

Rayat Shikashan Sanstha's

Dr. Patangrao Kadam Mahavidyalaya, Ramanandnagar (Burla)

Tal.-Palus, Dist.-Sangali

Department of Economics

2021-22

BEST PRACTICE

1. Title of the practice: "BOOSTING RELATIONSHIP BETWEEN BANKS AND RURAL CUSTOMERS"

2. Objectives of the practice:

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.

3. The Context:

Formerly we take 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 a banker.

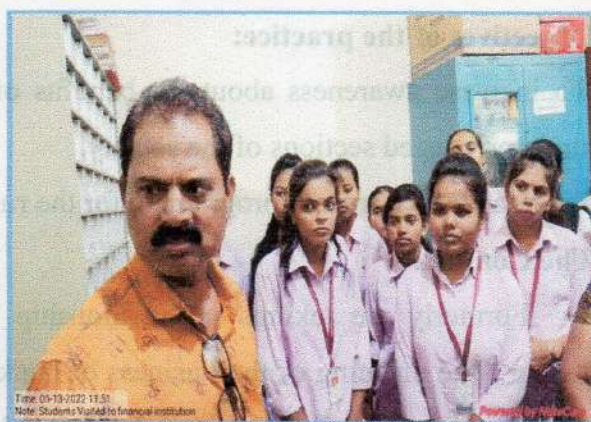
The term customer of a bank is not well-defined by law. Generally, a person who has an account in a bank is considered its customer. Banking authorities and legal judgment in the past, however, used to succeed this declaration by laying importance on the period for which such account had really been continued with the bank.

4. The Practice:

Most of the students who were enrolled in the department came from rural area 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 an economic subject should know all these things. The Manager of Manasing Co-operative Bank, Dudhondi, successfully did his duty and delivered a lecture with practical information on banking facilities in the Manasing Co-operative Bank, Dudhondi, as well as he explained the basic concept of 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. Departments faculties has print a pamphlet related to digital banking and students of the department these pamphlets distributed in the rural area and create awareness about bank and banking services.


5. Evidence of Success:

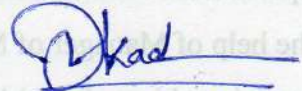


6. Problems Encountered and Resources Required:

Most of the students was enrolled in the department came from rural area around the college 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 visit to the financial institution for acquiring knowledge of basic banking because of students of economic subject should know all this things.

7. Notes (Optional): No


Head,
Department of Economics
Dr. Patangrao Kadam Mahavidyalaya,
Ramanandnagar (Burli)


Principal,
Dr. Patangrao Kadam Mahavidhyalaya,
Ramanandnagar (Burli)
Tal. Palus, Dist. Sangli.



Rayat Shikshan Sanstha's
Dr. Patangrao Kadam Mahavidyalay,
Ramanandnagar (Burli)

Tal:-Palus, Dist.:- Sangli

Department of Economics

Academic Year 2021-22

Best Practice

**“BOOSTING RELATIONSHIP
BETWEEN BANKS AND RURAL
CUSTOMERS”**

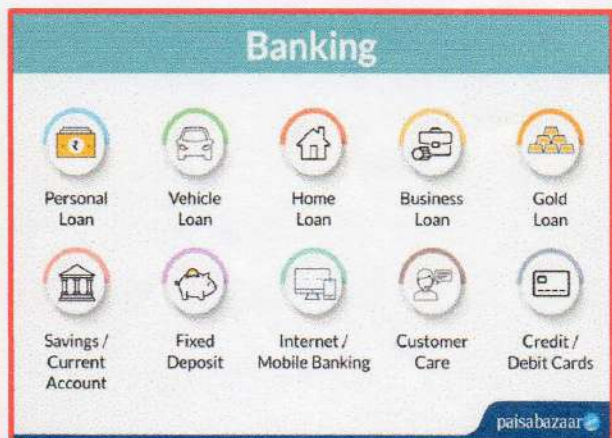
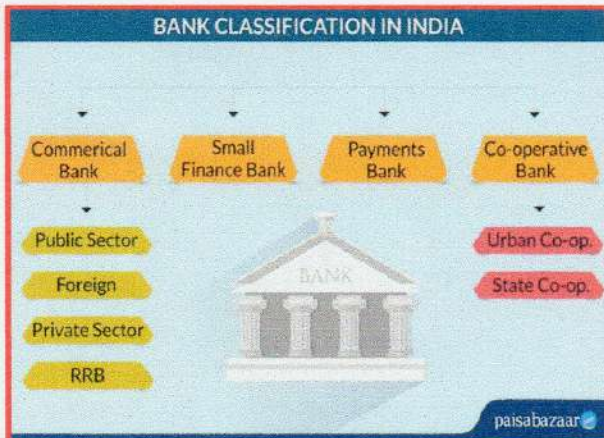


