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MULTI-DISCIPLINARY NATIONAL CONFERENCE ON EMERGING TRENDS IN BANKING INDUSTRY

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Editor-in-Chief : Dr. Jitendra K. Aherkar

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MKLM's B.L. AMLANI COLLEGE OF COMMERCE & ECONOMICS
JVPD Scheme, Vile-Parle (W), Mumbai-56

MULTI-DISCIPLINARY NATIONAL CONFERENCE ON EMERGING TRENDS IN BANKING INDUSTRY

E-NATIONAL CONFERENCE

On

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E-NATIONAL CONFERENCE

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EMERGING TRENDS IN BANKING INDUSTRY

CHIEF PATRON MESSAGE

It is a matter of pride and privilege for the institution to host an Online National Conference on ***Emerging Trends in Banking Industry.*** I am sure the deliberations of the conference will come with valuable suggestions to enhance the dynamic role of Banking Industry and financial institutions in the society. I also want to acknowledge the work done by Reserve Bank of India and Other Financial Agencies across India. I would like to take this opportunity to thank the Principal for his endless support to the college. I would further like to thank the teaching and non-teaching staff for their support and making the conference a grand success.

On this Occasion, I convey my best wishes to the Conference.

Adv. Shri. Mahendra K. Ghelani

Chairman, MKLM Trust.

Vile-Parle, Mumbai

E-NATIONAL CONFERENCE

On

EMERGING TRENDS IN BANKING INDUSTRY

The main aim of the conference is to create awareness and healthy discussions among professionals, academicians and research scholars on major trends related to Banking Industry in Post- Covid Era

This National Conference is a stepping stone in visualizing the dreams towards a better future of Banking Institutions in India and in national and international perspective.

I appreciate the initiative taken by the committee members of the Department of Banking and Finance as well as IQAC Coordinator Dr. Aruna Singham for conducting such a relevant Conference, which will benefit to the Financial Institutions as well as academicians.

I also extend my heartfelt gratitude to the IQAC committee Members and Department of Banking of Finance and all the participants for their enthusiastic efforts to make this conference successful.

Prin. Dr.Jitendra Aherkar

Convenor of the Conference

E-NATIONAL CONFERENCE

On

EMERGING TRENDS IN BANKING INDUSTRY

It is a proud and great honour for us to organize National Conference on ***Emerging Trends in Banking Industry***. The objective of this Conference is to bring Eminent Economists, Professors and Researchers from different Colleges Universities and Representative from different States in a single online platform. The Proceedings of the Conference would be useful for all the sections of the Society.

I am thankful to our Chairman – Adv. Shri.Mahendra K. Ghelani, and our Principal Dr. Jitendra Aherkar for giving us strong support and encouragement whenever required.

I am thankful to Taran Publishing House for their ceaseless and meticulous efforts in publishing the proceedings of the Conference on time.

Finally, I take this opportunity to convey my thanks to all the Delegates and Professional Colleges, Teaching and Non-teaching staff of the college for their active participation in this online Conference.

Dr. Aruna Singham

IQAC Coordinator

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MICROFINANCE BANKING: A BOON FOR SELF HELP GROUPS

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Abstract

Microfinance, also called microcredit , is a type of banking service provided to unemployed or low-income individuals or groups who otherwise would have no other access to financial services. While institutions participating in the area of microfinance most often provide lending microloans can range from as small as $100 to as large as $25,000—many banks offer additional services such as checking and savings accounts as well as micro-insurance products, and some even provide financial and business education. The goal of microfinance is to ultimately give impoverished people an opportunity to become self-sufficient. Microfinance is the practice of extending a small loan or other form of credit, savings, checking, or insurance products to individuals who do not have access to this type of capital. This allows individuals who are living in poverty to work on becoming financially independent so they can work their way into better living conditions. A Self –Help Group is a socially and economically homogenous group of 10 to 15 people who voluntarily come together to achieve common goals.

Keywords: SHGs, Microfinance, Credit.

Introduction

MFIs are the pivotal overseas organizations in each country that make individual microcredit loans directly to villagers, micro entrepreneurs, impoverished women and poor families. An overseas MFI is like a small bank with the same challenges and capital needs confronting any expanding small venture but with the added responsibility of serving economically marginalized populations. Many MFIs are creditworthy and well-run with proven records of success, many are operationally self-sufficient.

Rural Marketing is the process of developing, pricing, promoting, distributing rural specific goods and services leading to exchanges urban and rural market, which satisfies consumer, demand and achieves organizational objectives. Most of the women belonging to the SHG take up economic activities related to agriculture and allied activities. The main activities are vegetable and flower cultivation, milk and milk products, handicraft and handloom production. Public private partnership is adopted in promoting opportunities for SHG members by accepting them as dealers for the sale of products manufactured by MNCs. The companies in return help the SHGs in giving training in finance management, packaging and pricing of the products. These methods can be adopted by all SHGs, which can empower them economically which in turn can empower their members. One of the SHGs of women is formed to enable women below poverty line to have an access to micro finance so that they can live with dignity. Bridge Trust an NGO, has started and motivated more than 4000 poor women in Thane district to form 370 SHGs. These SHGs are formed by the women belonging to below poverty line for mobilizing, savings and the habit of thrift is taught to them through educating them. These SHG take up projects such as starting micro enterprises, and income generating activities such as goat rearing, poultry, carpentry, masala and papad, candle making, vermin composting etc. Thus SHGs help the women for economic empowerment. Microfinance institution is a financial institution specializing in banking services for low-income groups or individuals. A microfinance institution provides account services to small-balance accounts that would not normally be accepted by traditional banks, and offers transaction services for amounts that may be smaller than the average transaction fees charged by mainstream financial institutions. Microfinance is increasingly being considered as one of the most effective tools of reducing poverty. Microfinance has a significant role in bridging the gap between the formal financial institutions and the rural poor. The Micro Finance Institutions (MFIs) accesses financial resources from the Banks and other mainstream Financial Institutions and provide financial and support services to the poor.

REVIEW LITERATURE

Microfinance is generally seen as a way to fix credit markets and unleash the productive capacities of poor people who are dependent on self-employment. The microfinance sector has grown quickly since the 1990s, paving the way for other forms of social enterprise and social investment. But recent evidence shows only modest average impacts on customers, generating a backlash against microfinance. This paper reconsiders the claims about microfinance, highlighting the diversity in evidence on impacts and the important (but limited) role of subsidies. The paper concludes by describing an evolution of thinking: from microfinance as narrowly construed entrepreneurial finance toward microfinance as broadly construed household finance. In this vision, microfinance yields benefits by providing liquidity for a wide range of needs rather than solely by boosting business income.One of the study made by Dr. K.C. Sharma high lighted about the challenges and status of micro finance in India. He has specifically explained the different dimensions of micro finance such as out reach, sustainability, impact and regulations in Indian context. Mr. Aloysius Fernandez the Padmashree awardee who pioneered SHG movement in Bangalore in 1980s is of the opinion that micro finance can play a crucial role in development of rural India. He being the promoter of an SHG called Myrada got about Rupees one million from NABARD to train the members of SHG and match their savings. He says micro finance can play a crucial role only when poor get access to resources, market, political power, confidence, management skills, and social class.

OBJECTIVES OF THE STUDY

The main objectives of the study are:

1. To study the impact of microfinance in rural trade.

2. To find out the outreach of micro finance in India and study the changes that took place in the economic status of the SHG members after credit linkage with the bank

3. Also to find out the limitations of SHGs in financing.

Features of SHGs:-

- Small savings will be collected which ensures the habit of thrift among the customers. This is true especially in the case of women customers.
- 98% of the members make savings regularly as per the norms given by SHGs.
- Majority of consumers in India about 90% of members of SHG are women and they are very prompt in repayment compared to their other counter part.
- It is formed with simple rules.

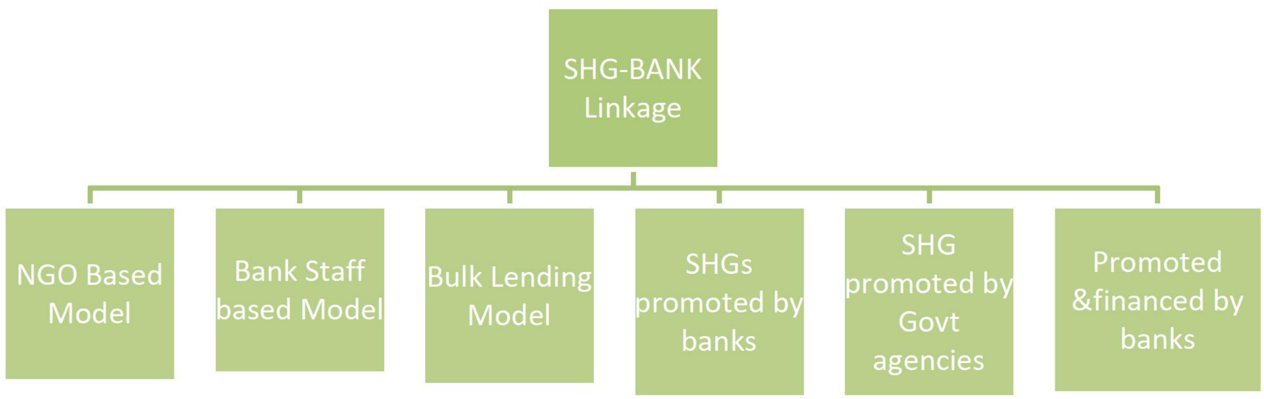
- The end use is not so rigid which makes the facility quite interesting.
- Micro financing is a most effective strategy to neutralize poverty and SHGs are the medium through which savings can be mobilized.
- SHGs improve the self confidence and self esteem of members.

Structure of Micro financing in India

Some Statistics:

In India the SHG –Bank linkage is the largest single micro finance program which has got an outreach of 59.5% in the year 2008. These SHGs are essentially informal associations of 10-20 people formed with a common objective, raising and managing their collective savings for the benefit of all members. According to NABARD, the number of participating banks in the SHG linkage was 585 that included 44362 branches of commercial banks, 158 RRBs and 340 co-operative banks. The banks will monitor the functioning of SHGs and evaluate them. On this basis banks give credit about four times of the savings of SHGs. The savings bank account as well as the loan account will be maintained by the bank in the name of the group.

The SHG- Bank linkage can function in three different models which can be represented diagrammatically as follows :-



(Source: Researcher's own Contribution)

NGO based Model: In this model the NGO will be taking initiative in forming the group and connecting them with the banks. Banks will be giving loans and advances to the members of the group through NGO.

Bank staff Based Model: Under this model the bank staff themselves promotes the group and do the needful for the members. The RRBs have done commendable achievement in micro financing through this method.

Bulk Lending Model: According to this model groups are promoted by NGO and Micro finance Institutions (MFI). The NGO- MFI group will raise bulk amount of loan from the bank and banks charge some fee from the group while disbursing loans.

All these methods are working very well. But NGO based system is working with great success if the NGO is strong. How far micro finance will be suitable in the long run depends on quality of SHGs, rate of interest charged, and the subsidy offered by the Government. As per Bharat Microfinance Report of Sa-Dhan in March 2008, the 223 member MFIs of Sa-Dhan had an outreach of 14.1 million Clients with an outstanding micro finance portfolio of Rs.5954 Cr.

NABARD launched the Micro Enterprise Development Programme (MEDP) for skill development in March 2006. The basic objective was to enhance the capacities of matured SHGs to take up micro enterprise through skill up gradation. During 2007-08 394 MEDPs were conducted covering 9182 SHG members on activities like bee-keeping, mushroom cultivation, horticulture, floriculture, vermi-compost etc. Thus Micro-finance institutions will help SHGs in following ways:

- To improve the quality of life of the poor by providing access to financial and support services;
- To be a viable financial institution developing sustainable communities;
- To mobilize resources in order to provide financial and support services to the poor, particularly women, for viable productive income generation enterprises enabling them to reduce their poverty;
- Learn and evaluate what helps people to move out of poverty faster;
- To create opportunities for self-employment for the underprivileged;
- To train rural poor in simple skills and enable them to utilize the available resources and contribute to employment and income generation in rural areas.

CONCLUSION

Micro finance has emerged as an important tool for improving and vitalizing the economy by reducing the poverty. SHGs help the poor households to realize their dreams by engaging them in some economic activities which can give some return on investments. Micro-loans are an important component of microfinance, but so is saving money. When people have their basic needs met, the natural inclination is for them to save the leftover earnings for a future emergency. This creates the potential for more investments and ultimately even more income for those who are in the developing world. Microfinance refers to small savings, credit and insurance services extended to socially and economically disadvantages segments of society. It is emerging as powerful tool for poverty alleviation in India. India falls under low income class according to world Bank. It is second populated country in the world and around 70% of its population lives in rural area. 60% of people depend on agriculture as a result there is chronic underemployment and per capita income is only $ 3262. This is not enough to provide food to more than one individual. The obvious result is poverty, low rate of education, low sex ratio, and exploitation. The poverty reduction has become the object of unprecedented attention at national and international level. The scheme of Microfinance has been found as an effective instrument for lifting the poor above the level of poverty by providing them increased self-employment opportunities and making them credit worthy. Thus the concept of microfinance gained growing recognition as an effective tool in improving the quality of life and living standards of poor people.

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Women Empowerment in Financial Vision with reference to women working in the informal sector of Thane District of Maharashtra

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Abstract:

Inclusion especially financial is considered to be the key indicator for the development and well-being of society around the globe. G-20 Nations have emphasized financial inclusion as a facilitator for achieving not only gender equality but also other sustainable development goals. The current article is an attempt to investigate the dimensions of women's empowerment, that is, social, legal, and economic in connection to financial inclusion, economic independence, and domestic violence among women working in the informal sector of the Thane District of Maharashtra.

Keywords: Financial inclusion, violence, women in the informal sector

Introduction

The National Commission for the Enterprises in the Unorganized Sector (NCEUS) has defined unorganized or informal employment as follows: "Unorganized workers consist of those working in the unorganized enterprises or households excluding regular workers with social security benefits, and the workers in the formal sector without any employment /social security benefits provided by the employers". Financial Inclusion is described as the method of offering banking and financial solutions and services to every individual in society without any form of discrimination. It primarily aims to include everybody in society by giving them basic financial services without looking at a person's income or savings. (World Bank Group). D**omestic abuse** also called "domestic violence" or "intimate partner violence", can be understood as a pattern of behavior in any relationship of closeness or trust that is used to gain or maintain power and control over an intimate partner through physical, verbal, intimate or financial means. General Secretary of the United Nations emphasized the significance of the 'Inclusive Financial Sector' to ensure gender economic equality. As per Findex data of Word Bank, 1.2 billion adults have access to financial services since 2011, yet close to one-third, that is, 1.7 billion adults are still unbanked. About half of the unbanked population includes poor households or out of the workforce (The World Bank, 2018). About half of unbanked people include women in poor households in rural areas or out of the workforce. Women empowerment is a radical approach to transforming power relations in favor of the female gender that leads to better gender equality (Batliwala, 2007), The International Labor Organization, 2001 says that women represent: 50% of the population, 30% of the labor force. Perform 60% of all working hours, Receive 10% of the world's income, Owns less than 1% of the world's property. Lack of economic resources is often considered to be a barrier due to which not only do we find the vicious cycle of poverty in the economic sense but a vicious cycle of domestic violence and exploitation which is again more dangerous for the growth and welfare of women.

