

**SGK GOVERNMENT DEGREE COLLEGE,  
VINUKONDA, PALNADU DISTRICT.**

**COMMUNITY SERVICE PROJECT REPORT**

**“A STUDY ON AWARENESS OF BANKING SERVICES  
AND HABITS IN RURAL POPULATION”**

**PROJECT REPORT**



**Submitted to**

**DR.G.SWARNALATHA  
LECTURER IN TELUGU**

**Submitted by**

**KAMBHAMPATI.RAV**

**I**

**II B.com (GENERAL)**

**DEPARTMENT OF COMMERCE  
SGK GOVERNMENT DEGREE COLLEGE, VINUKONDA**

## DECLARATION

I, KAMBHAMPATI.RAVI, hereby declare that the project work entitled "A STUDY ON AWARENESS OF BANKING SERVICES AND HABITS". is a record of independent and bona fide project work carried out by me under the supervision and guidance of DR.G.SWARNALATHA Lecturer in TELUGU, Department of Commerce,SGK GOVERNMENT DEGREE COLLEGE,VINUKONDA. The information and data given in the report is authentic to the best of my knowledge. The report has not been previously submitted for the award of any Degree, Diploma, Associateship or other similar title of any other university or institute.

Place: KOTHA KOTHAPALEM

  
KAMBHAMPATI.RAVI

Date:

Y202099026

**SGK GOVERNMENT DEGREE COLLEGE-VINUKONDA**

**DEPARTMENT OF COMMERCE**

This is Certify that **KAMBHAMPATI.RAVI** of **II B.com (GEN)** With Regd.No. **Y202099026** have Completed her Community Service Project Titled **"A Study of Awareness of Banking Services and Habits in Rural Population"** carried out in Partial fulfillment of award of **Bachelor of Commerce Degree** by Acharya Nagarjuna University.



**Project Guide**



**Head of the Department**



**Principal**

# 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?

- ☐ 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

## ACKNOWLEDGEMENT

I would like to take the opportunity to express my sincere gratitude to all people who have helped me with sound advice and able guidance.

I would like to express my sincere obligation to Dr. K.SRINIVASA RAO, PRINCIPAL, SGK GOVERNMENT DEGREE COLLEGE, VINUKONDA for providing various facilities.

I am thankful to M JAGADEESH, HOD, Department of Commerce for providing proper help and encouragement in the preparation of this report.

I am thankful to KASULA KOTESWARA RAO, my Mentor, he given his support, and valuable information and guidance, which helped me in completing this task through various stages.



## SURVEY LOCATIONS



### **KOTHAKOTHAPALEM VILLAGE,NUZENDLA MANDAL**



## Survey Photos





## 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. Servicing 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 any time 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

Re engineering resulting in banking services as branchless, anytime 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 committee's 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 24 hours service for seven days in a week for 365 days in a year so there is no any problems for 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

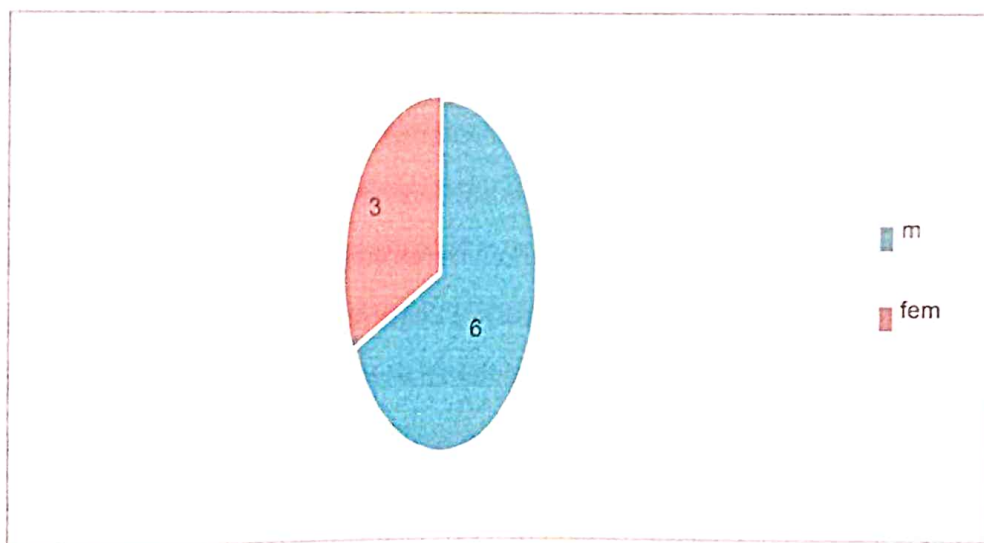
**Table 4.1 showing gender classification of respondents on the basis of**

