

PROJECT REPORT ON
A BRIEF STUDY ON SBI CHEDEMA BRANCH

*Project report submitted to Nagaland University in partial fulfillment for the award of
the degree of **Bachelor of Commerce***

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DECLARATION

I declare that the project report entitled “A Brief Study on SBI Chedema Branch” submitted by me for the award of the degree of **Bachelor of Commerce** of Nagaland University is my own work. The project report has not been submitted for any other degree of this university or any other university.

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CERTIFICATE

We recommend that this project report be placed before the examiners for evaluation.

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CONTENT

Chapter 1 INTRODUCTION	PAGE NO
1.1 Introduction of SBI bank.....	1-2
1.2 Review of literature	2-3
1.3 Objective of the study.....	4
1.4 Research questions.....	4
1.5 Research method.....	5
1.6 Limitation	5
Chapter 2 Data Analysis and Interpretation	
2.1 Profile of SBI Bank.....	6-8
2.2 Brief history of the organization.....	9
2.3 Technology upgradation.....	10
2.4 Subsidiaries associate of the company.....	10
2.5 Pie chart and par graph	11-21
CHAPTER 3 CONCLUSION	
3.1 Conclusion.....	22
3.2 Findings of the survey.....	22
3.3 Suggestion.....	23
Bibliography.....	24-26
Questionnaires	27

CHAPTER 1 - INTRODUCTION

1.1 INTRODUCTION

State Bank of India Chedema branch was established in the year 2005. This bank provides service to the customer at the top most priority and this branch works with other branches called BCP (Business Continuity Program) and this bank also provides online services. In all kinds of facilities they maintain a very good work environment. And the vacation policy in this bank is LFC i.e. leave year concession, the number of workers in this bank is 14 employees, 4 female and 10 male, and the name of the branch manager in this bank is B.N Aimol.

State Bank of India is the lead bank in the state of Nagaland. There are 50 numbers of branches spreading across all 11 districts. All the branches are connected by core system (CBS) and the customer of one branch of Nagaland is the customer of all 14000 branches of SBI in India and abroad.

Extended branches or offices for public convenient banking state bank has 45 ATMs installed all over Nagaland. Out of 11 districts Hqs, 7 already have ATMs and other 4 will be covered very soon. For financial inclusion, state bank has already appointed 14 business facilitators.

The world of commercial banking is a deep transformation a result of marketable instruments competing with loan and demand deposit. Because of this strong competition commercial banks are struggling to make acceptable margins from their traditional business entering into investment banking. Increasing competition has forced banks to search for more income at the expenses of more risk. Banks that lent heavily to Asia in search of better returns than those available in western markets are now being blamed for bad credit decision. The Asian crisis has renewed interest in credit risk management casting doubts on the effectiveness of current credit regulations. Technological changes have also heightened competition by making it

easier to imitate bank service. The traditional advantage of physical proximity to customers given by extended networks of branches has vanished. Banks have to compete with money market mutual funds for deposit business commercial papers and medium term notes for banks loans. As margins are squeezed commercial bank in the united states and Europe have been cut costs and branches while diversifying into pensions insurances assets management, and investment banking. In the United state many banks call themselves financial services companies even in their reported financial statement diversification. However has not always proved to be an effective strategy and many banks have to revert to a concentrated business.

This research has been done to know the challenges faced and what are the opportunity provide by this bank and how does this bank work different from other banks and how to they provide customer job satisfaction and what are the capital investment in the beginning and also what are the work environment.

1.1 Review of literature

SUORANTA and MATTILA indicated the most recent financial services channel today several authors have further identified the benefits of mobile banking in terms of ubiquity coverage flexibility interactivity and greater accessibility compared to the conventional banking channels such as automatic teller machine ATM and non mobile banking (sim G.W.H.K.B and V.H 2011)

In the U.K mobile banking is considered to be one of the most value added and important mobile services available (**KELLY 2003**) however the adoption rate is yet to determine the study determine both innovative attributes and customer perceived risk in order to understand customer behavior and motivation towards this motivation towards this innovation. The findings were helpful to the bankers.

A study conducted by **TIWARI B and HERSTATT (2006)** examine the installation of mobile banking and mobile financial services provided in Germany and other

countries. 50 banks world wide have been selected half of them from Germany during may 2005 from Indian Banks bank of Punjab HDFC Bank ICICI are dominating providing mobile financial services to their customer . the study explain the different ways of method to provide mobile in that content technical part with some studies .

A study conducted by **Uppal R.K** (Uppal . Feb . 2008) studies the extent of mobile banking in Indian industry during 2000 to 2007 . The study concludes that among all e channels , ATM IS the most effective while banking does not hold a strong position in public and old private sector but in new private sector bank and foreign banks m banking is good enough with nearly 50 pc averages branches providing m banking services. M banking customer are also the highest e bank which have positive impact on net profit and business per employee of these banks. Among all foreign banks are on the top position followed by new private sector banks providing services and their efficiency is also much higher than as compared to other groups . the study also suggest and strategies to improve m banking services.

