

SUMMER PROJECT REPORT

**“A STUDY OF MARKETING AND PROMOTION OF DIFFERENT
SCHEMES AND VARIOUS THIRD PARTY PRODUCTS OFFERED BY
BANK OF MAHARASHTRA”**

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**Department of Management Sciences and Research, G.S.
College of Commerce & Economics, Nagpur NAAC
Accredited “A” Grade Institution**



Academic Year 2020-21



CERTIFICATE

This is to certify that the investigation described in this report titled “**A STUDY OF MARKETING AND PROMOTION OF AGRI. LOANS, PUBLIC PROVIDENT FUND SCHEME, MAHABANK SALARY ACCOUNT SCHEME, AND VARIOUS THIRD PARTY PRODUCTS OFFERED BY BANK OF MAHARASHTRA**” has been carried out by **Mr. Rahul Suresh Kotpalliwar** during the summer internship project. The study was done in the organisation, **Bank of Maharashtra**, in partial fulfilment of the requirement for the degree of Master of Business Administration of **D.M.S.R G.S College of Commerce & Economics, Nagpur.**

This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged.

Dr. Ashwini Purohit
(Director)

CERTIFICATE

 <p>बैंक ऑफ महाराष्ट्र Bank of Maharashtra भारत सरकार का उद्यम एक परिवार एक बैंक</p> <p>प्रधान कार्यालय: 'लोकमंगल', 1501, शिवाजीनगर, पुणे - 411005. H. O.: 'Lokmangal', 1501, Shivajinagar, Pune - 411005.</p>	<p>अंचल कार्यालया/ कार्मिक विभाग Zonal Office/Staff Department Gala No.3, Udyog Bhawan, Opposite District Court E Mail staff_chn@mahabank.co.in; Tele 07172-254518</p>	 <p>भारत की जनगणना CENSUS OF INDIA 2021 जनगणना में जन संयोजन</p> 
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AX36/CZ/ST/Cert/2020-21/

Date: - 08.09.2020

CERTIFICATE

This is to certify that, **Mr. RAHUL SURESH KOTPALLIWAR**, student of Department of Management studies and Research G S College, Nagpur and pursuing the studies of MBA (Marketing & HR) 2nd Year, has successfully completed internship in our bank from 10.06.2020 to 26.08.2020 as a part of curriculum of the Institute.

He has worked at our Sindewahi Branch, Chandrapur during his Internship on Recovery, Customer service in Banking products and digital banking as well as in various issues of Branch on need basis. His work as an intern was satisfactory.

We wish him success in all future endeavors.



(S B Tol)
Dy. Zonal Manager
Chandrapur Zone



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ACKNOWLEDGEMENT

It is a matter of pride and privilege internship project in “**Bank of Maharashtra**” for providing this opportunity to me for me to have done a summer and I am sincerely thankful to them.

I am thankful to **Mr. Swapnil Wanve** for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without his / her support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G S College of Commerce and Economics, Nagpur for helping me during the project.

Finally, I am grateful to my family and friends for their unending support.

Rahul S. Kotpalliwar

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EXECUTIVE SUMMARY

This project are enable to know the Banking Industry is basically my concern industry, to work for this was really a complex, and hectic task .I took the challenge and approach with the project **“A STUDY OF MARKETING AND PROMOTION OF AGRI. LOANS, PUBLIC PROVIDENT FUND SCHEME, MAHABANK SALARY ACCOUNT SCHEME, AND VARIOUS THIRD PARTY PRODUCTS OFFERED BY BANK OF MAHARASHTRA”**.
Sample size: Data was collected from customer of BOM.

The main objective of the project is

- 1) To find out what type of schemes are available for customer and service delivered by BOM.
- 2) To find out the level of customer satisfaction from the product marketing of BOM retail banking.

At the end I concluded from the project that customer taking benefits of schemes of BOM are satisfied from the Service and the Employee cooperation as well as the whole banking procedure was so supportive that they want to take benefits in future from BOM only..

INTRODUCTION

As part of MBA student every students get an opportunity to carry out Inplant training. I got an opportunity to carry out Inplant Training in the Bank of Maharashtra which is related to banking services and day to day banking operations. I learned about strengths and weaknesses of financial status of the bank provide different services to their customers and also recover the debt.

All the staff members of the branch were cooperative and supportive. It was a really good experience to move and work with different departments.

II have observed that how each department does their work as per the given requirement of the bank to accomplish Vision And Mission of the bank

I have learned lot of things during the Inplant project at Bank of Maharashtra. I learnt the functioning of different department and their importance from management perspective.

And the really best one is that they provide me such an information of their branch and handbook, Magazine and record book of the branch.

What is a bank?

Bank is defined as an institution for the keeping, lending and exchanging etc. of money.

Economists have also defined a bank highlighting its various functions.

According to Crowther, the banker business is to take the debt of other people to offer his own in exchange and thereby create money.” Thus a bank is an institution that accepts deposits from the public in turn advances loans by creating credit.

It is different from other financial institutions in that they cannot create credit though they may be accepting deposits and making advances.