Review of Relevant Literature

The **National Family Health Survey (2000) (NFHS-2**), reports on the inequality and violence pervading our country. 68% of the women in the survey reported that they needed permission from husbands or in-laws to go to the market and 76% had to seek the consent of their husbands before they could visit friends or relatives. Only 60% could use money the way they wished. In addition, one in every 5 women experienced domestic violence from the age of 15 onwards. Very often women suffered injustice in silence for the fear of adverse repercussions. D.P.Singh (2005) in his book - Women Workers in Unorganized Sector has focused on the women working in the brick-kiln industry having poor socioeconomic backgrounds. Due to their working conditions, they are prone to occupational diseases of the eyes, skin, and respiratory. The author also emphasizes that this sector is the main area of economic and Sexual Exploitation. These workers are unaware of their legal rights, have no bargaining power, and have no support from the trade unions. Their exploitation continues in their home atmosphere too where they face domestic violence at the hands of their in-laws and husbands too. Nuzhrat Parveen and Dr.N.H.Patil (2010) in their Research article **"Women in Informal Sector: A Case Study of Construction Industry"** have given an overview of women working in the Informal Sector. The Authors have reflected on how socio-economic and educational backwardness has led to their vulnerable lives. Rampant exploitation both at home and outside is a common feature of women. It is often found that Fear of Violence is yet another factor that is very crucial in stopping a woman from participating in overall growth or just being herself. **Sunil S. Kadam and Vinod A. Chaudhari (2011)** in their Review Paper on **''Domestic Violence against Women: Past, Present, Future''** focus on how violence against women is a serious and urgent problem to be looked into. They critically evaluate the epics elevating the position of women into that of the goddess and the reality that they live in. The Authors have not only covered the risk factors involved in violence but the impact of domestic violence on women. They have studied the Protection of Women from Domestic Violence Act 2005 in detail and tried to give suggestions for the elimination of Domestic Violence in India. Khema Sharma (2012) on **"Role of Women in Informal Sector in India"** speaks of these unskilled workers struggling hard on the path of life. She considers the informal sector to be a part of the solution to the current economic problems with proper legal implementations and laws. She has tried to explore the level of gender discrimination in these unexplored areas of employment where women continue to work in spite of low wages and massive exploitation and manipulation. Neha Mittal (2012) in **"Women Workers in Unorganized Sector: Socio-Economic Perspective"** talks of the multiple roles played by women and how their world differs from men. Women in the Unorganized sector which constitute about 94percent live in misery with long working hours, bad working conditions, no social security, and inequality in terms of wages. The author also stresses how the rising cost of private healthcare and the era of liberalization are the major reasons for the huge indebtedness of households and weak bargaining power on the other hand adds up to their problems leading to vulnerability and violence of all kinds. Kamala Kanta Mohapatra (2012) in **"Women Workers in Informal Sector in India: Understanding the Occupational Vulnerability"** Stresses the fact and reality that many women workers are primary bread earners of their families and that their earnings cannot be avoided as it is necessary for their minimal survival too. However unequal gender relations play a negative impact on their development as they lack bargaining power both at work and at their homes. In another study, Al-Mamun, Wahab, Mazumder, and

Su (2014) investigated the change in women empowerment through a qualitative survey that quantified economic empowerment utilizing the following criteria: decision-making at the household level, financial/economic security, resource control, say/control in familial decisions, legal awareness, and mobility.

The objective of the Study

1. To assess and study the interdependence of savings, financial inclusion, economic independence, with domestic violence on women in the informal sector

Hypothesis

H0: Financial Inclusion, savings, and economic independence cannot lower the rate of domestic violence among women working in the informal sector

H1: Financial Inclusion, savings, and economic independence can lower the rate of domestic among women working in the informal sector

Research Methodology

The Researcher interviewed through a Questionnaire and Schedule 150 Women Respondents working in different employment. 10 different categories were selected namely: Ragpickers, Tailors, Aayabais in hospitals, Agricultural workers, Women working on the construction sites, Beauticians, Fisherwomen, Domestic Workers, Vegetable Vendors, Papad making workers. They were randomly selected so that a varied class could be selected for a more precise set of information and avoid repetition from friends working together and answering together.

Analysis of the Study

As the Research Study is interdisciplinary and exploratory in nature it has tried to examine both legal and economic aspects as legality and financial inclusion are interlinked. This research study was mainly based on data collected through questionnaires through field interviews. The tools used for primary data collection were structured interviews cum Schedules and on-field observations. After the collection of the data different techniques such as weighted mean, percentages, and regression analysis along with the Chi-Square test to test the hypothesis were used. The data were tabulated using Excel and SPSS Software Version 20 and accordingly interpreted and conclusions were drawn.

Testing of the Hypothesis

Table 1 Occupational Status

Status	Frequency	Percent
Self	35	23.3
Piece work	49	32.7
Others	66	44.0
Total	**150**	**100.0**

Table 1.1 Savings

Status	**Frequency**	**Percent**
Yes	132	88.0
No	18	12.0
Total	**150**	**100.0**

Table 1.2 In what form

Status	**Frequency**	**Percent**
Bank Account	95	63.3
Insurance	11	7.3
Gold	19	12.7
Property	6	4.0
Many	1	.7
N.A	18	12.0
Total	**150**	**100.0**

Tables1.1 and 1.2 depict the savings pattern of the women working in the unorganized sector. Out of the 150 Respondents, 132 had savings and only 18 replied negatively. 95 of the Respondents had saved in banks, 11 had insurance policies, 19 had invested in gold, 6 had property in their names, and 1 reported investing in many. Most of the women were of the view that economic independence was the crucial element to make a position of theirs in the house and society and it could also lower the rate of domestic violence and hence be it a few rupees they saved it for their future as they were skeptical as to what would happen in future.

Table 1.3 Can Economic independence reduce Domestic Violence

Status	**Frequency**	**Percent**
Yes	146	97.3
No	4	2.7
Total	**150**	**100.0**

Table1.3 depicts that 146 of the Respondents were of the view that Economic Independence was crucial to bringing down domestic violence at home either by parents or husbands or in-laws. They strongly felt that money earned and economic independence can bring back respect in the family. Only 4 felt that no change in life can lower the rate of violence.

Findings

On the basis of the above data, hypothesis testing, and interpretation it can be said that women themselves have admitted that through financial independence the rate of domestic violence can be lowered although not eliminated in toto.

Conclusion

Changes in Conventional concepts of work, Education, Knowledge, Awareness, and Legislative Enactments with Legal Empowerment all together can definitely lead to the Growth of Women and the World together. The financial growth of women in every household can definitely reduce to a great extent domestic violence at home. It is very vital for the woman of the house to have adequate resources in multiple forms to ease her strain in the long run as well as give some dignity in the working of the household.

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SOCIAL BANKING: INCLUSIVE AND SUSTAINABLE APPROACH

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ABSTRACT

When we say banking for all, there is a hypothesis that all use banking services. But the reality is not so in developing countries like India, where still millions of people do not have access to banking services. After the announcement of the Jan Dhan Yojana, there was a moderate response and the result was an increase in bank accounts. But still, there is wide coverage and scope for it. For this, social banking is the solution that caters special needs of the poor. It looks for banking for the masses. It is also known as ethical banking, civic banking, and sustainable banking. Under this many schemes have been announced by RBI from time to time to bring inclusive financial growth. The term is very comprehensive and is associated with poor people and their welfare. This paper is an attempt to highlight social banking and its success through various schemes and limitations.

Keywords: Social banking, priority sector lending, financial inclusion.

❖ Introduction to social banking

Historically, it was Italy, which founded the first social banking. The main purpose was to link savers and loan demanders. In India, it took the form of cooperative banks. It is not the same as conventional banking as it keeps a more social outlook towards banking. It believed in lending for a social cause. The target customers are the poor and priority sectors. Social banking. Somewhere, when the marginalized section is not in financial inclusion, social banking assures them to bring them under financial inclusion and engages them in banking activities. In the Indian context, social banking plays an important role as India lives in villages. Millions of people live in rural areas and deal in cash transactions. They do not prefer banking or they do not know about it. There is the problem of transactions as money is saved by rural people in the banks. Here, social banking plays its role by bringing a weaker section of the society into the banking. Social banking is a must for the socio-economic growth of all and to have regular economic transactions. The main objective of social banking is the 'Welfare of the marginalized'.

❖ Initiatives under social banking

- Pradhan Mantri Jan Dhan Yojana
- Venture capital fund for SC entrepreneurs
- Credit enhancement scheme for SC
- PM Mudra Yojana
- PM Suraksha Bima Yojana
- India Stand up the scheme
- Atal Pension Yojana etc.

❖ Literature Review

Sonal Jain & Dr. Vijay D.Kulkarni, (2006) mentioned general banking in India and its problems and challenges faced. **K.A. Goyal & Vijay Joshi, (2011)** described social and ethical issues in social banking. Social banking is more important as it deals with social welfare and has a social cause. The study highlights the issues of ethics in social banking**. Roland Benedikter, (2011)** mentioned social banking and social finance. Social finance plays an important in raising society and its socio-economic condition. He explained, how social banking helps in creating social finances. **Eric Tyler et.al (2012)** tried to give their views on financial services, financial inclusion, and the role of social banking in promoting social finances. **K C Chakrabarty (2012)** highlighted the role of social banking in creating financial inclusion. He wrote about the finances of social banking and the coverage of funding among society loan seekers. **Dr (Mrs) Shobana & Prof Aparna Ghaisas, (2013)** explained the evolution of social banking and its significance so far in banking and building social spirit. They discussed all the issues and challenges regarding it. **Francesc Relano, (2015)** tried to clear out misconceptions about social banking. There are many interpretations of social banking. He tried to remove ambiguity and explain social banking. **Partha Sarathi Senapati, (2016)** studied the importance of social banking in financial inclusion in India. The stud was mainly focused on how can be people be brought into the mainstream of banking and allowed to participate in banking transactions. **Paul Leichtfried, (219)** wrote a report on social banking and its development for years so far. The entire report covers right from concepts to the development process of social banking.

❖ Objectives of the study:

1. To highlight the significance of social banking
2. To assess the loan demand by various sectors
3. To discuss the success of PMJDY till data
4. To show priority sector lending in India during 1920-2021 & 1921-1922

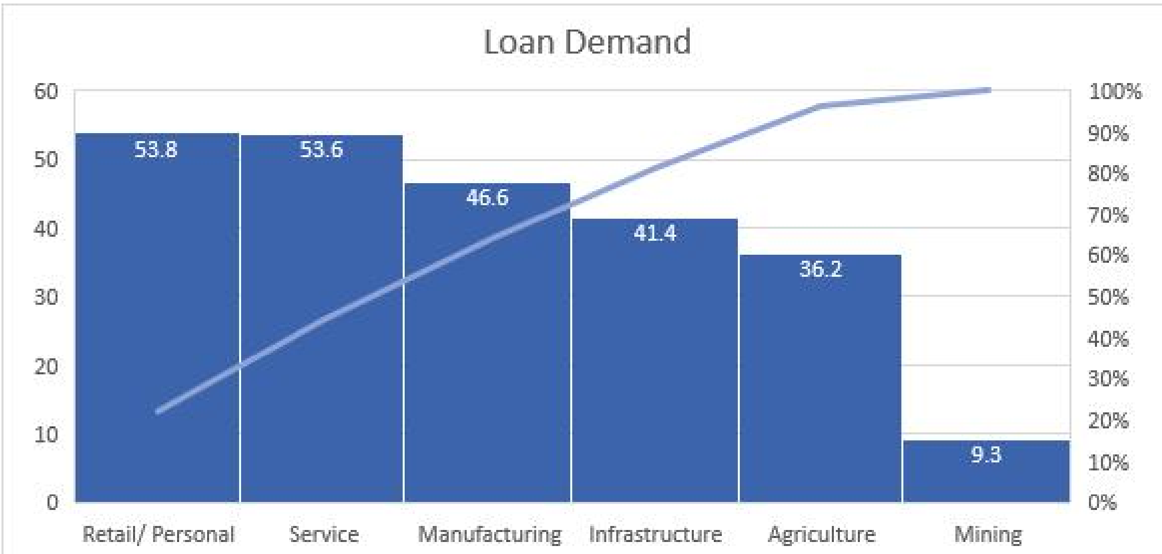
❖ Research Methodology

This study is based on data availed from official sites of RBI and the government. It is a qualitative and descriptive study that highlights the need and problems of social banking in India. The secondary data is availed from reference books, research papers, journal articles, theses, and new items. The data is used in percentage form to represent diagrammatically for better understanding. Most of the data is for the years between 2019 to 2022.

❖ Analysis of the data

A) Loan demand

Chart 1 : Loan Demand

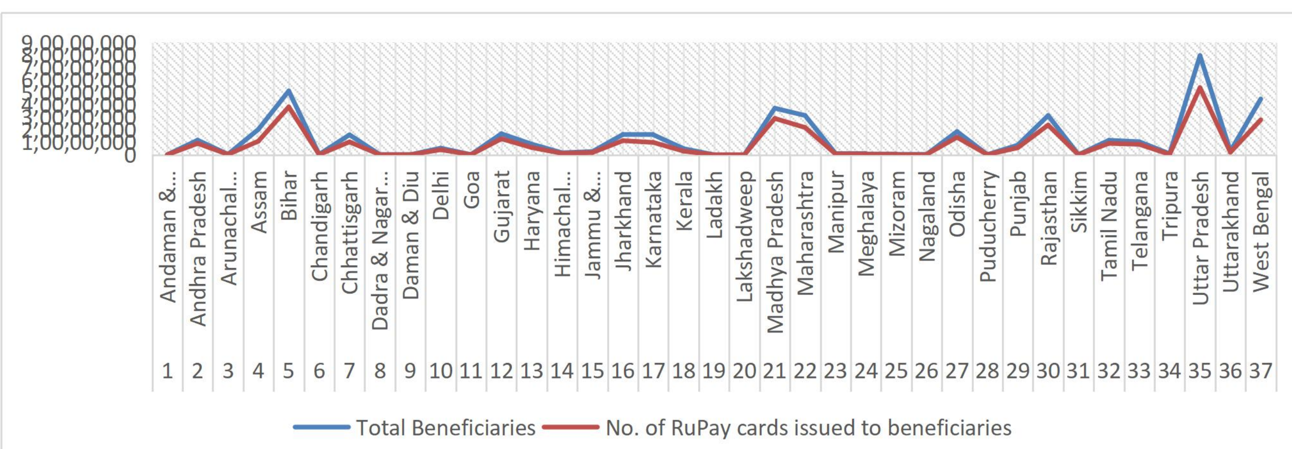


Source: rbi.docs.rbi.org.in

From chart 1, It is observed that there is a continuous increase in demand for loans from all the sectors of the economy. More loan demand is from the service and retail sectors as individuals always need loans for buying houses or for their personal needs. Nearly 53.8 percent of the loan is demanded by person, 53.6 from service sector employees, 46.6 percent from manufacturing, 41.4 percent from infrastructure, 36.2 percent from agriculture, and only 9.3 percent from mining. These all sector covers weaker segment and marginalized sectors which need regular funds.

B) Pradhan Mantri Jan Dhan Yojana State-wise Performance

Chart 2 PMJDY- state-wise

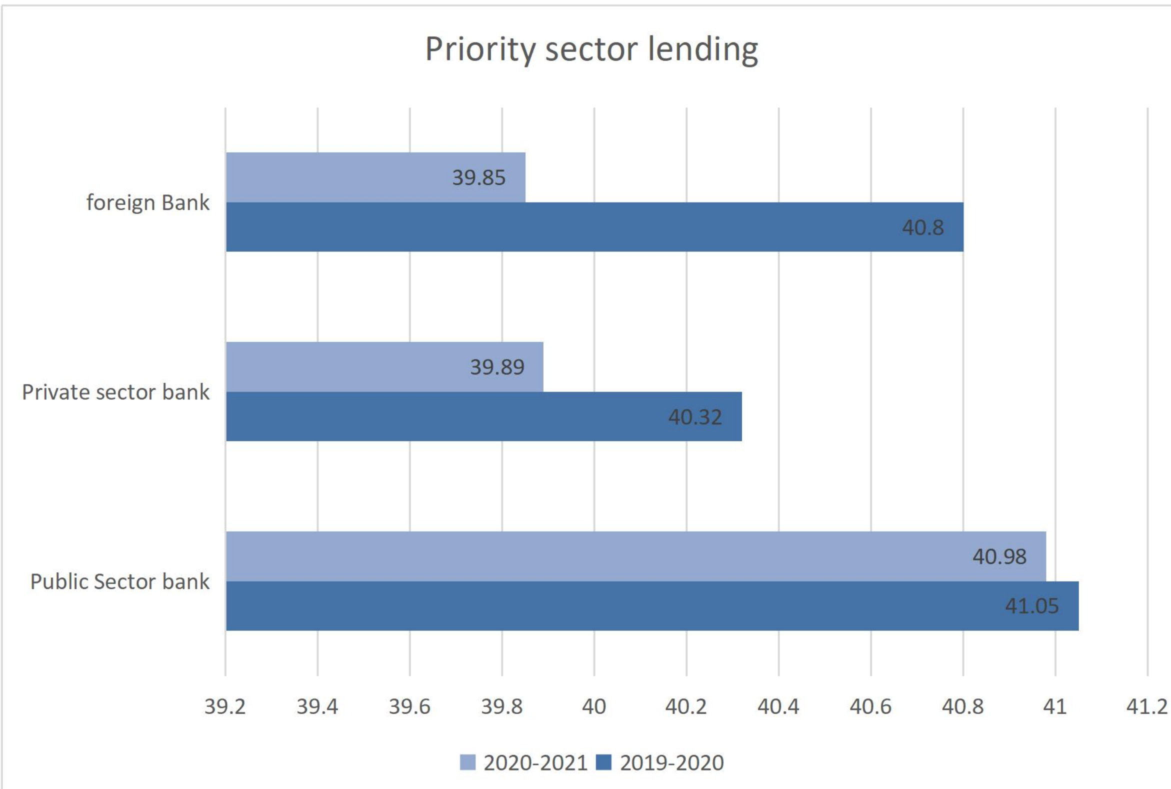


Source: pmjdy.gov.in/state wise-statistics

In chart 2, it is observed that all the states of India have been quite successful in opening maximum bank accounts and issuing debit cards. The maximum beneficiaries are from Assam, Bihar, Uttar Pradesh, and Uttarakhand. Most beneficiaries are from Delhi, Goa, and Lakshadweep. It is due to the geographical area of the states and financial awareness among the people. The more beneficiaries led states to show that they were not having financial inclusion before. And are getting into it slowly. According to a recent report, there are a total of 440 million Pradhan Mantri Jan-Dhan Yojana recipients as of October 2021.