According to **Mishra A. K** (Mishra 2004) examined the reasons for the satisfaction customer with services rendered by the urban cooperative bank. The author described that urban cooperative banks are operating in a more competitive environment and therefore the need to take care of customer requirement has become more important. The branches of UCBs must gather for the betterment of the customers. They should also improvise on their own image customer satisfaction and their profit. The time norms of specific business transaction should be displayed prominently in the banking hall so that it attract the customer attention in the ultimate analysis what is necessary for improving customer service is the active participation of employees at all the levels in the bank function.

The author also raised some points which can be plus for UCBs to impress and attract their customer. These point are effective board of management efficient employess and staff cordial personalized services proper guidance provision of loan facilities good system computer system prompt service good work culture convenient timings proper clearing services for outstation and demand drafts split hour facilities Sunday working day. Discounting facilities for outstation cheques and good location for the bank.

1.2 OBJECTIVE OF THE STUDY

1. To know the type of benefits provided by the bank services
2. To know the bank provide any services for specific customer for specific customer
3. To study the work environment and culture like
4. And to study the purpose to know the best practices in terms of products offering technology services management etc.
5. Also to know the customer satisfaction.

1.4 RESEARCH QUESTIONS

1. Name of the bank .and year of establishment
2. How many account holder are there number of male and female?
- 3 .How do they provide customer job satisfaction?
4. What is the capital investment in the beginning?
5. What are the challenges faced?
- 6 .What are the opportunity and advantages?
7. How many employees are there? No. of male and female.
8. What does this branch do differently from others banks?
9. What sort of customer usually comes here?
10. What the percentage interest do you give to the customer
11. Does this branch provide online services?
12. How long does this branch function on daily basis?
13. Does this branch work with other bank?
14. Does this bank provide any special services for the specific customer ?
15. what is the vacation policy in your bank?

1.5 RESEARCH METHOD

Primary sources

This research has been done through interview and making questionnaires

SECONDARY SOURCES

This research has been done through internet sources referring books and also referring to some projects which has been done by others.

1.6 LIMATATION OF RESEARCH

1. Lack of experience
2. Lack of time period
3. Lack of employees

CHAPTER 2 - DATA ANALYSIS AND INTREPRETATION

2.1 PROFILE ON SBI BANK

SBI is the 43th largest bank in the world and ranked 21st in the fortune global 500 list of the world largest cooperation of 2020 being the only Indian bank on the list it is a public sector bank in India with 23% market share of the total loan and deposit markets. Nationalized bank such as state bank of India (SBI) thought pygmies in the international banking market and banking behemoths of India . they branches spread over the entire length and breathe of the country. SBI in particular is all pervasive enjoying a sprawling of 9000 branches. SBI is a very conservative to approach to accounting particularly when its comes to declaration of assest

SBI enjoy monopoly of the government business. The reserve bank of India owns about 60% of the banks equity's equity to its credit. SBI was formed under the SBI act 1955 with the take over of imperial bank and amalgamation of bank of Bengal. Bank of Bombay and bank of madras. The government moped up 93% of the equity leaving 7% of the ownership. By this act the equity of RBI cannot be diluted below 5%.

SBI enjoys a pool of best managerial talent assured government business a countrywide network of branches and strong brand credibility in the Indian market. But the **Numero Uno** position is sliding with the entry of sleeker private and foreign banks into the Indian banking scene. The bank is continuously restructuring itself for this the even hire the services of foreign consultants but the place to be hastened

With the government offering assure business nationalized banks of India in the particular should not take complacent view. They should evolve service intensive products and make their employees customer friendly. With competition from private and foreign banks knocking at the door the banks should realize size is no more in **insurance against the onslaught of competition from the sleek private and foreign** bank. A revolutionary approach to privatize ownership is need of the hour.

Virtual Banking

SBI yet to computerize its operation and network all its branches. The computer currently available serve only to relieve the burden of the clerical staff maintaining ledgers and not to penetrate into area of customer service. ATMs anytime anywhere around the clock and banking is still a far cry. These computer at the best remain only as desk ornaments. With the new telecom policy (NTP) almost in place telecom sector,

Privatization and credit disbursement

Talks about privatization to the banks of ownership have been initiated but the SBI act of 1955 does not permit RBI's ownership to be diluted to below 55%. This act outdated and needed to be re addressed. However the efforts have been initiated by SBI to its non Banking subsidiaries like SBI caps Glits , SBI funds management . where SBI holding is about 85% of the equity. But the pace has to be hastened so the investment thus released can migrate to more important areas like development of new technologies and product in customer service and service intensive areas. Privatization also helps help to professionalize the banks day to day operation which will allow the management more freedom in decision making during credit disbursement

To aid privatization and effect a better price realization , the bank is attempting to change over its accounting and reporting procedures to comply with US GAAP norms. This is a prerequisite for trying out the ADR route as it is known that US market is by far the undisputed biggest market and can offer the best price. The SBI stock is undervalued at RS 240 whereas experts expect RS 300 would be a more realistic value. On this front at blitzkrieg pace is the need of the hour.

