Bunts Sangha's

# S.M.Shetty College of Science,Commerce & Management Studies, Powai, Mumbai -76

Affiliated to University of Mumbai

NAAC Accredited 'A' Grade

IMC RBNQ Certificate of Merit 2019

ISO 21001:2018 Certified

DEPARTMENT OF COMMERCE & ALLIED SUBJECTS

PRESENTS

# Vanijyam

volume V: 2020 -2021

# VISION AND MISSION

## VISION

PERSONALITY DEVELOPMENT
FOR
NATION BUILDING.

## MISSION

- ***To enable*** young minds to discover and develop their potential in an environment conducive to learning.

- ***To develop*** technically competent young individuals with practical skills.

- ***To create*** socially conscious and morally upright global citizens for a new India.


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***HIRANANDANI GARDENS, POWAI, MUMBAI - 400076***

# TABLE OF CONTENTS

# THE EDITORIAL BOARD

## EDITORIAL TEAM

| SR.NO. | NAME OF THE MEMBER | DESIGNATION |
| --- | --- | --- |
| 1 | DR. SRIDHARA SHETTY | PRINCIPAL |
| 2 | PROF. SAHANA RAVIPRASAD | CO-ORDINATOR |
| 3 | PROF. AVNEET KAUR | ASSISTANT PROFESSOR |
| 4 | TOMITA RAJPUT | STUDENT MEMBER |

# FROM THE EDITORIAL

Vanijyam is the epitome of the Indian Culture, an embodiment of the philosophy of economic life in ancient India. It is the collection of concepts with regards to trade and commerce as enumerated in Arthashastra, Sukraniti, Nitisutrani and Manusmriti. Every student of commerce is truly indebted to this ancient treasure of knowledge. With the fifth edition of Vanijyam, we at Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies, strive to unravel the treasure of knowledge of our students and teachers through a string of well written articles that usher a new light on the life of the Department of Commerce and Allied Subjects of the college.

Every article is a piece of art in itself that will keep the readers asking for more.

Wishing you all happy reading from the team of editors of Vanijyam.

- The Editorial

# FROM THE PRINCIPAL'S DESK


The year 2020 was bleak. And while the calendar changes, things may not change all that much until the public health benefits of a mass vaccination campaign kicks in. Meanwhile, it is important to take stock of where India's development dreams stand and where the country can go from here.

The coming decade will witness phenomenal change and disruption in the field of higher education. As academicians, while our focus has been intense on the quality and delivery aspects of education, I feel it is technology that will be the great disruptor of how we teach and measure the outcomes of that teaching. At present, there is a large gap between what students study and what the industry and the world require from them. We are on the verge of collapsing the wall that exists between academia and industry. Industry must engage institutions at the very root stages and drive the development of curricula, teaching methodologies and applied learning experiences.

Our college with the support of all faculties very well managed the Online teaching and witnessed the maximum attendance and participation from learners as well in the academic year 2020 - 21. The college also organised more than hundred webinars and online workshops on various topics of relevance and importance from the learners' point of view.

During this academic year the Department of Commerce has organised many activities. To keep the students engaged during this pandemic the department had organised two online skill development certificate courses on Banking and Mutual Funds & Equity. The department also took initiative in conducting the Student Research Convention to motivate students to take up more research based projects, and organised few career and expert guidance sessions. My best wishes with the Department for the upcoming academic year to come up with many more such activities suitable to the present context.

**- DR. SRIDHARA SHETTY**

# FROM THE COORDINATOR'S DESK

The Department of Commerce and Allied subjects of Bunts Sangha's S.M. Shetty College of Science, Commerce and Management Studies is proudly releasing it's fifth volume of Department Magazine "Vanijyam". The magazine contains the articles contributed by the students, departmental teachers, student enrichment activities conducted by the department and other glimpses of the year 2020 - 21.

The year 2020 - 21 being the unique year the college and the department managed to give the best to the students through online lectures, online value-added certificate courses and online events. There was equal cooperation from our students' side as well where they managed to attend the lectures regularly and participated in maximum events with greater enthusiasm. The teachers also used many innovative teaching methodologies to make the lectures interesting for the students. This pandemic has made everyone learn new things and adapt to the new normal. Our First Year students are still our online learners whom we have not interacted with face to face. Just hoping to meet all of them soon.