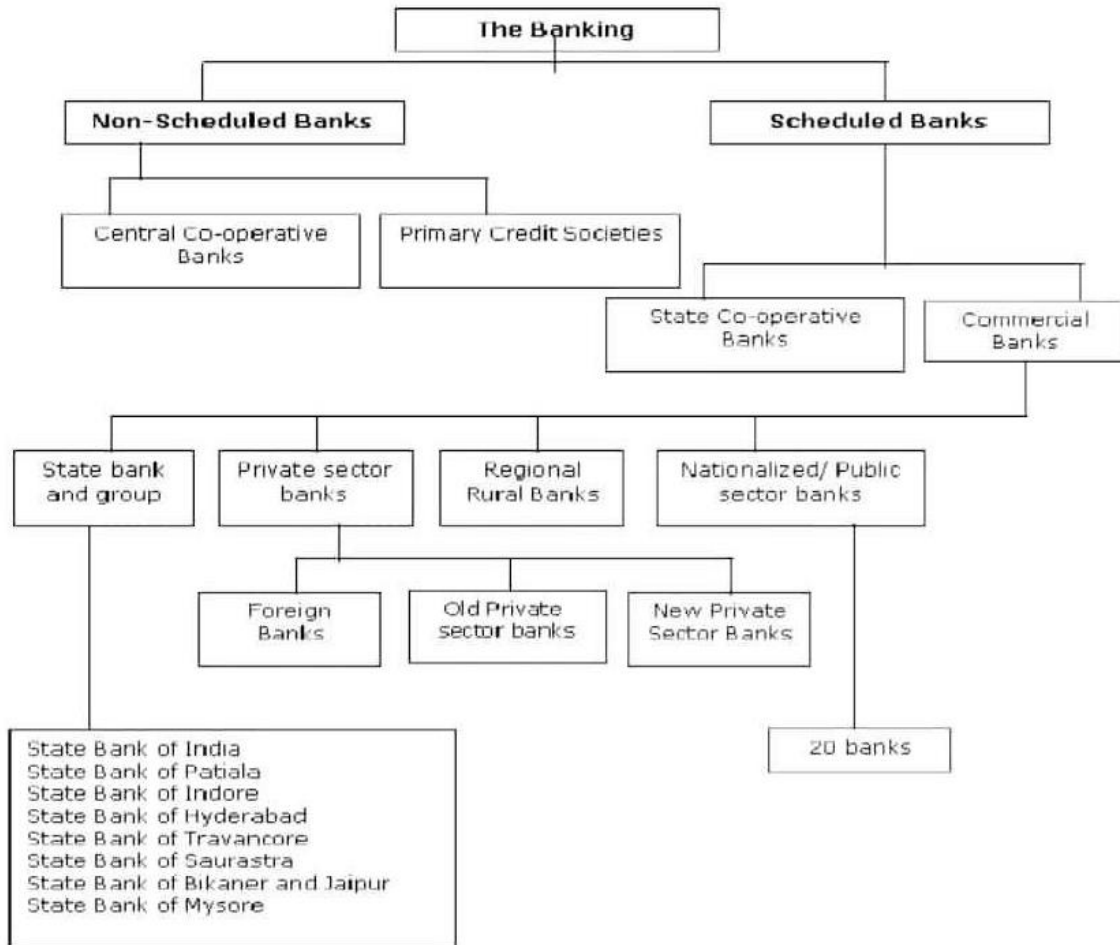
Types of banks:

- Commercial banks
- Exchange banks
- Industrial banks
- Agricultural banks
- Cooperative banks
- Saving banks
- Central bank

INDIAN BANKING STRUCTURE

Banking in India in the modern sense originated in the last decade of the 18th cent bank Among the first banks were the Bank of Hindustan, which was established in 1770 and liquidated in 1829-32; and the General Bank of India, established 1786 but failed in 1791. The largest bank, and the oldest still in existence, is the State Bank of India. It originated as the Bank of Calcutta in June 1806. In 1809, it was renamed as the Bank of Bengal. This was one of the three banks funded by a presidency government; the other two were the bank the Bank of Madras. The three banks were merged in 1921 to the Imperial Bank of India, which upon India's independence, became the State Bank of India in 1955. For many years the presidency banks had acted as quasi-central banks, as did their successors, until the Reserve Bank of India was established in 1935, under the Reserve Bank of India Act, 1934. In 1960, the State Banks of India was given control of eight state-associated banks under the State Bank of India (Subsidiary Banks) Act, 1959. These are now called its associate banks, In 1969 the Indian government nationalized 14 major private banks. In 1980. 6 more private banks were nationalized. The Indian banking sector is broadly classified into schedule banks and non-scheduled banks. The scheduled banks are those which are included under the 2nd Schedule of the Reserve Bank of India Act, 1934. The schedule banks are further classified into: nationalized banks; State Bank of India and its associates: Regional Rural Banks (RRBs): foreign banks, and other Indian private sector banks,

Structure of the Banking



COMPANY PROFILE



Bank of Maharashtra was founded by Prof. V. G. Kale and the late Shri D. K. Sathe. The bank commenced operations on 8th February, 1936 with an authorized capital of Rs. 10 Lakhs and issued capital of Rs. 5 Lakhs. The bank got listed in the BSE in the year 1958. Eleven years hence, the bank was nationalized with 153 other banks. As of 2009, Bank of Maharashtra boasts of operating 1444 branches, 345 ATMs, total business of over Rs. 90,000 crore and 902 CBS branches. The Bank achieved 100% CBS coverage on 2nd March, 2010.

Bank of Maharashtra offers deposit schemes, loans and NRI services. Under personal banking, the bank offers home loans for building own house and/or purchasing new house/flat (old or new) and/or for repairs/renovation of existing house.

Commonly known as a common man's bank, Bank of Maharashtra adopts a philosophy of "Technology with personal touch", and follows its motto stating "One Family, One Bank, Bank of Maharashtra".

All the branches of Bank of Maharashtra have been fully computerized, with Depository services and Demat facilities being offered at 131 branches as of April 2009. The bank aims at increasing its ATM network from 345 to 500 soon, apart from planning to install Biometric ATMs at some selected branches. Apart from it, introduction of Phone Banking, Internet Banking and Mobile Banking is also on the cards.

