



CHAPTER - VI

OBSERVATIONS, CONCLUSIONS AND SUGGESTIONS



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6.1 OBSERVATIONS AND CONCLUSIONS

On the basis of the analysis of the data collected, the following important observations and conclusions are made :

1. Most of the customers opened their account in the bank/branch because of convenient location of the bank/branch.
2. The working hours of the bank are suitable for all the customers. Particularly for current account holders day and evening working hours are suitable.
3. The time required for depositing and withdrawing cash is mostly depends upon the circumstances prevailing in the bank such as particular period of a month, location of the branch, strength of staff, etc.
4. The advertising programme of the bank regarding its new and existing services seems to be less effective in approach.
5. It is found that most of the customers take passbook while depositing cash and it is also returned in time by completing all the entries. Customers are also able to understand the entries made in passbook.

6. There is no practice of informing the customer about the maturity date of fixed deposits in the bank.
7. Almost all the customers are unknown about availability of standing instruction facility provided by the bank.
8. The average time taken by bank while withdraw of the amount by the customer is generally 5 to 10 minutes. Customers are satisfied with this service, as this time is within the prescribed banking norms.
9. The behaviour of the bank staff is courteous and co-operative. They come forward to help or guide whenever customer approach to them. Whatever the doubts or suggestions arises they are accepted freely.
10. The complaint book or the suggestion box is available in every branch. The complaints about the general banking operations are very rare from customers and they are solved promptly by bank officers. Bank manager of each branch is also available to accept and solve any complaint from the customers.
11. Some of the customers used the facility of Safe Deposit Locker and are satisfied with the service.
12. Most of the customers are obliged of helpful nature of the bank while processing the loan application. Only 15 – 20 days are required for the bank for disbursement of loan since application for loan is received.

13. The queries, clarifications in loan application are called at maximum two times. Majority of borrowers said that the procedure of lending is simple.
14. The membership of both A class and B class has been increased. The bank always tries to make a loan firstly to its regular (A class) members and thereafter to nominal (B class) members.
15. Because of increase in A class membership there is increase in paid up capital each year. Thus banks own funds has been increased.
16. Though it is difficult to increase deposits due to less interest on it, the bank by implementing various deposit mobilisation plans became succeed in increasing deposits.
17. The bank mainly grants loans for short-term purpose and for priority sectors. The bank makes attempt to recover the loans and advances granted through its special loans recovery drive implemented through its separate recovery department.
18. Banks Credit-Deposit Ratio (CD Ratio) is between 65 to 70 %.
19. The bank maintains a separate Membership Welfare Fund. This fund is used for the welfare of members.
20. The bank has maintained constant dividend ratio. It serves useful for internal as well as external investors.

6.2 SUGGESTIONS

On the background of the data collected, analysed and conclusions drawn, certain suggestions have been made here for improving the bank-customer relationship in Shri Panchaganga Nagari Sahakari Bank Ltd., Kolhapur.

1. The bank should give more stress on advertising the schemes/plans to entice more and more customers.
2. There must be enquiry counter for guiding customers especially in Mahadwar Road branch where more customers visits regularly.
3. The bank should start the procedure of informing the customers regarding collection of outstation cheques and regarding the maturity of fixed deposits.
4. The bank should inform to its customers about the availability of standing instruction facility and to take benefit of it.
5. The bank should give information to the customers about customer services in bank by arranging conference at least once in a year.
6. The bank should take lead in developing banking habits in women. Ladies participation in banking operations should be increased by following various schemes and plans.

7. The branch manager and bank staff take more role in providing information about the new and existing services to the customers. The staff should inform to the customers how particular facility is useful to them.
8. The bank may devise control to ensure that pass books updated on the ongoing basis and complete and returned immediately to customers.
9. The bank should provide a service of filling of bank passbook threw computer as far as possible.
10. The bank should supply statement of account to its borrowers in order to know them the exact position of their loan account.
11. The bank should provide rebate facility on loan for such borrowers who paid their loan installments regularly and in time.
12. The bank should grant more loan amount for the existing borrowers on the same security by taking into account borrowers background.
13. The bank should supply a handbook to its staff consisting general information regarding his bank and important schemes and services offered by it. And as far as possible, this should be in regional language and updated annually.

14. The bank should introduce a reward and recognition system for motivating the staff. This should help in improving better customer service.
15. The bank should also organise orientation courses to its staff in order to update staff knowledge about banking rules and regulations and developments that takes place like banking services, information about new plans of deposits, loans and advances and other bank services.
16. The bank should organise or send to its staff for training programmes. Such training programmes lay more stress on customer service and other related issues like importance of courtesy, public relations skills, management of complaints, and telephonic manners, modern banking technology, etc.