

A Project Report on
"A Study on Services Offered by State Bank of India",

Submitted to
Department of Management Sciences & Research (DMSR)
G.S. College of Commerce and Economics, Nagpur
(An Autonomous Institution)

Affiliated to:
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of
Master of Business Administration

Submitted by
Mazaffar Khan Pathan

Under the Guidance of
Dr. Archana Dadhe

Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur

NAAC Accredited "A" Grade Institution



Academic Year 2023-24

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



Academic Year 2023-24

CERTIFICATE

This is to certify that **Mr. Mazaffar Khan Pathan** has submitted the project report titled, "**A Study on Services Offered by State Bank of India**", under the guidance of **Dr. Archana Dadhe** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that he has ingeniously completed her project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Archana Dadhe

(Project Guide)

Dr. M. V. Purohit

(MBA Coordinator)

Place: Nagpur

Date:

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



Academic Year 2023-24

DECLARATION

I **Mazaffar Pathan** here-by declare that the project with title "**A Study on Services Offered by State Bank of India**", has been completed by me under the guidance of **Dr. Archana Dadhe** in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Re-accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Mazaffar Pathan

Place: Nagpur

Date:

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



Academic Year 2023-24

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Praveen J. Mustoor**, Principal, G. S. College of Commerce & Economics, Nagpur.

I tender my sincere regards to the Coordinator, **Dr. Madhuri V. Purohit** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I am extremely thankful to my Project Guide **Dr. Archana Dadhe** for his guidance throughout the project.

I would like to thank **faculty Prof. Uday Dhomne** for her constant support & guidance throughout the project.

Last but not the least, I am very much thankful to all those who helped me directly and indirectly in successful completion of my project.

Mazaffar Pathan

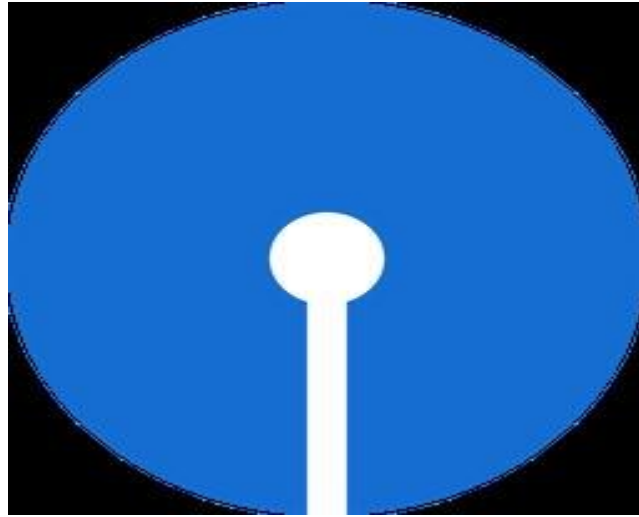
Place: Nagpur

Date:

INDEX

CHAPTER NO.	NAME OF CHAPTER	PAGE NO.(FROM-TO)
I	INTRODUCTION	1 TO 9
II	COMPANY PROFILE	10 TO 17
III	LITERATURE REVIEW	18 TO 23
IV	RESEARCH METHODOLOGY PROBLEM STATEMENT NEED OF THE STUDY OBJECTIVES OF STUDY HYPOTHESES OF STUDY LIMITATIONS OF STUDY	24 TO 31
V	DATA ANALYSIS & INTERPRETATION	32 TO 40
VI	FINDINGS & SUGGESTIONS	41 TO 43
VII	CONCLUSION	44 TO 45
VIII	BIBLIOGRAPHY	46 TO 47
--	ANNEXURE	48 TO 50

CHAPTER NO I
INTRODUCTION



In India the banking is originated in 18th century. The oldest bank in India is the “State Bank of India”, it is the largest commercial bank in India. Its responsibilities taken by Reserve Bank of India. The Imperial Bank of India was took over these responsibilities in 1935 relating to the functioning of commercial Banks. After the Independence the RBI was become nationalized and it got the all powers. And 14 largest commercial banks nationalized in 1961.

In 1786 the first General Bank was established in the country. And the Indian banking system was classified into 3 phases. Indian Banks from 1786 to 1969. Nationalization Banks of India and up to 1991 reforms of Indian Banking sector after 1991.

Bank an institution that deals in money and its substitutes and provides other money-related services. In its role as a financial intermediary, a bank accepts deposits and makes loans. It derives a profit from the difference between the

costs (including interest payments) of attracting and servicing deposits and the income it receives through interest charged to borrowers or earned through securities. Many banks provide related services such as financial management and products such as mutual funds and credit cards. Some bank liabilities also serve as money that is, as generally accepted means of payment and exchange.

Functions of Banks

Banks in India offer a wide range of banking services, such as savings and checking accounts, loans (personal, business, and mortgages), credit cards, investment services, and electronic banking options like online and mobile banking.

Some of the major functions of banks are mentioned below:

Accepting Deposits: Banks provide a safe place for individuals and businesses to deposit their money, which can be withdrawn when needed.

Providing Loans: Banks lend money to individuals and businesses for various purposes, such as home mortgages, business expansion, or personal loans.

Payments and Settlements: Banks enable transactions through various payment methods, like checks, debit/credit cards, and electronic transfers.

Currency Exchange: Many banks offer foreign exchange services, allowing customers to buy, sell, or exchange foreign currencies.

Safekeeping of Valuables: Some banks offer safe deposit boxes for customers to securely store valuable items and documents.

Investment Services: Banks also provide investment products like mutual funds, stocks, and bonds, helping customers grow their wealth

Internet Banking Services: Banks offer online and mobile banking services, making it convenient for customers to access their accounts, pay bills, and transfer funds.

Types of Banks in India:

The Banking System in India is divided into several types, each serving specific functions and purposes. The table below represents the different types of banks in India and how it is further divided:

1) Central Bank

The Reserve Bank of India (RBI) serves as the Central Bank of India and is responsible for regulating and controlling the monetary and banking system in the country.

2) Commercial Banks

These are the most common types of banks and include public sector banks, private sector banks, and foreign banks. They provide various services like savings and current accounts, loans, and investments.

These are the most common types of banks and include public sector banks, private sector banks, and foreign banks. They provide various services like savings and current accounts, loans, and investments.

Public Sector Banks: Owned and operated by the government, examples include State Bank of India (SBI), Punjab National Bank (PNB), and Bank of Baroda (BOB).

Private Sector Banks: These are privately owned and managed banks, such as HDFC Bank, ICICI Bank, and Axis Bank.

Foreign Banks: These banks have branches in India and are headquartered in foreign countries. Some examples are Citibank, Standard Chartered, and HSBC.

Regional Rural Banks (RRBs): These banks cater to rural and semi-urban areas and are owned by the government, commercial banks, and state governments.

