. Saraswat Bank is as undertaken special efforts during the year for improving the security of digital services, redesigning processes and creating customer awareness of digital products.

First Bank in the co-operative sector

- Bank on WhatsApp
- Bank on TAB
- Saraswat Bank 100
- Cardless cash withdrawal
- Gift cards

Future optimism

Ever since this bank's journey towards channel innovations began, this bank has witnessed a tremendous increase in the number of customers embracing this change. Over the years, this bank has introduced many industry first digital banking services which have changed the way customers meet their banking needs. Bank on WhatsApp was one such innovative leap. This Bank plan to continue their efforts towards improving their customer service, offer personalized solutions and serve clients with efficiency. Saraswat Bank is taking special actions to enhance their IT infrastructure and we are planning on implementing newer technologies and cloud-based solutions in the future. Saraswat Bank is also exploring new and emerging technologies like API Banking, Block chain, Artificial Intelligence and Machine Learning to reach their goal of maximizing customer satisfaction through digital services. Saraswat Bank has ensured that they are secured by design, and understand the importance of safeguarding their customers against cyber threats and staying digitally relevant at the same time.

Saraswat Bank's gain from channel innovations:

- Improved market outreach and rise in customer preferences.
- Increased customer satisfaction due to the convenience derived from their interactive, exclusive, affordable and innovative offerings.
- Development of their state-of-the-art IT infrastructure which is agile, efficient and scalable, enabling us to integrate upcoming technologies with the current systems.
- Development of enriching partnerships with FinTech companies and having the advantage of leveraging their innovations and financial offerings.
- Shorter turnaround time of customer service and at the same time lowering of operational costs.

Digital services launched in 2018-19

- Bank on WhatsApp
- Bank on TAB
- Saraswat Bank 100
- Contactless Debit Card

Another popular product offered by this Bank for its customers is the Mobile Banking App "GOMO", registrations for which increased by 29% over the preceding year. Customer registrations for One-Page Internet Banking rose by 15% over the preceding year. Registrations for Unified Payment Interface (UPI) services offered by the Bank increased by 182 % over the last year.

This Bank also offers various other digital facilities viz. Missed Call and SMS Banking, MPassbook, Bharat Bill Payment, Saraswat Quick Pay – an online collection facility for schools, companies and other entities, POS (Point of Sale) Services – for its customers/merchants, Aadhaar Enabled Payment System (AEPS), Saraswat Bank Connect mobile app, Bharat QR, Payment Gateways, Cardless Cash Withdrawal, Gift cards, NETC FasTag, Corporate Internet Banking and myriad variant of debit cards etc., the usage of which is increasing significantly.

This Bank has taken special efforts during the year to improve the security of digital services and also took various initiatives for creating customer awareness for digital products.

3(N) CUSTOMER RELATIONS AND EXPERIENCE DEPARTMENT

The Customer Relations and Experience Department focuses on establishing connect with the customers using multiple communication channels and improving the existing practices and processes, thereby adding value to the services being offered to this Bank's customers.

Some of the initiatives in this direction during the year were as follows: -

- Catering to customers' queries, requests and complaints round the clock through 24 X 7 contact center.
- Ensuring that customer grievances are attended within the stipulated Turn around Time (TAT) and in a uniform manner.
- Detailed analysis of the grievances to identify gaps in services and addressing the issues.
- Engaging with customers on occasions like Mother's Day, Environment Day and New Year's Eve.
- Launching of Complaint Redressal Portal.

Complaint Redressal Portal

Customer Complaints are an inevitable reality of any business. This Bank, however, treats a complaint as an inherent opportunity to undertake improvements and thereby enhance customer relations. This Bank firmly believe that if aggrieved customers' problems are redressed properly, they can prove to be willing ambassadors of the Bank.

To make the complaint redressal process more efficient, this Bank has implemented internal grievance redressal system through the 'CRS (Complaint Redressal System) Portal'. The CRS portal is designed primarily to have a common platform across the Bank to manage complaints and follow a uniform redressal system. The portal includes detailed process to solve complaints received from different media like e-mails, letters, websites, social media, and personal visits or telecoms, in addition to complaints registered at branches. For every complaint registered on the CRS portal, a unique ticket number is generated and the customer is informed about the unique ticket number by sending an SMS on his registered mobile number. There are predefined escalation levels in the portal to ensure accurate resolution and Turnaround Time (TAT) observance. The portal makes it mandatory to communicate the resolution of the complaint to the complainant and wherever possible, seek his acknowledgement. Once a complaint is resolved, it is closed in the portal and an SMS is again sent to the customer, informing the same. The portal is user friendly and allows access to the active dashboard as well as enables generation of related reports from time to time.

They are confident that the Complaint Redressal System will corroborate the Saraswat Bank philosophy of 'Customer First'.

Centenary Event

- This Bank celebrated its 100th anniversary with splendid grandeur. This grand event was celebrated at NSCI Dome, Mumbai which was graced by eminent dignitaries from socio-political backgrounds and regulators.
- The mega event commenced with a live musical concert by leading singer Shreya Ghoshal, followed by the centenary celebration function.
- During the event, this Bank also launched Contactless Cards and Saraswat Bank 100 online account opening service.

AWARDS

Awards are a reflection of their growing strength and impact on the financial landscape in the co-operative segment. This Bank was adjudged as the Winner (Best Bank) in the category of 'Technology Bank of the Year' for the third consecutive year among co-operative banks at the IBA Banking Technology Awards held on 22nd February, 2019.TransUnion CIBIL has awarded this Bank with 'Best Data Quality on Consumer Bureau' Award for the year 2018-19

3(O) CORPORATE SOCIAL RESPONSIBILITY (CSR)

This Bank is aware that it needs to be socially responsible and it, therefore, adopts CSR programs, so that it can give back to society a part of what it has received, thereby making a valuable contribution to the society at large.

The Kudaldeshastha Gaud Brahman Vidyavriddhi Samaj is a renowned Trust established in 1894 with the objective of imparting education to the needy and deserving students from economically deprived sections of society. The Trust is known for its philanthropic and humanitarian activities. It has done excellent work in its chosen field and has brought about a remarkable change in the fortunes of thousands of youngsters, especially in the neglected rural areas, by giving them the invaluable gift of education.

Encouragement to such socially relevant efforts is the need of the hour. Considering the commendable work of the Trust and its humanitarian thrust on education of the deprived and backward children and youth of society, this Bank donated ` 25 lakh to the Kudaldeshastha Gaud Brahman Vidyavriddhi Samaj.During the year under review, this Bank also donated` 33.62 lakh to 268 worthy institutions in a function "Runanubandh Sohala" held on 8th March, 2019 at Ekanath Thakur Bhavan.

Table.3.3 - PERFORMANCE HIGHLIGHTS OF SARASWAT CO-OP.BANK

Particulars	FORTHEYEARENDED		
	31-03-19	31-03-18	%change
Total Income	3,430.04	3,376.02	1.60
Total Expenditure	2,799.77	2,847.51	-1.68
Gross Profit	630.27	528.51	19.25
Less: Provisions	231.57	190.74	21.41
Profit Before Tax	398.70	337.77	18.04
Less: IncomeTax	107.41	97.09	10.63
Profit after Tax carried to Balance Sheet	291.29	240.68	21.03
	ATTHEYEAREND		
Own Funds	**3,237.38**	**2,869.03**	**12.84**
Share Capital	263.97	236.75	11.50
Reserves and Surplus	2,973.41	2,632.28	12.96
Deposits	**36,014.87**	**35,056.66**	**2.73**
Current	2,169.66	2,703.06	-19.73
Savings	8,217.28	8,090.82	1.56
Term	25,627.93	24,262.78	5.63
Advances	**25,797.49**	**23,469.11**	**9.92**
Secured	25,618.87	23,328.06	9.82
Unsecured	178.62	141.05	26.64
Total Business	**61,812.36**	**58,525.77**	**5.62**
Priority Sector	**10,611.05**	**5,910.72**	**79.52**
%to Adjusted Net Bank Credit(ANBC)	**45.21**	**27.45**	**-**
Small Scale Industries	777.50	430.04	80.80
Small Businessmen and Traders	4,805.05	2,864.71	67.73
Other Priority Sectors	5,028.50	2,615.97	92.22
Working Capital	**42,915.12**	**40,520.30**	5.91
Investments	**11,013.69**	**9,567.97**	15.11
Borrowings and Refinance	**2,221.31**	**1,231.67**	80.35
Net NPAs(%)	**1.80**	**0.94**	
Capital Adequacy (%)	**13.16**	**13.60**	
Number of Members			
Regular(Shareholders holding 50 shares & above)	2,13,836	1,99,616	
Nominal	50,273	39,972	
Number of Branches	**284**	**281**	
Number of Employees	**4,341**	**4,061**	
Productivity per Employee	**14.24**	**14.41**	
Profit per Employee(` in lakh)	**6.71**	**5.93**	
Return on Average Assets(%)	**0.72**	**0.60**	
CD Ratio(%)	**71.63**	**66.95**	
NIM(%)	**2.62**	**2.19**	
Cost to IncomeRatio(%)	**52.80**	**55.68**	

(Source: Annual Report of Saraswat Co-op.Bank 2018-19)

Table.3.4-INVOLVEMENT OF THE SMALL MAN

OurMembers

No.of Shares Held	No.of Members	Percentage
50-51	47,695	22.30
52-250	38,258	17.89
251-1500	65,919	30.83
1501-2500	61,964	28.98
Total	**2,13,836**	**100.00**

OurDepositors

	No.of Accounts	Percentage
Upto ` 1000	14,90,133	35.84
` 1001to ` 5000	5,70,872	13.73
` 5001to ` 10000	2,57,783	6.20
` 10001to ` 20000	2,78,531	6.70
` 20001to ` 30000	1,97,212	4.74
Above ` 30000	13,63,445	32.79
Total	**41,57,976**	**100.00**

OurBorrowers

	No.of Accounts	Percentage
Upto ` 5000	10,498	9.63
` 5001to ` 10000	1,001	0.92
` 10001to ` 25000	3,981	3.65
Above ` 25000	93,524	85.80
Total	**1,09,004**	**100.00**

AdvancestoPrioritySector

	No.of Accounts	(` incrore)
Small Scale Industries	799	777.50
Small Businessmen & Traders	13,900	4,805.05
Other Priority Sector	38,172	5,028.50
Total	**52,871**	**10,611.05**

(Source: Annual Report of Saraswat Co-op. Bank 2018-19)

Table 3.5-PROGRESS - AT A GLANCE (Year 1920-2019)

(`In lac)

								(` inlakh)
Year	No. of Members	Paid-up Capital	Reserve& Other Funds	Deposits		Advances		Total Business
				No.of A/cs	Amount	No.of A/cs	Amount	
1920	190	0.06	-	-	0.01	-	0.06	0.07
Silver Jubilee								
1943	1,698	1.25	*1.00	4,293	23.48	-	3.23	26.71
GoldenJubilee								
1968	15,207	14.43	*18.82	41,703	565.33	2,718	247.80	813.13
1975	29,978	44.88	*44.43	87,912	1,527.06	5,323	893.11	2,420.17
1976	32,830	51.52	*54.78	1,04,025	1,961.57	6,081	1,006.99	2,968.56
Diamond Jubilee								
1978	39,104	76.91	130.40	1,44,520	3,189.41	10,557	1,373.30	4,562.71
1979	44,049	94.12	194.92	1,67,198	3,989.92	13,712	1,969.00	5,958.92
1980	50,694	120.60	261.94	1,93,033	4,911.84	18,603	3,025.17	7,937.01
1981	57,489	156.79	387.94	2,32,317	6,194.37	22,235	3,381.47	9,575.84
1982	64,240	192.63	488.99	2,75,121	8,106.71	24,591	5,106.81	13,213.52
1983	69,042	223.24	567.46	3,19,602	10,445.95	25,090	6,508.41	16,954.36
1984	75,977	262.24	624.58	3,58,366	12,991.46	26,728	7,676.78	20,668.24
1985	83,162	312.79	693.10	3,19,528	15,849.76	29,922	8,971.03	24,820.79
1986	90,606	366.09	840.96	4,18,708	19,373.40	33,177	11,322.06	30,695.46
1987	97,071	409.37	974.48	4,49,286	22,914.72	36,379	13,550.34	36,465.06
1988	1,02,384	462.70	1,184.18	4,75,335	28,451.01	37,747	16,163.43	44,614.44
1989	1,10,269	531.51	1,446.63	5,02,284	31,038.07	43,484	19,233.62	50,271.69
1990	1,21,740	630.21	1,952.28	5,44,548	37,447.63	51,428	23,709.05	61,156.68
1991	1,27,646	706.07	2,893.61	5,97,496	45,541.01	54,405	26,051.59	71,592.60
1992#	1,30,074	760.90	4,120.52	6,48,424	51,451.77	53,226	28,473.76	79,925.53
PlatinumJubilee								
1993	1,29,284	820.94	4,778.02	7,11,219	63,211.46	54,151	34,424.40	97,635.86
1994	1,30,758	902.32	4,924.41	7,79,212	79,233.15	61,263	45,837.00	1,25,070.15
1995	1,31,569	986.22	6,295.41	8,45,341	91,120.13	73,138	59,682.67	1,50,802.80
1996	1,32,046	1,049.29	9,145.06	8,97,713	1,08,930.40	77,154	71,324.70	1,80,255.10
1997	1,32,909	1,157.12	12,575.32	9,14,713	1,38,141.97	79,654	88,087.80	2,26,229.77
1998	1,34,061	1,291.49	15,810.05	9,47,833	1,68,035.59	82,429	1,13,907.47	2,81,943.06
1999	1,36,007	1,519.43	19,458.27	10,00,141	2,03,181.86	84,531	1,38,380.24	3,41,562.10
2000	1,42,031	2,035.28	24,410.99	10,84,261	2,37,951.84	87,642	1,70,310.76	4,08,262.60
2001	**83,272	2,443.81	31,236.00	11,09,969	2,81,776.31	75,006	1,80,542.56	4,62,318.87
2002	**85,636	2,709.00	39,795.96	12,17,662	3,37,767.21	75,381	2,04,339.78	5,42,106.99
2003	**89,117	3,044.44	47,841.14	12,99,736	3,66,059.68	73,308	2,22,359.50	5,88,419.18

2004	**94,044	3,457.77	55,587.75	12,29,976	4,05,270.26	77,917	2,61,675.60	6,66,945.86
2005	**1,00,581	4,156.48	70,162.39	11,80,900	4,78,614.38	85,312	3,24,722.93	8,03,337.31
2006	**1,06,264	4,896.57	82,198.60	14,00,757	6,20,428.65	1,00,115	4,60,898.62	10,81,327.27
2007	**1,23,169	6,877.24	97,362.05	18,11,635	8,92,494.33	1,16,687	6,37,045.87	15,29,540.20
2008	**1,26,174	7,120.97	1,05,973.67	21,92,673	11,43,081.93	1,22,626	7,44,830.67	18,87,912.60
2009	**1,29,741	7,749.67	1,09,671.08	25,02,655	12,91,884.64	1,27,769	8,11,040.59	21,02,925.23
2010	**1,34,417	8,623.11	1,18,413.65	24,39,699	14,26,672.86	2,75,479	9,25,035.47	23,51,708.33
2011	**1,62,560	10,283.24	1,37,375.92	25,59,939	15,80,096.07	1,11,991	11,51,199.23	27,31,295.30
2012	**1,68,529	11,691.66	1,59,877.47	29,32,606	19,25,270.98	1,12,196	13,95,270.49	33,20,541.47
2013	**1,72,282	12,690.93	1,83,440.27	31,86,120	21,14,433.16	1,04,923	15,02,341.51	36,16,774.67
2014	**1,75,242	16,768.78	1,97,412.18	35,59,404	23,93,951.03	97,364	15,47,005.02	39,40,956.05
2015	**1,78,747	18,930.10	2,05,757.04	39,15,156	27,17,084.05	96,718	17,79,812.40	44,96,896.45
2016	**1,82,008	20,275.76	2,16,839.75	41,59,753	31,49,584.33	95,376	20,36,611.50	51,86,195.83
2017	**1,88,249	21,522.60	2,46,967.82	43,18,903	33,73,741.87	97,092	21,53,607.14	55,27,349.01
CenteneryYear 2018	**1,99,616	23,674.57	2,63,228.49	41,98,064	35,05,665.84	1,02,326	23,46,911.29	58,52,577.13
2019	**2,13,836	26,396.89	2,97,341.24	41,57,976	36,01,487.01	1,09,004	25,79,749.27	61,81,236.28

Year	Investments	Working Capital	Net Profit	Dividend Amount	Dividend (%)	No. of Branches
1920	-	0.07	0.02	-	-	1
SilverJubilee						
1943	19.95	26.15	0.15	0.07	6.25	2
GoldenJubilee						
1968	290.37	623.05	2.52	1.30	9.00	9
1975	675.50	1,763.27	9.01	3.80	9.00	20
1976	1,005.92	2,222.87	15.47	5.80	12.00	20
DiamondJubilee						
1978	1,951.06	3,611.75	26.09	8.30	12.00	24
1979	2,188.60	4,535.81	30.52	10.25	12.00	26
1980	2,188.62	5,901.83	35.11	12.40	12.00	30
1981	3,182.74	7,728.06	51.16	16.50	12.00	34
1982	3,434.15	9,991.28	65.09	20.75	12.00	35
1983	4,275.89	15,767.14	70.57	24.75	12.00	37
1984	5,640.36	15,581.07	59.79	28.50	12.00	39
1985	7,040.29	19,311.54	69.94	33.90	12.00	41
1986	8,796.67	24,213.61	118.76	40.00	12.00	41
1987	10,231.78	26,570.23	145.47	46.02	12.00	42
1988	13,120.54	32,802.00	165.75	51.19	12.00	42
1989	9,231.86	36,532.31	196.01	58.07	12.00	42
1990	10,119.16	44,464.08	301.40	69.25	12.00	45
1991	13,092.37	55,242.28	430.46	78.90	12.00	47

1992#	17,560.62	64,032.95	468.33	81.75	15.00	50
PlatinumJubilee						
1993	31,022.23	84,821.62	633.50	116.45	18.00	50
1994	34,974.74	1,06,411.84	679.96	126.40	15.00	52
1995	35,185.80	1,30,031.69	742.66	140.00	15.00	56
1996	42,042.27	1,61,866.40	865.54	151.00	15.00	58
1997	53,534.87	1,96,927.69	1,100.00	204.00	18.00	59
1998	63,459.20	2,47,374.86	1,239.01	185.00	15.00	61
1999	85,431.42	3,12,590.57	1,423.97	228.00	15.00	63
2000	95,639.19	2,95,608.33	1,734.09	314.90	18.00	69
2001	1,25,554.41	3,41,061.54	2,341.54	390.00	20.00	72
2002	1,65,198.50	4,06,281.05	2,600.00	492.05	20.00	75
2003	1,77,262.65	4,38,696.89	2,935.85	408.03	18.00	76
2004	1,56,615.16	4,93,749.72	6,225.26	553.47	18.00	75
2005	2,05,289.40	5,90,348.41	7,037.88	659.52	18.00	75
2006	1,98,977.97	7,63,100.74	10,120.29	789.99	18.00	86
2007	2,60,989.72	10,74,547.13	15,517.92	1,138.42	18.00	105
2008	4,35,006.22	13,87,410.43	20,226.06	1,285.00	20.00	153
2009	4,79,150.75	15,62,281.73	21,079.23	1,489.13	20.00	175
2010	5,32,139.11	17,07,105.88	11,967.42	1,590.62	20.00	200
2011	5,25,376.69	19,18,937.24	21,226.72	1,847.16	20.00	216
2012	5,62,698.78	22,43,562.49	23,556.92	2,181.58	20.00	226
2013	6,44,403.06	24,79,080.40	11,209.11	1,213.10	10.00	229
2014	7,80,474.21	28,13,279.55	14,709.37	1,292.80	10.00	267
2015	7,73,511.53	31,37,109.58	19,017.71	2,019.29	15.00	267
2016	9,38,847.77	35,94,150.08	21,119.15	2,139.02	15.00	283
2017	8,87,279.19	38,44,221.27	23,405.32	4,573.29	30.00	282
Centenary Year 2018	9,56,797.41	40,52,029.80	24,067.53	2,972.70	17.50	281
2019	11,01,369.00	42,91,512.10	29,128.52	3,370.31*	17.50*	284

*Including Interest Reserve

**Shareholdersholdingshares50andabove

#FinancialYear:ChangeofBank'saccountingyearsince1992(April-March)

3(O) (i) MISSION

- ✓ To ensure quick and efficient response to customer expectations.
- ✓ To innovate products and services to cater to diverse sections of society.
- ✓ To adopt latest technology on a continuous basis.
- ✓ To build proactive, professional and involved workforce.
- ✓ To enhance the shareholders' wealth through best practices and corporate governance.
- ✓ To enter international arena through branch network.
- ✓ To be a vibrant, forward looking, techno-savvy, customer centric bank serving diverse sections of the society, enhancing shareholders' and employees' value while moving towards global presence.

3(O) (ii) VISION

To be a vibrant, forward looking, techno-savvy, customer centric bank serving diverse sections of the society, enhancing shareholders' and employees' value while moving towards global presence

3(O) (iii) Bank's Logo

The Deepmal

With its many lights rising to greater heights.

The Pillar

Bank's institution- Symbolizing strength.

The Diyas

Bank Branches- Symbolizing service.

The 3 M's symbolizing

Mobilization of Money

Modernization of Methods and

Motivation of Staff.

Table 3.6-Progress - At a Glance of Bank of Maharashtra

(` inCrore)						
	2013-14	**2014-15**	**2015-16**	**2016-17**	**2017-18**	**2018-19**
Paid up Capital	1427	1063	1168	1168	2598	2753
Reserves	5941	7004	7619	6211	7346	2986
Total Deposits	**116803**	**122119**	**138990**	**139053**	**138981**	**140650**
%Growth%	23.61	4.55	13.82	0.05	(0.05)	1.20
CASA Share in Total deposits	35.89	37.09	36.67	44.89	47.74	49.65
Advances	**90369**	**101210**	**111240**	**101537**	**94645**	**93467**
% Growth%	18.29	12.00	9.91	(8.72)	(6.79)	(1.24)
Retail Advances	10769	11817	12568	15792	16547	18806
Priority Sector Advances	**34826**	**39095**	**41485**	**40388**	**40709**	**35431**
Agriculture	13091	15521	17175	17960	15067	15220
Micro and Small Enterprises	**18597**	**20657**	**22144**	**20419**	**16283**	**13633**
Advances to Minority Sections	2265	3264	3037	2921	2887	2924
Advances to SC/ST Sections	1512	1643	1684	1738	2333	16667
Export Credit	1949	1301	1226	1213	1210	1200
Total Income	12851	13671	14072	13570	12602	12397
Total Expenditure	10845	11316	11727	11743	10411	10199
Operating Profit	2006	2355	2345	1827	2191	2198
Net Profit	386	451	101	(1373)	(1146)	(4784)
Number of Branches	1854	1880	1895	1897	1846	1832
Number of ATMs	1827	1849	1861	1878	1864	1858
(%)Key Performance Ratios(%)						
Capital Adequacy Ratio- Basel III (%)	10.79	11.94	11.2	11.18	11.00	11.86
Earning Per Share	4.56	4.5	0.91	(11.75)	(8.98)	(14.26)
BookValue Per Share	66.69	65.61	63.36	46.96	23.73	10.24
Business Per Employee	14.39	15.74	18.18	18.54	18.07	18.13
Profit Per Employee(`in lakhs)	2.68	3.18	0.73	(10.58)	(8.86)	(37.05)
Return on Average Assets	0.3	0.33	0.07	(0.86)	(0.73)	(3.01)
Cost to Income Ratio	54.43	51.75	52.12	60.98	55.24	58.39
Gross NPA ratio	3.16	6.33	9.34	16.93	19.48	16.40
Net NPA ratio	2.03	4.19	6.35	11.76	11.24	5.52
Provision Coverage Ratio	56.15	46.57	45.04	44.48	58.71	81.49
Credit-Deposit ratio	77.37	82.88	80.03	73.02	68.10	66.45
Priority Credit to Adjusted Net Bank Credit(*Excluding investment)	44.03	41.76	39.82	34.99	38.63	*36.13

(Source: Annual Report 2018-19 of Bank of Maharashtra)

3(P) LANDMARKS IN THE JOURNEY FOR NATION STRUCTURE:

The Bank of Maharashtra was registered on 16-09-1935.
Its Commitment stated in the prospectus issued on 21-10-1935:

"Steadily to spread its business operations all over Maharashtra and as opportunity allows, outside that area offering varied services to the general public while trying to be useful to trade, commerce and industry consistently with high standards of safety and efficiency"

1936 : Commenced operations on 08-02-1936 in Pune.

1938 : Second branch of the bank was opened in 1938 at Fort, Bombay.

1940 : Third branch came up at Deccan Gymkhana, Pune.

1944 : Status as Scheduled Bank obtained.

1946 : Deposits crossed Rs One crore marks. Formed fully owned subsidiary, The Maharashtra Executor & Trustee Company. First branch outside Maharashtra opened in Hubli (Mysore State, Now Karnataka).

1949 : Expansion to AP: Hyderabad branch opened

1963 : Expansion to Goa: Panjim Branch opened

1966 : Expansion to Madhya Pradesh: Indore branch opened. Entered in Gujarat: Baroda branch opened.

1969 : Nationalized along with 13 other Banks. Entry in Delhi by opening Karolbagh branch on 19-12-69.

1974 : Deposit base crossed Rs. 100 Crore mark.

1976 : Marathwada Grameen Bank, first RRB established on 26-08-1976.

1978 : New Head Office building inaugurated by Hon'ble Prime Minister of India Shri. Morarji Desai Deposits crossed the figure of Rs.500 Crores

1979 : "Mahabank Agricultural Research and Rural Development Foundation", registered as a public trust, was established for undertaking research and extension work and to provide more extensive services to farmers.

1985 : 500th branch in Maharashtra State was opened at the hands of the then Prime Minister, Mrs. Indira Gandhi at Nariman Point, Mumbai. First Advanced Ledger Posting Machine (ALPM) was installed at the branch. Golden Jubilee Year Celebrations launched at the hands of Dr. Manmohan Singh, Governor Reserve Bank of India.

1986 : Thane Grameen Bank sponsored.

1987 : The 1000th branch of the Bank was inaugurated at Indira vasahat, Bibwewadi, Pune at the auspicious hands of Dr.Shankar Dayal Sharma, the Honourable Vice President of India.

1991 : "Mahabank Farmer Credit Card" was launched. Entered in to Domestic Credit Card Business. Main Frame Computer installed. Became member of the SWIFT.

1995 : Diamond Jubilee Celebrations - Dr C Rangarajan the RBI Governor was the Chief Guest. Deposits crossed Rs 5000 crore mark.

1996 : Moved into “A” category from the earlier “C” category. Autonomy obtained.

2000 : Deposits crossed Rs 10000 crore marks.

2004 : Public Issue of Shares – 24% owned by Public. Listed in BSE and NSE.

2005 : Bancassurance and Mutual Fund distribution business started.

2006 : Crossed total business level of Rs.50,000 Crore. Branch CBS Project started.

2009 : Entered in to 75th year of dedicated service to the Nation. Adopted 75 underdeveloped villages for integrated overall development.

2010 : 100% CBS of branches achieved Total Business crossed Rs One lakh crore. Opened 76 branches in the Platinum Year taking the total to 1506. Platinum Jubilee Year concluding ceremony at the hands of the then Finance Minister, Shri Pranab Mukherjee held at Vigyan Bhavan, New Delhi. New initiatives like Mahachetana, opening of E-lounges in Pune, Mumbai and Delhi, Micro Asset Recovery cells were implemented.

2011 : First SHG Branch opened in Pune. Bank sponsored Maharashtra Gramin Bank achieved 100% CBS in record 77 days. 77th anniversary of Foundation day celebrations at the hands of Honble Finance Minister, Shri Pranab Mukherjee dedicating 5 specialized branches to SHGs and opening of 5 Mid-Corporate branches on the occasion. First ever visit of Union Finance Minister to Bank’s Central Office - Honble Finance Minister, Shri Pranab Mukherjee visits

Lokmangal, the Bank's Head quarters in Pune on 7-11-2011.

2012 : Hon'ble Union Finance Minister Shri P Chidambaram inaugurates the Bank's 1624th branch at Rajgambiram on 25.08.2012. Sept 2012: Bank's total business crossed Rs.1,50,000 cr and reached the level of Rs. 1,51,320 crore. Bank of Maharashtra awarded "Best Banker – Customer Friendliness" for 2012 by The SundayStandard. Received the Dun & Bradstreet – Polaris Financial Technology Banking Award 2012 as Best Public Sector Bank under the category "Asset Quality". BoM hosted Bancon 2012 in Pune on 24th-25th November 2012. Hon'ble Union Finance Minister Shri P. Chidambaram inaugurated the Conference.

2013 : Launch of Rupay card launch by Sonia Gandhi in Delhi 50 Branches opened on 15th August 2013 Total Business Crossed Rs. 2.00 Lakh Crore

2014 : 162 new branches; largest number to be opened in a single year, opened taking the branch network to 1890 1129 ATMs installed taking the total number to 1827

3(Q) SECTORAL DEPLOYMENT OF CREDIT

Even as financing to different sections of the economy, the Bank has attempted to preserve a diversified credit portfolio, with the intention of ensuring credit dispersion across sectors. The Bank has keep on its endeavors to support core, manufacturing and priority sectors in addition to infrastructure projects, which serve to drive economic growth. This center of the Bank will continue in prospect, in line with the national economic growth priorities.