HISTORY OF BANK OF MAHARASHTRA

The bank was established on 16th Sept 1935 with an initial capital of Rs. 10.00 lakh. However, Bank of Maharashtra commenced its business operations from 8th Feb 1936, five months after its inception. During its early operation, the bank provides financial assistance to small units thereby allowing them to become major industrial houses in the contemporary world. In 1969, Bank of Maharashtra was nationalized by the Government of India and this allows the bank to expand rapidly. It has the largest branch network than any other public sector banks in Maharashtra.

During 1998, the bank attained autonomous status and it began to provide more products and services through simplified procedures and without the intervention of the Government. The bank opened its 1000th branch at Indira Vasahat, Pune in 1987. During the end of the year 2009, Bank of Maharashtra has over 1444 branches, 345 ATMs, 902 CBS branches and the total business cross over Rs 90,000 crores.

RETAIL BANKING

Retail banking refers to banking in which banking institutions execute transactions directly with consumers, rather than corporations or other banks. Services offered include: savings and checking accounts, mortgages, personal loans, debit cards, credit cards, and so forth or it is a typical mass-market banking where individual customers use local branches of larger commercial banks.

Retail Banking has wider connotation and is not the same as that of retail lending. Retail Banking refers to the efforts of the bankers to reach up to the customers on both fronts of the balance sheet i.e., Liabilities side as well as Assets side. Under the liabilities side, we have deposits. Under the assets side, we have credit schemes of the various banks. The job of the banker has become very difficult in this segment too. Bankers today are offering various sops to attract the potential customers.

ORGANIZATIONAL STRUCTURE :-

Shri.R.P.Marathe
Managing Director And Chief Executive Officer

Shri.R.K.Gupta
Executive Director

Shri.G.SreeKumar
Director- RBI Representative

Shri. R. Thamodharan
Shareholder Director

Ms. VanditaKaul
Government Nominee

Ms. Archana R. Dholakia
Part Time Non Official Director

VISION

- ✓ To be a vibrant, forward looking, techno-savvy, customer centric bank serving diverse
- ✓ sections of the society, enhancing share holders' and employees value while moving towards global presence

MISSION

- ✓ To ensure quick and efficient response to customer expectations.
- ✓ To innovate products and services to cater to diverse sections of society.
- ✓ To adopt latest technology on a continuous basis.
- ✓ To build proactive, professional and involved workforce.
- ✓ To enhance the shareholders' wealth through best practices and corporate governance.
- ✓ To enter international arena through branch network.

SWOT ANALYSIS (BANK OF MAHARASHTRA)

STRENGTHS:-

- a) Promoters are experienced and qualified professionals.
- b) Market driven organization.
- c) Diversified customer base.
- d) Limited exposure per client to ensure low risk.
- e) Low cost of operation.
- f) Low NPA-level.
- g) High margin of profit.

WEAKNESS:-

- a) Primary securities are not tangible.
- b) Different to verify the primary security.
- c) Business activity is in sensitive sector.

OPPORTUNITIES:-

Big and diverse market size

THREATS:-

Multinationals, banks and big finance companies are eyeing on the same market segment. Government policy and adhoc fiscal policy changes.

TERMINOLOGIES

SCHEMES OF BANK OF MAHARASHTRA :-

- Agriculture loan
- PPF – Public Provident Fund Scheme
- Mahabank Salary Account Scheme
- ATAL Pension Yojana
- Pradhanmantri Suraksha Bima Yojana

FACILITIES:-

- Mobile Banking
- Internet Banking

VARIOUS THIRD PARTY PRODUCTS OFFERED BY BANK OF MAHARASHTRA

:-

- AVIVA Life Insurance
- AVIVA Health Insurance

OBJECTIVE

The main objective of this project is to study the awareness of the satisfaction of customers regarding the BOM Retail Banking .During this summer internship program period I have to achieve some thing, which is helpful for my career, and some value addition to the Banking Company. It gives me good opportunity to expose and creating good impression of corporate mind.

- 1) To find out what type of schemes are available for customer and service delivered by BOM.
- 2) To find out the level of customer satisfaction from the product marketing of BOM retail banking.
- 3) To learn more about various financial products and services available in market.

SCOPE

Money is the centre of world economy and Bank works as a central point for money. Banking industry is a very growing industry and among all the banks, particularly BOM is doing very well. In this time of global recession where the other companies are laying off their staffs but BOM has recruited more than 1400 to 1600 employees in the year 2008. So there is a huge potential for getting jobs in BOM

NEED OF STUDY :-

- For any MBA student, learning is a combination of theory and practice which is an invaluable asset.
- This inplant training is a stepping stones, which will groom me for my future in the industrial world
- To enable the students to apply management concepts and think about the organization problem.
- To enable the students to interact with personal from organization to elicit their cooperation.
- To enable the students to prepare a complete project report including study of a problem area and developing solution.

Agriculture Loan :-

Selection of the topic:-

Regarding the topic selected by me for study purpose, I want to quote following Reasons why this specific topic is selected.

(A) History of Agriculture:-

- 10,000 years ago the man invented agriculture.
- A primitive form of agriculture was shifting cultivation crops.
- After few years when these plots lost fertility & heavily infected with grass & soil born pests, the cultivator would shift to new site.
- Agriculture is the backbone of Indian economy.

(B) Agriculture in India:-

- Agriculture is a prime source of live hood of the population in India.
- A flourishing Agriculture sector is far more important for the development of Indian economy.
- Since farming is less a business than a tradition in India. Even at this stage about 80% population lives in rural areas directly & directly or indirectly depends on agriculture for its livelihood.
- The surplus generated by this sector would help Indian economy to reach the “Golden Stage”.
- It supplies the necessities of life. Today agriculture is feeding 100 million people.