3) Cooperative Banks

A Co-operative Bank is registered under the Co-operative Societies Act of 1912 and is run by an elected managing committee. It works on a non-profit, no-loss basis and mainly serves entrepreneurs, small businesses, self-employment, and more in urban areas.

4) Payment Banks

The payment banks are a relatively new banking model in the country that has been conceptualized by the RBI. This bank is allowed to accept a restricted deposit. This amount is limited to Rs. 1 lakh for a customer. The bank also offers services such as ATM cards, net banking and more.

5) Small Finance Banks

These banks primarily serve the unserved and underserved sections of the population, including small businesses and low-income individuals.

This type of bank is licensed under Section 22 of the Banking Regulation Act 1949, and it is governed by the Provisions Act of 1934.

Classification of Banks in India

Banks, forming part of the Banking System in India, can be divided into two categories – Scheduled Banks and Non-Scheduled Banks.

Scheduled Banks

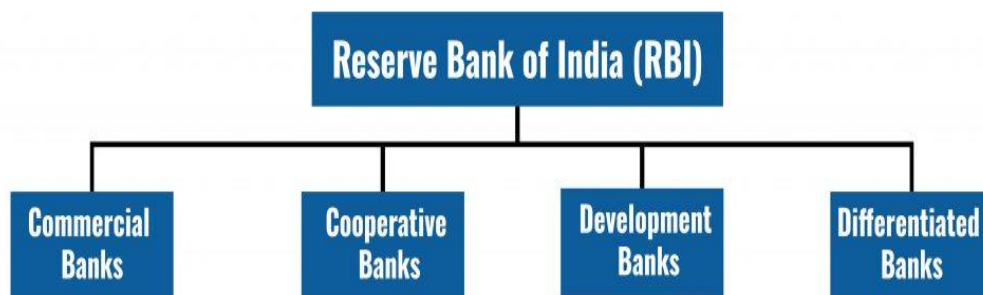
Scheduled Banks under the Banking System in India refer to those financial institutions that are listed in the 2nd Schedule of the Reserve Bank of India Act, 1934. This inclusion signifies that they meet specific criteria set by the RBI and are subject to its stricter regulations.

Non-Scheduled Banks

Non-Scheduled Banks under the Banking System in India refer to those financial institutions that don't meet the criteria to be included in the 2nd Schedule of the Reserve Bank of India Act, 1934. Being excluded from the schedule means they operate under a different set of regulations as compared to Scheduled Banks.

Structure of Banking System in India

The Reserve Bank of India (RBI) sits at the top of the structure of the Banking System in India and acts as the central bank of India. Beneath the central bank operates various types of banks as discussed in the sections that follow.



Reserve Bank of India (RBI)

- The Reserve Bank of India (RBI) is the Central Bank of India, meaning that it is the apex body in the Banking System in India.
- It is owned by the Union Ministry of Finance.
- It acts as a regulatory body, responsible for the regulation of the Indian banking system as well as the control, issuing, and maintaining money supply in the Indian economy.

Its Objectives, History, Structure, Functions, and Other Related Concepts can be studied in our detailed article on the Reserve Bank of India (RBI).

Commercial Banks

- Commercial Banks refer to those banks under the Banking System in India that run on a commercial basis. It means that they operate and offer services to earn a profit.
- They are regulated under the Banking Regulation Act, 1949.

Their Structure, Types, Importance, and Other Related Concepts can be studied in our detailed article on Commercial Banks in India.

Cooperative Banks

- Cooperative Banks refer to those financial institutions under the Banking System in India that operate on the principles of cooperation and mutual benefit for their members.
- They belong to their members who are both the owners and customers of the bank.
- Thus, it can be said that the customers are the owners of these banks.
- Cooperative Banks are named so because these have the cooperation of stakeholders as the motive.

Their Features, Regulations, Structure, Significance, and Other Related Concepts related to Cooperative Banks can be studied in our detailed article on Cooperative Banks in India.

Development Banks

- Development Banks are also known as Term-Lending Institutions (TLIs) or Development Finance Institutions (DFIs).
- They are specialized financial institutions under the Banking System in India that provide long-term finance and support to the sectors of the Indian economy which possess higher risks and cannot have access to adequate loans from Commercial Banks.

Their Types, Roles, and Other Related Concepts can be studied in our detailed article on Development Banks in India.

Differentiated Banks

- Differentiated Banks under the Indian Banking System refer to those banks that cater to a specific segment of customers.
- The concept of Differentiated Banks was introduced in the Banking System in India by the RBI based on the recommendations of the Nachiket Mor Committee in 2013 in order to offer specialized services or unique products designed specifically to suit a particular sector.

CHAPTER NO II
COMPANY PROFILE



SBI BANK

State Bank of India (SBI) is a major Indian public sector bank headquartered in Mumbai, Maharashtra. It holds the position of the 48th largest bank globally by total assets and was the sole Indian bank listed in the Fortune Global 500 for 2020. SBI dominates the Indian banking sector with a 23% market share by assets and is the largest employer in the country with nearly 250,000 employees. Notably, in 2023, it ranked 77th in the Forbes Global 2000 list.

SBI achieved significant milestones in market capitalization, crossing ₹5 trillion in September 2022 and ₹6 lakh crore in February 2024, making it the second PSU to do so after Life Insurance Corporation. Recognized by the Reserve Bank of India as a Domestic Systemically Important Bank (D-SIB), SBI is considered crucial to India's financial stability.

The bank's roots trace back to the Bank of Calcutta in 1806, evolving through mergers and acquisitions to become the State Bank of India in 1955. It has absorbed over twenty banks throughout its history.

In August 2022, SBI launched its first dedicated branch for start-ups in Bengaluru, aiming to support and foster India's burgeoning start-up ecosystem.

Products and Services Offered SBI offers a plethora of products and services such as savings account, credit cards, fixed deposits, personal loan, home loan, business loan, debit card, loan against property, car loan, gold loan, mudra loan and more.

Business of SBI

Mainly the SBI business was initially, discounting bills of exchange, other negotiable private Security, and maintaining cash notes, loan in restricted to Rs.1 lakh and accommodation Period for 3 months only. The security is for these loans was public security treasures, Jewelries, plate or goods „not of a perishable nature“ and for these no interest charged above 12%. Loans against goods like indigo, salt, wooliness, cotton silk goods and opium were also Granted but these are only by the way of cash credits gained momentum. Only from 19 Century and all commodities including tea, jute and sugar which began to be financed later were either pledged or hypothetical to the bank. Promissory notes were signed by the Borrower in the favor of guarantor. Which was in turn endorsed to the bank. Some landings are prohibited i.e.lending against shares, mortgage of house or land or other real property.

First Five Year Plan

In 1951, when the First Five Year Plan was launched, the development of rural India was given the highest priority.

