Summer Training at

AXIS BANK

(June 1, 2013 – July 10, 2013)

A Study on Kishan Credit Card and Other Various Products & Services Offered by Axis Bank at Mukangarh Village Jhunjhunu District

By
Yogesh Chobdar

Under the guidance of
Mr. Laxman Sharma

Post Graduate Diploma in Rural Management
2012-2014

IIHMR JAIPUR

Institute of Health Management Research,
Jaipur
2014

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CERTIFICATE OF THE GUIDE

This is to certify that Yogesh Chobdar, Student of Post Graduate Diploma in Rural Management from IIHMR College, Jaipur Batch 03 has undergone Summer Training in Axis Bank Mukangarh Branch Jhunjhunu District Rajasthan .The project work titled **"A Study on Kishan Credit Card and Other Various Products and Services offered by AXIS BANK"** under my guidance.

The candidate has successfully carried out the mentioned studies assigned to him during summer training from 10th May 2013 to 25th June 2013. This project work is original and not submitted earlier for the award of any degree/diploma and associate ship of any other university/institution.

I wish him success in all his future endeavours.

Laxman Sg.

Laxman Swaroop Sharma
Assistant Professor and Mentor
IIHMR, Jaipur

G. Sadhu

Dr. Goutam Sadhu
Dean, School of Rural Management
IIHMR, Jaipur

AXIS BANK

Date: 25th June 2013

To whomsoever it may concern

This is to certify that Mr.Yogesh Chobdar, student of IIHMR Jaipur, was an intern here at Axis Bank Mukangarh Branch from 10th May 2013 to 25th June 2013. During his study period here, Yogesh chobdar carried out a comparative study of Kishan Credit Card and other services.

During this study Yogesh travelled to nearby village and interacted with the farmers and villagers about the KCC scheme and other various products. At the end of his internship, Yogesh presented his findings in the form of a written report. His conduct here during the course of his internship was satisfactory.

Regards,

Himanshu Sharma

Senior Branch Manager

Declaration

I undersigned hereby declare date the report entitled "**A Study On Kishan Credit Card and Other Various Products And Services offered By Axis Bank**" written and submitted by me to the Indian Institute of Health Management Research, Jaipur under the guidance of Pro. Laxman Sharma, Pro. Goutam Sadhu, Pro.Rahul Gahi and Axis Branch Manager Himansu Sharma are my original work and conclusion drawn therein is best on the material collected by myself.

I am very thankful to my report guide Prof. Laxman Sharma for his directions and suggestions and information provided which were of utmost importance for the successful completion of the report.

Date Yogesh chobdar

14-09-2013

Acknowledgment

We are extremely thankful to our **Institute of Health Management & Research Centre**, for giving us an opportunity to get hands on experience in the rural part of India. I also owe a great deal with Axis Bank.

I also thankful to Axis Bank Manager Mr. **Himansu Sharma** who gave me opportunity for study of various products and services by Axis Bank & also helped me immensely in my project report and ensured that our study turns more meaningful.

I also thankful to Head office Axis Bank H.R. Manager Mr. **Amrish Joshi** who gave opportunity for Summer Training for **The Study of Various Products and Services By Axis Bank.**

In order to complete fieldwork successfully, I would like to present special thanks Senior Branch Manager **Himansu Sharma** & Sales Mangers of Axis Bank **Mr**. **Subhash Chomal, Mr. Jai Narayan Seemawat,** and Deputy Manager **Mr**. **Devdutt Uppadaya, Mr**. **Ankur Yagnik, Kamlesh kumar and Operation Head Manager Mr. Arun Jain** who helped me immensely in my project report.

I would like to acknowledge and extend my heartfelt gratitude to my mentors Prof. **Laxman Sharma,** for their vital encouragement and support.

Yogesh Chobdar

Executive Summary

The report entitled "**A study on Various Products and Services By Axis Bank"**.

The main objective of this report is to knowing the realities of Various Products and services by Axis Bank that provide framework to understand what Status and which profit and which problem are faced out by rural persons and urban persons.

These realities are written statement which includes for all areas of village and urban like that Kishan credit card scheme, NRI Priority Account Service, NRI Prime Account Service, Non-Resident External(NRE) Saving Account Service, Non-Resident Ordinary(NRO) Saving Account Service, Resident Foreign Currency(RFC) Saving Account Service, Portfolio Investment Scheme (PIS)Account, NRI Home Loans, Life Insurance Scheme, General Insurance Scheme, Investment In Gold, Zero Balance saving account, Your Card your picture services, Withdraw Cash using Your Mobile Phone, Special Senior Citizen ID Cards Service, Free International Debit Cards for Primary and joint account Holders, Home Banking Privileges, Monthly Statement of Account/Free Passbook, Customised Loan Offerings, Free Foreign Outward Remittances, Faster Foreign Inward Remittances, Faster Credit for Collection Of Foreign Cheques, Free Collection Of outstation Cheques, facility of online trading , Free Issuance of Pay Orders/Demand Drafts Drawn On Axis Bank Branches, Financial Advisory Services, LIC Premium Payments at all Axis Bank ATMs, Medical Insurance for senior citizens in association with Bajaj Alliance etc.

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CHAPTER 1: INTRODUCTION

INTRODUCTION

Under the Summer Training segment of Post Graduate Diploma in Rural Management at Indian Institute of Health Management Research Jaipur .

I completed my exploratory study on **Various Products and Services Offered By Axis Bank** at Mukangarh Village Jhunjhunu District Rajasthan India. It is basically concerned about the savings products offered by AXIS BANK. Bank provides various kinds of savings account for different segment of people, according to the current requirement and demand of the customers. Every savings products is designed so well that it contains all the important features and service according to the current scenario for the people, which obviously very easily attracting customers to deal at least once with the ban.

Under this segment I intended to understand the Grass Root Level Challenges, and dynamics of rural changes in India.

I designed this report to study, Investigate, Analyse and document of social economic condition of Small and Marginal farmers and understand the status of Women and livelihood Option Available for the villagers for their survival.

