



Rayat Shikshan Sanstha's

Dr. Patangrao Kadam Mahavidyalaya, Ramanandnagar(Burli)

Tal: Palus, Dist: Sangli

Department of Economics

Academic Year 2024-25

Best Practice

“BOOSTING RELATIONSHIP BETWEEN BANKS AND RURAL CUSTOMERS”

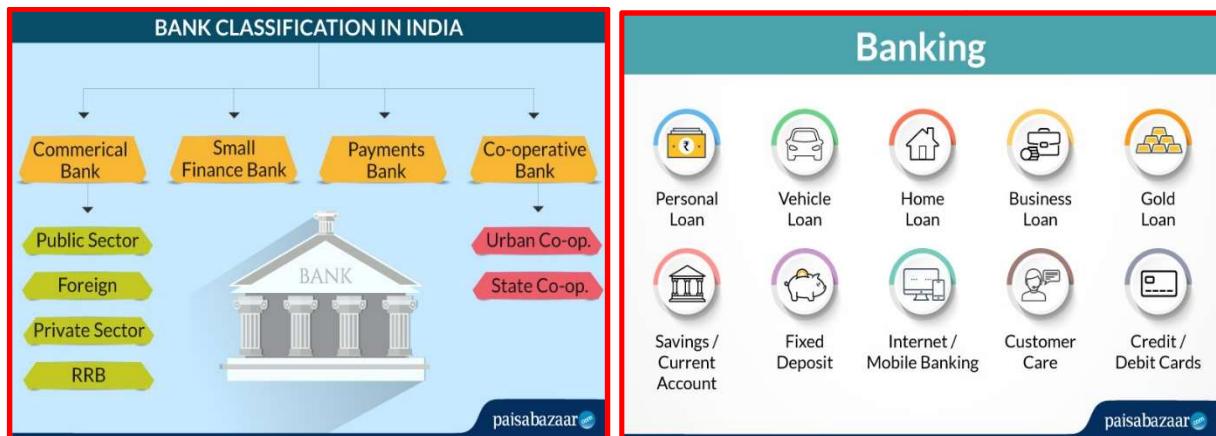


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Message from the Principal:

Rayat Shikshan Sanstha is a one of the biggest and leading Indian educational organization in Asia founded by Honorable Padmabhushan Dr. Karmaveer Bhaurao Patil in 1919. Its aim is to provide education to students from deprived, downtrodden section of society, free from consideration of caste, creed, sex, economic status and religion from rural Maharashtra. Our college belongs to Rayat Shikshan Sanstha and is come of visionary educational mission of Karmaveer Anna. It works according to vision of Sanstha.

The aim of this best practice is provide knowledge about banks and banking services to the rural area peoples. Most of the rural population excluded from banks and banking services due to lack of knowledge, illiteracy and much more. Government of India has been tries to various ways rural population included in the banking flow under the financial inclusion.

This is one of the best practices of our institution which is helpful to the rural population for understand banks and financial services. I appreciate the efforts taken by “Boosting relationship between banks and rural customers” team and wish them grand success of this event.

**Prof. Dr. (Mrs.) U. V. Patil
Principal**



Introduction:

Banking customers in rural areas may be harmed if mergers in rural areas are treated more leniently. Rural communities have reported increasing costs in accessing financial services, in part due to branch closures in areas which already have fewer choice alternatives. Mergers further reduce rural consumers' choice alternatives and increase rural banks' market power. Differences between urban and rural banking customers could also shape the local effectiveness of monetary policy. Market power in deposit taking has been shown to affect bank pass-through of interest rate adjustments by a monetary authority. Market power in turn depends on banking clients' reasons for choosing their financial institution as well as on their willingness and ability to switch banks and to search for alternative borrowing and savings options. We investigate whether differences between urban and rural banking clients give grounds for more lenient antitrust policy and less aggressive monetary policy in rural areas. In the SCF, we find that conditional on using banking services, rural and urban retail banking clients have similar reasons for choosing their primary financial institution, visit brick and mortar branches at similar rates and use direct deposit and auto-pay services with similar frequency. Student is the one of the customer of the Banks. Students were enrolled in the department in the academic year 2024-25 from the rural area. Hence, the department of Economics was organized awareness programme for student and peoples who are lived in rural area for create the healthy environment among the banker and his customer in the academic year.

Statement of purpose:

Formerly we takings up relationship that exists among a banker and his rural customer. The meaning of the business of banking and a huge quantity of events acceptable for banks are given in the Banking Regulation Act 1949. The relationship among a banker and his rural customer depends upon the environment of facility providing by the banker. The term customer of a bank is not well defined by law. Generally, a person who has an account in a bank is considered its customer. Banking authorities and legal judgment in the past, however, used to succeed this declaration by laying importance on the period for which such account had really been continued with the bank.



