

# Model Program Book COMMUNITY SERVICE PROJECT



Designed & Developed by



**ANDHRA PRADESH  
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

# PROGRAM BOOK FOR COMMUNITY SERVICE PROJECT

Name of the Student: **SANAPALA SURESH**

Name of the College: **DR V S KRISHNA GOVT DEGREE &P,G COLLEGE VISAKHAPATNAM**

Registration Number: **22BCAT035**

Period of CSP: From: **04/05/2023** To: **04/06/2023**

Name & Address of the Community / Habitation :

Andhra University  
YEAR

# Community Service Project Report

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

Name of the College: Dr.V.S.Krishna govt degree & pg college

Department: Commerce

Name of the Faculty Guide: Dr.B.Ramachandra rao sir

Duration of the CSP: From 04-05-23 To 04-06-23

Name of the Student: Sanapala suresh

Programme of Study: Bcom Accounting & Taxation

Year of Study: 1st year

Register Number: 22BCAT035

Date of Submission:

## Student's Declaration

Sarapala suresh

a student of \_\_\_\_\_ Program,

Reg. No. 22BCAT035

of the

Department

Bcom

Dr.V.S.Krishna govt.degree

College do hereby declare that I Commerce

the mandatory community service from 04/05/20

04/06/23

Madhavadhara

(Name of the Community/Habitation) under the Faculty

Guideship of Dr.B Ramachandra rao

(Name of the Faculty Guide), Department

of Commerce

in

College

(Signature and Date)

### Endorsements

Faculty Guide

Dr.B.Ramachandra rao

Head of the Department

Dr.CH.VISHNU MURTHY

Principal

Dr.I. Vijay Babu

## Certificate from Official of the Community

This is to certify that \_\_\_\_\_ (*Name of the Community Service Volunteer*) Reg. No \_\_\_\_\_ of \_\_\_\_\_ (*Name of the College*) underwent community service in \_\_\_\_\_ (*Name of the Community*) from \_\_\_\_\_ to \_\_\_\_\_. The overall performance of the Community Service Volunteer during his/her community service is found to be \_\_\_\_\_ (*Satisfactory/Good*).

*Authorized Signatory with Date and Seal*

# **COMMUNITY SERVICE PROJECT**

**ON**

## **A STUDY ON BANKING SERVICES**

**Submitted By**

**SANAPALA SURESH**

**ID NO:22BCAT035**

**Under the Supervision of**

**Sri .Dr.B RAMA CHANDRA RAO**

**Lecturer in Commerce**



**DEPARTMENT OF COMMERCE**

**Dr.V.S. KRISHNA GOVT. DEGREE & PG COLLEGE (A) ,  
VISAKHAPATNAM**

**JUNE 2022.**

**Dr.V.S. KRISHNA GOVT. DEGREE & PG COLLEGE (A),  
VISAKHAPATNAM**

**DEPARTMENT OF COMMERCE**



**DECLARATION**

I, SANAPALA SURESH, S/o S NARASINGA RAO Bearing Id. No: 22BCAT035 hereby declare that the Community Service Project on “A Study on Banking Services” is my genuine work carried out under the supervision of Sri. Dr. D RAMA CHANDRA RAO, Lecturer in Commerce. I further declare that to the best of my knowledge the project does not contain any part of any work which has been submitted for any other purpose.

S.SURESH

**Signature of the Student**

**Dr.V.S. KRISHNA GOVT. DEGREE & PG COLLEGE (A),  
VISAKHAPATNAM**

**DEPARTMENT OF COMMERCE**



**CERTIFICATE**

This is to certify that the Community Service Project on “A Study on Banking Services” is carried out by Mr.SANAPALA SURESH.S/o S.NARASINGA RAO bearing

Id. No: 22BCAT035 during II Semester for the Academic Year \_\_\_\_\_ under my supervision.

**Signature of the Project Mentor**



## **ACKNOWLEDEMENT**

I wish to express my deep sense of gratitude to our Honorable Commissioner, APCCE for giving me this opportunity and his encouragement to do this project. I would like to place my graceful thanks to UGC, APSCHE and Krishna University for placing Community Service Project in our UG curriculum. I am very thankful to Dr.I.VIJAYA BABU, Principal, Dr.V.S. Krishna Government Degree & PG College (A) , Visakhapatnam for inspiring and motivating us to take up this project.

I would like to express my deep sense of gratitude to my Project Mentor Sri.DR B RAMA CHANDRA RAO. Lecturer in Commerce for his guidance and support given to me throughout the project work. I am very thankful for his constant encouragement, accessibility and valuable suggestions. I wish to express my thanks to other staff members in the Department of Commerce for providing valuable suggestions regarding this work.

I am extending my heartfelt thanks to my village people and respondents of my project questionnaires for filling the questionnaires with a lot of patience. Without their cooperation and support, it would have been impossible for me to complete this project work. I would like to take this opportunity to express my deepest appreciation and gratitude to my parents, friends and other people who have contributed to the completion of this project work.

S.SURESH

**Signature of the Student**

*PART-A*

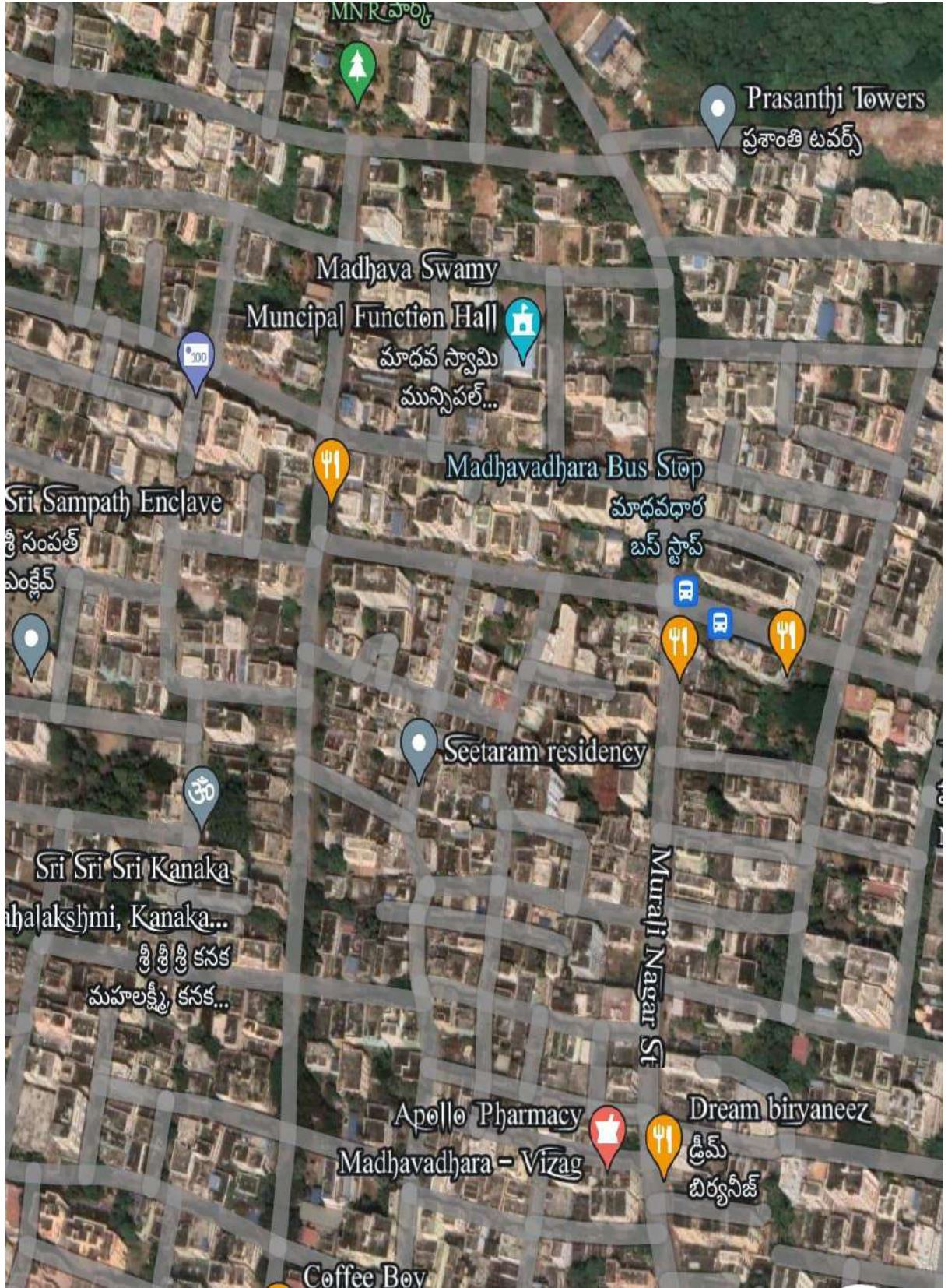
*SOCIO  
ECONOMIC  
SURVEY &  
CAMPAIGN*

## **OBJECTIVES OF SOCIO ECONOMIC SURVEY**

- ☐ Collect information as a means of improving understanding of local resource management system, resource use and the relative importance for households and village.
- ☐ To find financial income of the family.
- ☐ To know the status of the people of the various families.
- ☐ To know the families health condition in my surrounding.
- ☐ To know the problems faced in the area.

