

CUSTOMER PERCEPTIONS ON INCLUSIVE BANKING PRACTICES – A STUDY WITH REFERENCE TO ANDHRA BANK

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Financial Inclusion is emerging as a new paradigm of economic growth that plays major role in driving away the poverty from the country. It refers to delivery of banking services to masses including privileged and disadvantaged people at an affordable terms and conditions. Financial inclusion is important priority of the country in terms of economic growth and advances of society. It enables to reduce the gap between rich and poor population. In the current scenario financial institutions are the robust pillars of progress, economic growth and development of the economy. When and where all citizens are participated in financial system, the economy and system will become very strong. In this regard the research article was focuses on customer perceptions towards inclusive banking practices.

KEY WORDS: *Inclusive banking, financial inclusion, public sector banks.***INTRODUCTION**

Financial inclusion may be defined as the process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost. Financial Inclusion, broadly defined, refers to universal access to a wide range of financial services at a reasonable cost. These include not only banking products but also other financial services such as insurance and equity products. The essence of financial inclusion is to ensure delivery of financial services which include bank accounts for savings and transactional purposes, low cost credit for productive, personal and other purposes, financial advisory services, insurance facilities (life and nonlife)etc.

INCLUSIVE BANKING

Inclusive banking is an important tool to achieve the financial inclusion. Of all the financial inclusion products, banking products play key role in the development of economy. Having a bank account and access to the financial products like deposit, loan and other services from the bank is unavoidable for every household. Hence, there is a need of inclusion of each and every house hold in the country in the formal financial system by opening of account in the bank.

Indian economy continues to suffer from the problems of poverty, sectoral divergences in growth and employment opportunities and a poor progress of various socio-economic indicators despite of higher economic growth in recent past. Attaining the objective of hundred per cent financial inclusion is today one of the biggest challenges for Indian formal banking system. Grater financial inclusion shall be a catalyst for accelerating the pace of economic growth with equity. Achieving financial inclusion through formal banking system is a herculean task. Unavailability of adequate financial services like credit, insurances and remittances to majority population at an affordable cost is a major hurdle for the growth of financial sectors.

Financial inclusion can crate win-win environment for both customer and financial institution in an economy. It enables customer to avail various kinds of financial products for productive purposes. It also helps customers in availing micro remittance facilities and micro credit at an affordable cost. The Government also can use the bank accounts of people for providing various social security services for the vulnerable section of society. Thus, financial inclusion with inclusive banking can be considered as pre-requisite to achieve inclusive growth which would further helps in achieving sustainable economic growth.

Financial Inclusion Initiatives

1. Advised all banks to open Basic Saving Bank Deposit (BSBD) accounts with minimum common facilities such as no minimum balance, deposit and withdrawal of cash at bank branch and ATMs, receipt/ credit of money through electronic payment channels, facility of providing ATM card.
2. Relaxed and simplified KYC norms to facilitate easy opening of bank accounts, especially for small accounts with balances not exceeding ¹ 50,000 and aggregate credits in the accounts not exceeding ¹ one lakh a year. Further, banks are advised not to insist on introduction for opening bank accounts of customers. In addition, banks are allowed to use Aadhar Card as a proof of both identity and address.
3. Simplified Branch Authorization Policy, to address the issue of uneven spread bank branches, domestic SCBs are permitted to freely open branches in Tier 2 to Tier 6 centers with population of less than 1 lakh under general permission, subject to reporting.
4. Compulsory Requirement of Opening Branches in Un-banked Villages, banks are directed to allocate at least 25% of the total number of branches to be opened during the year in unbanked (Tier 5 and Tier 6) rural centers.
5. Opening of intermediate brick and mortar structure, for effective cash management, documentation, redressal of customer grievances and close supervision of BC operations, banks have been advised to open intermediate structures between the present base branch and BC locations.
6. Public and private sector banks had been advised to submit board approved three year Financial Inclusion Plan (FIP) starting from April 2010. These policies aim at keeping self-set targets in respect of rural brick and mortar branches opened, BCs employed, coverage of un-banked villages with population above 2000 and as well as below 2000, BSBD accounts opened, KCCs, GCCs issued and others. RBI has been monitoring these plans on a monthly basis.
7. Banks have been advised that their FIPs should be disaggregated and percolated down up to the branch level. This would ensure the involvement of all stakeholders in the financial inclusion efforts.