The commercial banks of the country including the Imperial Bank

Of India had till then confined their operations to the urban sector and were not equipped to respond to the emergent needs of economic regeneration of the rural areas. In order, therefore, to serve the economy in general and the rural sector in

particular, the All India Rural Credit Survey Committee recommended the creation of a state-partnered and state-sponsored bank by taking over the Imperial Bank of India, and integrating with it, the former state-owned or state-associate banks. An act was accordingly passed in Parliament in May 1955 and the State Bank of India was constituted on 1 July 1955. More than a quarter of the resources of the Indian banking system thus passed under the direct control of the State. Later, the State Bank of India (Subsidiary Banks) Act was passed in 1959, enabling the State Bank of India to take over eight former State-associated banks as its subsidiaries (later named Associates).

The State Bank of India was thus born with a new sense of social purpose aided by the 480 offices comprising branches, sub offices and three Local Head Offices inherited from the Imperial Bank. The concept of banking as mere repositories of the community's savings and lenders to creditworthy parties was soon to give way to the concept of purposeful banking sub-serving the growing and diversified financial needs of planned economic development. The State Bank of India was destined to act as the pacesetter in this respect and lead the Indian banking system into the exciting field of national development.

Services of SBI

ATM Services:

SBI offers the convenience of 43,000+ ATMs in the country. This means that one can transact free of cost at the ATM of State Bank Group using any State Bank ATM-cum-debit card. This includes the ATMs of State Bank of India as well as the associate banks - namely, State Bank of Bikaner and Jaipur, State Bank of Hyderabad, State Bank of Mysore, State Bank of Patiala and State Bank of Travancore, said SBI.

Cards:

SBI offers a host of debit cards, ranging from classic debit cards to RuPay debit cards, silver international debit cards to global international debit cards, from gold international debit cards to platinum international debit cards, among others.

Internet Banking:

The Internet banking portal of the bank- onlinesbi.com, enables its retail banking customers to operate their accounts from anywhere anytime, removing the restrictions imposed by geography and time. It's a platform that enables the customers to carry out their banking activities from their desktop, aided by the power and convenience of the internet, noted SBI.

Online Trading:

SBI in alliance with SBI Cap Securities Limited offers an online trading account which allows trading from the comfort of home or office through the internet. This service provides a 3-in-1 account which is an integrated platform of savings bank account, demat account and an online trading account.

Loan:

The State Bank of India (SBI) offers different types of loans such as SBI Personal Loan, SBI Home Loan, SBI Auto Loan, SBI Business Loan, SBI Education Loan, SBI Gold Loan, SBI Loan Against Property, and others. The SBI is known to offer loans at lower interest rates as compared to other banks and financing companies.

SBI Auto Loan:

The individuals can also take auto loans from SBI to purchase a new vehicle such as - car, bike etc.

SBI Personal Loan:

The Bank also offers a personal loan to individuals for a various purpose. The individuals can apply for a personal loan to bear the extra expenses that he/she cannot afford with his/her current income. The loan amount sanctioned depends upon the eligibility and loan re-payment capability of individuals.

SBI Home Loan:

SBI allows customers to take housing loans to buy a house and also to renovate the house property. The home loan interest rate offered by SBI is considered to be lower as compared to other banks.

Education Loan:

State Bank of India charges no processing fees when the student pursues higher education in India or when the loan amount sought is below ₹ 20.00 Lakh for foreign education. State Bank of India also doesn't charge any hidden fees on the loan amount sought.

Saving Account:

State Bank of India provides an array of savings accounts for minors and adults. This range includes SBI Basic Savings Account, Small Savings Account, Savings plus Accounts and more. On this page, you can check and compare the latest SBI savings account interest rate applicable in 2024 and also learn how to open SBI savings account online or offline, documents required and other details

Safe Deposit Locker:

Most of the banks in India, irrespective of their size, tend to offer locker facilities to customers. An account holder can securely store their valuables with a locker facility. State Bank of India (SBI) offers locker facilities as a value-added service to keep your important things such as documents, jewelry and other valuable items safe from any threat. In exchange for the service, SBI charges a certain fee every year from its customers.

For the safety of valuables, SBI offers safe deposit locker facility at a large number of branches. There is a nominal annual rent, which depends on the size of the locker and the center at which the branch is located. The rent is payable in advance for the financial year. A copy of the locker agreement regarding operation of the locker is provided to the locker hirer at the time of allotment of the locker, noted SBI. The major advantage of availing these facilities is that in the event of unfortunate death of one of the joint locker-hirer, the right to the contents of the locker does not automatically devolve on the surviving joint locker-hirer/ nominee (s), unless there is a survivorship clause/ nomination.

MERGING WITH OTHER BANKS

In 1st April 2017 the State Bank of India has merged with the six Banks, that is the State of Bikaner & Jaipur, State Bank of Hyderabad, State Bank of Mysore, State Bank of Patiala, State Bank of Travancore and Bharatiya Mahila Bank.

Key Areas of Operations The business operations of SBI can be broadly classified into the key income generating areas

Such as:

- National banking
- International Banking
- Corporate Banking
- Treasury Operations
- Associates and Subsidiaries

CHAPTER NO III
LITERATURE REVIEW

1 “Emerging Financial Services Offered by Bank (SBI)”

Author Name: Shabd Braham

Year: 17 June 2018

CONCLUSION: The State Bank of India is India's largest commercial bank which have 16,000 branches. SBI provides a huge range of banking products through its network of branches in India and overseas, including NRI's product. SBI has 14 regional hubs and 57 Zonal Offices. SBI provide easy to approachable internet banking services. Here www.onlinesbi.com, is the Internet banking portal of bank. SBI provided online booking facilities. SBI provide a easy facility to pay bill of Telephone, Mobile, Electricity, Insurance and Credit Card bills electronically over Online SBI website <https://www.onlinesbi.com>. Telegraphic or wire transfers can be made through branches abroad or correspondents to branches of SBI, having SWIFT/TT drawing arrangements. SBI starts NO queue Mobile App. SBI provide 3 in 1 facilities- Saving account, D-mat and online trading account.

2. “Customer Satisfaction on E-Banking Services (With Special Reference to State Bank of India (Sbi)”

Author Name: G. Kolanchinathan

Year: 28/2/2021

CONCLUSION: E-Banking is your personal banking service on the Internet, protected with bank identifiers. It is available anywhere, anytime. E-Banking allows you to pay invoices to Finnish and foreign recipients easily and securely. You can also check your account balances and transactions. You can order a new card, withdraw a loan granted to you and make mutual fund subscriptions. You access e-Banking services by obtaining bank identifiers. E-Banking as such is

free of charge but commissions and fees in accordance with the service tariff will be levied on orders and other transactions carried out through e-Banking. E-Banking allows you to pay invoices to Finnish and foreign recipients easily and securely. You can also check your account balances and transactions. You can order a new card, withdraw a loan granted to you and make mutual fund subscriptions. You access e-Banking services by obtaining bank identifiers.