Table 3.7- Industry wise credit deployment

Particulars	O/s as on 31.03.2019 `crore	Percentage to total O/s	O/s as on 31.03.2018 `crore	Percentage to total O/s
Industry	36,491.52	39.04%	44,671.77	47.20%
Of which				
i.Infrastructure	8,844.99	9.46%	8,927.06	9.43%
ii.Chemicals, Dyes, Paints etc	2,219.63	2.37%	1,930.20	2.04%
iii. Petroleum	365.33	0.39%	341.74	0.36%
iv. Iron and Steel	1,844.24	1.97%	4,699.00	4.96%
v.NBFCs and Trading	10,672.69	11.42%	14,182.77	14.99%
vi.Engineering	2,942.93	3.15%	3,246.19	3.43%
vii.Construction	5.21	0.01%	5.04	0.01%
viii.Other Industries	9,596.50	10.27%	11,339.77	11.98%
Agriculture	15,220.30	16.28%	15,066.63	15.92%
MSME	13,632.94	1.46%	15,940.00	16.84%
Housing	12,052.10	12.89%	13,572.69	14.34%
Education	1,086.53	1.16%	995.25	1.05%
Exports	1,200.04	1.28%	1,209.66	1.28%
Commercial Real estate	2,324.14	2.49%	31,89.00	3.37%
Gross Advances	93,466.70		94,988.00	

(Source: Annual Report of Bank of Maharashtra 2018-19)

3 (R) NEW INITIATIVES:

As well as GRAS (Govt. Receipts Accounting System- payment of taxes) in the course of all the Branches of Maharashtra, the Bank has established e-SBTR (electronic Secured Bank & Treasury Receipts)

To present Facility for On-line/Over the Counter payment of Stamp duties/ Registration fees and issue of Simple Receipt/e-SBTR through the Bank for the Inspector General of Registration & Controller of Stamps, Pune, Maharashtra.

At the moment, this facility is available in the State of Maharashtra across 301 branches.

3(R) (i) Depository Services

This Bank is Depository Participant (DP) of Central Depository Services of India Ltd. (CDSL) ever since September 1999.

The Bank has moreover initiated Basic Services DEMAT Account Facility (BSDA)

3(R) (ii) Bancassurance

Bank is corporate agent for carrying out Bancassurance business. Bank has made tie up arrangements with following insurance companies: Life Insurance

- LIC of India
- Aviva Life Insurance
- Reliance Nippon Life insurance

3(R) (iii) General Insurance

- United India Insurance
- Future General Insurance

3(R) (iv) Health Insurance

- United India Insurance
- Cigna TTK Health Insurance

Table 3.8: Performance during the year 2018-19: (` in crore)

Insurance	No. of Policies	Premium	Commission
Life	10640	67.23	10.07
General	116842	38.54	5.93
Health	31203	18.43	3.46
Total	158685	124.19	19.46

(Source: Annual Report 2018-19 of Bank of Maharashtra)

3(R) (v) Government Business

During the year 2018-19, 721999 challans of Direct Taxes and 49276 challans of Indirect taxes were collected by the branches. Total commission to the tune of `5.35 Crore was received on Tax collection business from Central/state Government and other business in current year

As a service to senior citizens, the Bank is processing and crediting monthly pension payments of more than 110914 Central Government, Defence, Railway and Telecom pensioners at Central Pension Processing Cell (CPPC), Pune. The commission on Government Business (Pension) for the Year 2018-19 is ` 14.04 Cr.

Government Sponsored Small Saving Schemes like Public Provident Fund (PPF), Senior Citizen Saving Scheme (SCSS) and Sukanya Samruddhi Account (SSA) is now made available to customers through all Branches

3(R) (vi) Branch Expansion

As on 31.03.2019, the total branch network comprised of 1832branches spread across all the States and 4 union territories. The branch network includes specialized branches in the area of foreign exchange, Government business, Treasury and International Banking, Industrial Finance, Small Scale Industry and Hi-tech agriculture, Pension Payment, Self Help Groups etc. Area wise classification of branches as on 31.03.2019 is given in the table below::

Table.3.9- Branch Expansion- Bank of Maharashtra

Sr. No.	Classification	As on 31.03.2019	As on 31.03.2018
1	Rural	615	616
2	Semi-Urban	426	427
3	Urban	325	329
4	Metro	466	474
	Total	**1832**	**1846**

(Source: Annual Report 2018-19 of Bank of Maharashtra)

As part of Bank's endeavor to curtail its operating expenses, Bank has merged 14 branches during the year, which were in close vicinity of each other, ensuring that no discomfort was caused to the customers.

3(S) HUMAN RESOURCES MANAGEMENT

The Bank has put in place a comprehensive HRM Policy that provides the road map for acquiring appropriate &need based human resources, its development through training, job enrichment, reward and recognition for better performance, career progression, welfare and retention.

Recruitment: During the year 2018-19 the Bank has recruited employees as under:

520 Officers in Scale I, 4 Security Officers, 1 Fire Engineer, 17Chartered Accountants 4 Civil Engineers, 2 Electrical Engineers in Scale II, 2 Credit Risk Officers, 1 Market Risk Officer, 1 Civil Engineer, 1 CM Balance Sheet, 7 Officers for Project Apprisal,in Scale IV. The Bank has also recruited 290 Clerks.

During the year, 1044 employees ceased to be in service on account of retirement, VRS, resignation, termination etc. and death. Inter scale promotions of officers were carried out during 2018-19. Following number of candidates were promoted.

Table.3.10- Human Resources Management of Bank of Maharashtra

JMGS-I TO MMGS-II	MMGS-II to MMGS III	MMGS-III TO SMGS-IV	SMGS-IV TO SMGS-V	SMGS-V TO SMGS-VI	SMGS-VI TO TEGS-VII
1080	103	103	35	15	5

(Source: Annual Report of Bank of Maharashtra 2018-19)

During the year 2018-19, 149 Part Time Sub-staff employees were absorbed in Sub-staff cadre, 3 Clerks were promoted to Officer Cadre in Scale I. Cadre wise staff position as of 31.3.2019 with sex ratio percentage is as under: **Table.3.11- Cadre wise staff position in Bank of Maharashtra**

Category	Male	%	Female	%	Total
Officers	4813	72.33	1841	27.67	6654
Clerks	2937	65.31	1560	34.69	4497
Sub-staff	1570	89.10	192	10.90	1762
Total	**9320**	72.18	**3593**	27.82	**12913**

(Source: Annual Report 2018-19 of Bank of Maharashtra)

The top three branches in disbursement and recovery of advances to SC/ST community were awarded Rolling Trophy in name of BharatRatna Dr.Babasaheb Ambedkar. The Bank has healthy industrial relations.

The Bank has been complying with the reservation policy of Govt. of India. Special Cells at Head Office and all Zonal Offices are functioning to monitor the implementation of the reservation policies and to redress grievances of SC/ST/OBC & Physically challenged employees as well as ex-servicemen. The Bank has designated Chief Liaison Officers at Head Office and has set up SC/ST Cells at all Zonal Offices. During the year periodical meetings were held with SC/ST/OBC Employees Association to discuss implementation of reservation policy and other constitution a safeguards and also to facilitate involvement in business growth.

3(S) (i) Compassionate Appointments-ASchemefor'CompassionateAppointments'/PaymentofEx-gratialump-sumamountto /of heirs of employees dying in harness or retiring due to incapacitation framed as per the directives of Government of India, has been implemented. The details of compassionate appointments and payment of Ex-gratia lump-sum amount for the year 2018-19 is as under:

Table.3.12- Details of compassionate appointments and payment of Ex-gratia

Compassionate Appointments		Payment of Exgratia	
Cadre	**No.of employees**	**No.of employees**	**Amount paid**
Clerk	10	1	7,00,000/-
Sub-staff	19	Nil	Nil

(Source: Annual Report 2018-19 of Bank of Maharashtra)

The **Contributory Group Insurance Mediclaim Policy** for all employees including retired employees has been renewed w.e.f.1.4.2018 and the Sum insured for existing employees is upto`10.00 Lacs. The details of renewal of policy are asunder:

Table.3.13- Contributory Group Insurance Mediclaim Policy

Employees	**No. of Employees**	**Premium paid** (`in lakh)
Existing	719	100.48
Retired	1662	229.52
Total	2381	330.00

(Source: Annual Report 2018-19 of Bank of Maharashtra)

The **reimbursement of examination fees &** payment of cash incentive / Honorarium in respect of courses from Indian Institute of Banking &Finance, MBA from reputed Institutions & CFA has been widened by adding courses in the list of courses for reimbursement of fees; thereby making total 35 courses eligible for reimbursement of examination fees.

A policy for granting special leave and 100% reimbursement of hospitalization expenses to officers when he/she meets with an accident / injury while on duty is in place.

3(S) (ii) Training Activities:

The Bank has a training system which facilitates attention to regular periodic assessment of skill gaps at various levels inrelationtoexistingandemergingbusinessopportunities.Skillbuilding in credit, Forex, customer relationship management, marketing of products and services, credit monitoring and recovery, risk management, technology based banking, branch management, complying with statutory, legal and policy requirements and preventive vigilance received special attention during the year.

Training programs were also held on thrust areas like financing MSMEs, retail lending, agriculture finance, soft skills and rural development.

Table.3.14- Cadre-wise Break up of Employees trained during the period 1.4.2018 to 31.03.2019 are as under

Cadre	No. of Programmes	Training Days	Employees Trained
Officers	197	584	5272
Clerks	115	329	2023
Sub staff	57	133	1042
Total	**369**	**1046**	**8337**

(Source: Annual Report 2018-19 of Bank of Maharashtra)

3(T) TECHNOLOGY INITIATIVES

The Year 2018-2019 was a Technology Upscaling year for the Bank. The Bank had taken up & successfully initiated / upscaled various Major IT Projects during 2018-19 which are enumerated as under:

1. The Bank has implemented 607 Self Update Pass Book Printing Kiosks, 106 Bunch Note Acceptor Machines and 75 Cash Recyclers at various locations across the Bank. The same shall be continued to ensure fulfillment of customer requirements/ satisfaction.
2. The Bank has a tie up with BSNL for upgrading the Bandwidth of the existing Leased Lines to 2 Mbps. As on 31.03.2019, bandwidth of 1640 leased lines is upgraded to 2 Mbps. In order to make their systems more resilient, bandwidth is made available from Additional Network Service Providers including Airtel, Vodafone, Sify and TCL. So far 813 branches have dual service providers.
3. Integration of SWIFT with CBS System is achieved on27.04.2018.
4. (NCMC) – The Bank has implemented National Common Mobility Card (NCMC) using Near Field Communication for issuance of NCMC Cards. Bank's status is Live under Closed User Group from 08.01.2019.
5. Bank is offering corporate bill payment solution to Pune Municipal Corporation (PMC) MSEDCL bill payments on BBPS platform.

6. Digital Media Signage System with the Queue Management System for token display with sound announcement is made live on Pilot basis at Shivaji Nagar Branch on 16.01.2019. The Integrated Queue Management System will be implemented across 100 branches initially.
7. The ISO 27001: 2013 certification was achieved for their IT division covering HO-IT, DC, DR and CBS Project Office in August 2015. Bank is ensuring continued compliance &successfully

completed the Surveillance Audit for the continuation of ISO 27001: 2013 Certification for the year 2016- 17, 2017-18 and recently 2018-19 as well.

8. The first PCI DSS certificate was awarded towards compliance of Debit Card environment security to the Bank on 12.09.2014 and for subsequent years on 12.09.2015, 12.09.2016, 12.09.2017 and recently on 06.11.2018.

9. Next generation Corporate Internet Banking Module is implemented w.e.f. 05.09.2018 for better customer experience. Each Corporate user can have user specific per transaction, per day limit option available. Corporate Users can also avail View only facility for "Enquiry and Statement Viewing". Automated Internet Banking Password Generation and Forgot Password functions are available.

10. The Bank is actively promoting BHIM Aadhaar Pay payment channel and 29205 Merchants are on-boarded as on 31.03.2019.

11. Centralized e-Surveillance system is implemented at 15 more ATMs taking the total count to 475 ATMs being covered under this system; ensuring safety and security of ATMs & Customers. This will be extended across more ATMs shortly.

12. The Bank issues Rupay and Visa debit cards in different variants such as Visa EMV, Rupay Classic, Rupay Platinum etc. to its CASA Accounts. As per RBI guidelines, all the cards are EMV Chip based. The total card base of the bank stands at52.83 Lakh as on 31.03.2019

13. Various facilities are being provided through their Internet Banking platform for facilitating online payment of taxes, utility bill payments, online shopping / e-commerce, railway reservation, LIC premium payment, e-SBTR etc. and facility for viewing tax credit statement 26AS and Demat account with the Bank.

3(U) CUSTOMER CENTRIC INITIATIVES TAKEN BY THE BANK

The Bank has pursued high standards of customer service to ensure customer satisfaction throughout the year by implementing all major recommendations of Goiporia Committee, Dr. S.S. Tarapore Committee and Damodaran Committee.

As a member of Banking Codes and Standards Board of India (BCSBI), Bank has adopted Code of Bank's Commitment to Customer and Bank's Code of Commitment to MSMEs.

Bank has printed folder called as "My Folder" containing all customer service policies, information on service charges, guidelines on Government Schematic Loans, Ombudsman and BCSBI Codes. The same is printed in Marathi, Hindi and English and supplied to all branches and Zones for making the same available to all customers on demand.

Duly documented policies approved by the Board, on “Deposit”, “Collection of Cheques”, “Redressal of Grievances”, “Compensation” , “Operational Procedure for Settlement of Claims of Deceased Depositors” and Customer Rights Policy are in place.

Customer Service Committees are formed at all branches and their meetings are conducted regularly on monthly basis. The Standing Committee on Customer Service at Head Office and Zonal Level Customer Service Committees at Zones, meet regularly to address and review various customer related matters and to take steps, for an improvement, on an ongoing basis.

The Committee of the Board on Customer Service meets on quarterly basis to monitor the quality of the customer service, redresses of customer grievances and to ensure customers satisfaction.

Full-fledged grievances Redressal machinery is in place to respond promptly to customer grievances. The Bank has started internet based mechanism, Standardized Public Grievances Redressal System (SPGRS) for lodging the complaints or to give suggestions / feedback on services by the customers and for providing acknowledgement and status of their feedback / complaints as per the directions of Government of India.

Table.3.15- Feedback / complaints as per the directions of Government of India

Sr. No.	Particulars	2018-19	2017-18
1	Customer complaints at the beginning of the year	388	54
2	Complaints received during the year	8395	8348
3	Complaints redressed during the year	8638	8014
4	Complaints pending at the end of the year	145	388

(Source: Annual Report 2018-19 of Bank of Maharashtra)

3(U) (i) KYC/ AML

Know Your Customer (KYC) norms / Anti Money Laundering (AML) standards / Combating of Financing of Terrorism (CFT) and Obligation of Bank under Prevention of Money Laundering Act (PMLA) 2002.

The Bank has Board approved KYC-AML-CFT Policy in place. The said Policy is the foundation on which the Bank’s implementation of KYC norms, AML standards and CFT measures is based. The full KYC compliance entails staff education as well as customer education for which the following measures are taken by the Bank.

A comprehensive list of KYC documents is uploaded on the Bank's web site for the benefit of customers. Regular training sessions are conducted on KYC-AML-CFT guidelines at the Bank's training establishments to sensitize the employees.

3(U) (ii) Risk Management

The Bank has put in place Risk Management Policies and Strategies to identify, measure, monitor and manage risk efficiently and establish control systems in line with the Bank's aggregate Risk Appetite. Bank has constituted Risk Management Committee at Board level to monitor the risk at Bank level in accordance with RBI Guidelines. Bank has also constituted sub-committees headed by Top Management of Bank.

The Bank is compliant to the RBI guidelines on disclosure requirements under Basel III Capital Regulations.

3(U) (iii) Brand Image

With a view to develop Brand Image of Bank, Bank publicizes
its various products and sponsors with social cause.

Bank has extended Donations/Sponsorships to NAR (National Academy of RUDSETI) Building at Bangalore. Being in loss, Bank could not perform CSR Activities during the year. However, Bank was aggressive in publicity of Bank's products in all the media vehicles, be it Print, Electronic, Radio, or Outdoor. Sponsorships in Property Retail Expos and others have enhanced the Bank's brand image and in reaching to new customers.

3(U) (iv) Citizen's Charter

The Bank has adopted the Charter since 2000–01, which details the duties and responsibilities of the Bank towards its customers. The charter is displayed at all the branches and Bank's website. Some of important responsibilities of Branches are;

- All branches of banks in all parts of the country should provide the customer services, more actively and vigorously to the members of public.
- Meeting the demands for fresh / good quality notes and coins of all denominations.
- Exchanging soiled notes, and
- Accepting coins and notes either for transactions or exchange.
- Separate queue for senior citizens

3(V) SOCIO/MICRO ECONOMIC DEVELOPMENT:

3(V) (i)Priority Sector Lending

It has been the constant endeavor of the Bank to facilitate equitable and sustainable economic development by timely and hassle-free availability of credit for productive purposes to Small and Marginal Farmers, Micro and Small Enterprises, Retail Traders, Professional and Self Employed, Women Entrepreneurs and entrepreneurs from economically weaker sections.

The outstanding advances under Priority Sector (excluding investment) as of 31st March 2019, aggregates to `35431.14 crore constituting 36.13% of the Adjusted Net Bank Credit (ANBC).

3(V) (ii)Agriculture

Bank disbursed ` 6372 Crore for agriculture and allied activities during the year 2018-19. The total outstanding advances to agriculture sector reached a level of ` 15120 Crore as on 31.03.2019 (growth of 1.74 %). Bank focused on growth of investment credit under Agriculture during the year 2018-19 and disbursed ` 2456 Crore. Bank also entered into strategic tie-ups with Tractor Manufacturers, Micro Irrigation Companies, Farm Pond Construction Company for promoting farm mechanization, micro irrigation activities and also with Govt. of Maharashtra under POCRA / SMART Project for financing to FPO during the year. Bank has entered into an Agreement for Credit Guarantee with Small Farmers Agri- Business Consortium (SFAC) for financing to Farmer Producer Organizations (FPOs). Bank is successfully implementing farm loan waiver scheme of Govt of Maharashtra. Till 31st March 2019, Bank credited ` 1418 crore to 2.39 lakh farmers loan accounts under the aforesaid scheme.

The Bank undertook awareness/sensitization programmes for all the branches for increasing advances to agriculture by providing hassle free credit to farmers

3(V) (iii)Mahabank Kisan Credit Card

This scheme gained popularity especially in rural areas where it is being propagated successfully and vigorously. Bank has issued total 126509 Kisan Credit Cards to farmers. Credit flow to MKCC beneficiaries has reached to a level of `8632 Crore as on 31.03.2019.

3(V) (iv)Micro, Small and Medium Enterprises (MSME)

MSMEs are recognized as a major growth engine for the Indian economy. They generate opportunities for direct and indirect employment by facilitating use of natural resources and local skills to stem the tide of migration to urban areas and promote low investment enterprises. Finance is made available to viable enterprises at an attractive and low rate of interest. Online enquiry portal is made available on the Bank's website.

Bank has already adopted Simplified Loan Application for MSEs and the same is displayed on the Bank's website. Bank has also adopted Bank's Code of Commitment to Micro and Small Enterprises.

The Bank's lending to Micro, Small and Medium Enterprises (Priority) is `14664 Crore (including investments) as on 31.03.2019. Advances to Micro enterprises under priority are7.19 % of ANBC against RBI target of 7.50 % as of March 2019.

For promoting finance under this category, Bank has entered into strategic tie up arrangements with Truck / Vehicle / Passenger car manufacturers. Bank has also entered into MoU with "Bhartiya Yuva Shakti" Trust and "de-Asra" foundation for Credit facilitation and hand holding of the Micro entrepreneurs especially under Women and SC/ST categories.

Centralized Processing Cells have been set up at all Zonal Offices for speedy disposal of MSME proposals.

3(V) (v) MUDRA

Bank is giving special attention to credit needs of the non-farm enterprises engaged in manufacturing, trade and services upto `10 Lakh. With the introduction of Pradhan Mantri MUDRA Yojana (PMMY) Bank is giving special attention to this segment. Loans given to this segment for income generation are known as MUDRA loans under Pradhan Mantri MUDRA Yojana (PMMY) and branded accordingly.

Bank sanctioned ` 2130 Crore under PMMY against the target of ` 2550 Crore as on 31.03.2019. Bank achieved 83.53% of target allotted by Government under PMMY.

Bank has launched MUDRA Card on 16.9.2015 and till date issued 6852 MUDRA Cards as on 31.3.2019.

3(V) (vi) Coverage under CGTMSE Scheme

Under Credit Guarantee Fund Scheme for Micro, Small and Medium Enterprises of Government of India credit facilities up to `200.00 lakh are covered, wherein no collateral security and third party guarantee are insisted by the Bank. The Bank has sanctioned loans of ` 321.52 Crore to 1562 borrowers under this scheme up to March 2019.

Bank has on boarded as Financier on the PSB loan portal, a new initiative of the Govt. of India during the financial year and sanctioned 738 cases amounting ` 231 crore.

Bank has implemented the MSME Restructuring guidelines issued by Reserve Bank of India and have restructured 7556 accounts amounting to `412 crore.

Table.3.16- Banks exposure to select segments (` in Crore)

Sr. No.	Sector	As on 31.03.2019	As on 31.03.2018	% increase (+/-)
1	Micro/ SHG Finance	208	151	37.74
2	Weaker Sector	11423	11324	0.87
3	SC/ST beneficiaries	1667	2333	-28.54
4	Minority Community	2924	2887	1.28

(Source: Annual Report 2018-19 of Bank of Maharashtra)

3(W) IMPORTANT SCHEMES/ PROJECTS OF THE BANK:

3(W) (i) (a) Centralized Processing of loans

Bank has established Centralized Processing Cells (CPCs) for processing and sanctioning commercial advances at all its 30 Zones to improve the TAT in facilitating timely credit.

In addition, total 31 CPCs for retail credit are functioning in all Zones. In future Bank will increase the number of CPC Retail as per location requirement and business potential.

3(W) (i) (b) Door Step Banking Services

Bank is providing Door Step Banking Services for its high end Customers. The services include corporate and retail cash pickup and delivery & cheque collection services.

3(W) (ii) Alternate Delivery Channels:-

3(W) (ii) (a) Internet /SMS/Phone Banking

There was an increase of 18% in Internet Banking, 28% in Phone Banking and 33% in SMS banking over the previous year.

With continuous follow up and increase in net security through the Mahasecure for IB users, substantial rise in users/online transactions is expected.

In the current financial year over 11 crore digital transactions were carried out through various channels.

3(W) (ii) (b) Mobile Banking

1. Maha Mobile functionality has been customized and simplified for increasing enrolments.
2. A user manual on Internet Banking & New Maha Mobile functionality is prepared & sent to field staff for ready reference & marketing of the technology based products.

3(X) CORPORATE SOCIAL RESPONSIBILITY:

The Rural Development Centers at Hadapsar- Pune and Bhigwan in Pune district of Maharashtra have been undertaking various rural developmental activities for the benefit of farmers' viz. Vermi compost, re-development of saline Soils, soil testing etc. Bank has established Soil Testing Lab (STL) through MARDEF Trust at RDC Bhigwan. The Soil Testing Laboratory has analyzed 5506 Soil and Water samples in the year 2018-19 and accordingly counseling is done. Farmers from the districts of Pune, Ahmednagar, Sholapur and Satara are taking benefit of the lab.

A Trust viz. Mahabank Agricultural Research and Rural Development Foundation (MARDEF) established by the Bank, undertakes various projects and village improvement programmes. MARDEF is imparting training to farmers on various subjects in agriculture. Trust has implemented 156 training programmes for farmers at RDC Bhigwan and Hadapsar and has benefited 10753 farmers from April 2018 to March 2019.

The Bank has established Seven Mahabank Self Employment Training Institutes (MSETI) for providing training to rural youth and women to enable them to acquire skills for self-employment through small business enterprises. The Institute has seven centers located at Pune, Nagpur, Aurangabad, Amravati, Jalna, Thane and Nasik. The Institute has so far conducted 1203 training batches & imparted training to 30307 educated unemployed youths. The settlement rate is 70 per cent.

Gramin Mahila Va Balak Vikas Mandal (GMBVM), an NGO formed by Bank of Maharashtra is actively involved in formation, nurturing, training and ensuring linkage of SHGs to Bank Credit.The Bank has opened Financial Literacy Centers in seven Lead Districts namely Pune, Nasik, Aurangabad, Satara, Jalna,Thane and Palghar for creating awareness about banking schemes.FLCCs have contacted 77141 beneficiaries during FY 2018-19.Rural Self Employment Training Institutes (RSETIs) have conducted 198 training batches and trained 5061 candidates during FY 2018-19.

3(Y) LEAD BANK SCHEME:

3(Y) (i) Lead Bank Scheme

The Bank has Lead Bank responsibility in seven districts of Maharashtra State viz. Aurangabad, Jalna, Nasik, Palghar, Pune, Satara and Thane. Every year district credit plans for the districts are prepared and implemented with the cooperation of other banks as well as in coordination with District Collectors of respective Districts.

3(Y) (ii) State Level Bankers' Committee

The Bank is the Convenor of State Level bankers' Committee (SLBC) for the State of Maharashtra and prepares State Annual Credit Plan. The Priority Sector plan for the year 2018-19 was for ` 4,34,591 crore which is one of the highest in the country. The same was approved in a special meeting held under the Chairmanship of Hon'ble Chief Minister of Maharashtra. SLBC also ensures holding of quarterly meetings regularly to oversee the implementation of State Annual Credit Plans, Priority Sector lending and Govt. sponsored schemes in the State. Apart from regular SLBC meetings, various other meetings are also organized by SLBC to coordinate between various members banks, State Government, Government Agencies, Reserve Bank of India, NABARD and the Central Government. SLBC coordinates a network of more than 16,700 bank branches in the state.

SLBC has always been very proactive in the event of natural calamities if any, by issuing necessary guidelines in respect of relief measures, organizing special meetings and guiding the members whenever necessary. As SLBC convener, Bank of Maharashtra coordinated implementation of Pradhan Mantri Jan Dhan Yojana in the State of Maharashtra. A total of 248 lakh accounts have been opened in the State. The State has already been declared as saturated for the purpose of opening of accounts. However, the process of opening of accounts is continued. SLBC also coordinates implementation of other Social Security schemes of the Central Government in the State.

SLBC Maharashtra has received award for highest Aadhar seeding of PMJDY accounts from Department of Financial Service, MOF New Delhi.

Table.3.17- Financial Inclusion / PMJDY

Scheme	Particulars	2018-19	2017-18
FI Plan	No of Transactions by BCA(in lakhs)	133.17	110.74
	Amount of transactions(`in crore)	7546.75	5764.23
PMJDY	No.of PMJDY accounts(in lakhs)	56.67	51.57
	Of Which Aadhaar Seeded	50.36	42.57
	% OF Aadhaar Seeding	88.87	82.55%
	Of Which Mobile Seeding	43.84	38.97
	%of Mobile Seeding	77.36	75.57%
	Balance in PMJDY A/c (in crore)	1466.43	1148.93
	Average Bal. per account actual	2587	2228
	Zero Bal. PMJDY A/cs (inlakh)	15.35	16.02

(Source: Annual Report 2018-19 of Bank of Maharashtra)

The Bank has a full-fledged call center with toll free number18001022636 for redressal of PMJDY grievances. The Financial Literacy material has been prepared in vernacular languages and supplied to all Branches / Bank Mitra for supplying the same to accountholders during FLC camps. Financial literacy camps are organized in different schools in districts of Maharashtra. All skilling centers /ITI's are mapped under financial literacy project. Bank has been awarded for excellent performance in the field of financial inclusion from prestigious institutes like IBA, DFS, and Economic Times.

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UNIT-IV
DATA ANALYSIS AND INTERPRETATION

In this chapter an attempt has been made to discuss the socio-economic profile of the sample customers' in Aurangabad District. The information regarding age, gender, education, occupational pattern, income level, type of accounts held, years of customership, reason for becoming customer of the bank, source of awareness, frequency of operation, time taken to deposit and withdraw cash, time taken to credit local cheques and outstation cheques, ATM facility and the frequency in the use ATM facility are brought out in this chapter.

SOCIO ECONOMICFACTORS

The socio economic factors of the 450 sample respondents are presented in the following pages.

Age

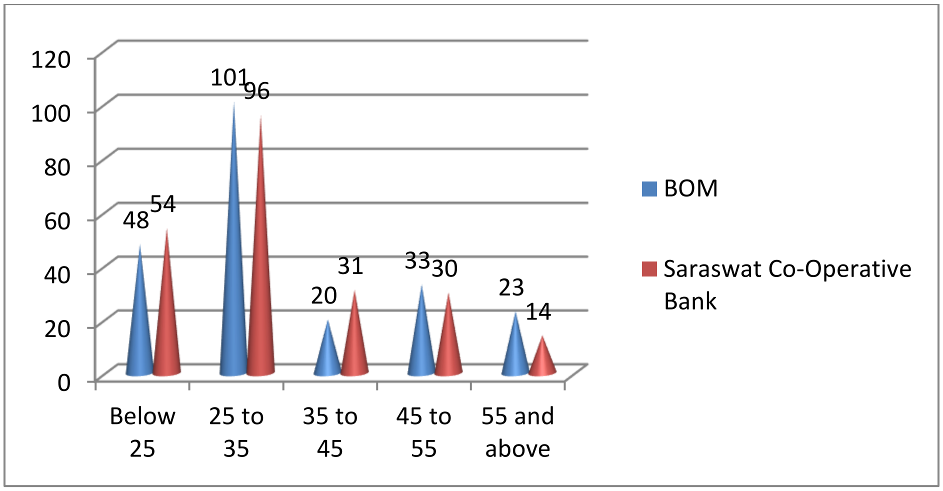
Age is also an important factor for deciding the customer satisfaction of banking services. The behavior of experienced or aged person may differ from the inexperienced or young person.

