



CHAPTER - VIOBSERVATIONS CONCLUSIONS AND SUGGESTION6.1 OBJECTIVE CONCLUSION : OBSERVATIONS, CONCLUSIONS :-

From the findings of the survey it has been found that the Bank of India, lead bank for Kolhapur district 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.

After taking into account the analysis of the data collected the observations are ,

1. Because of the nearness of the bank from the house, majority of the customers opened their account in this 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 excepting in some cases especially in Shahupuri and Ambabi Mandir branch, they are not
3. The advertising programme of the bank regarding its new and existing services seems to be less effective in approach
4. In general the time required for depositing and withdrawing cash depends on the circumstances prevailing in the bank such as date of the month, location of the branch, number of accounts, strength of the staff etc. But in 4% of the cases, the customers reported that more than 20 minutes are taken.



5. The complaints about passbook writing are at abbreviations incomplete details and illegible handwriting. In some cases the passbook or statement of account is not returned immediately.

Term Depositors :

1. The number of star benefit deposit holders and monthly income certificate holders ~~and~~ are less in number.
2. These depositors get a preferential treatment as compared to others . There is no difficulty in obtaining loan against deposits and encashing deposit before ~~maximum~~ maturity.
3. There is no practice that the bank informs the customer about maturity date of fixed deposits.

Loans and Bills Business :

1. The Bank gives loan to different kinds of customers. The loan holders from laxmipuri branches are mostly retail traders, such as feriwala, tailors professionals, agriculturists, small industrilist , ~~risk~~ rickshaw and truck operators etc. loanholder from shehupuri branch are wholesale traders in grain , kerosin, small engineering firms, medical shops etc. loanees from Ambabai mandir are cloth merchants electric shop owners and others.
2. Time limit required for sanction ~~of~~ rejection of loan application of small amounts appear to be a longer one.
3. Though there is no delay in carrying out standard instruction , it seems that this facility is unknown ~~tom~~ most of

the customers.

## 6.2 Suggestion and Conclusions :

After considering these, the suggestions made are as under :

- i) The bank should give more stress on advertising to attract more and more customers.
- ii) The bank if possible should extend the closing timing of Shahupuri and Ambabai mandir branch.
- iii) Cash deposit and obtaining receipt should be one step process so that customers are not required to move from counter to counter. Teller system may be introduced especially in laxmipuri branch.
- iv) Counter clerks should be authorised to issue cheque books to the customers in order to avoid the delay.
- v) The bank should start the procedure of informing the customers regarding collection of outstation cheque and regarding the <sup>maturity</sup> authority of fixed deposits.
- vi) The bank should give the passbook or statement of account to such clerks whose handwriting is good. The abbreviations used should be standardised and be printed <sup>at the</sup> ~~at~~ <sup>end</sup> ~~form~~ of passbook .
- vii) The passbook being the main point of contact between the bank ~~na~~ and the customer, it should be completed and returned on the same day or after the transaction. If kept overnight, it should be returned on the next day to avoid the

inconvenience or irritation to the customers. Current accounts statements should be given before the 5th of of the next month.

viii) As the time for sanctioning loans of small amounts is longer, branch manager may 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 <sup>be</sup> required to come <sup>to bank</sup> from time to time.

ix) In respect of bills transactions it is suggested as, there should be timely dispatch of bills, strict adherence to instructions, giving timely advice of payment of bills etc.

x) The bank should inform the customers about the availability of standard instruction facility. The bank should take efforts to popularise the star benefit Deposit scheme.

xi) In respect of poor mail service, the bank should ascertain the priorities and the letters should be delt- within that order of priorities.

Thus the Bank should cultivate among the staff a friendly attitude to all customers who come into the branch/bank whether valuable or not. It must be remembered that the bank requires little skill to be courteous, the art is to be curteous when he is being rude.