

SGK GOVERNMENT DEGREE COLLEGE,
VINUKONDA, PALNADU DISTRICT.

COMMUNITY SERVICE PROJECT REPORT

“A STUDY ON AWARENESS OF
BANKING SERVICES OF PEOPLE IN SIVAPURAM

PROJECT REPORT



Submitted to

Smt. Dr.G.Swarna Latha

LECTURER IN
Telugu

Submitted by

V.Rajesh

(Y202099049)

III B.com (General)

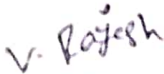
DECLARATION

I hereby declare that the Community service project embodied in this work entitled "A STUDY ON AWARENESS OF BANKING SERVICES In SIVAPURAM " submitted to S.G.K. Government Degree College, Vinukonda affiliated to Acharya Nagarjuna University for the award of degree of Bachelor of Arts is the outcome of investigations carried out by me under the supervision of **Smt. Dr.G.Swarna Latha** Lecturer in Commerce, S.G.K.Government Degree College Vinukonda.

I declare that the work incorporated is original and due acknowledgement has been made wherever it is not so. The same has not been submitted elsewhere for any degree or diploma.

I also declare that I myself solely responsible for the genuineness of the findings / observations pertaining to these studies in order to compile this thesis.

Place: Vinukonda


Signature & Name of the candidate

Date:

SGK GOVERNMENT DEGREE COLLEGE,VINUKONDA

DEPARTMENT OF COMMERCE

This is to certify that **V.Rajesh** of III B.Com(General) with Regd.No :
Y202099049 have completed her community Service Project titled “ **A study on
Awareness of Banking Services in Sivapuram** ” carried out in partial fulfillment of award
of Bachelor of Commerce Degree by Acharya Nagarjuna University.



Project Guide



Head of the Department



Principal

ACKNOWLEDGEMENTS

The success and final outcome of this work required a lot of guidance and assistance from many people and I am extremely privileged to have got this all along the completion of my Community Service Project work. All that I have done is only due to such supervision and assistance and I would not forget to thank them. First of all I owe my sincere, heartfelt, thanks to the Almighty whose warm help was felt at times of difficulties, and at every moment of my life, especially during my research work.

I wish to express my sincere gratitude to my mentor **Smt.Dr.G.Swarna Latha**, Head –Telugu for his valuable suggestions, constant encouragement, continuous support and motivating guidance throughout the course of this work. It was a great pleasure for me to have a chance of working with a unique personality like him

I take this privilege to thank **Dr. K. Srinivasa Rao**, Principal, S.G.K Government Degree College, Vinukonda for his kind support extended through my course of work. I am sincerely grateful to **RamaKishore K Behra**, Academic Cordinator of this college for his valuable suggestions, and cooperation extended during the course of my work. I am deeply grateful to **M. Jagadeesh, Co-ordinator**, Community service project for his earnest suggestions, and cooperation in accomplishment of the report. My special thanks to **All Faculty Members of S.G.K. G.D.C, Vinukonda** for their constant cooperation and encouragement.

My deepest gratitude goes to my inspiring father ,mother.Nothing would have been possible without their support. Lastly, I thank one and all that directly or indirectly helped me in completing this Project work.



Signature of the student

QUESTIONNAIRE

Department of Commerce
SGK Government Degree College, Vinukonda, Palnadu Dist.
Survey Questionnaire

Title of the project: Banking Services and Habits in Vinukonda Rural
Project execution area: Vinukonda Rural

Name of the Respondent:

Locality:

Door No:

Name of the Mentor:

Name of the student:

Programme:

1. Gender of Respondent?

- ☐ Male
- ☐ Female
- ☐ Others

2. Age of Respondent?

- ☐ Bellow 18
- ☐ 18-30
- ☐ 30-45
- ☐ 45-60
- ☐ Above 60

3. Occupation of Respondent?

- ☐ Employee
- ☐ Self employed
- ☐ Business
- ☐ Others

4. How much your annual income ?

- ☐ Bellow 2 Lakhs
- ☐ 2L -5L
- ☐ 5L-10L
- ☐ Above 10L

5. Do you have bank account ?

- ☐ Yes (specify Bank Name:.....)
- ☐ No

6. Which Purpose You have opened Bank Account?

- ☐ Savings Purpose
- ☐ Salary Purpose
- ☐ Loan Purpose
- ☐ Welfare Schemes Purpose