Manpower retraining and retrenchment

As a hangover of the past socialistic mindset all the nationalized have excess workforce. This is indeed a hot potato for the management of many enterprises. And its therefore being handle with kid glove in India it is everyone worry to look at business as a source of employment while making money is secondary. In this ocean of manpower every institution has its share of highly skilled and talented manpower

which contribute to asset building. It is the semi skilled manpower having outdated skills which form the excess baggage. All the banks must invest in re training the manpower so that they can migrate from the areas that will be vacated by computerization. The level of non performing asset is still at very high level and to start with some of this excess manpower can cover areas of debt recovery.

At the same time one should take note of the flight of talent from this nationalized banks newly set up private and foreign banks. And it is these new banks top official after migrating from the government banks are targeting at the top cooperate clients and thus poaching into the cooperate business which has been mainstay at the nationalized bank. This will become a soon become a problem of serious proportion unless the bank initiate steps to stem the flow. It is difficult to exclusively address the problem of excess manpower by scheme such as voluntary retrenchment scheme because attempting to remove dead wood talent also take an exit. Many industries have faced this problem. Also it will be over simplicity to the state that the salaries should be raise because that will only start a wage war. Instead the bank should involve the services of international consultants specialized in this field and take a holistic view of the problem retraining and rationalization of manpower commands higher priority over retrenchment of manpower.

New product and new technologies

Nationalized bank have generally been preoccupied with treasury business. The new product areas require greater penetration banking. Housing finance ,consumer durable finance , auto finance , internet banking, insurance, telephone banking etc. development of these new areas call for heavy investment and this cash flow can only generated by privatization. In addition, surplus manpower once retained can be observed in the new ventures.

All nationalized banks and SBI in particular has the advantage of vast network of branches and therefore carry to the remotest corner but to make this presence felt the banks have to move blitzkrieg in the ventures. The bottom line is that even when all political parties are committed to privatization somehow there is no exhibition of pace it time to be taken by a revolution called privatization of ownership.

2.2 BRIEF HISTORY OF THE ORGANIZATION

The origin of the state bank of India goes back to the first decade the nineteenth century with the establishment of bank of Calcutta on 2 June 1806. Three years later the bank received its character and was re designed as the bank of Bengal (2 January1809). A unique institution it was the first joint stock bank of British sponsored by the government of Bengal. The bank of Bombay (14 April 1840). And the bank of madras (1July 1843) followed the bank of Bengal. These banks remained at the apex of modern banking in India till their amalgamation as the imperial bank of India on 27 January 1921.

Primarily Anglo Indian creation the three presidency banks came into existence either as a result of compulsions of imperial bank finance by the felt feels needs local European commerce and were not imposed from outside in an arbitrary manner to modernize Indian s economy. Their evolution was however shaped by ideas culled from similar developments in Europe and England and was influenced by changes occurring in the structure of both the local trading environment and those in the relation of the Indian economy to the economy of Europe and the global economy framework.

2.3 TECHNOLOGY UPGRATION

SBI's information technology programme aims at achieving efficiency in operations meeting customer and market expectations. SBI achievements are summarized below:

Full Branch computerized

All the branches of the bank are now fully computerized. This strategy has contributed to improvement in customer service.

ATMs Services

There are 5190 ATMs on the ATMs network. These ATMs are located in 1721 centers spread across the length and breadth of the country thereby creating a truly national network of ATMs with an unparalleled reach. Value added services like ATM locator, payment of fees for college students, multilingual screens, voice and drawl of cash, advance of SBI credit holder have been introduced.

Internet Banking

This online channel enables customers to access their account information in initiate transaction less basis. All functionalities other than cash and clearing have been extended to individual retail customer. A separate internet banking module for cooperate customers has been launched and available at 1305 branches. Bulk upload of data for cooperate inter branch funds transfer for retail customer, online payment of customer duty and govt. tax, Electronic bill payment, SMS alert, E poll, IIT, GATE fee collection off line, customer registration process and railway ticket booking are the new features developed.

2.4 SUBSIDIARIES ASSOCIATE OF THE COMPANY

ASSOCIATE BANKS OF SBI AND Its BUSINESS - State Bank of India has the following six associate banks with controlling interest ranging from 75% to 100%.