TABLE 4.1-Age – wise Classification of Respondents

Age (in years)	BOM	Saraswat Co-Operative Bank	Total
Below 25	48 (21.1)	54 (24.0)	102 (22.5)
25 to 35	101 (45.1)	96 (42.9)	197 (44.0)
35 to 45	20 (08.9)	31 (14.0)	51 (11.5)
45 to 55	33 (14.9)	30 (13.1)	63 (14.0)
55 and above	23 (10.0)	14 (06.0)	37 (08.0)
Total	**225 (100)**	**225 (100)**	**450 (100)**

Source: Primary data *****Figures in Brackets indicates percentage to total figures

Graph 14 -Age – wise Classification



The Table shows that more than 40 per cent of the respondents in Bank of Maharashtra as well as Saraswat Co-op Bank came under the age group of 25 to35 years. It also reveals that only 8.9 per cent of the respondents were in the age group of 35 to 45 years in Bank of Maharashtra and 6 per cent of the respondents were in the age group of above 55 years in Saraswat Co-op Bank. There was less number of customers in the Saraswat Co-op Bank because they levy high service charges than Bank of Maharashtra. It is observed that the majority of the respondents were in 25 to 35 years age group in both Bank of Maharashtra as well as Saraswat Co-op Bank.

Gender

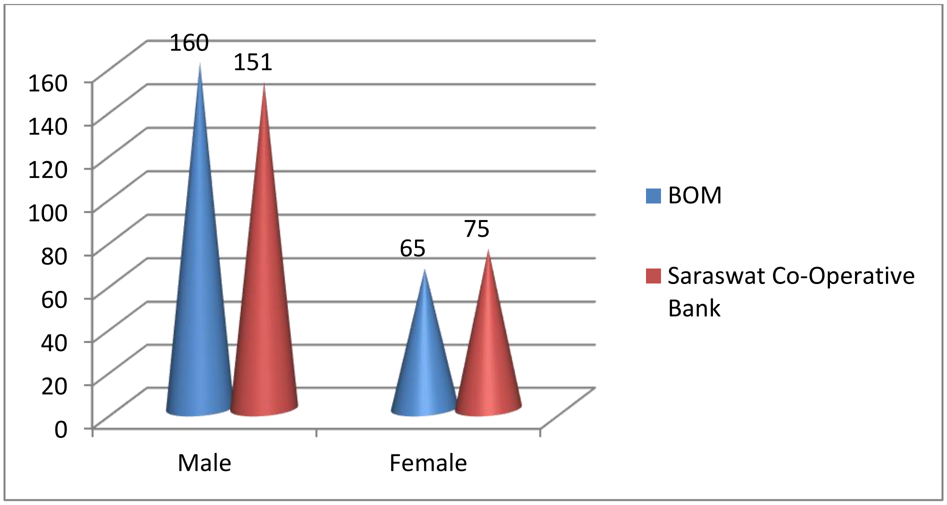
Both the male and female customers were using banking services for their day to day activities. The taste, preference, opinion and perception differ between males and females.

TABLE 4.2-Gender-Wise distribution of Respondents

Gender	BOM	Saraswat Co-Operative Bank	Total
Male	160 (71.2)	150 (66.8)	310 (69.0)
Female	65 (28.8)	75 (33.2)	140 (31.0)
Total	**225 (100)**	**225 (100)**	**450 (100)**

Source: Primary data *****Figures in Brackets indicates percentage to total figures

Graph 15 -Gender-wise Classification



The table exhibits that 71.2 per cent of the customers were males and 28.8 per cent of them were females in Bank of Maharashtra. It also shows that 66.8 per cent were males and 33.2 per cent of them were female customers in Saraswat Co-op Bank. It can be seen that majority of the respondents were males in Bank of Maharashtra as well as Saraswat Co-op Bank.

Education

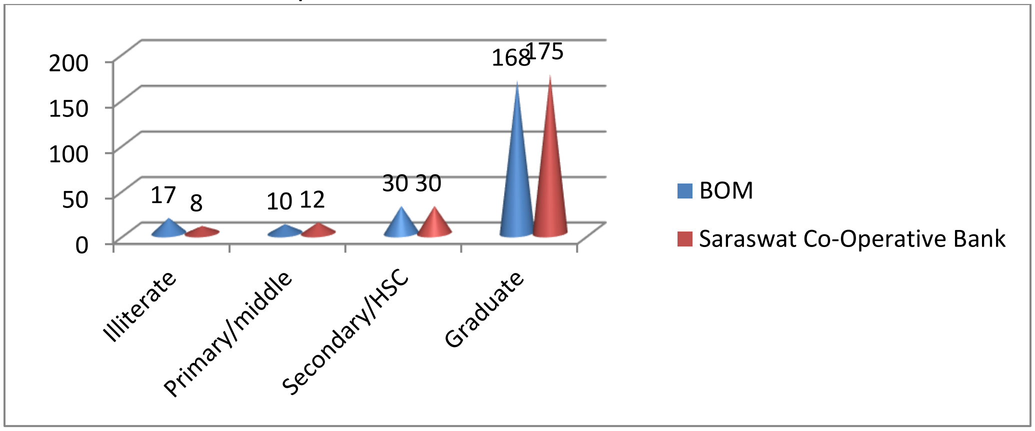
Education is an important factor that plays a vital role in deciding to avail the services offered by the banks. The respondents have been grouped under four categories such as illiterate, primary/middle, secondary school educated/HSC and graduates.

TABLE 4.3-Education – wise Classification of Respondents

Education	BOM	Saraswat Co-Operative Bank	Total
Illiterate	17 (7.6)	8 (3.6)	25 (5.6)
Primary/middle	10 (4.4)	12 (5.6)	22 (5)
Secondary/HSC	30 (13.2)	30 (13.1)	59 (13.1)
Graduate	168 (74.8)	175 (77.7)	344 (76.3)
Total	**225 (100)**	**225 (100)**	**450 (100)**

Source: Primary data *****Figures in Brackets indicates percentage to total figures

Graph 16 -Education – wise Classification



The table Stated that majority of the respondents were graduates in both Bank of Maharashtra as well as Saraswat Co-op Bank (74.8 per cent and 77.7 per cent respectively). It is also observed that 4.4 per cent of them being primary/middle school level educated were the customers in Bank of Maharashtra and 3.6 per cent were illiterates operating in Saraswat Co-op Bank.

It is seen that majority of the respondents were graduates in Bank of Maharashtra as well as Saraswat Co-op Bank.

Occupation

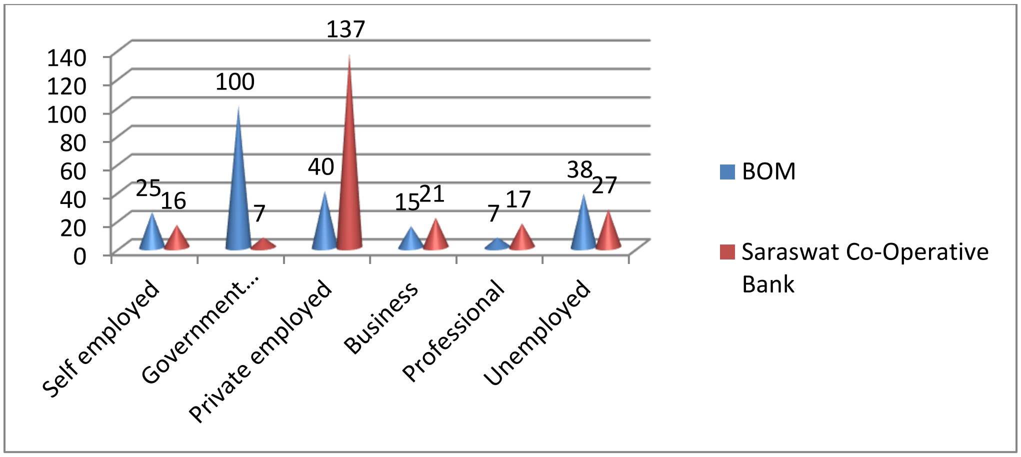
Occupation is also one of the important factors, which plays a major role in influencing the decision makers regarding availing of bank services.

TABLE 4.4-Occupation –wise Classification of Respondents

Occupation	BOM	Saraswat Co-Operative Bank	Total
Self employed	25 (11.2)	16 (7.2)	41 (9.2)
Government employed	100 (44.4)	7 (3.2)	107 (23.8)
Private employed	40 (17.6)	137 (61.2)	177 (39.4)
Business	15 (6.8)	21 (9.2)	36 (8)
Professional	7 (3.2)	17 (7.6)	24 (5.4)
Unemployed	38 (16.8)	27 (11.6)	65 (14.2)
Total	**225 (100)**	**225 (100)**	**450 (100)**

Source: Primary data *Figures in Brackets indicates percentage to total figures

Graph 17 -Occupation – wise Classification



The Table points out that 44.4 per cent of the respondents were government employees and only 3.2 per cent of them were professionals having accounts in Bank of Maharashtra. It also tells that the Saraswat Co-op Bank had 61.2 per cent of the respondents who were private sector employees and only 3.2 per cent were government sector employees as their customers. It is seen from the table that majority of the respondents were salaried employees having dealings in Bank of Maharashtra as well as majority of the respondents were private employees in Saraswat Co-op Bank.

Income

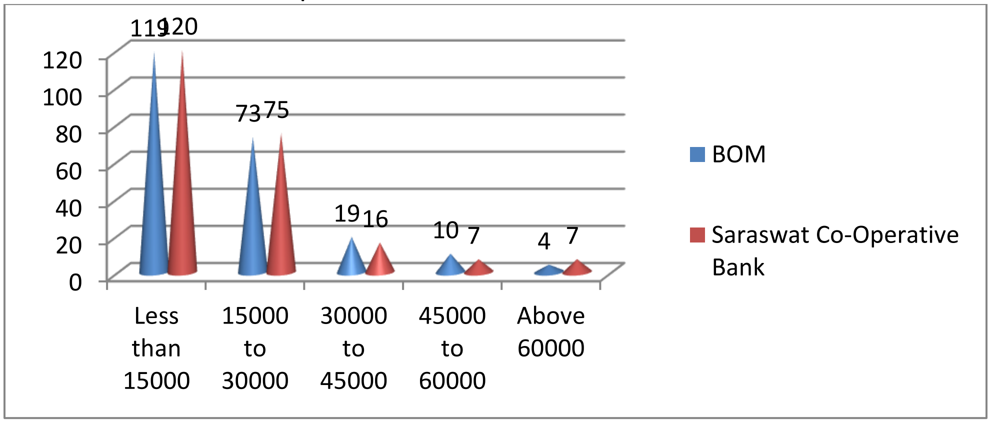
Income is the most important factor that influences the customer perception towards banking services.

TABLE 4.5- Income – wise Distribution of Respondents

Income (Rs.)	BOM	Saraswat Co-Operative Bank	Total
Less than 15000	119 (52.8)	120 (53.6)	239 (53.2)
15000 to 30000	73 (32.5)	75 (33.2)	148 (32.8)
30000 to 45000	19 (8.5)	16 (7.2)	35 (7.8)
45000 to 60000	10 (4.5)	7 (3.2)	17 (3.8)
Above 60000	4 (1.7)	7 (2.8)	11 (3.3)
Total	**225 (100)**	**225 (100)**	**450 (100)**

Source: Primary data *Figures in Brackets indicates percentage to total figures

Graph 18 -Income – wise Distribution



The table shows that more than 50 per cent of the respondents came under the monthly income group of less than Rs.15000 in both Bank of Maharashtra as well as Saraswat Co-op Bank. Only 1.7 and 2.8 per cent of the respondents were in the monthly income group of Rs.60000 and above who were having accounts in Bank of Maharashtra as well as Saraswat Co-op Bank respectively.

It can be seen that the majority of the customer respondents were having a monthly income of less than Rs.15000 in both Bank of Maharashtra as well as Saraswat Co-op Bank.

Types ofAccount

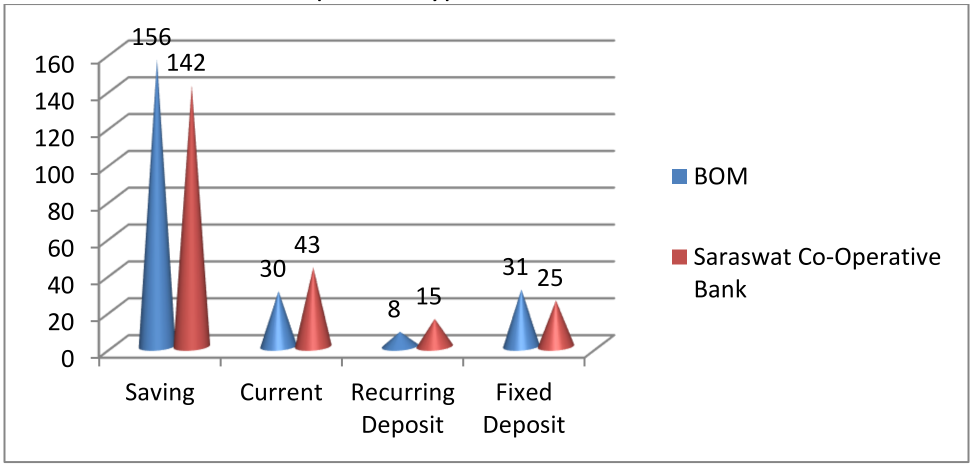
The nature of accounts held depends on the need of the customers. When different types of accounts were offered by the banks the customers can be choosy.

TABLE 4.6-Types of Account Held of Respondents

Type of Account	BOM	Saraswat Co-Operative Bank	Total
Saving	156 (69.6)	142 (63.2)	298 (66.1)
Current	30 (13.1)	43 (19.2)	72 (16.3)
Recurring Deposit	8 (03.6)	15 (06.8)	25 (05.3)
Fixed Deposit	31 (13.7)	25 (10.8)	55 (12.3)
Total	**225 (100)**	**225 100)**	**450 (100)**

Source: Primary data *****Figures in Brackets indicates percentage to total figures

Graph 19 - Types of Account Held



The table shows that 69.6 per cent of the respondents heldsavings account and more than 13 per cent of them were having fixed deposit and current accounts in Bank of Maharashtra. It also reveals that 63.2 per cent of the respondents were having savings accounts and 19.2 per cent of them held current accounts in Saraswat Co-op Bank.

It is concluded that majority of the respondents had savings account in both Bank of Maharashtra as well as Saraswat Co-op Bank.

Customer Duration of theBank

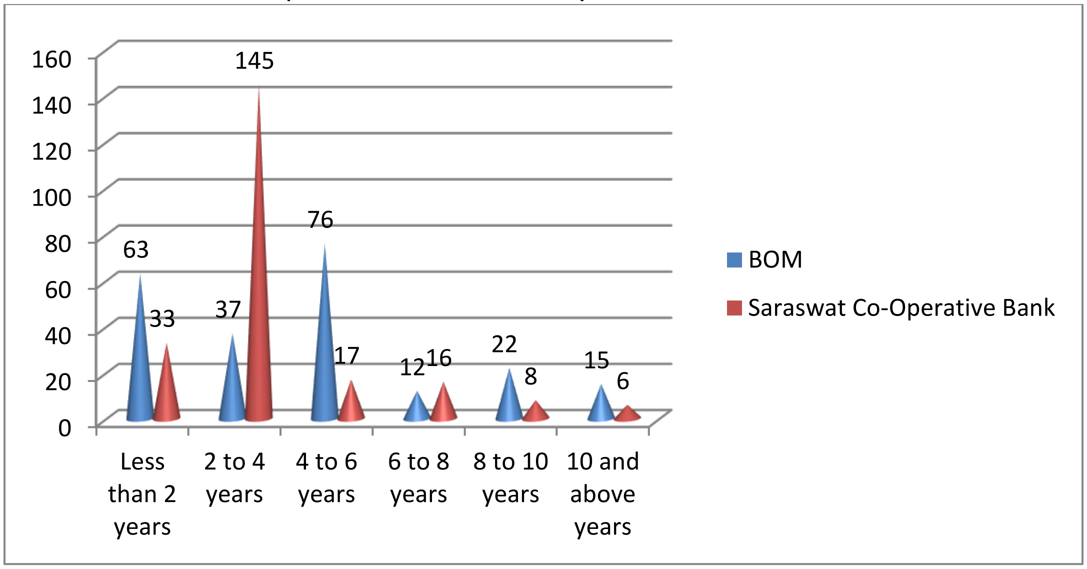
When a customer maintains an account in a branch and utilizes services of the bank for a quite long time, it indicates his satisfaction about the services rendered by the branch. Customer duration will also help to determine the customer perception towards banks.

TABLE 4.7-Classification by Customer Duration of Respondents

Customer Duration	BOM	Saraswat Co-Operative Bank	Total
Less than 2 years	63 (28.0)	33 (14.4)	96 (21.2)
2 to 4 years	37 (16.4)	145 (64.4)	182 (40.4)
4 to 6 years	76 (34.4)	17 (07.2)	93 (20.8)
6 to 8 years	12 (05.2)	16 (07.6)	28 (06.4)
8 to 10 years	22 (09.6)	8 (03.6)	30 (06.6)
10 and above years	15 (06.4)	6 (02.8)	21 (04.6)
Total	**225 (100)**	**225 (100)**	**450 (100)**

Source: Primary data *****Figures in Brackets indicates percentage to total figures

Graph 20 - Classification by Customer Duration



The above table explains that 34.4 per cent of the respondents were account holders for customers between 4 to 6 years and only 6.4 per cent of them were of 10 years and above in Bank of Maharashtra.

It is also seen that 64.4 per cent of the respondents in Saraswat Co-op Bank were customers between 2 to 4 years and only 2.8 per cent of them held accounts for 10 years and above. It can be seen that the majority of the respondents were customers of 4 to 6 years duration in Bank of Maharashtra and majority of the respondents were customers of 2 to 4 years duration in Saraswat Co-op Bank.

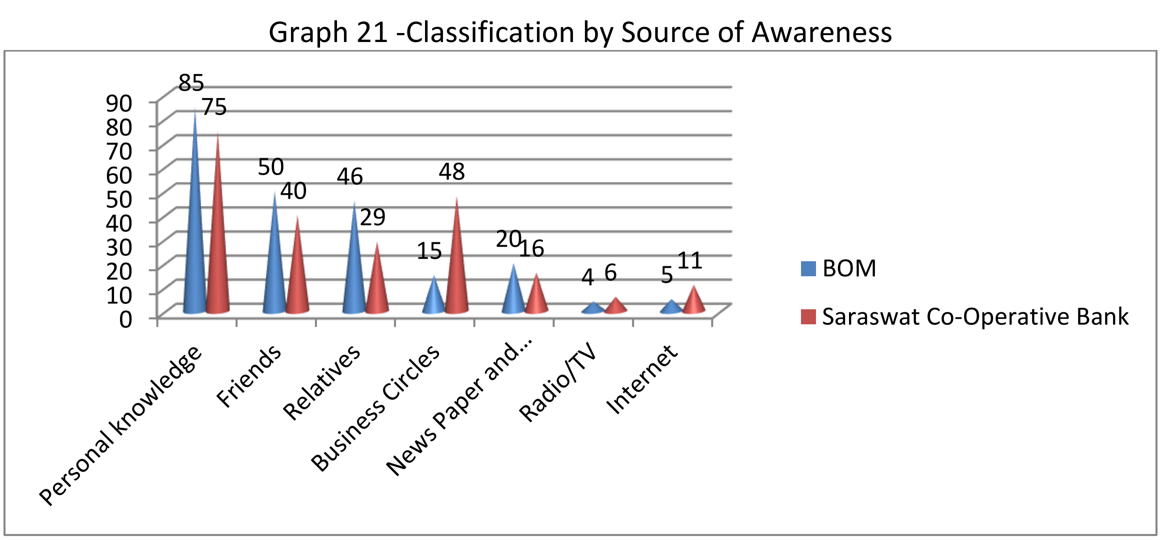
Source of Awareness

The respondents were then asked as to how they had come to be aware of the banks and their functioning. Their replies are classified according to their source of awareness such as personal knowledge; friends, relatives, business circle, newspapers, magazines, radio/TV and internet are presented in table 4.8.

TABLE 4.8-Classification by Source of Awareness of Respondents

Source	BOM	Saraswat Co-Operative Bank	Total
Personal knowledge	85 (37.6)	75 (33.6)	160 (35.6)
Friends	50 (22.0)	40 (17.6)	89 (19.8)
Relatives	46 (20.4)	29 (12.4)	75 (16.4)
Business Circles	15 (06.8)	48 (21.6)	64 (14.2)
News Paper and Magazines	20 (09.2)	16 (07.6)	37 (08.4)
Radio/TV	4 (01.6)	6 (02.4)	9 (02.0)
Internet	5 (02.4)	11 (04.8)	16 (03.6)
Total	**225 (100)**	**225 (100)**	**450 (100)**

Source: Primary data *Figures in Brackets indicates percentage to total figures



The above Table shows that more than 37.6 per cent of the respondents had came to know about the bank from their personal knowledge and only 1.6 per cent of them came to know through the radio/TV regarding Bank of Maharashtra. The table also reveals that 33.6 per cent of the respondents had opened their accounts in Saraswat Co-op Bank by way of personal knowledge and only 2.4 per cent of them came to know about them from radio/TV networks.

It is observed that majority of the respondents had opened their bank accounts in both Bank of Maharashtra as well as Saraswat Co-op Bank from their personal knowledge.

Frequency ofVisits

In contrast to unsatisfied customers, satisfied customers were happy to visit the bank as frequently as they need. With the better quality of service, customers felt at ease to put through their transactions and make frequent visits to the bank.

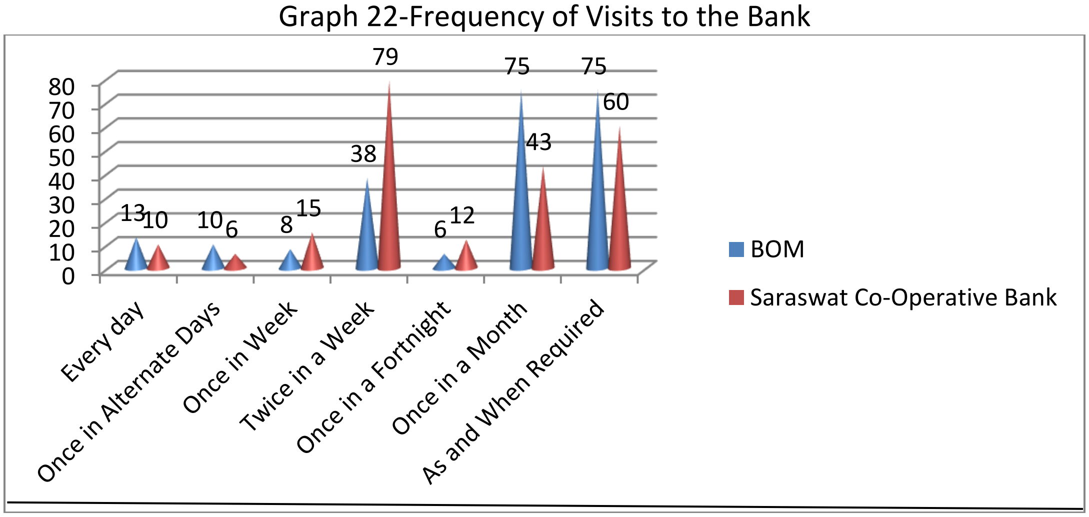
In spite of the introduction of technology oriented products, human interaction was still sought after by most of the customers. But this depended on the quality of service that they were continuously provided with. Table 4.9 describes the classification of the respondents on the basis of their frequency of visits to the bank.

TABLE 4.9-Frequency of Visits to the Bank of Respondents

Frequency	BOM	Saraswat Co-Operative Bank	Total
Every day	13 (06.0)	10 (04.4)	23 (05.2)
Once in Alternate Days	10 (04.4)	6 (02.8)	16 (03.6)
Once in Week	8 (03.6)	15 (06.4)	23 (05.0)
Twice in a Week	38 (16.8)	79 (34.8)	117 (25.8)
Once in a Fortnight	6 (02.4)	12 (05.6)	18 (04.0)
Once in a Month	75 (33.6)	43 (19.2)	118 (26.4)
As and When Required	75 (33.2)	60 (26.8)	135 (30.0)
Total	**225 (100)**	**225 (100)**	**450 (100)**

Source: Primary data *Figures in Brackets indicates percentage to total figures

Graph 22-Frequency of Visits to the Bank



The table points out that 33.6 per cent of the respondents were visiting once in a month to Bank of Maharashtra and 34.8 per cent of the respondents were visiting twice in a week to Saraswat Co-op Bank. It also stated that only 2.4 per cent of the respondents of Bank of Maharashtra visited once in a fortnight and 2.8 per cent visited the bank once in alternate days in Saraswat Co-op Bank.

It is seen that more than one-third of the respondents had visited to Bank of Maharashtra as well as Saraswat Co-op Bank as and when required.

Time Taken for Depositing Cash

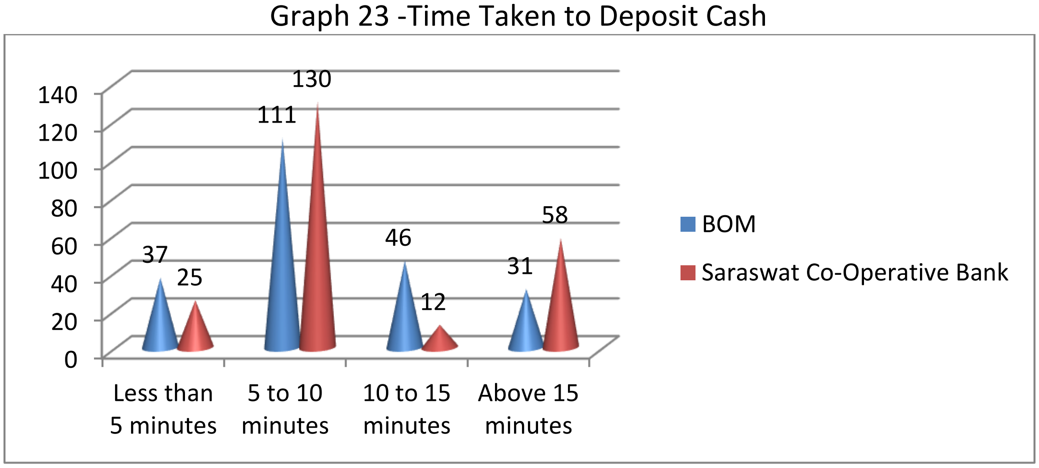
The time taken to provide services play a crucial role is determining the level of perception of the customers. The following table describes the opinion of the customers on the time taken for depositing cash.

TABLE 4.10-Time Taken to Deposit Cash of Respondents

Duration	BOM	Saraswat Co-Operative Bank	Total
Less than 5 minutes	37 (16.4)	25 (11.2)	62 (13.8)
5 to 10 minutes	111 (49.6)	130 (57.6)	241 (53.6)
10 to 15 minutes	46 (20.4)	12 (05.2)	58 (12.8)
Above 15 minutes	31 (13.6)	58 (26.0)	89 (19.8)
Total	**225 (100)**	**225 (100)**	**450 (100)**

Source: Primary data   *Figures in Brackets indicates percentage to total figures

Graph 23 -Time Taken to Deposit Cash



The table explains that 49.6 per cent of the respondents felt that it took at least 5 to 10 minutes for depositing cash and 13.6 per cent of them Stated that it took more than 15 minutes for depositing cash in the Bank of Maharashtra. The table also tells that 57.6 per cent of respondents thought that it takes at least 5 to 10 minutes for depositing cash and 5.2 per cent of them felt those 10 to 15 minutes for depositing cash in the Saraswat Co-op Bank.

It is summed up that more than fifty per cent of the respondents viewed that it took at least 5 to 10 minutes for depositing cash in Bank of Maharashtra as well as Saraswat Co-op Bank.