7. Reason For Maintaining Bank account in this Bank?

- ☐ Near to My House
- ☐ User Friendly Bank
- ☐ Giving Good interest Rates

8. Type of Bank Account?

- ☐ Saving
- ☐ Current
- ☐ Fixed

9. Do you Have a Debit Card?

- ☐ Yes

- ☐ No
- 10. You have Linked Your Aadhaar with Your Bank account?
 - ☐ Yes
 - ☐ No
- 11. Do you Have Awareness About ATM Operations?
 - ☐ Yes
 - ☐ No
- 12. Do You have Cheque Book Facility in Your Bank?
 - ☐ Yes
 - ☐ No
- 13. Do You have Use Digital Transactions For Your Account ?
 - ☐ Yes (If yes Specify ...Net Banking/Mobile Banking)
 - ☐ No
- 14. What is your preferred payment app for transferring money among people ?
 - ☐ Google pay
 - ☐ Phone pe
 - ☐ Amazon pay
 - ☐ Whats app pay
 - ☐ Others
- 15. Why do you prefer paying through these payment apps ?
 - ☐ Convenience
 - ☐ Cash back
 - ☐ Multiple payment methods
 - ☐ Better user experience
- 16. Do you trust the security of digital transaction services ?
 - ☐ Yes
 - ☐ No
- 17. Digital payment system is better than cash ?
 - ☐ Yes
 - ☐ No
- 18. Do you think your bank offers a Good interest rate?
 - ☐ Agree
 - ☐ Strongly agree
 - ☐ Disagree
 - ☐ Strongly disagree
- 19. Do they charge unnecessarily for not maintain minimum balance in your account?
 - ☐ Yes
 - ☐ No
- 20. Does your bank have listed its share in stock exchange?
 - ☐ Yes
 - ☐ No
 - ☐ We Don't Know
- 21. What do you feel about overall service quality of your bank?
 - ☐ Excellent
 - ☐ Very good
 - ☐ Good
 - ☐ Average
 - ☐ Poor

THEORETICAL FRAMEWORK

The information technology development has revolutionized the way of doing business by creating a virtual market place across the globe through the internet. Internet is not only used for sharing information but is increasingly used as a distribution channel, advertising channel and as a flexible user-friendly mode for payments. The properties of internet make it an ideal medium for delivering financial services specifically banking products and services and hence using the internet technology to deliver the banking services reduce the costs and eliminates uncertainties both for the bank and customer.

The advent of technology has brought out new electronic channels to deliver banking services such as Automated Teller Machines(ATMs) ,internet banking and mobile banking Services through the technology based channel is cost effective than the traditional branch banking for banking industry. Hence, Indian banking industry is heavily investing on technology based channels and these channels are expected to be utilized by the customers for their day to day activities like fund transfer, bill payment, ticket booking, shopping and mobile recharge.

Online banking is a convenient, cost efficient and time saving channel for the customers to transact with bank at anytime anywhere. Since online banking transactions are processed electronically it offers quick and efficient service for the customers. Nevertheless online banking services is yet in its nascent stage and Indian banking customers are reluctant to adopt online banking services .

Adoption is an important step for acceptance of any technology, but long term viability of the technology depends on continuous use rather than first time use. Innovation diffusion theory proposed by Roger (1995) states that adopters reevaluate their earlier acceptance decision during their final confirmation stage and decide whether to continue or discontinue that innovation at their post adoption stage.

Information technology has changed the face of banking industry in India. The adoption of information technology started as a mere automation process for the routine works of banks during 1980 .It was integrated with business process

Reengineering resulting in banking services as branchless, any time and anywhere and facilitated new product development which enabled near real time service delivery.

In 1990, the liberalization, globalization and privatisation measures brought a completely new environment to the Indian banking industry. This was the time the Indian banking industry started using the technology to provide banking services to meet the global competition. In the Indian banking industry information technology changes had started with Narasimhan committee's suggestion in 1992 for computerization, followed by Saraf committees recommendations for electronic fund transfer, electronic clearing services and automatic data capture system in 1994. Currently Indian banking sector reconfigured their business process and offers services through various electronic banking channels like ATM, online banking, mobile banking, smart cards, point of sale, electronic fund transfer etc. Information technology has thus helped banks to reach the door steps of the customers by overcoming the geographical limitations, volume constraints and easing the resources unlike traditional brick and mortar system.