NEED FOR THE STUDY

The progress of financial exclusion in India is found to be higher as compared with many developed and some of the major emerging economies. The wide extent of financial exclusion in India is visible in the form of high population per bank branch and low proportion of the population have access to basic financial services like savings accounts, credit facilities and credit and debit cards. According to an estimate by the World Bank, the credit requirement of the poorer sections in India was placed at around ¹ 50,000 crore per annum in 2002. Against this requirement the credit outstanding of the poorer sections with the formal banking sector is stated to be ¹ 5,000 crore or 10 per cent of the total demand.

The RBI has observed that out of 6,00,000 habitations in the country, only about 6 per cent have a commercial bank branch. Also only about 55 per cent of the population across the country has bank account (savings), and this ratio is much lower in the North-Eastern states. India has a significantly

low level of financial penetration compared with OECD (Organisation for Economic Co-operation and Development) countries. Even though there are so many initiations have been taken by the Government and the RBI, the financial inclusion process is not up to the mark. Thus there is a need to study the inclusive policies, initiations and practices of the banks in India in general and of the public sector banks in particular.

OBJECTIVES OF THE STUDY

The main objectives of the research study are:

1. To explain the rationale and dimensions of the practices and initiatives of financial inclusion by the Indian Banking System with the objective focus of inclusive banking.
2. To provide a review of the policy emphasis of the Reserve bank of India and the initiatives of the Government of India in the direction of promoting realizing the edifices of financial inclusion.
3. To examine the efficacy of inclusive banking strategies of public sector banks with special reference to Andhra Bank with a customer perception focus.
4. To suggest policy recommendations for efficacious inclusive banking.

HYPOTHESIS OF THE STUDY

For the purpose of the present research study following hypothesis are tested:

- H₁ Inclusive banking despite the policy propagation and emphasis over the years could not progress much in number.
- H₂ On the part of the banking system and the banking personnel the inclusive banking is more pervasive in terms of target realization rather than objective realisation.
- H₃ Financial inclusion could be more achieved no doubt through inclusive banking practices but the basic underlying objective of promoting savings and income generative activities could not be hatched.

METHODOLOGY OF THE STUDY

The methodology adopted for the research study includes a detailed analysis of secondary data related to inclusive banking performances of Andhra Bank and a study of primary data on the views and opinions of a select sample group of Andhra Bank Customers. They survey of primary data is made taking a sample the customers on Random cum Convenience sample basis selected from the zones of Visakhapatnam and Kakinada covering four districts such as Srikakulam, Vijayanagaram, Visakhapatnam and East Godavari in Andhra Pradesh State.

REVIEW OF LITERATURE

Deepti K.C (2014) state that micro-finance has been recognised as an important tool in connecting the unbanked population to mainstream finance. The clearance of the draft document of the Micro-Finance Institutions (Development and regulation) bill by the Union Cabinet is an indication of the Government's faith in the sector. The RBI and NABARD have supported the propagation of micro-finance considerably through the SHG-bank linkage program (SBLP) and have designed incentives to support Micro-Finance Institutions (MFIs) in forming Joint Liability Groups (JLGs). Commercial banks are incentivised to lend to MFIs by placing MFIs under Priority Sector Lending (PSL). PSL requirements mandate banks to ensure 40.00 of their aggregate.

Dr. Gurusharan Singh Kainth (2014) observed that there is a large overlap between poverty and permanent financial exclusion. Both poverty and financial exclusion result in a reduction of choices which affects social interaction and leads to reduced participation in society. Full financial inclusion, therefore is a state in which all people who can use them have access to a full suite of quality financial services, provided at affordable prices, in a convenient manner and with dignity for the clients.

According to G. Padmanabhan (2013) Technology plays a vital and crucial role in financial inclusion, a sustainable banking theme very relevant to a country like India that has a large unbanked population. Internet and mobile technologies are in the direction of reaching out to the populace starved of banking services as well.