## **ABOUT THE WARD**

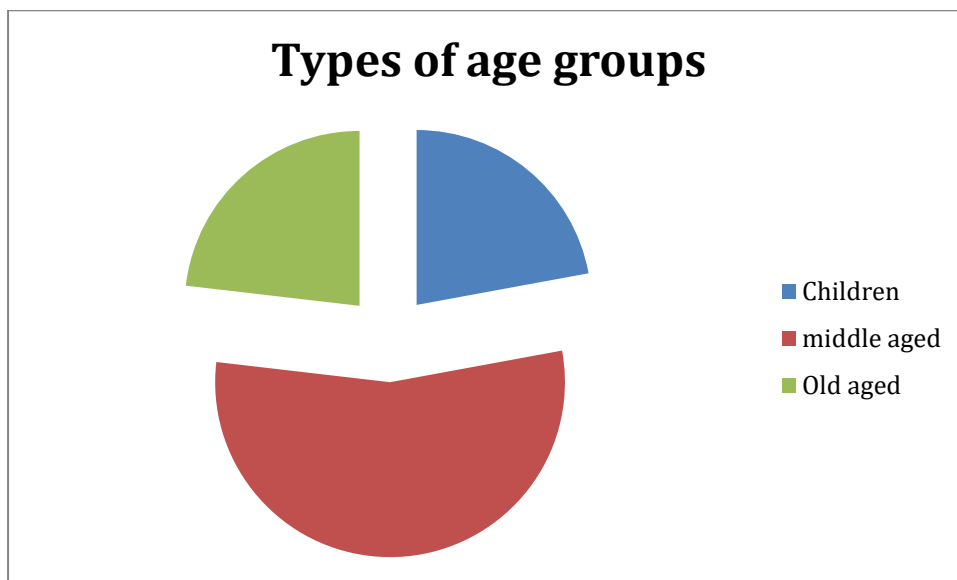
I chose our ward to do this SOCIO ECONOMIC SURVEY. Our ward is in Madhavadhara, Visakhapatnam, ward no. 19. There are total 520 house in our ward. Out of that I, surveyed 50 houses. Our ward has a population of 950 peoples. Among them are OC, BC-A, BC-B, SC of all castes. And labours, workers, and self employees. All peoples are them childrenes are 22%, old mans are 23% and middle aged are 55%. My ward in libraryes, and lerning resources.



MADHAVADHARA

TYPES of age group	No.of	Percentag e
Children	210	23%
middle aged	520	53%
Old aged	220	24%

- Different types of age groups in my ward.

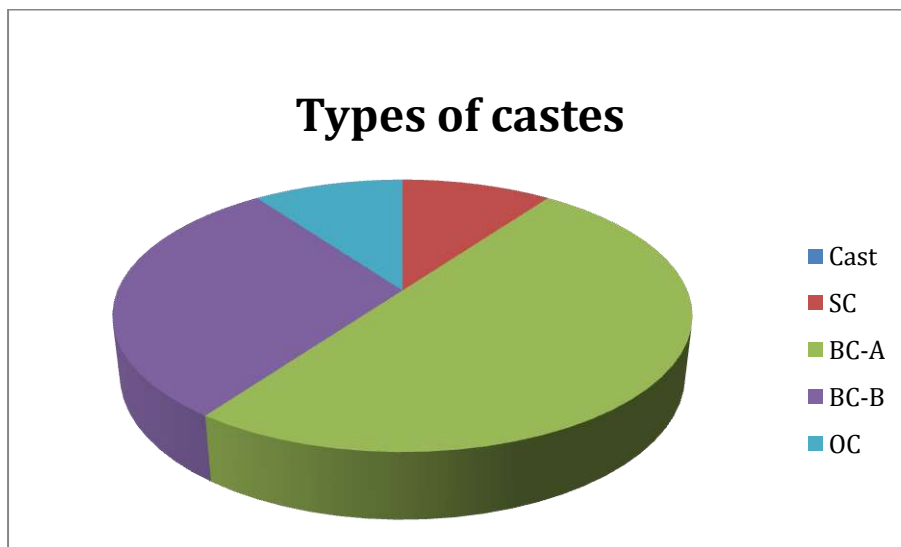


- ✓ There are mostly middle age people in the above chart.
- ✓ There are less children in the above chart.
- ✓ In the above chart, there are 23% young people, 24% are old peoples and 53% are middle age peoples

## SOCIO ECONOMIC SURVEY & DATA ANALYSIS

❖ Different types of age groups in my ward.

Types of castes	No.of	Percentage
SC	5	10%
BC-A	25	50%
BC-B	15	30%
OC	5	10%

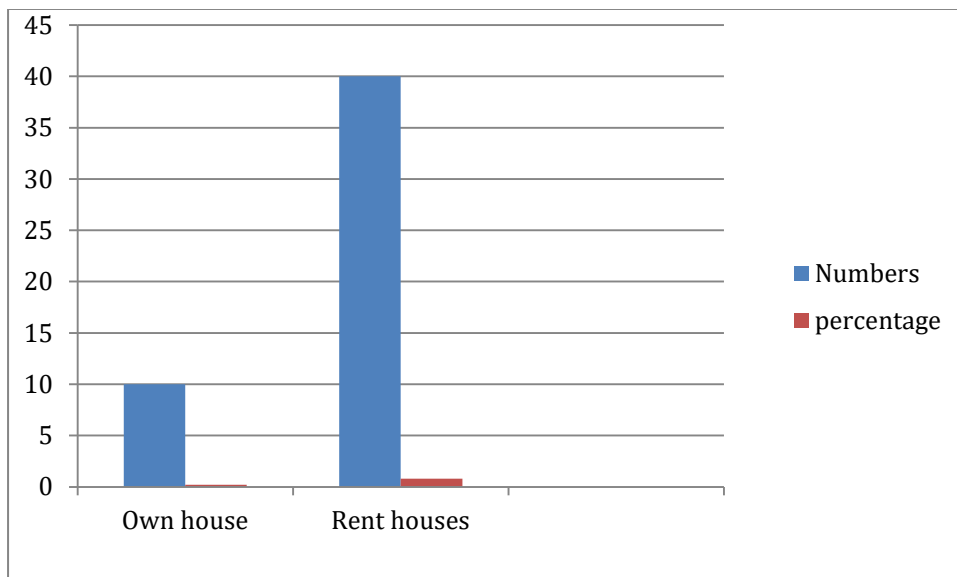


There are mostly BC-A people in the above chart.

- ✓ There are less OC and SC people in the above chart.
- ✓ In the above chart, there are 10% SC & OC , 30% are BC-B and 50% are BC-A .

❖ Differnt types of houses (Own house or Rent houses)

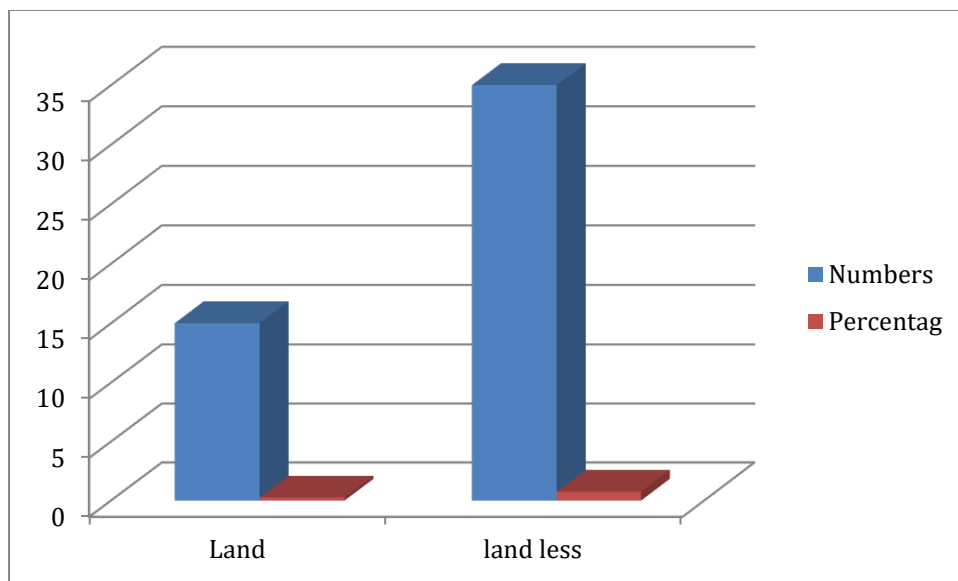
Types of houses	No.of	percentag %
Own houses	10	20%
Rent house	40	80%



- There are mostly rent houses people in the above chart .
- There are less own houses people in the above chart .
- In the above chart , there are 20% own houses people and 80% are rent houses people.