The study had been conducted by me Mukangarh village it’s together nearby of Mukangarh, Beswa, Bhichari, Bhagesara etc. which merges into the Hindus, Muslim specially Community existing .

Objectives of the study

General objective:-

To acquire the knowledge about various products and services offered by AXIS Bank.

Specific Objective: -

By embarking on the summer training segment certain objectives were identified and defined:-

1) To understand about KCC scheme and find out the all financial process of banking system
2) To find out the credit requirement for agriculture like pumps sets, sprayers, dairy animals, pesticides, and agriculture inputs.
3) To gain the knowledge of saving products and services by axis bank Ltd.
4) To understand the unique service provided to customer by Axis Bank Ltd.
5) To understand account opening procedure.
6) To understand the migration pattern of the village for NRI services.
7) To understand field experience during the selling of products and services in the villages.
8) To understand the organisation culture of AXIS Bank.

1.4: Rationale of the study

Kishan Credit Card will be a catalyst for the farmers to provide loan on less interest and farmers will not be depended on landholders for financial support.

Other savings products give the opportunity of savings money by different-different ways of scheme by which they can save money and decrease the shortage of money for uncertainty and certainty accident and for future planning

1.5 Methodology of savings products and Kishan credit card

Study Design = Descriptive

Study Area = Mukangarh Axis Branch

Data Type

↓

- ✓ Secondary Data
  - ➢ Guidelines of Axis Bank.
  - ➢ Axis Bank knowledge. (Internet &Brochure)
- ✓ Primary Data
  - ➢ Personal interview with villagers &colleagues.

- ✓ Regular consultation with employees of Axis bank.
- ✓ Observation

Kishan credit card Methodology

Study Design : Descriptive

Study Area : Mukangarh Area at Jhunjhunu District

Sampling : Simple Random Sampling

Data Type : Primary & secondary

Study Sample: 30 cards from Axis Bank

Tools and Techniques: Personal Interview and Observation

CHAPTER 2: ORGANIZATION PROFILE

Background & Introduction

Banking in India originated in the last decades of the 18th century. The first banks were **The General Bank of India** which started in 1786 and **The Bank of Hindustan,** both of which are now defunct. The oldest bank in existence in India is The **State Bank of India,** which originated in Calcutta in June 1806, which almost immediately became the **Bank of Bengal.**

AXIS Bank is the third largest private sector bank in India. AXIS Bank offers the entire spectrum of financial services to customer segments covering lager and mid corporate, agriculture and Retail Businesses.

The bank has a large footprint of 1787 domestic branches and 10363 ATMs spread across 1,139 centres in the country as on 31st December 2012. The bank also has 7 overseas branches /office in Singapore, Hong Kong, shanghais Colombo, Dubai, DIFC-Dubai and Abu Dhabi. The bank is headquartered at Mumbai in India

Axis Bank is one of the first new generation private sector banks to have begun operation in 1994. The Bank was promoted in 1993, jointly by specified undertaking of Unit Trust of India (SUUTI) (then known as Unit Trust of India, Life insurance Corporation of India (LIC), General Insurance Corporation of India (GIC), National Insurance Company Ltd.

Axis Bank has set up a Trust-the Axis Bank Foundation (ABF) to channel its philanthropic initiatives. The foundation has committed itself to participate in various socially relevant endeavours with a special focus on poverty alleviation, providing sustainable livelihoods, education of the underprivileged, healthcare, sanitation etc.

The Bank contributes up to one per cent of its net profit annually to the foundation under its CSR initiatives. The foundation nurtures /supports working in the areas of education, Health and development of underprivileged and special children. The foundation also supports NGO various projects to impart vocational training to the underprivileged youth. The foundation also supports projects in skill development, water harvesting and low-cost agricultural practices to enhance farm yield.

List of branches

Branches opened under rural strategy are as follows

S.No.	BRANCH NAME	DISTRICT	STATE
1.	Palladam	Tiruppur	Tamil Nadu
2.	Bhogpur	Jalandhar	Punjab
3.	Mukandgarh	Jhunjhunu	Rajasthan
4.	Shri modhopur	Sikar	Rajasthan
5.	Rajula	Amreli	Gujrat
6.	Dhrol	Jamnagar	Gujrat
7.	Manaradar	Junagadh	Gujrat
8.	Bagasara	Amreli	Gujrat
9.	Vellakoil	Erode	Tamilnadu
10.	Pilani	Jhujhunu	Rajasthan
11.	Pilibanga	Hanumangarh	Rajasthan
12.	Ammapettai	Erode	Tamilnadu
13.	Lalgudi	Tiruchirappalli	Tamilnadu

Mukangarh Axis Bank Branch

Mukangarh Axis Bank branch exists at Mukangarh mandi Jhunjhunu district road in Rajasthan State. I had to go from the Nawalgarh Bus stand. Nawalgarh bus stand is far 4 km From my house .Axis bank is ahead 20 km from Nawalgarh bus stand and Nawalgarh bus. Stand is far 30 km from sikar district. Mukangarh axis bank is semi-rural bank. Axis Bank is staff of 8th members. Mr. Himansu Sharma is Branch manager and Mr. Arun Jain is operation head. Deputy Manager. Mr. Devdutt uppadaya, Mr. Kamlesh Kumar and Mr.Ankur Yagnik and Mr. Subhash Chomal and Mr. Jai Narayan Seemawat is Sales Manager.

2.2: VISION

To be the preferred financial solution provider excelling in customer delivery through insight, empowered employees and smart use of technology.

2.3: MISSION

- Customer services and product innovation
- Continuous technology upgradation while maintaining human values.
- Progressive Globalisation and achieving international standards.
- Efficiency and effectiveness built on ethical practices.

CORE VALUE OF AXIS BANK

- Customer satisfaction through
  - ✓ Providing quality service effectively and efficiently
  - ✓ It enhances your face value.
  - ✓ Periodic customer service audits
- Maximisation of stakeholder value
  - ✓ Success through teamwork, integrity and people.