CashWithdrawal

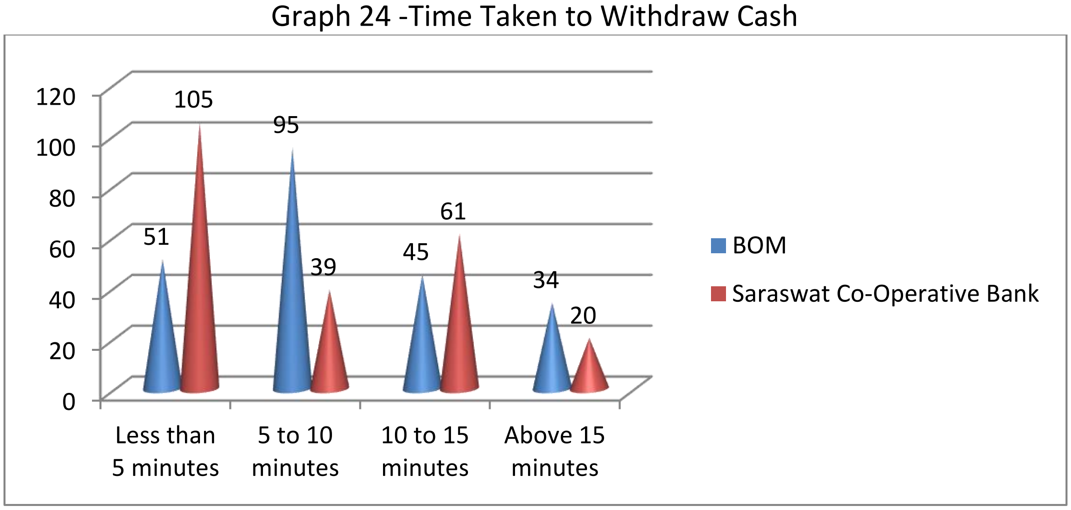
A detailed discussion on the opinion of the bank customer respondents on the time taken in the bank for withdrawing cash is presented in the following table.

TABLE 4.11-Time Taken to Withdraw Cash of Respondents

Duration	**BOM**	**Saraswat Co-Operative Bank**	**Total**
Less than 5 minutes	51 (22.8)	105 (46.4)	156 (34.6)
5 to 10 minutes	95 (42.0)	39 (17.6)	134 (29.8)
10 to 15 minutes	45 (20.0)	61 (27.2)	106 (23.6)
Above 15 minutes	34 (15.2)	20 (08.8)	54 (12.0)
Total	**225 (100)**	**225 (100)**	**450 (100)**

Source: Primary data *****Figures in Brackets indicates percentage to total figures

Graph 24 -Time Taken to Withdraw Cash



The Table explains that 42 per cent of the respondents opined that the time to withdraw cash took at least 5 to 10 minutes and 46.4 per cent of the respondents felt that it took less than 5 minutes both in Bank of Maharashtra as well as Saraswat Co-op Bank respectively.

It also points out that 15.2 per cent and 8.8 per cent of respondents felt that they had to wait for more than 15 minutes to withdraw cash in Bank of Maharashtra as well as Saraswat Co-op Bank respectively. It can be seen that majority of the respondents felt that the time taken for withdrawal of cash in Bank of Maharashtra as well as Saraswat Co-op Bank was less than five minutes.

Crediting a LocalCheque

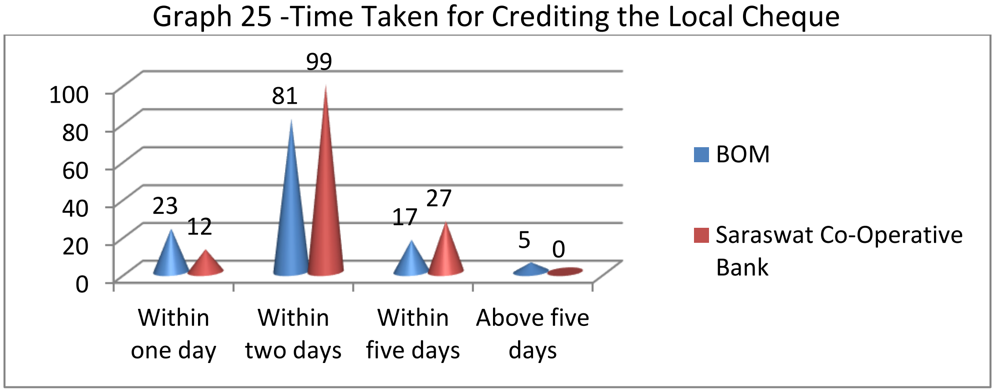
The Table describes that the time taken to credit a local cheque in the customer's account. 374 respondents (200 in Bank of Maharashtra and 174 in Saraswat Co-op Bank) declined to answer because of the non applicability of the question in both Bank of Maharashtra as well as Saraswat Co-op Bank.

TABLE 4.12-Time Taken for Crediting the Local Cheque of Respondents

Duration	BOM	Saraswat Co-Operative Bank	Total
Within one day	23 (17.9)	12 (09.2)	35 (13.3)
Within two days	81 (64.8)	99 (71.9)	180 (68.4)
Within five days	17 (13.7)	27 (18.9)	44 (16.5)
Above five days	5 (03.6)	-	5 (01.8)
Total	**126 (100)**	**138 (100)**	**264 (100)**

Source: Primary data *Figures in Brackets indicates percentage to total figures

Graph 25 -Time Taken for Crediting the Local Cheque



The table shows that more than 60 per cent of the respondents were of the opinion that it took at least two days to credit a local cheque in their account in both Bank of Maharashtra as well as Saraswat Co-op Bank. It also shows that 3.6 per cent of the respondents had to wait for more than five days to credit a local cheque in Bank of Maharashtra and only 9.2 per cent of the respondents had to wait for a day to credit a cheque in Saraswat Co-op Bank. A majority of the respondents were of the opinion that it took at least two days to credit a local cheque in their account in both Bank of Maharashtra as well as Saraswat Co-op Bank.

Crediting Outstation Cheques

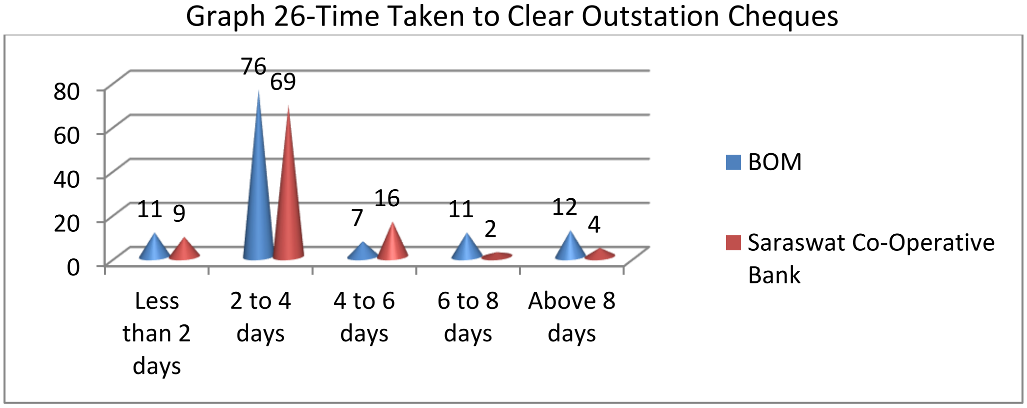
The table given below shows the duration of time taken to credit the outstation cheques in the customer's account. 466 respondents (216 in Bank of Maharashtra and 250 in Saraswat Co-op Bank) had declined to answer because of non-applicability of the cheque option in both Bank of Maharashtra as well as Saraswat Co-op Bank.

TABLE 4.13-Time Taken to Clear Outstation Cheques of Respondents

Duration	BOM	Saraswat Co-Operative Bank	Total
Less than 2 days	11 (08.5)	9 (09.0)	20 (08.7)
2 to 4 days	76 (65.4)	69 (68.5)	145 (66.8)
4 to 6 days	7 (06.2)	16 (15.3)	23 (10.3)
6 to 8 days	11 (09.2)	2 (02.7)	13 (06.3)
Above 8 days	12 (10.7)	4 (04.5)	16 (07.9)
Total	**117 (100)**	**100 (100)**	**217 (100)**

Source: Primary data *****Figures in Brackets indicates percentage to total figures

Graph 26-Time Taken to Clear Outstation Cheques



The Table observes that more than 65 per cent of the respondents felt that it took at least 2 to 4 days to credit outstation cheques in their account in both Bank of Maharashtra as well as Saraswat Co-op Bank. It also explains that 6.2 per cent of the respondents had to wait for 4 to 6 days to get outstation cheques cleared in Bank of Maharashtra and 2.7 per cent of them had said that it took even 6 to 8 days to get outstation cheques credited in their accounts in Saraswat Co-op Bank. The majority of the respondents were of the view that it took at least 2 to 4 days for crediting outstation cheques in their accounts in Bank of Maharashtra as well as Saraswat Co-op Bank.

ATMFacility

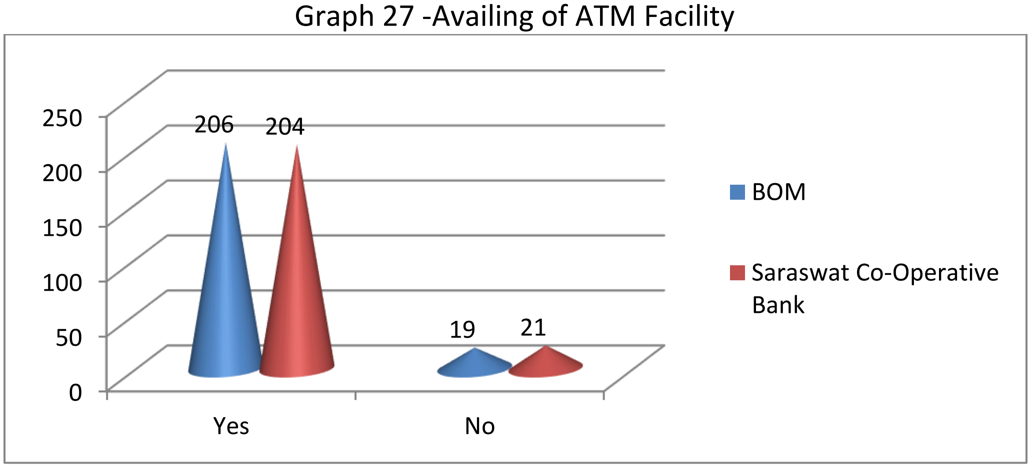
Banks are vying with one another to attract customers with superior technology and much better service levels. Banks attempt this by expanding their ATM networks. ATM centers increase the convenience factor as well as saving the valuable time of the customer. This Table exhibits the number of respondents who have availed of the ATM facility.

TABLE 4.14-Availing of ATM Facility of Respondents

Facility	BOM	Saraswat Co-Operative Bank	Total
Yes	206 (91.6)	204 (90.8)	410 (91.2)
No	19 (08.4)	21 (09.2)	40 (08.8)
Total	**225 (100)**	**225 (100)**	**450 (100)**

Source: Primary data *****Figures in Brackets indicates percentage to total figures

Graph 27 -Availing of ATM Facility



The Table noted that more than 90 per cent of the respondents had availed of the ATM facility in both Bank of Maharashtra as well as Saraswat Co-op Bank. It also tells us that only 8.4 per cent and 9.2 per cent of the respondents did not use the ATM facility in Bank of Maharashtra as well as Saraswat Co-op Bank s respectively. It is concluded that majority of the respondents had availed of the ATM facility in Bank of Maharashtra as well as Saraswat Co-op Bank.

Facility Accordance

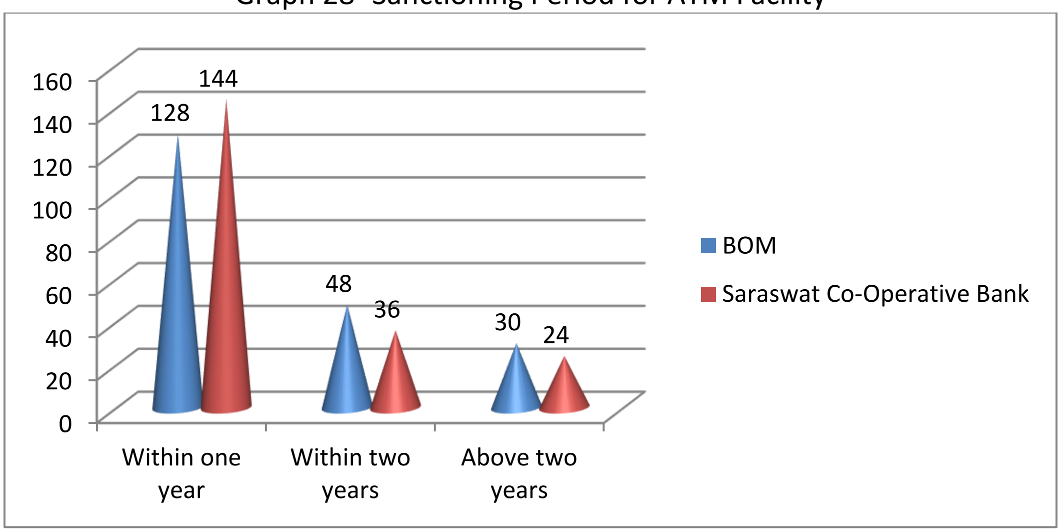
ATM is one of the most important modern banking facilities which render more number of banking services on a 24×7 basis the year round. Now-a-days using of ATM has become unavoidable. The following Table describes the time taken for getting a new ATM card from the bank.

TABLE 4.15-Sanctioning Period for ATM Facility of Respondents

Duration	BOM	Saraswat Co-Operative Bank	Total
Within one year	128 (62.0)	144 (70.9)	272 (66.5)
Within two years	48 (23.6)	36 (17.6)	84 (20.6)
Above two years	30 (14.4)	24 (11.5)	54 (12.9)
Total	**206 (100)**	**204 (100)**	**410 (100)**

Source: Primary data *****Figures in Brackets indicates percentage to total figures

Graph 28 -Sanctioning Period for ATM Facility



The table indicates that 62 per cent of the respondents in Bank of Maharashtra and 70.9 percent in Saraswat Co-op Bank were given ATM facility within one year. It is seen that more than 10 per cent of the respondents got the ATM facility after waiting for two years in both Bank of Maharashtra as well as Saraswat Co-op Bank. It is seen that majority of the respondents got the ATM facility within one year in Bank of Maharashtra as well as Saraswat Co-op Bank.

Frequency of Using ATM

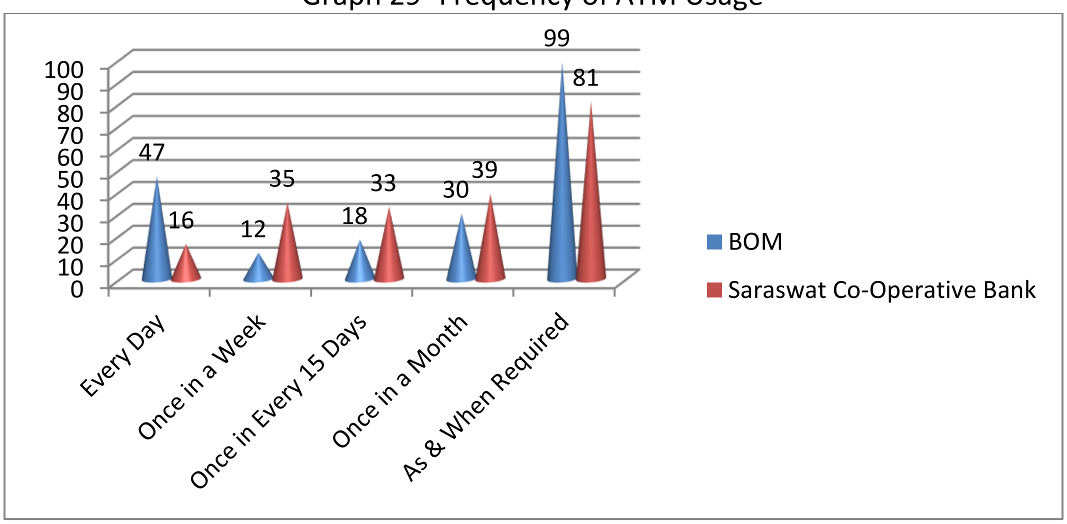
User friendly technology in banking procedures increases the number of users and frequency of usage of services. Frequency of usage of ATM is classified as every day, once in a week, every fifteen days, in a month and as and when required.

TABLE 4.16-Frequency of ATM Usage of Respondents

Frequency	BOM	Saraswat Co-Operative Bank	Total
Every Day	47 (23.1)	16 (07.9)	63 (15.6)
Once in a Week	12 (05.7)	35 (17.2)	46 (11.4)
Once in Every 15 Days	18 (09.2)	33 (16.3)	51 (12.7)
Once in a Month	30 (14.8)	39 (18.9)	70 (16.9)
As & When Required	99 (74.2)	81 (39.7)	180 (43.4)
Total	**206 (100)**	**204 (100)**	**410 (100)**

Source: Primary data *Figures in Brackets indicates percentage to total figures

Graph 29 -Frequency of ATM Usage



It is seen from the above table that 74.2 per cent of the respondents used the ATM facility in Bank of Maharashtra and 39.7 per cent of them in Saraswat Co-op Bank had availed of the ATM facility as and when required. It also shows that only 5.7 per cent of the respondents had used the ATM facility once in a week in Bank of Maharashtra and only 7.9 per cent of them had used ATM every day in Saraswat Co-op Bank.

The majority of the respondents had used the ATM as and when required in both Bank of Maharashtra as well as Saraswat Co-op Bank.

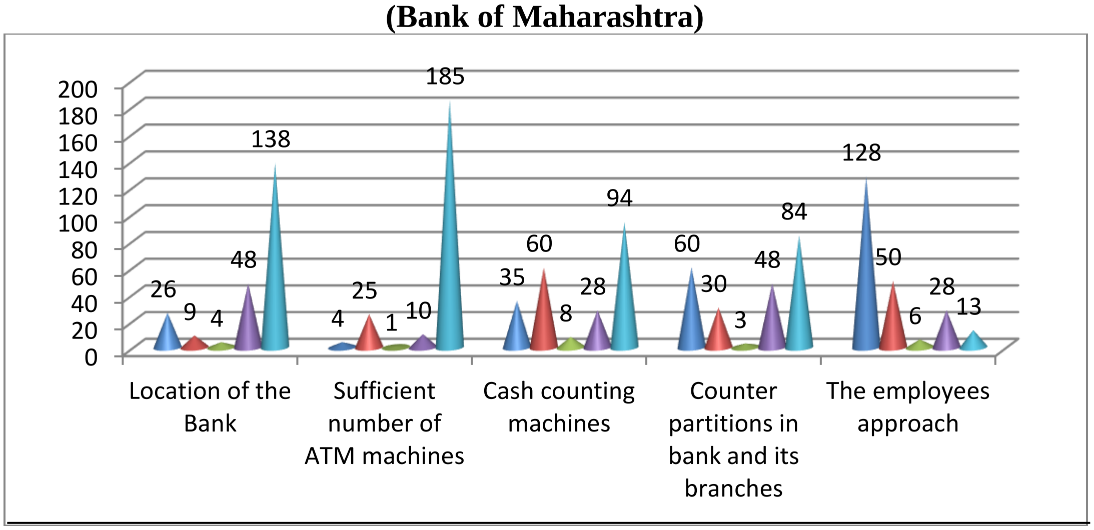
Data Analysis of Bank of Maharashtra and Saraswat Co-op. Bank

Table 4.17 – Table showing opinion about basic parameters

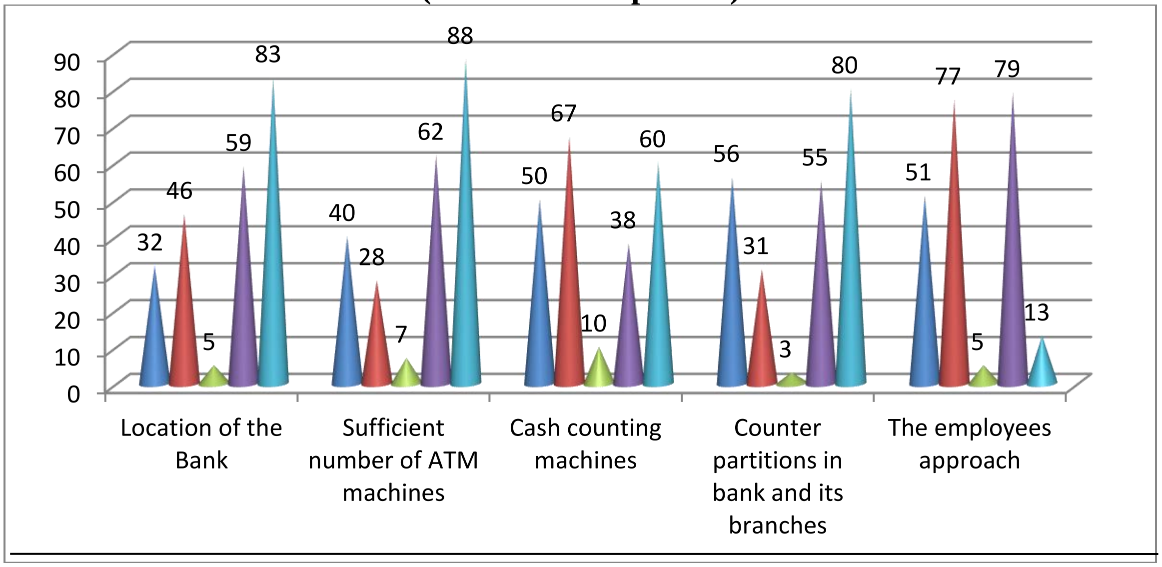
Options / Name of the Banks	Bank of Maharashtra						Saraswat Bank					
	1	2	3	4	5	Total	1	2	3	4	5	Total
Location of the Bank	26 (11.56)	9 (4.22)	4 (1.56)	48 (21.33)	138 (61.33)	225 (100)	32 (14.22)	46 (20.67)	5 (2.22)	59 (26.00)	83 (36.89)	225 (100)
Sufficient number of ATM machines	4 (1.78)	25 (10.4)	1 (0.44)	10 (5.33)	185 (82.00)	225 (100)	40 (17.56)	28 (12.67)	7 (3.11)	62 (27.56)	88 (39.11)	225 (100)
Cash counting machines	35 (15.56)	60 (26.4)	8 (3.78)	28 (12.44)	94 (41.78)	225 (100)	50 (22.44)	67 (29.56)	10 (4.44)	38 (16.89)	60 (26.67)	225 (100)
Counter partitions in bank and its branches	60 (26.89)	30 (13.56)	3 (0.89)	48 (21.56)	84 (37.11)	225 (100)	56 (25.11)	31 (14.00)	3 (1.11)	55 (24.22)	80 (35.56)	225 (100)
The employees approach	128 (56.67)	50 (22.0)	6 (2.89)	28 (12.67)	13 (5.78)	225 (100)	51 (22.67)	77 (34.22)	5 (2.44)	79 (34.89)	13 (5.78)	225 (100)

Graph 30 – Graph showing opinion about basic parameter

(Bank of Maharashtra)



(Saraswat Co-op.Bank)



Description of Bank of Maharashtra

For evaluating the customers opinion on general parameters related to the Bank of Maharashtra, the customers were requested for their response for each of the question. The questions are regarding the parameters like location of bank, sufficient number of ATMs, cash counting machines, counter partitions in banks and its branches and the employee approach.

As far as location of the bank is concerned, 61.33% of total sampled customers of bank of Maharashtra are strongly agree, 21.33% are agree, 4.22% of the of the customers are disagree and 11.56% of the customers are strongly disagree with the fact they were satisfied with the location of the bank. Only 1.56% of the sampled customers of bank of Maharashtra are neutral on this issue.

In case of sufficient no, of ATMs, out of total sampled customers of bank of Maharashtra, majority i.e. 82% of the customers are strongly agree, 5.33% of the customers are agree, 0.44% of the customers are neutral, 10.44% of the customers are disagree and 1.78% of the customers are strongly disagree with the fact that the bank had sufficient no. of ATM machines.

In case of cash counting machines, out of total sampled customers of bank of Maharashtra, 41.78% of the customers are strongly agree, 12.44% of the customers are agree, 3.78% of the customers are neutral, 26.44% of the customers are disagree and 15.56% of the customers are strongly disagree with the fact that cash counting machines were installed in the bank.

In case of proper partitioning of counters in the bank, out of total sampled customers of bank of Maharashtra, 37.11% of the customers are strongly agree, 21.56% of the customers are agree, very few i.e. 0.89% of the customers are neutral, 13.56% of the customers are disagree and 26.89% of the customers are strongly disagree with the fact that counters were properly partitioned in the bank and the branches.

As far as employees approach towards customers is concerned, out of total sampled customers of bank of Maharashtra, only 5.78% of the customers are strongly agree, 12.67% of the customers are agree, 2.89% of the customers are neutral, 22% of the customers are disagree and 56.67% of the customers are strongly disagree with the fact that the employee's approach towards customers is good.

Description of Saraswat Co-operative Bank

For evaluating the customers opinion on general parameters related to the Saraswat Bank, the customers were requested for their response for each of the question. The questions are regarding the parameters like location of bank, sufficient number of ATMs, cash counting machines, counter partitions in banks and its branches and the employee approach.

As far as location of the bank is concerned, 36.89% of total sampled customers of Saraswat Bank are strongly agree, 26% are agree, 20.67% of the of the customers are disagree and 14.22% of the customers are strongly disagree with the fact they were satisfied with the location of the bank. Only 2.22% of the sampled customers of Saraswat Bank are neutral on this issue.

In case of sufficient no, of ATMs, out of total sampled customers of Saraswat Bank, majority i.e. 39.11% of the customers are strongly agree, 27.56% of the customers are agree, 3.11% of the customers are neutral, 12.67% of the customers are disagree and 17.56% of the customers are disagree with the fact that the bank had sufficient no. of ATM machines.

In case of cash counting machines, out of total sampled customers of Saraswat Bank, 26.67% of the customers are strongly agree, 16.89% of the customers are agree, 4.44% of the customers are neutral, 29.56% of the customers are disagree and 22.44% of the customers are strongly disagree with the fact that cash counting machines were installed in the bank.

In case of proper partitioning of counters in the bank, out of total sampled customers of Saraswat Bank, 35.56% of the customers are strongly agree, 24.22% of the customers are agree, very few i.e. 1.11% of the customers are neutral, 14% of the customers are disagree and 25.11% of the customers are strongly disagree with the fact that counters were properly partitioned in the bank and the branches.

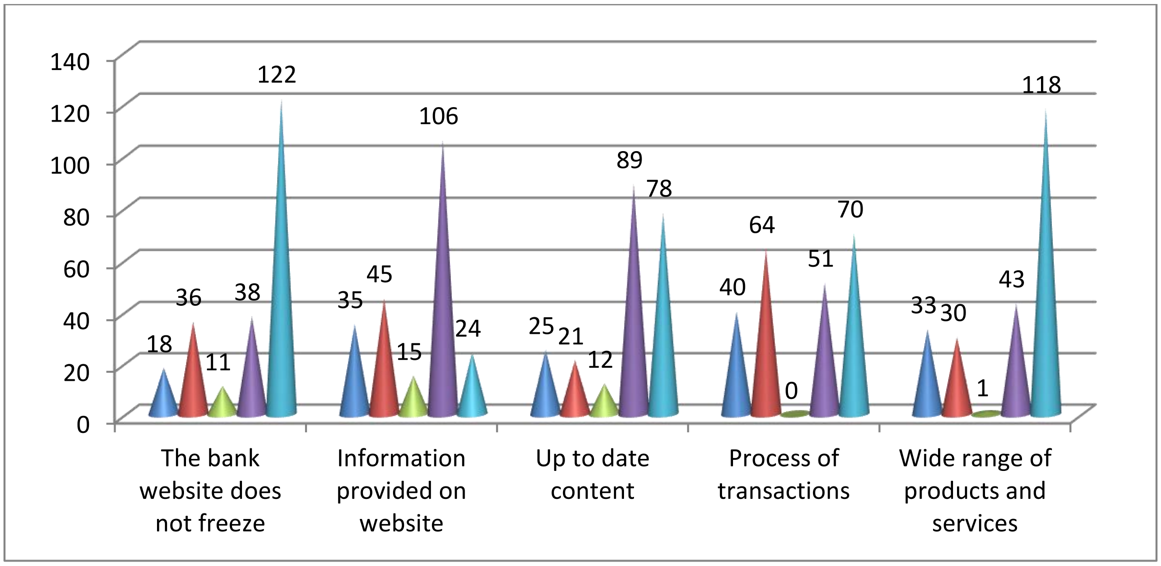
As far as employees approach towards customers is concerned, out of total sampled customers of Saraswat Bank, only 5.78% of the customers are strongly agree, 34.89% of the customers are agree, 2.44% of the customers are neutral, 34.22% of the customers are disagree and 22.67% of the customers are strongly disagree with the fact that the employee's approach towards customers is good.