Types of lands	Numbers	Percentage
Land	15	25%
land less	35	75%

❖ Different types of lands (Land or Land less)

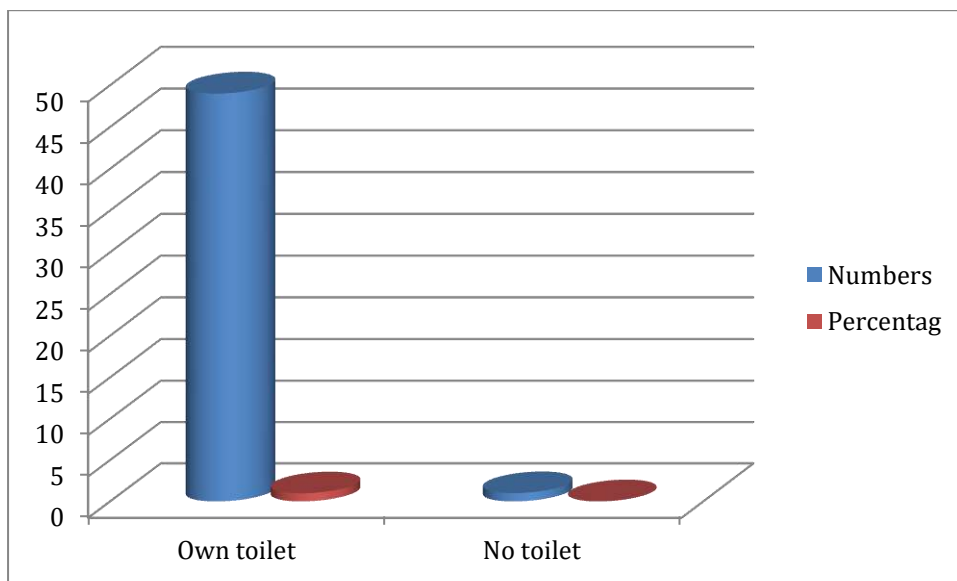


- ☐ There are mostly land less people in the above chart.
- ☐ There are less land people in the above chart.
- ☐ In the above chart, there are 25% land peoples and 75% are land less peoples.



❖ Different types of toilet (Own toilets or Non toilets)

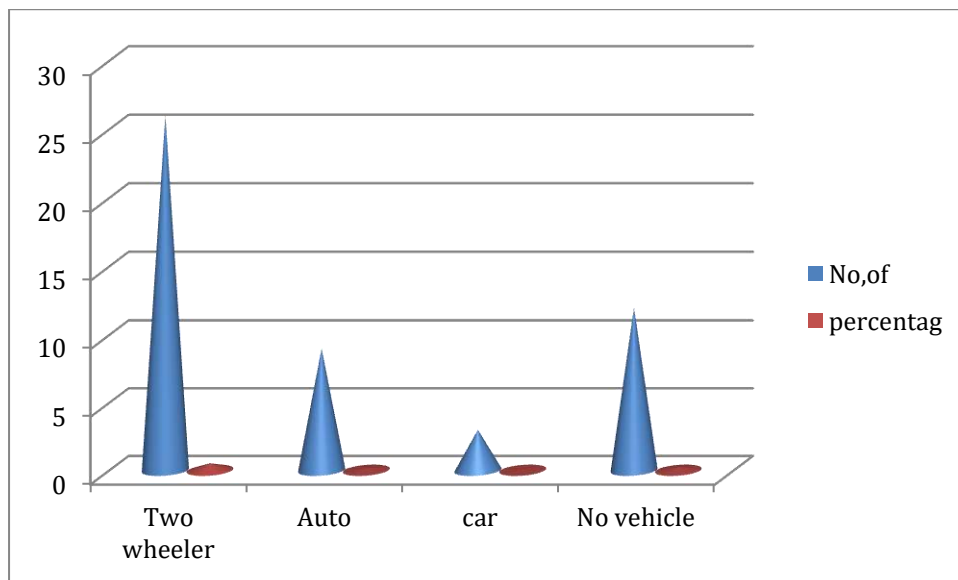
Types of toilets	Numbers	Percentage
Own toilet	49	98%
No toilet	1	2%



- ☐ There are mostly own toilets peoples in the above chart.
- ☐ There are less non toilets peoples in the above chart.
- ☐ In the above chart, there are 1% non toilets and 98% are own toilets .

Types of vehicle	No.of	percentag e
Two wheeler	26	52%
Auto	9	18%
car	3	6%
No vehicle	12	24%

❖ Different types of vehicles .

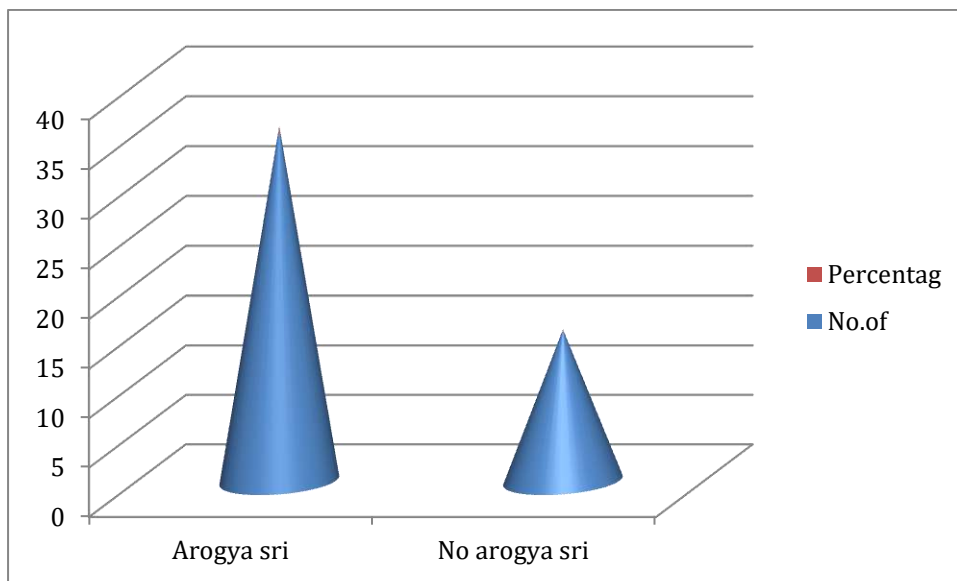


❖ There are mostly Two wheelers vehicle in the above chart.

❖ There are less Cars in the above chart. In the above chart, there are 6% car, 18% are autos, 24% are no vehicles, 52% are two wheeler.

❖ Different types of cards (Arogya sri or No arogya sri )

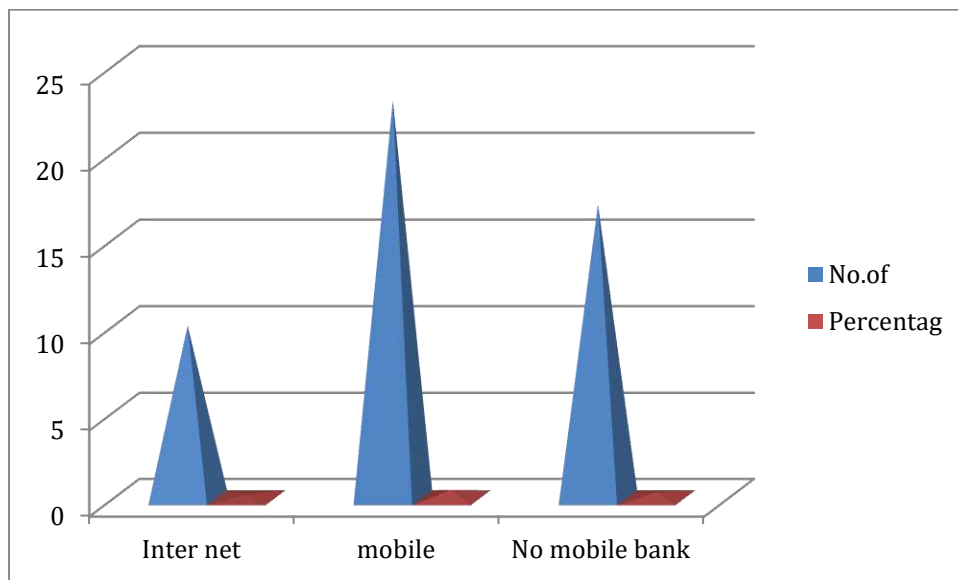
Card	No.of	Percentag e
Arogya sri	35	70%
No arogya sri	15	30%



- There are mostly arogya sri cards in the above chart.
- There are less no arogya sri cards in the above chart.
- In the above chart, there are 30% no arogya sri cards and 70% are arogya sri cards.

- Different types of mobile banks.