CUSTOMER PERCEPTIONS ON INCLUSIVE BANKING PRACTICES – AN ANALYSIS

In the broad conceptual framework of inclusive growth originated during the eleventh five year plan focus in India, the Financial Inclusion has been emphasized significantly in

view of the pervasive touch of the financial sector and system throughout the breath and length of the economy in the financial system of the country, the banking sector stands pivotal and predominant. Therefore, for realizing the objectives of the financial inclusion, an inevitable emphasis on the mechanism of inclusive banking need not to be reiterated. The Indian Banking system consists of the forerunning and front line public sector banking besides the private sector, foreign and cooperative banking. Because the financial inclusion is the prime concern and policy priority of the government, minimizing exclusion and maximizing inclusion is the task that rests on the shoulders of the Public Sector Banks (PSBs) mostly. The Andhra Bank is the doyen of Public Sector Banks in the country with a wide branch and customer ways in the country. The selection of Andhra Bank for a specific study of the Policies and Practice of financial inclusion in rural areas is basically with this rationale behind. For the sake of convenience and comprehensive empirical presentation, the study is focused on the Visakhapatnam and Kakinada zones of the Andhra Bank in the state of Andhra Pradesh.

Table.1 Possession of Bank Account by the household

Response	No. of households								Total
	Srikakulam		VZM		VSKP		East Godavari		
Yes	550	22.95	672	28.05	560	23.37	614	25.63	2396
	(62.79)		60.76		55.45		61.71		
No	326	20.49	434	27.28	450	28.28	381	23.95	1591
	37.21		39.24		44.5		38.29		
Total	876	21.97	1106	27.74	1010	25.33	995	24.96	3987
	100.0		100		100.0		100.0		

1. Figures in lower brackets indicate percentages to respective vertical totals.
2. Figures in side brackets indicate percentages to horizontal totals.

CHI-SQUARE TEST

Results	
Critical Value	7.814728
Chi-square test statistic	13.03253
p-Value	0.004567
Reject the null hypothesis	

The select Visakhapatnam and Kakinada zones covers four districts namely Srikakulam, Vijayanagaram, Visakhapatnam and East Godavari. For an inquisitive study of the banking inclusive practices, policies and their efficacy, the sample of the customers are chosen from the stated districts under the said zones of the Andhra Bank. The sample of customers for eliciting the perceptions and opinions on inclusive banking practices of the Andhra Bank is a convenience sampling on random basis and consists of 1684 customers picked equally from all the four districts at the rate of 241 from each district. The structured schedule is canvassed by the researcher and his team of assistants personally to elicit the multidimensional customer perceptions on the inclusive banking practices of the PSB giant the Andhra Bank.

Reasons for not having bank account

Financial exclusion and banking exclusion is widely prevalent in country like India, which is traditional, rural based and poverty stricken. No doubt, since the economic reforms and the sailing of the economy for more than two decades in the globalised and privatized environment, it is a socio-economic expectation that the economy should

experience a transformation in the direction of increasing financial inclusion and inclusive banking. It is evident from the fact that is observed from the analysis of the data in table 1 that 60.10 per cent of the total households (3987) were touched for eliciting the information regarding the possession of bank account, positively asserted that they possess the bank account. Still it is disappointing for the policy makers to note that nearly 40 per cent (1591) of the households reported not possessing any bank account. The reasons reported for the observed phenomenon of not having the bank account are varied.

Table. 2 presents the elicited reasons for not having the bank accounts by the households. It can be seen from the table that 27.78 per cent of the households reported that the basic reason for not having a bank account is that their earnings are adequate only to live hand to mouth. It is followed by the reason of absence of bank branch in their vicinity. It is reported by 22.25 per cent. 15.78 per cent of the households stated that they do not feel the need for the bank account and it is followed by 9.11 per cent reported the fear of communication as the reasons for that 8.93 per cent of the households reported

that they tried to but refused by the bank to open the account and it is followed by 7.79 per cent who reflected that they lack of knowledge to operate the bank account.

Table.2 Reasons for not having bank accounts

S.no.	Reason	No.of Respondents	Percentage
1.	Earning adequate only hand to mouth	442	27.78
2.	Absence of bank branch in the vicinity	354	22.25
3.	Afraid of communication process	145	9.11
4.	Felt no need	251	15.78
5.	Tried but refused by the bank	142	8.93
6.	Fear of rejection by the bank	62	3.90
7.	Lack of knowledge to operate the bank account	124	7.79
8.	Banking is more time taking	24	1.51
9.	Indifference of the bankers accepting small amounts	47	2.95
Total		1591	100.00

The analysis clearly shows that among the reasons for banking exclusions, as reported by the majority of the households (442) include the earning of the household only adequate to live hand to mouth, absence of bank branches in the vicinity, feeling of no need, fear of communication with bank officials refused by the bank to open the account and lack of knowledge to operate the bank account.