C) Priority sector lending

Chart 3 Priority sector Lending



Sources: m.rbi.org.in

In chart 3, it is observed that the priority sector lending is done by private, public, and foreign banks. More lending has been done by public sector banks to the MSMEs, artisans, farmers, minorities, SC, ST, and other backward classes. It is followed by the private sector and foreign banks in the same proportion. Priority sector lending has been suggested in the banking reforms of 1991. The very purpose behind is to sustain all the sectors by providing funds and enabling them to grow. Social banking is being observed through priority sector lending on large scale.

D) Beneficiaries under PMJDY till March 2022

Chart 4 Beneficiaries under PMJDY till date

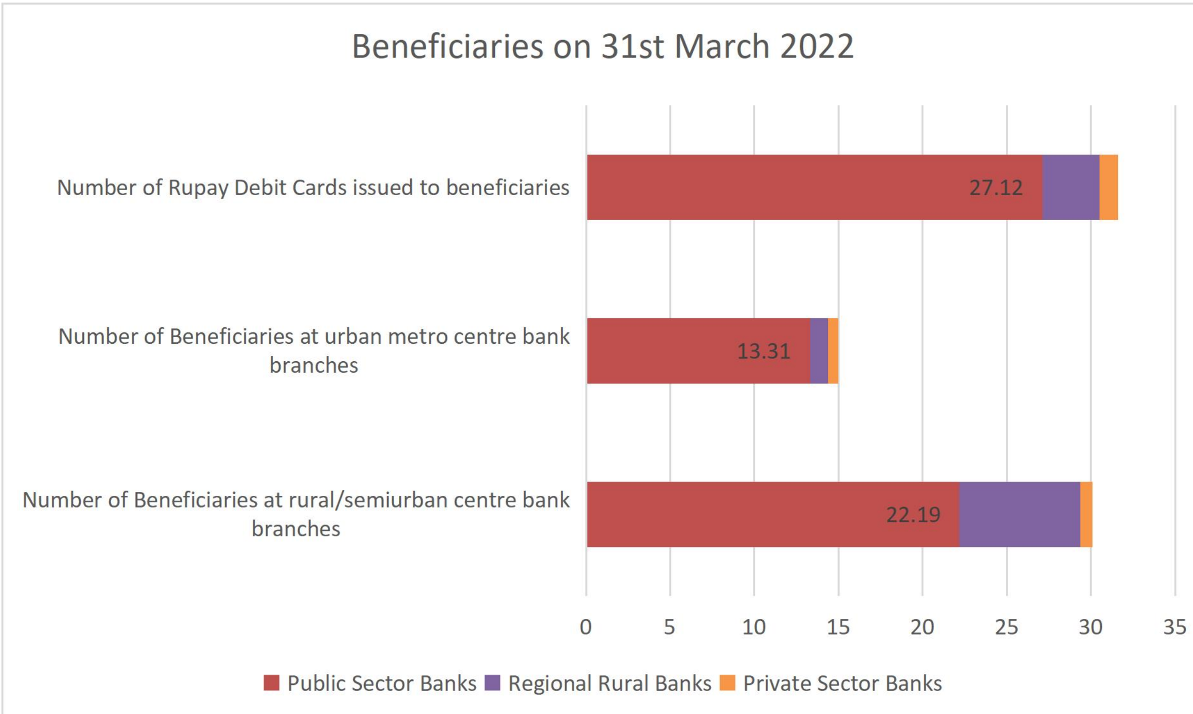


Chart 4 shows that the beneficiaries under PMJDY are nearly 22.19 percent in rural and semi-urban areas whereas 13.31 percent in urban areas. The number of Rupay cards has been issued to 27.12 percent of beneficiaries by the end of March 2022. It shows that still attempts are being made to bring more population under banking activities achieving the objective of inclusive financial growth.

Suggestions

- There has to be clarity about social banking beneficiaries. The benefit should go to marginalized farmers and small-scale industry entrepreneurs.
- It should be seen that minorities should be given the loan at a concessional rate and should assure financial help. Especially to the Muslim population
- Concessional loans should be given to Dalit entrepreneurs assisting them to start and develop their businesses and sustain entrepreneurship.
- More people should be brought under PM Jan Dhan Yojana and should also ensure that they save and use the accounts. There are cases where after demonetization, accounts were opened but were inactive later.
- In a country like India where the maximum population is living under BPL, social banking should be the priority. Only declaration won't work. The results and outcome should be reported by RBI from time to time.

❖ Conclusion:

It is found that social banking is being promoted by the GOI through many schemes and programs. The cashless economy is the prime objective to be achieved in near future. The report of RBI shows that there is an increase in bank accounts in rural areas. And also, state-wise, there is a good response. The question arises about financial activities in these accounts. Only an opening account cannot prove the hypothesis of financial inclusion. There have to be savings, investments, use of accounts comprehensively. Still, the bill market is not developed in India. Social banking may improve the monetary base and support economic growth and development. Social banking if developed, It is going to be sustainable banking.

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A STUDY ON IMPACT OF COVID - 19 PANDEMIC ON DIGITAL BANKING SERVICES

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Abstract

The COVID-19 pandemic has been a tumultuous event in the history of mankind. Its impact is far reaching in every aspect of human endeavour. It has made digitisation imperative in all domains of human life and sped innovations across sectors. The banking industry being a lifeline of the economy was also affected by the upheaval wrought by the pandemic and continues to reel under its impact. The pandemic inadvertently brought about some opportunities in adversity in the banking sector in the form of digital innovations. The aim of this paper is to identify the impact of COVID-19 pandemic in bringing about innovations in digital banking services and delve into a customer perspective of the same.

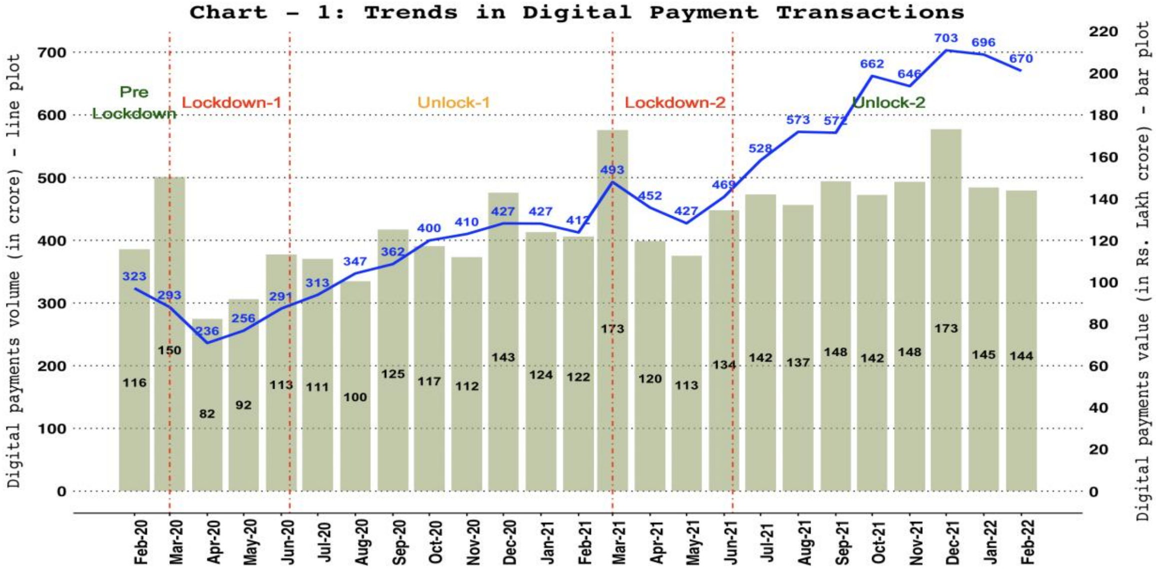
Keywords – COVID-19 pandemic, digital banking, digital innovation

Introduction

The banking sector is one of the key services sector of the economy. It has been at the forefront of digitisation due to rapid evolution in financial technology. From traditional brick and mortar branches, branchless banking has been gaining steady impetus during the information age. In a ruthless survival of the fittest era of doing business, only those business which have been able to incorporate the technological advancements are able to remain resilient during periods of upheavals. The COVID-19 pandemic drove home more than ever before the need for businesses to digitise as contact less service provision became the key driver for innovation. The banking sector was not an exception to these changes as more and more customers began to demand and adopt services which obviated the need to be physically present at branches.

In a research conducted by Fidelity National Information Services (FIS) of 50 of the largest banks in the world, during peak pandemic period of April 2020 new mobile banking registrations saw an increase of 200%, while mobile banking traffic increased by 85%.[1] In India, a clear upward trend is observed in digital payment transaction volume during pandemic and after.

Chart – 1: Trends in Digital Payment Transactions



Source – RBI[2]

It is thus apparent that globally and in India, digital banking has received a major impetus due to restrictions imposed by COVID-19 pandemic.

Review of Literature

Dauda and Nma (2019) identified that perceived usefulness and perceived ease of use of online banking and e-payments had a positive effect on its usage during the COVID-19 pandemic.[3] **Verma and Tanwar (2022)** analysed and found that reliability and speed during Phase I, security and safety during Phase II and reliability and safety during Phase III were the factors having highest influence on the customers during COVID-19 pandemic in India with regards to their usage of e-banking services.[4] **Mathew et al. (2022)** reported a growth in internet and mobile banking transactions in India during the COVID-19 pandemic and that the pandemic had resulted in introduction of newer technology based products by banks.[5]

Statement of the problem:

The research paper is aimed at understanding the impact of the COVID-19 pandemic on digital banking services offered by banks in terms of the innovations that occurred as a consequence of the pandemic while also understanding the customer perspective.

Research Methodology:

The research is based on primary and secondary data sources.

Primary Data Collection: A survey of 104 respondents was undertaken to understand their digital banking experience during the COVID-19 pandemic. The sampling was done randomly and focussed on urban financially literate bank customers from the city of Mumbai.

Secondary Data Collection:

a) From newspaper articles, research journals and working papers.

b) From governmental and non-governmental reports such as those of RBI, International Chamber of Commerce, etc.

Limitations of the study: The sample under study is not representative of customers from rural India. The sample responses may also suffer from the respondent's biases.

Research Objectives

1) Identify the various innovations in digital banking during covid pandemic.
2) Determine the customer perspective on digital banking services offered during the COVID-19 pandemic.

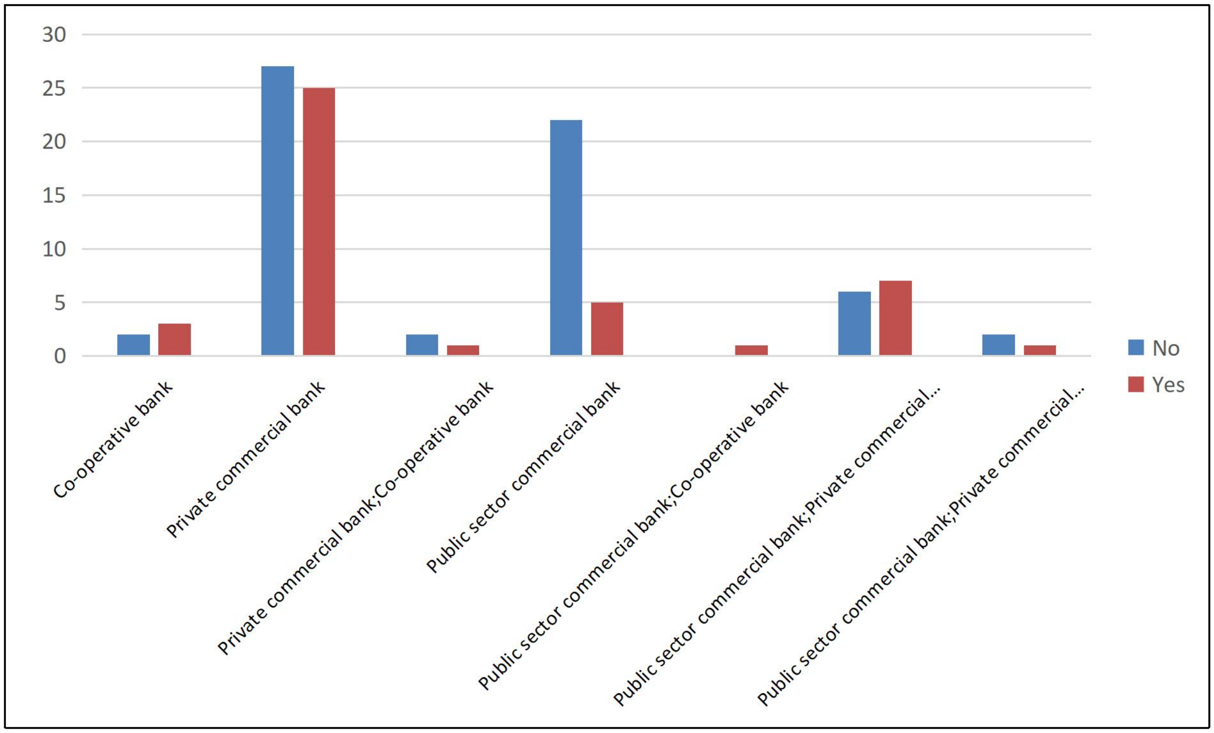
Analysis

In the banking sector various innovations have occurred as a consequence of the COVID-19 pandemic. The use of chatbots to deal with customer queries continues to be on the rise. The use of digital signatures, electronic documentation, scanned pdfs as documentary evidence especially with regards to Letter of Credits that are offered by banks to facilitate international trade, was a major step ahead in paperless, contactless remote banking. Scaling up existing digital platforms and adoption of blockchain technology are some other initiatives being undertaken by banks and financial institutions.[6] In Indian banks paperless and video based KYC verification was adopted, card-less ATM withdrawal, chatbots on apps and website, QR code scanning based payments, etc. were adopted.[7]

There has also been an increased demand for digital lending facilities during the pandemic. Big data usage by banks to enhance customer experience is a seeing a boost. Cloud migration by banks and use of artificial intelligence is another paradigmatic shift that is being observed in the banking sector.