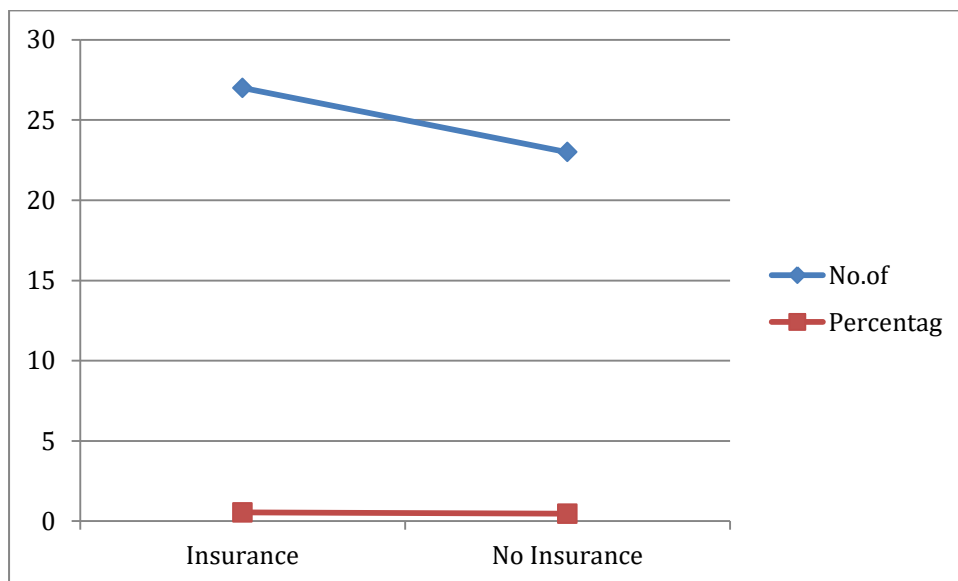
Types of banks	No.of	Percentage
Inter net	10	20%
mobile	23	46%
No mobile bank	17	34%



- There are mostly mobile banks in the above chart.
- There are less internet banks in the above chart.
- In the above chart, there are 20% internet, 34% are no mobile banks, 46% mobile banks.

- Different types of insurances .

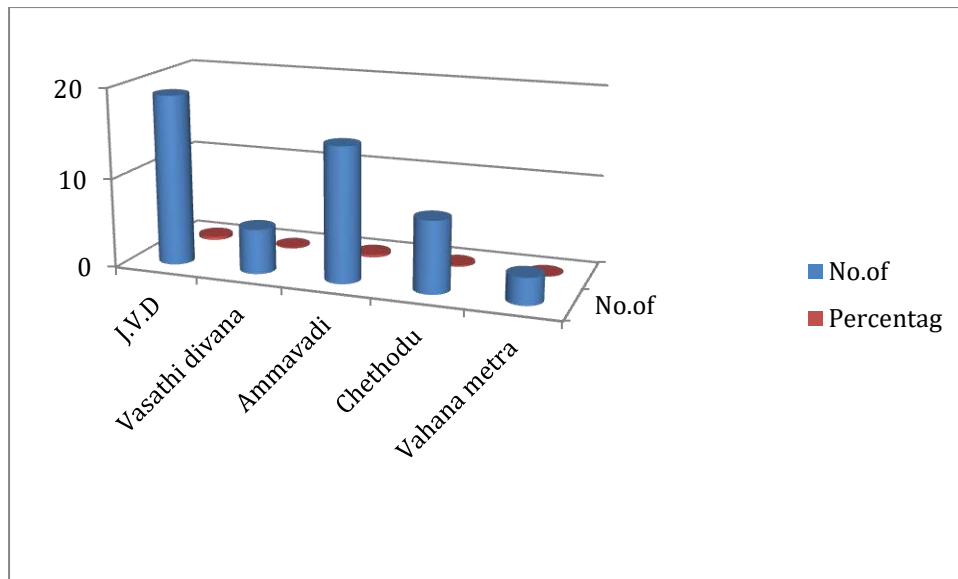
Insurance	No.of	Percentag e
Insurance	27	54%
No Insurance	23	46%



- There are mostly insurances in the above chart
- There are less non insurances in the above chart.
- In the above chart, there are 46% non insurances and 54% insurances in above chart.

- Different types of govt. Schemes.

Govt. schemes	No.of	Percentage
J.V.D	19	36%
Vasathi divana	5	10%
Ammavadi	15	30%
Chethodu	8	16%
Vahana metra	3	6%



- There are mostly J.V.D schemes people in the above chart.
- There are less vahanameetra people in the above chart.
- In the above chart, there are 36% J.V.D , 10% are Vasati divana, 30% are Ammavadi, 16% are chedodu and 6% are Vahana metra.

## FINDINGS FROM SOCIO ECONOMIC SURVEY

- 53% of the people I surveyed, in our ward are mostly middle age people.
- 50% of the people I surveyed, in our ward are mostly BC-A people.
- 80% of the people I surveyed, in our ward are mostly rent houses.
- 75% of the people I surveyed, in our ward are mostly land less people
- 98% of the people I surveyed, in our ward are mostly own toilet using.
- Everyone in our ward is using their own toilets.

- All have their own toilets.
- 52% of the people I surveyed, in our ward are mostly two wheelers using.
- 70% of the people I surveyed, in our ward are mostly health cards.
- 46% of the people I surveyed, in our ward are mostly mobile banking using.
- Every one is also cooking using LPG gas.
- Every one as TV, disc connections and cable connections.
- 54% of the people I surveyed, in our ward are mostly insurances peoples.
- 36% of the people I surveyed, in our ward are mostly J.V.D scheme.

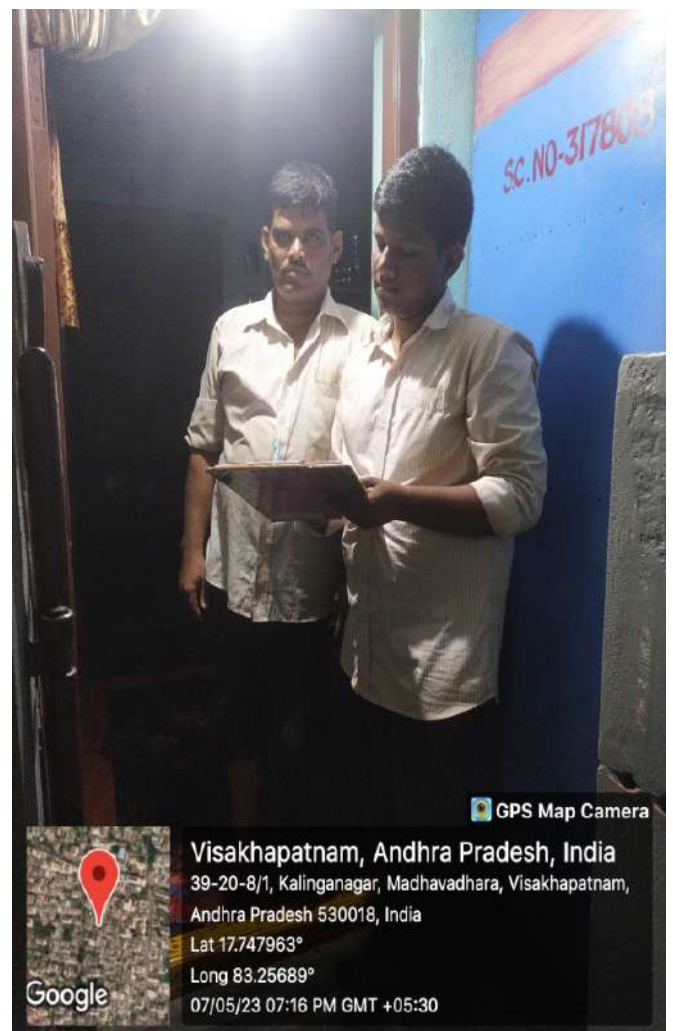


# **SUGGESTION FROM SOCIO ECONOMIC SURVEY**

- ✓ Classification of land - methods of exploiting the land - farming systems - crop systems - production systems - technology. ...
- ✓ Demographic surveys. ...
- ✓ Surveys on social aspects, customs, structures, social services. ...
- ✓ Surveys on the economic situation, services and infrastructures.
- ✓ Evaluation of the standard of living of the households (well-to-do, average, poor)
- ✓ Eating habits according to income groups
- ✓ health services, education services, etc.
- ✓ number of farmers who do not have land to farm
- ✓ surface area of household gardens (vegetable gardens, fruit gardens, forests, etc.)
- ✓ other economic occupations (industry, handicrafts, services, etc.) indicating if these are salaried, employed or independent, in the area or outside it (indicate the distance)







# PART-B

# BANKING

# SERVEY

**A Study on Banking Services and Habits**

**With Special Reference to Rural and Urban areas  
of Andhra Pradesh**



**Project Report**  
**Submitted in the partial fulfilment for B.Com Degree**



**Submitted  
By**

**SANAPALA SURESH**  
**B.Com II Semester**  
**(ID No: 22BCAT035)**

**Under the guidance of**

**Dr.B RAMA CHANDRA RAO**  
**Asst. Professor of Commerce**  
**Dr.V.S.Krishna Government Degree & PG College (A)**  
**Visakhapatnam**



# **Dr.V.S.KRISHNA GOVT. DEGREE COLLEGE**

**(An Autonomous Institution Affiliated to Andhra University)**

**Reaccredited by NAAC with 'A' Grade(3rd Cycle)**

District Resource Centre & Center for Research Studies  
Maddilapalem, VISAKHAPATNAM 530 013, Andhra Pradesh



## **CERTIFICATE**

Certified that this project report titled "A Study on Banking Services and Habits With Special Reference to Rural and Urban areas of Andhra Pradesh" is the bonafide work of **Dr.B RAMA CHANDRA RAO** who carried out the project work under my supervision. It is to further Certify that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

**PROJECT GUIDE**

**HEAD OF THE DEPARTMENT**

## **DECLARATION**

I hereby declare that the Project report titled "A Study on Banking Services and Habits With Special Reference to Rural and Urban areas of Andhra Pradesh" is my original work and has not been published or submitted for any degree, diploma or other similar titles elsewhere. This has been undertaken for the purpose of partial fulfilment of B.com Degree of Dr. Vs Krishna Government Degree & PG College (A) Visakhapatnam.