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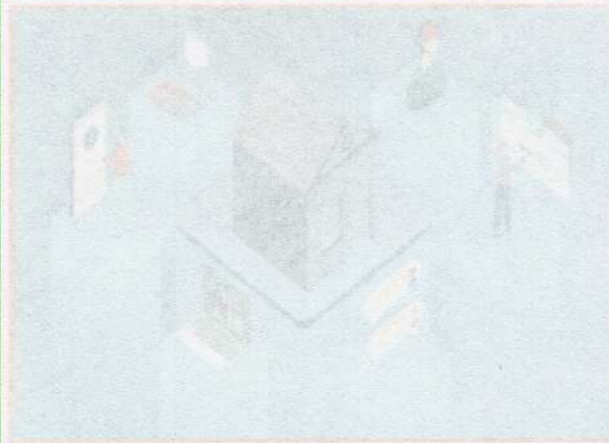
2. Introduction

3. Statement of purpose

4. Execution

5. Summary

6. Photo gallery



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 an outcome 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 these event.

Dr. L. D. Kadam
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 was enrolled in the department in the academic year 2021-22 from the rural area. Hence the department of Economics was organized awareness programme for student and peoples who is 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:

Dr. R. P. Dhawan	Chairmen
Dr. A. S. Kamble	Coordinator
Mr. S. R. Kundle	Member
Ms. Sweta Pawar	Student representative
Ms. Supriya Khichade	Student representative
Ms. Mrunal Chavan	Student representative
Mr. Prathamesh Kumbhar	Student representative
Mr. Toufik Patel	Student representative

Execution:

Most of the students who were enrolled in the department came from rural areas around the institution campus. They do not know the banking sector and various banking facilities and they faced various problems in bank branches like opening an account, depositing money in a bank, withdrawing money, loan facilities, how to apply for a loan, etc. All these things kept in mind, the departmental faculties decided to organize an awareness programme on 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 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 passbooks, digital banking, merits and demerits of digital banking, dos and don'ts of digital banking to the rural population. The departmental faculties have printed a pamphlet related to digital banking and students of the department distributed these pamphlets in the rural area to create 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 to organize an awareness programme for the rural population, the department of economics successfully organized a best practice entitled "Boosting the relationship between banks and rural customers". In this practice, departmental students created awareness about banking and its services in the Punadi village. Students visited door-to-door and made the rural people aware through pamphlets of digital banking. Nearly 45 villagers and 12 departmental students were benefitted by this event.



Time: 05-19-2022 13:05
 Note: Visit to Grampanchayat Punadi

Powered by NoteCam



Time: 05-13-2022 11:58
 Note: Students Visited to financial institution

Powered by NoteCam

Shree
Head,
Department of Economics
Dr. Patangrao Kadam Mahavidyalaya,
Ramanandnagar (Burti)

Shree
Principal,
Dr. Patangrao Kadam Mahavidhyalaya,
Ramanandnagar (Burti)
Tal. Palus, Dist. Sangli.