Objectives of the study:-

The study is undertaken for the following objectives:

- To study percentage of share of agriculture loan as compare to other
- To study financial statements of Bank of Maharashtra.
- To understand future budget or plan of Bank of Maharashtra in

agriculture sector.

- To know the role of government in agriculture sector.
- Rate of interest of agriculture loan in Bank of Maharashtra as
- compare to other financial institution.

Importance of topic:-

The substantial growth of financial sector in India after globalization has brought many sectors under its benefits. The prime sectors are real estate, housing, A major sector like agriculture in our country if kept underdeveloped only because of lack of finance, no justice is made to the cultivators & a major population which depends on this sector as a source of livelihood.

As per the directives of Reserve Bank of India many of the financial institutes are offering their support to agriculture sector. Large number of investments are made in the same

Scope of the study:-

The scope of the study lies in dimensions.

(a) Scope for the student

The student studying the topic will get an exposure to the Agriculture sector, financial procedure to agriculture credit finance procedure.

(b) Scope for Bank of Maharashtra

The BANK OF MAHARASHTRA as an organisational study, will come to know the exact feedback for the offers they are making towards them it some derivation will found then definitely it will useful for the bank itself to improve their functioning.

(c) Scope for the society in general

As the agriculture sector and the farmers are the part of the society, the study itself & the findings as such will be definitely useful for the society. The society in general & farmers in particular can be well understood in terms of the agriculture finance procedure.

PPF – Public Provident Fund Scheme :-

A PPF or Public Provident Fund is a tax-free savings scheme offered by the Government of India, wherein interest on the account is set for every quarter and is paid by the government. The applicable interest rate on PPF for the first quarter of the year, 2020-21 i.e. from 1st April to 31st June 2020 has been fixed at 7.1%. The interest rate for January to March 2020 was 7.9%.

Public provident fund is a popular investment scheme among investors courtesy its multiple investor-friendly features and associated benefits. It is a long-term investment scheme popular among individuals who want to earn high but stable returns. Proper safekeeping of the principal amount is the prime target of individuals opening a PPF account.

Why open a PPF account?

A Public provident fund scheme is ideal for individuals with a low risk appetite. Since this plan is mandated by the government, it is backed up with guaranteed returns to protect the financial needs of the masses in India. Further, invested funds in the PPF account are not market-linked either.

10 Basics of PPF

- 1 Definition**
PPF stands for Public Provident Fund - a government backed, long term, retirement savings instrument.
- 2 Where to open**
PPF account can be opened at any post office or in some select authorized nationalized bank branches.
- 3 Documentation**
Duly filled registration form, proof of identity, proof of residence and a couple of photographs.
- 4 Investment limit**
The minimum investment of Rs. 500 and maximum of Rs. 1.5 lakh per financial year is permitted.
- 5 Tenure**
Your money is blocked for 15 years.
- 6 Withdrawals**
Partial withdrawals are permitted after the expiry of 5 financial years from the end of first year of subscription.
- 7 Tax benefits**
PPF enjoys the E-E-E status i.e. tax exemption on investment, interest and maturity under Section 80C.
- 8 Rate of interest**
Currently the PPF interest is set at 7.80%.
- 9 Loan against PPF**
You can avail for a loan from the 2nd year of opening the PPF account to the 6th year.
- 10 On Maturity**
You can either close the A/C; extend with fresh contributions; or Extend without any contributions.

How To Open A PPF Account

The Public Provident Fund (PPF) scheme is the safest and a tax-efficient investment avenue.

Key Features:

Interest rate	7 % p.a. compounded annually*
Tenure	15 financial years On completion of 15 years, the account can be extended in a block of 5 years
Minimum Investment	Rs 500 p.a.
Maximum Investment	A maximum of deposits allowed in a financial year
Tax Benefit	Up to Rs 1.5 lakh u/s. 80C of the Income Tax Act
Nomination	Nomination facility is available

*The interest rate is currently 7.6% p.a. as on Jan 1, 2018. This is subject to change.

Here's how to open your PPF account:

- ✓ Approach an authorised bank or Post Office
- ✓ Fill in 'Form A'
- ✓ Attach 2 photographs
- ✓ State your Permanent Account Number (PAN)
- ✓ Affix a copy of your address proof
- ✓ Affix a copy of your identity proof
- ✓ Submit the signed Form



On completion of all formalities, your PPF account will be opened and a passbook will be issued.

Who is eligible?

- ✓ Only Resident Individuals
 - ✓ There is no entry age
 - ✓ Even a minor is allowed through a guardian (Birth Certificate needed)
- Hindu Undivided Family (HUF), Non-resident Indians (NRIs), and Person of Foreign Origin are not permitted.*

How can you deposit money in a PPF account?

- ➔ Vide cash/crossed cheque/Demand Draft/Pay Order/Online Transfer
- ➔ In multiples of Rs 5 with a minimum investment of Rs 500 p.a.
- ➔ Maximum of 12 deposits in a year, totally not exceeding Rs 1.50 lakh



Important points to remember:

- The account can be opened only for self — Joint holding is not allowed
- Only one PPF account, per person is permitted
- Any amount invested in PPF over Rs 1.50 lakh p.a. will not earn any interest and will be disallowed for deduction u/s. 80C the Income Tax Act
- Withdrawals from PPF account are subject to certain conditions
- Loan facility against PPF is possible subject to certain conditions
- Don't forget to nominate one or more persons vide 'Form E'



बैंक ऑफ महाराष्ट्र
Bank of Maharashtra

भारत सरकार का उद्यम
एक परिवार एक बैंक

ATAL Pension Yojana

Atal Pension Yojana is a pension scheme mainly aimed at the unorganized sector such as maids, gardeners, delivery boys, etc. This scheme replaced the previous Swavalamban Yojana which wasn't accepted well by the people.