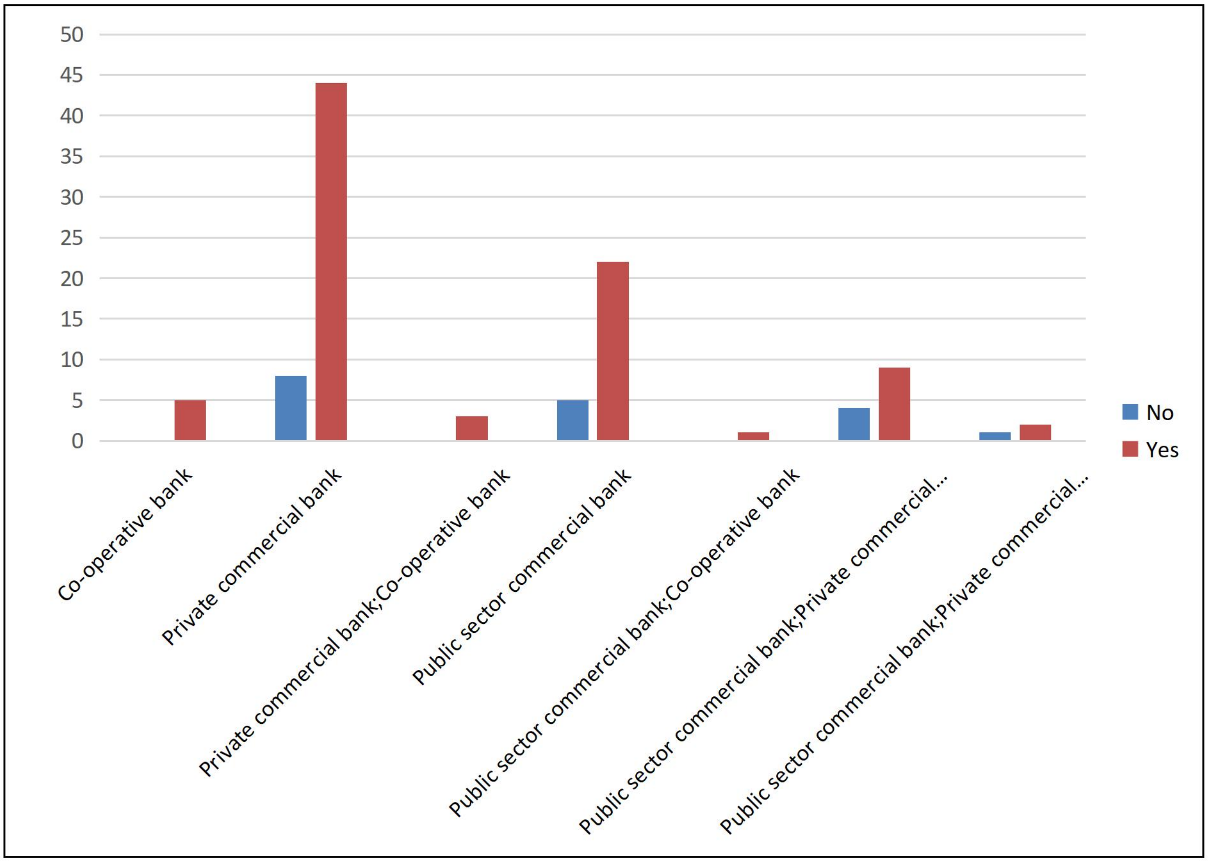
In the primary research based survey done with 104 respondents, 50% of the respondents had an account with private commercial banks and around 25% with public sector commercial banks only, 12.5% of the respondents had an account in both private commercial banks and public sector banks while the rest had accounts in co-operative banks and a mix of different banks.

When respondents were asked about any new digital banking service introduced by their bank during the COVID -19 pandemic, the following response was obtained



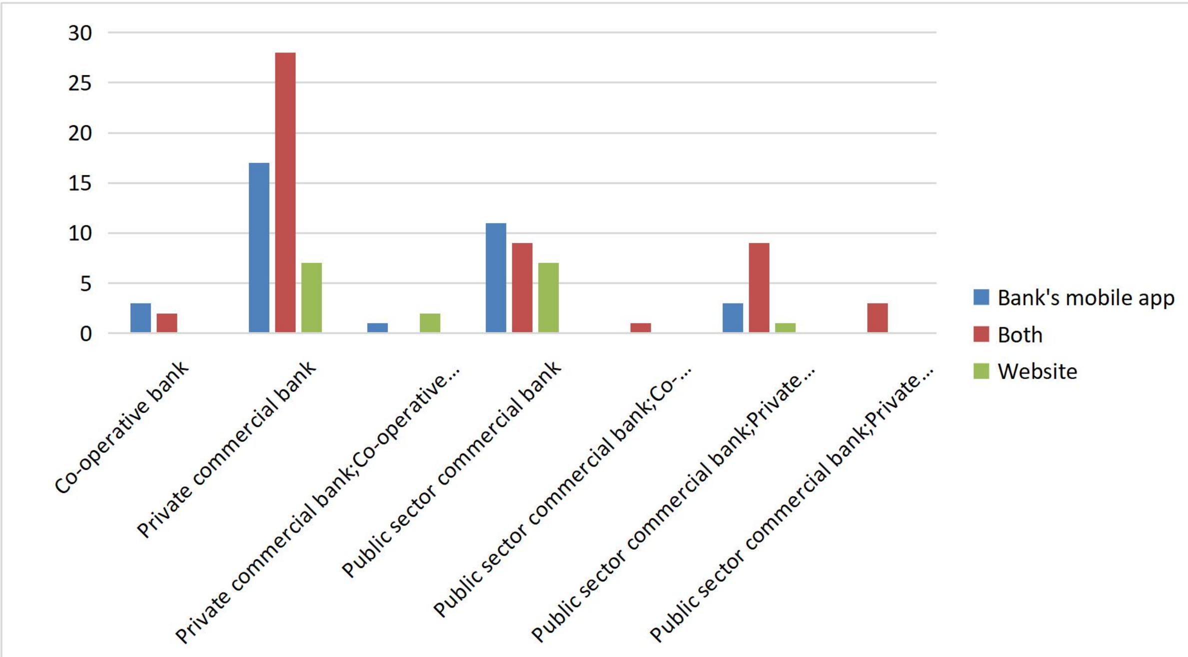
Out of the 52 respondents having an account with a private commercial bank, 27 respondents did not agree while 25 respondents agreed that some new digital banking service was introduced by their bank during the COVID -19 pandemic. The response is almost equally split with the "no" responses just edging ahead marginally. In comparison, 81% of public sector commercial bank account holders felt that no new digital banking service was introduced during pandemic.

On being asked whether their utilisation of digital banking services offered by their bank increased during the COVID - 19 pandemic, the following response was obtained

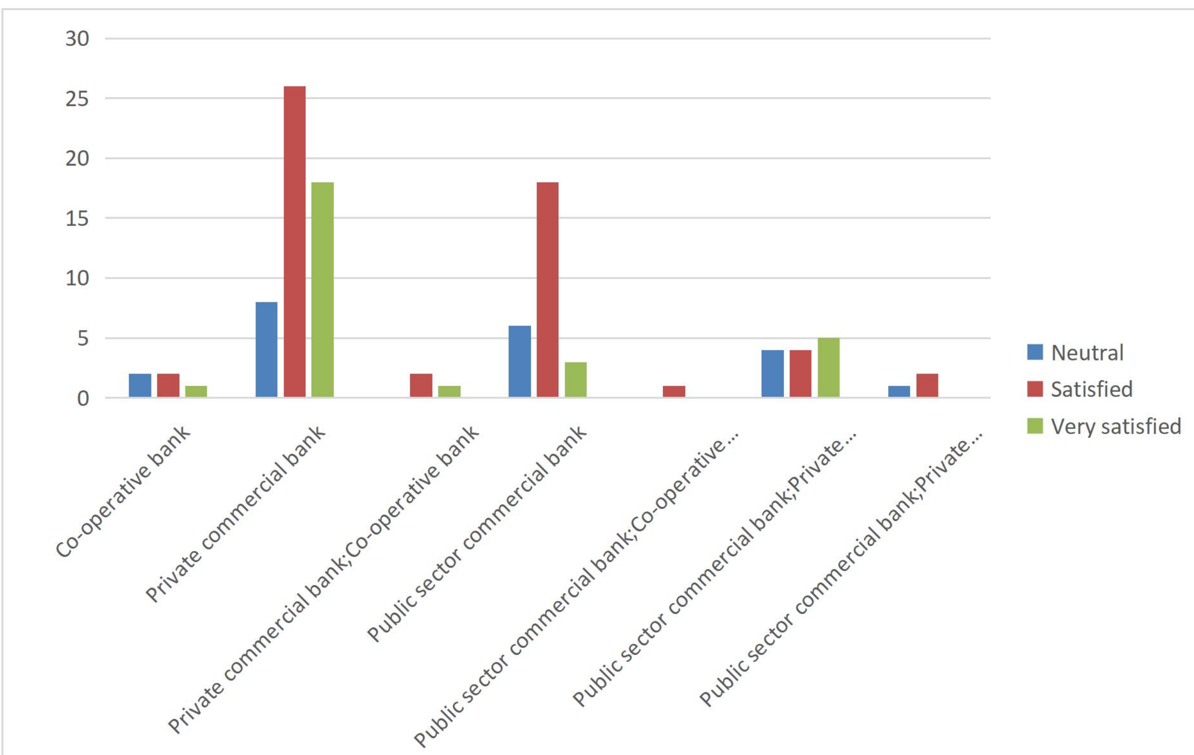


More than 80% of the respondents having an account with private commercial banks and public sector commercial banks' agreed that in the pandemic they were using digital banking services more than before.

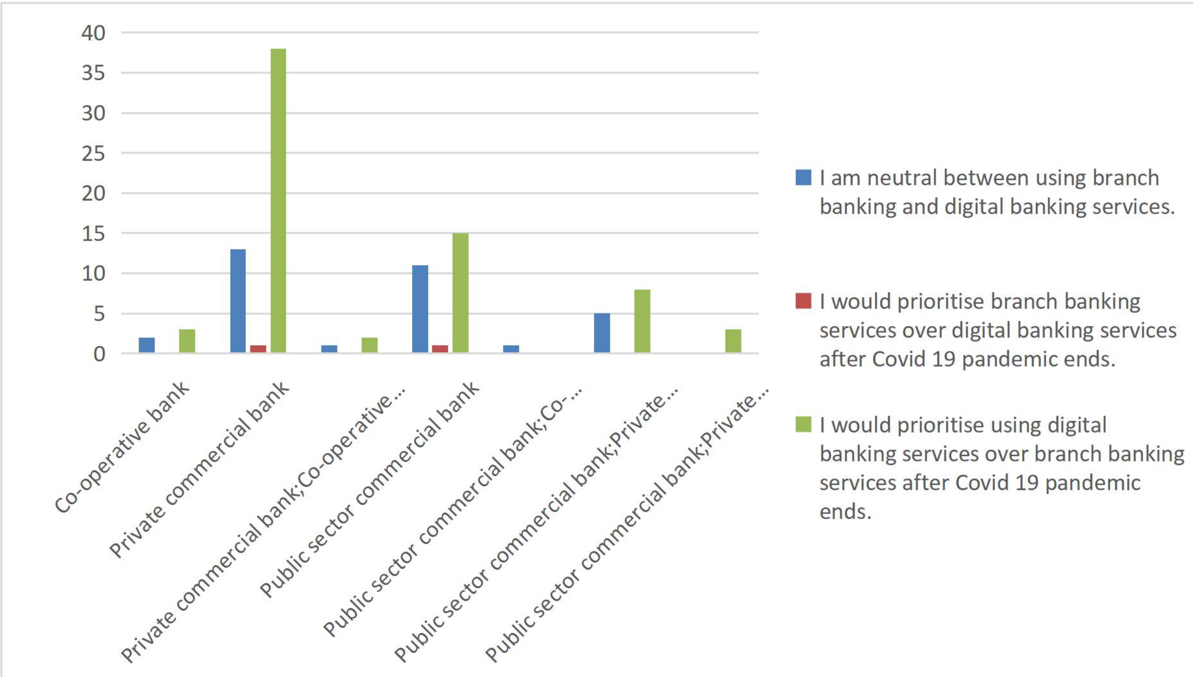
When asked about their preferred mode of accessing digital banking services, most respondents chosemobile app over website, while many respondents chose both, as seen below-



As seen below, the customers most satisfied with the digital banking services offered by their bank during COVID-19 pandmeic, were those having accounts in private sector commercial banks



From the chart below it is clear that 73% of the private sector bank customers as against 55% public sector bank customers agreed that they would prioritise using digital banking services over branch banking services after Covid 19 pandemic ends.



Conclusion

The research highlights that there has been an increase in digital banking service usage by bank customers due to COVID-19. There has also been several innovative measures adopted by banks during this period. The primary data analysis showed that private sector commercial banks were at the forefront of introducing new products during the pandemic as compared to public sector commercial banks. The level of satisfaction with digital banking services offered during COVID-19 pandemic was also higher amongst public sector commercial bank customers and they were also the ones who showed greater desire to continue using digital banking services over branch banking once the pandemic ends. Thus, it is evident that public sector commercial banks and co-operative banks have to take more efforts to keep pace with technological innovations and improve the quality of fintech service offered by them.

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TREND ANALYSIS OF INDIAN SCHEDULED COMMERCIAL BANKS

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Abstract: ***Indian banking sector is significant for Indian economy and has faced several challenges in the past and to overcome them various reforms were introduced from time to time. However challenges remain at various levels and performance indictors internally and externally for banking and also challenges are being faced by an economy. This paper aims at analysing the important trends of schedule commercial banks performance from 2004-05 to 2020-2021. The trends such as ROA, ROE, ROI, ROAd, Cash-Deposit Ratio, CDR, IDR, COB, COF, NIM etc. are analysed for public and private sector scheduled commercial banks in India.***

Key Words: *Banking Trends, Scheduled Commercial Banks, Indian Public and Private Sector Bank.*

Introduction

Bank plays a very vital role in the economy of a country. Healthy banking system is the foundation of any economy. The growth of an economy depends on the banking performance. In the finance literature performance of bank generally is measured by its profitability. Increasing profitability of the banks denotes better performance. The quality in the working of financial sector truly impacts the profitability of the banks which as a whole impact the economy and GDP of a country. (Bhanawat S, Kothari S, 2013)

Banks in India have been undergoing major challenges in the dynamic environment over the past few years. In order to resist negative shocks and maintain financial stability, it is important to identify the determinants that mostly influence the overall performance of banks in India. This study aims to find the trend analysis of different profitability parameters of public and private sector banks in India over the period from 2004-2005 to 2020-2021.

Literature Review

Singh and Prasad (2020) discussed the Gross NPA, Gross Advances and Asset Quality of Public Sector banks, Private Sector banks and Foreign banks from 2008-2018. The objectives of the paper are to analyse the trends in banking sector, highlight individual banks and understand few dynamics. The study found that Public Sector banks have deteriorating performance than other banks in the period. It also found that there exists positive relation of Gross NPA ratio among Public Sector Banks, Private and Foreign Banks.

Matiur (1994) on the study “Trend of Employees” Productivity in Commercial Banks in Bangladesh” reveals the productivity in private commercial Banks was much higher than in the Nationalized Commercial Banks. He observed that per employees’ deposit, advance and expenditure had almost an increasing trend in both NCBs and PCBs, but per employee profit and investments showed zigzag trend during the study period.

Makkar & Singh (2013) concluded that on an average, there is no statistically significant difference in the financial performance of the public and private sector banks in India, but still, there is a need for overall improvement in the public sector banks to make their position strong in the competitive market.

Uppal & Juneja (2012) concluded that foreign banks are performing much better than the other bank groups.

Pandia & Vellingirib (2014) observed that Indian banking sector has responded very positively in the field of enhancing the role of market forces regarding measures of prudential regulations of accounting, income recognition, provisioning and exposure and introduction of CRAMELS supervisory rating system. All the banks has to take necessary steps to improve the overall performance of the banking sector.

Doonger Singh, K. (2011) compared the profitability of commercial banks during the seven years of study period from 2003-04 to 2009-10. Study finds that spread is very high in foreign and new private sector banks and low in case of public sector banks.

Ranganathan, & Balasubramaniam (2011) focused on correlation between profit and advances, investment, deposits and other income.

Mistry, (2012) undertook the profitability analysis based on ROA and interest income as an independent variable and operational efficiency, asset utilization and asset size as dependent variables.

Saini, N. (2014) pointed out on productivity and profitability of public and private sector banks during 2008-09 to 2012-13. The study observed that profitability and productivity of both banks has been continuously increasing during study period. Profitability was better in private sector banks and productivity was good in public sector banks.

Verghese, S. (1983) examined whether the profit and profitability of Indian commercial banks has been declining in seventies and identified the main factors affecting on profit performance of banks.