2.4: OBJECTIVES

- ✓ To provide unique service to customer by reducing the cost of transaction.
- ✓ To minimize the clearing related fraud and reconciliation problem so that Bank can operate its operations smoothly.
- ✓ Main objective of clearing is to speed up the collection of cheques.
- ✓ To provide fast service to its customer from its different competitors.

The Company and its Products line

Axis Bank Limited (Axis Bank) offers a broad range of retail & corporate banking products and services in Mukandgarh & its near villages like Nawalgarh, Bhagesara, Beswa, Bhichari etc. Other Axis Bank exists in Sikar district and Jhunjhunu district so Mukandgarh Axis Bank is exists between two districts. Sikar district is far 50 km. & Jhunjhunu district is far 60 km from Mukandgarh Axis Bank. Axis Bank is the third largest ATM network provider.

The company offers several products & services which can explained as follows:-

- ✓ Kishan credit scheme
- ✓ NRI Priority Account Service
- ✓ NRI Prime Account Service
- ✓ Non-Resident External (NRE) Saving Account Service
- ✓ Non-Resident Ordinary (NRO) Saving Account Service
- ✓ NRE, NRO and FCNR Rupee deposit (Investment in deposits)
- ✓ Resident Foreign Currency (RFC) Saving Account Service
- ✓ Resident foreign currency fixed deposit
- ✓ Portfolio Investment Scheme (PIS) Account (Investment In Stock Markets)
- ✓ NRI Home Loans
- ✓ Life Insurance Scheme
- ✓ General Insurance Scheme
- ✓ Investment in Gold
- ✓ Zero Balance saving account
- ✓ Your Card your picture services
- ✓ Withdraw Cash using Your Mobile Phone
- ✓ Special Senior Citizen ID Cards Service
- ✓ Free International Debit Cards for Primary and joint account Holders
- ✓ Home Banking Privileges
- ✓ Tax assist

- ✓ **Kishan credit scheme:**

Kishan credit card is a pioneering credit delivery innovation for providing adequate and timely credit to farmers under single window, with flexible and simplified procedure, adopting whole farm approach, including the short term credit medium term and long term credit needs of the borrowers for agriculture and allied activities and a reasonable component for consumption needs.

- Content of the credit card:

  Beneficiaries covered under the scheme are issued with a credit card and a pass book or a credit card cum pass book incorporating the name, address, particulars of land holding, borrowing limit, validity period a passport size photograph of holder etc. which may serve both as an identity card and facilitate recording of transaction on an ongoing basis.

- Power packed features:
  - Kishan credit card and passbook is provided to eligible farmers.
  - Cash credit facility is provided to purchase agriculture inputs such as fertilizers, pesticides, and other for meeting crop production related requirements.
  - Limit to be fixed on the basis of operational land holding, cropping pattern and scale of finance.
  - Credit card valid for 3 to 5 years subject to annual review.
  - Kishan credit card allowed farmers for required financial liquidity and avail credit when it was absolutely needed, providing in the process flexibility, timeliness, cost effectiveness.
  - Cash can be done withdrawals through cheques or transferred in to farmers account.
  - Each drawls to be repaid within a maximum period of 12 months.

❖ Advantage of KCC

- Access to adequate and timely credit to farmers.
- Fully year’s credit requirement of the borrower.
- Minimum paper work and simplification of documentation for drawl of funds from the bank.
- Flexibility to draw cash at any time and buy inputs as per the need of farmers and repayments when surplus fund is available.
- Assured availability of credit at any time enabling reduced interest burden for the farmer.

✓ **NRI Priority Account Service:-**

The priority savings account is designed to provide you with an exclusive and personalized banking experience.

❖ Power –packed features

- Relationship Management Team
- Preferential pricing across banking and investment products
- Platinum debit card with complimentary access to select Airport Lounges
- Access to premium branches and lounges
- Flexibility Eligibility criteria
- Priority family relationship add up to 10 family members to enjoy oru priority services
- Available in both / NRO variants

✓ **NRI Prime Account Service**

The prime savings Account is designed to deliver the best value for money with a host of NRI-centric services at minimal cost.

❖ Power –packed features:-

- Fast track realization of foreign cheque/DD collection.
- A free add-on account for one of your close relative without any minimum balance stipulation.
- Titanium Debit card with a higher withdrawal limit and insurance cover. Complimentary access to select Airport Lounges*
- Relationship Management Team*
- Free SMS alerts on your overseas number.
- Round the clock access to your account through an easy to navigate internet facility.

- ✓ **<u>Non-Resident External (NRE) Saving Account Service:-</u>**

This account is an extremely convenient way to save and manage income earned outside India, in Indian rupees.

❖ <u>Power-Packed features:-</u>

- Round the clock access to your account through an easy to navigate internet banking facility.
- International visa debit card with a higher withdrawal limit and insurance cover.
- A dedicated helpdesk (nricell@asix bank.com) for timely resolution of your queries.
- Free SMS alerts to keep a tab on transaction.

- ✓ **<u>Non-Resident Ordinary (NRO) Saving Account Service:-</u>**

If you have income originating in India from sources like dividends, pension and so on this is the account that helps save and manage it.

❖ Power packed features:-

- Domestic debit card with higher withdrawal limits and insurance cover to take cover of your local spends.
- Free SMS alerts to keep a tap on transaction.
- Round to clock access to your account thorough a easy to navigate internet banking facility.

- ✓ **<u>Resident Foreign Currency (RFC) Saving Account Service:-</u>**

The RFC savings Account gives you a safe and convenient way to hold your foreign currency funds.

❖ <u>Power-packed features:</u>

- Principal and interest are fully repatriable
- Choice of 5 currencies (USD, GBP, EUR, AUD, CAD)

- ✓ **Resident foreign currency fixed deposit**:-

  The RFC fixed deposits helps you earn assured and competitive returns on the funds you hold in foreign currency.