Rayat Shikshan Sanstha's
Dr. Patangrao Kadam Mahavidyalay,
Ramanandnagar (Burli)

Tal:-Palus, Dist.:- Sangli

Department of Economics

Academic Year 2021-22

Best Practice

“BOOSTING RELATIONSHIP BETWEEN BANKS AND RURAL CUSTOMERS”

Beneficiary list

S/r.. No	Roll No	Name of The Student	Signature
1.	1431	Bendre Siddhesh Vishnu	
2.	1432	Chavan Mrunal Pradip	M. P. Chavan
3.	1433	Ghaste Chaitanya Pandurang	C. P. Gaste
4.	1434	Jadhav Kedarnath Sanjay	
5.	1435	Kamble Snehal Bhimrao	
6.	1436	Khichade Supriya Sanjay	B. S. Khichade
7.	1437	Kumbhar Prathamesh Purushottam	
8.	1438	Patel Taushif Babu	
9.	1439	Patil Pankaj Jaywant	
10.	1440	Patil Pratik Laxman	
11.	1441	Pawar Shweta Balasaheb	
12.	1442	Sathe Pratik Ashok	

अ. क्र.	सहभागी व्यक्तीचे नाव	शेतकरी / विद्यार्थी / प्राध्यापक	सही
1	सुरेश शाम देव चव्हाण	शेतकरी	
2	सयाजी रामचंद्र पाटील	—	
3	शिवराज महाराज नानवडे	—	
4	शिकारग शिवराज पाटील	—	
5	सोनाय बाबुराव जाधव	—	
6	नालाडो बाबुराव चव्हाण	—	
7	वसंत शिवराज पाटील	—	
8	अशोक दत्तात्रय पोतदार	—	
9	प्रानक राहुल साळी	C.A.	
10	सहदेव जयंत माने	Civil Engg.	
11	विनायक शाम नागरे	शेतकरी	
12	शिवकाद केदार काळकर	—	
13	प्रमोद जाधव	—	
14	संपत शामचंद्र पाटील (पापा)	—	
15	होसराव बाबुराव जाधव	—	

अ. क्र.	सहभागी व्यक्तीचे नाव	शेतकरी/विद्यार्थी / प्राध्यापक	सही
16	प्रतिष्ठा हत्तात्रय शांदव	विद्यार्थी	Bur
17	मेजल चंद्रकांत वाडगाडे	विद्यार्थी	Chandekar
18	ऋतुजा माणिक मोरे	विद्यार्थी	More
19	प्राची मधाजी पाटील	- -	Patil
20	नेहा नामदेव परित.	- -	Parit.
21	अंकिता हगमंतराव भावंत	- -	Bhawant
22	ऐवती रामचंद्र भावंत	- -	Bhawant.
23	मोनिका हगमंत भावंत	- -	Bhawant
24	तनुजा राजेंद्र जानकर	- -	Jankar
25	नमिता सागर चौगुले	- -	Chougule
26	पल्लवी मोहन जांगम	विद्यार्थी	RJ
27	साजकता तानाजी देशमाने	विद्यार्थी	DM
28	आरती नरेश चौगुले	- -	Chougule
29	रोवाल साक्षी संजय	- -	Shawal
30	पाटिल उत्कर्षा उत्तम	- -	Patil
31	कु. पवार श्वेता बाबा साहेब	- -	Shawar
32	॥ चळील मृगाळ प्रदीप	- -	Chalil
33	कु. तिरभारे अंजली प्रभाकर	- -	Tirbare
34	कुलीक प्रतिष्ठा लक्ष्मण	- -	Kulik
35	कु. पाटील ऋतुजा अनंजय	- -	Patil
36	वैरागवी दादासा मोहिते	- -	Vairagi
37	साक्षिका मधुकर कांबळे	- -	Kambale
38	नेहा शशिक साळी	विद्यार्थी	Salai
39	ऋतुजा ललित साळी	-	Salai
40	लेखल प्रकाश माळी	-	Malai
41	आनिका मारुती पाटील	-	Patil
42	प्रियांका सुभाष कुंभार	-	Kumbhar
43	जैतव शाकिल जामदार	- -	Jamadar
44	सिमरन शाहनवान पटेल	- -	Patel
45	मिनल विकास माळी	- -	Malai