S SURESH

B.Com I Year IISemester

IDNo: 22BCAT035



## **ACKNOWLEDGMENT**

It is really a matter of pleasure for me to get an opportunity to thank all the persons who contributed directly or indirectly for the successful completion of the project report, "A Study on Banking Services and Habits With Special Reference to Rural and Urban areas of Andhra Pradesh"

I wish to express my gratitude to all the respondents of the survey for giving the proper responses patiently, which has been instrumental in completion of this project. I am thankful to **Dr. I.VIJAYA BABU, Principal**, Dr.Vs Krishna Government Degree & PG College (A) Visakhapatnam for his support and encouragement throughout the tenure of the project. Also I am thankful to my mentor and guide **Dr.B RAMA CHANDRA RAO**, DR.G.Srinivasa Rao and Dr.Ch.Vishnu Murthy Head of the Department of Commerce, and the other faculty members of the Commerce Department Dr.G.RAJU KUMAR Sri.M.Srinivasu, Sri. Dr.D.Muralidhar, for being a source of support during this project period.

S SURESH

B.Com I Year II Semester

ID. No :22BCAT035



# INDEX

S NO	CONTENTS	PAGE NO
1	Introduction	
2	Analysis and Interpretation	
3	Findings, Conclusion and Suggestions	
5	Annexure: Questionnaire& Village Photographs	

## **1. Introduction**

### **1.1 Banking**

### **1.2 Emergence of Banking System-World**

### **1.3 Emergence of Banking System -India**

### **1.4 Present Situation of Banking**

### **1.5 Banking Services and Habits**

### **1.6 Need for Banking Services**

### **1.7 Significance of the study**

### **1.8 Objectives of the Study**

### **1.9 Methodology**

### **1.10 Limitations of the Study.**

# 1.INTRODUCTION

## 1.1 Banking

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

### **Definition**

Definition Banking "Banking is the business of accepting for the purpose of lending or investment, of deposits of money from the public repayable on demand or otherwise and withdraw-able by cheque, draft, and order or otherwise." Indian Banking Regulation Act, 1949.

### **Structure**

Structure of Banking: Reserve Bank of India is the Central Bank of our country. It was established on 1st April 1935 accordance with the provisions of the Reserve Bank of India Act, 1934. It holds the apex position in the banking structure. RBI performs various developmental and promotional functions. It has given wide powers to supervise and control the banking structure. It occupies the pivotal position in the monetary and banking structure of the country.

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

Commercial bank: Commercial bank is an institution that accepts deposit, makes business

loans and offer related services to various like accepting deposits and lending loans and advances to general customers and business man.

These institutions run to make profit. They cater to the financial requirements of industries and various sectors like agriculture, rural development, etc. it is a profit making institution owned by government or private or both. Public sector banks: Public sector banks are those where majority of the stake in the bank is held by government. Whereas in private sector bank, majority is held by shareholders of the bank.

Private Sector Banks: The "private-sector banks" are banks where greater parts of stake or equity are held by the private shareholders and not by government. Foreign Banks: A foreign bank with the obligation of following the regulations of both its home and its host countries. Loan limits for these banks are based on the capital of the parent bank, thus allowing foreign banks to provide more loans than other subsidiary banks.

Foreign banks are those banks, which have their head offices abroad. CITI bank, HSBC, Standard Chartered etc. are the examples of foreign bank in India. Currently India has 36 foreign banks. Regional Rural Bank (RRB): The government of India set up Regional Rural Banks (RRBs) on October 2, 1975. The banks provide credit to the weaker sections of the rural areas, particularly the small and marginal farmers, agricultural labourers, and small entrepreneurs

Banking Regulation Act 1949: i. The Banking Regulation Act, 1949 is a legislation in India that regulates all banking firms in India. ii. The act was enacted to safeguard the interest of the depositors and to control the abuse of powers by controlling the banks by any means necessary and to the interest of Indian economy in general. This act applies to the following

categories of banks o Nationalized banks o Non-nationalized banks o Co-operative banks in the manner and to the extent specified in the act

### **Need for Banking:**

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

## **1.2 Emergence of Banking System - World**

The **history of banking** began with the first prototype banks, that is, the merchants of the world, who gave grain loans to farmers and traders who carried goods between cities. This was around 2000 BCE in Assyria, India and Sumeria. Later, in ancient Greece and during the Roman Empire, lenders based in temples gave loans, while accepting deposits and performing the change of money. Archaeology from this period in ancient China and India also shows evidence of money lending.

Many scholars trace the historical roots of the modern banking system to medieval and Renaissance Italy, particularly the affluent cities of Florence, Venice and Genoa. The Bardi and Peruzzi Families dominated banking in 14th century Florence, establishing branches in many other parts of Europe. The most famous Italian bank was the Medici Bank, established by Giovanni Medici in 1397. The oldest bank still in existence is Banca Monte dei Paschi di Siena, headquartered in Siena, Italy, which has been operating continuously since 1472. Until the end of 2019, the oldest bank still in operation was the Banco di Napoli headquartered in Naples, Italy, which had been operating since 1463.

### 1.3 Emergence of Banking System – India

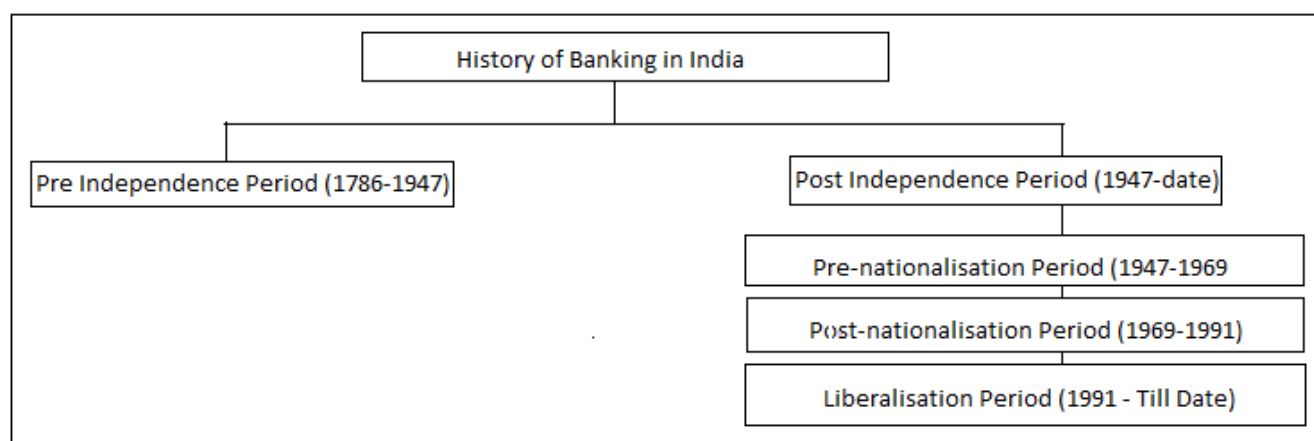
The History of Banking in India dates back to before India got independence in 1947 and is a key topic in terms of questions asked in various [Government exams](#). In this article, we shall discuss in detail the evolution of the banking sector in India

The banking sector development can be divided into three phases:

**Phase I:** The Early Phase which lasted from 1770 to 1969

**Phase II:** The Nationalisation Phase which lasted from 1969 to 1991

**Phase III:** The Liberalisation or the Banking Sector Reforms Phase which began in 1991 and continues to flourish till date



### 1.5 Banking Services and Habits

Banking habits among the lower income people are an indicator of financial inclusion. The various banking services include **credit, savings, insurance and payments and remittance facilities**. In India attempts have been made to bring the lower income groups within the ambit of formal financial institutions, such as commercial banks.

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

### **1.6 Need for Banking Services:**

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

### **1.7 Significance of the Study:**

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

be studies in the study area. The factors that are leading to the banking habits and awareness levels on the various banking habits will be studied.

### **1.8 Objectives of the study:**

This study is being conducted with the following objectives.

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

### **1.9. Methodology**

In this project we have used descriptive methodology. Various statistical tools like graphs, tables etc are used to explain the data gathered through questionnaire. The primary and secondary data is used. The primary data is collected through structured questionnaire. The secondary data is collected through various sources like newspapers, magazines, websites etc.