Table 4.18 – Table showing opinion about different parameters of reliability

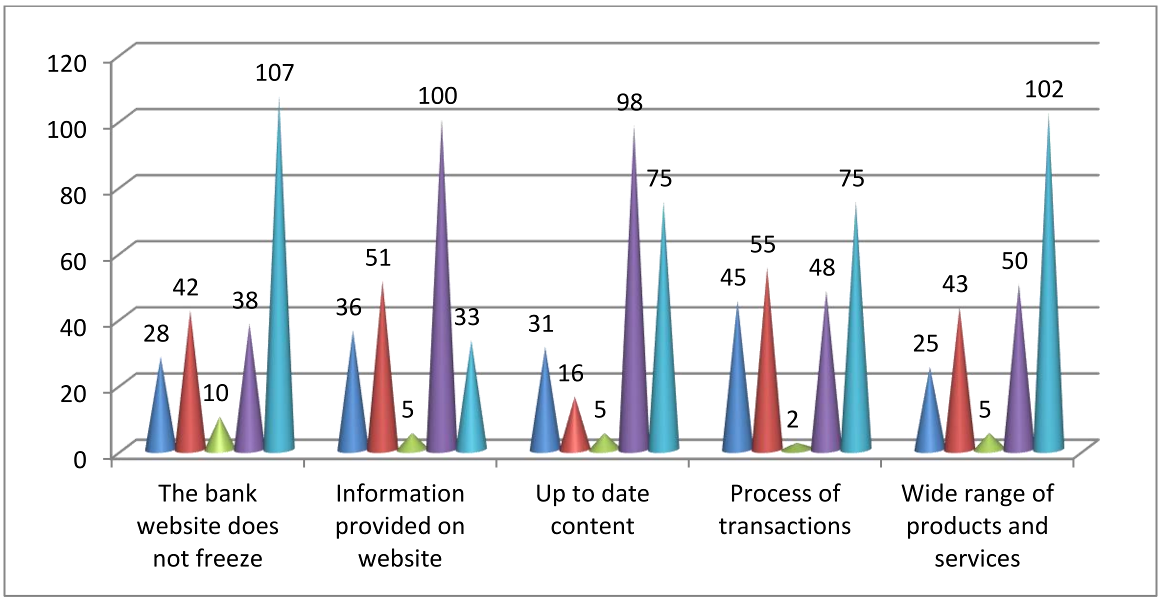
Options / Name of the Banks	**Bank of Maharashtra**						**Saraswat Bank**					
	1	**2**	**3**	**4**	**5**	**Total**	**1**	**2**	**3**	**4**	**5**	**Total**
The bank website does not freeze	18 (8.22)	36 (16.00)	11 (4.67)	38 (16.89)	122 (54.22)	225 (100)	28 (12.44)	42 (18.67)	10 (4.22)	38 (16.89)	107 (47.78)	225 (100)
Information provided on website	35 (15.33)	45 (19.78)	15 (6.89)	106 (47.33)	24 (10.67)	225 (100)	36 (15.78)	51 (22.6)	5 (2.44)	100 (44.22)	33 (14.89)	225 (100)
Up to date content	25 (11.33)	21 (9.56)	12 (5.11)	89 (39.33)	78 (34.37)	225 (100)	31 (14.00)	16 (7.33)	5 (2.00	98 (43.78)	75 (32.89)	225 (100)
Process of transactions	40 (18.00)	64 (28.44)	0 (0.00)	51 (22.67)	70 (30.89)	225 (100)	45 (20.22)	55 (24.44)	2 (0.44)	48 (21.56)	75 (33.33)	225 (100)
Wide range of products and services	33 (14.67)	30 (13.33)	1 (0.44)	43 (19.11)	118 (52.44)	225 (100)	25 (11.11)	43 (19.11)	5 (2.00)	50 (22.44)	102 (45.33)	225 (100)

Graph 31- showing opinion about different parameters of reliability

(Bank of Maharashtra)



(Saraswat Co-op.Bank)



<u>Description of Bank of Maharashtra</u>

Customers of bank of Maharashtra are asked to give the opinion about different parameters of reliability which includes the parameters like the bank website does not freeze, information provided on website, Up to date content, Process of transactions, wide range of products and services.

As far as freezing of bank website is concerned, 54.22% of total sampled customers of bank of Maharashtra are strongly agree, 16.89% are agree, 4.67% of the of the customers are disagree and 16% of the customers are strongly disagree and remaining 8.22% of the sampled customers of bank of Maharashtra are neutral about the fact that the website of the banks does not freeze.

In case of providing information on website of the bank, out of total sampled customers of bank of Maharashtra, 10.67% of the customers are strongly agree, 47.33% of the customers are agree, 6.89% of the customers are neutral, 19.78% of the customers are disagree and 15.33% of the customers are strongly disagree with the fact that the bank has provided information on the website.

As far as updating contents of website is concerned, 34.67% of total sampled customers of bank of Maharashtra are strongly agree, 39.33% are agree, 5.11% of the of the customers are disagree and 9.56% of the customers are strongly disagree and remaining 11.33% of the sampled customers of bank of Maharashtra are neutral about the fact that that the content on the website of the bank is up to date.

In case of processing transactions in a specific timeframe is concerned, out of total sampled customers of bank of Maharashtra, 30.89% of the customers are strongly agree, 22.67% of the customers are agree, 28.44% of the customers are disagree and 18% of the customers are strongly disagree with the fact that processing of transactions is done in decent timeframe.

As far as range of products and services are concerned, 52.44% of total sampled customers of bank of Maharashtra are strongly agree, 19.11% are agree, 0.44% of the of the customers are neutral, 13.33% of the customers are disagree and 14.67% of the customers are strongly disagree about the bank is offering wide range of products and services.

Description of Saraswat Co-op. Bank

Customers of Saraswat Bank are asked to give the opinion about different parameters of reliability which includes the parameters like the bank website does not freeze, information provided on website, Up to date content, Process of transactions, wide range of products and services.

As far as freezing of bank website is concerned, 47.78% of total sampled customers of Saraswat Bank are strongly agree, 16.89% are agree, 18.67% of the of the customers are disagree and 12.44% of the customers are strongly disagree and remaining 4.22% of the sampled customers of Saraswat Bank are neutral about the fact that the website of the banks does not freeze.

In case of providing information on website of the bank, out of total sampled customers of Saraswat Bank, 14.89% of the customers are strongly agree, 44.22% of the customers are agree, 2.44% of the customers are neutral, 22.67% of the customers are disagree and 15.78% of the customers are strongly disagree with the fact that the bank has provided information on the website.

As far as updating contents of website is concerned, 32.89% of total sampled customers of Saraswat Bank are strongly agree, 43.78% are agree, 7.33% of the of the customers are disagree and 14% of the customers are strongly disagree and remaining 2% of the sampled customers of Saraswat Bank are neutral about the fact that that the content on the website of the bank is up to date.

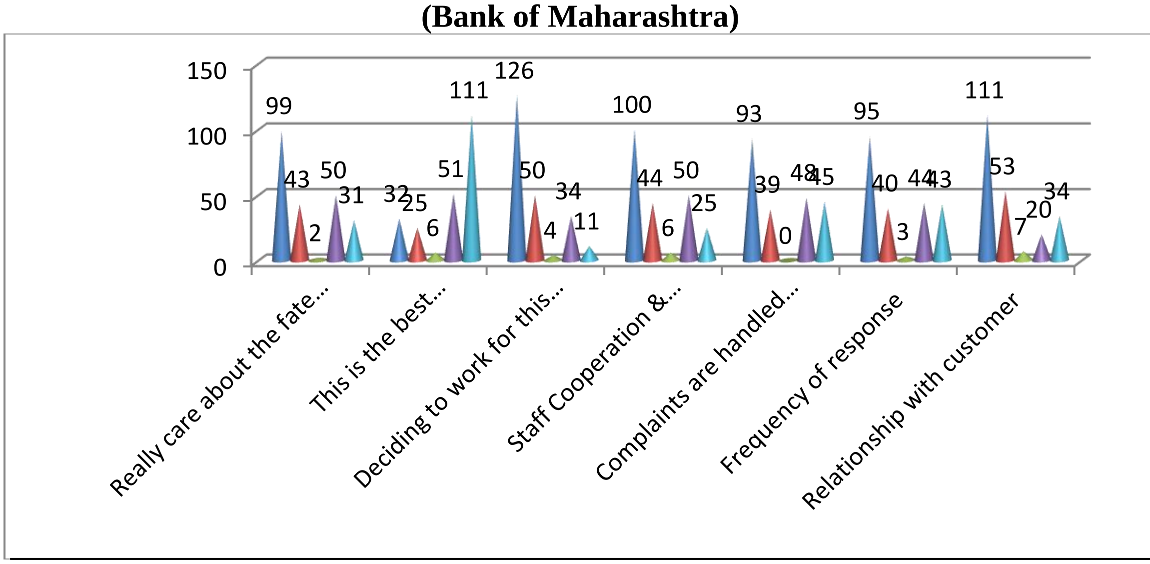
In case of processing transactions in a specific timeframe is concerned, out of total sampled customers of Saraswat Bank, 33.33% of the customers are strongly agree, 21.56% of the customers are agree, very few i.e.0.44% of the customers are neutral, 24.44% of the customers are disagree and 20.22% of the customers are strongly disagree with the fact that processing of transactions is done in decent timeframe.

As far as range of products and services are concerned, 45.33% of total sampled customers of Saraswat Bank are strongly agree, 22.44% are agree, 2% of the of the customers are neutral, 19.11% of the customers are disagree and 11.11% of the customers are strongly disagree about the bank is offering wide range of products and services.

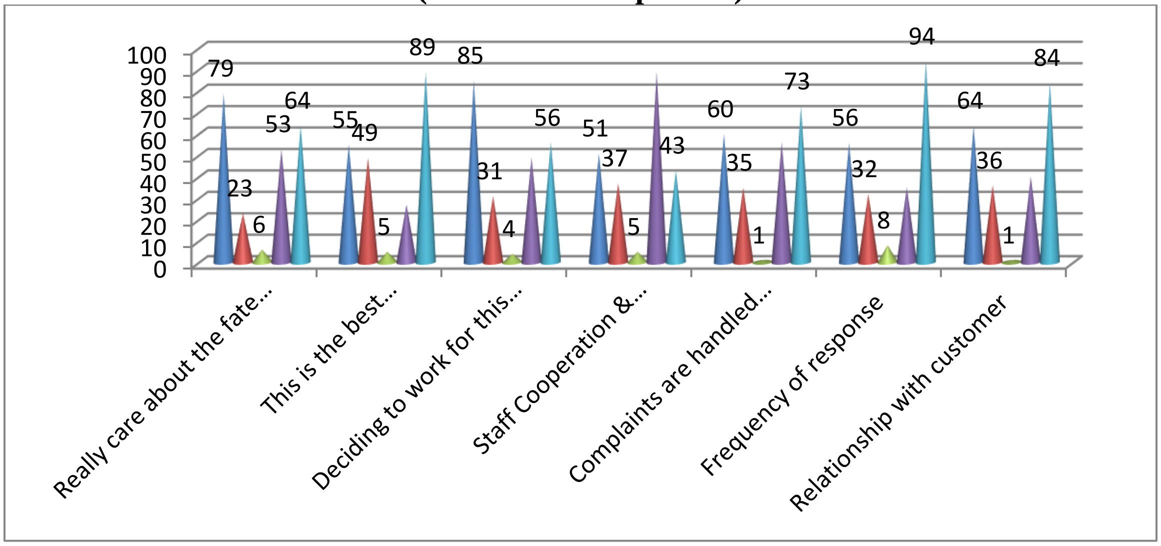
Table 4.19– Table showing opinion about different parameters of responsiveness

Options/ Name of the Banks	Bank of Maharashtra						Saraswat Bank					
	1	2	3	4	5	Total	1	2	3	4	5	Total
Really care about the fate of this organization	99 (44.00)	43 (19.11)	2 (1.11)	50 (22.00)	31 (13.78)	225 (100)	79 (34.89)	23 (10.00)	6 (2.67)	53 (23.56)	64 (28.89)	225 (100)
This is the best organization for work	32 (14.44)	25 (10.89)	6 (2.67)	51 (22.89)	111 (49.11)	225 (100)	55 (24.44)	49 (21.78)	5 (2.22)	27 (12.00)	89 (39.56)	225 (100)
Deciding to work for this bank was definite mistake	126 (55.78)	50 (22.00)	4 (1.78)	34 (15.56)	11 (4.89)	225 (100)	85 (37.78)	31 (13.78)	4 (1.78)	49 (21.56)	56 (25.11)	225 (100)
Staff Cooperation & behavior	100 (44.22)	44 (19.56)	6 (2.67)	50 (22.22)	25 (11.33)	225 (100)	51 (22.67)	37 (16.44)	5 (2.22)	89 (39.56)	43 (19.11)	225 (100)
Complaints are handled very promptly	93 (41.33)	39 (17.11)	0 (0.00)	48 (21.56)	45 (20.00)	225 (100)	60 (26.67)	35 (15.33)	1 (0.44)	56 (24.89)	73 (32.67)	225 (100)
Frequency of response	95 (42.22)	40 (17.78)	3 (1.56)	44 (19.56)	43 (18.89)	225 (100)	56 (24.89)	32 (14.22)	8 (3.78)	35 (15.33)	94 (41.78)	225 (100)
Relationship with customer	111 (49.33)	53 (23.56)	7 (3.11)	20 (8.67)	34 (15.33)	225 (100)	64 (28.22)	36 (16.22)	1 (0.67)	40 (17.78)	84 (37.11)	225 (100)

Graph 32- showing opinion about different parameters of responsiveness
(Bank of Maharashtra)



(Saraswat Co-op.Bank)



<u>Description of Bank of Maharashtra</u>

Customers of bank of Maharashtra are requested to give their opinion about different parameters of responsiveness like really care about the fate of this organization, this is the best organization for work, Deciding to work for this bank was definite mistake, Staff Cooperation & behavior, Complaints are handled very promptly, Frequency of response, relationship with customer.

Out of total sampled customers of bank of Maharashtra, 13.78% of the customers are strongly agree, 22% of the customers are agree, 1.11% of the customers are neutral, 19.11% of the customers are disagree and 44% of the customers are strongly disagree with the fact that the employees really care about the fate of the organization.

Out of total sampled customers of bank of Maharashtra, 49.11% of the customers are strongly agree, 22.89% of the customers are agree, 2.67% of the customers are neutral, 10.89% of the customers are disagree and 14.44% of the customers are strongly disagree with the fact that this is the best organization to work.

Out of total sampled customers of bank of Maharashtra, 4.89% of the customers are strongly agree, 15.56% of the customers are agree, 1.78% of the customers are neutral, 22% of the customers are disagree and 55.78% of the customers are strongly disagree with the fact that deciding to work for this organization was a definite mistake.

Out of total sampled customers of bank of Maharashtra, 11.33% of the customers are strongly agree, 22.22% of the customers are agree, 2.67% of the customers are neutral, 19.56% of the customers are disagree and 44.22% of the customers are strongly disagree with the fact that the staff in the bank is co-operative and even the behavior of the staff towards the customers is not very much professional.

Out of total sampled customers of bank of Maharashtra, 20% of the customers are strongly agree, 21.56% of the customers are agree, 17.11% of the customers are disagree and 41.33% of the customers are strongly disagree with the fact that the customer's complaints were handled and resolved very promptly.

Out of total sampled customers of bank of Maharashtra, 18.89% of the customers are strongly agree, 19.56% of the customers are agree, 1.56% of the customers are neutral, 17.78% of the customers are disagree and 42.22% of the customers are strongly disagree that the frequency of the response received from the employees of the bank is not very good.

Out of total sampled customers of bank of Maharashtra, 15.33% of the customers are strongly agree, 8.67% of the customers are agree, 3.11% of the customers are neutral, 23.56% of the customers are disagree and 49.33% of the customers are strongly disagree that the frequency of the response received from the employees of the bank is not very good.

Description of Saraswat Co-op. Bank

Customers of Saraswat Bank are requested to give their opinion about different parameters of responsiveness like really care about the fate of this organization, this is the best organization for work, Deciding to work for this bank was definite mistake, Staff Cooperation & behavior, Complaints are handled very promptly, Frequency of response, relationship with customer.

Out of total sampled customers of Saraswat Bank, 28.89% of the customers are strongly agree, 23.56% of the customers are agree, 2.67% of the customers are neutral, 10% of the customers are disagree and 34.89% of the customers are strongly disagree with the fact that the employees really care about the fate of the organization.

Out of total sampled customers of Saraswat Bank, 39.56% of the customers are strongly agree, 12% of the customers are agree, 2.22% of the customers are neutral, 21.78% of the customers are disagree and 24.44% of the customers are strongly disagree with the fact that this is the best organization to work.

Out of total sampled customers of Saraswat Bank, 25.11% of the customers are strongly agree, 21.56% of the customers are agree, 1.78% of the customers are neutral, 13.78% of the customers are disagree and 37.78% of the customers are strongly disagree with the fact that deciding to work for this organization was a definite mistake.

Out of total sampled customers of Saraswat Bank, 19.11% of the customers are strongly agree, 39.56% of the customers are agree, 2.22% of the customers are neutral, 16.44% of the customers are disagree and 22.67% of the customers are strongly disagree with the fact that the staff in the bank is co-operative and even the behavior of the staff towards the customers is not very much professional.

Out of total sampled customers of Saraswat Bank, 32.67% of the customers are strongly agree, 24.89% of the customers are agree, only 0.44% of the customers are neutral, 15.33% of the customers are disagree and 26.67% of the customers are strongly disagree with the fact that the customer's complaints were handled and resolved very promptly.

Out of total sampled customers of Saraswat Bank, 41.78% of the customers are strongly agree, 15.33% of the customers are agree, 3.78% of the customers are neutral, 14.22% of the customers are disagree and 24.89% of the customers are strongly disagree that the frequency of the response received from the employees of the bank is not very good.

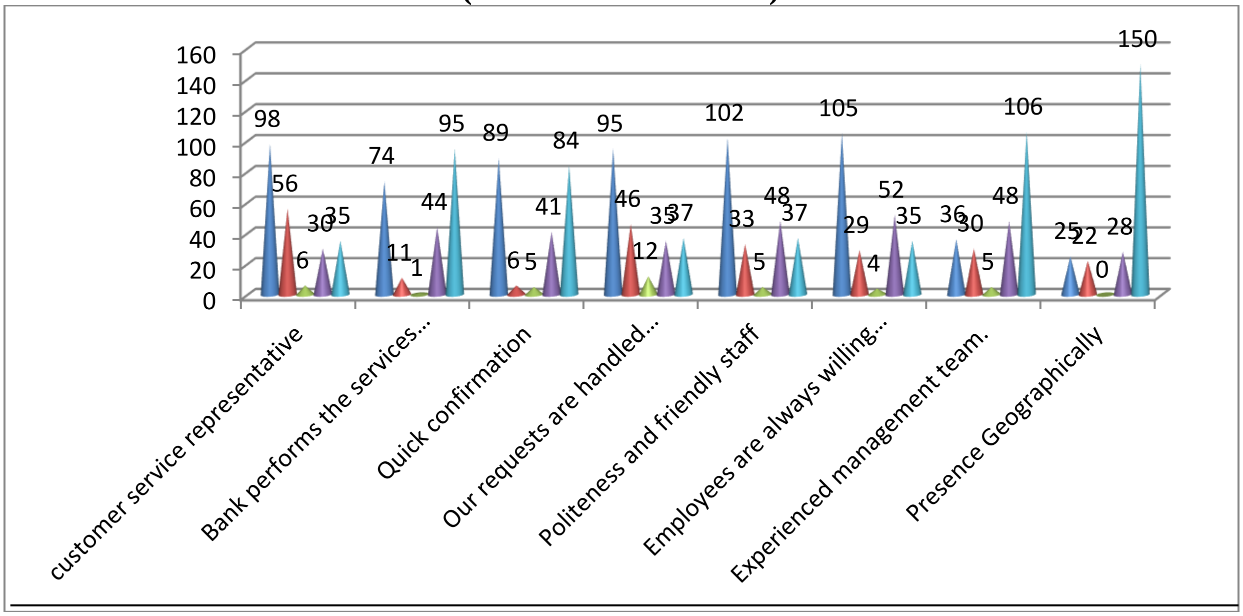
Out of total sampled customers of Saraswat Bank, 37.11% of the customers are strongly agree, 17.78% of the customers are agree, only 0.67% of the customers are neutral, 16.22% of the customers are disagree and 28.22% of the customers are strongly disagree that the frequency of the response received from the employees of the bank is not very good.

Table 4.20 – Table showing opinion about different parameters of service initiation

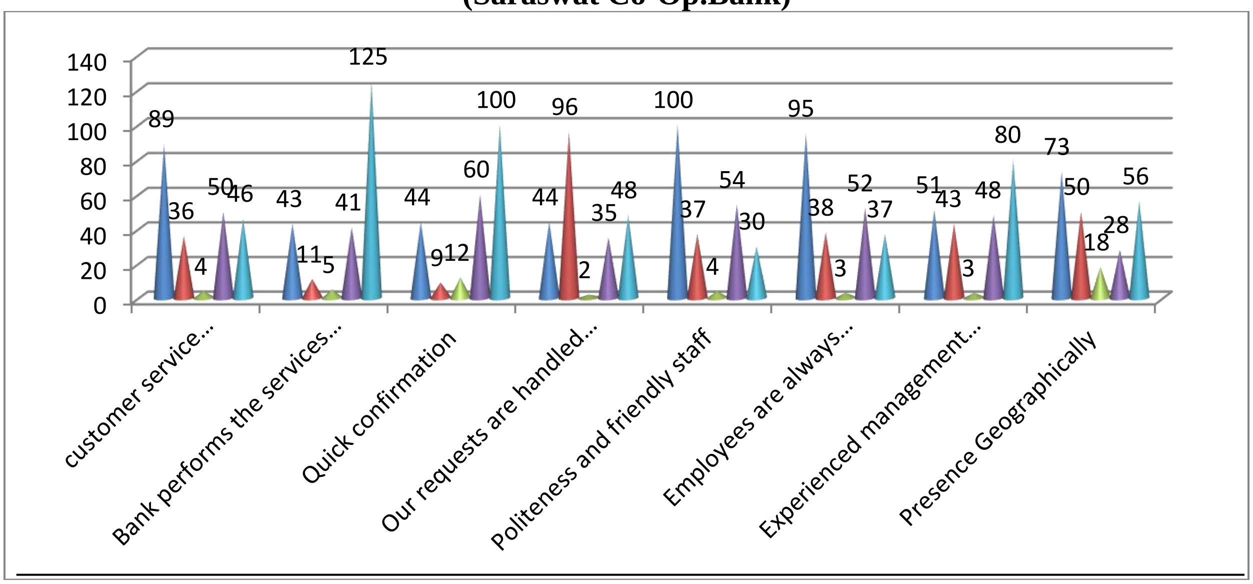
Options / Name of the Banks	Bank of Maharashtra						Saraswat Bank					
	1	**2**	**3**	**4**	**5**	**Total**	**1**	**2**	**3**	**4**	**5**	**Total**
customer service representative	98 (43.56)	56 (24.67)	6 (2.67)	30 (13.11)	35 (16.00)	225 (100)	89 (39.56)	36 (16.00)	4 (1.78)	50 (22.00)	46 (20.67)	225 (100)
Bank performs the services right the first time	74 (32.67)	11 (4.67)	1 (0.89)	44 (19.56)	95 (42.22)	225 (100)	43 (19.11)	11 (4.67)	5 (2.44)	41 (18.22)	125 (55.56)	225 (100)
Quick confirmation	89 (39.56)	6 (2.44)	5 (2.00)	41 (18.44)	84 (37.56)	225 (100)	44 (20.00)	9 (4.00)	12 (5.11)	60 (26.67)	100 (44.22)	225 (100)
Our requests are handled promptly	95 (42.00)	46 (20.67)	12 (5.11)	35 (15.33)	37 (16.89)	225 (100)	44 (19.56)	96 (42.89)	2 (0.89)	35 (15.33)	48 (21.33)	225 (100)
Politeness and friendly staff	102 (45.33)	33 (14.44)	5 (2.22)	48 (21.33)	37 (16.67)	225 (100)	100 (44.22)	37 (16.67)	4 (1.78)	54 (24.00)	30 (13.33)	225 (100)
Employees are always willing to help you.	105 (46.67)	29 (12.89)	4 (1.56)	52 (23.11)	35 (15.78)	225 (100)	95 (42.22)	38 (16.44)	3 (1.33)	52 (23.11)	37 (16.89)	225 (100)
Experienced management team.	36 (16.22)	30 (13.11)	5 (2.44)	48 (21.33)	106 (46.89)	225 (100)	51 (22.89)	43 (19.11)	3 (1.11)	48 (21.33)	80 (35.56)	225 (100)
Presence Geographically	25 (10.67)	22 (9.78)	0 (0.00)	28 (12.67)	150 (66.89)	225 (100)	73 (32.22)	50 (22.22)	18 (8.22)	28 (12.67)	56 (24.67)	225 (100)

Graph 33- showing opinion about different parameters of service initiation

(Bank of Maharashtra)



(Saraswat Co-Op.Bank)



<u>Description of Bank of Maharashtra</u>

For evaluating the **customers** opinion on service initiation parameters in regards to the Bank of Maharashtra, customers are requested to give the opinion about different parameters like customer service representative, Bank performs the services right the first time, Quick confirmation, Our requests are handled promptly, Politeness and friendly staff, Employees are always willing to help you, Experienced management team and Presence Geographically.

As far as opinion about customer service representative is concerned, out of total sampled customers of bank of Maharashtra, 16% of the customers are strongly agree, 13.11% of the customers are agree, 2.67% of the customers are neutral, 24.67% of the customers are disagree and remaining 43.56% of the customers are strongly disagree about the fact that the customer service representatives in the bank were friendly towards the customers visiting the banks.

As far as performing services right at the first time is concerned, out of total sampled customers of bank of Maharashtra, 42.22% of the customers are strongly agree, very few i.e. 19.56% of the customers are agree, very few i.e. 0.89% of the customers are neutral, 4.67% of the customers are disagree and remaining 32.67% of the customers are strongly disagree about the fact that the bank performs the services right at the first time.

In case of receiving confirmation from the bank, out of total sampled customers of bank of Maharashtra, 37.56% of the customers are strongly agree, 18.44% of the customers are agree, 2% of the customers are neutral, 2.44% of the customers are disagree and remaining 39.56% of the customers are strongly disagree about the fact that they received quick confirmation from the bank.

In case of handling customer's requests promptly, out of total sampled customers of bank of Maharashtra, 16.39% of the customers are strongly agree, 15.33% of the customers are agree, 5.11% of the customers are neutral, 20.67% of the customers are disagree and remaining 42% of the customers are strongly disagree about the fact that their requests were not handled in promptly manner.

As far as politeness and friendliness of employees is concerned, out of total sampled customers of bank of Maharashtra, 16.67% of the customers are strongly agree, very few i.e. 21.33% of the customers are agree, very few i.e. 2.22% of the customers are neutral, 14.45% of the customers are disagree and remaining 45.33% of the customers are strongly disagree about the politeness and friendliness of employees.

In case of willingness of employees to help customers, out of total sampled customers of bank of Maharashtra, 15.78% of the customers are strongly agree, 23.11% of the customers are agree, very few i.e. 1.56% of the customers are neutral, 12.89% of the customers are disagree and remaining 46.67% of the customers are strongly disagree about the fact that employees are willing to help the customers.

As far as having experience management team is concerned, out of total sampled customers of bank of Maharashtra, 46.89% of the customers are strongly agree, 21.33% of the customers are agree, very few i.e. 2.44% of the customers are neutral, 13.11% of the customers are disagree and remaining 16.62% of the customers are strongly disagree about the fact that the bank has experienced management team.

In case of geographic presence, out of total sampled customers of bank of Maharashtra, 66.89% of the customers are strongly agree, 12.67% of the customers are agree, 9.78% of the customers are disagree and remaining 10.67% of the customers are strongly disagree about the fact that the bank has it presence geographically.

Description of Saraswat Co-op. Bank

For evaluating the customers opinion on service initiation parameters in regards to the Saraswat Bank, customers are requested to give the opinion about different parameters like customer service representative, Bank performs the services right the first time, Quick confirmation, Our requests are handled promptly, Politeness and friendly staff, Employees are always willing to help you, Experienced management team and Presence Geographically.

As far as opinion about customer service representative is concerned, out of total sampled customers of Saraswat Bank, 20.67% of the customers are strongly agree, 22% of the customers are agree, 1.78% of the customers are neutral, 16% of the customers are disagree and remaining 39.56% of the customers are strongly disagree about the fact that the customer service representatives in the bank were friendly towards the customers visiting the banks.

As far as performing services right at the first time is concerned, out of total sampled customers of Saraswat Bank, 55.56% of the customers are strongly agree, 18.22% of the customers are agree, very few i.e. 2.44% of the customers are neutral, 4.67% of the customers are disagree and remaining 19.11% of the customers are strongly disagree about the fact that the bank performs the services right at the first time.

In case of receiving confirmation from the bank, out of total sampled customers of Saraswat Bank, 44.22% of the customers are strongly agree, 26.67% of the customers are agree, 5.11% of the customers are neutral, 4% of the customers are disagree and remaining 20% of the customers are strongly disagree about the fact that they received quick confirmation from bank.

In case of handling customer’s requests promptly, out of total sampled customers of Saraswat Bank, 21.33% of the customers are strongly agree, 15.33% of the customers are agree, 0.89% of the customers are neutral, 42.89% of the customers are disagree and remaining 19.56% of the customers are strongly disagree about the fact that their requests were not handled in promptly manner.

As far as politeness and friendliness of employees is concerned, out of total sampled customers of Saraswat Bank, 13.33% of the customers are strongly agree, very few i.e. 24% of the customers are agree, very few i.e. 1.78% of the customers are neutral, 16.67% of the customers are disagree and remaining 44.22% of the customers are strongly disagree about the politeness and friendliness of employees.

In case of willingness of employees to help customers, out of total sampled customers of Saraswat Bank, 16.44% of the customers are strongly agree, 23.11% of the customers are agree, very few i.e. 1.33% of the customers are neutral, 16.89% of the customers are disagree and remaining 42.22% of the customers are strongly disagree about the fact that employees are willing to help the customers.

As far as having experience management team is concerned, out of total sampled customers of Saraswat Bank, 35.56% of the customers are strongly agree, 21.33% of the customers are agree, very few i.e. 1.11% of the customers are neutral, 19.11% of the customers are disagree and remaining 22.89% of the customers are strongly disagree about the fact that the bank has experienced management team.