Occupational Profile of the respondents

The occupational profile of the respondents presented in table.3. It can be seen from the table that in the entire zones under review, a dominant proportion of 50.53 per cent of the respondents are farmers. It is also the case with respect to the constituent districts i.e., Srikakulam District (60.33%), Vijayanagaram District (47.03%), Visakhapatnam District (48.69%) and East Godavari District (46.08%). The other predominant occupational segment of the respondents is land labourers (20.06%) in the two zones followed by 22.57 per

cent in Srikakulam District, 22.92 per cent in Vijayanagaram District, 25.89 per cent in Visakhapatnam District and 22.57 per cent in East Godavari District. The other following occupational segments among the select respondents include students (10.63%), those in business (8.67 %) and employment (4.45 %). The analysis of the occupational composition of the sample of respondents in the select Andhra Bank zones consists of the formers and the labourers on land which unitedly constitute 75.59 per cent. The job holders constitute only 4.45 per cent and the students stand with 10.63 per cent. There is a significant difference between the rows and non-significant among columns. The occupation of the respondents within the district is different. Farmers and land labourers are more number in the respondents. This occupational profile is more or less same in all four districts of two zones.

Table 3 Occupational Profile of the respondents

Occupation	No.of households								Total
	Srikakulam		VZM		VSKP		East Godavari		
Student	18	10.06	45	25.14	54	30.17	62	34.64	179
	4.28		10.69		12.83		14.73		10.63
Farmer	254	29.85	198	23.27	205	24.09	194	22.80	851
	60.33		47.03		48.69		46.08		50.53
Job	18	24.00	24	32.00	19	25.33	14	18.67	75
	4.28		5.70		4.51		3.33		4.45
Business	34	23.39	28	19.18	29	19.86	55	37.67	146
	8.08		6.65		6.89		13.1		8.67
Land labourer	95	22.51	123	29.15	109	25.83	95	22.51	422
	22.57		29.22		25.89		22.57		25.06
Other	2	18.18	3	27.27	5	45.45	1	9.09	11
	0.48		0.71		1.19		0.24		0.65
Total	421	25.00	421	25.00	421	25.00	421	25.00	1684
	100.0		100.0		100.0		100.0		

ANOVA: TWO-FACTOR WITHOUT REPLICATION

	SS	df	MS	F	p-value	F crit
Rows	122186.3	5	24437.27	81.36715	0.00	2.901295
Columns	0	3	0	0	1	3.287382
Error	4505	15	300.3333			
Total	126691.3	23				

Table Value: 2.90

Calculated Value: 81.36

Significant at 5% level

Income level of the respondents

The annual income level of the respondents is presented for the analysis in table.4. A look in to the table clearly shows that the respondents with the income level between ₹.50,000 to ₹. 1,00,000 constitute to a dominant segment followed by those with an annual income level below ₹. 50,000. It is evident from the fact that 49.05 per cent of the total respondents are in the income between ₹.50,000 to ₹. 1,00,000. In the individual district of the zones, the proportion of the respondents in this income level between ₹.50,000 to

₹. 1,00,000 ranged between 35.87 per cent (East Godavari District) to 59.86 per cent (Srikakulam District). Further those with income level below ₹. 50,000 constitute 37.83 per cent of the total respondents in the zones where as among the districts in the zones, the proportion of respondents under this annual income level ranged between 27.79 per cent (Srikakulam District) to 47.74 per cent (East Godavari District). Thus, a majority of the respondents (86.88%) of the select zones of the Andhra Bank fall under the annual income below ₹. 1,00,000 and those with annual income level above ₹. 1,00,000 constitute 13.12 per cent.

Table.4 Annual Income Level of the respondents

Annual Income	No.of households								Total
	Srikakulam		VZM		VSKP		East Godavari		
Below ₹. 50,000	117	18.37	156	24.49	163	25.59	201	31.55	637
₹. 50,000 to ₹. 1,00,000	27.79		37.05		38.72		47.74		37.83
	252	30.51	213	25.79	210	25.42	151	18.28	826
	59.86		50.59		49.88		35.87		49.05
Above ₹. 50,000	52	23.53	52	23.53	48	21.72	69	31.22	221
	12.35		12.35		11.40		16.39		13.21
Total	421	25.00	421	25.00	421	25.00	421	25.00	1684
	100.0		100.0		100.0		100.0		100.0