1. State bank of Bikaner and Jaipur (SBBJ)
2. State bank of Hyderabad (SBH)

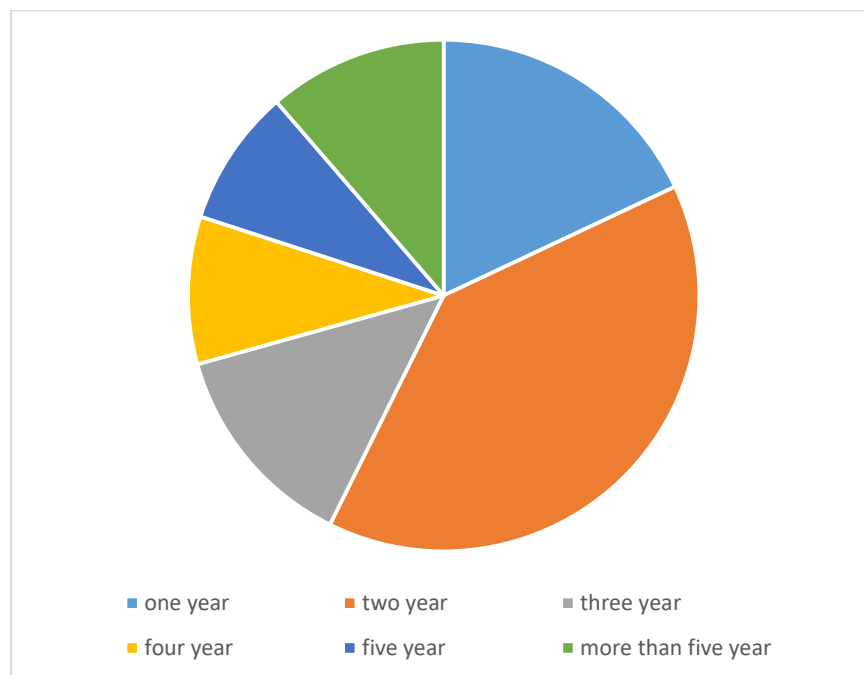
3. State bank of Indore (SBI)
4. State bank of Mysore (SBM)
5. State bank of Patiala (SBP)
6. State bank of Travancore (SBT)

2.5 DATA ANYLISIS AND INTERPRETATION

1. Since how many years do you have account with SBI Bank

Objective: To know the since how many years consumers possess SBI Bank account.

Particular	Frequency	Percentage
One year	27	18
Two year	59	39.33
Three year	20	13.33
Four year	14	9.33
Five year	13	8.67
More than five year	17	11.33
Total	150	100

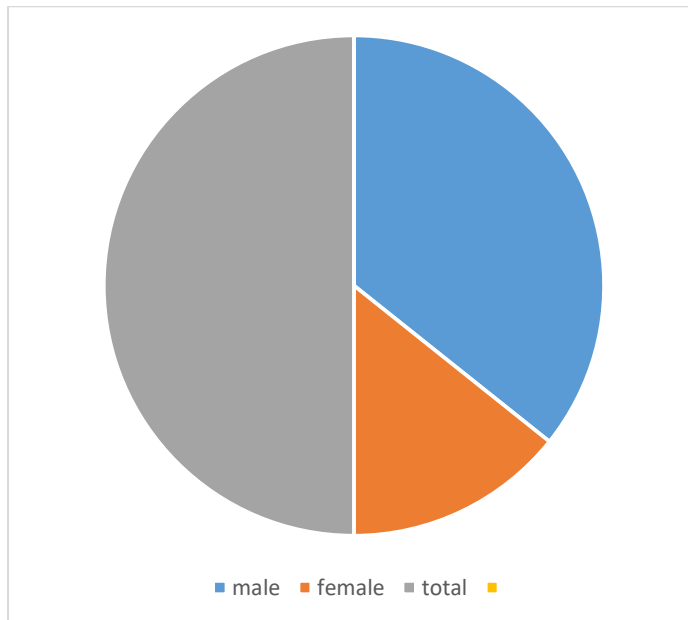


INTERPRETATION:

Most of SBI holder is possess account since two years.39.33%.So it is a most preferable since two years and it is highly joined the SBI Bank in two years.

2. Table on male and female employees.

Gender	No. of employs	Percentage
Male	10	71.43
Female	4	28.57
Total	14	100

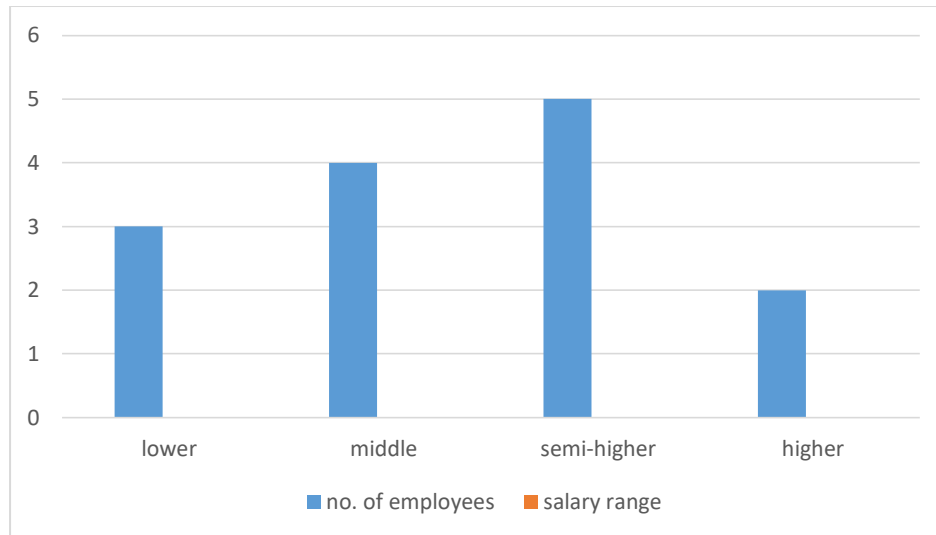


From the table we can see that out of 14 employees, 10 employees is male and 4 employees is female.