❖ Power – Packed Features:-

- Principles and interest are fully repatriable
- Tenures ranging from 30 days to 5 years
- Choice of 5 currencies (USD, GBP, EUR, AUD, CAD)
- Minimum deposits amount of USD 1,000 or equivalent

- ✓ NRE, NRO and FCNR Rupee deposit (Investment in deposits)

NRE Rupee deposit

This is a simple and risk free instrument to achieve your long-term investment goal.

❖ Power-packed Features:-

- Principle and interest are fully repairable
- Competitive interest rates
- Tenure from 1to 10 years
- Minimum deposits amount of INR 10,000

NRO Rupee deposit:-

This is an ideal long-term investment option for you to generate returns on income generated in India from rents, dividends, pension and so on.

❖ Power-Packed Features:-

- Competitive interest rate
- Tenure from 7days to 10 years
- Minimum deposits amount of INR 10,000

FCNR deposits:-

This is designed for assured returns on your foreign currency earnings.

❖ Power packed Features:-

- Choice (USD, EUR, GBP, AUD, CAD, JPY)

Period of deposits from 1-5 years

- Principles and interest earned are fully repatriable
- Minimum deposits amount (USD 1,000 or equivalent)

✓ **<u>Portfolio Investment Scheme (PIS) Account (Investment In Stock Markets)</u>**

This account helps you conveniently trade in shares or convertible debentures of any Indian company listed on a recognized stock exchange in India. This investment can be made on repatriation as well as non-repatriation basis.

❖ <u>Power-Packed features:-</u>

- Extremely competitive transaction cost
- Get anything anywhere account access, track, access and operate your account from across the world 24*7 through Internet banking
- Mandate or power of attorney can be granted to an individual to operate the account on your behalf
- One stop solution for calculation of capital gains tax liability payment of capital gains tax and issuance of tax deduction certificate

✓ **<u>NRI Home Loans (</u>Investment In Property)**

If investment in India real estate in on your mind get in touch with us for unique NRI home loan solution. Here are a few reasons why our home loan are the first choice for savvy buyers-

❖ **<u>Power packed features</u>**

- Attractive interest rate
- Minimal processing fees
- Flexible tenures
- Transparent processing
- Quick service
- Instant online application through website

Insurance products

- ✓ **Life Insurance**

  Axis corporate agency agreement with MAX NEW YORK life allows us to leverage their expertise to provide your with the best life insurance solution.

- ❖ **Power packed features**
  - Product offering based on core need identification
  - Flexible product suite
  - Service excellence

- ✓ **General Insurance**

  Axis Banks are the certified corporate agent for Bajaj allianzGen. Insurance co. Ltd. The general insurance product suite offered through this partnership helps you protect against losses due to unforeseen calamities.

- ✓ **Max Life insurance**

  Max life insurance one of the leading life insurers is joint venture between Max India Ltd. And Mitsui Sumitomo insurance co. Ltd. Max India is leading Indian multi-business corporate while Mitsui Sumitomo Insurance is a member of MS & AD insurance Group, which is amongst the top general insurers in the world. Max life insurance offers comprehensive life insurance and retirement solutions for long-term saving and protection. A financially stable company with sound investment expertise Max life insurance has a strong customer-centric approach focused on advice based sales and quality service.

About max Life Platinum Protect™

Success and wealth are essential seconds to the well-being of our loved ones. When you have never opted for anything but the best for all your decisions they how can the security of their happiness and well-being be completely different.

Max Life Platinum Protect™ is designed especially keeping in mind your requirement. A comprehensive solution that fulfils all your protection needs for you & your family.

❖ **Features**

- Cost –effective term plan
- Low premium rates for leading a healthy lifestyle
- Comprehensive cover
- Medical report

❖ **Tax benefit**

You may be entitled to certain tax benefits on your premium and benefits. Please note all the tax benefits are subjects to tax law prevailing at the time of payment of premium or receipt of benefits by you.

Max Life Platinum protect™ At A Glance

Minimum/maximum age at entry	18 years to 60 years
Sum assured (for preferred life)	Minimum: Rs. 50,00,000 in multiples of Rs. 5 lac only Maximum: No limit
Premium payment option	Regular premium
Policy term	10, 15, 20, 25, or 30 years
Maximum cover ceasing age	75 years
Premium rate is guaranteed for the policy term	Yes

Example of annual premium for a life cover (sum assured) of Rs. 50 lac for a 20 year term.

Age	Preferred Life	Non-Smoker	Smoker
30	7,250	8,050	9,100
35	9,700	11,000	12,800
40	13,950	16,350	19,450
45	20,650	24,900	30,250
Riders Allowed	Max life personal accident benefit rider(UIN 104c007V02) Max life dread disease rider for more details on riders and the various terms and conditions.		
Premium Payment Mode		Annual	

Investment in Gold

Gold

Axis's pure gold mohur coins &bars are indeed the safest and most reliable form of investment there is. These are available at any Axis bank branches at attractive discounts.

❖ **Key features**

- Swiss made, 24 carat
- 99.99% pure
- Internationally accredited assay certified
- Tamper proof packing
- Available in convenient denominations of 2 gms, 5 gms, 8gms, 10 gms, 20gms, 50gms and 1 kg

✓ **Save at zero**

Zero Balance Saving Account

- Does the amount on your post raid mobile bill exceed Rs. 1000/-?
- Do you draw a net salary of Rs. 20,000/-& above or does your bank account have a minimum day end balance of Rs.25, 000/-?
- Do you have frequent flyer card or customer loyalty card of any of the renowned retail chains?
- Do you have a Gold/Platinum credit card?
- Do you own a house or a four-wheeler?

  If you answer is yes to any of the two questions above........congratulation you are eligible for a zero balance saving account from Axis Bank.

