

Minor Research Project on “A Study for Development of Strategy for e-banking with special reference to ATM Users in Bijapur District”

by

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A Report in Brief

The Purpose of study is to get an overview of the internet banking sector in the Bijapur region and to analyses how it helps in changing the banking habits of individuals.

The world banking fraternity are reorienting and restructuring their business strategies towards exploring new opportunities offered by E-Banking. It has enabled banks to scale borders, change strategic behavior and make viable for opportunities and challenges. E-banking due to obsolete transference of the market clients can compare the services of various banks in business. Electronic banking services around the world have spread in leaps and bounds. Even in underdeveloped countries e-banking has opened new vistas and opportunities.

The term e-banking signifies the entire spectrum of technology initiatives that have taken place in banking industry. The concept and scope of e-banking is still in transitional stage. E-banking enables in overcoming the drawbacks of manual system. The benefits of e-banking accrue to the various parties with the development of banking sector. This paper is an outcome of an empirical study conducted with the objectives of gaining bankers view regarding e-banking.

The Automated Teller Machines (ATM) offer considerable convenience to the users (customers/clients), these machines offer services around the clock. The number of ATM users is multiplying. It must be noted, however that while e-banking provides many benefits to customers and banks, and it also aggravates traditional banking risks. Compared to developed countries, developing countries face many impediments that effect the successful implementation of e-banking initiatives.

The rise of e-banking is redefining business relationships and the most successful banks will be those that can truly strengthen their relationship with their customers. There are

totally 37 ATM's of SBI, 14 ATM's of Syndicate Bank, 05 ATM's of ING Vysya Bank, 02 ATM's of SBH and 02 ATM's of ICICI Bank are operating in Bijapur District.

OBJECTIVES OF THE PROJECT

The following are the objectives of college department of commerce

- To study the E- Banking facilities which are offered by the banks to its customers.
- To study as to know how much internet banking has been penetrated into the minds of the customers.
- To gain insights about the functioning of internet banking.
- To explore the future prospects of internet banking.
- To study the benefits which are to be provided to the individual under the E - Banking.