Type of bank account of the respondents

In banking practices a variety of bank accounts are offered and operative for the customers. These include savings and current accounts besides the recurring and fixed deposit accounts in addition to loan accounts. To make clear, the incidence of the type of bank accounts held by the customers in the inclusive stream, an analysis of the type of bank accounts holds by the customers is presented in the table.5. As evident from the table at the zones level the savings accounts assume a greater proportion (29.33%) followed by the loan accounts (28.74 %) and the fixed deposit accounts (24.94%). Similar is the scenario among the constituent

districts of the two zones. Moreover the savings, loan and fixed deposit accounts put together assumed a share of 83.01 per cent at the zones level. And at the level of the constituent districts of the zones, the share of this ratio is 83.84 per cent, 88.12 per cent, 79.57 per cent and 80.52 per cent in Srikakulam, Vijayanagaram, Visakhapatnam and East Godavari Districts. There is a significant difference between the rows and non-significant among columns. Type of bank accounts is different in nature. Most of the accounts are loan accounts and savings accounts. This scenario is visible in all the four districts of the zones under the research study.

Table. 5 Type of Bank Account held by the respondents

Type of bank account	No.of households								Total
	Srikakulam		VZM		VSKP		East Godavari		
Savings A/c	116	23.48	126	25.51	138	27.94	114	23.08	494
	27.55		29.93		32.78		27.08		29.33
Current A/c	9	16.67	11	20.37	18	33.33	16	29.63	54
	2.14		2.61		4.28		3.80		3.21
Recurring Deposit A/c	42	23.60	26	14.61	54	30.34	56	31.46	178
	9.98		6.18		12.83		13.30		10.57
Fixed Deposit A/c	91	21.67	111	26.43	89	21.19	129	30.71	420
	21.62		26.37		21.14		30.64		24.94
Loan A/c	146	30.17	134	27.69	108	22.31	96	19.83	484
	34.68		31.83		25.65		22.80		
Any other	17	31.48	13	24.07	14	25.93	10	18.52	28.74
	4.04		3.09		3.33		2.38		
Total	421	25.00	421	25.00	421	25.00	421	25.00	1684
	100.0		100.0		100.0		100.0		100.0

ANOVA: TWO-FACTOR WITHOUT REPLICATION

Source of variation	SS	df	MS	F	p-value	F crit
Rows	476845.5	5	95369.1	44.94377	0.00	2.901295
Columns	60.5	3	20.16667	0.09335	0.962556	3.287382
Error	3240.5	15	216.0333			
Total	480146.5	23				

Table Value: 2.91

Calculated Value: 441.45

Significant at 5% level

Regularity in Account Operation of the respondents

Financial Inclusion has become the watch word for the Government, RBI and also all they players in the Financial System especially the bankers, After all the main philosophy behind Financial Inclusion or Inclusive Banking practices is to spread. The banking habit is to the unbanked and also to sustain the habit of banking among the rural unbanked segments of the society. For realizing this philosophy through Inclusive banking efforts, the regularity and frequency of operations of the bank account for the purpose of savings is important. The data analysed evidences that the majority of 54.99 per cent of the respondents reported not operating their bank account regularly for the purpose of savings and the other end 45.01 per cent affirmed positively in this regard.

Frequency of saving in the bank account of the respondents

It is not just opening bank account but it is inculcates the habit of savings, frequency of savings and sustaining the habit of savings that counts and contributes in realizing the prime objective of Inclusive Banking. In this direction to know the frequency of savings in the bank account by the customer is assessed through customer perception are analysed. It could be seen from the analysis that the total zones of Andhra Bank under review, the sizable proportion of 33.34 per cent of those opened the account reflected affirming that they could not save money. The similar trend could be observed in the case of all the four constituent district of the zones. It is evident from the fact that 35.15 per cent, 36.58 per cent, 28.50 per cent and 33.49 per cent of the customer respondents in the respective districts of Srikaklam, Vijayanagaram, Visakhapatnam and East Godavari reiterated saying that they could not save. 28.03 per cent of the customer respondents stated that they save money as and when surplus balance is in hand. A proportion of 26.60 per cent each in Srikakulam and Vijayanagaram Districts, 25.18 per cent in Visakhapatnam District and 33.73 per cent in East Godavari District also opined the same.