Objective of the study:

To determine and compare the trends of public and private sector banks for the selected profitability parameters.

Scope of the paper

The scope of the study for the trend analysis is limited to only public and private sector banks for the period of 17 years from 2004-2005 to 2020-2021.

Need for the study

Banking business has done wonders for the world economy. The intensifying competitive environment in the banking sector forcing the banks to focus in their operations. The trend analysis of the banks plays an important role in the performance of the banks. Trend analysis is often used to make projections and assessments of financial health. Financial analysts examine the past performance of their company, along with current financial conditions, to determine how their company will perform in the future.

Various parameters have been used to determine the trend of public and private sector banks. Evaluating the profile of the commercial banks is important to depositors, owners, potential investors, managers and of course, regulators.

Research methodology

The Indian banking system consists of 20 public sector banks, 22 private sector banks, 44 foreign banks, 44 regional rural banks, 1,542 urban cooperative banks and 94,384 rural cooperative banks, in addition to cooperative credit institutions. The present study used all public sector banks and private sector banks in India. The study used convenience sampling method and ten variables has been used to know the position of profitability of the banks. This study was conducted for a period of seventeen years from 2004-2005 to 2020-2021, The variables selected for the study are Return on Assets (ROA), Return on Equity (ROE), Return on Investments (ROI), Return on Advances (ROAd), Cash-Deposit Ratio (CDR), Credit Deposit Ratio (CDR), Investment Deposit Ratio (IDR), Cost of Borrowings (COB), Cost of Funds (COF), Net Interest Margin (NIM).

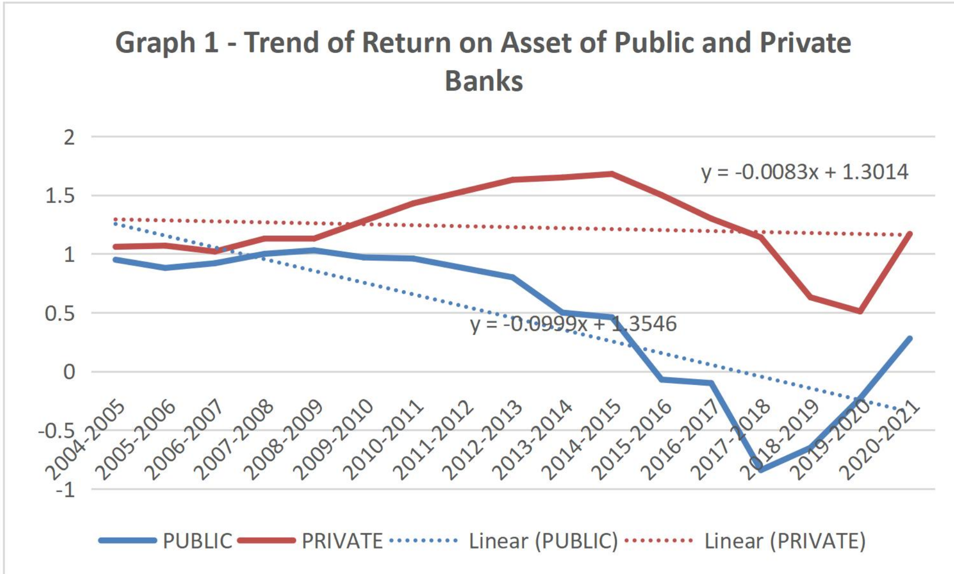
Statistical tools for the study

The data has been collected from secondary sources which are available on database on Indian Economy (DBIE), Reserve Bank of India. Secondary data used with simple percentages and statistical tool trend analysis through MS-Excel.

Analysis of data

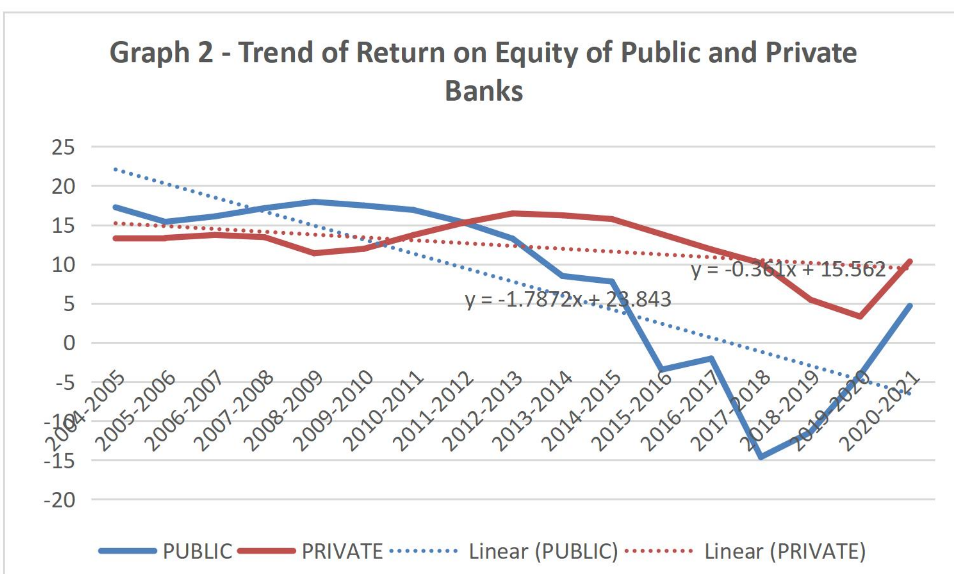
1. Return on Assets

Graph No - 1 depicts Return on Assets of Public and Private Banks. The graph clearly shows lower ROA in Public Sector banks than their counter parts in Private Sector having that in public sector banks the decreasing trend of return on assets over a period from 2015-2016 to 2020-2021 and improving trends in post covid 19 pandemic 2020-21. The falling trends for public sector banks from 2011-12 onwards but sharp declining trends since 2014-15 and further deteriorating to negative ROA from 2015-16 and with small recovery in 2018-19 in spite being negative. The Private sector banks have shown constant and then increasing trends in ROA until 2015-16 and sharply decreasing trends thereafter yet positive. Both private and public sector banks show improving ROA trends post 2020.



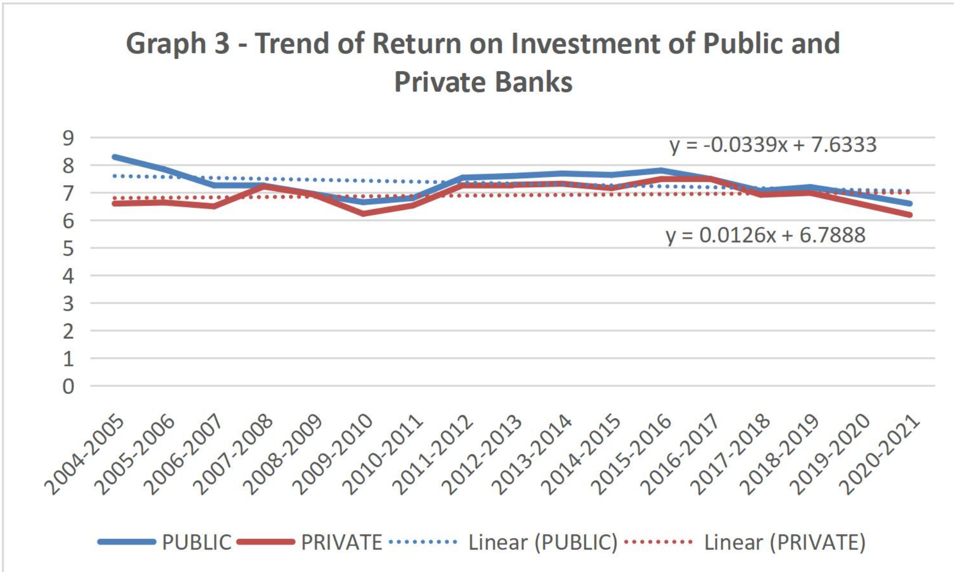
2. Return on Equity

The Graph – 2 explains that the return on equity of public sector banks is showing decreasing trend from the year 2015-16 to 2018-19 and post that in 2020 showing improvement and turning positive. The profitability position of private sector banks is much better than public sector. Return on Equity measures bank profitability by revealing how much profit a bank generates with the money shareholders have invested. It reflects how effectively a bank management is utilizing its shareholders' funds. Higher ratio indicates higher profitability of the banks. In the year 2018-2019 ROE for public sector bank is negative i.e. -11.44 and showing positive trends post 2020. It is been traced that in 2014-2015 compare to private banks the public sector banks are showing high ratio but over a period of the study i.e in 2020-21 it has become quite opposite. Private sector banks showing higher ratio than public sector banks.

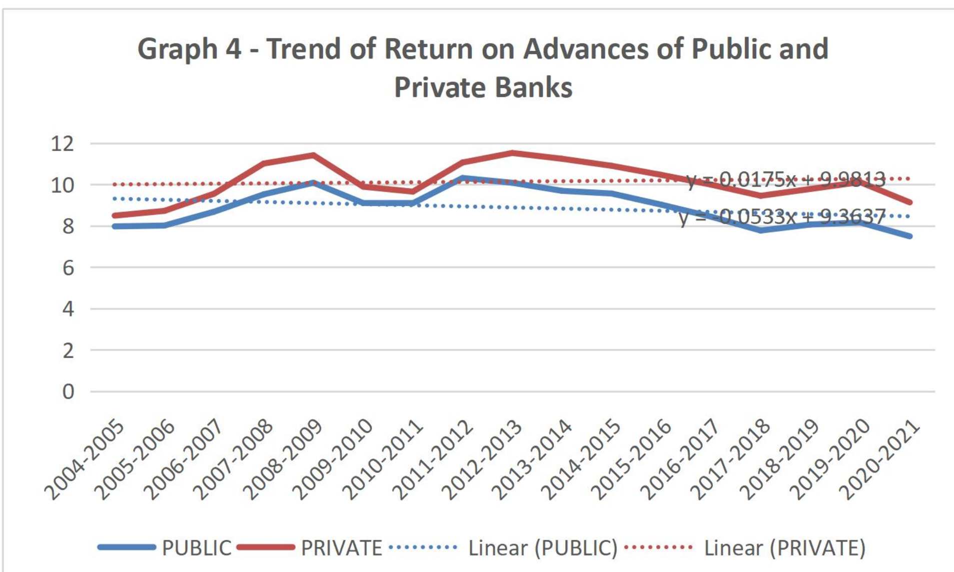


3. Return on Investment

The return on investment trend line from below Graph 3 shows that both public and private sector banks are moving approximately in same direction. With ROI, decision makers evaluate investments by comparing the magnitude and timing of expected gains to the magnitude and timing of investment costs. A good ROI means that investment returns compare favourably to investment costs.



4. Return on Advances

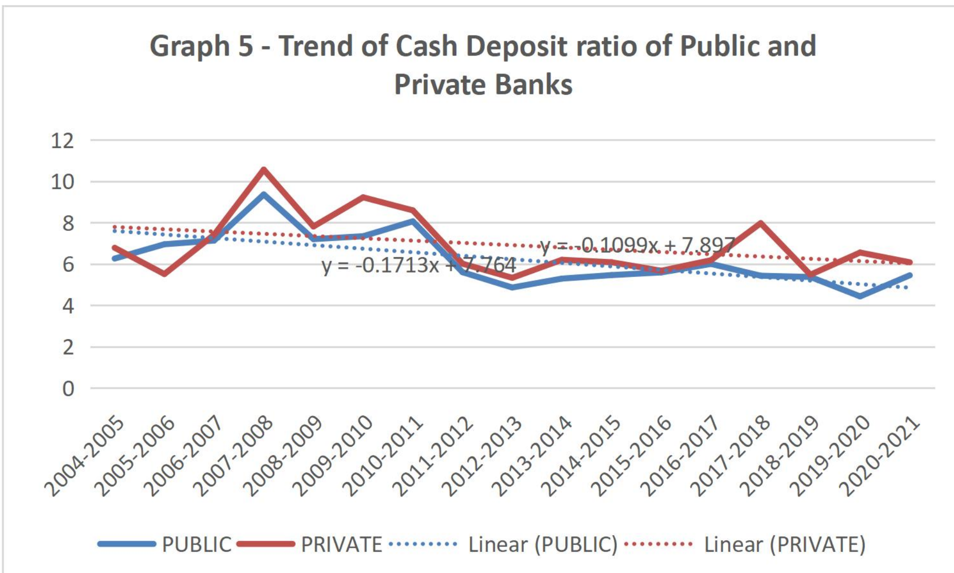


From the above trend analysis of public and private sector banks the performance variable ROAdv shows that both moving same direction. In the year 2018-2019 in both public sector and private sector the return on Advances have been increased compare to 2017-2018 again decline in 2020-2021

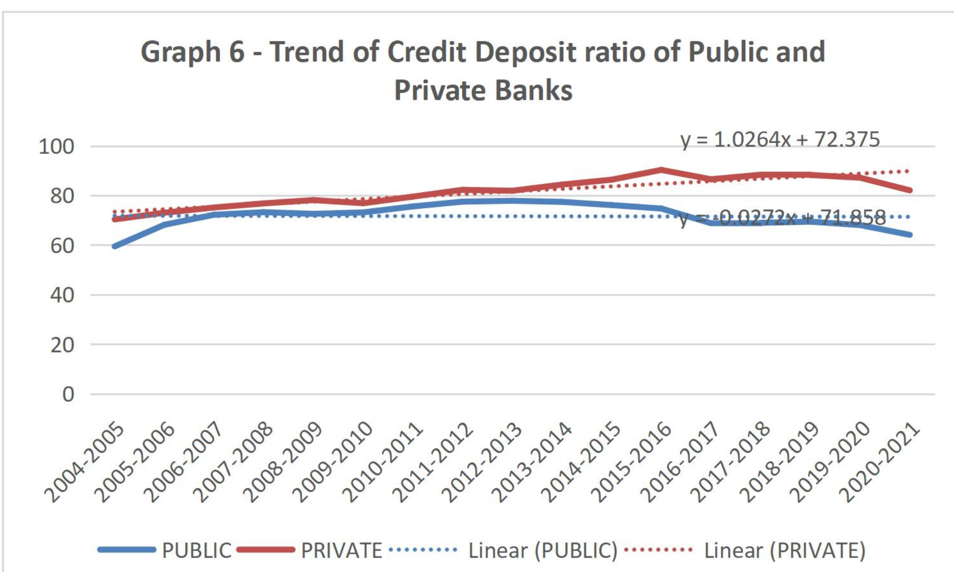
PSU banks have suffered due to rising NPAs and weak governance practices. Regulatory issues and environmental concerns have contributed to increased NPAs by making most projects in sectors like roads and power unviable. Increased provisioning for bad loans eroded the capital base of some PSU banks and forced the government to configure measures like recapitalisation and bank mergers.

5. Cash Deposit Ratio

There is no much difference in public and private sector with cash deposits as both the banks are moving in same direction but compared to 2004-2005 in the recent year i.e.2020-2021 downward trend is being observed. It indicates that both banks are operative post 2018 due to demonetization and also due to pandemic.

