

**CHAPTER - VI**

**OBSERVATIONS, CONCLUSIONS AND SUGGESTIONS**

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6.1 OBSERVATIONS AND CONCLUSIONS

6.2 SUGGESTIONS

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#### 6.1 OBSERVATIONS & CONCLUSIONS :

From the findings of the survey it has been found that the Kolhapur Janata Sahakari Bank Ltd., Kolhapur has got various types of customers. Especially in Laxmipuri Branch the number of current account holders is more as compared to other two branches being the branch located in business area of Kolhapur City.

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After taking into account the analysis of the data collected the following observations are made.

1. Because of the nearness of the Bank from the residing place of the customers and easy availability of loan majority of the customers opened their account in particular Bank/Branch. The customers give least importance to the time factor while selecting the Bank/Branch.
2. The working hours of the Bank are in general suitable except in Laxmipuri and Rajarampuri Branches of the Bank.
3. The advertising programme of the Bank regarding its new and existing services seems to be less in approach.
4. In general the time required for depositing and withdrawing cash depends on the circumstances prevailing in the Bank such as date, day of the month, location of the branch, number of accounts, strength of the staff etc. But in 5% of the cases the customers reported that more than 20 minutes are taken.
5. The number of Monthly Income Certificate holders and They Rokha holders are less in number.

6. The depositors get a preferential treatment as compared to others. There is no difficulty in obtaining loan against deposits and encashing deposit before maturity.
7. There is no practice that the Bank informs the customers about maturity date of fixed deposits.
8. The Bank gives loan to different kinds of customers. The loan holders from Laxaipuri Branch are mostly retail traders, such as fariwalas, tailors, professionals, small industrialists, rickshaw and truck operators etc. loan holders from Station Road Branch are wholesale traders in grain, kerosin, small engineering firms etc. and loan holders from Rajarampuri are Medical Shop Owners, Electric Shop Owners and others.
9. Time limit required for sanction or rejection of loan application of small amounts appears to be a longer one.
10. Though there is no delay in carrying out standing instructions, it seems that this facility is unknown to most of the customers.
11. The complaints about Bank services are mostly of the error and delay and they are solved as promptly and sympathetically considered.

12. The complaints about service charges of the Bank are less in number and they are solved sympathetically.

6.2 SUGGESTIONS :

After considering observations, the suggestions made are as under :-

1. The Bank should give more stress on advertising to attract more and more customers.
2. The Bank if possible should extend the working hours of Laxmipuri Branch and Rajarampuri Branch.
3. Depositing cash and obtaining receipt should be one step process so that customers are not required to move from counter to counter. Taylor System may be introduced especially in Laxmipuri Branch.
4. There must be Inquiry Counter for guiding customers especially in Laxmipuri Branch.
5. The Bank should start the procedure of informing the customers regarding collection of outstation cheque and regarding the maturity of Fixed Deposits.
6. There is a need of loan checking arrangement in the Bank for borrowers.

7. The Bank should entrust work of filling the Pass Book or preparing the statement of account to such Clerks whose handwriting is good.
8. The Bank, if possible, should appoint one additional clerk in every Branch to help the illiterate customers.
9. As the time for sanctioning loans of small accounts is longer, Branch Manager would be empowered to sanction such loans at Branch level only. Documentation and disbursement part should be completed at a time so that customers may not required to come from time to time.
10. The Bank should provide locker facility to the customers of Laxmipuri Branch as early as possible.
11. In respect of bills transactions it is suggested that there should be timely dispatch of bills, strict adherence to instructions, giving timely advice of payment of bills etc.
12. The Bank should take efforts to popularise the Thev Rokha deposit scheme.
13. The Bank, if possible, should appoint Public Relation and Deposit Development Officer at least one for each Branch.

14. For avoiding difficulty of the customers in carrying large amounts Bank should persuade them to purchase Travellers' Cheques and Gift Cheques.
15. The Bank should inform the customers about the availability of standard instruction facility.
16. The Bank, if possible, should start a new Branch or special section in Branch for ladies customers, especially in Rajarampuri Branch.
17. There is a need of providing some general utility services to the customers from Bank i.e. drinking water, free telephone services, availability of complaint book and good seating arrangements etc.
18. The Bank should give information to the customers about customer services in Bank by arranging Conference at least ones in a time.

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