The goal of the scheme is to ensure that no Indian citizen has to worry about any illness, accidents or diseases in old age, giving a sense of security. Private sector employees or employees working with such an organization that does not provide them pension benefit can also apply for the scheme. There is an option of getting a fixed pension of Rs 1000, Rs 2000, Rs 3000, Rs 4000, or Rs 5000 on attaining an age of 60. The pension will be determined based on the individual's age and the contribution amount. The contributor's spouse can claim the pension upon the contributor's death and upon the death of both the contributor and his/her spouse, the nominee will be given the accumulated corpus.

Important Facts to know about APY :-

Since you will be making periodic contributions, the amounts will be debited automatically from your account. You need to make sure that you have sufficient balance in your account before each debit.

You can increase your premium at your will. You just have to visit your bank and talk to your manager and make the necessary changes.

In case you default on your payments, a penalty will be levied. A penalty of Rs. 1 per month for a contribution of every Rs. 100 or part thereof.

Pradhan Mantri Suraksha Bima Yojana :-

The Pradhan Mantri Suraksha Bima Yojana (PMSBY) is an accident insurance scheme launched by the Government of India. It is also known as the PM Rs. 12 Insurance Scheme. The social security scheme is directed towards people belonging to the lower-income category. This is because unlike several other health insurance policies offered by commercial companies, this scheme does not charge a higher premium.

The policy offers an insurance cover against death, total disability, and partial disability. The insurance premium of Rs 12 for the policy shall be deducted from the registered bank account of the policyholder. People in the age group of 18 to 70 can avail the benefits of PMSBY by providing their Aadhaar card as a Know Your Customer (KYC) document.

Internet Banking:-

Bank of Maharashtra offers following services through banking & people these facilities by using internet connectivity.

- Account balance inquiry.
- Statement of account.
- View all accounting details for all types of accounts.
- Check status & inquiry.
- Check book queries.
- E-payment of taxes.
- E-payment of taxes.



Mobile banking:-

Bank of Maharashtra offers mobile banking services with its new technology “Maha Mobile”. It is a mobile banking application that works on a safe & secured menu base interface provided through J2ME technology. The customer can carry out inquiry functions, transfer of funds, e-commerce transactions by using mobile application installed on customers mobile instruments

Facilities under Mobile Banking:-

- Balance inquiry.
- Add beneficiary.
- Funds transfer- within customer’s own account
- Funds transfer- to any other account within Bank of Maharashtra.
- View of mobile banking transaction log.
- Change of application password.



CONTRIBUTION DURING SIP :-

Week 1:-

- On Thursday I join Bank of Maharashtra branch Sindewahi.
- I talk to the manager of the bank Mr. Swapnil Wanve about my internship and submit my internship letter issued by College.
- After inquire he allow me to start my internship to his branch.
- He told me about some of the operation of the.
- After that he told me about different schemes of Bank of Maharashtra.

Such as

1. Public provident fund scheme
2. Mahabank Salary Account scheme
3. Atal Pension Yojana
4. Pradhan mantri suraksha bima yojna

Week 2:-

- It was the week when I start taking part in the operation of the bank.
- That I was placed with a senior employee Mr. Umesh sir who have more knowledge about the working.
- He was a young man. He told me about clearing and collection of cheques and how they are received and stamped .
- How to print passbook.
- How to handle customers.
- In this week my main work is explaining the features and benefits of Public Provident Fund Scheme

Week 3:-

- In this week I learn how to handle a customer which have all the knowledge about the banking system.
- That I also learn about different language's use how to satisfy the customer.
- When I ask one of the senior employee about English whether it is important or not. He answered me English is very much important but it depends the location. The area where you are performing your job.
- I also learn how to make links with others because these are very much important.
- In this week my main work is explaining the benefits of Agriculture Loan

Week 4:-

- In this week I learn, Deposit Slip is another very important part of bank. That day I also learn how to fill it.
- DD Demand Draft is another name of Pay Order.
- That day I did a mistake then my senior Mr. Mohan sir told me about that and then told how to cancel the stamp.
- Festival is nearer so customers are withdrawing their amount from their account.
- Then in the end I learn how cheques are feed in the computer after clearing which is called Jouting. It was a very long day for me I was very tired at the end of the day. After clearing they sent it to NIFT (National Institution of Fund Transfer/National Institution Facilitation Technology).
- In this week my main work is explaining the customers about Mahabank Salary Account Scheme and various third party products offered by bank such as Life Insurance and Health Insurance

Week 5:-

- In this week I spend a lot of time with marketing employee of the bank.
- He told me a lot of ways of marketing of bank. But there work is not doing marketing of the
- bank. There work is promoting of the branch by bring people who want to open
- account in their bank account in their bank.
- explaining the customers about ATAL Pension Yojana and The Pradhan Mantri Suraksha Bima Yojana

Week 6:-

- In this week I worked a lot with my seniors. My purpose of that day was discussion on Mobile and internet Banking with my senior Mr. Umesh sir.
- That day one of Marketing person called PBO (Personal Banking Officer) which are under RM (Regional Manger) or RO (Regional Officer) told me about the their work. How much their work is difficult and the salary is not good
- In the end of the working day I of the working day I conduct the interview of my manger of the branch Mr. Swapnil Sir. I feel he was little hastened to answer my questions. I ask him what he think about English.
Is it important or not? He said there is not much custom understand English.
So Is not important. Important is that that your customer should be satisfy
- In this week my main work is explaining the features and benefits of Internet Banking and Mobile Banking.