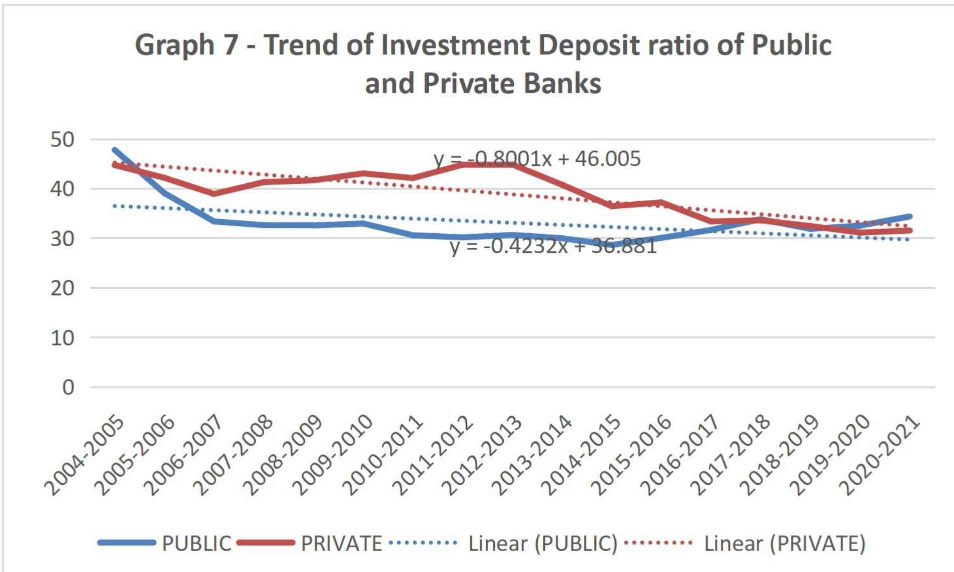


6. Credit Deposit Ratio



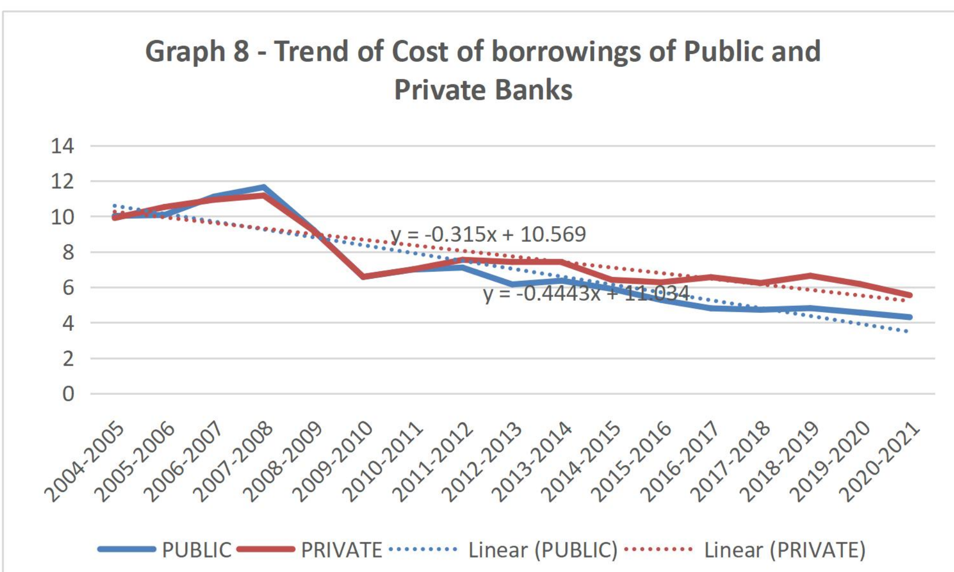
Credit deposit ratio shows the proportion of lending out of its total deposit mobilization. It indicates the ability of the bank to convert its deposits into high earning advances. It is calculated by dividing total advances with total customer deposits. The above Graph 6 of Credit Deposit ratio depicts that private banks is showing increasing trend from 2004-2005 to 2020-2021 it indicates that private sector banks are providing more credits to their customers from their deposits. It is clear that private sector banks are taking advantages of leverage and also generating more risks for the depositors. Public sector bank shows stability over the period of seventeen years.

7. Investment Deposit Ratio



In the above graph Investment to Deposit ratio is seen to be moving apart in intimal years of analysis ie since 2006 to 2017 and thereafter merging for both Private and Public sector banks.

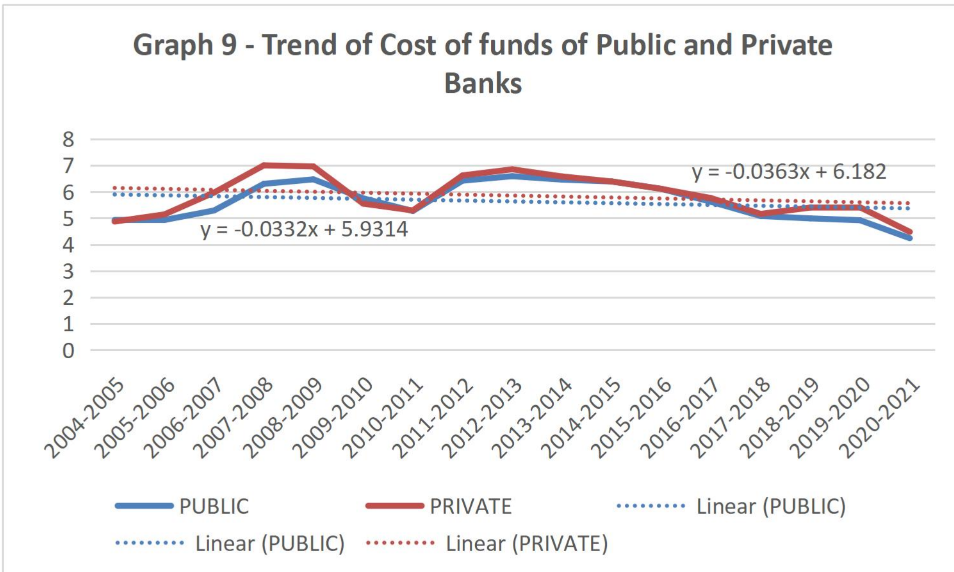
8. Cost of Borrowings



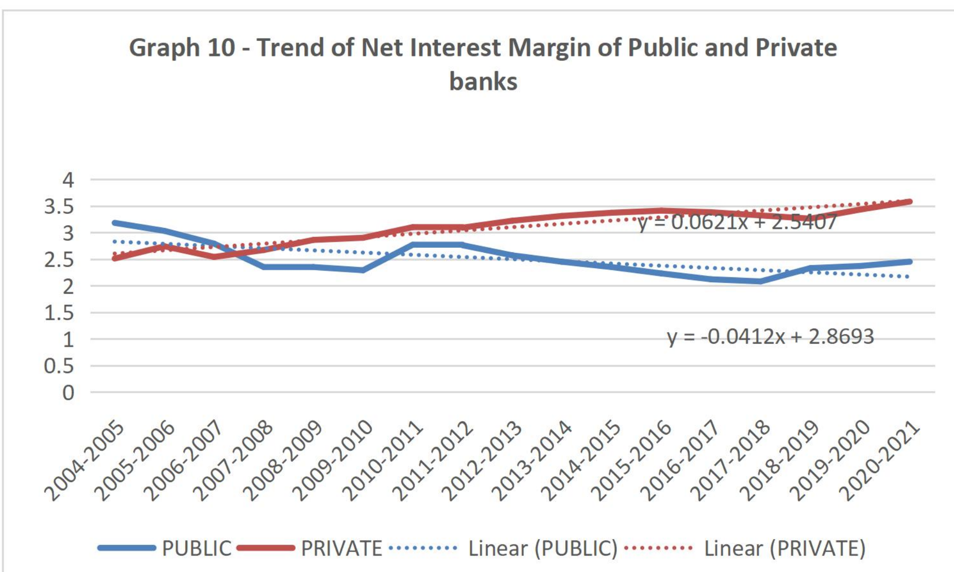
From the above Graph 8 of cost of borrowings it is clear both the type of banks are moving closely together and showing decreasing trend.

9. Cost of Funds

Cost of funds have remained more or less same for public and private sector banks and shown in graph no 9. The COF has been positive and seen highest in 2008-09 and 2012-13 to 2015-16 and seen to be decreasing thereafter-



10. Net Interest Margin



It is observed from the above Graph 10 that the private sector banks are showing increasing trend and public sector banks are showing decreasing trend. They are intersecting in the year 2006-2007. The private sector banks has high net interest spread ratio than public sector banks. It can also be said that private sector bank has higher net interest earnings. The performance of the bank is largely dependent on the NIM for the year. The higher the ratio, we expect more will be the profitability. It shows how well the bank is earning income on its assets. Higher ratio indicates better earning ability of the business.

Conclusions

Indian banking sector is an important component of Indian financial system. It has a strong impact on the economic development and growth of the nation. This study examined the trend of various profitability parameters in public and private sector banks of India. Analyzing the banks overall profitability variables it reveals that for few selected variables both public and private sector banks are moving in same direction. With the increasing competition in the banking sector profitability has become a greatest challenge to Indian commercial banks. Banks should explore every possibility for improvement and increase the profitability. Attempts should be made to control over expenses and also the resources should be utilized in a more efficient manner. Governance and transparency should be increased to increase efficiency in banks.

The ROA is a functional indicator of bank's profitability. ROA reflects bank's management ability to utilize the bank's financial and real investment resources to generate profits. This ratio is used to know the earning capacity of profit of a bank by using its assets and can be calculated as the after tax net profit percentage to total assets. Here, private banks have high ROA than public banks, which means they are using their assets efficiently. It refits the efficiency with which banks deploy their assets.

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NABARD : SHG'S ENABLING THROUGH MICRO FINANCE AND BANK LINKAGE PROGRAMME (BLP) -A STUDY ON SHG'S IN TELANGANA STATE

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ABSTRACT:

Self-Help Group (SHG) movement began in Bangladesh under the Leadership of Dr. Mehmud Yunus. Self –Help Group (SHG) has Sparked off a silent revolution in delivering credit mainly to rural India. The SHG-Bank Linkage programme (SHG-BLP) is considered a most Successful, Promising and Widely accepted model in India. SHG- BLP was initiated by NABARD (National Bank For Agricultural And Rural Development) in the Year 1992 which is a Pilot project widely accepted and successful model for providing finance to the weaker section of the society. NABARD takes a position to design the suitable rural credit policies that plays a significant role for Agriculture and rural Economy of India. NABARD has implements various projects in many agriculture and rural development projects. As a link of these programs SHG's enabling through micro-finance and Bank Linkage Programme (BLP). As they are one from which NABARD tries to step ahead for providing various banking facilities to the society. Micro Finance and Bank Linkage Programme (BLP) plays an important role for the society or rural area people in adoption of banking facilities and also helpful in reducing poverty. SHG-Bank Linkage Programme which has turned to world biggest microfinance program in India.

Key words:

Self-Help Group, Bank Linkage program, NABARD, Micro Finance, Banking facilities.

Introduction:

A major effort to provide banking services to the weaker and unorganized sector was the Bank Self Help Group Linkage Programme that was launched in early 1990s. the programme was started at the initiatives of NABARD in 1992 to link the unorganized Sector with the formal Banking sector. In India, over NABARD's SHG Bank Linkage Program and Micro finance, SHG's take from banks when they have gathered a base of their own capital as well as have fixed a track record of daily reimbursement. Self Help Group (SHG's) Bank Linkage program coming in Light as cost productive mechanism come up with financial services to the "unreached" & "unprivileged" area of rural area. Around 75% of the populations of the country resides in rural and remote segments of country depending mainly on agriculture, cottage industries, local regional trades and handicrafts. Financial Resources of rural population mobilizes slowly as they are not much blessed with open market credit operations for enterprises and rotation cycles. The Government of India encourages farmers and rural area people in taking up projects in select areas by subsidizing a portion of the total project cost. All these projects aims to enhancing Capital Investment, Sustained Income flow and employment area of national importance.

The importance of institutional credit in boosting rural economy has been clear to the Government of India right from its early stages of planning. Therefore, the reserve Bank of India (RBI) at the insistence of the Government of India, Constituted a committee to review the arrangements for institutional credit for Agriculture and Rural Development

(CRAFICARD) to look into these very critical aspects. The committee was formed on 30th march 1979, under the chairmanship of Shri B. Sivaraman, former member of planning Commission, Government of India.

Micro Finance:-

Micro Finance Institutions (MFIs) -The Micro Finance Institution model has also gained momentum in India in the recent past. Micro Finance Institution model is known around the world, where as SHG-BLP model is an Indian model. These MFIs provide financial services to individuals or groups and MFIs are institutions that have micro-finance as its main operation.

The main objective of MF is to offer micro finance services. Micro-finance institutions plays an important role in facilitating financial inclusion and thus help the poor to avail cheap and timely finance, which will help the poor to overcome poverty, unemployment and contribute to economic development.. India has adopted a multi-agency approach for the development of its micro-finance programme. All the major credit institutions such as Commercial Banks, Co-operative Banks and Regional Rural Banks (RRBs) along with Non-Government Organisations (NGOs) have been associated with the micro finance programme. The role of the delivering agents and their interface has led to alternative models of micro finance.

In India micro finance operates through two main channels (a) banking system through SHGs under Self -Help Group Bank Linkage Programme (SHG-BLP) and Joint Liability Groups (JLGs) lending programme and (b)through Micro Financial Institutions (MFIs) lending through individual and group approach.

It was mainly due to the Non-Profit / Non-Governmental Organization (NGO / NPO) initiatives Self-Help Groups (SHGs) began to appear in the country. Mysore Resettlement and Development Agency (MYRADA) was the first to regulate the concept of self-help groups in India

Functions of NABARD

Credit functions and non-credit functions plays a significant role in NABARD

A. Credit functions:

- It provides the refinancing to the rural financing institutions for investment credit, production and marketing credit purposes for farm and off farm activities.
- It also provides financial Assistance to respective state government for developing rural infrastructure and strengthening the cooperative society credit structure**.**

B. Non credit functions:

- It plays a crucial role in formulation of various policies related to agricultural and rural development.
- Assist in policy formulation of GOI, Reserve Bank of India and state governments on matters related to agricultural credit and rural development.

- Promotional and developmental initiatives in the areas of farm, Micro finance, finance inclusion, convergence with government sponsored programmes.
- Supporting the financial inclusion efforts of Regional Rural Banks and cooperative societies.

Objectives of the study :

1. To study NABARD in the fact of SHGs-BLP yearly which is the largest Micro finance Programme in the world
2. To study Agency Wise Savings of SHGs in Telangana State as on 31st march 2021
3. To study Agency Wise credits to saving ratio in Telangana State as on 31st march 2021

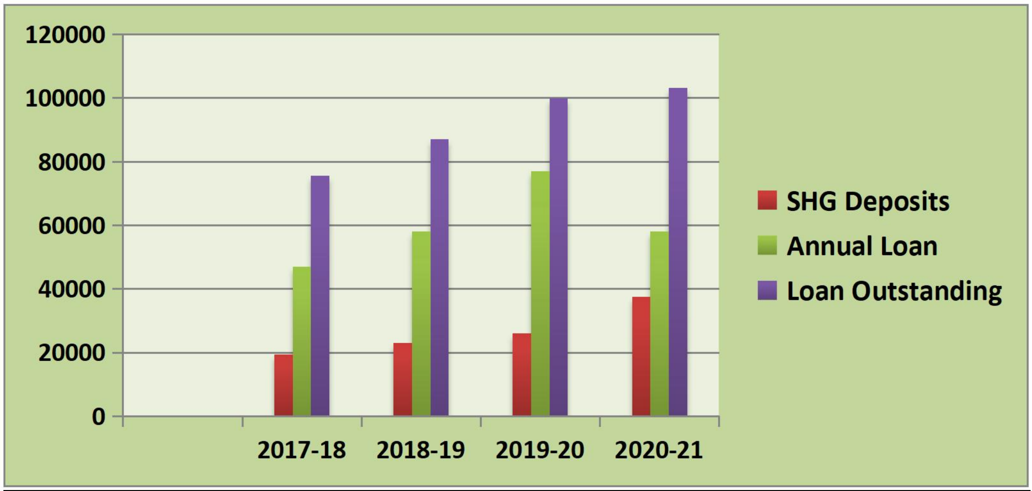
Table 1: NABARD in the fact of SELF HELP GROUP – BANK LINKAGE PROGRAMME (SHG-BLP) which is the largest micro finance programme in the world

years	SHG Deposits (in crores)	Annual Loan (in crores)	Loan Outstanding (in Crores)
2017-18	19500	47000	75500
2018-19	23000	58000	87000
2019-20	26000	77000	100000
2020-21	37477	58000	103289

Source: Data compiled from Status of Micro Finance in India Reports, NABARAD

(2017 -18 to 2020-21)

Table 1 presents the status of micro finance year wise data in India for the last four years which is related with the Self Help Group- Bank Linkage Programme (SHG-BLP),the SHG's deposits are increased in crores from 19500 in the year 2017-18 to 37477 crores in the year 2020-21, where as the Annual Loan also increased from Rs.47000 crores from 2017 to Rs. 58000 crores in the year 2021. When its comes to outstanding loan there is a rise in loan outstanding from Rs. 75500 crores in 2017 to Rs.103289 crores in till 2021. Hence, it shows that there is a wider increase in annual Loans, SHGs Deposits and Loan Outstanding every year with Great extent.