Advantages of Internet banking to Customers

4. Internet Banking provides different benefits to customers. It provide 24hours service for seven days in a week for 365 days in a year so there is no problems of holiday and working day, customer can use banking services at any time it means whether it is day or night.
5. Internet Banking provides banking facility to customers at anywhere i.e.at shopping Mall, Railway station. Petrol Pump, Shop, Market Place and Airport. So customer can take benefits of banking services at any place with the use of ATM ,Debit Cards and Credit Cards and Mobile Banking.
6. Internet banking services save the time and money of customer because of performing banking transactions there is no need to visit any bank; he can perform his financial transaction with the use of personal computer, laptop ,mobile banking ,and phone banking

Offer Fund transfer, immediate payments service ,cheque book request ,bill payments ,mobile and DTH recharge, M Commerce transactions etc.

SMS Banking:

This service is provided with the help of mobile phone of the customers. It offers balance enquiry, last three transactions statements, cheque status, Alert for password generations OTP (onetime password) etc.

Cards Facility:

Banks provide different debit cards and credit cards facility. With the use of these cards customer can purchase, can make ecommerce transaction ,and also can pay bills etc.

Adoption of Online Banking in Indian Banks

In India ,new generation private sector banks namely ICICI Bank and HDFCBank were the pioneers in introducing internet banking services. ICICI bank introduced online banking with limited number of services in 1996 followed by Citi bank and IndusInd Bank. HDFC bank started offering online banking services in the year 1999. It was during 1996-1998 that the banks adopted internet for their transactions ,how ever the adoption of internet and usage in banking industry gained importance only in 1999. Initially nationalized banks hesitated and viewed online banking as insecure channel and then SBI launched internet banking in 2001 and experienced good response from customers. Eventually Canara Bank ,Allahabad Bank, Punjab National Bank, Bank of Baroda, Syndicate Bank and others introduced it.

In current scenario every bank in India have internet banking facility but not all the banks are providing integrated features of internet banking. The level of providing online banking services differs from bank to bank. RBI report (2001) shows that, level of online banking services has been categorized as i) The basic level service, where the bank's website disseminates information about the products and services of a particular bank. ii) Simple transactional websites ,which allows customers to submit their instructions, applications for different services, queries on their services, but do not permit any fund based transactions on their account sand iii)Fully transactional websites, which

Relatively new product and therefore its adoption is still at the starting stage of the diffusion curve (Jayawardhena et al 2003). Hence virtual bank or bank through World Wide Web or branchless bank is also a very new concept to any country (Sadeghi and Hanzae 2010). In traditional banking there is face to face interaction between the customers and banker whereas in the case of online banking customers access their transactions through an electronic media. This kind of system is very new for Indians. Though this new system offers potential benefits to the customers, it has to convince the customer's emotional or psychological belief and also the banking need. Being a developing country online banking penetration in India differs from the context of developed countries.

Table 4.1 showing gender classification of respondents on the basis of age

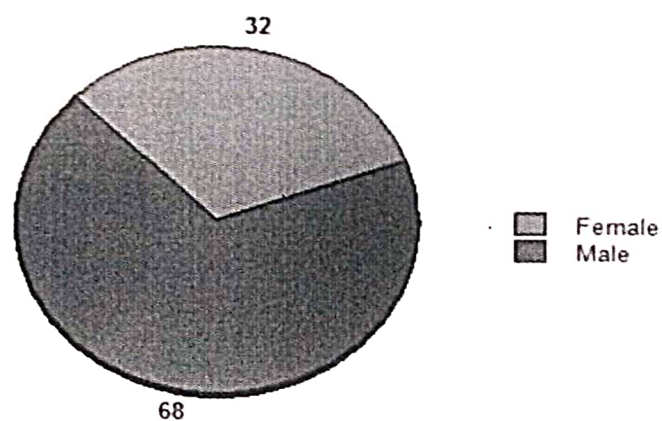
Gender	No .of Respondents	Percentage
Male	34	68%
female	16	32%
Total	50	100

(Source: Survey data)

The above table reveals that among 50 respondents 32% of the respondents are female and remaining 68% are male.