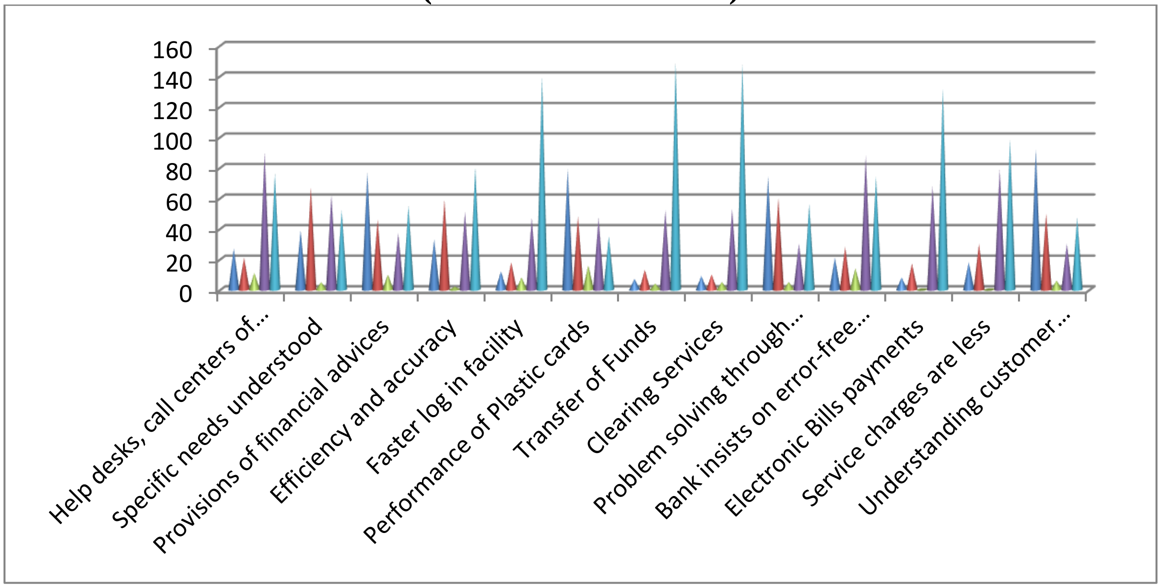
In case of geographic presence, out of total sampled customers of Saraswat Bank, 24.67% of the customers are strongly agree, 12.67% of the customers are agree, 8.22% of the customers are neutral, 22.22% of the customers are disagree and remaining 32.22% of the customers are strongly disagree about the fact that the bank has it presence geographically.

Table 4.21 – Table showing opinion about different parameters of empathy

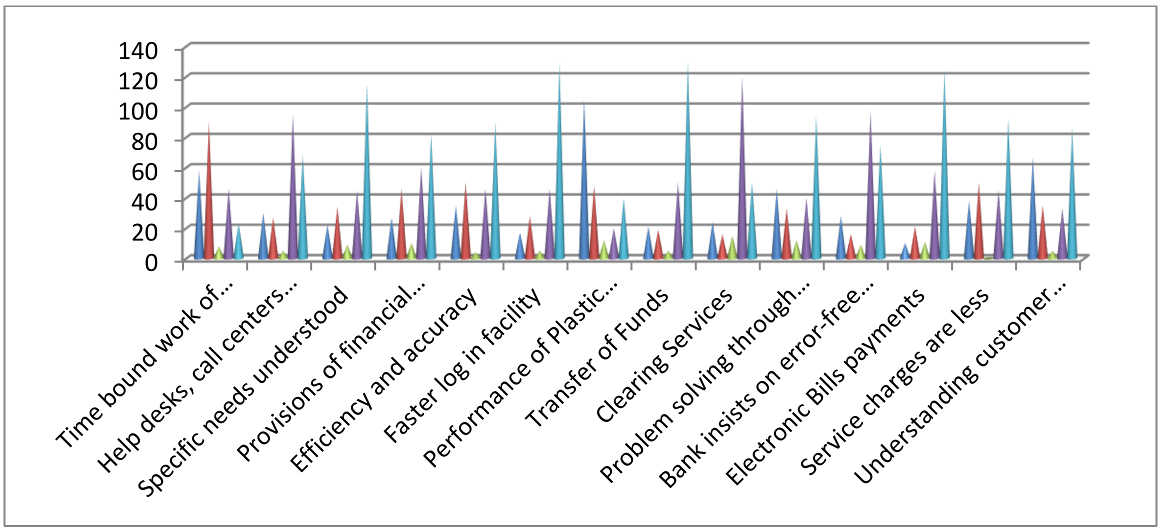
Options / Name of the Banks	Bank of Maharashtra						Saraswat Bank					
	1	2	3	4	5	Total	1	2	3	4	5	Total
Time bound work of employee	24 (10.44)	52 (23.11)	8 (3.33)	41 (18.44)	100 (44.67)	225 (100)	58 (25.11)	90 (39.78)	8 (3.11)	46 (21.56)	23 (10.44)	225 (100)
Help desks, call centers of bank	27 (12.00)	21 (9.56)	11 (4.67)	90 (39.78)	76 (34.00)	225 (100)	30 (13.33)	27 (12.00)	5 (2.44)	95 (42.00)	68 (30.22)	225 (100)
Specific needs understood	39 (17.11)	67 (29.56)	5 (2.44)	62 (27.56)	52 (23.33)	225 (100)	22 (10.00)	34 (14.89)	9 (3.78)	45 (20.22)	115 (51.11)	225 (100)
Provisions of financial advices	77 (34.22)	46 (20.44)	10 (4.22)	37 (16.44)	55 (24.67)	225 (100)	27 (12.00)	46 (20.44)	10 (4.22)	60 (26.67)	82 (36.67)	225 (100)
Efficiency and accuracy	33 (14.44)	59 (26.22)	2 (0.89)	51 (22.67)	80(35.78)	225 (100)	35 (15.56)	50 (22.22)	4 (1.56)	46 (20.44)	90 (40.22)	225 (100)
Faster log in facility	12 (5.33)	18 (8.22)	8 (3.33)	47 (20.67)	140 (62.44)	225 (100)	17 (7.56)	28 (12.44)	5 (2.00)	46 (20.67)	129 (57.33)	225 (100)
Performance of Plastic cards	79 (35.11)	48 (21.56)	16 (7.11)	47 (20.89)	35 (15.33)	225 (100)	105 (46.89)	48 (21.56)	12 (5.11)	20 (8.89)	40 (17.56)	225 (100)
Transfer of Funds	7 (3.11)	13 (5.78)	4 (1.78)	52 (23.11)	149 (66.22)	225 (100)	21 (9.56)	19 (8.44)	5 (2.22)	50 (22.22)	130 (57.56)	225 (100)
Clearing Services	9 (4.00)	10 (4.44)	5 (2.00)	53 (23.56)	148 (66.00)	225 (100)	24 (10.44)	16 (7.33)	15 (6.89)	120 (53.56)	50 (21.78)	225 (100)
Problem solving through instant information	74 (32.67)	60 (26.89)	5 (2.00)	30 (13.56)	56 (24.89)	225 (100)	46 (20.67)	33 (14.89)	12 (5.33)	40 (17.56)	94 (41.56)	225 (100)
Bank insists on error-free transaction records	21 (9.56)	28 (12.44)	14 (6.22)	88 (39.11)	74 (32.67)	225 (100)	28(12.44)	16 (7.11)	9 (4.00)	97 (43.11)	75 (33.33)	225 (100)
Electronic Bills payments	8 (3.56)	17 (7.56)	0 (0.00)	68 (30.22)	132 (58.67)	225 (100)	10 (4.44)	21 (9.33)	11 (4.89)	58 (25.78)	125 (55.56)	225 (100)
Service charges are less	18 (8.00)	30 (13.11)	0 (0.00)	79 (34.89)	98 (44.00)	225 (100)	38 (17.33)	50 (22.00)	0 (0.00)	45 (20.00)	92 (40.67)	225 (100)
Understanding customer expectation	92 (40.67)	50 (22.44)	6 (2.67)	30 (13.56)	47 (20.67)	225 (100)	66 (29.33)	35 (15.33)	5 (2.22)	33 (14.67)	86 (38.44)	225 (100)

Graph 34- showing opinion about different parameters of empathy

(Bank of Maharashtra)



(Saraswat Co-op.Bank)



<u>Description of Bank of Maharashtra</u>

Customers of bank of Maharashtra are requested to give their opinion about different parameters of empathy such as Time bound work of employee, Help desks, call centers of bank, Specific needs understood, Provisions of financial advices, Efficiency and accuracy, Faster log in facility, Performance of Plastic cards(ATM, Debit/Credit), Transfer of Funds(NEFT, RTGS), Clearing Services(ECS-Credit/Debit, Problem solving through instant information, Bank insists on error-free transaction records, Electronic Bills payments, Service charges are less, Understanding customer expectation

In case of time bound work of employees, out of total sampled customers of bank of Maharashtra, 44.67% of the customers are strongly agree, 18.44% of the customers are agree, 3.33% of the customers are neutral, 23.11% of the customers are disagree and remaining 10.44% of the customers are strongly disagree about the fact that the employees work in a defined time frame.

As far as having call centers or help desks are concerned, out of total sampled customers of bank of Maharashtra, 34% of the customers are strongly agree, 39.78% of the customers are agree, 4.67% of the customers are neutral, 9.56% of the customers are disagree and remaining 12% of the customers are strongly disagree about the fact that the bank has good call centers and helpdesk.

In case of understanding specific needs of customers, out of total sampled customers of bank of Maharashtra, 23.33% of the customers are strongly agree, 27.56% of the customers are agree, 2.44% of the customers are neutral, 29.56% of the customers are disagree and remaining 17.11% of the customers are strongly disagree about the fact that their specific needs are understood.

As far as providing financial services is concerned, out of total sampled customers of bank of Maharashtra, 24.67% of the customers are strongly agree, 16.44% of the customers are agree, 4.22% of the customers are neutral, 20.44% of the customers are disagree and remaining 34.22% of the customers are strongly disagree about the fact that the bank is having any facility for providing financial advices to the customers.

In case of efficient and accurate processing of transactions, out of total sampled customers of bank of Maharashtra, 35.78% of the customers are strongly agree, 22.67% of the customers are agree, 0.89% of the customers are neutral, 26.22% of the customers are disagree and remaining 14.44% of the customers are strongly disagree about the fact that the bank processes transactions efficiently and accurately.

As far as speed of login facility is concerned, out of total sampled customers of bank of Maharashtra, 62.44% of the customers are strongly agree, 20.67% of the customers are agree, 3.33% of the customers are neutral, 8.22% of the customers are disagree and remaining 5.33% of the customers are strongly disagree about the fact that the login facility is faster.

As far as performance of plastic cards i.e. ATM cards, debit cards and credit cards is concerned, out of total sampled customers of bank of Maharashtra, 15.33% of the customers are strongly agree, 20.89%

of the customers are agree, 7.11% of the customers are neutral, 21.56% of the customers are disagree and remaining 35.11% of the customers are strongly disagree about the fact that they were satisfied with the plastic cards offered by the bank.

In case of transferring funds through NEFT or RTGS, out of total sampled customers of bank of Maharashtra, 66.22% of the customers are strongly agree, 23.11% of the customers are agree, 1.78% of the customers are neutral, 5.78% of the customers are disagree and remaining 3.11% of the customers are strongly disagree about the fact that online funds transfer through NEFT and RTGS was good facility provided by the bank.

In case of clearing services (i.e. ECS – Credit/Debit),out of total sampled customers of bank of Maharashtra, 66% of the customers are strongly agree, 23.56% of the customers are agree, 2% of the customers are neutral, 4.44% of the customers are disagree and remaining 4% of the customers are strongly disagree about the fact that the clearing services of the bank are excellent.

As far as problem solving by providing instant information is concerned, out of total sampled customers of bank of Maharashtra, 24.89% of the customers are strongly agree, 13.56% of the customers are agree, 2% of the customers are neutral, 26.89% of the customers are disagree and remaining 32.67% of the customers are strongly disagree about the fact that their problems are solved by instant information.

As far as insisting error-free transaction records is considered, out of total sampled customers of bank of Maharashtra, 32.67% of the customers are strongly agree, 39.11% of the customers are agree, 6.22% of the customers are neutral, 12.44% of the customers are disagree and remaining 9.56% of the customers are strongly disagree about the fact that the bank insists on error free transaction records.

In case of electronic bill payments, out of total sampled customers of bank of Maharashtra, 58.67% of the customers are strongly agree, 30.22% of the customers are agree, 7.56% of the customers are disagree and remaining 3.56% of the customers are strongly disagree about the fact that the electronic bill payment facility provided by the bank is one of the best facility.

As far as service charges are concerned, out of total sampled customers of bank of Maharashtra, 44% of the customers are strongly agree, 34.89% of the customers are agree, 13.11% of the customers are disagree and remaining 8% of the customers are strongly disagree about the fact that the service charges are less.

As far as understanding customer's expectations, out of total sampled customers of bank of Maharashtra, 20.67% of the customers are strongly agree, 13.56% of the customers are agree, 2.67% of the customers are neutral, 22.44% of the customers are disagree and remaining 40.67% of the customers are strongly disagree about the fact that their expectation are understood by the bank.

Description of Saraswat Co-op. Bank

Customers of Saraswat Bank are requested to give their opinion about different parameters of empathy such as Time bound work of employee, Help desks, call centers of bank, Specific needs understood, Provisions of financial advices, Efficiency and accuracy, Faster log in facility, Performance of Plastic cards(ATM, Debit/Credit), Transfer of Funds(NEFT, RTGS), Clearing Services(ECS-Credit/Debit, Problem solving through instant information, Bank insists on error-free transaction records, Electronic Bills payments, Service charges are less, Understanding customer expectation

In case of time bound work of employees, out of total sampled customers of Saraswat Bank, 10.44% of the customers are strongly agree, 21.56% of the customers are agree, 3.11% of the customers are neutral, 39.78% of the customers are disagree and remaining 25.11% of the customers are strongly disagree about the fact that the employees work in a defined time frame.

As far as having call centers or help desks are concerned, out of total sampled customers of Saraswat Bank, 30.22% of the customers are strongly agree, 42% of the customers are agree, 2.44% of the customers are neutral, 12% of the customers are disagree and remaining 13.33% of the customers are strongly disagree about the fact that the bank has good call centers and helpdesk.

In case of understanding specific needs of customers, out of total sampled customers of Saraswat Bank, 51.11% of the customers are strongly agree, 20.22% of the customers are agree, 3.78% of the customers are neutral, 14.89% of the customers are disagree and remaining 10% of the customers are strongly disagree about the fact that their specific needs are understood.

As far as providing financial services is concerned, out of total sampled customers of Saraswat Bank, 36.67% of the customers are strongly agree, 26.67% of the customers are agree, 4.22% of the customers are neutral, 20.44% of the customers are disagree and remaining 12% of the customers are strongly disagree about the fact that the bank is having any facility for providing financial advices to the customers.

In case of efficient and accurate processing of transactions, out of total sampled customers of Saraswat Bank, 15.56% of the customers are strongly agree, 22.22% of the customers are agree, 1.56% of the customers are neutral, 26.22% of the customers are disagree and remaining 14.44% of the customers are strongly disagree about the fact that the bank processes transactions efficiently and accurately.

As far as speed of login facility is concerned, out of total sampled customers of Saraswat Bank, 57.33% of the customers are strongly agree, 20.67% of the customers are agree, 2% of the customers are neutral, 12.44% of the customers are disagree and remaining 7.56% of the customers are strongly disagree about the fact that the login facility is faster.

As far as performance of plastic cards i.e. ATM cards, debit cards and credit cards is concerned, out of total sampled customers of Saraswat Bank, 17.56% of the customers are strongly agree, 8.89% of the customers are agree, 5.11% of the customers are neutral, 21.56% of the customers are disagree and remaining 46.89% of the customers are strongly disagree about the fact that they were satisfied with the plastic cards offered by the bank.

In case of transferring funds through NEFT or RTGS, out of total sampled customers of Saraswat Bank, 57.56% of the customers are strongly agree, 22.22% of the customers are agree, 2.22% of the customers are neutral, 8.44% of the customers are disagree and remaining 9.56% of the customers are strongly disagree about the fact that online funds transfer through NEFT and RTGS was good facility provided by the bank.

In case of clearing services (i.e. ECS – Credit/Debit), out of total sampled customers of Saraswat Bank, 21.78% of the customers are strongly agree, 53.56% of the customers are agree, 6.89% of the customers are neutral, 7.33% of the customers are disagree and remaining 10.44% of the customers are strongly disagree about the fact that the clearing services of the bank are excellent.

As far as problem solving by providing instant information is concerned, out of total sampled customers of Saraswat Bank, 41.56% of the customers are strongly agree, 17.56% of the customers are agree, 5.33% of the customers are neutral, 14.89% of the customers are disagree and remaining 20.67% of the customers are strongly disagree about the fact that their problems are solved by instant information.

As far as insisting error-free transaction records is considered, out of total sampled customers of Saraswat Bank, 33.33% of the customers are strongly agree, 43.11% of the customers are agree, 4% of the customers are neutral, 7.11% of the customers are disagree and remaining 12.44% of the customers are strongly disagree about the fact that the bank insists on error free transaction records.

In case of electronic bill payments, out of total sampled customers of Saraswat Bank, 55.56% of the customers are strongly agree, 25.78% of the customers are agree, 4.89% of the customers are neutral, 9.33% of the customers are disagree and remaining 4.44% of the customers are strongly disagree about the fact that the electronic bill payment facility provided by the bank is one of the best facility.

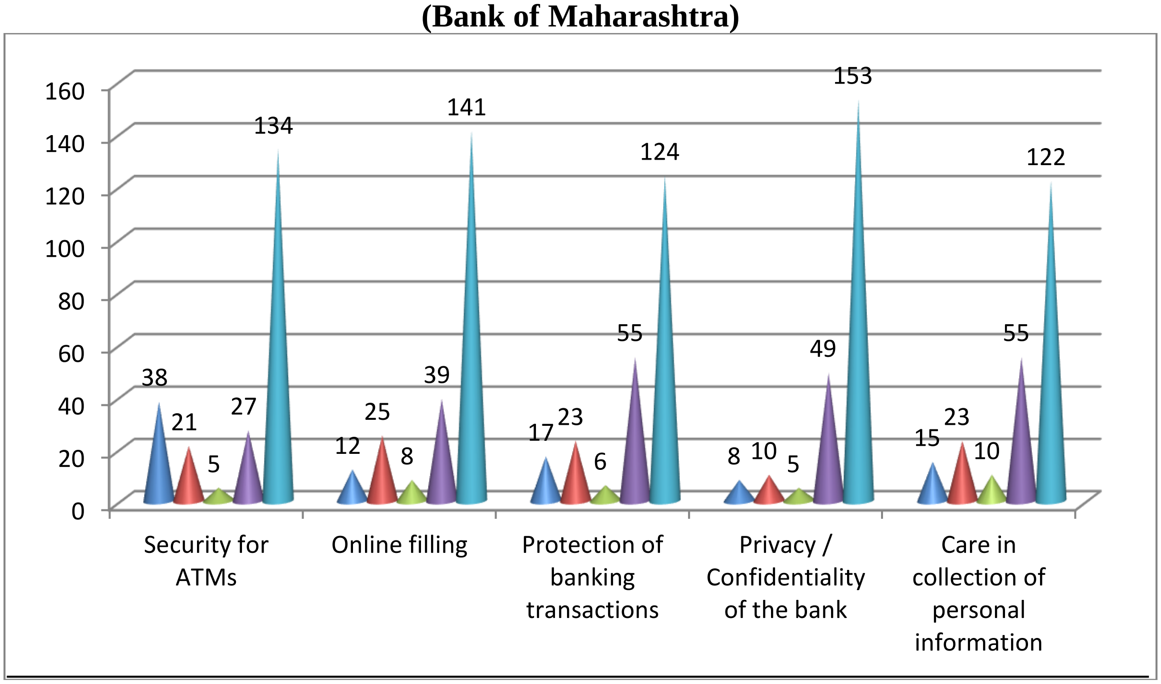
As far as service charges are concerned, out of total sampled customers of Saraswat Bank, 40.67% of the customers are strongly agree, 20% of the customers are agree, 22% of the customers are disagree and remaining 17.33% of the customers are strongly disagree about the fact that the service charges are less.

As far as understanding customer’s expectations, out of total sampled customers of Saraswat Bank, 38.44% of the customers are strongly agree, 14.67% of the customers are agree, 2.22% of the customers are neutral, 15.33% of the customers are disagree and remaining 19.33% of the customers are strongly disagree about the fact that their expectation are understood by the bank.

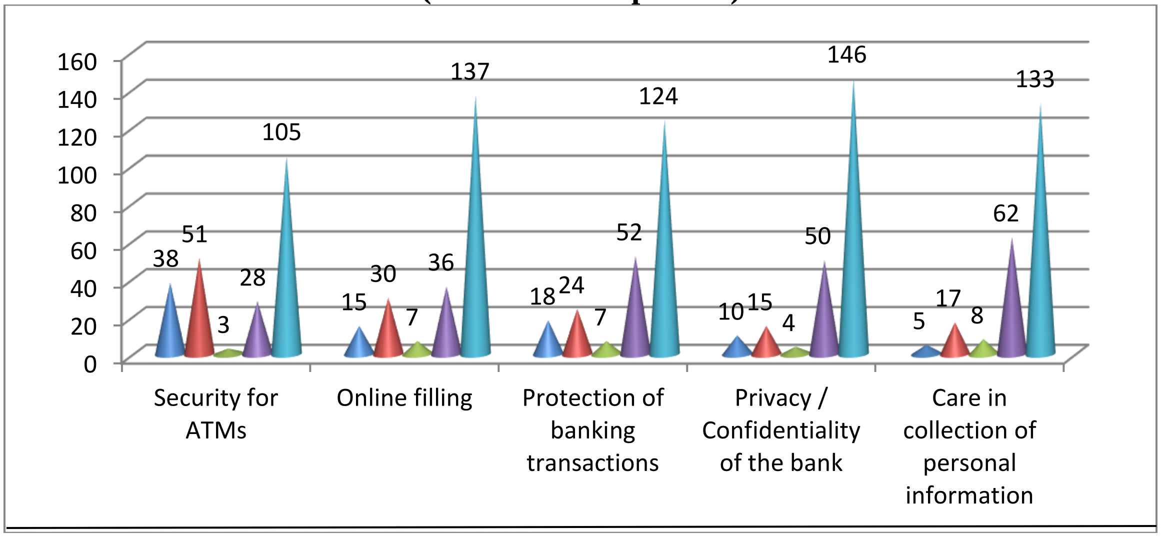
4.22 – Table showing opinion about different parameters of security

Options/ Name of the Banks	Bank of Maharashtra						Saraswat Bank					
	1	**2**	**3**	**4**	**5**	**Total**	**1**	**2**	**3**	**4**	**5**	**Total**
Security for ATMs	38 (16.89)	21 (9.56)	5 (2.00)	27 (12.22)	134 (59.33)	225 (100)	38 (16.67)	51 (46.89)	3 (1.33)	28 (12.67)	105 (22.44)	225 (100)
Online filling	12 (5.11)	25 (11.11)	8 (3.78)	39 (17.33)	141 (62.67)	225 (100)	15 (6.89)	30 (13.56)	7 (3.11)	36 (16.00)	137 (60.44)	225 (100)
Protection of banking transactions	17 (7.56)	23 (10.22)	6 (2.67)	55 (24.44)	124 (55.11)	225 (100)	18 (8.00)	24 (10.67)	7 (3.11)	52 (23.33)	124 (54.89)	225 (100)
Privacy / Confidentiality of the bank	8 (3.78)	10 (4.67)	5 (2.22)	49 (21.78)	153 (67.56)	225 (100)	10 (4.22)	15 (6.89)	4 (1.78)	50 (22.44)	146 (64.67)	225 (100)
Care in collection of personal information	15 (6.89)	23 (10.22)	10 (4.67)	55 (24.44)	122 (53.78)	225 (100)	5 (2.44)	17 (7.56)	8 (3.56)	62 (27.33)	133 (59.11)	225 (100)

Graph 35- showing opinion about different parameters of security
(Bank of Maharashtra)



(Saraswat Co-op.Bank)



Description of Bank of Maharashtra

Customers of bank of Maharashtra are requested to give their opinion about different parameters of security such as Security for ATMs, Online filling, Protection of banking transactions, Privacy / Confidentiality of the bank, Care in collection of personal information.

As far as security of ATM's is concerned, out of total sampled customers of bank of Maharashtra, 59.33% of the customers are strongly agree, 12.22% of the customers are agree, 2% of the customers are neutral, 9.56% of the customers are disagree and remaining 16.89% of the customers are strongly disagree about the fact that the ATMs were secured.

As far as facility of online filing is concerned, out of total sampled customers of bank of Maharashtra, 62.67% of the customers are strongly agree, 17.33% of the customers are agree, 3.78% of the customers are neutral, 11.11% of the customers are disagree and remaining 5.11% of the customers are strongly disagree about the fact that online filing facility provided by bank is good one and has helped the customers of the bank.

In case of providing protection to the banking transactions, out of total sampled customers of bank of Maharashtra, 55.11% of the customers are strongly agree, 24.44% of the customers are agree, 2.67% of the customers are neutral, 10.22% of the customers are disagree and remaining 7.56% of the customers are strongly disagree about the fact that the banking transactions are protected.

In case of privacy or confidentiality of the bank, out of total sampled customers of bank of Maharashtra, 67.56% of the customers are strongly agree, 21.78% of the customers are agree, 2.22% of the customers are neutral, 4.67% of the customers are disagree and remaining 3.78% of the customers are strongly disagree about the fact that the bank maintains the confidentiality and privacy of the customers of the bank.

In case of care in collecting personal information, out of total sampled customers of bank of Maharashtra, 53.78% of the customers are strongly agree, 24.44% of the customers are agree, 4.67% of the customers are neutral, 10.22% of the customers are disagree and remaining 6.89% of the customers are strongly disagree about the fact that appropriate care in collection of personal information is taken by the bank.

Description of Saraswat C-op. Bank

Customers of Saraswat Bank are requested to give their opinion about different parameters of security such as Security for ATMs, Online filling, Protection of banking transactions, Privacy / Confidentiality of the bank, Care in collection of personal information.

As far as security of ATM's is concerned, out of total sampled customers of Saraswat Bank, 46.89% of the customers are strongly agree, 12.67% of the customers are agree, 1.33% of the customers are neutral, 22.44% of the customers are disagree and remaining 16.67% of the customers are strongly disagree about the fact that the ATMs were secured.

As far as facility of online filing is concerned, out of total sampled customers of Saraswat Bank, 60.44% of the customers are strongly agree, 16% of the customers are agree, 3.11% of the customers are neutral, 13.56% of the customers are disagree and remaining 6.89% of the customers are strongly disagree about the fact that online filing facility provided by bank is good one and has helped the customers of the bank.

In case of providing protection to the banking transactions, out of total sampled customers of Saraswat Bank, 54.89% of the customers are strongly agree, 23.33% of the customers are agree, 3.11% of the customers are neutral, 10.67% of the customers are disagree and remaining 8% of the customers are strongly disagree about the fact that the banking transactions are protected.

In case of privacy or confidentiality of the bank, out of total sampled customers of Saraswat Bank, 64.67% of the customers are strongly agree, 22.44% of the customers are agree, 1.78% of the customers are neutral, 6.89% of the customers are disagree and remaining 4.22% of the customers are strongly disagree about the fact that the bank maintains the confidentiality and privacy of the customers of the bank.

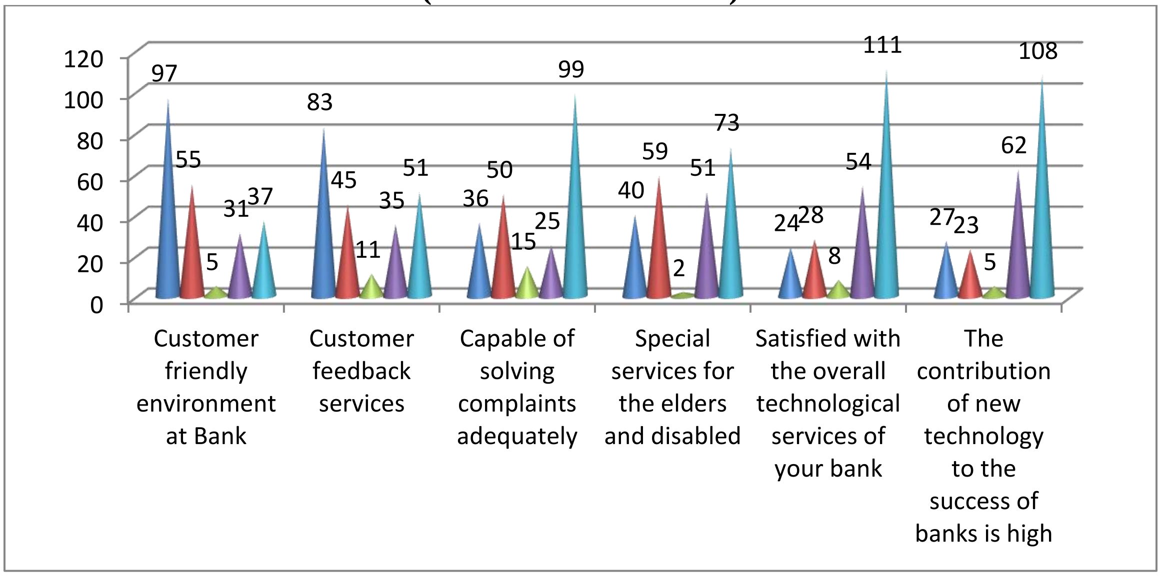
In case of care in collecting personal information, out of total sampled customers of Saraswat Bank, 59.11% of the customers are strongly agree, 27.33% of the customers are agree, 3.56% of the customers are neutral, 7.56% of the customers are disagree and remaining 2.44% of the customers are strongly disagree about the fact that appropriate care in collection of personal information is taken by the bank.