Aim:

The aim of these practice is create awareness about banks and banking services in the rural area population, because of these population has been excluded from banking services due to lack of banking knowledge and illiteracy of the people. To include like these peoples in the system of banking our institution implement the program entitled ‘‘Boosting relationship between banks and rural customers’’ and create awareness about banks and banking services with the help of financial institutions around the institution.

Objectives:

1. To increase awareness about the benefits of financial services among the economically underprivileged sections of the society.
2. To organize awareness programme for the rural population through the department.

Constitution of Committee:

Prof. Dr. (Mrs.) P. B. Patil	Chairman
Dr. A. S. Kamble	Coordinator
Mr. S. R. Kundle	Member
Dr. S. R. Bankar	Member
Ms. Sarika Kumbhar	Student representative
Mr. Sagar Kupekar	Student representative
Mr. Rohit Nikam	Student representative
Mr. Yash Shikhare	Student representative



Execution:

Most of the students was enrolled in the department came from rural area around the institution campus. They doesn't know banking sector and various banking facilities and they faced various problem in bank branch like open the account, deposit of money in bank, withdrawal of money, loan facility, how to apply loan etc. All these things keep in the mind the departmental faculties decided to organize awareness programme on the basic banking with the help of Manager of Manasing Co-operative Bank, Dudhondi, because of the students of economic subject should know all this things. Manager of the Manager of Manasing Co-operative Bank, Dudhondi was successfully done his duty and delivered lecture with practical on banking facilities in the Manasing Co-operative Bank, Dudhondi as well as he was explain the basic concept of the banking services which was helpful to the students. Keep in mind relationship between rural population and banking services students and faculty of economics department has organized awareness programme in the punadi village on banking and banking services. Students of the department visited door to door and create awareness about bank and its services with the help of Manager, Manasing Co-operative Bank, Dudhondi. In these programme students tries to delivered important information about banks, bank services, bank passbook, digital banking, merits and demerits of digital banking, dos and dont's of digital banking to the rural population. Department's faculties have printed a pamphlet related to digital banking and students of the department these pamphlets distributed among the rural area and create awareness about bank and banking services.

Summary:

To increase awareness about the benefits of financial services among the economically underprivileged sections of the society and organize awareness programme for the rural population department of economics successfully organized best practice entitled "Boosting relationship between banks and rural customers". In these practice departmental students created awareness about banking and its services in the Punadi village. Students visited door to door and aware to the rural peoples through pamphlet of digital banking. Nearly 45 villagers and 10 departmental students were benefitted of this event.



Photo gallery:



Banking Awareness Speech Given By Dr. Sarika Lohiya



Digital Banking Awareness Programme Conducted by the Department



सध्यावे युग हे गतिमान बनते आहे यामध्ये बॅंकिंग फोट्रस्युटा तेवढाया गरीब बदलताना दिसते. सर्वसामान्या तोकांगाही नेटवॉर्किंग तरेये गोबाईल ऐप्सप्लॅटे (Google pay, PhonePe, Paytm) खरेदी व्यवहार सरवाचे झाले आहेत. त्यावरोबर काही आमिश दारखतून जेसे तारखे घेण्याचे बळिस लागल्याचे संग्रह ठिक्का २७ जी बी डेटा मध्ये तरेये अमुक कंपनीच्या वाढीपन दिग्निशित तमुक टरफे डिस्काउंट खालील ठिक्क वर विलक करा असे कितीतीरी मेसेजेस ठिक्क इमेल येतात आणि अगेकरण त्यास भ्रुतात व खत्या कष्टाने मिळविलेले पैसे क्षाणांत ऑनलाईन वैरीस जातात.

यावरील काही उपायांजना पुढीलप्रमाणे आहेत:

- आपला पासवर्ड, ओटीपी, सीटीटीही नंबर नेहमी गुप्त ठेवा.
- ऑनलाईन खरेदी व्यवहार असुगकित वेबसाईटपर्यंत करु नयेत.
- ऑनलाईन व्यवहार करण्यासाठी शक्यतो कमी रकम असलेले वेगळे बँक अकाउंट वापरावे.
- 'बँकेतून फोन केला आहे, पासवर्ड संगा, ओटीपी संगा' अथवा प्रश्नांना जतार देतून नये.
- बँकेत कोणतीही कागदपत्रे देताना 'केवळ बँक कागदाजासाठी असा कागदपत्रावर उल्लेख करावा.
- डिस्काउंट, बळिस, लॉटी, मध्ये इंटरनेट डेटा अशा फसल्या ठिक्कवर पिलाक करु नये.


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 **Principal,**
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