3. Table on monthly salary of the employee of variable position.

position	No of employees	Salary range
Lower	3	5k-7k
Middle	4	8k-12k

Semi- higher	5	15k-20k
higher	2	20k-30k

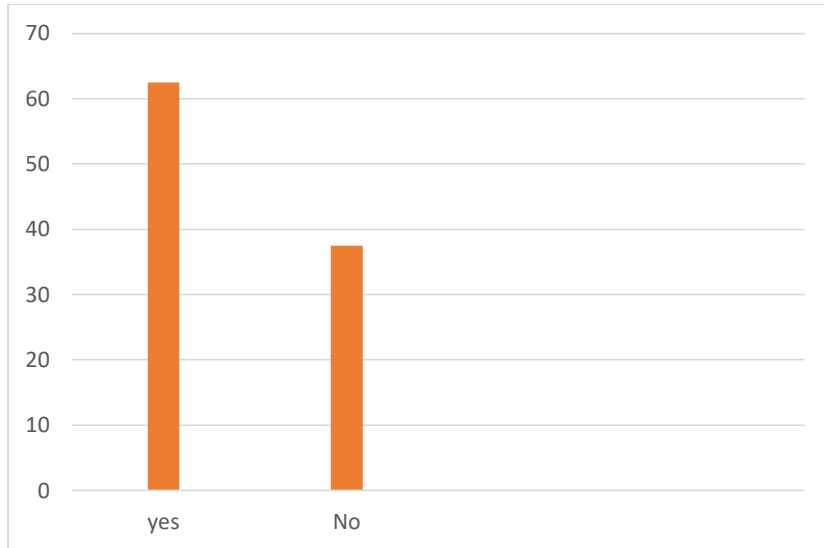


From the graph we can see that 3 employees getting salary in between 5k- 7k, 4 employees are getting 8k-12k ,5 employees are getting 15k-20k and 2 employees are getting 20k-30k.

4. Do you think bank caters all your banking needs.

Objective: To know how many consumer are satisfied with the SBI Banking.

Particular	Frequency	Percentage
Yes	25	62.5
No	15	37.5
Total	40	100

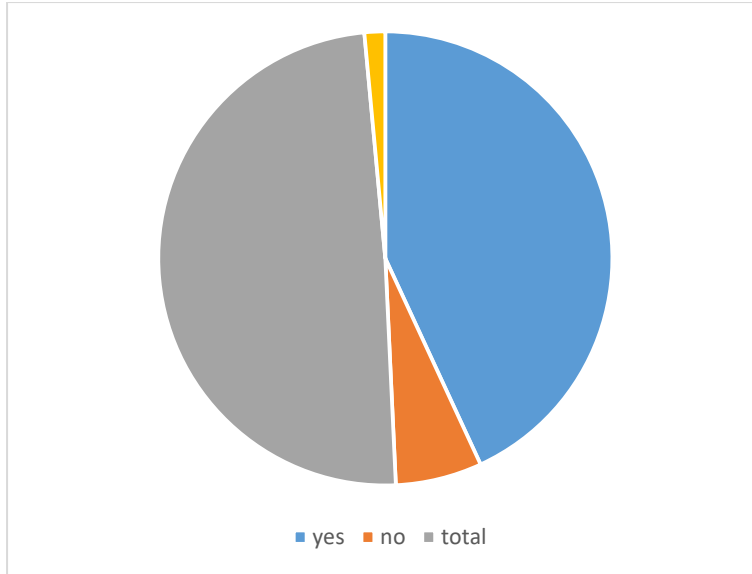


From the above, Bar graph we see that 62.5% are satisfied and 37.5% are not satisfied.

5. Are you aware of product and services provided by SBI?

Objective: To know how many consumer are aware of products and services provided by SBI.

Particular	Frequency	Percentage
Yes	35	87.5
No	5	12.5
Total	40	100

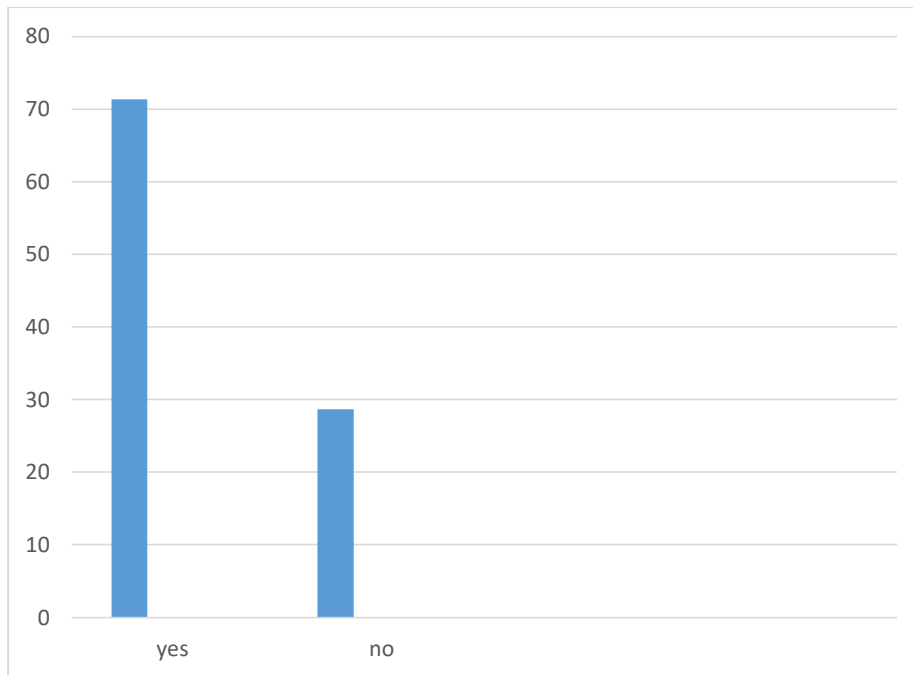


From the table, we know that 87.5 % aware of product and services provided by SBI and 12.5 not aware