Status of Micro Finance in India Reports, NABARAD (2017 -18 to 2020-21)

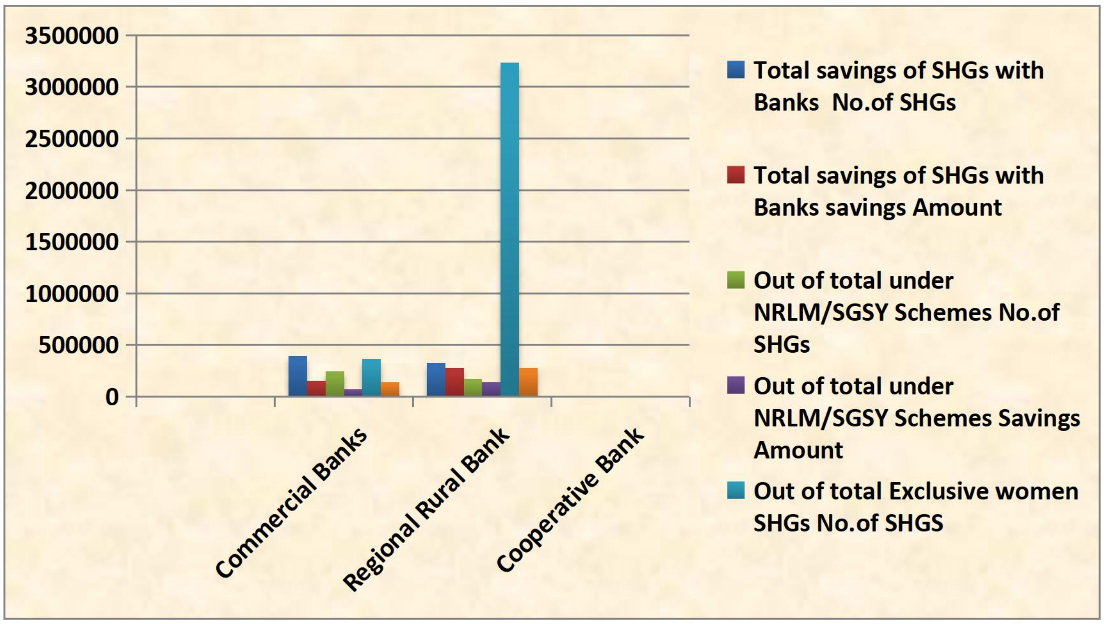
Above are the Graph depicts that the Data which is compiled from the Annual Reports of NABARD from 2017 to 2021 which shows Table 1 information that has been represented in a graphical form and shows that Micro-finance institutions plays an important role in facilitating financial inclusion and thus help the poor to avail cheap and timely finance, which will help the poor to overcome poverty, unemployment and contribute to economic development.. India has adopted a multi-agency approach for the development of its micro-finance programme.

Table-2: Agency- wise savings of SHG in Telangana as on 31st March 2021. (Amount in Rs. Lakhs)

Name of the Agency	Total savings of SHGs with Banks				Out of total under NRLM/SGSY Scheme		Out of total Exclusive women SHGs	
	year	No. of SHGs	No. of members	Savings Amount	No. of SHGs	Savings Amount	No. of SHGs	Savings Amount
Commercial Banks	2021	394891	4968704	153667.4	242862	74086.77	362997	138760.31
Regional Rural Bank	2021	323189	3433646	275185.98	168008	142597.93	3234189	275185.98
Cooperative Bank	2021	10938	112529	3602.23	809	533.8	10832	3583.99
Total		729018	8514879	432455.61	411679	217218.5	697018	417530.28

Source: Status of Micro-Finance in India Annual Report 2020-2021

Table 2 Presents the Agency- wise savings of SHG in Telangana as on 31st March 2021.where the table shows three types of Agencies i.e, Commercial Banks, Regional Rural Bank, Cooperative Bank. The total no.of saving Linked SHGs comes to729018 in Lakhs ,where as the no. of members involved is over 85.14 Lakhs. Number of SHGs in Total under the NRLM/SGSY Scheme reached to 41167 and at the same time the Savings Amount Moved to Rs.217218.5/-. The Total No.of Women SHGs in three Agencies came up to 697018 in 2021 which creates Empowering of women with the Saving Amount of Rs. 417530/-



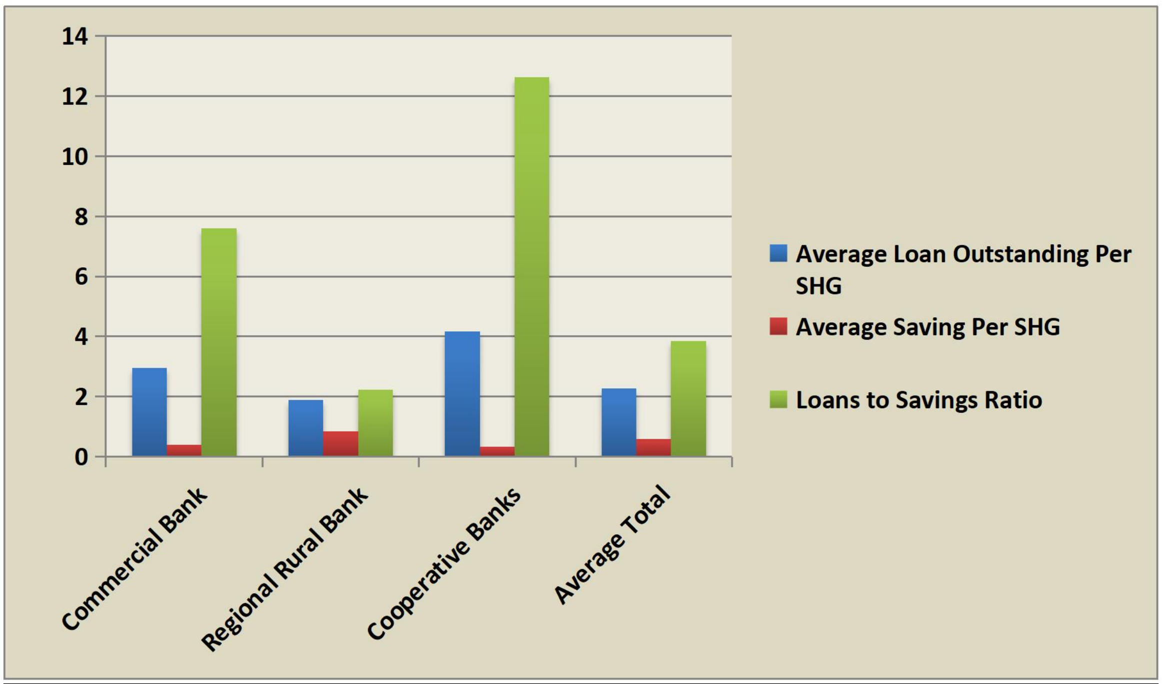
The Above Graph depicts the data of Table 2 which represent the Agency- wise savings of SHG in Telangana as on 31st March 2021.As the above graph shows three types of Agencies i.e, Commercial Banks, Regional Rural Bank, Cooperative Bank with the Total Savings of SHGs, Total NRLM scheme and Women Empowering SHGs .The commercial Banks have Contributed in Formation of SHGs Followed by RRBs where as the share of Cooperative Society is less as compared to both in Saving Amount and Even in No. of SHGs Link also.

Table 3: Agency Wise credits to saving ratio in Telangana State as on 31st March 2021 (Amount in lakhs)

Name of the Agency	Average Loan Outstanding Per SHG	Average Saving Per SHG	Loans to Savings Ratio
Commercial Bank	2.96	0.39	7.6
Regional Rural Bank	1.89	0.85	2.22
Cooperative Banks	4.16	0.33	12.63
Average Total	2.28	0.59	3.84

Source: Status of Micro-Finance in India Annual Report 2020-2021

Table-3 Presents the Agency Wise credits to saving ratio in Telangana State as on 31st March 2021 average loan outstanding per SHG for commercial bank is 2.96 where as for regional rural bank is 1.89 as compared to both of them, co-operative banks have more average loan outstanding which shows about 4.16. Average saving SHG followed by the commercial bank is more i.e. 0.39 lakh as compared with cooperative bank which shows an average amount of 0.33 but in comparison with both of them regional rural bank emerges with a average saving SHG of 0.85. Here we can see loan to saving ratio commercial banks and regional banks which shows an amount of 7.6 &.2.22 but cooperative banks have higher loan amount which is about 12.63 lakh According to the net average total we came to know that outstanding loan vs saving loan plays a very major factor where banks are very cautious in financing groups.



The Above Graph depicts the data of Table 3 which represent the Agency- wise credits to saving ratio in Telangana State as on 31st March 2021. Average saving SHG followed by the commercial bank is more i.e. 0.39 lakh as compared with cooperative bank which shows an average amount of 0.33 but in comparison with both of them regional rural bank emerges with a average saving SHG of 0.85.

<u>Conclusion:-</u>

We can conclude that Micro-Finance has taken gaint strides. As we look for the future, the priorities that emerge are meeting aspiration of microfinance customers to be entrepreneurs, enhancing customer's protection, strengthening of institutions- whether small and medium sized MFIs of SHGs.

The study concludes that Regional Rural Banks are holding high Savings as compared to commercial banks and cooperative banks. The Total No. of Women SHGs in three Agencies came up which creates Empowering of women with the Saving Amount in Telangana. Average loan outstanding per SHG for co-operative banks have more average loan outstanding than commercial bank and Regional Rural

Bank. In the observed Scenario the remaining two banks have to come up with various policies implementations in order to compete with the cooperative bank Savings ratio.

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A STUDY OF LATEST TRENDS IN THE INDIAN BANKING AND FINANCIAL SYSTEM

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Abstract:

Banking and Financial system forms an integral part of the economy of any country. Smooth functioning of the banking and financial system plays an important role in the growth of the country's economy. In recent days the digital technology plays a very important role in the functioning of these sectors.

In the recent years banks and financial institutions have been depended more on digital banking and have transformed there digital banking system by investing capital and resources into innovating work force, data, advanced analytics, etc.,

Keywords: RBI, Digitization, Block Chain, AI, Fintech, UPI.

Introduction:

Money plays an important role in day to day life. Evolution of money had been from coins to paper currency to credit cards to UPI to Block chain. Newer trends of transactions are gaining at a rapid pace as the customer finds it easy and convenient due to the flexibility of time. The introduction of the technology in the banking industry had made various technological advancements in the system. Internet banking, Mobile banking and introduction of Fintech companies are some examples of the shift from traditional banking system to technological banking system.

In this paper we are going to talk about the recent trends that are used in the banking and financial sector which makes the sector more effective.

Digitization

With the rapid growth of technology, digital services became an indispensable part of banking operations as these institutions needed to keep up with the changes and introduce innovations that made services convenient. In India, the initial phase of digitization began in the 1980s when information technology was used to perform basic functions like customer service, bookkeeping, etc. Gradually core banking solutions were also adopted to improve customer experience. The main shift came during the 1990s when liberalization opened the Indian market to the global world. Private and international banks which came into operation boosted technological changes in the banking sector. Features like online banking, IMPS (Immediate Payment Service), RTGS (Real Time Gross Settlement), telebanking enabled customers to avail banking facilities from anywhere.

Mobile banking

Mobile banking is a service provided by the bank which helps the customer of the bank to make financial transactions using mobile phone, tablet, etc. Mobile banking helps the user to bank anywhere at any time. Mobile banking is more secure than internet banking. Mobile banking can be conducted only from one specific device (smartphone or tablet) which has a SIM card, the phone number of which is already registered with the bank account. A hacker needs to install logging software to steal the username and password of the person for creating a fraud using internet banking while in case of mobile banking the mobile phone with the registered sim card has to be stolen by the fraudster which makes it difficult for the fraudster to make a fraud. Hence mobile banking is safe compared to internet banking. A bigger challenge for the Banks is to offer a mobile banking solution on any type of mobile device.

Various services can be availed using mobile banking like access to statement, opening and tracking fixed deposit, transferring of funds, other banking services, etc.,

Blockchain

Blockchain is a robust technology that is still in the development phase. Security is a major factor as far as digital services are concerned. Despite technical advances, fraud practices are still a challenge in the digital domain. Blockchain is the answer to these challenges. The technology works on computer science, data structures and cryptography.

Blockchain, is also referred as Distributed Ledger Technology (DLT), makes the history of any digital asset unalterable and transparent through the use of decentralization and cryptographic hashing. A simple analogy for understanding blockchain technology is a Google Doc. When we create a document and share it with a group of people, the document is distributed instead of copied or transferred. This creates a decentralized distribution chain that gives everyone access to the document at the same time. No one is locked out awaiting changes from another party, while all modifications to the doc are being recorded in real-time, making changes completely transparent. Of course, blockchain is more complicated than a Google Doc. Blockchain is a revolutionary and promising technology as it reduces the risk, brings transparency by stamping out the fraud. Blockchain consists of 3 important concepts viz: blocks, nodes and miners.

Blocks - Every chain consists of multiple blocks and each block has three basic elements:

- The **data** in the block.
- A 32-bit whole number called a **nonce.** The nonce is randomly generated when a block is created, which then generates a block header hash.
- The **hash** is a 256-bit number wedded to the nonce. It must start with a huge number of zeroes (i.e., be extremely small).

When the first block of a chain is created, a nonce generates the cryptographic hash. The data in the block is considered signed and forever tied to the nonce and hash unless it is mined.

Miners - Miners create new blocks on the chain through a process called mining. In a blockchain every block has its own unique nonce and hash, but also references the hash of the previous block in the chain, so mining a block isn't easy, especially on large chains.

Miners use special software to solve the incredibly complex math problem of finding a nonce that generates an accepted hash. Because the nonce is only 32 bits and the hash is 256, there are roughly four billion possible nonce-hash combinations that must be mined before the right one is found. When that happens miners are said to have found the "golden nonce" and their block is added to the chain. Making a change to any block earlier in the chain requires re-mining not just the block with the change, but all of the blocks that come after. This is why it's extremely difficult to manipulate blockchain technology. Think of it as "safety in math" since finding golden nonces requires an enormous amount of time and computing power. When a block is successfully mined, the change is accepted by all of the nodes on the network and the miner is rewarded financially.

Nodes - One of the most important concepts in blockchain technology is decentralization. None of the computer or organization can own the chain. Instead, it is a distributed ledger via the nodes connected to the chain. Nodes can be any kind of electronic device that maintains copies of the blockchain and keeps the network functioning. Every node has its own copy of the blockchain and the network must algorithmically approve any newly mined block for the chain to be updated, trusted and verified. Since blockchains are transparent, every action in the ledger can be easily checked and viewed. Each participant is given a unique alphanumeric identification number that shows their transactions.

Combining public information with a system of checks-and-balances helps the blockchain maintain integrity and creates trust among users. Essentially, blockchains can be thought of as the scalability of trust via technology.

Unified Payment Interface (UPI)

UPI is a trend that emerged in the last couple of years and it is revolutionizing the way we pay and receive money. Transactions can be done within seconds using this interface. Goggle Pay, PhonePay, Paytm, UPI apps of leading nationalized and private banks, BHIM (Government of India) are the major interfaces among numerous other services that enable easy payment even if you are out of physical cash. Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing & merchant payments into one hood. It also caters to the “Peer to Peer” collect request which can be scheduled and paid as per requirement and convenience. With the above context in mind, NPCI conducted a pilot launch with 21 member banks. The pilot launch was on 11th April 2016 by Dr. Raghuram G Rajan, Governor, RBI at Mumbai. Banks have started to upload their UPI enabled Apps on Google Play store from 25th August, 2016 onwards.

Uniqueness of UPI:

Immediate money transfer through mobile device round the clock 24*7 and 365 days. Single mobile application for accessing different bank accounts. Single Click 2 Factor Authentication – Aligned with the Regulatory guidelines, yet provides for a very strong feature of seamless single click payment.

Virtual address of the customer for Pull & Push provides for incremental security with the customer not required to enter the details such as Card no, Account number; IFSC etc., QR Code. Merchant Payment with Single Application or In-App Payments. Raising Complaint from Mobile App directly.