3 “A Study on Customer Satisfaction towards Banking Services Provided by SBI”

Author name: P. Satheesh Kumar

Year: I Jan 2022-

Conclusion: The banking sector is undergoing major changes due to competition and the advent of technology. The customers are looking for better and quality services which would enhance their satisfaction. From the above analysis, it is clear that the SBI bank caters most of the customer needs and it's has satisfied majority of its customers. SBI bank has many positive features and satisfies most of the customer needs by the services offered. In spite of this fact, it has been observed that many customers are not aware of all sorts of facilities provided by SBI

4. “Customer Preference Towards E-banking Services Offered by State Bank of India”

Author name: Dr. Arti Gaur

Year: July-December 2009

Conclusion: The objectives of this research is to raise customer insights and ascertain which bank's E-banking services they prefer. Following data collection, the researcher determined which commercial bank provides superior

E-banking services to consumers. The customer age, education, occupation and income everything plays very important contribution towards the preference of the E-banking services. The data analysis takes into account the customers' age, educational level, occupation, and income level.

5 “Studied the level of customer satisfaction and marketing strategies in both private and public sector banks in India”

Author Name: Aurora and Malhotra

Year: (2010)

CONCLSION: It revealed six factors of customer satisfaction in public sector banks viz, routine operations, price, situational environmental technology and interaction. But in private banking sector, they found seven factors in total, having staff factors as the top ranked and situational factors as the lowest ranked items. Instead of price factor

6.” Comparative Service Quality Assessment of Sbi & Hdfc Using Serval Model.”

Author Name: Mohd Imran Siddiquei

Year: (June, 2015)

Conclusion: The banking sector in India has been an ever evolving time to time measures have been introduced to evolve new dimensions of the banking sector. It has been right from the year 1969 when the first reforms were introduced with the nationalization of the 14 Indian banks. Even the introduction of the new economic policy of 1991 has also affected the Indian banking system. India is witnessing robust growth in both public and private sector banking. In urban areas where penetration of banking is much better than rural areas, customer service has become the important marketing tool to attract and retain new

customers. This study derives various conclusions from the research with respect to gap between customer perception & expectation of both HDFC & SBI in Aligarh region. Both banks have got Negative Scores in all the dimension of SERVQUAL model, only difference is of magnitude. It has been proved in the study that HDFC provides better customer service in comparison to SBI.

7. Rural Customers Awareness on Sbi Atm Services

Author: Dr R Gopi1 A. Karthikeyani

Year: 9, September 2015

CONCLSION: Nowadays ATM acts as a Personal Bankll to the ATM card holders which provide the various facilities to the customers anywhere and at any time. It is found that card holders are well aware on the basic services. SBI must frame programs and strategies to enhance the awareness level on all its Innovative Services.

8. Customer Satisfaction Regarding Home Loans– A Comparative Study Of Icici Bank and Sbi Bank

Author Name: Dr. Arti Gaur

Year: July-December 2009

CONCLSION: ICICI Bank has excellent staff members in terms of behavior in comparison to the staff members of SBI. Services of ICICI Bank are much better than SBI. The main reasons for satisfaction are competitive rates and true commitment. The reasons for dissatisfaction are hidden charges.

9. Impact on service quality of SBI

Author name: Azhagar Saza

Year: 10 November 2019

CONCLUSION: service Quality is the degree of excellence in the service performance. Quality in customer service is the only way a business can differentiate itself from its competitors. It is regarded as a strategic organizational weapon. This study aims to find out the most important attributes of service quality in commercial banks which can be used to evaluate the characteristics of banking service quality as perceived by customers and it attempts to measure and compare service quality among private, public and foreign banks in Chennai city on the basis of customer's expectations and perceptions of quality of services.

10. Assessing the Issues of SBI Online Banking at Chennai

Author Name: N. Premavathy

CONCLSION: The cut throat competition and increasing expectation of customers had resulted in increased awareness on information technology among the commercial banks in India. The arrival of foreign and new private sector banks with their superior technology based services has also forced the commercial banks in India to switch over to the new technology in their day to day operations. Thus providing Internet banking is increasingly becoming a "need to have" than a "nice to have" service

CHAPTER NO IV
RESEARCH METHODOLOGY

Basically there are three approach in collection of primary data

- Survey
- Questionnaires
- Observation

The Research has a choice of to main research instrument in collection primary data: questionnaires and mechanical devise. In my marketing survey I have used questionnaires for collection primary data.

Questionnaire constitutes the most prevailing method of information method among the communication method used. Both structure and unstructured questionnaire used in marketing research. Different scale of measurement can be conducted and used to capture appropriately the strength of audience response.

Secondary was collected through various research journals & websites.

Sample Design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure adopted in selecting items for the sample. The main constituents of the sampling design below-

Sampling unit

A sampling framework, i.e. developed roe the target population that will be sampled. I.e. who is to be surveyed?

Sample unit taken by me – Survey, Questionnaires & Observation

Sample size

It is the substantial portions of the largest population that are sampled achieve reliable results.

Sample size - The Survey was conducted to 100 respondents of the study.

DATA COLLECTION

Primary data refers to original data collected first hand by the researcher for a specific research purpose. This data is gathered through methods such as:

Surveys,

Observations

Questionnaires

The study was conducted to assess the services provided by SBI to its Customer.

- The Survey was conducted to 100 respondents of the study.
- The data collection for the project is secondary data. The data is collected from the SBI website.

PROBLEM STATEMEN

This Study Endeavors To Delve Into The Intricacies Of The Service Landscape Of State Bank Of India, With A Specific Focus On Identifying The Underlying Factors That Influence Customer Perceptions, Satisfaction Levels, And Loyalty Towards Its Services. By Elucidating The Key Determinants Of Service Quality, Responsiveness, Accessibility, And Reliability, This Research Aims To Furnish Actionable Insights That Can Empower SBI To Enhance Its Service Delivery Mechanisms, Fortify Customer Relationships, And Fortify Its Position In The Competitive Banking Sector.

Through A Comprehensive Examination Of Customer Feedback, Employee Perspectives, Operational Processes, And Industry Benchmarks, This Study Seeks To Delineate The Areas Of Strength And Areas For Improvement Within SBI's Service Ecosystem. By Addressing The Identified Gaps and Leveraging Strategic Interventions, SBI Can Not Only Augment Its Service Offerings but Also Cultivate a Culture of Continuous Improvement and Customer-Centricity, Thereby Fostering Sustainable Growth and Enduring Success in the Dynamic Banking Landscape.