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)

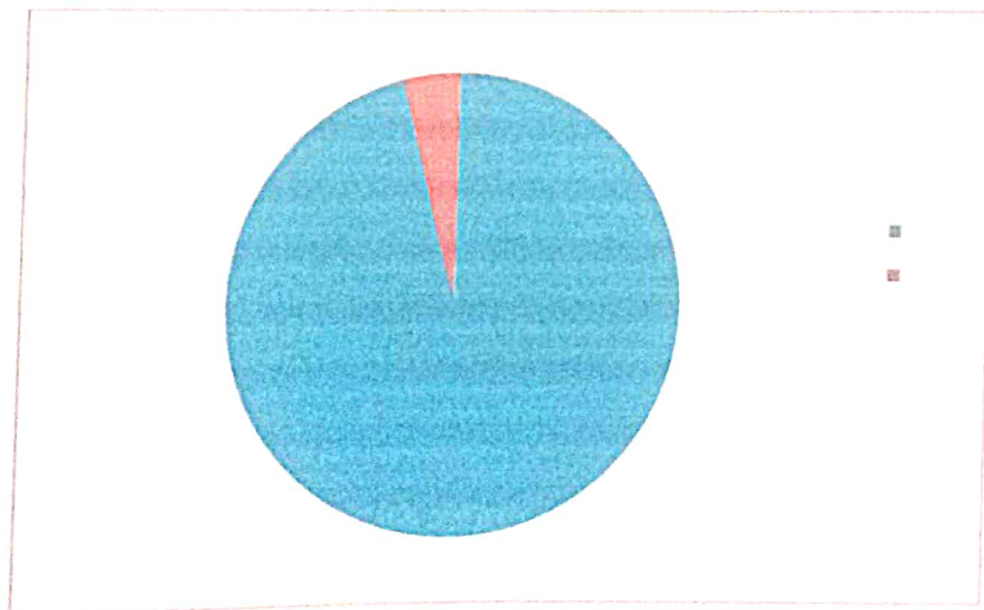
**Table 4.2 showing classification of respondents on the basis of Age**

Particulars	No .of Respondents	Percentage
15-25	12	4
25-45	48	96
Total	50	100

(Source: survey data)

The above table reveals respondents on the basis of age by respondent's .From the above table it is clear that majority of the respondents that is 96% have the age limit of 25-45 and remaining 4% have the age limit of 15-25.

**Figure 4.2 showing classification of respondents on the basis of Age**



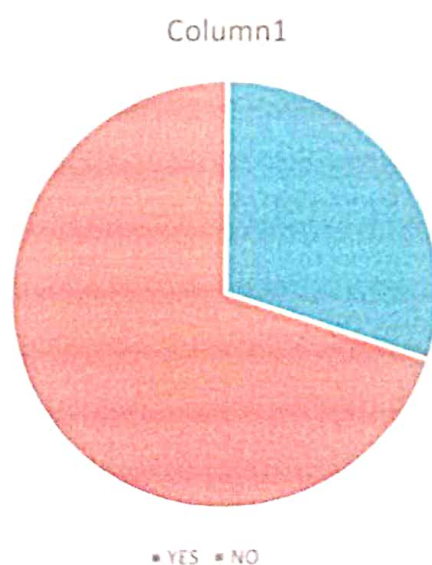
(Source: survey data)

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

Particulars	No. of Respondents	Percentage
Employed	12	30
Self Employed	14	70
Agriculture	24	100
Total	50	

(Source : survey data)

The above table reveals classification of respondents on the basis of Occupation of among Respondents. Among 50 samples 30% of the respondents are Aw And ,70% are not aware of net banking.



**Figure4.5 showing classification of data on the basis of Occupation of Respondent**

(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: G. gouthami

Locality: Kotha Kotha Pallam

Door No: 5-238

Name of the Mentor: Subarna Latha

Name of the student: K. Ravi

Programme: Banking & service

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 (Specify Bank Name: S.B.I.)
- ☐ No

6. Why? (Reason 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

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

Very good

# 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: K. Ragu  
 Name of the Mentor: SWARNALATHA  
 Locality: KORA KURUPALEM  
 Name of the student: K. Ravi  
 Programme: Banking Service  
 Door No: 5-237

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  
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☐ 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  
☒ 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

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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



Thank  
You