Table 4.23 – Table showing opinion about different parameters of quality of service

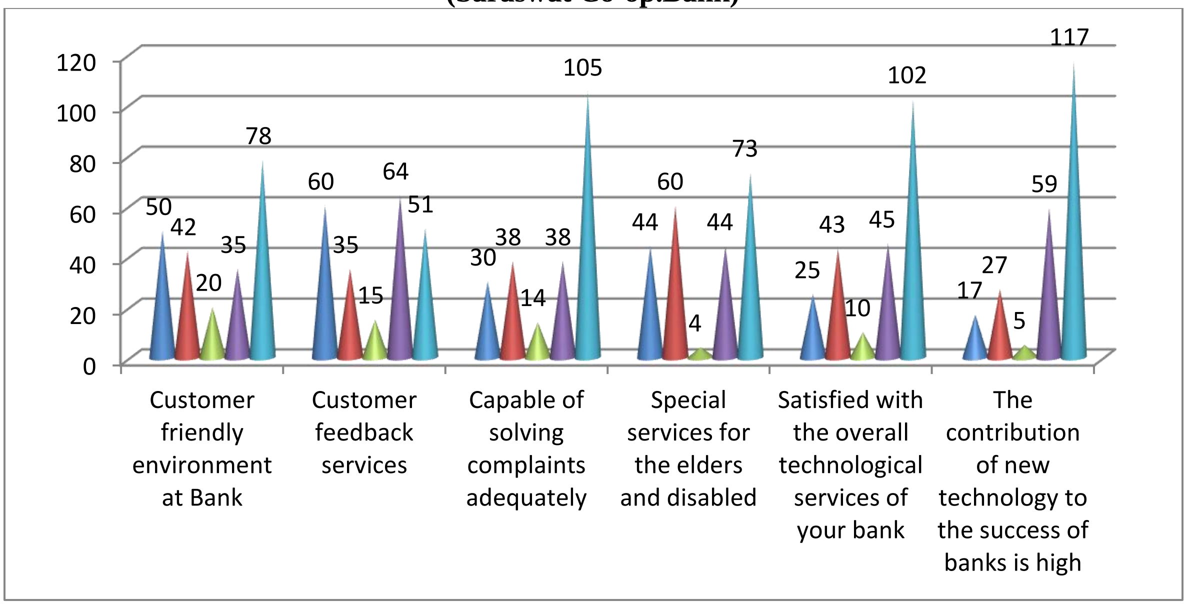
Options / Name of the Banks	Bank of Maharashtra						Saraswat Bank					
	1	2	3	4	5	Total	1	2	3	4	5	Total
Customer friendly environment at Bank	97 (42.89)	55 (24.67)	5 (2.44)	31 (13.78)	37 (16.22)	225 (100)	50 (22.22)	42 (18.89)	20 (8.67)	35 (15.56)	78 (34.67)	225 (100)
Customer feedback services	83 (36.67)	45 (20.00)	11 (4.89)	35 (15.56)	51 (22.89)	225 (100)	60 (26.89)	35 (15.33)	15 (6.67)	64 (28.44)	51 (22.67)	225 (100)
Capable of solving complaints adequately	36 (16.00)	50 (22.00)	15 (6.89)	25 (11.11)	99 (44.00)	225 (100)	30 (13.11)	38 (16.89)	14 (6.22)	38 (16.89)	105 (46.89)	225 (100)
Special services for the elders and disabled	40 (17.78)	59 (26.22)	2 (0.89)	51 (22.67)	73 (32.44)	225 (100)	44 (19.56)	60 (26.89)	4 (1.56)	44 (19.33)	73 (32.67)	225 (100)
Satisfied with the overall technological services of your bank	24 (10.44)	28 (12.22)	8 (3.78)	54 (24.00)	111 (49.56)	225 (100)	25 (11.11)	43 (19.33)	10 (4.67)	45 (19.78)	102 (45.11)	225 (100)
The contribution of new technology to the success of banks is high	27 (11.78)	23 (10.22)	5 (2.00)	62 (27.56)	108 (48.44)	225 (100)	17 (7.56)	27 (12.00)	5 (2.00)	59 (26.22)	117 (52.22)	225 (100)

Graph 36- showing opinion about different parameters of quality of service

(Bank of Maharashtra)



(Saraswat Co-op.Bank)



<u>Description of Bank of Maharashtra</u>

Customers of bank of Maharashtra are requested to give their opinion about different parameters of quality of service such as Customer friendly environment at Bank, Customer feedback services, Capable of solving complaints adequately, Special services for the elders and disabled, Satisfied with the overall technological services of your bank.

In case of customer friendly environment at bank, out of total sampled customers of bank of Maharashtra, 16.22% of customers are strongly agree, 13.78% of customers are agree, 2.44% of customers are neutral, 24.67% of customers are disagree and remaining 42.89% of customers are strongly disagree about the fact that the environment in the bank is customer friendly.

As far as customer feedback service is concerned, out of total sampled customers of bank of Maharashtra, 22.89% of customers are strongly agree, 15.56% of the customers are agree, 4.89% of customers are neutral, 20% of customers are disagree and remaining 36.67% of customers are strongly disagree about fact that the bank is keen about taking customer's feedback.

In case of capability of solving customer's complaints accurately, out of total sampled customers of bank of Maharashtra, 44% of the customers are strongly agree, 11.11% of the customers are agree, 6.89% of the customers are neutral, 22% of the customers are disagree and remaining 16% of the customers are strongly disagree about the fact that bank employees are capable of solving complaints adequately.

As far as providing special services for elders and disabled persons, out of total sampled customers of bank of Maharashtra, 32.44% of the customers are strongly agree, 22.67% of the customers are agree, 0.89% of the customers are neutral, 26.22% of the customers are disagree and remaining 17.78% of the customers are strongly disagree about the fact that special services for the elders and disabled are offered by the bank.

As far as technological services provided by the bank are concerned, out of total sampled customers of bank of Maharashtra, 49.56% of the customers are strongly agree, 24% of the customers are agree, 3.78% of the customers are neutral, 12.22% of the customers are disagree and remaining 10.44% of the customers are strongly disagree about the fact that overall they were satisfied with the technology implemented by the bank.

As far as contribution of new technology to the success of bank is concerned, out of total sampled customers of bank of Maharashtra, 48.44% of the customers are strongly agree, 27.56% of the customers are agree, 2% of the customers are neutral, 10.22% of the customers are disagree and remaining 11.78% of the customers are strongly disagree about the fact that the new technology has led to the success of the bank.

Description of Saraswat Co-op. Bank

Customers of Saraswat Bank are requested to give their opinion about different parameters of quality of service such as Customer friendly environment at Bank, Customer feedback services, Capable of solving complaints adequately, Special services for the elders and disabled, Satisfied with the overall technological services of your bank.

In case of customer friendly environment at bank, out of total sampled customers of Saraswat Bank, 34.67% of the customers are strongly agree, 15.56% of the customers are agree, 8.67% of the customers are neutral, 18.89% of the customers are disagree and remaining 22.22% of the customers are strongly disagree about the fact that the environment in the bank is customer friendly.

As far as customer feedback service is concerned, out of total sampled customers of Saraswat Bank, 22.67% of the customers are strongly agree, 28.44% of the customers are agree, 6.67% of the customers are neutral, 15.33% of the customers are disagree and remaining 26.89% of the customers are strongly disagree about the fact that the bank is keen about taking customer's feedback.

In case of capability of solving customer's complaints accurately, out of total sampled customers of Saraswat Bank, 46.89% of the customers are strongly agree, 16.89% of the customers are agree, 6.22% of the customers are neutral, 16.89% of the customers are disagree and remaining 13.11% of the customers are strongly disagree about the fact that bank employees are capable of solving complaints adequately.

As far as providing special services for elders and disabled persons, out of total sampled customers of Saraswat Bank, 32.67% of the customers are strongly agree, 19.33% of the customers are agree, 1.56% of the customers are neutral, 26.89% of the customers are disagree and remaining 19.56% of the customers are strongly disagree about the fact that special services for the elders and disabled are offered by the bank.

As far as technological services provided by the bank are concerned, out of total sampled customers of Saraswat Bank, 45.11% of the customers are strongly agree, 19.78% of the customers are agree, 4.67% of the customers are neutral, 19.33% of the customers are disagree and remaining 11.11% of the customers are strongly disagree about the fact that overall they were satisfied with the technology implemented by the bank.

TESTING OF HYPOTHESES

Based on the above objectives, the following hypotheses were formulated and tested during the research process.

Hypothesis 1: There is a significant relationship between the quality of services and customer satisfaction in reference to both the banks.

H_0: (Null Hypothesis): There is no significant relationship between the quality of services and customer satisfaction in reference to both the banks.

H_1: (Alternative Hypothesis): There is a significant relationship between the quality of services and customer satisfaction in reference to both the banks.

Justification:

To test the association between the quality of the service provided by the banks and customer satisfaction towards these banks, the researcher first grouped the parameters related to customer satisfaction in the questionnaire and the parameters related to the quality of service of the two banks. Opinions on customer satisfaction and quality of service are measured using the 5-point Likert Scale. This is one of the main objectives of the present study to test the relationship between service quality and customer satisfaction. To test this relationship, Karl's Pearson coefficient of correlation is applied and the test result is presented below

Correlations		
		Service Quality
Cust_Satisfaction	Correlation Coefficient	.726**
	Sig. (2-tailed)	.000
	N	450
**. Correlation is significant at the 0.01 level (2-tailed).		

Inference –

Since, p (i.e., 0.000) < 0.01, there is evidence of strong and positive correlation between service quality and the level of the customer satisfaction. Spearman's correlation coefficient is 0.726 and this is statistically significant (P = 0.000). Thus, null hypothesis is rejected and it can be concluded that there is found a significant and high degree of correlation between the quality of services and customer satisfaction in reference to both the banks.

Hypothesis 2: There is a significant relationship between on line banking services and the level of the customer satisfaction in reference to both the banks.

H_0: (Null Hypothesis): There is no significant relationship between on line banking services and the level of the customer satisfaction in reference to both the banks.

H_1: (Alternative Hypothesis): There is a significant relationship between on line banking services and the level of the customer satisfaction in reference to both the banks.

Justification:
To check the association between level of customer satisfaction and online banking services, researcher first groups the parameters related to customer satisfaction in the questionnaire and the parameters related to online banking services of both the banks. The opinion regarding customer satisfaction and online banking services was measured on 5-point Likert scale. It is important for the present study to test the association between online banking services and the level of the customer satisfaction. To test this relationship, Karl's Pearson coefficient of correlation is applied and the test result is presented below:

Correlations		
		Online_Banking_Services
Cust_Satisfaction	Correlation Coefficient	.287**
	Sig. (2-tailed)	.002
	N	450
**. Correlation is significant at the 0.01 level (2-tailed).		

Inference –

Since, p (i.e. 0.002) < 0.01, there is evidence of weak but positive correlation between online banking services and the level of the customer satisfaction. Karl's Pearson coefficient of correlation is 0.287 and this is statistically significant (P = 0.002). Thus, null hypothesis is rejected and it can be cohere is a significant relationship between on line banking services and the level of the customer satisfaction in reference to both the banks.

CHAPTER-V
FINDINGS, CONCLUSIONS AND SUGGESTIONS

Data analysis is a commonly used technique that includes a series of closely related processes whose purpose is to summarize the collected data and organize the data in a way that answers survey questions or questions. This section presents a study of "**Comparative study of customers' satisfaction in Nationalized and Scheduled bank in Aurangabad District"**.

The chapter on data analysis and interpretation is divided into two sections. The first part describes the frequency and percentage analysis used to explain the demographic characteristics of the respondents included in the sample. The second section analyzed the opinion of the respondents regarding services provided by the Bank of Maharashtra and Saraswat Co-operative Bank Ltd.

ABSTRACT OF FINDINGS

Demographic Profile of the respondents-

An analysis associated with the respondent's profile shows the following results: the genders wise distribution of respondents also clearly implies that majority of them are Male from Bank of Maharashtra (71.2%) and Saraswat Co-op. Bank (66.8%). The study further reveals that most of the potential customers in Bank of Maharashtra (45.1%) and Saraswat Co-op. Bank (42.9%) are in the age group of 25 to 35 years of age. The analysis relating to Occupation- wise of the respondents also Government employed Occupation customers in Bank of Maharashtra (44.2%) and in Saraswat Co-op. Bank (3.2%) are mostly using the banking services. It is also noted that the customer's qualified upto Graduate (74.8%) in Bank of Maharashtra and (77.7%) in Saraswat Co-op Banks are of high percentage.

The study further identified that majority of the Current Account customers in Bank of Maharashtra (13.1%) and (19.2%) in Saraswat Co-op.Bank, it's in a high situation. Monthly income categories of Rupees Less than Fifteen thousand are of (52.8%) in Bank of Maharashtra and Fifteen to Thirty thousand are (33.2%) in Saraswat Co-op.Bank are mostly using the banks for their transactions and nearly 30% of the customers of Bank of Maharashtra and 15% Customers of Saraswat Co-op. Bank are using the bank for the less than two years.

Most of the customers are dealing with the Bank of Maharashtra and Saraswat Co-op. Bank from as and when required in a month that too mostly for the purpose of operating saving banks account rather than the other purposes..

FINDING REGARDING BANK OF MAHARASHTRA

- **Time bound work of employee**

  The investigation clearly highlighted that the employees were not working extra hours at the bank. A significant number of respondents from all customers agreed that an employee would work for a certain period of time.

- **Problem solving through instant information:**

  Research shows that customer issues are not resolved immediately or with immediate information. Many respondents of the entire customer said they rarely solve the problem using immediate information that they disagree with.

- **Relationship with customer:**

  Regarding maintaining a good relationship with customers, most respondents disagreed and said that bank staffs are not interested in having a good relationship with customers who visit the bank.

- **The employees approach:**

  The conclusion regarding the employee's approach is that the employee's approach to the bank's customers is inadequate. Most of the Customers interviewed said that the staff's approach to customers was not taken seriously. Customers are not very satisfied with the way they are treated at the bank.

- **Customer service representative**

  With reference to the work of customer service representatives in the total number of customers, a high percentage of customers disagreed and said that the bank's customer service representatives were not very friendly with the customers visiting the bank.

- **Staff Cooperation & behavior:**

  About customer-employee cooperation and behavior, most respondents said that even employee behavior was not very specialized for customers who disagree with bank employees who are not very supportive.

- **Our requests are handled promptly:**

  Research shows that customer inquiries are not being processed by banks in a timely manner. Most customers say requests are not dealt with quickly.

- **Politeness and friendly staff**

  Research has found that staffs are not polite and friendly to customers. Most of the customers surveyed disagreed and mentioned that the staffs were not very polite and friendly to bank customers.

- **Employees are always willing to help you**

  Research clearly shows that bank employees are not proactive when helping customers. Among all customers, a large proportion of customers disagrees and mentioned that bank employees are unwilling to actively help you in this way.

- **Customer friendly environment at Bank**

  The study emphasizes that banks do not have a customer-friendly environment. The majorities of respondents out of all customers disagree, and say that the bank's environment is not very customer-friendly.

- **Customer feedback services:**

  Research studies show that banks are not interested in getting customer feedback on the services they provide. A significant number of respondents said they were opposed to the overall customer and were not eager to give customer feedback on the services the bank provides.

- **Understanding customer expectation:**

  Research has shown that banks do not understand customer expectations. Of the total customers, a significant number of respondents said they did not agree and did not fully understand their expectations.

FINDINGS REGARDING SARASWAT BANK

- **Employees are always willing to help you**

  Research shows that bank employees act proactively while helping their customers. A good percentage of all customers said they agreed that bank employees were willing to help you.

- **Performance of Plastic cards (ATM, Debit/Credit):**

  Research results show that the quality of the plastic cards provided by the bank is not good. Of the total customers, the majority of respondents said they were not very satisfied with the plastic cards offered by the banks and did not agree.

- **Problem solving through instant information:**

  Research shows that customer issues are resolved immediately or with immediate information. Many responses from the entire customer agreed and mentioned that the customer rarely uses immediate information to solve the problem.

- **Understanding customer expectation:**

  Research has shown that banks understand customer expectations. Of the total customers, a significant number of respondents agreed and mentioned that they fully understood their expectations.

- **The employees approach:**

  The result of the staff approach is that the employee approach is satisfactory for the bank's customers. Most of the respondents said their employees were very grateful for their attitude towards their customers. The customer was very happy to be treated at the bank.

- **Customer service representative**

  When it comes to the work of customer service representatives, a high percentage of customers who answered agree and say that the bank's customer service representatives are very friendly to customers who visit the bank.

- **Politeness and friendly staff**

  The study emphasizes that the bank's employees are courteous and friendly to customers. Most of the customers interviewed agreed and mentioned that the staff was very polite and friendly to the bank's customers.

- **Customer friendly environment at Bank**

  Banks were discovered in research studies that have a completely user-friendly environment. The majority of respondents to the entire customer agreed that the banking environment was very customer friendly.

- **Customer feedback services:**

  According to a survey, banks are very interested in getting feedback from customers on the services they provide. Of the total customers, a significant number of respondents agreed and stated that the bank would like to receive feedback from customers on the services provided by the bank.

- **Staff Cooperation & behavior:**

  In terms of cooperation and behavior between employees and customers, most of the customers interviewed agreed and mentioned that bank employees are very cooperative and even the behavior of employees towards customers is very professional.

- **Relationship with customer:**

  About Maintaining Good Relationships with Customers Most of the respondents' customers are concerned that bank staff are acknowledging that they are very interested in having good relationships with customers who visit the bank.

SUGGESTIONS AND RECOMMENDATIONS TO BOTH BANKS i.e. BANK OF MAHARASHTRA AND THE SARASWAT CO-OPERATIVE BANK LTD

- **Bringing the urgency in solving complaints adequately:**

  Bank of Maharashtra employees have the ability to properly resolve customer complaints, but the speed of resolution is worrying. Bank of Maharashtra should minimize the time required to resolve customer complaints. This will help banks obtain more satisfied customers and retain existing customers. Researchers want to suggest that attractive customer programs should be organized for employees. In the case of Saraswat Cooperative Bank Limited survey shows that customer complaints are adequately resolved.

- **Staff should have Politeness and friendly approach**

  The study found that the employees of Bank of Maharashtra were impolite and customer-friendly, while the employees of Saraswat Cooperative Bank Co., Ltd. were very polite to customers. Most of the Bank of Maharashtra customers surveyed disagreed and mentioned that the staff was not very polite and friendly to the bank customers. Therefore, the employees of Bank of Maharashtra must have proper customer etiquette.

- **Increase the Sufficient Number of ATM's and their location:**

  Saraswat cooperative banks suggest using ATMs for their customers to avoid long queues at banks. Bankers need to take the necessary steps to educate their customers about the use of ATMs and how they can be used for different purposes. Banks should install their ATMs in convenient locations. In the case of Bank of Maharashtra, ATM card usage is very high and the bank has also installed a sufficient number of ATMs and at various locations.

- **Employee should sometime needs to work for extra hours**

  The study clearly emphasizes that Bank of Maharashtra employees will not work overtime at the bank. Among the total number of customers, a considerable number of customers interviewed agree that employees work within a certain period of time. Therefore, it is recommended that the Bank of Maharashtra allow its employees to stay and work overtime when the bank needs it. In the case of Saraswat Cooperative Bank Co., Ltd., employees are also sometimes prepared to work overtime.

- **Plastic cards (ATM, Debit/Credit) needs to be improved**

  The research concluded that plastic cards provided by Bank of Maharashtra were of higher quality. The majority of respondents said they were not very satisfied with the plastic card provided by the bank, but most of the comments were that they were satisfied with the plastic card provided by the bank. In the case of Saraswat cooperative bank there is no better quality. Therefore, Sarawat Cooperative Bank recommends focusing on the quality of plastic cards.

- **Improvement in Customer friendly environment in bank of Maharashtra**

  The study revealed that the Bank of Maharashtra has a relatively lower attitude and cooperation than the Saraswat Cooperative Bank Ltd. Therefore, in order to build a Bank of Maharashtra customer-friendly environment, they need to focus on these aspects. Training programs for employees can be cyclically arranged and easily improved.

- **Staff Cooperation & behavior needs to be focused**

  Regarding the cooperation and behavior of employees with customers, most of the interviewed customers of Bank of Maharashtra disagreed and said that the bank's employees were not very cooperative, even the behavior of customers. The customer service staff is also not very professional. Saraswat Cooperative Bank customers have mentioned that they receive proper cooperation and treatment from staff. Therefore, Bank of Maharashtra should recommend warning employees about their behaviour.

- **Must focus on maintaining good Relationship with customer:**

  In terms of maintaining good customer relationships, the majority of customers interviewed by Bank of Maharashtra disagreed and mentioned that bank employees are not very interested in establishing good relationships with customers who visit the bank. On the other hand, Saraswat Cooperative Bank Ltd. employees are always interested in establishing good relationships with customers who visit the bank.

CONCLUSION

As a results of the this research, it shows that from tangibility aspect of service quality is concerned, both the customers of Bank of Maharashtra and Saraswat Co-op Bank have strongly agreed that their banks are easily accessible. Saraswat Co-op Bank customers strongly agree that their bank is sincerely interested in problem solving from the point of view of reliable quality of service. Regarding assurance, customers in the field of Bank of Maharashtra and Saraswat Co-op Bank said their banks provide security for transactions and Saraswat Co-op Bank customers agree that their bankers have complete knowledge of banking products. Convenient operating bank hours from empathy point of view of service quality dimension, Saraswat co-op. bank customers have strongly agreed for this. There is no significant difference in opinion among the customers of Bank of Maharashtra sector and Saraswat Co-op Bank about confidence building and technology augmentation aspect of service quality. Bank of Maharashtra’s customer expectations in terms of queries and redressal, loan interest rates, and customer relationship management are higher than Saraswat Cooperative Bank. Saraswat Cooperative Bank's customers are more satisfied than the Bank of Maharashtra.

Saraswat Co-op Bank customers have firmly agreed that they would recommend others to become customers of their bank and have stated that they will not switch to any other bank. Hence, the researcher concludes that Saraswat Coop Bank customers are more satisfied than Bank of Maharashtra customers and that there is a strong bond between bank expectations, satisfaction and customer loyalty. The customer satisfaction of bank services depends upon the service quality, technology and customer relationship management between bankers and customers. The demographic variables of customers are very crucial in determining the quality of services offered by the Bank of Maharashtra and Saraswat Co-op. Bank. The overall conclusion shows that there are fluctuations in service fees between the Bank of Maharashtra and Saraswat Cooperative. Bank. It is concluded that potential customers of Bank of Maharashtra and Saraswat Co-op Bank expect maximum quality of service with minimal costs in banking transactions today.

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QUESTIONNAIRE FOR BANK CONSUMERS

Minor Research Topic: *"**Comparative study of Customer Satisfaction in selected Scheduled and Nationalized Banks of Aurangabad District**"*

Dr. Dilip S. Chavan (Principal Investigator)

(Note: The information provided by you will be used only for minor research purpose and will be kept confidential.) (Please write or tick mark (√) on appropriate options)

I. PERSONALINFORMATION

1. Name of the Customer :____

2. Age :

i. Below 25years ☐

ii. 25-35 years ☐

iii. 35-45years ☐

iv. 45-55 years ☐

v. 55 & above ☐

3. Sex :

i. Male ☐

ii. Female ☐

4. Educational Qualification :

i. Illiterate ☐

ii. Primary and Middle ☐

iii. Secondary/HSC ☐

iv. Graduate(general) ☐

5. Occupation :

i. Self-employed ☐

ii. Govt. Employees ☐

iii. Pvt. Salaried ☐

iv. Businessman ☐

v. Professional ☐

vi. Unemployed ☐

6. Monthly Income (in Rs.) :

a) Less than15,000 ☐
b) 15,000-30,000 ☐
c) 30,000-45,000 ☐
d)45,000-60,000 ☐
e) Above 60,000 ☐

☐

II. INFORMATION ABOUT HOLDING ANACCOUNT

7. Name of the Bank ______________________________

8. Type of Deposit Account

a) Savings A/c ☐

b) Current A/c ☐

c) Recurring Deposit A/c ☐

d) Fixed Deposit A/c ☐

9. How long have you been the customer of the bank?

   a) Less than Two Year ☐
   b) 2-4 years ☐
   c) 4-6Years ☐
   d) 6-8 years ☐
   e) 8-10 years ☐
   f) Above 10years ☐

III. INFORMATION ABOUT SOURCES OF AWARENESS ANDVISIT

10. Sources of Awareness about the Bank

   a) Personal knowledge ☐
   b) Friends ☐
   c) Relatives ☐
   d) Business Circle ☐
   e) News papers and Magazines ☐
   f) Radio/TV ☐
   g) Internet ☐

11. Frequency of Operation

   a) Daily ☐
   b) Once in Alternate Days ☐
   c) Once in a week ☐
   d) Twice in a week ☐

e) Once in a fortnight ☐

f) Once in month ☐

g) As and when required ☐

IV. INFORMATION ABOUT OPERATION OFACCOUNTS

12. How long does it generally take to deposit cash in your account and obtain a receipt?

a) Below 5minutes ☐

b) 5-10minutes ☐

c) 10-15minutes ☐

d) Above15minutes ☐

13. How long does it generally take to withdraw cash from your account?

a) Below 5minutes ☐

b) 5-10minutes ☐

c) 10-15minutes ☐

d) Above 15minutes ☐

14. How long does it generally take to credit your local cheque in your account?

a) Within one day ☐

b) Within two days ☐

c) Within five days ☐

d) Five days and above ☐

15. How long does it generally take to credit your outstation cheque in your account?

a) Less than two days ☐

b) 2-4 days ☐

c) 4-6 days ☐

d) 6-8 days ☐

e) Above 8days ☐

16. Do you have ATM facility? Yes ☐ No ☐

When did you get the facility?

a) Within one year ☐

b) Within 2years ☐

c) Above 2 years ☐

If yes, how frequently you use it

a) Every day ☐

b) Once in a week ☐

c) Once in every 15days ☐

d) Once in a month ☐

e) As and when required ☐

	GENERAL					
Sr No.	Parameters	1 - Strongly Disagree	2 - Disagree	3 - Neutral	4 - Agree	5 - Strongly Agree
1	Location of the Bank					
2	Sufficient No. of ATM machines					
3	Cash counting machines					
4	Counter partitions in bank and its branches					
5	The employees approach					
	RELIABILITY					
Sr No.	Parameters	1 - Strongly Disagree	2 - Disagree	3 - Neutral	4 - Agree	5 - Strongly Agree
1	The bank website does not freeze					
2	Information provided on website					
3	Up to date content					
4	Process of transactions					
5	Wide range of products and services					
	RESPONSIVENESS					
Sr No.	Parameters	1 - Strongly Disagree	2 - Disagree	3 - Neutral	4 - Agree	5 - Strongly Agree
1	Really care about the fate of this organization					
2	This is the best organization for work					
3	Deciding to work for this bank was definite mistake					
4	Staff Cooperation & behavior					
5	Complaints are handled very promptly					
6	Frequency of response					
7	Relationship with customer					

SERVICE INITIATION						
Sr No	Parameters	1 – Strongly Disagree	2 - Disagree	3 - Neutral	4 - Agree	5 - Strongly Agree
1	customer service representative					
2	Bank performs the services right the first time					
3	Quick confirmation					
4	Our requests are handled promptly					
5	Politeness and friendly staff					
6	Employees are always willing to help you.					
7	Experienced management team.					
8	Presence Geographically					

EMPATHY						
Sr No.	Parameters	1 - Strongly Disagree	2 - Disagree	3 - Neutral	4 - Agree	5 - Strongly Agree
1	Time bound work of employee					
2	Help desks, call centers of bank					
3	Specific needs understood					
4	Provisions of financial advices					
5	Efficiency and accuracy					
6	Faster log in facility					
7	Performance of Plastic cards					
8	Transfer of Funds					
9	Clearing Services					
10	Problem solving through instant information					
11	Bank insists on error-free transaction records					
12	Electronic Bills payments					
13	Service charges are less					
14	Understanding customer expectation					

SECURITY						
Sr No.	Parameters	1 - Strongly Disagree	2 - Disagree	3 - Neutral	4 - Agree	5 - Strongly Agree
1	Security for ATMs					
2	Online filling					
3	Protection of banking transactions					
4	Privacy / Confidentiality of the bank					
5	Care in collection of personal information					

QUALITY OF SERVICE						
Sr No.	Parameters	1 - Strongly Disagree	2 - Disagree	3 - Neutral	4 - Agree	5 - Strongly Agree
1	Customer friendly environment at Bank					
2	Customer feedback services					
3	Capable of solving complaints adequately					
4	Special services for the elders and disabled					
5	Satisfied with the overall technological services of your bank					
6	The contribution of new technology to the success of banks is high					

Signature of the Respondent

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A COMPARATIVE STUDY OF SERVICE QUALITY AND CUSTOMER SATISFACTION IN PUBLIC SECTOR AND PRIVATE SECTOR BANKS

(SBI and ICICI with reference to Aurangabad City)

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ABSTRACT

Indian banking industry has started witnessing cut-throat competition in recent years. The litmus test for Indian banking industry is the way in which it faces the heat of intense competition and global recessionary trends. The best way under the prevailing situation is to keep customers' faith intact through rendering quality services without bothering too much about the profit.. The present paper discusses issues relating to customer services in both the ICICI and SBI Banks. In order to understand the customer satisfaction towards services rendered by both the banks, many attributes such as cooperation & Behavior of staff, ATM services, Basic facilities, cheque collection time etc. were considered. The study reveals that ICICI bank is much ahead of SBI bank in providing quality services to their customers.