Week 7 :-

- The important thing for today was that I conducted the interview of my branch manager Mr. Swapnil sir.
I asked him what he thought about MBA. He said after MBA if you got any kind of job, just do it without thinking about salary because there is not much job's available in the market.
- When I asked him about loyalty.
He answered loyalty is that where you are doing your job do it with full devotion and when there is a chance of getting more salary in another organization you must avail that chance.
- This was the last week of my internship. I submitted the report of my internship to the manager sir.

Lessons Learnt :-

Internship Experience

Being a student of DMSR GS College, Nagpur, was able to have an opportunity to be at the Bank of Maharashtra. This was a great chance for me to enhance and gain practical knowledge at a work place. “Internship is the right way to start a career” this statement was unclear until I stepped at the Bank.

The Bank Internship offers highly motivated and successful individuals an opportunity to improve their skills while working in a diverse environment. Interns generally find the experience to be rewarding and interesting.

Major things I have learned :-

In my training, I have been taught about:

- General banking like depositing and withdrawing money from the accounts with the help of cheques and vouchers.
- Transferring amount from one account to another by cheque or voucher.
- Opening and closing of saving account.
- Reopening of saving account
- Clearing of cheques: Inward clearing.

LIMITATIONS

The study is complicated with the following limitations:

- ✓ Only one bank is selected to study so there is no comparative analysis The scope is limited for Chandrapur district & specifically one branch, i.e Sindewahi branch.
- ✓ The time available for the purpose of study is very less i.e. twenty days only. Mostly secondary data is referred than the primary data for the study is limited.
- ✓ The survey was conducted in the BOM.
- ✓ Target customers and respondents were too busy persons, so it was difficult to get their time and view for specific questions.
- ✓ Area covered for the project while doing job also was very large and it was very difficult to correlate two different customers / respondents' views in a one.
- ✓ Every financial customer has his / her own need and according to the requirements of the customer product customization was not possible

RESEARCH METHODOLOGY

The Research and Methodology adopted for the present study has been systematic and was done in accordance to the objectives set which has been detailed as below.

Research Definition

Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course of action.

According to Redman & Mory, research is defined as a “Systemized effort to gain new knowledge”.

Research is scientific activity in which decision is made & problem is solved.

Research Methodology

The method or framework within which the research is to be done is called Research Methodology.

Types of Research of my study is

- Exploratory
- Descriptive procedure of Bank of Maharashtra.
- Data Collection

(1) Primary Data:-

In the form of feedback of the farmers collected through questionnaire.

(2) Secondary Data:-

All the data is collected from the books, publication, records, by the bank.

Websites.

FINDINGS

- ✓ Customers were satisfied from the quick response and good customer relationship.
- ✓ Customer found employees of BOM very helpful and cooperative.
- ✓ BOM practice marketing they listen to customer complaints and solve them as well, and this forms their most marketing technique.
- ✓ Marketing contributes greatly to overcome competition in today's changing business.
- ✓ Customer are more influenced for taking loan from BOM because of trust, customers have on BOM.
- ✓ Customer found the procedure of all operations simple.
- ✓ There is too much manual documentation for All types of loan. As today's world is technological world, so it is possible to do online documentation. It reduces the bourdon on the customer.
- ✓ There should be some subsidy on interest rates for retail loans like home loan, education loan and vehicle loan if customers do the regular payment of the interests. It will attract more customers.

CONCLUSION

- ✓ Bank of Maharashtra has developed manifold in short period of time due to facilities and services provided to customers and this growth rate can be keep it up. The working staffs are very co-operative in nature and due to that the bank will also get good benefit

- ✓ Bank of Maharashtra has provided their customer net banking facilities and due to that transactions are done fast. Charges at Bank of Maharashtra are on lower side when we compare it with other banks.

- ✓ Bank of Maharashtra has differentiated itself very well on the basis of high level service and product quality. They have successfully implemented the change and due to this their market share increased only despite of tough competition prevails.

- ✓ In this study I found that the bond of BOM with its customers is very strong, because BOM mainly focuses on retaining their customers.

- ✓ This study finds that however BOM is not the leading public sector bank but its vast range of products and availability of options make it one of the better banks in Maharashtra.

SUGGESTION

- ✓ There is too much manual documentation for loan. As today's world is technological world, so it is possible to do online documentation. It reduces the burden on the customer.
- ✓ Sanctioning of loans takes lots of time. If there is have online documentation and process, it will help to reduce the time.
- ✓ Bank should help customers if there is urgency of the loan by taking less time for sanctioning, by verifying all documents and followed by all steps.
- ✓ There should be some subsidy on interest rates for retail loans like home loan, education loan and vehicle loan if customers do the regular payment of the interests. It will attract more customers.

BIBLIOGRAPHY

- www.bankofmaharashtra.in
- www.google.com
- Hand book of Bank Of Mharashtra
- Data from internal sources.

Annexure

Application form of PPF Account :-

FORM A
[See sub paragraph (1) of paragraph 4]

Serial No.....

Application for opening a Public Provident Fund Account under the Public Provident Fund Scheme 1968

To
The Branch Manager/Postmaster
..... (Name of the Bank/Post Office)

Paste here a copy of recent passport size photograph

PAN No..... **

I, hereby apply for opening an account under the Public Provident Fund Scheme 1968 in my name/in the name of Kumar/Kumari of whom I am the guardian and tender herewith Rs..... (Rupees) in cash/cheque as the initial subscription.

Permanent address of subscriber/guardian

I agree to abide by the provisions of the Public Provident Fund Scheme, 1968 and amendments issued thereto from time to time.

ACCOUNT IN THE NAME OF A SELF/MINOR(S)/HUF/ASSOCIATION

Date of Birth of minor

Applicant's relationship with minor, if any


(i) I hereby declare that I am not maintaining any other Public Provident Fund Account

(ii) I hereby declare that I am not maintaining any other Public Provident Fund Account, except an account on behalf of a minor or a Hindu Undivided Family or an association of persons.