### **1.10.Limitations of the Study:**

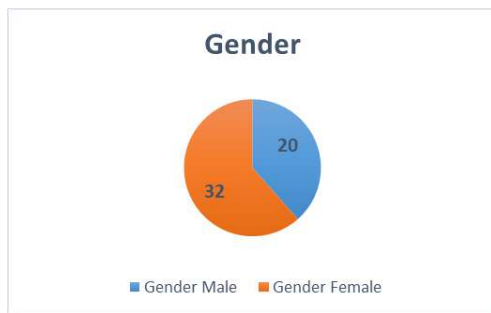
The study is limited to the study area which is either a village or ward only. Hence the findings of this study may or may not be applicable at large. This project is conducted on micro level only.



## 2. Analysis and Interpretation

The present study has been conducted in Madhavadhara, 19<sup>th</sup> ward, GVMC, Visakhapatnam. The geographic details of the study area is located in Visakhapatnam. The socio-economic profile of the study area is as follows:

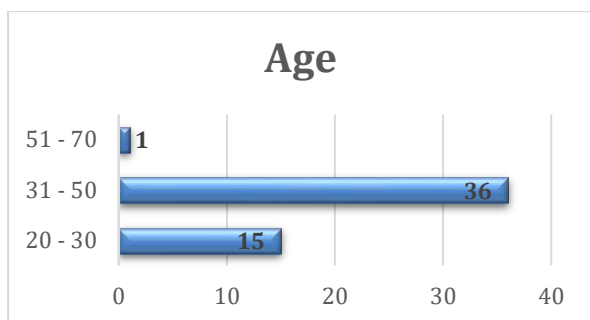
### Gender:



Out of the total 52 respondents 20 are male and 32 are female this shows that the female are more than the male in the study area.

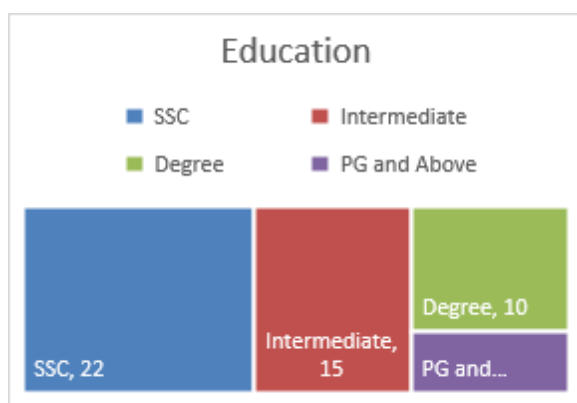
### Age:

In the study area 36 respondents belong to 31-50 years of age. It shows that the people in the study area belong to middle age group.



#### Education:

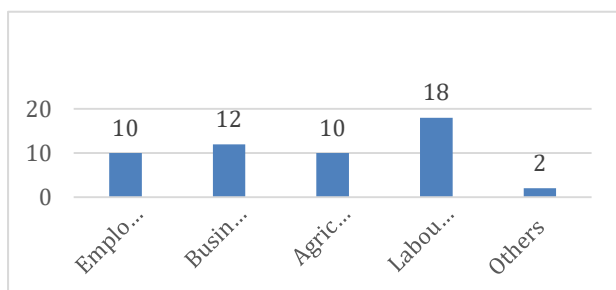
Out of the total 52 respondents, more than 37 respondents have the qualification of SSC and intermediate. Only 5 respondents completed PG and above.



#### Profession:

The profession of the respondents in the study area is given in the below table. 10 respondents are employees. 10 of them have agriculture as profession..

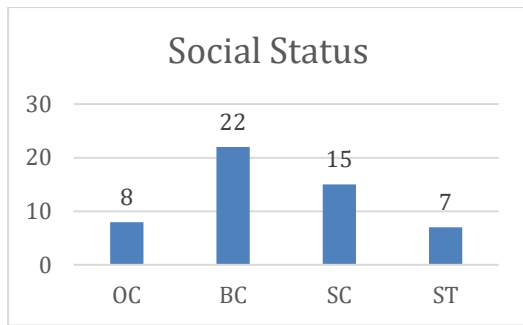
Profession	
Employee	10
Business	12
Agriculture	10
Labourer	18
Others	2



### Social Status:

The social status of the respondents in the study area is given below. Most of the respondents belong to either BC or SC. Only 7 of the respondents belong to Schedule Tribes.

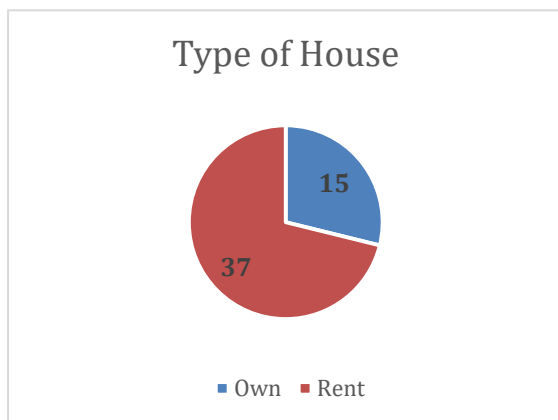
Social Status	
OC	8
BC	22
SC	15
ST	7



### **Type of House:**

In our socio economic survey we found out that 37 of the respondents are living in the rented house and only 15 of the respondents are living in the own houses.

Type of House	
Own	15
Rent	37

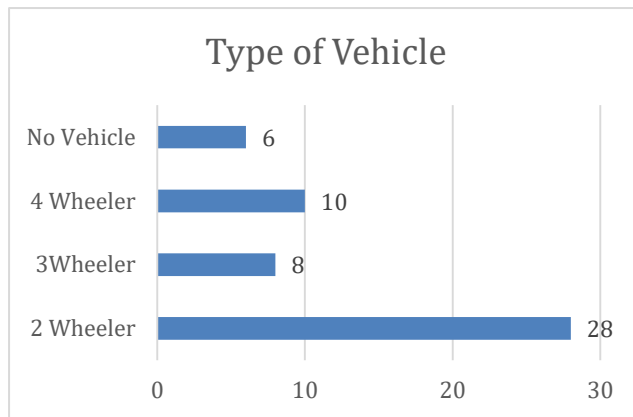


### **Type of Vehicle:**

Most of the respondents have two wheelers and 6 of the do't have any vehicle. It shows that majority of them are having vehicles.

Type of Vehicle	
2 Wheeler	28
3 Wheeler	8

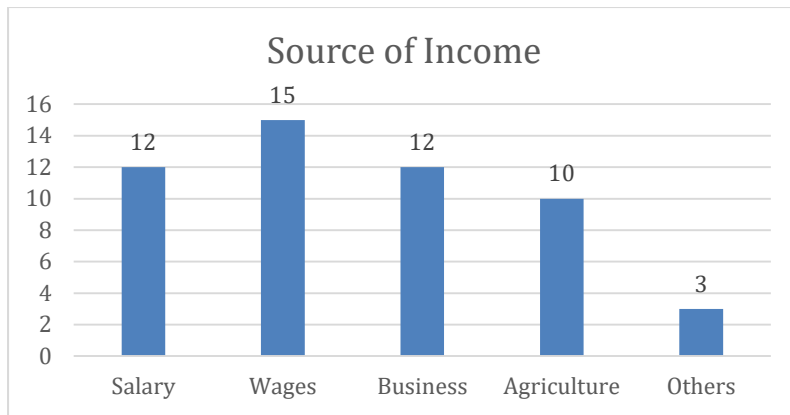
4 Wheeler	10
No Vehicle	6



### Source of Income:

In our survey we found that the respondents have different sources of Income. 12 respondents have salary as their source of income. 15 of the respondents have wages have their income sources.

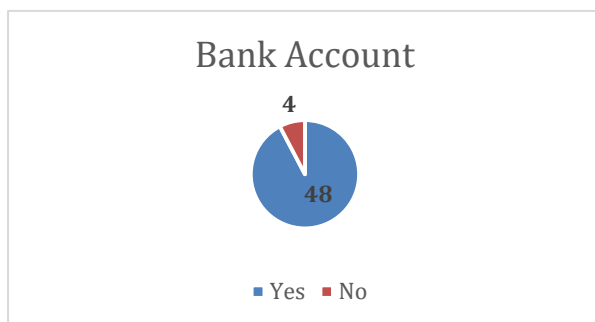
Source of Income	
Salary	12
Wages	15
Business	2
Agriculture	0
Others	3



### Bank Account:

In our survey it has been found out that 48 of the respondents have bank accounts and only 4 of them do not have bank accounts. This shows that they have good banking habits.

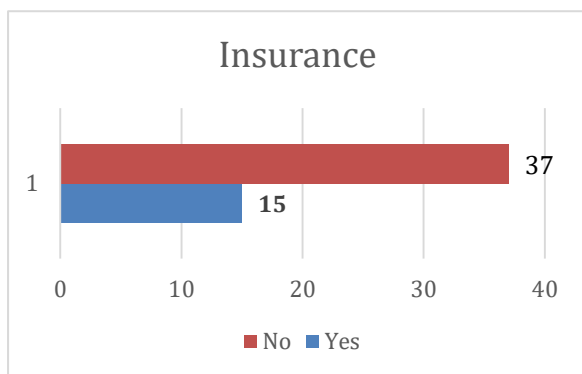
Bank Account	
Yes	48
No	4



### Insurance:

The number of respondents that have insurance policies are 15. Most of the don't have insurance policies. Awareness has to be created to inculcate the habit of insurance.