NEED OF THE STUDY

- To analyze customer feedback and satisfaction level.
- To know the idea of customers about products and services.
- To know the problem faced by customers
- To know the benefits provided by SBI

OBJECTIVES OF THE STUDY

- To study the overview of SBI and its services.
- To analyses the relationship among service quality dimensions.
- To offer valuable suggestions and recommendation for the improvement of service of SBI.
- To determine the feedback on services provided by a State Bank of India.
- To study the types of benefits provided by bank services

HYPOTHESIS

Null Hypothesis (H0): "Customers are not satisfied with the services offered by SBI Banks."

Alternate Hypothesis (H1): "Customers are satisfied with the services offered by SBI Banks."

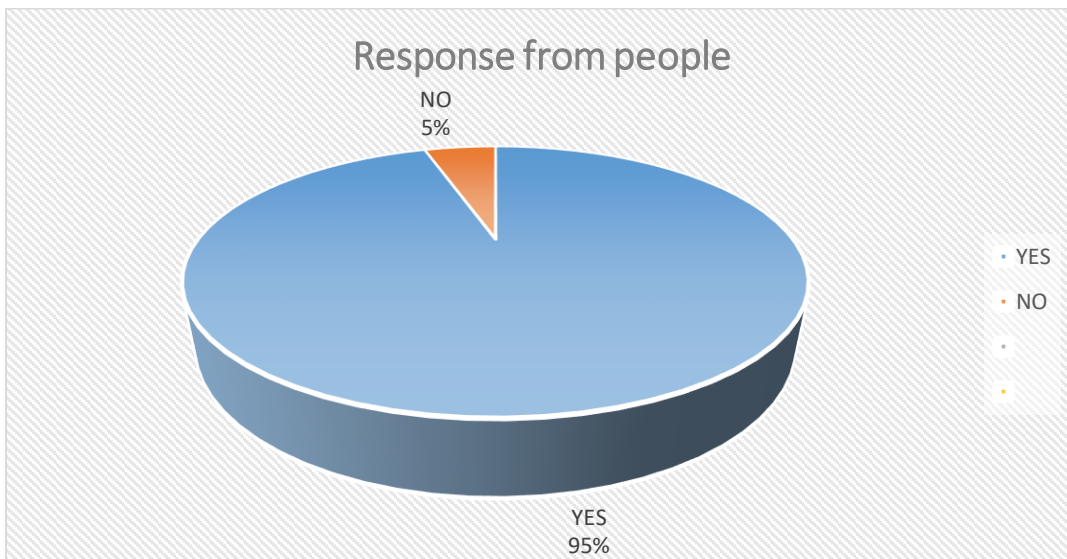
LIMITATIONS OF STUDY

- The survey has been conducted only on 100 respondents.
- The investigation depends on the information of past 5 years only.
- The timespan of the research was limited.
- Unwillingness of some respondent to provide information

CHAPTER V
DATA ANALYSIS AND INTERPRETATION

Q.1 Are you aware of products and services provided by SBI?

Particular	No.of Respondents	Percentage %
Yes	95	95%
No	5	5%
Total	100	

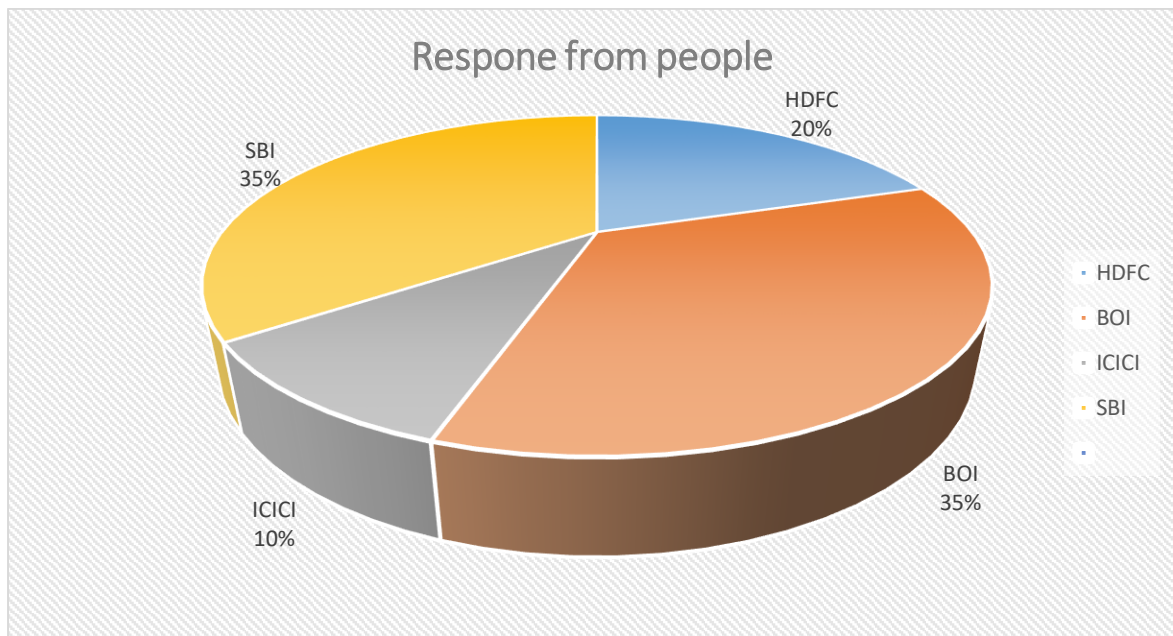


INTERPRETATION:

From the above data it is clear that is 95% of the people of the Nagpur have the idea about the products and services of SBI. And the remaining 5% of the people have the idea about the product they are using. These people are typically from rural areas.

Q 2 On which bank you depend for your regular transactions?

Particular	No.of Respondents	Percentage %
HDFC	20	20%
BOI	35	35%
ICICI	10	10%
SBI	35	35%
Total	100	