(iii) I hereby declare that the details of other Public Provident Fund accounts opened earlier by me are as under :-

Sl	Description	Name/Address of the Bank/Post office and Account No.
1	Self account	
2	In the name of minor(s) of whom I am the guardian	
3	HUF Account	
4	In the name of Association of persons	

Application form of APY :-

 ATAL PENSION YOJANA (APY) <small>(Administered by Pension Fund Regulatory and Development Authority)</small> SUBSCRIBER REGISTRATION FORM			
<p>To, The Branch Manager, _____ Bank _____ Branch</p> <p>Dear Sir/Madam,</p> <p>I hereby request that an APY account be opened in my name under National Pension System (NPS) as per the particulars given below.</p> <p><small>* Indicates mandatory fields. Please fill the form in English and BLOCK letters.</small></p>			
<p>1. BANK DETAILS:</p> <p>Bank A/c Number* <input type="text"/></p> <p>Bank Name* <input type="text"/> Bank Branch* <input type="text"/></p>			
<p>2. PERSONAL DETAILS:</p> <p>Name of Applicant in full <input type="text"/> Div <input type="checkbox"/> Smt. <input type="checkbox"/> Kurnat <input type="checkbox"/></p> <p>Full Name <input type="text"/></p> <p>Date of Birth* <input type="text"/> Age <input type="text"/> Mobile No. <input type="text"/></p> <p>Email ID <input type="text"/> Aadhaar <input type="text"/></p> <p>Married Yes <input type="checkbox"/> No <input type="checkbox"/> If married, spouse name is mandatory. Spouse will be the default nominee under APY.</p> <p>Name of Spouse <input type="text"/> Aadhaar <input type="text"/></p> <p>Nominee's Name* <input type="text"/> Aadhaar <input type="text"/></p> <p>Nominee's relationship with the subscriber <input type="text"/></p> <p><small>Additional Details in case nominee is a Minor</small></p> <p>Date of Birth* <input type="text"/></p> <p>Guardian's Name* <input type="text"/></p> <p>Whether beneficiary of other statutory social security schemes Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Whether Income Tax Payer Yes <input type="checkbox"/> No <input type="checkbox"/></p>			
<p>3. PENSION DETAILS</p> <p>Frequency of Contribution (Please tick/its) * Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Half Yearly <input type="checkbox"/></p> <p>Pension Amount (Please tick/its) * 1000 <input type="checkbox"/> 2000 <input type="checkbox"/> 3000 <input type="checkbox"/> 4000 <input type="checkbox"/> 5000 <input type="checkbox"/></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;"> <p>Contribution Amount (in Rs.) (To be filled by the Bank)</p> </td> <td style="width: 50%; font-size: small;"> <p>I hereby authorize the bank to debit my above mentioned bank account at the age of 60 for making payment under APY as applicable based on my age and the Pension Amount selected by me. If the transaction is delayed or not effected at all for insufficient balance, I would not hold the bank responsible. Bank undertakes to deposit the additional amount together with overdue interest/penalty.</p> </td> </tr> </table>		<p>Contribution Amount (in Rs.) (To be filled by the Bank)</p>	<p>I hereby authorize the bank to debit my above mentioned bank account at the age of 60 for making payment under APY as applicable based on my age and the Pension Amount selected by me. If the transaction is delayed or not effected at all for insufficient balance, I would not hold the bank responsible. Bank undertakes to deposit the additional amount together with overdue interest/penalty.</p>
<p>Contribution Amount (in Rs.) (To be filled by the Bank)</p>	<p>I hereby authorize the bank to debit my above mentioned bank account at the age of 60 for making payment under APY as applicable based on my age and the Pension Amount selected by me. If the transaction is delayed or not effected at all for insufficient balance, I would not hold the bank responsible. Bank undertakes to deposit the additional amount together with overdue interest/penalty.</p>		
<p>Declaration & Authorization by all subscribers</p> <p><small>I read the prescribed eligibility criteria for assistance under APY and I have read and understood the terms and conditions of the Scheme. I hereby agree to the same and declare that the information furnished by me is true and correct, to the best of my knowledge and belief. I undertake to immediately inform the bank of any change in the above information furnished by me. Further, I do not hold any pre-existing account under APY. I understand that it shall be fully liable for submission of any false or incorrect information or documents. I have read/each explained and have understood the APY guidelines. I further agree to be bound by the terms and conditions of provision of services under the scheme as approved by PFDA/Out of state.</small></p> <p>Date <input type="text"/></p> <p>Place <input type="text"/> Signature/Thumb Impression* of Subscriber <input type="text"/> <small>(* LTI in case of male and RTI in case of female)</small></p>			
<p>ACKNOWLEDGEMENT - SUBSCRIBER REGISTRATION FOR ATAL PENSION YOJANA (APY) (To be filled by the Bank)</p>			
<p>Name of the Subscriber: <input type="text"/></p> <p>PFAN Number <input type="text"/></p> <p>Guaranteed Pension Amount <input type="text"/> Periodicity of Contribution <input type="text"/></p> <p style="text-align: center;">Contribution Amount under APY (in Rs.) <input type="text"/></p>			
<p>Name of the Bank: <input type="text"/></p> <p>Bank Branch: <input type="text"/></p> <p>Receiving Officer's Name: <input type="text"/></p> <p>Date of Receipt of Application: <input type="text"/></p>	<p>Stamp and Signature of the Bank</p>		