- What are the features of the Zero Balance Saving Account?
  - No average quarterly balance requirement
  - Free international visa debit card with an accidental insurance cover up to Rs 2 lakh
  - Free mobile banking facility
  - Access through more than 835 branches and more than 3595 ATMs
  - At-par cheque facility with the clearing limit of Rs. 50,000/-
  - 24*7 Telebanking
- How can we open a Zero balance saving Account?
  - An account opening form dully filled
  - 1 latest passport size photograph
  - Initial cheque of Rs. 5,500/-
  - Photo identity proof like PAN card, passport, driving license or voters card
  - Proof of residence like recent utility bill or bank account/credit card statement.
  - Any two of the following documents:
  - Latest post paid mobile bill with a minimum bill payment of Rs. 1000/-
  - Minimum net salary Rs. 20,000 or other bank account statement with minimum day end balance of Rs. 25,000
  - Proof of owning a four wheeler
  - Proof of owning a house
  - Latest paid landline phone bill of Rs. 1,500/
  - Latest income tax return with income tax paid of Rs.1.5 lach and above

✓ **Introducing TAX assist**

Tax assist is an advisory service from axis bank that provides you with an opportunity to save up to Rs. 41,715 on Income Tax.

Products on Which You Can Choose To Save on Tax

- Life insurance
- Equity linked saving scheme
- 5 year tax saver fixed deposits
- Health insurance
- Rajiv Gandhi equity saving scheme

- ✓ **Your Card Your Picture**

  Make Your Debit Card As Unique As You Are.

  Design your debit card from a wide a wide of images on landscape, tourist spots, sports, wildlife, zodiac signs and more.

  This feature is valid for all Axis bank saving account customers at an additional fee of 150 and 100 exclusively for priority and premium salary account holders.

- ✓ **Withdraw cash using your mobile Phone**

  Instant Money transfer (IMT) is an innovative service for transferring money instantly by just knowing the receiver's mobile number. The receiver can withdraw money from any Axis Bank ATM even without using a card or having an account with bank.

How to Transfer money using IMT?

You can send money to the receiver by visiting any Axis Bank ATM or logging on to Axis Bank internet. Banking and entering the following details:

- Receiver's mobile number
- Payment amount
- A sender's code, which need to be shared with the receiver

  The receiver will get an SMS from the bank with a receiver's code.

How to withdraw funds transferred using IMT?

The receiver can withdraw cash from any Axis Bank ATM by entering the

Following details:

- Receiver's mobile number
- The sender's code as communicated by the sender
- The receiver's code as mentioned in the SMS sent by the Bank

How to register for card-less IMT withdraw?

The receiver needs to register at any Axis Bank branch by submitting the below mentioned documents:

Address Proof (Any one of the following)

- Telephone Bill
- Ration card
- Bank statement
- Electricity Bill
- Latter from any recognised public authority
- Letter from the employer

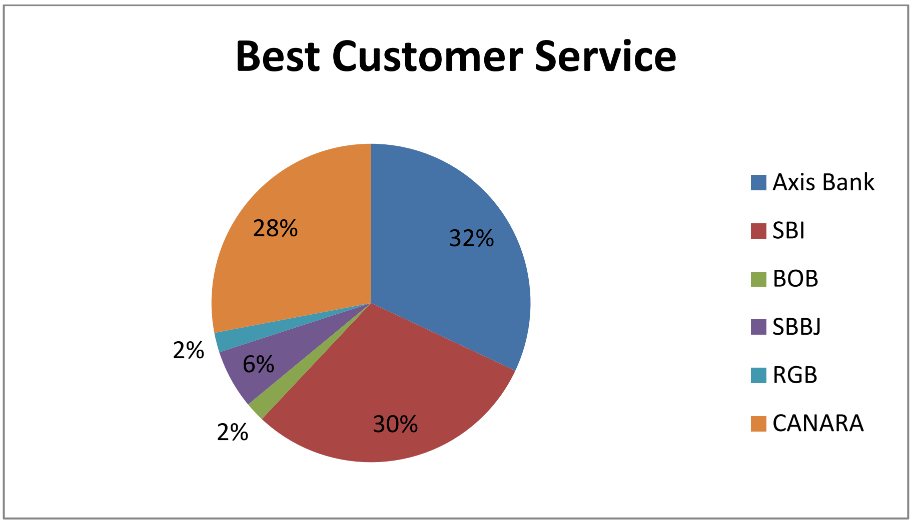
Photo ID Proof (Any one of the following)

- Passport
- PAN card
- Voter identity card
- Driving license
- Any other government issued identity card
- Letter from recognised authority

✓ **Senior privilege**

Life after desires comfort, convenience and safe investment options for your hard earned money. We at Axis Bank understand this need and with grat pride present our senior privilege account- A special saving Bank account for our senior citizens that offers convenience personalised service and compete banking solutions to maximize the value of your investment with Axis Bank.

- **Senior privilege offering:**
  - Special senior citizen ID cards
  - Free international debit cards for primary and joint account holders
  - Home banking privileges
  - Monthly statement of account/ free passbook
  - Customised loan offerings
  - Free foreign outwards remittances
  - Faster foreign inward remittances
  - Faster credit for collection of foreign cheques
  - Free collection of outstation cheques



We talk about comparison related best customer service of different banks like

Axis bank has highest customer service performance in Mukangarh village Jhunjhunu district which is 32%