6. Have you ever visited bank branches after using our online banking?

Objective: To find how SBI account holders ever visited bank branches after using SBI online banking.

Particular	Frequency	Percentage
Yes	107	71.33333
No	43	28.66667
Total	150	100



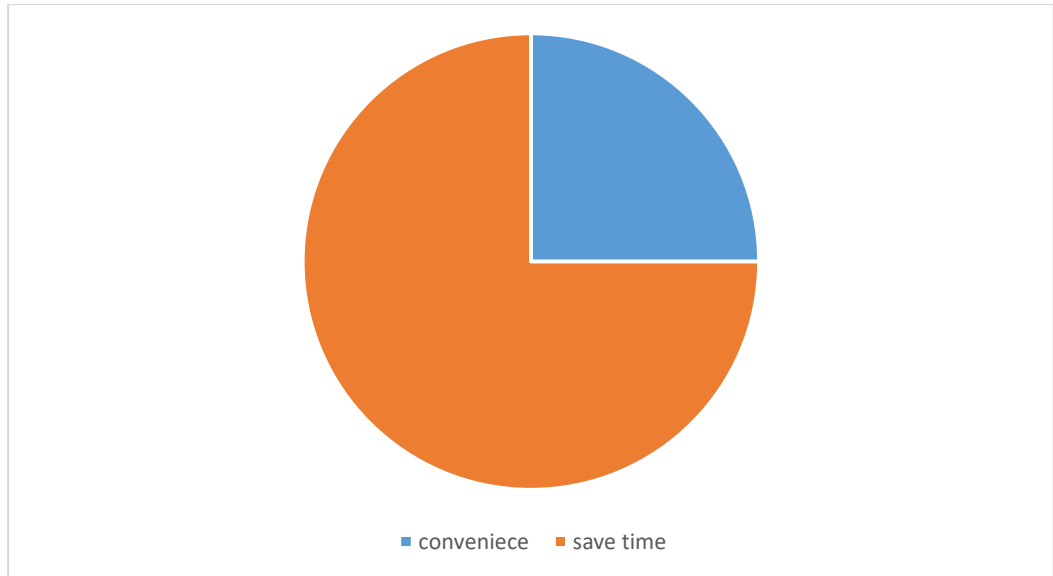
INTERPRETATION:

Here , we can see that 71.33% the SBI holder have visited after using online banking which is high in terms of visit the bank branches.

7. Please select the reason applicable why consumer are selecting online banking

Objective: To know why consumer are selecting online banking

particular	frequency	Percentage
Convenience	10	25
Save time	30	75
total	40	100

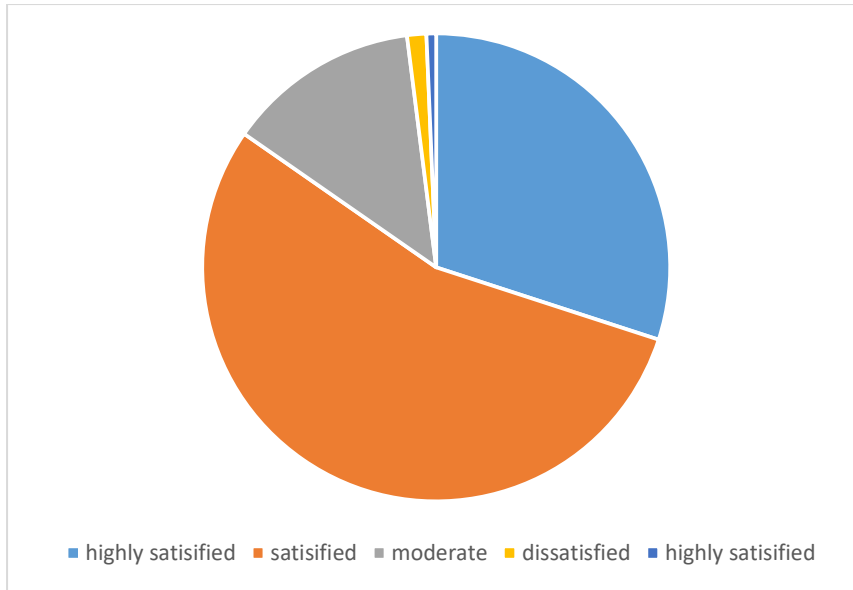


From the above table we can see that 25% are using online banking for convenience and 75% are using online banking to save time.