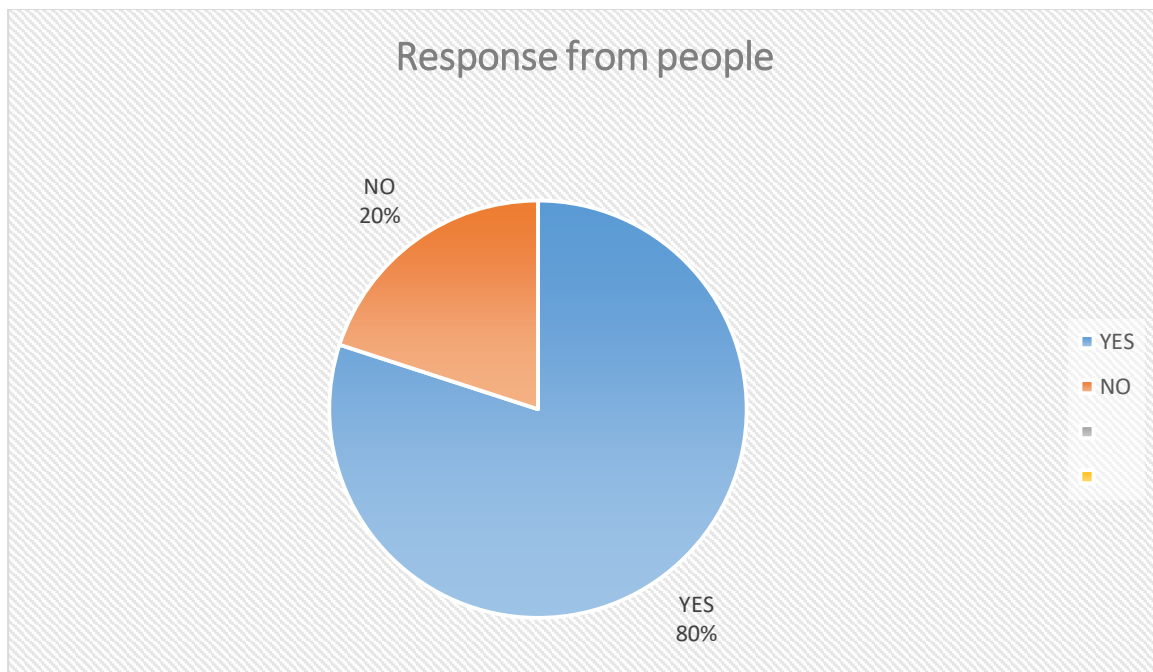


INTERPRETATION:

It's been discovered that approximately 60% correspondents are using the carrier of SBI for Their daily transaction, round 15% of humans are using ICICI financial institution for his or her transaction and best 20% of humans are using HDFC & 5% other bank provider Respectively in Nagpur.

Q 3 Is the rate of charges on services are very low of SBI compared to other Banks?

Particular	No.of respondents	Percentage (%)
Yes	85	85%
No	15	15%
Total	100	

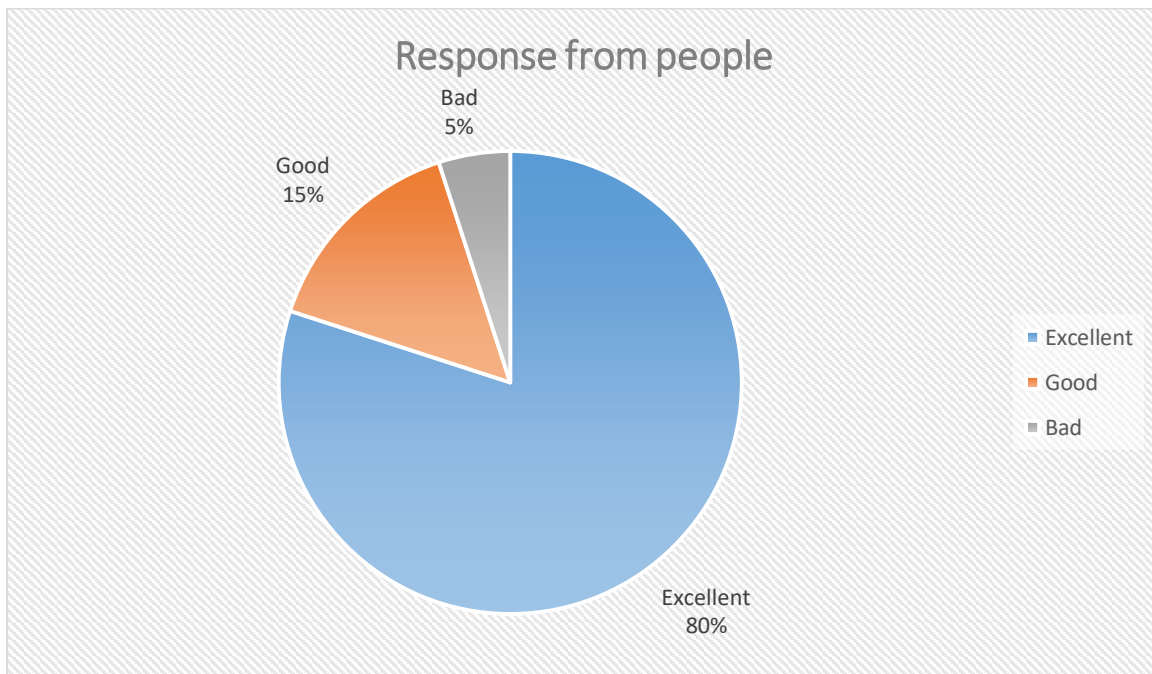


INTERPRETATION

From the above we can understand that the 85% of the people are think that the charges rates on services of the SBI is low comparing to other banks. But only 15% of the people is think negative through this sample.

Q4 what do you feel about the services provided by the SBI?

Particular	No.of Respondents	Percentage (%)
Excellent	80	80
Good	15	15%
Bad	5	5%
Total		

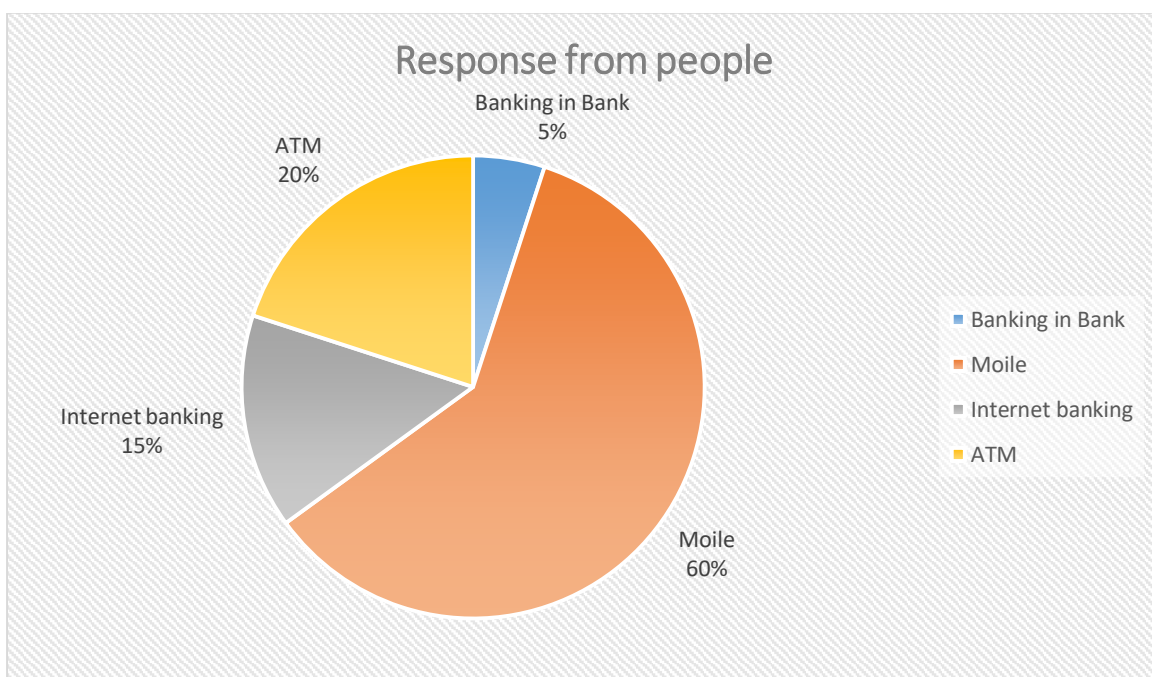


INTERPRETATION:

The people are using different products and services of the SBI, and the sample of 100 people the 80% people are giving excellent feedback , 15% of the people are gave good, In this there is 5% giving bad feedback about SBI products and services.