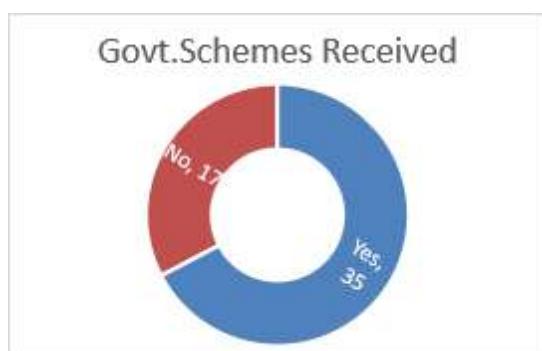
Insurance	
Yes	15
No	37



Government schemes received:

Our survey shows that majority of them are receiving the government schemes. Out of 52 respondents as many as 35 are receiving government schemes and 17 of them are not receiving any schemes.

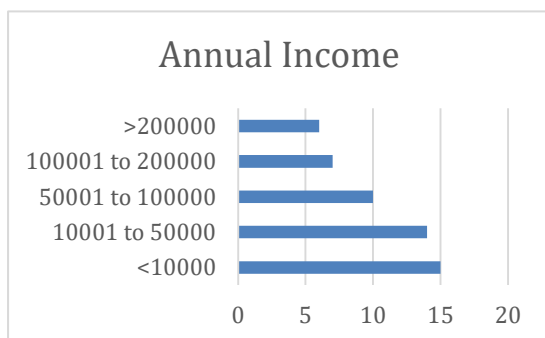
Govt.Schemes Received	
Yes	35
No	17



**Annual Income:**

Out of the total respondents 15 of them are earning below 10000 per annum. Around 6 of the are earning more than 200000 per annum. It shows that most of them are earning meager income.

Annual Income	
<10000	15
10001 to 50000	14
50001 to 100000	10
100001 to 200000	7
>200000	6



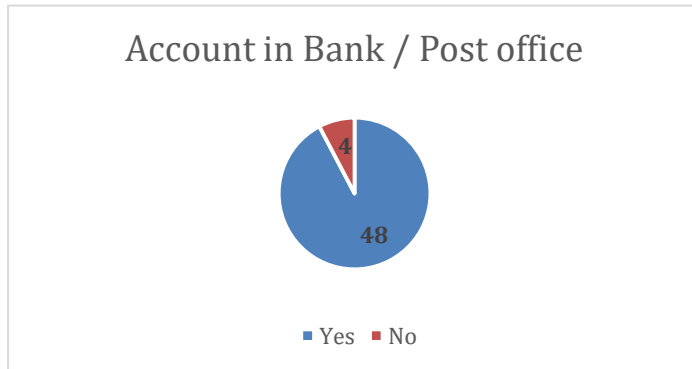
### Account in Bank or Post office:

In our research we found out that most of the respondents have account in Bank or post office and very few of them are not having accounts.

Account in Bank or Post Office	
Yes	48



No	4
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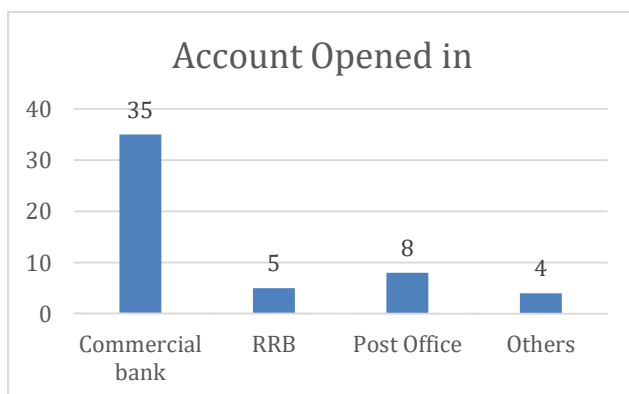


### Accounts Opened In:

Most of the respondents have opened account in the commercial banks. It may be because of the availability of more number of bank branches. Very few of them have accounts in RRBS and Post office

### Account Opened in

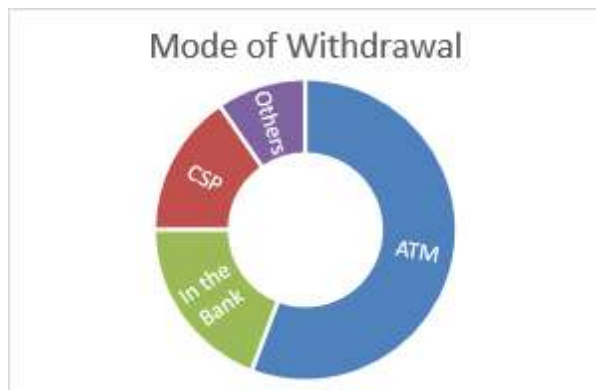
Commercial bank	35
RRB	5
Post Office	8
Others	4



### Mode of Withdrawal:

In our survey we found that 29 of the respondents are going to ATMs for withdrawal and 10 of them are going to banks for withdrawing cash.

Mode of Withdrawal	
ATM	2
	9
CSP	8
In the Bank	1
	0
Others	5

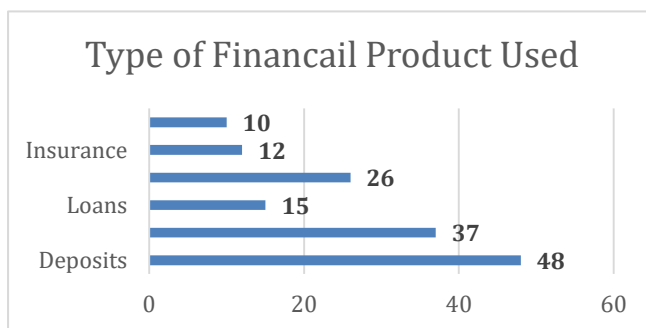


### Type of Financial Product Used:

In our survey it is found out that 48 of the respondents are using banks for deposits, 37 of them are using banks for withdrawals, 15 of them are using for loans, 26 of them are using for remittances.

Type of Financial Product Used	
Deposits	4
	8

Withdrawals	3 7
Loans	1 5
Remittances	2 6
Insurance	1 2
Other Facilities	1 0

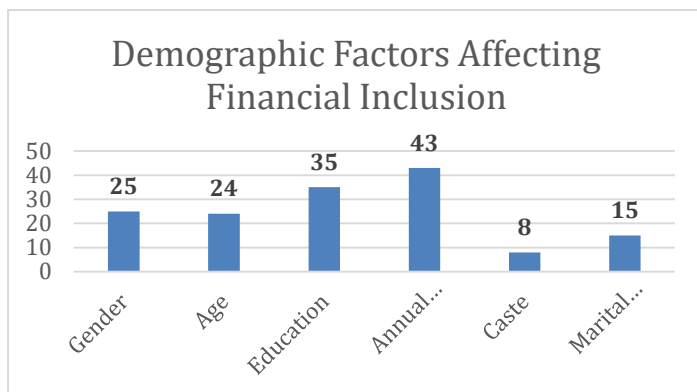


### **Demographic factors affecting Financial Inclusion:**

As per the opinion of the respondents there are various factors that are affecting the financial inclusion. 43 of them have agreed that annual income is having more influence on financial inclusion. Only 8 of them have said that caste would also play a role in financial inclusion.

Demographic factors affecting Financial Inclusion	
Gender	2 5
Age	2 4
Education	3 5
Annual Income	4 3

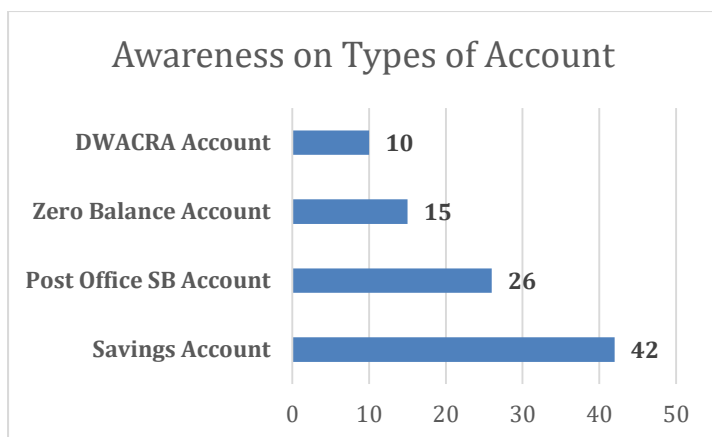
Caste	8
Marital Status	1 5



### **Awareness on Type of Account:**

When the respondents were asked about their awareness levels on various types of accounts, 42 of them said that they are aware of Savings account, 26 of them are aware of post office SB account, only 10 of them are aware of DWACRA account.