Keywords : ATMs, Bank Statement of Account, Token System, Drop Boxes, Fake Notes, SBI, ICICI, Customer Satisfaction

INTRODUCTION

Today, Banking service organizations are shifting their focus from "transactional exchange" to "relational exchange" for developing mutually satisfying relationship with customers. Extended relationships are reported to have a significant impact on transaction cost and profitability, and customer lifetime value. Serving the customers, in true sense, is the need of the hour as the customer was, is and will remain the central focus of all organizational activities.

The Banking industry, especially to be purely customer-centric and focus on the customer needs and duly fulfill them.

The implementation of the recommendations of the first Narasimhan Committee (1991) was expected to spur competition in the banking sector through deregulation and entry of new private sector banks. The opening of banking sector to the private players led to the increased competition and growing expectations of the customers. In recent years, fundamental changes have occurred in the Indian banking industry. To a large degree this change has been a consequence of deregulation that has led to the creation of a more market competitive environment within the banking sector in India. Survival and success in competitive markets demand achieving the highest levels of performance through continuous improvement. The performance of the banks is crucial for the well being of the whole economy. A measure of relative efficiency provides a good indicator of the success or otherwise of a bank in a competitive market; in fact, it also reflects the potentiality for failure of a banking institution.

According to Saha and Ravishankar(1999), efficiency indices could also be used in identifying the areas of inefficiency of bank and formulating suitable strategies to improve its relative position in the market. It can also provide a framework to the regulators to assess the health of individual banks and to work out appropriate interventions to prevent systemic failures. The private players have thrown stiff competition to the nationalized banks by providing prompt and accurate services. In the present era, service plays an important role in attracting the customer. In order to keep intact their customers, they have to provide better quality services. Therefore, a comparative study of services rendered by public sector bank viz, State Bank of India(SBI) and Private sector Bank viz, ICICI Bank is undertaken.

OBJECTIVES OF THE STUDY

The main objective of the study is to know the customer satisfaction towards the services rendered by public sector banks and private sector banks. A comparative analysis of services rendered by the public and private sector banks is undertaken under the present study.SBI and **ICICI of Aurangabad City** are the representatives of the Banks.

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METHODOLOGY

The present study is purely based on primary data. The information relating to the customer satisfaction towards services rendered by public sector banks & private sector banks is collected through structured questionnaires. **State Bank of India** in public sector and **ICICI** bank in private sector is selected for the purpose of analysis. The total sample size of the study is 100 consisting of 50 from SBI and 50 from ICICI. These respondents have been selected on random sampling basis. The area of the study is limited to **Aurangabad City** only. The other required information is collected through the officials of the banks and published materials. In order to understand the customer satisfaction towards services rendered by both the banks, following aspects have been taken in to consideration even though there are many other issues. In order to have a clear idea of the services provided by banks, the collected information is tabulated as under:

DIMENSIONS OF SERVICE QUALITY

The SERVQUAL scale is the principal instrument widely utilized to assess service quality for a variety of services. Parasuraman et al., (1988) have conceptualized a five dimensional model of service quality such as: reliability, responsiveness, empathy, assurance and tangibility. Their measurement instrument is known as SERVQUAL, which has become almost the standard way of measuring service quality.

Further, each item of SERVQUAL has been used twice: to measure expectations and perceptions of service quality. The central idea in this model is that service quality is a function of difference scores or gap between expectations and perceptions. The five dimensions of SERVQUAL Includes:

Tangibles: Physical facilities, equipment and appearance of personnel.

Reliability: Ability to perform the promised service dependably and accurately.

Responsiveness: Willingness to help customers and provide prompt service.

Assurance: Knowledge and courtesy of employees and their ability to inspire trust and confidence.

Empathy: Caring and individualized attention that the firm provides to its customers.

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Co-operation in opening of Bank account

Many customers face problems while opening of an account in any bank. They need help from the officials concerned. The responses obtained from the customers of both the banks were tabulated as under.

Response	ICICI	SBI
Very co-operative	45(90)	10(20)
Average	4(8)	15(30)
Non –cooperation	1(2)	25(50)
Total	**50(100)**	**50(100)**

*Source: Field survey
Note: Figures in brackets indicates the percentage to total

The cooperation extended by ICICI Bank staff is very excellent. Ninety percent of customers are very much satisfied with the cooperation extended by the staff in opening of an account. Whereas the cooperation extended by SBI Bank is not satisfactory. Only 20% are satisfied with the service rendered. 50% of the respondents are dissatisfied with the cooperation extended while opening an account in the bank.

ATM Service

ATM service is utterly needed by every customer. It is revolution in the banking industry. All most all customers need ATM service today. The proper functioning of ATMs is very essential to serve the customer for all time. The responses from customers are also tabulated in the following table for analysis.

Response	ICICI	SBI
Satisfactory	40(80)	10(20)
Satisfied to some extent	5(10)	25(50)
Not satisfied	5(10)	15(30)
Total	**50(100)**	**50(100)**

*Source: Field survey
Note: Figures in brackets indicates the percentage to total

As far as the ATM service is concerned ICICI Bank has secures the good satisfaction. 80% of the respondents are very much satisfied with the ATM service provided by the ICICI

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bank. The reasons quoted are it works all most in all times. There is a rare instance of close down/non working. Only few have complained about the shortage of number of ATMs.

The situation is very opposite in SBI where 30% are not satisfied with service while another 50% are satisfied only to some extent. Internet failure, shortage of cash, closedown, out of order etc are the reasons for dissatisfaction. Even about the cleanliness of ATMs, ICICI Bank ATMs are always clean and the A/c works properly. Whereas the ATMs of SBI are not clean and A/c does not works properly. All ICICI ATMs are manned by a security guard. He manages the queue properly and allows only one person at a time inside.

The SBI ATMs are not manned by any security guard. Many time customers are not maintaining proper queue. It leads to entering of many customers inside the ATM at a time which causes much inconvenience to the person operating the ATM. Some persons even try to do unfair activities also. These are all contributed to the dissatisfaction of customers.

Bank Statement of Account/Pass Book

The ICICI bank issues quarterly statement of account instead of pass book at free of cost to all customers. If any customer needs statement of account in between then he has to pay Rs 110 or depends upon the transactions. The SBI Bank issues passbook wherein the customer can make entries whenever he needs. It does not charge any amount for making entries. 80% of ICICI bank customers demands passbook facility or monthly statement or free statement whenever they demands.

Compulsory Insurance on House Loan

Any house loan customer of ICICI Bank is free to insure his house and his life. The customer may insure or not it depends upon his willingness. It does not so in case of SBI house loan customers. They insures compulsorily for house and the life of borrower. Many of the SBI customers are not satisfied with this practice. It is unnecessary increasing their burden. Some of the customers even complained to the head office about the compulsion.

It clearly indicates selling of insurance products compulsorily. Selling of any product against the willingness is unethical. All most all the house loan customers expressed the same opinion. 10% of house loan customers of SBI Bank even argued that making insurance in SBI is

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costly compared to LIC. One of the customer said that taking of Bima kiran policy to cover the life and house is best and cheap.

Token system

The token system introduced by ICICI Bank is highly appreciated by all the customers. It allows the customer to sit one particular place and attend only when his turn comes.

Apart from this, it provides priority to the customers as compared to their representatives or payees. In SBI Bank token system is not in practice. The customers have wait in the queue for long time and even in some branches there are no proper sitting facilities. All 50 customers of SBI Bank have preferred the token system rather than existing one.

Basic facilities

Even human being need basic facilities like drinking water, toilet, Parking place, Sitting arrangements, writing tables, proper air etc. But both the banks are not providing all the facilities. Writing and sitting arrangements are good in ICICI Bank compared to SBI. As far as other facilities are concerned both the banks are not adequate enough to satisfy the customers.

Deposit of cheques

Both the banks are providing drop boxes for deposit of local and outstation cheques. But whenever a customer wants an acknowledgment for deposit of cheque is not possible in SBI. They always insist all the customers to drop their cheques in drop boxes. Whereas in ICICI, customer is at liberty either to drop in drop box or deposit at the counter and get an acknowledgement. Many customers having huge amount cheque wants an acknowledgement. In case of misplacement of cheque by the bank staff, acknowledgement would help the customers.

Information about the new products and schemes

The ICICI bank sends broachers, pamphlets and other material to the customers along with the bank statement of accounts every quarter. Even the statement of account itself works as information bureau because much information is printed on them. This works as a good communicator and builds rapport. The SBI is not having any such practices to communicate.

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Fake notes from ATMs

Some of the SBI customers have complained about the fake notes coming from the ATMs. In such a situation the customer is going to face the problem rather the banks because there is no proof with the customer to say that the notes were received from ATMs. It is a serious issue; the bank has to install a fake note detecting machines in all ATMs. It should issues only genuine notes and fake notes retained in the ATMs only.

Collection of cheques

The local cheques deposited for collection in ICICI bank takes only one day for realisation. At the close of the day the amount will be credited to the customer account. He can make use on the same day also. But in case of SBI no cheque is collected in a day. They will take two to three days to credit the proceeds. It is very irritating situation for SBI customers. Even in case of outstation cheques also the ICICI has edge over the SBI.

By studying all the information provided by the customers about the services rendered by both the banks, the rating chart is prepared to know the consolidated opinion. The following table shows the overall rating of the services rendered by both the banks.

RATING OF SERVICES BY CUSTOMERS

SN	AREA OF SERVICE	ICICI	SBI
1	Co-operation in opening of an account	Excellent	Worst
2	ATM service	Excellent	Good
3	Standing in the Queue	Token system	Long queue
4	Basic facilities like water, toilet etc.	No	No
5	Writing table and sitting chairs	Sufficient	In sufficient
6	Parking facility	No facility	No facility
7	Manning of ATMs	Excellent	Bad
8	Cleanliness of ATMs	Excellent	Bad
9	Internet Banking facility	Very good	Very good
10	Locker facility	Available	Shortage
11	Timings	Convenient	Not convenient
12	Issue of Demand Draft	Very Quick	Not so Quick
13	Collection of cheques	Excellent	Time consuming
14	Issue of cheque book	Good	Good

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SN	AREA OF SERVICE	ICICI	SBI
15	Attitude of the Bank Staff	Excellent	Indifferent
16	Cheque deposit for collection	provides counterfoil	Does not provides counterfoil

FINDINGS AND SUGGESTIONS :

The detailed analysis of the responses elicited from the customers of both the banks gives the following results:

1. The behavior of the ICICI Bank staff is more cordial than the staff of SBI. It is advisable to the SBI to change the behavior of their staff towards customer satisfaction. Skilled and good behavior human resource is prerequisite for the efficient management.
2. The maintenance and working of ATMs are very good in ICICI Bank. It is not up to the expected level in SBI. Many ATMs are dirty and broken doors filled with full of waste paper slips spilled all over. The Bank has to make efforts to keep the ATMs clean and maintain them in proper working condition always.
3. Token system in ICICI bank is much appreciated by all customers. It is strongly recommended to SBI to adopt the token system to serve the customers better.
4. Basic facilities are lacking in both the banks. Both the banks have to make efforts to provide basic facilities like drinking water, toilet, parking etc in all branches of the banks.
5. Information about the new products and schemes and change in rules& regulations etc should be provided to customers at their door steps. The ICICI bank is doing the same now. It is inevitable for SBI to follow the same by any mode.
6. Time taken to collect the cheques is more in SBI compared to ICICI bank. It is advised to SBI to reduce the collection time by using new technology.
7. Compulsory insurance in case of home loans is a very bad practice. The SBI must stop this otherwise it has to face the consequences. Give them choice and also at the same time provide insurance at cheaper rates.
8. Now days there were instances of fake notes from ATMs. It is very horrible situation for the customer. It is advised for the banks to keep fake note detection machine in all ATMs which should release only genuine notes and stop fake.

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A SYSTEMATIC STUDY OF BANKING SERVICES AND CUSTOMER SATISFACTION

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Introduction

The banking industry is highly competitive, with banks not only competing among each other; but also with non-banks and other financial institutions. Most bank product developments are easy to duplicate and when banks provide nearly identical services, they can only distinguish themselves on the basis of price and quality. Therefore, customer retention is potentially an effective tool that banks can use to gain a strategic advantage and survive in today's ever-increasing banking competitive environment. The most popular view of customer satisfaction by academia is that customer satisfaction is the judgment borne out of the comparison of pre-purchase expectations with post- purchases evaluation of the product or service experience. Customer satisfaction is a post-purchase judgment or evaluation done by customers by comparing their pre-purchase expectations. Of it results in positive values, then one can assume that customers get satisfied and then it is easy for bankers to retain or delight them for longer periods, consequently bringing in profitability.

Banking Services

The banking today has re-defined and re-engineered with the use of Information Technology and it is sure that the future of banking will offer services that are more sophisticated to the customers with the continuous product and process innovations. Thus, there is a paradigm shift from the seller's market to buyer's market in the industry and finally it affected at the bankers level to change their approach from "conventional banking to convenience banking" and "mass banking to class banking". The shift has also increased the degree of accessibility of a common person to bank for his variety of needs and requirements. Liberalization and de-regulation process started in 1991-92 has made a sea change in the banking system. Consolidation of players through mergers and acquisitions, Globalization of operations, Development of new technology and Universalisation of banking are few common banking trends which had gained momentum in last years. Several banks have been positioning themselves as a one-stop shop financial service provider with a fairly exhaustive range of products, including deposit products, loans, credit cards, debit cards, depository (custody services), investment advice, bill payments and various transactional services. These apart, banks have also been entering into the business of selling third-party products such as mutual funds and insurance to the retail customers. To provide their customers greater flexibility and convenience as well as to reduce servicing costs, banks have been investing to computerize their branches and in new delivery channels such as ATMs, phone banking, internet banking and mobile banking. Indian banks are struggling hard in offering better banking services and products, coupled with smart use of IT adoption and high operational efficiency. IT strategies therefore, need to be in proper consonance with bank's marketing strategies.

Customer Satisfaction

A customer can be defined as a user or potential user of banking services. A customer would include an account holder, or his representative, or a person carrying out casual business transactions with a bank, or a person who, on his own initiative, may come within the banking fold. Customer satisfaction emerges as a benchmark for attaining operational efficiencies and improved business performance. Thakur S (2011) concluded that customer satisfaction represents a modern approach for quality in enterprises and organizations and serves the development of a truly customer-focused management and culture. Any service to be provided to the customers can be differentiated by the service provider from the rest of the service providers if it posses some unique selling proposition. The customers compare the perceived service with the expected service. The customer perceives the service quality to be high if it is perfect on his expectation. This perception leads to customer satisfaction with the related service. In the present time, customer satisfaction is an interesting and dynamic concept. Customers are now demanding an individualistic and are no longer willing to accept delay in transactions. A customer centric view has replaced the earlier product centric view. It becomes imperative for service providers to meet or exceed the target customers' satisfaction with quality of services expected by them. Hence, the present research will attempt to study the below mentioned four objectives.

Need For The Study

In the current trend, customer satisfaction plays a major role in all parts of the services. This research work is used to predict the over-all customer satisfaction and dissatisfaction with banking services with help of loan services, bank deposits, insurance services and value added services and how gender and income influence the kind of loans offered by banks. An assessment was made to understand the relationship between marital status and changes recommended to commonly accepted services. This study helps to identify the customers' preferences and satisfaction of banking services.

Objectives Of The Study

The study is conducted with the following three objectives:

1. To determine the perceptions of customers regarding the service quality in banks
2. To analyze and compare the service quality perceptions of the customers in public and private sector banks.
3. To come out with conclusions based on analysis of primary data

Methodology And Research Design

This study is an empirical study; it is based on the primary and secondary data. The primary data relating to the level of preferences and satisfaction customer of the banks about the services offered by commercial banks were collected from persons having their accounts in any public sector bank or private sector bank in Aurangabad city by interviewing them directly by the researcher with the help of an interview schedule. Secondary data were obtained from different brochures of banks, websites of banks, magazines and journals.

Sample Selection

For the purpose of the study, totally two leading commercial banks are selected one public sector banks and another one private sector banks, they dominate the market in the category of different banking services in Aurangabad city. The selected banks are HDFC bank and BOM bank. So, it is perceived that an analysis of the primary data collected through the survey conducted among the customers of these banks would help to understand the perception and satisfactions about banking services.

Sampling Methods

The personal judgment method has employed for the selection of banks, where two banks has been chosen for the study. By using simple random method 75 customers has selected from each bank. This sample pack of 150 customers, has duly calculate on the base of sampling proportion. In the present research the stratified and area sampling are used for collection of primary data. Also the sample is divided into five areas around Aurangabad city.

Statistical Tools

Percentage method is used for analysis of data. The result of the research is presented through tables followed by pie charts and bar graphs.

Limitation of the Study

The primary data is collected through a structured questionnaire and the sample size is only limited to 150 respondents.

Interpretation and Analysis Of Data

Table 1: Classification of Table On The Basis of Demographic Profile

S. No.	Characteristic		No. of Respondents	Percentage
1	Gender	Male	114	76.00
		Female	36	24.00
2	Age	Below 25	24	16.00
		26-35	31	26.67
		36-45	79	52.67
		Above 46	16	10.66
3	Marital Status	Single	54	36.00
		Married	96	64.00
4	Occupation	Business	42	28.00
		Employees	64	42.67
		Professional	23	15.33
		Others	21	14.00
5	Education	Up to SSLC	42	28.00
		UG	77	51.33
		PG	24	16.00
		Professional	07	04.67
6	Annual Income	Below 50000	123	82.00
		50000-100000	19	12.67
		Above 100000	08	05.33

Source: Collected Through Primary Data

It is very important to categorize the respondent's demographic profile because it gives a broad picture and helps bankers to analyze the demographic factors which influence and are associated with the satisfaction levels. In the gender response rate of the survey, male participants were five times more than female participates, as it is indicated 114 (76%) responses from males and only 36 (24%) from females. 96 (64%) of the respondents were married and the remaining 54 (36%) of the respondents single. Age is an important influencing factor in operating bank transactions, similarly the factors viz., education, occupation to some extent, decides the usage of banks services. From the study, it was seen that majority (52.67%) of the respondents were from the middle age category (36-45), followed by 31 (20.67%) of the respondents in the age group of 26-35, 16% of the respondents were under the age group of below 25 and 10.66% of the respondents in the age group above 46. Occupation is a predominant factor that reveals the customer social class, life style and willingness to buy and ability to buy because occupation provides the income which influences the purchases and services. Among the 150 respondents, 42.67% of respondents currently work as private or government employees, followed by 42 (28%) of the respondents doing business, 15.33% of the respondents were professionals like lawyers and engineers, etc., and remaining 14% of the them were farmers, daily laborers, contract workers, etc. we know that occupation and income are interrelated, i.e., customers who earn less may take into account the price or next time services or customers who earn more, may not bother about the high priced services.

From table 1, it is observed that 82 % of the respondents belong to the income level of below Rs. 1 lakh, 12.67% of the respondents come under the income level of Rs.1-3 lakh and remaining 5.33% of the respondents are earning above Rs.3 lakh. And 51.33% of the respondents are graduates, 28% of the respondents have studied up to SSLC, 16% of the respondents were postgraduates and remaining 4.67% of the respondents are professionals like engineers and lawyers, etc

Table 2: Classification of Table on The Basis of Customers' Bank Details and No. of Years of Experience

Characteristics	Name of the Bank	No. of Respondents	
Customers account holding banks details	BOM	76	50.67
	HDFC	74	49.33
No. of years experience with respective account holding bank	Above 12 years	18	12.00
	10- 2 years	15	10.00
	7-9 years	43	28.67
	4-6 years	52	34.67
	1-3 years	22	14.67

Source: Collected through primary data

Table 2 reveals the details about the customers having accounts in specific banks and the number of years of having transactions with two banks. It is highlighted that 50.67% of the respondents have their account in State Bank of India (BOM), 49.33% of the respondents in HDFC bank. another inferred that 34.67% of the respondents have 4-6 years of experience with the same bank, followed by 7-9 years of bank transaction experiences as assigned by 28.67% experience of the respondents had 1-3 years of experience while a very minimal 14.67% of the respondents with their respective banks.

Table 3: Classification of Table on The Basis of Customers' Preferences and Satisfaction of Bank Loan Availed

S. No	Characteristics	Name of the Bank	No. of Respondents	Percentage
1	Availed bank loan	Yes	98	65.33
		No	52	34.67
2	Kinds of loan	Housing loan	24	16.00
		Personal loan	27	18.00
		Vehicle loan	21	14.00
		Business loan	39	26.00
		Jewel loan	19	12.67
		Agricultural loan	20	13.34
3	Opinion about interest rates on loan availed	Very low	09	06.00
		Low	14	09.33
		Moderate	64	42.67
		High	43	28.67
		Very high	20	13.33
4	Loan processing time	Very slow	52	34.67
		Very quick	98	65.33
5	Reason for preferred particular bank for availing loans	Facilities	27	18.00
		Initial interest rate	64	42.67
		Good service of bankers	59	39.33
6	Opinion about over-all satisfaction level of bank loan service	Highly satisfied	13	08.67
		Satisfied	74	49.33
		Dissatisfied	43	28.67
		Highly dissatisfied	20	13.33

Source: Collected through primary data

Table 3 shows the customer preferences and their satisfaction with respect to bank loans availability. It is measured through customers' opinion about interest rates, loan processing time, reason for preferring particular banks services and overall satisfaction. Out of 150 respondents, 26% of the respondents were having business loans, followed by 14% having vehicle loans. A meager number of respondents had availed agricultural loans 13.34%, followed by jewel loans 12.67%. Questions were posed to get opinion about interest rates on availed bank loans, in that majority of the respondents (42.67%) opined that interest rates on bank loans are acceptable, very low and low interest rate was responded by 6% and 9.33% of the respondents respectively while it is compared with calculated response of the very high (13.33%) and (28.67%) only few people are dissatisfied with interest collected. It indicates that there were chances that customers had no clear idea about interest rates while availing bank loans, getting late awareness about exact interest, late payment fine or charges, etc. When opinion was asked about processing time of loan, majority of the respondents opined that bankers' time taken to process the loan requested is reasonable and acceptable, followed by 65.33% of them who opined that loan processing time is very quick and remaining 34.67% response supports loan processing time as very slow. Customers' pleasure highly depends on many factors of the quality and quantitative services of the banks while our empirical survey results are more supportive of only three factors, i.e., 42.67% of the respondents are attracted by initial interest rates offered by banks, 39.33% of them preferred particular banking services due to good services assistance provided by banking employees and only few 18% respondents preferred the bank due to facilities like easy accessibility, online banking etc. Finally when we come to know about bank loan availed by customers were asked for the overall satisfaction, majority of them were satisfied with the current bank services (49.33%), followed by 28.67% of the people who were dissatisfied due to tardy services, penalties, fears of threatening, interest rate confusion, hidden charges and 13.33% of the respondents were highly disturbed and confused with interest rate charges, hidden cost, unknown deduction, etc., consequently fostering a high level of dissatisfaction. Hence, the bankers should treat customer issues in a solvable manner, then only any bank can retain the customer for a long term else there may be chances of customer switchovers.

Table 4: Classification of Table on The Basis of Customer Preferences and Satisfaction on Bank Deposit Schemes

S. No	Characteristics	Name of the Bank	No. of Respondents	Percentage
1	Dealing with deposits	Yes	112	74.67
		No	38	25.33
2	Kinds of deposits	Fixed deposit	48	32..00
		Demand deposit	26	17.33
		Recurring deposit	29	19.33
		Tax saver deposit	10	06.67
		Others	37	24.67
3	Reasons for preferring deposit schemes	Service	31	20.67
		Interest rates	52	34.67
		Schemes	16	10.67
		Safety	38	25.33
		Others	13	08.67
4	Opinion about interest rates on deposits	Low	89	59.33
		Moderate	53	35.33
		High	08	05.33
5	Overall satisfaction	Yes	87	58.00
		No	63	42.00

Source: Collected through primary data

Table 4 represents, that, out of 150 respondents, 25.33% of them are not dealing with any type of deposit schemes. Out of 150 respondents had fixed deposits 32% and demand deposits 17.33%. 24.67% of the respondents invested in other deposit schemes like other forms of term deposits, current accounts, and deposits insurance. Rest of the respondents 6.67% invested in tax saver deposits. However, choosing a particular bank and its service schemes depends on the psychological factors like preferences, perception about schemes offered, influence of media, relatives, colleagues as well as mindset of the people.

Our research work estimates that the interest rates offered by banks 34.67%, safety 25.33% and services of the bank 20.67% were majority of customer preference factors for choosing particular deposit schemes. Specific attention is paid to know about opinion on interest rates on deposits and 59.33% of the customers opined that it was very low; nevertheless 35.33% of the respondents' opinions were favorable to bank interest rates. Ultimately 58% of the bank customers were satisfied and overall satisfaction on bank deposits schemes resulted positively.

Table 5: Classification of Table on the Basis Preferences and Satisfaction Level of Value Added Services

Value Added Services	Good	Moderate	Poor	Total
ATM	28	16	02	46
Locker facilities	14	06	01	21
Mobile banking	24	02	0	26
Net banking	15	02	0	17
Others	29	11	0	40
	110	37	03	150

Source: Collected through primary data

More banks are offering similar value added services such as mobile banking (customer convenience), SMS banking (account balance, last few transactions, cheque-book requests and updated interest rate charges). For examples, HDFC bank uses immobile (mobile banking platform) for paying utility bills, insurance premiums, and account transactions to other banks. BOM mobile banking moves are similar to that of HDFC bank and it allows its customers to pay telephone bills, fund transfer, utility bills, recharge of mobile SIM cards, etc. Nevertheless the commonly used value added services are: ATM (46 users) locker facilities (21 users), mobile banking (26 users), net banking (17 users) and tele-banking, online fund transfers, 24*7 customer care, etc., are categorized as others (only 40 users) and successful reach of these services are highly influenced by factors like customer needs, wants, expectations, preferences, knowledge about usage of value added services as well as length of value added services offered by bankers. Respondents were asked to rank the level of satisfaction of the five commonly known and used value added services (refer table 5).

ATM was ranked first, rank two was assigned to other value added services like tele banking, 24*7 customer care, SWIFT operations, NRI accounts, E-ticketing, E-taxing, credit cards, debit cards, etc. table 5 shows that rank 3 goes to mobile banking as it indicates increase in usage of mobiles day by day for the various purposes while chances of usage of net banking was low, due to confusion, poor internet literacy, fear of online theft, no training on this aspect etc hence it was given the last rank.

Findings and Suggestions

1. Male respondents are higher than the female respondents, 64% of the respondents were married, and 52.67% of the respondent's age was between 36-45, 42.67% of the respondents were working in private or government departments and majority of the respondents (82%) income was below one lakh per annum. Very few respondents had professional qualifications like engineering, law, etc. hence; it is good to concentrate on female segment by offering different benefits.
2. It is found from the study that 34.67% of the customers had at-least 4-6 years of experience while customers with 10-12 years experience were only 10%. BOM is 50.67% of the respondents were customer compared to HDFC bank.
3. It is found from the study that, among 150 respondents' business loan 26% and vehicle loan 14% were the most preferred loans. Out of 150 customers were very quick satisfied with the loan processing 65.33% and remaining 34.67% of the customers were slow processing of loan. Hence the banker should treat these customer issues in a solvable manner, and then only they can retain customers.
4. Out of 150 respondents, only 32% respondents had opened fixed deposits account, 6.67% of the respondents who invested in tax saver deposits. It is found from the study that interest rates offered by banks 34.67%, safety 25.33% and services of the banks 20.67% are major customer preference factors for choosing particular deposit schemes. Overall satisfaction on bank deposit schemes resulted positively and respondents satisfaction is higher than the dissatisfied customers and this point was well supported by low 59.33% and moderate 35.33% opinion about interest rates on deposit schemes but the number of non investors in deposits is high due to low interest rates which made them move to other investment avenues like securities, chit funds and other financial institutions giving more returns against investment.
5. Current financial investment scenarios face serious challenges like global meltdown fear of share market, more risk and insecurities in financial sector. These fear factors alert each and every person to go for safer, secured, less risky investments. At this moment, if banks do customer drives and awareness advertisements, promotional schemes about its deposit schemes, it can result in 20-30% increase in deposit schemes.
6. In value added services ATM was given rank first and last rank was given to Net banking. Married customer's expectation is higher than single respondents.

Conclusion

The study is aimed at measuring the customers' preference and satisfaction levels for two basic services offered by private and public bank in Aurangabad city. Business and vehicle loans are fast moving than other services and overall satisfaction resulted at 50%. Further, overall satisfaction on bank deposit schemes resulted positively while other services of banking still need to be given attention by focusing on customer issues. New innovative schemes, strategies to cater to non users other services have to be adopted. A study or future research is recommended on all verticals of banking services. In value added services customer preference for net banking was least ranked and if the bankers with to increase net banking traffic, bankers should take maximum efforts to educate the customers by offering on line training instead of handing out instruction manuals. Finally, if they want to sustain customers on a long term basis, bankers should work towards 100% customer satisfaction that automatically fosters customer delight.

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