Q5 The most frequently used services by you is

Particular	No.of respondent	Percentage
Banking in bank	5	5%
Mobile	60	60%
Internet banking	15	15%
ATM	20	20%
Total	100	

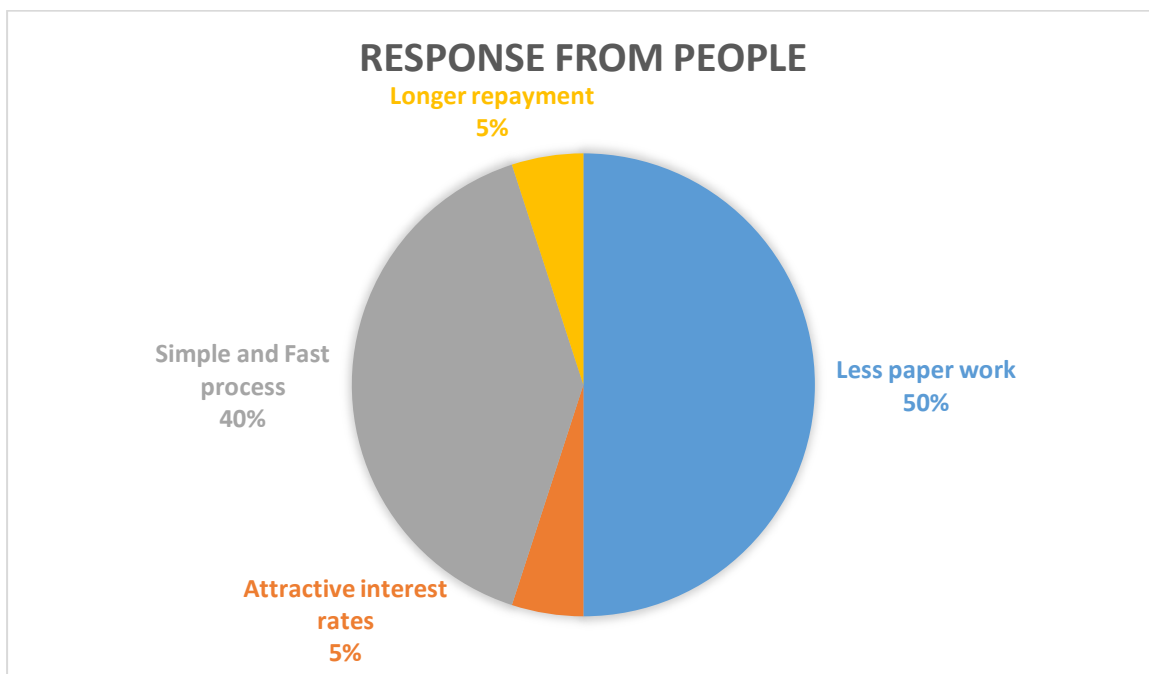


INTERPRETATION:

The people are using different products and services of the SBI, and the sample of 100people the 5% people are giving using banking in bank, 60% of the people are using mobile services and 15% and 20% are using Internet banking and ATM...

Q6 which feature do you like in SBI?

particular	No.of Respondents	Percentage
Less paper work	50	50%
Attractive interest rates	5	5%
Simple and Fast process	40	40%
Longer repayment	5	5%
Total	100	

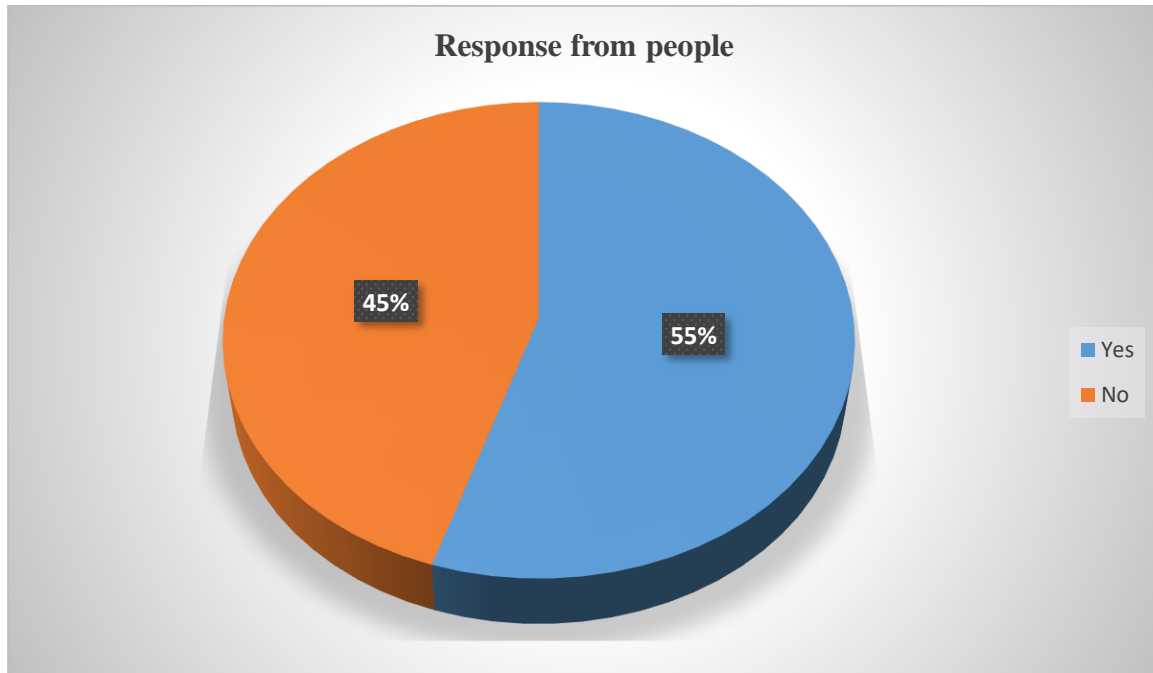


INTERPRETATION:

From the above we can understand that the features that like customers in SBI. In that 50% are like the less paper work, 5% are like the attractive interest rates given by SBI, 40% are for the simple and fast process and 5% people are like the longer repayment given by the SBI.