8. What do u feel about likert scale service quality of your bank?

Objective: To check the level of satisfaction from you of the respondent.

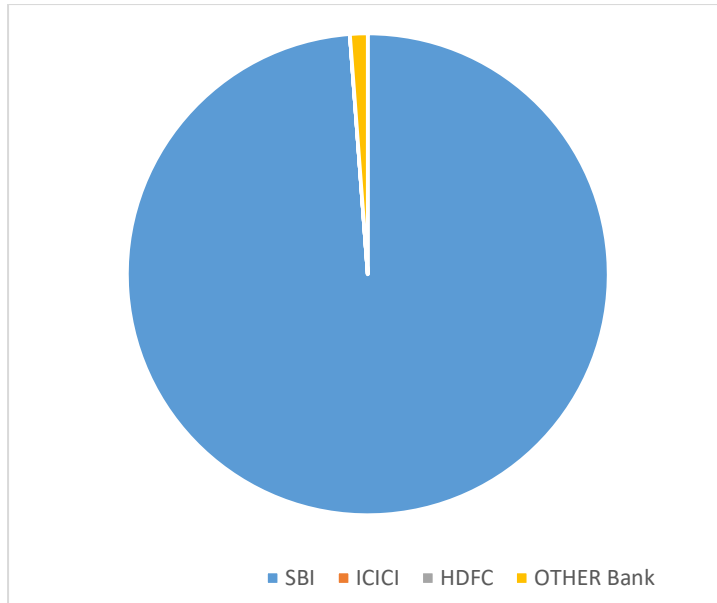
particular	frequency	Percentage
Highly satisfied	45	30
Satisfied	82	54.67
Moderate	20	13.33
Dissatisfied	2	1.33
Highly dissatisfied	1	0.67
Total	150	100



9. On which bank do you depend for your regular transaction?

Objective: To know on which bank consumer are depend for his or her regular transaction.

particular	frequency	Percentage
SBI	150	100
ICICI	0	0
HDFC	0	0
OTHER Bank	0	0
Total	150	100



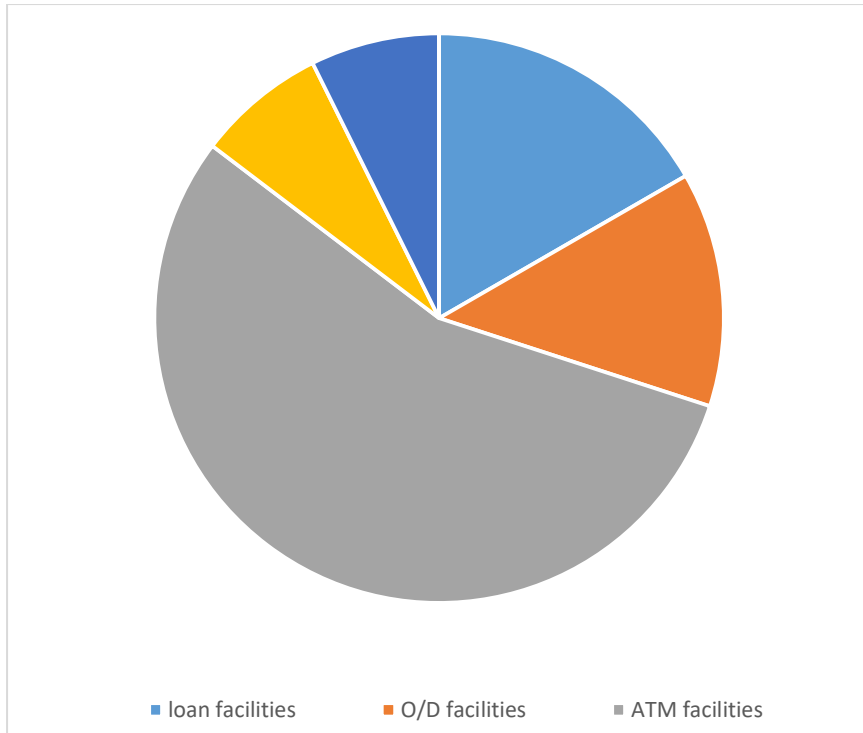
INTERPREDATION:

Here out of 150 account holder all the 150 account holder in the SBI bank services so it is very beneficial for the SBI bank and it is advantage for the SBI bank services in the terms of regular transaction.

10. Which of the following facilities have given more important in your bank?

Objective: To know which of the facilities have given more important in SBI bank.

