



Rayat Shikshan Sanstha's

**Dr. Patangrao Kadam Mahavidyalaya,  
Ramanandnagar(Burli)**

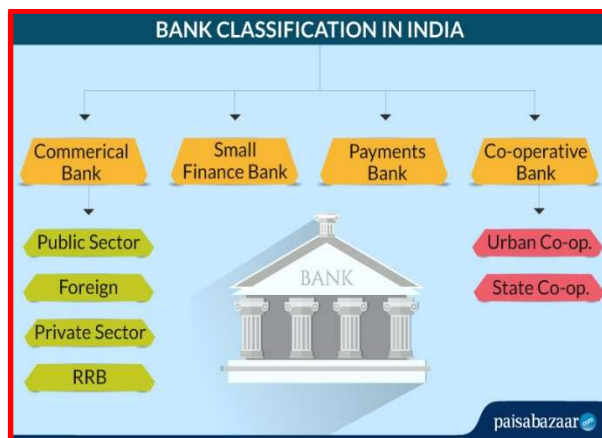
Tal: Palus, Dist: Sangli

**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 who were enrolled in the department came from rural areas around the institution campus. They don't know banking sector and various banking facilities and they faced various problems in bank branches like opening an account, depositing money in bank, withdrawal of money, loan facility, how to apply for a loan etc. All these things kept in mind, the departmental faculties decided to organize an awareness programme on the basic banking with the help of the Manager of Manasing Co-operative Bank, Dudhondi, because the students of the economic subject should know all these things. The Manager of the Manasing Co-operative Bank, Dudhondi, successfully did his duty and delivered a lecture with practicals on banking facilities in the Manasing Co-operative Bank, Dudhondi, as well as he explained the basic concept of the banking services which was helpful to the students. Keeping in mind the relationship between rural population and banking services, students and faculty of the economics department have organized an awareness programme in the Punadi village on banking and banking services. Students of the department visited door-to-door and created awareness about banks and their services with the help of the Manager, Manasing Co-operative Bank, Dudhondi. In this programme, students tried to deliver important information about banks, bank services, bank passbook, digital banking, merits and demerits of digital banking, dos and don'ts of digital banking to the rural population. The department's faculties have printed a pamphlet related to digital banking and students of the department distributed these pamphlets among the rural area and created awareness about banks 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:

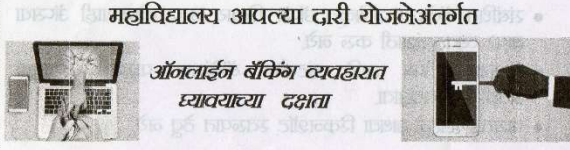


**Banking Awareness Speech Given By Dr. Sarika Lohiya**



**Digital Banking Awareness Programme Conducted by the Department**





## महाविद्यालय आपल्या दारी योजनेअंतर्गत

### ऑनलाईन बँकिंग व्यवहारात ध्याय्याच्या दक्षता

सध्याचे युग हे गतिमान बनले आहे यामध्ये बँकिंग क्षेत्रसुद्धा तेवढ्याच गतीने बदलताना दिसते. सर्वसामान्य लोकांनाही नेटबँकिंग तसेच मोबाईल ऍप्सद्वारे (Google pay, PhonePe, Paytm) खरेदी व्यवहार सवयीचे झाले आहेत. त्याचबरोबर काही आमिष दाखवून जसे लाखो रुपयाचे बक्षिस लागल्याचे सांगून किंवा २५ जी बी डेटा फ्री तसेच अमुक कंपनीच्या वर्षांपेक्षा दिनांनिमित्त तमुक टक्के डिस्काउंट खालील लिंक वर विलक करू असे कितीतरी मेसेजेस किंवा ईमेल येतात आणि अनेकजण त्यास श्रुलतात व स्वतःच्या कष्टाने मिळविलेले पैसे क्षणार्धात ऑनलाईन चोरीस जातात.

यावरील काही उपाययोजना पुढीलप्रमाणे आहेत:

- आपला पासवर्ड, ओटीपी, सीव्हीव्ही नंबर नेहमी गुप्त ठेवा.
- ऑनलाईन खरेदी व्यवहार असुरक्षित वेबसाईटवरून करू नयेत.
- ऑनलाईन व्यवहार करण्यासाठी शक्यतो कमी रक्कम असलेले वेगळे बँक अकाउंट वापरावे.
- 'बँकेतून फोन केला आहे, पासवर्ड सांगा, ओटीपी सांगा' अशा प्रश्नांना उत्तर देतू नये.
- बँकेत कोणतीही कागदपत्रे देताना 'केवळ बँक कामकाजासाठी' असा कागदपत्रावर उल्लेख करावा.
- डिस्काउंट, बक्षिस, लॉटरी, फ्री इंटरनेट डेटा अशा फसव्या लिंकवर विलक करू नये.

- संबंधित बँकेच्या अधिकृत ऍप्स शिवाय इतर कोणत्याही ऍप्सचा वापर व्यवहारासाठी करू नये.
- आपला एटीएम आणि इंटरनेट बँकिंगचा पासवर्ड ठराविक अवधीनंतर बदलावा.
- पासवर्ड लिहून अथवा स्क्रीनशॉट स्वरूपात ठेवू नये.

एखाद्या बँक पेमेंट ऍप्स किंवा एनबीएफसी तिरुध्द तक्रार कुठं नोंदवायची:

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असे मेसेजेस आल्यास डिजिट करून टाकावेत



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