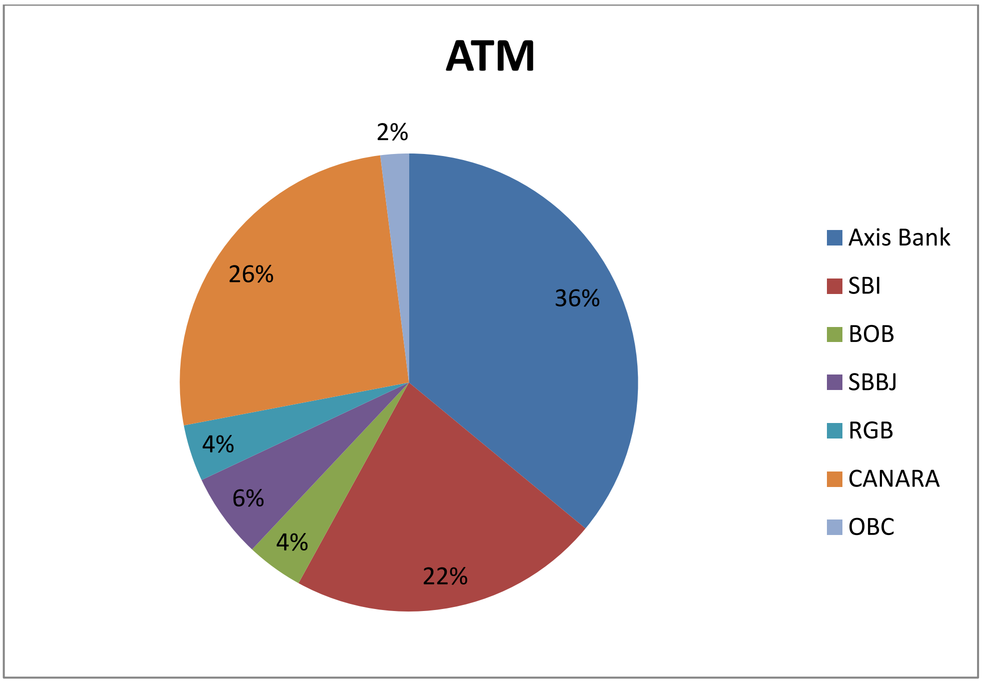
State Bank of India has 30%

Bank of Broda has 2%

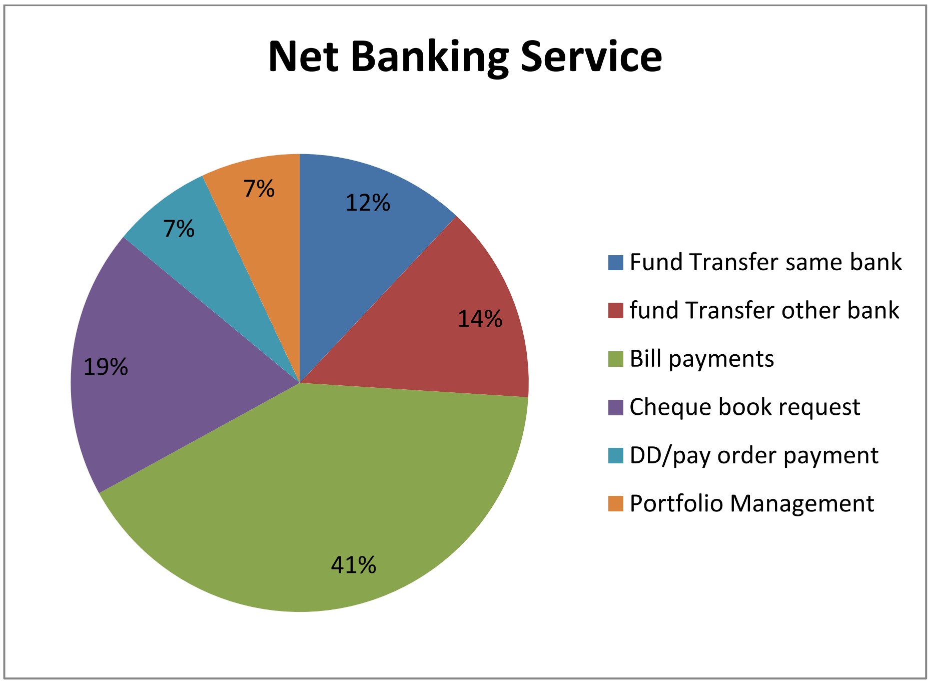
State bank Bikaner and Jaipur has 6%

Rajasthan Gramin Bank Mukangarh has 2%

And Canara bank is also giving good customer service which is second position which has 28%

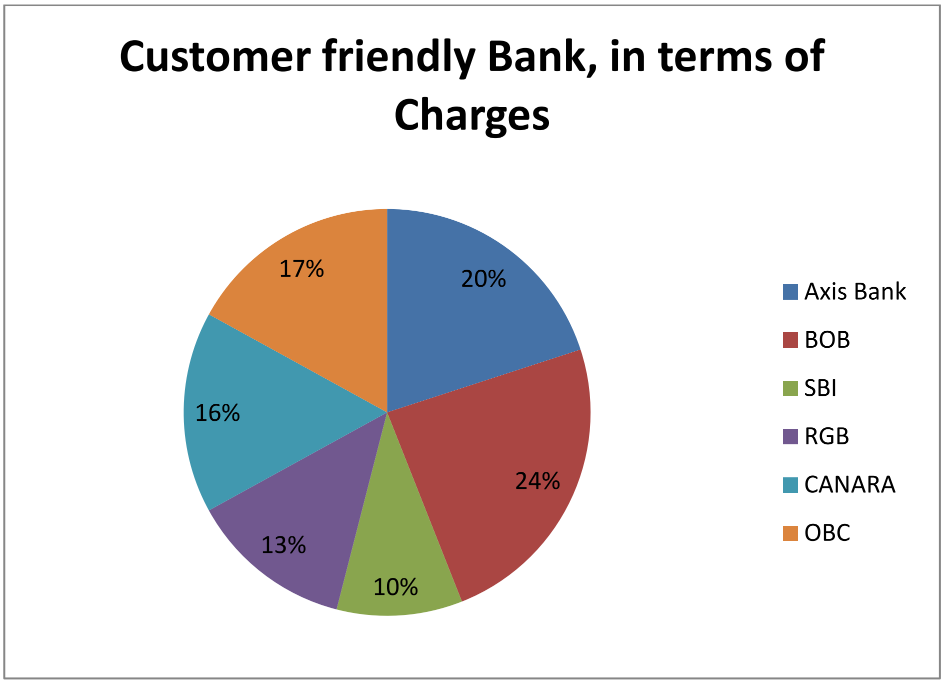


Axis bank and canara bank are only good option for issuing ATM because we can see above given chart that most of the people are using ATM of Axis Bank and Canara Bank.