Access to Insurance Policy

Micro Insurance in an area of emphasis under the SHG phenomenon and Inclusive Philosophy. In this regard the reflections of the customer respondents, with respect to their access to insurance products by the bank, are elicited and analyzed. It is to the sense of one and all that the insurance products generally include the Life Insurance, Health Insurance, Accidental Insurance and Livestock Insurance. A bird's eye view of the table brings out the glaring observation that a majority of the customer respondents (71.67 %) reported not having any insurance. It is also the case with the four constituent districts of the zones. It is evident from the fact that 71.97 per cent, 70.07 per cent, 74.11 per cent and 70.55 per cent in the respective districts of Srikakulam, Vijayanagaram, Visakhapatnam and East Godavari state having no access to any Insurance. But it could be noted that a fair proportion of 22.51 per cent of the respondents reported as having access to Life Insurance. And among the constituent districts, the proportion of respondents having access to life insurance ranged between 21.14 per cent (Srikakulam District) to 23.99 per cent (Vijayanagaram District). The other products of insurance assumed a very little access. There is a significant difference between the rows i.e., the respondents access to different insurance facilities is significantly different. The same response is observed in the constituent districts.

SUMMARY

The inclusive growth as a strategy of economic development received attention owing to a rising concern that the benefits of economic growth have not been equitably shared. Growth is inclusive when it creates economic opportunities along with ensuring equal access to them. Apart from addressing the issue of inequality, the inclusive growth may also make the poverty reduction efforts more effective by explicitly creating productive economic opportunities for the poor and vulnerable sections of the society. The inclusive growth by encompassing the hitherto excluded population can bring in several other benefits as well to the economy.

India has the highest number of households (145 million) excluded from banking. There is only one bank branch per 14,000 people. Of the 6 lakhs villages in India, rural branches of SCBs including RRBs number is 33,495. Only a little less than 20. Per cent of the population has any kind of life insurance and 9.6 per cent of the population has non-life insurance coverage. Just 18 per cent of the population has non-life insurance coverage. Just 18.00 per cent had debit cards and less than 2 per cent had credit cards.

RECOMMENDATIONS

1. It is observed that the newly entered public sector banks and private sector bank are enthusiastic to collect deposits but reluctant to advance loans. Hence, RBI should direct them to start their branches in any one of the unbanked villages instead of opening branches in district headquarters. They can make use of the services of BCs or use mobile banking in rural area where it is not possible to open bank branches.
2. For inclusive banking and for achieving the objectives of financial inclusion of rural poor and unreached sections of the population are the target market. It is observed that proper communication and awareness drive are widely absent in the banking efforts for inclusion. Therefore, awareness of banking concept in rural areas should be redefined for rural population. It can be visualized by using different communication methods like play lets burrakathas, puppet shows, folk songs and short films etc., which will be appreciated by the rural folk. Further banks have to conduct awareness campus in rural areas to inculcate the habit of thrift among the poor. The same may be of useful in the areas where urban poor are residing.
3. In view of the observation that the business correspondents mechanism is not facilitating the access of the account even through the smart card by the account holder. It is suggested that the bank branches have to develop such facility that account holder can access his account from both bank branch as well as from BC. Transaction should be made possible from both BC and branch through same smart card, which is given to BC should be made accessible at any place have good network connectivity within the village. This will enable BCs to get internet connection anytime in day and transaction can be possible anytime without interruption.
4. The priority sector advances to total deposits of private sector banks is gradually declining and hence proper monitoring by RBI is required in directing

- the banks to use the locally mobilized deposits for local development in order to motivate the local people to come more under the umbrella of banking.
5. The public sector banks as lead bank should organize loan melas in rural areas to create awareness about the various deposits schemes, interest rates on deposits and loans. Banks should devise suitable schemes taking into account the needs of the area. Financial Literacy-cum-credit counselling centre has to play a lead role in credit counselling aspect. They have to create awareness about use of formal finance than taking loans from local money lenders at high rates.
 6. Financial inclusion is the road which India needs to travel towards becoming a global player. An inclusive growth will act as a source of empowerment and allow people to participate more effectively in the economic and social process. Banks that have global ambitions must meet local aspirations.
 7. It could be observed that, though technology is a great enabler, financial services to the poor could not be provided and the poor remain financial exclude in spite of Inclusive Banking initiations. It is reported and personally observed that, though there is technology interface in Financial Inclusion efforts of banks, technology with a human touch and friendly technology interface are highly absent.
 8. The banks should also consider giving no frills accounts to those interested by leaving the application forms at grocery stores (pachari kottu) general stores, pan shops, bigger shops and super markets. People should know it is available at these places by putting small boards and hoards exactly like how the mobile recharging is possible at small places also and it is known to people also as it is visible at the entrance of the shop.

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