Application form of Suraksha Bima Yojana :-

(LOGO) (Name of the Insurance Company)	LOGO (Name of the Bank)										
(Logo of PMSBY)											
PRADHAN MANTRI SURAKSHA BIMA YOJANA											
Consent-cum-Declaration Form											
(To be filled in by members joining the scheme during the permitted "Enrolment Period")											
Agency / BC Code _____											
Savings Bank Account No. _____	_____										
Date of Entry into the Scheme: 1 st June / July / August / September, 2015											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">1. Name in Full _____</td> <td style="width: 50%;">5. Mobile /Contact Number _____</td> </tr> <tr> <td>2. Address _____ _____</td> <td>6. Aadhar No, if available _____</td> </tr> <tr> <td>3. Date of Birth (As per KYC document) (dd/mm/yyyy)</td> <td>7. Whether suffering from any disability _____ If yes, details thereof _____</td> </tr> <tr> <td>4. Email ID _____</td> <td>8. Name & Address of the Nominee, if any, and Relationship with him / her _____</td> </tr> <tr> <td colspan="2">9. Name & Address of Guardian, if nominee is minor _____</td> </tr> </table>	1. Name in Full _____	5. Mobile /Contact Number _____	2. Address _____ _____	6. Aadhar No, if available _____	3. Date of Birth (As per KYC document) (dd/mm/yyyy)	7. Whether suffering from any disability _____ If yes, details thereof _____	4. Email ID _____	8. Name & Address of the Nominee, if any, and Relationship with him / her _____	9. Name & Address of Guardian, if nominee is minor _____		
1. Name in Full _____	5. Mobile /Contact Number _____										
2. Address _____ _____	6. Aadhar No, if available _____										
3. Date of Birth (As per KYC document) (dd/mm/yyyy)	7. Whether suffering from any disability _____ If yes, details thereof _____										
4. Email ID _____	8. Name & Address of the Nominee, if any, and Relationship with him / her _____										
9. Name & Address of Guardian, if nominee is minor _____											
<p>I hereby give my consent to become a member of ' Pradhan Mantri Suraksha Bima Yojana' which will be administered by the above Bank as Master Policyholder.</p> <p>I hereby authorize you to debit today my Saving Bank Account with your Branch with Rs.12/- (Rupees Twelve only) plus Service Tax, if applicable, and on or before 31st May every subsequent year until further instructions to the contrary (strike out whichever is not applicable) a sum of Rupees Twelve or a revised amount that may be decided with immediate intimation to me.</p> <p>I hereby nominate my nominee as indicated above for the benefits under the scheme, in the event of my death. In the event of my death before the nominee reaching the age of 18 years, I hereby appoint the legal guardian of the nominee as indicated above for the purpose of receiving the benefits under the scheme.</p> <p>I declare that I am not insured under Pradhan Mantri Suraksha Bima Yojana under any other Savings Bank Account. In case the same is found to exist, premium shall stand forfeited and no claims would be paid.</p> <p>I agree that the cover shall commence from the 1st of the month subsequent to the date of enrolment in the scheme.</p> <p>I agree to pay full annual premium even if I join the Scheme after the commencement of the Master Policy.</p> <p>I agree that my membership in the Scheme will remain in force as long as all premiums due are paid and until I have attained age 70 years as on Annual Renewal Date.</p> <p>I agree to abide by the terms and conditions of the above Scheme. I agree to your conveying my personal details, as required, regarding my admission into the Pradhan Mantri Suraksha Bima Yojana to _____ (Name of the Insurance Company, to be preprinted).</p> <p>I hereby declare that the above statements are true in all respects and that I agree and declare that the above information shall form the basis of admission to the above Scheme and that if any information be found untrue, my membership to the Scheme shall be treated as cancelled.</p>											
Date: _____											
Signature verified (Bank Branch Official)	Signature of the Account Holder										
ACKNOWLEDGEMENT CUM CERTIFICATE OF INSURANCE											
<p>We hereby acknowledge receipt of "Consent-cum-Declaration Form" from Shri / Smt. _____ holding Saving Bank Account No. _____, Aadhar No. (if available) _____, consenting and authorizing auto-debit from the specified Savings Bank Account to join the Pradhan Mantri Suraksha Bima Yojana with _____ (Name of the Insurance Company) under Master Policy No. _____ certifying coverage as per the Scheme, subject to correctness of information provided regarding eligibility and receipt of consideration amount.</p>											
Seal & Signature of Authorised Bank Official											

Application form of Agriculture Loan :-

BANK OF MAHARASHTRA

Head Office : 'Lokmangal', 1501, Shivajinagar, Pune 411 005

Application No. _____ Year _____

Application form for Agricultural Credit

(To be obtained one time or whenever there is change)

The Branch Manager

Bank of Maharashtra

_____ Branch

Dear Sir,

I/We hereby apply for a loans aggregating of Rs. _____ (Rupees _____

_____ only) and furnish below the necessary information.

Type of credit Amount (Rs.)

1. Production Credit Loan (As per Enclosure-A) : _____

2. Term Loan (As per Enclosure _____) 3. Name of Scheme

(In case of Govt. sponsored scheme)

Purpose

a) _____

b) _____

Total:

GENERAL INFORMATION

1. Full name of the applicant (s) Age Educational Village Taluka /Block /P.O.

Qualification

a. Shri/Smt. _____

S/D/W/of _____

b. Shri/Smt. _____

S/D/W/of _____

2. Name of the Family members Relationship Whether Annual

Dependent Income (Rs.)

a. _____

b. _____

c. _____

d. _____

3. Name of the Karta (in case of joint Hindu Family :

4. Whether belong to (a) Scheduled Caste/Tribes /Backward Class/Minority Community

(b) SF/MF/Agril Labourer

5. Deposit Accounts if any : Bank _____ Branch _____ A/c No. _____