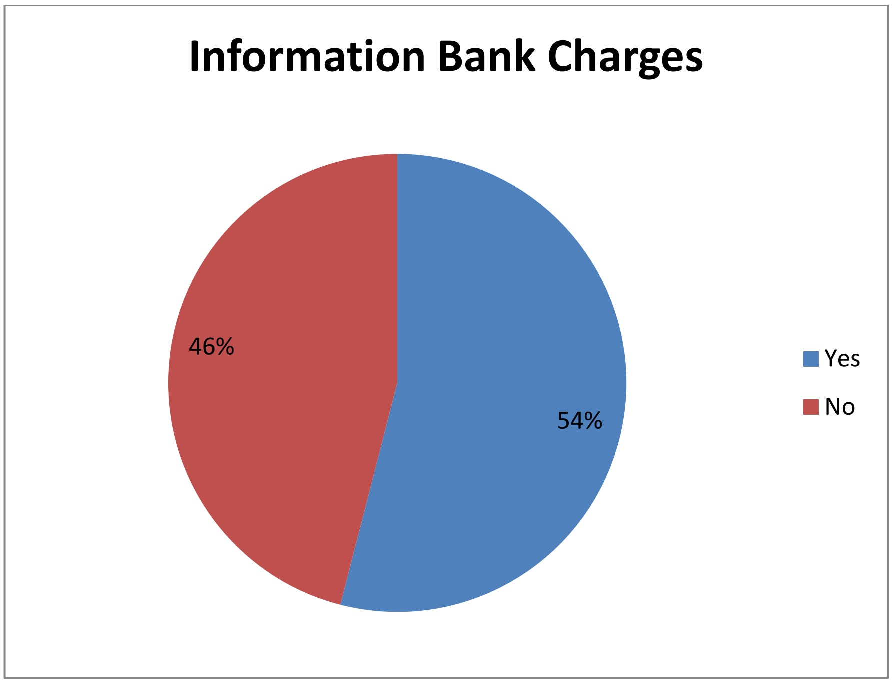


Axis bank is providing different type of net banking service:

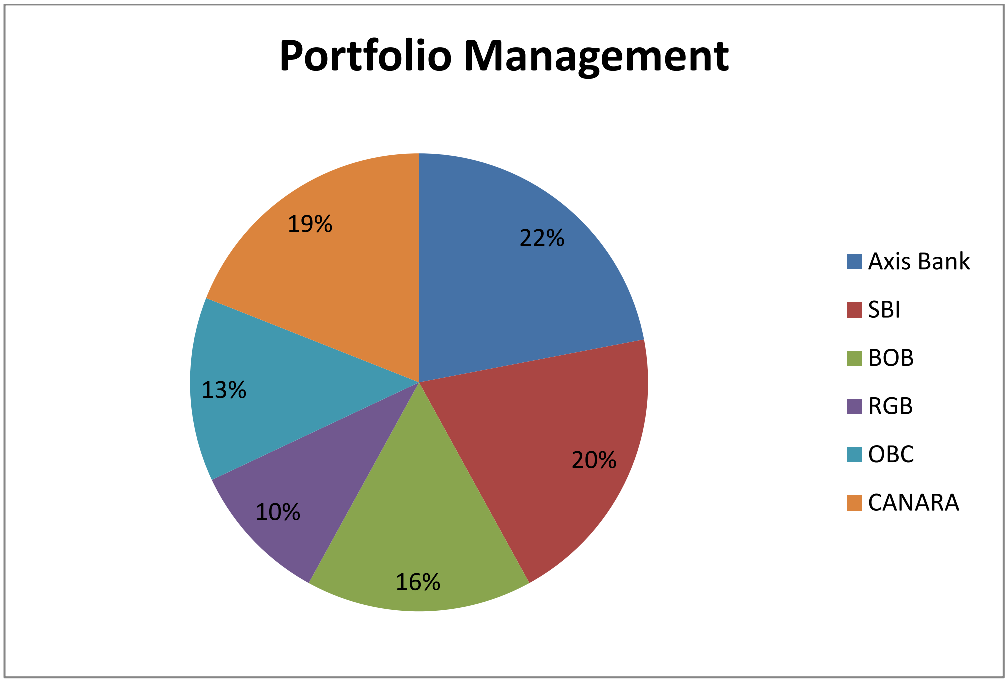
1. Fund transfer same bank (12%)
2. Fund transfer other bank (14%)
3. Bill payment (41%)
4. Cheque book request (19%)
5. Demand draft/pay order payment (7%)
6. Portfolio management (7%)



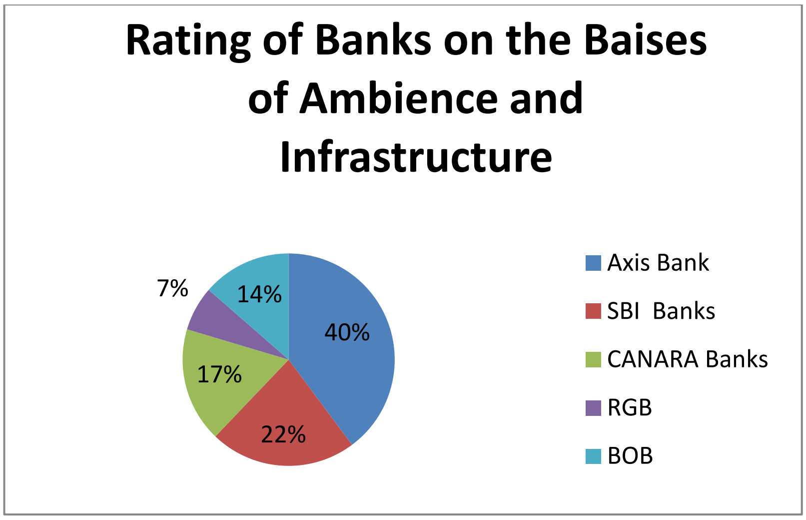
Axis bank and Bank of broda are only benefit able accordance with customer friendly in terms of charges and other banks are costly comparison to other banks which is given.



Axis bank is taking charges 54% and isn’t taking charges 46% of providing information to customer.