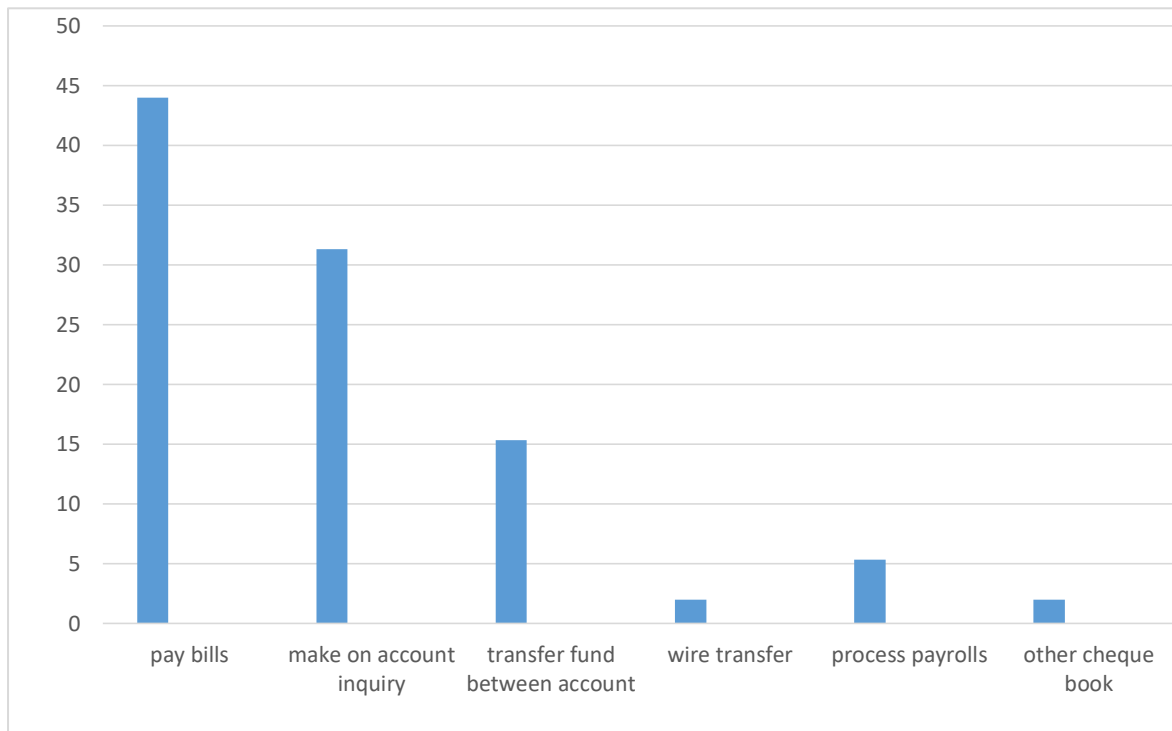
Particular	Frequency	Percentage
Loan facilities	25	16.67
O/D facilities	20	13.33
ATM facilities	83	55.33
Credit card facilities	11	7.33
Other facilities	11	7.33
Total	150	100



11. Which online features do you regularly uses please select all that apply?

Objective: To know which online features SBI holders use regularly.

particular	frequency	percentage
Pay bills	66	44
Make on account inquiry	47	31.33333
Transfer fund between account	23	15.33333
Wire transfer	3	2
Process payrolls	8	5.333333
other cheque books	3	2
Total	150	100



CHAPTER 3 - CONCLUSION

3.1 Conclusion

In conclusion I would like to state that by this doing project I come to know that how does a bank function and what are its objective and also what are the services provided by the bank and also came to know that weather the customer are satisfied with the SBI bank and what kind of loans are given by the bank. The state bank has been highly successful in its objective in opening a network of branches in rural and semi-urban areas . From the analysis part it can be concluded that customer has a good respond towards SBI advance products. SBI is in first position having large number of customers providing good services to them.

3.2 FINDINGS OF THE SURVEY

- 1 SBI is considered the fastest bank
2. More than half person have ATMs facility
3. Most of the customer survey finds ATMs facility satisfactory
4. All ATMS holder find operating system easy
- 5.SBI is the most trusted bank it was found that all of the account holder say that SBI is the most prestigious bank and ATMs centers of SBI are most available than any other bank.
6. Mostof people are having saving bank account in more than one bank 39.33 people have their SBI account only in SBI
7. Only 26% of people surveyed say that SBI employees are co-operative when compared to other banks
8. More than half person have ATM card that's good as it can increased swiftness of service.

3.3 Suggestion:

1. Though most of people consider SBI faster than other bank private sector banks which are new are also in competition.
2. SBI needs to increases its performance in the matter of cooperativeness.
3. Many ATM card holders complain that ATM sender of kadi branch often remains out of order so they have to face problems so SBI should take care of that.
- 4 SBI needs to educate itscustomers about its services.
5. When all the account holders will know the facility (ABB) then more people will use it as there is a magical word “FREE” accompanying the facility.
- 6 .Though only 20% people feel that they are non cooperative but SBI need to take care that the number should increase as private sector are penetrating shapely.
7. Many people say that the process of solving problems is too low. Younger players (PVT Banks) are fast in these matters so SBI needs to fasten its services.
8. Private Sectorbanks have forayed in KADI for that SBI needs to be ready to face stiff competition.

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QUESTIONNAIRE:

1. How do you provide customer job satisfaction?
2. Are you aware of products and services provided by SBI?
3. Do you think bank caters all your banking needs?
4. Are you aware of product and services provided by SBI?
5. Have you ever visited bank branches after using our online banking?
6. Please select the reason applicable why consumer are selecting online banking
7. What do u feel about likers scale service quality of your bank?
8. On which bank do you depend for your regular transaction?
9. Which of the following facilities have given more important in your bank?
10. Which online features do you regularly uses please select all that apply?