Participants in UPI:

Payer PSP, Payee PSP, Remitter Bank, Beneficiary Bank, NPCI, Bank Account holders,

Merchants

Benefits of UPI to the ecosystem participants:

Banks - Single click Two Factor authentication, Universal Application for transaction, Leveraging existing infrastructure, Safer, Secured and Innovative, Payment basis Single/ Unique Identifier, Enable seamless merchant transactions

Merchants - Seamless fund collection from customers - single identifiers, No risk of storing customer's virtual address like in Cards, Tap customers not having credit/debit cards, Suitable for e-Com & m-Com transaction, Resolves the COD collection problem, IAP.

Customers - Round the clock availability, Single Application for accessing different bank accounts, Use of Virtual ID which is more secure, no credential sharing, Single click authentication, Raising Complaint from Mobile App directly

Artificial Intelligence (AI) Robots

Artificial Intelligence (AI) has been around for a long time. AI was first conceptualized in 1955 as a branch of Computer Science and focused on the science of making "intelligent machines" machines that could mimic the cognitive abilities of the human mind, such as learning and problem-solving. AI is expected to have a disruptive effect on most industry sectors, many-fold compared to what the internet did over the last couple of decades. Organizations and governments around the world are diverting billions of dollars to fund research and pilot programs of applications of AI in solving real-world problems that current technology is not capable of addressing. Artificial Intelligence enables banks to manage record-level high-speed data to receive valuable insights. Moreover, features such as digital payments, AI bots, and biometric fraud detection systems further lead to high-quality services for a broader customer base. Artificial Intelligence comprises a broad set of technologies, including, but are not limited to, Machine Learning, Natural Language Processing, Expert Systems, Vision, Speech, Planning, Robotics, etc. The adoption of AI in different enterprises has increased due to the COVID-19 pandemic. Since the pandemic hit the world, the potential value of AI has grown significantly. The focus of AI adoption is restricted to improving the efficiency of operations or the effectiveness of operations. However, AI is becoming increasingly important as organizations automate their day-to-day operations and understand the COVID-19 affected datasets. It can be leveraged to improve the stakeholder experience as well.

Some important applications of AI:

- Customer service/engagement (Chatbot)

  Chatbots deliver a very high ROI in cost savings, making them one of the most commonly used applications of AI across industries. Chatbots can effectively tackle most commonly accessed tasks, such as balance inquiry, accessing mini statements, fund transfers, etc. This helps reduce the load from other channels such as contact centres, internet banking, etc.

- Robo Advice

Automated advice is one of the most controversial topics in the financial services space. A robo-advisor attempts to understand a customer's financial health by analyzing data shared by them, as well as their financial history. Based on this analysis and goals set by the client, the robo-advisor will be able to give appropriate investment recommendations in a particular product class, even as specific as a specific product or equity.

- General Purpose / Predictive Analytics

One of AI's most common use cases includes general-purpose semantic and natural language applications and broadly applied predictive analytics. AI can detect specific patterns and correlations in the data, which legacy technology could not previously detect. These patterns could indicate untapped sales opportunities, cross-sell opportunities, or even metrics around operational data, leading to a direct revenue impact.

- Cybersecurity

AI can significantly improve the effectiveness of cybersecurity systems by leveraging data from previous threats and learning the patterns and indicators that might seem unrelated to predict and prevent attacks. In addition to preventing external threats, AI can also monitor internal threats or breaches and suggest corrective actions, resulting in the prevention of data theft or abuse.

- Credit Scoring / Direct Lending

AI is instrumental in helping alternate lenders determine the creditworthiness of clients by analyzing data from a wide range of traditional and non-traditional data sources. This helps lenders develop innovative lending systems backed by a robust credit scoring model, even for those individuals or entities with limited credit history.

Fintech Companies

Fintech or financial technology is indeed a disrupting force in the sector. Due to the changing landscapes in the Indian financial sector, many companies have emerged to be a significant part of this ecosystem. Fintech companies specialize in developing technology solutions that help companies to manage the financial aspects of their business, like new software's, applications, processes as well as business models. Investments made on Fintech companies have increased drastically in the past decade making it a multi-billion dollar industry globally. In 2021, banks accelerated their digital banking transformation efforts by investing their capital and resources into data and advanced analytics, and innovation and reimagining a new workforce. In response to the pandemic, banks and Fintech's have been busy re-assessing their operations and strategies so that they can reach out to customers in better and cost effective ways. These steps are resolving the regional banking barriers between urban and rural areas across the country.

Most likely trends that will be adopted by the banking and Fintech companies in the near future are Hyper personalization, New core banking platforms, Open Banking, Banking-as-a-Services (BaaS), Embedded Finance

Digital-only Banks

Digital-only banks operate only through IT platforms which can be accessed using mobile phones, laptops or tablets. Digital-only banks operate in a paperless and branchless model and seem to overtake the traditional system of banks in the future. These banks provide high-speed banking facility at a low transaction charge. These virtual banks are an ideal choice for the current fast-paced world.

Conclusion:

With the increasing dependency on smart phones and internet, digitalization of banking sector is inevitable to catch up the increasing expectations of the world. Digitalization reduces the dependency on humans for the day to day routine banking transactions. It increases the convenience which makes the businesses to be independent in the operation timings. Paying utility bills and making insurance policies premium payment can be automated using the various options available in digital banking. Mobile recharging, payment making for Ola, Uber has also become easy using the digital banking. Digital payment system has also transformed the railway ticket booking system. Anytime and anywhere banking is possible due to the digital banking. The various options available in digital banking makes the life of a consumer easy. But as every good thing comes with a cost, the common man is still not very well versed with the security features of digital banking which instigate the fraudsters to create the fraud and cheat the common man by stealing there hard earned money. Mobile connectivity and internet connectivity plays a very vital role for the success in the digital banking. Rapid increase in the use of digital banking will also reduce the dependence of the bank staff creating a risk for the employability in the banking sector.

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GREEN BANKING: CUSTOMER AWARENESS ON GREEN BANKING INITIATIVES AND PRACTICES IN VIJAYAPUR DISTRICT

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ABSTRACT

Green banking is still a new word to many people. Even though it was set in motion early in 21st century, it has not gained much attention among the masses yet. This paper attempts to study the level of awareness regarding the commencement of Green Banking. It is possible by proper advertence that we can make Green exercises common among people. We use banking services very often nowadays due to various objectives, and therefore adopting Green measures will pave path for a better tomorrow. The research was undertaken on the basis of primary data collected through a questionnaire and secondary data from journals and Bank official websites. The analysis was done through chi-square test and simple percentage analysis. The study reveals that 51% of the respondents do not know the term Green Banking ,while 64% of the respondents used green banking applications (Mobile or Online) and 31% have availed the Bank services through Green Cards, where as very few know about Green Loans and Deposits.45% of the respondents were post graduates and 30% percent Graduates

KEYWORDS: Green Banking, Customer Awareness, Green products and services, Green Initiatives

INTRODUCTION

The banking sector in India is the lifeline of the nation. Introducing green banking concepts helps banks generate opportunities in green investments and online banking which includes all banking processes through e-mode/sustainable mode. This in turn will help save time to both customers and bank and also will eliminate unessential paper work and energy consumption. It is not only about a CSR activity but also thinking on how we can make earth a better place to live in even for our future generations. Banks are putting consistent & congruous efforts to create consciousness among its customers. Banks are even opting for green infrastructure, energy efficient appliances and being eco-friendly in all probable ways. They opine that even a small step today can bring revolution for an advanced green tomorrow.

Customers can put their part of efforts by using green channel counters, using ATM's for withdrawing cash, using Cash deposit machines, using online payment systems for various payments ,opting for e-statements and using mobile banking applications or UPI system.

Recently a press release of **RBI (23rd of April, 2021)** stated that it has joined the Central Banks & Supervisors Network for Greening of the financial systems, expects to benefit from its membership & also contribute its role.

INITIATIVES OF BANKS: PUBLIC SECTOR

SBI: Green Channel Counters in 2010, Collaborated with Suzlon energy for wind power generation in selected banks in Gujarat, Maharashtra and TN and other green projects.

Canara Bank: Mobile banking, internet banking, solar powered biometric operations etc.

PRIVATE SECTOR

HDFC: Encouraging e-banking transactions, setting up of solar ATM's & recycling of paper and plastics.

AXIS BANK: Green infrastructure, encouraging car pooling, paper recycling and E-banking.

NEED FOR THE STUDY: Going green is becoming the need of the hour, and banking sector has also taken initiation in this regard. We, being responsible citizens need to understand the importance of being aware and practicing greener transactions in every feasible way. The articles reviewed show the moves taken by the banks and its impact on customers in various areas. However there is need to study the customer awareness here, in Vijayapur district to know more about the same and contribute our bit.

LITERATURE REVIEW

JITHA THOMAS,SIBY LINSON(2018): The paper points that concentrating on reception of green banking and its mindfulness among individuals in Thrissur District and furthermore concentrate on the variables that influence it. The rundown put different green financial items and administrations which are online investment account, paperless explanation online installments/net banking/electronic asset move/versatile banking, green home loans, green home or vehicle advances and green tasks funds. Sees as a large portion of the respondents are more mindful just of net banking however have close to zero familiarity with sunlight based ATMs, green home advances. Individuals find net financial more advantageous as they can take care of bills online with comfort. Likewise the principle wellspring of data about green items as bank representatives.

DR.S.R.EASWARI, L SANKARI (2019): The review objects to concentrate on the mindfulness level among clients and the variables persuading to rehearse Green banking. Creators' observe that there will be there mindfulness about ATMs and Green Channel Counters just among clients and there isn't a lot of contrast in degree of proficiency and orientation influencing the use of same. This study directed in Nagercoil, assists us with understanding that clients decide on Green banking as they find it advantageous to save time, energy, decreased cost of exchange and comfort. Presumes that banks can teach clients on Green financial use, where as steps to make mindfulness about green banking is required by the two banks and government.

DR. C. VIJAI (2018): Introduces the review with the topics, for example, maintainable natural equilibrium, become environmentally friendly which are extremely pervasive now a days. His area of study being Cuddalore. His concentrate likewise lies on normal elements of client and mindfulness. His ideas incorporate reception of green yearly report for different banks and green evaluations Though banks and client both have embraced different standards w.r.t to green drives, it actually has a huge revealed region to tap. Being time assuming India additionally goes to appropriate lengths it very well may be in stage with other created nations making maintainable turns of events.

DR. A. L. MALLIGA, K. REVATHY (2016): The review centers around drives of private banks in such manner and states that the review could assist the keeps money with further developing their ability mind contention by their techniques. Posting different item runs, the review's goal is on respondent's profile, and mindfulness programs by bank. It examinations Green banking through SWOC profile and observe that reusing and sustainable tech go about as difficulties and recommends banks should fund eco-accommodating activities on preference.Green banking has different advantages and valuable open doors too they can make legitimate use through appropriate use of green practices and hold hands in worldwide endeavors.

DR.DAYANANDA.K.C. (2020): Overviews Green banking in India. Educates us regarding different dangers related with it and records out different green cycles accessible for banks. He likewise draws out the elements, for example, 3Cs and 3P's which are Cost Control and Customer Service, Profit Planet and People. He drills down different banks that give green financial administrations in India throughout the long term. Banks can lessen carbon impression by taking on paperless banking, mass transportation ,utilization of sun powered and wind energy and so on green financial gives different advantages - 24*7 access office and time comfort.

NAVEENAN RV, ARUN KUMAR (2021): The goal of study is to comprehend green financial administrations and its clients fulfillment and relationship between regular use and specialized information creators see that as the majority of the clients use web or versatile financial all the more then, at that point, ATM's or bank moves and barely any individuals realize totally about the green financial administrations while a large portion of them have reasonable information about the equivalent. They illuminate the requirement for mechanical information which will make the utilization of green administrations powerful. What's more, reasons that Study shows different boundaries of green managing an account with clients viewpoint, Banks should assume positive part and make solid bank standards. Clients have embraced green banking generally however there are difficulties confronted. Banks should seed these as an open door.

RESERVE BANK OF INDIA (2021): The article throws light on Public strategies towards green money which incorporates International prescribed procedures CCE, programs like PRI and EP. Observes that there have been impressive enhancements . The collaboration of partners can bring supportable long haul monetary development and furthermore features what is happening of COVID-19 has likewise given an open door for us all to reconsider the arrangements, procedures embraced up until this point and deliver more greener choices ahead.

OBJECTIVES OF THE STUDY

1. To examine various green banking initiatives taken by Public and Private Sector Banks.
2. To study customer awareness on green banking initiatives.
3. To study the level of usage of Green Banking products or services among Respondents.

RESEARCH METHODOLOGY:

The study was conducted in Vijayapur district, primary data was collected through questionnaire and secondary data from various journals and bank official websites .Descriptive type of study was undertaken and chi-sqare test and simple percentage was used for analysis.

LIMITATIONS OF THE STUDY:

- The sample area was restricted to Vijayapur city.
- The sample size was limited to hundred.

HYPOTHESIS

- There is no significant difference in qualification and usage of green banking initiatives.
- There is association between age and use of green practices.

FINDINGS:

- The majority of respondents were between the age of 26 to 35 years.
- The majority of respondents were post graduates i.e.45%.
- The male respondents were 55% and female 45% and most of the respondents were employed with salary ranging from 15-40 thousand.

INTERPRATION:

- Table 1 represents Tabular value is less than the calculated value and therefore alternate hypothesis is accepted, there is significant difference in qualification and usage of Green Banking products or services.
- Table 2 represents the association between age and the use of Green products and services and the value shows there is no significant difference between age of the respondents and usage of Green services.

TABLE NO.1

		Observed Value	Expected Value	$(O-E)^2/E$
PUC	Green Cards	7	6.51	0.036
	Green Loans	0	0.63	0.63
	G B (Mobile/Online Banking)	13	13.44	0.0144
	Green Deposits	1	0.42	0.8009
GRADUATION	Green Cards	18	9.3	8.1387
	Green Loans	2	0.9	1.3444
	G B (Mobile/Online Banking)	9	19.2	5.4187
	Green Deposits	1	0.6	0.2666
PG	Green Cards	5	13.95	5.7421

	Green Loans	1	1.35	0.0907
	G B (Mobile/Online Banking)	39	28.8	3.6125
	Green Deposits	0	0.9	0.9
PH.D/M.PHIL	**Green Cards**	1	1.24	0.0464
	Green Loans	0	0.12	0.12
	G B (Mobile/Online Banking)	3	2.56	0.0756
	Green Deposits	0	0.08	0.08
∑((O-E)²/E)				**27.3173**

Degree of freedom is 9, Calculated Value = 27.31 & Tabular Value is 16.92 .

The tabular value is less than the calculated value, therefore it is inferred that there is significant difference between qualification and the usage and awareness of green banking product/service.

TABLE NO.2

		Observed Value	Expected Value	(O-E)²/E
16-25	**Green Cards**	2	2.52	0.1073
	Green Loans	1	0.63	0.2173
	G B (Mobile/Online Banking)	16	16.8	0.0380
	Green Deposits	2	16.8	13.0380
3326-35	**Green Cards**	6	6.72	0.0771
	Green Loans	1	1.68	0.2752
	G B (Mobile/Online Banking)	47	44.8	0.1080
	Green Deposits	2	2.8	0.2285
36-45	**Green Cards**	4	1.32	5.4412
	Green Loans	0	0.33	0.33
	G B (Mobile/Online Banking)	6	8.8	0.8909
	Green Deposits	1	0.55	0.3681
46 AND ABOVE	**Green Cards**	0	1.44	1.44
	Green Loans	1	0.36	1.1377
	G B (Mobile/Online Banking)	11	9.6	0.2041
	Green Deposits	0	0.6	0.6
∑((O-E)²/E)				**24.5020**

Degree of freedom is 9, Calculated Value 24.50 & Tabular Value is 16.92.

The tabular value is less than the calculated value, therefore it is inferred that there is no significant difference between age and the usage and awareness of green banking product/service.

CONCLUSION

The majorities of customers do know about the concept of environment sustainability but lack the conscience of following and practicing the same in day to day life with utmost care and responsibility. The study portrays not only the practices to be imbibed but the mere education required for the masses on financial sustainability. The awareness has to be done at every step, be it in a bank or at work or educational institutions as it will not only lead to a safer tomorrow but a better place to grow and pass our generation a new concept to work on.

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