Figure 4.1 showing classification of respondents on the basis of gender

(Source: Survey data)



(Source:Survey data)

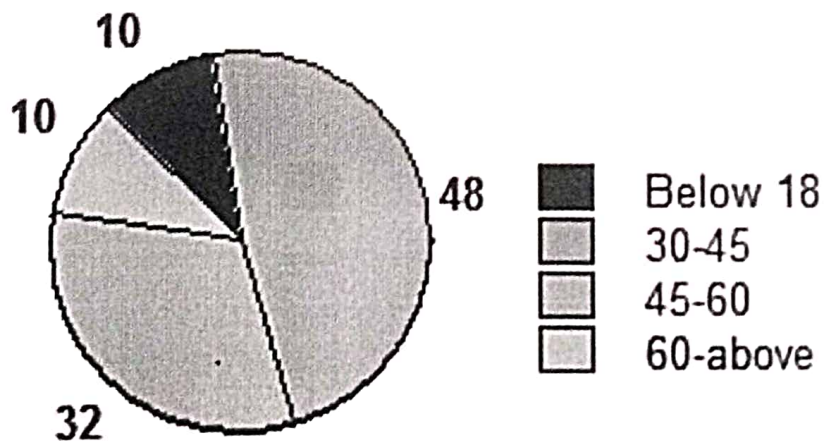
Table 4.2 showing classification of respondents on the basis of age

Particulars	No. of Respondents	Percentage(%)
Below 18	05	10
30-45	24	48
45-60	16	32
60 above	05	10
TOTAL	50	100

(Source: survey data)

The above table reveals respondents on the basis of age. From the above table it is clear that majority of the respondents that is 48% of the respondents are 30-45 age and least respondents are below 18 (10%) and above 60 (10%).

Figure 4.2 showing classification of respondents on the basis of Age



(Source: survey data)

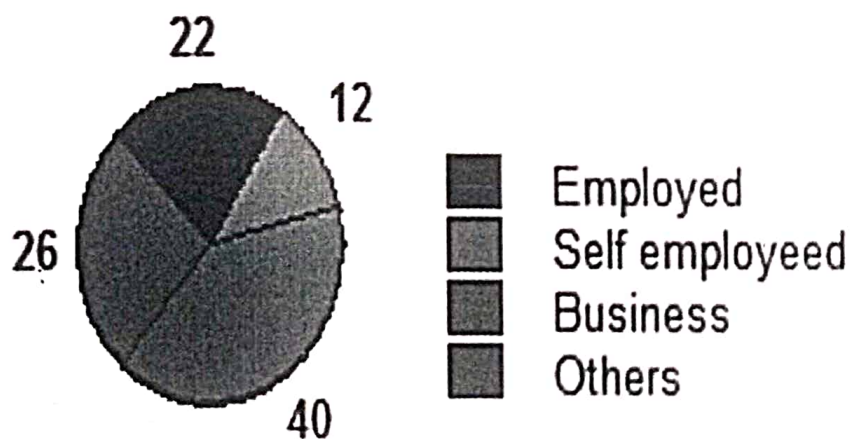
Table 4.3 showing classification of data on the basis of Occupation of Respondent

Particulars	No .of Respondents	Percentage(%)
Employed	11	22
Self Employed	06	12
business	20	40
others	13	26
TOTAL	50	100

(Source: survey data)

The above table reveals classification of respondents on the basis of Occupation among Respondents. Among 50 samples 40% of the respondents are business respondents and least respondents are 12% of self employed.

Figure 4.5 showing classification of data on the basis of Occupation of Respondent



(Source: survey data)

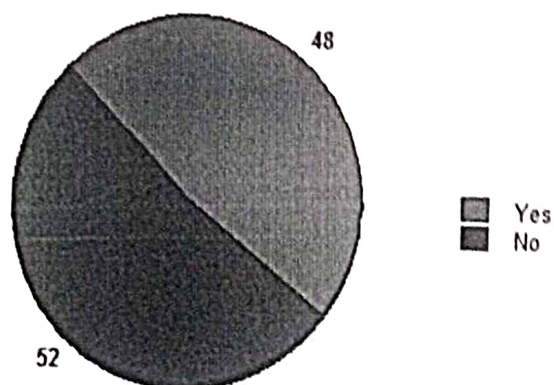
Table 4.10 showing Classification of data on the basis of questioners Do you have awareness on ATM operations.