Axis bank and SBI are the best in the context of proper arrangement of sitting chair, proper arrangement of withdrawal slip and deposit slip and air conditioner and water facility etc.



If we see on ambience and infrastructure then Axis bank has good ranking comparison to others banks.

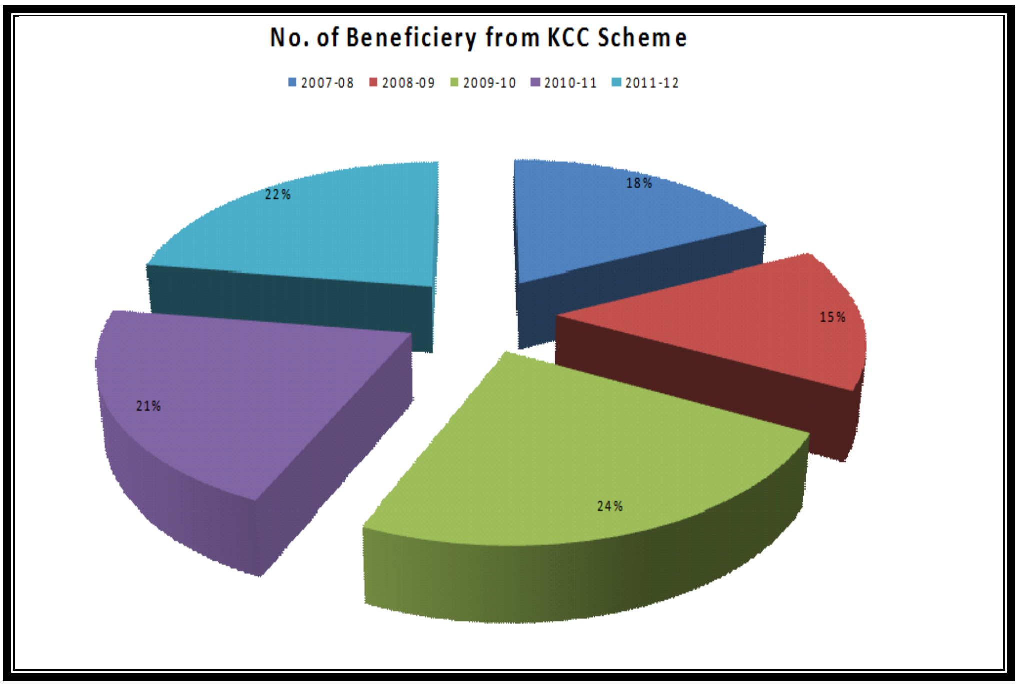
Chapter 4: Conclusions

<u>Learning /findings:</u>

- It was observed that most of the KCC-holders were not aware of the modalities, usefulness/benefits of KCC Scheme. Inadequacy of credit, non-adherence to scale of finance, lack of flexibility in implementation of the scheme of the observation made by the farmers interviewed in the study.

- By study all the sample farmers had used the major portion of their average loan disbursed for financing their expenses on raising the crops. About 17 percent of the average loan under KCC was being used for non-production (consumption) purposes.

- The adequate application of comparatively higher doses of inputs like fertilizers, manure, pesticide, labour, irrigation waters, etc. by KCC farmers are contributing factors for improvement of yield level.



Here last five years records are given of numbers of beneficiaries from KCC scheme.

According this record in 2007 -08 was 18%, 2008-09 were 15%, 2009-10 were 24%, 2010-11 were 21% and 2011-12 were 22% .

- The people prefer deal with the SBI with other banks, the reason being it is a public bank and it is located in every nook and corner of the city.

- I have found that majority of people are in favour of public banks in terms of charges, the reason is their blind faith upon these banks regarding charges.

- According to my analysis majority of people agreed that only public banks provide the zero balance facility to low income level group of customer and in private banks one has to maintain an average quarterly balance.

- The majority of customers use net banking only for making bill payments. Thus they do not avail other services offered in net banking.

- Most of the customers believe, private banks provide better customer services than public banks just to attract more and more customers.

- Public banks do mass banking and private banks do class banking.

- According to my analysis majority of customer said this bank gives fast service and there is no EGO problem they talk smoothly and meaningful with farmers if they don't know the fill of withdrawal slip and deposit slip then fill this slip Axis Bank Staff members like Deputy Manager Mr. Devdutt Uppadaya, Mr. Ankur Yagnik, Kamlesh kumar and sales manager Subhash kumar Chomal and jai Narayan Seemawat. They have efficiency and consultant effectively.

- I have understood about KCC scheme and all financial process of banking.

- What is credit requirement for agriculture like Pumps sets, sprayers, dairy animals, pesticides and agriculture inputs.

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Suggestion/Recommendation

- All the process of financial support through KCC should be simplest so that farmers will be enables to get it easily.
- Per hectare loan should be increased to the farmers or less interest.
- Loan through KCC scheme should be provided on suitable time so that they will be enabling to spend it inn agriculture production.
- Crop insurance policy should be constructed by the Govt. along with credit facilities through KCC.
- Loan should be provided in two instalments instead of one.
- The axis bank should expand the more number of branches. Like that Nawalgarh is a big village comparative to Mukangarh, there is not any Axis Branch.
- In terms of charges also, majority of customers are in favour of other banks. Because illiterate person doesn’t know the mean of maintain average balance. Although in starting this thing is told but it should be tell again after opening account by which can’t come any problem in front of villagers or non-villagers.
- In terms of leadership, majority of customer are in favour of Branch Manager not favour of operation Head. There shouldn’t be EGO problem during consultation of farmers and non-farmers because it makes a lot of differences because mostly customers are there illiterate persons.
- According to my analysis, majority of customer said that they use Axis bank’s ATM most for cash withdrawal because its location covers almost all the areas of city. Thus Axis Bank can use this feature as a major tool for advertising and promotion purposes.
- Providing best customer service is also one of the advantages for the bank which can be used for promotion purposes so that more and more people attracts towards the bank.
  - **Bibliography**

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