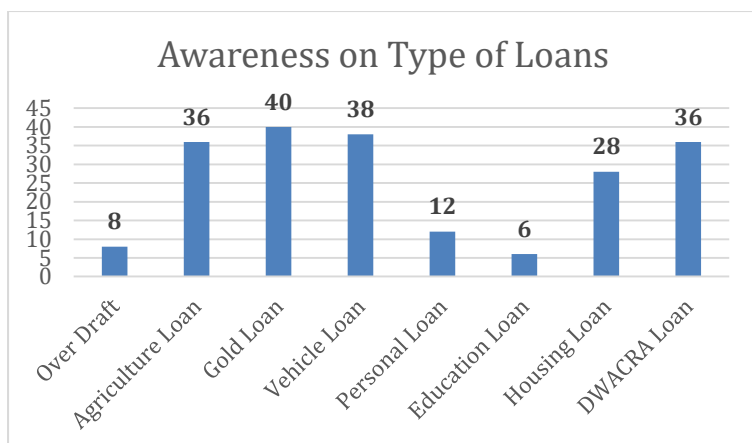
Awareness on Type of Account	
Savings Account	4
	2
Post Office SB Account	2
	6
Zero Balance Account	1
	5
DWACRA Account	1
	0



### **Awareness on Types of Loans:**

The respondents have expressed that 40 of them are aware of gold loans, 38 of them are aware of vehicle loans, 36 of them are aware of DWACRA loans, only 6 of them are aware of education loans and 8 of them are aware of overdraft.

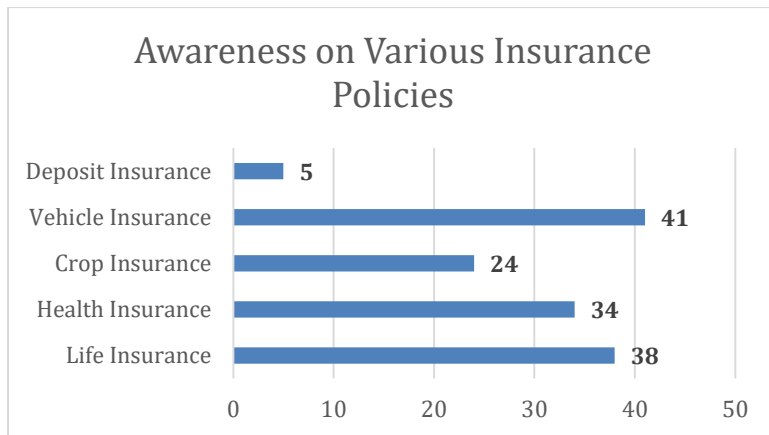
Awareness on Types of Loans	
Over Draft	8
Agriculture Loan	3 6
Gold Loan	4 0
Vehicle Loan	3 8
Personal Loan	1 2
Education Loan	6
Housing Loan	2 8
DWACRA Loan	3 6



### **Awareness on various Insurance Policies:**

In the survey it is found out that 38 of the respondents are aware of Life Insurance, 34 of them are aware of Health Insurance, Only 5 of them are aware of Deposit Insurance. It is also found out that even the highly educated persons are not aware of deposit insurance.

Awareness on Various Insurance Policies	
Life Insurance	3
	8
Health Insurance	3
	4
Crop Insurance	2
	4
Vehicle Insurance	4
	1
Deposit Insurance	5

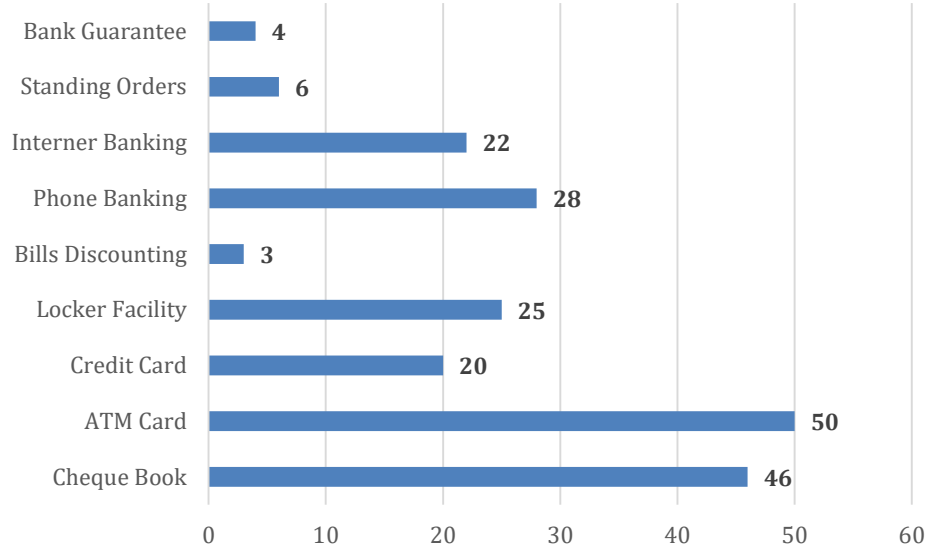


### **Awareness on Other Services related to Banks:**

The respondents have expressed that they are highly aware of Some services like cheque book, ATM card, Credit Card, Locker facility. They are less aware of services like Bills discounting, Standing orders and bank guarantee.

Awareness on Other Services related to Banks	
Cheque Book	4
	6
ATM Card	5
	0
Credit Card	2
	0
Locker Facility	2
	5
Bills Discounting	3
Phone Banking	2
	8
Internet Banking	2
	2
Standing Orders	6
Bank Guarantee	4

### Awareness on other Services related to Banks





## **2. Findings, Conclusions and Suggestions**

### **Findings:**

1. In the study area the number of female is more than number of male.
2. Most of the respondents belong to middle age group
3. All the respondents are educated. Some of them studies even above P.G. level some of the studies up to 10<sup>th</sup> class only
4. Most of the respondents are laborer's, agriculturists and some of them are employees.
5. As regards social status, most of them belong to Back ward class and Scheduled Tribes.
6. The majority of the respondents are living in rented house and few of them are living in their own house.
7. Most of the respondents are having some type of vehicle. Most of them are having two wheeler.
8. Regarding source of income the respondents are getting income from various sources like salary, Wages, Business. Agriculture etc.
9. Majority of them are having bank accounts and very few of them are not having bank accounts.
10. Only few of them are having insurance policy.
11. Most of them are receiving Government schemes.
12. The annual income of most of the respondents is below 1,00,000 rupees
13. It is also found out that a large number of respondents opened account in commercial banks and very few of them have opened accounts in post office.
14. The respondents have used ATM for withdrawing money than any other sources of withdrawal.
15. The respondents have used various financial products of bank like insurance, remittances, Loans, withdrawals, deposits.
16. The respondents agreed that factors like gender, Age, education, annual income, Caste, Marital status etc will influence the financial inclusion.
17. The respondents are fully aware of savings account and post office SB account. They are less aware of Zero balance account and DWACRA account.

18. The awareness level of respondents is that they are fully aware of Agriculture loans, Gold loans and Vehicle loans. They are just aware of personal loan, Over draft and Education loan
19. Regarding insurance policies, they are full aware of Life insurance and Vehicle insurance. They are some what aware of Crop insurance and they are very less aware of Deposit insurance.
20. When they are asked to express their awareness levels on the other services related to banks, they said that they are fully aware of Cheque book facility, ATM card, Locker facility. They are aware of Phone banking and internet banking. They are very less aware of bank guarantee

## **Conclusions:**

- 1.It can be concluded that most of the respondents are female.
- 2.Most of the respondents are either semi educated or highly educated
- 3.Majority of the responders belong to weaker sections.
- 4.Most of them reside in rented houses.
- 5.All most all the respondents have some kind of vehicle
- 6.Most of the respondents have agriculture as their source of income besides employment
- 7.Majority of the respondents have bank accounts.
- 8.The respondents are not having insurance habits.
- 9.The respondents belong to lower middle class people or poor.
- 10.They have less annual income and are receiving some kind of government schemes.
- 11.The accounts of the respondents are more with commercial banks than in other places.
- 12.ATM is the main source for withdrawing money.
- 13.Various financial products like insurance, remittances. Loans, withdrawals, deposits are being used by the respondents

14. Age, Gender, Education, Annual Income, Caste, Marital status etc will have bearing in the achieving financial inclusion.

15. The awareness level of respondents is more in respect of Savings account than any other type of account.

16. Agriculture loan and Gold loan are the most known loans to the respondents and least known loans are personal loans and overdrafts

17. The life insurance and vehicle insurance is known to almost all the respondents.

18. As regards other services, the most known service is Cheque books and ATM cards. The least known service is bank guarantee.

### **Suggestions:**

It is suggested to create awareness on the benefits of insurance in the study area since most of them are not having any insurance at all. It is also suggested that the concerned bank authorities should create awareness programmes and special drives for inculcating the usage of on line banking. They should also open more ATMs in remote places. The banks should also encourage them to use bank loans to help them from the clutches of money lenders. The bankers should also encourage its customers to make use of other services like locker facility, insurance services, various loans etc. They should also create awareness about Zero balance accounts and try to encourage the people to open accounts.

### **Scope for further Study:**

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