Particulars	No. of respondents	Percentage
Yes	24	48%
NO	26	52%
Total	50	100%

(Source: survey data)

The above table reveals classification of data of respondents on the basis of question do you have awareness on a ATM operations. Among 50 samples 48% of the respondents have YES, 52% Have Answered NO.

.Figure 4.10 showing Classification of data on the basis of questioners Do you have awareness on about ATM operations.



(Source: survey data)

Department of Commerce

SGK Government Degree College, Vinukonda, Palnadu Dist.

Survey Questionnaire

Title of the project: Banking Services and Habits in Vinukonda Rural

Project execution area: Vinukonda Rural

Name of the Respondent: SK. Pawan
 Locality: Vinukonda
 Name of the Mentor: G. Swarnalatha (Madam)
 Name of the student: SK. Raula
 Programme: C.S.P

Date: 17-4-20

1. Gender of Respondent?

☒ Male

☐ Female

☐ Others

2. Age of Respondent?

☐ Below 18

☒ 18-30

☐ 30-45

☐ 45-60

☐ Above 60

3. Occupation of Respondent?

☐ Employee

☐ Self employed

☐ Business

☐ Others

4. How much your annual income?

☒ Below 2 Lakhs

☐ 2L-5L

☐ 5L-10L

☐ Above 10L

5. Do you have bank account?

☒ Yes

☐ No

6. Which Purpose You have opened Bank Account?

☒ Savings Purpose

☐ Salary Purpose

☐ Loan Purpose

☐ Welfare Schemes Purpose

7. Reason For Maintaining Bank account in this Bank?

☐ Near to My House

☒ User Friendly Bank

☐ Giving Good Interest Rates

8. Type of Bank Account?

☒ Saving

☐ Current

☐ Fixed

9. Do you Have a Debit Card?

☒ Yes

☐ No

10. You Have Linked Your Aadhaar with Your Bank account?

☒ Yes

☐ No

11. Do you Have Awareness About ATM Operations?

☒ Yes

☐ No

12. Do you Have Cheque Book Facility in Your Bank?

☒ Yes

☐ No

13. Do you Have Use Digital Transactions For Your Account?

☒ Yes (If Yes Specify ...Net Banking/Mobile Banking)

☐ No

14. What is your preferred payment app for transferring money among people?

☒ Google pay

☐ Phone pe

☐ Amazon pay

☐ WhatsApp pay

☐ Others

15. Why do you prefer paying through these payment apps?

☐ Convenience

☐ Cash back

☒ Multiple payment methods

☐ Better user experience

16. Do you trust the security of digital transaction services?

☒ Yes

☐ No

17. Digital payment system is better than cash?

☒ Yes

☐ No

18. Do you think your bank offers a Good interest rate?

☒ Agree

☐ Strongly agree

☐ Disagree

☐ Strongly disagree

19. Do they charge unnecessarily for not maintain minimum balance in your account?

- ☒ Yes
- ☐ No

20. Does your bank have listed its share in stock exchange?

- ☐ Yes
- ☒ No
- ☐ We Don't Know

21. What do you feel about overall service quality of your bank?

- ☐ Excellent
- ☐ Very Good
- ☒ Good
- ☐ Average
- ☐ Poor

22. In your own words, what are the things you like most about your current bank?

It's Good

20/3/2025

Department of Commerce

SGK Government Degree College, Vinukonda, Palnadu Dist.

Survey Questionnaire

Title of the project: Banking Services and Habits in Vinukonda Rural

Project execution area: Vinukonda Rural

Name of the Respondent: P. Venketesh

Locality: Vinutonda

Door No: 1-129

Name of the Mentor: G. Submalatha

Name of the student: Sk. Balu (maam,

Programme: C.S.p

1. Gender of Respondent?

- ☒ Male
☐ Female
☐ Others

2. Age of Respondent?

- ☒ Below 18
☐ 18-30
☐ 30-45
☐ 45-60
☐ Above 60

3. Occupation of Respondent?

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☐ No

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- ☒ Yes
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18. Do you think your bank offers a Good Interest rate?

- ☐ Agree
☒ Strongly agree
☐ Disagree
☐ Strongly disagree