Q7 Have you ever visited bank branches after using our online Banking?

Particular	No.of Respondent	Percentage
Yes	55	55%
No	45	45%
Total	100	

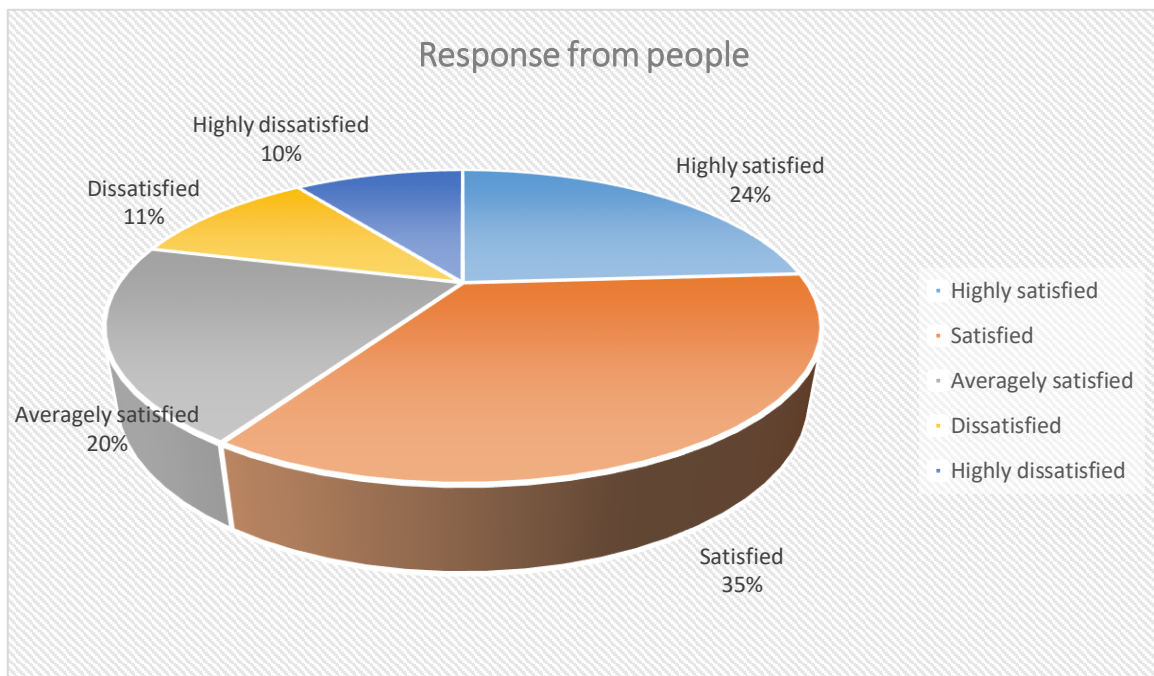


INTERPRETATION:

Here we can see that 55% the SBI holders have visited after using online banking which is high in term of visit the bank branches.

Q8 How do you rate the documentation procedure of SBI Bank?

Sr.no	Category	No.of respondent	Percentage
1	Highly satisfied	24	24%
2	Satisfied	50	50%
3	Averagely satisfied	20	20%
4	Dissatisfied	4	4%
5	Highly dissatisfied	2	2%
Total		100	



INTERPRETATION:

From the above chart we find that 50% of customers are satisfied with documentation procedure of SBI bank.

CHAPTER VI
FINDINGS & SUGGESTIONS

FINDINGS

- Majority of the people are extremely satisfied with the ATM services provided by SBI bank.
- Most of the respondents are extremely satisfied on the responsiveness and the convenient banking provided by SBI bank.
- Maximum number of respondents is neutral about the ATM, internet banking, mobile banking and other customer care services provided by SBI bank.
- From this project it is found that most of the people are satisfied with the services of the SBI bank.
- It has been observed that maximum number of people are using savings account of SBI bank.
- Majority of the respondents are female compared to male dealing with SBI bank.

SUGGESTIONS:

- The management of the SBI should conduct more product and services awareness campaign.
- Since majority of the customer using savings account deposits in every bank. So the bank management should think of introducing new schemes regarding savings account and marketing those to the customers.
- The SBI should increase the level of providing personal attention to individual customer.
- Advertisements of the SBI bank are very less compared to other competitors. It may lead to switching on other banks. So the SBI management should promote more advertisement through various advertisement channels.

CHAPTER VII
CONCLUSION

- The banking sector is undergoing major changes due to competition and the advent of technology. The customers are looking for better and quality services which would enhance their satisfaction.
- From the above analysis, it is clear that the SBI bank caters most of the customer needs and it's has satisfied majority of its customers.
- SBI bank has many positive features and satisfies most of the customer needs by the services offered.
- In spite of this fact, it has been observed that many customers are not aware of all sorts of facilities provided by SBI. Thus the SBI bank should make better awareness campaigns

After the analysis of the following data it can be concluded that Null Hypothesis (Ho) i.e. Customers are not satisfied with the services offered by SBI Banks is rejected. Hence, Alternative Hypothesis (H1) i.e. Customers are satisfied with the services offered by SBI Banks is accepted.

CHAPTER VIII
BIBLIOGRAPHY

[https://en.wikipedia.org/wiki/State Bank of India](https://en.wikipedia.org/wiki/State_Bank_of_India)

<https://www.fincovers.com/banking/loan/companies/state-bank-of-india/#:~:text=History,the%20State%20Bank%20of%20India.>

<https://sbi.co.in/web/about-us/about-us>

<https://www.britannica.com/topic/State-Bank-of-India>

<https://scholar.google.com/>

ANNEXURE

Q1 Are you aware of products and services provided by SBI

- Yes []
- No []

Q2 On which bank you depend for your regular transactions?

- ICICI []
- HDFC []
- SBI []
- BOI []

Q3 what do you feel about the services provided by the SBI?

- Excellent []
- Good []
- Bad []

Q4 Is the rate of charges on services are very low of SBI compared to other banks?

- Yes []
- No []

Q 5 Which feature do you like in SBI?

- Less paper work []
- Attractive interest rates []
- Simple and fast process []

- Longer repayment []

Q6 Is the rate of charges on services are very low of SBI compared to other banks?

- Yes []
- No []

Q7 The most frequently used services by you is

- Banking in bank
- Mobile
- Internet banking
- ATM

Q8 How do you rate the documentation procedure of SBI bank?

- Highly satisfied
- Satisfied
- Averagely satisfied
- Dissatisfied
- Highly dissatisfied