The pandemic has taught all of us about the importance of health. "Healthy living" to most people means both physical and mental health are in balance or functioning well together in a person. In many instances, physical and mental health are closely linked, so that a change (good or bad) in one directly affects the other. Therefore to keep oneself fit a few things we have to follow regularly is keeping oneself hydrated - drink plenty of water, avoid eating outside food everyday (once in a while is fine), minimum of 30 to 40 mins exercise or walk and a sound sleep of 7 - 8 hours. If one follows these four to five things I feel one can keep themselves fit and fine physically and mentally. What is more important is giving time to oneself. Let’s pledge today we will keep ourselves healthy both physically and mentally and will face all kinds of situations boldly.

**PROF. SAHANA RAVIPRASAD**

**COORDINATOR - BAF & BBI**

# BEST OUT OF REST

**Ms. SHREYA JAYAKAR SHETTY**

Shreya Shetty of TYBAF Secured 1st position in Cartooning Competition at University Level in Mumbai University Youth Festival 2020 – 21.

# BEST OUT OF REST

**Mr. SUMEET PATEL**

Sumeet Patel of TYBBI is one of the active and vibrant students of the department. He was appointed as Cultural Representative of the class for all three years consecutively and actively participated in the College Cultural Committee as well. He also won many inter college and intra college prizes including Youth Festival of 2019 - 20.

# DEPARTMENT FACULTY

Prof. Virendra Singh

Prof. Niveditha Shetty

Prof. Swati Shetty

Prof. Avneet Kaur

Prof. Sahana Raviprasad


Prof. Komal Tiwari

# HALL OF FAME

| Sr. No. | Event | College Name | Student Name | Class | Position |
|---|---|---|---|---|---|
| 1 | National Poster Competition organised on Bank Nationalization Day | VES College of Arts, Science & Commerce | Sejal Sawant | SYBBI | Second |
| 2 | IT Quiz competition | The Anjumam-I- Islam Computer centre | Saniya Hasam Khan | TYBBI | Consolation |
| 3 | Quix on Accounts, finance and Taxation | SIES College of Commerce & Economics | Mohamed Danish Aslam Antule | TYBAF | Third |
| 4 | Debate on Tourism in different countries | Jai Hind College | Manish Suvarna | SYBAF | Third |
| 5 | Voyage'20 Debate | Jai Hind College | Shreya Shetty | SYBAF | Third |
| 6 | Mock Stock | SIES college | Rahul Raghu Jindam | FYBAF | First |
| 7 | Global leaders meet | NG Acharya and dk Marathe college | Shifaa Faruqui | SYBAF | First |
| 8 | Cartooning (Fine Arts) | University of Mumbai | Shreya Shetty | TYBAF | First |

# WORKSHOPS AND WEBINARS ATTENDED

| Sr.No. | Name of Student | Class | Title of Webinar | Organized By |
|---|---|---|---|---|
| 1 | Shaikh Abdul Rehman Nasir | SYBAF | Session on National Innovation and Startup Policy 2019 | SM Shetty College |
| 2 | Shirley Paul Kolamkannie | SYBAF | E- Gurucool | SM Shetty College |
| 3 | Sanika Shripad Rane | SYBAF | Financial Planning and Investment Management | SM Shetty College |
| 4 | Sanika Shripad Rane | SYBAF | Social Media Marketing | SM Shetty College |
| 5 | Sanika Shripad Rane | SYBAF | Public speaking- effective delivery of talks | UKS College |
| 6 | Manisha Shetty | SYBAF | How can NSS volunteers contibute during this pandemic | NSS Unit SM Shetty College |
| 7 | Manisha Shetty | SYBAF | Diet fitness which leads to a healthy lifestyle | NSS Unit & Health ClubSM Shetty College |
| 8 | Manisha Shetty | SYBAF | Social Media Marketing | SM Shetty College |
| 9 | Manish Suvarna | SYBAF | Ghandhian Philosophy and Women empowerment | WDC |
| 10 | Nishma Shetty | SYBAF | Happiness Mandala | Hoonar Club SM Shetty College |
| 11 | Shweta Kanojia | SYBAF | Happiness Mandala | Hoonar Club SM Shetty College |
| 12 | Krathika Shetty | SYBAF | Social Media Marketing | SM Shetty College |
| 13 | Amrut lal Brijbhan Nishad | SYBAF | Session on National Innovation and Startup Policy 2019 | SM Shetty College |
| 14 | Swastik Prabhakar Shetty | TYBAF | Interview Skills | SM Shetty College |
| 15 | Swastik Prabhakar Shetty | TYBAF | Basics of Intellectual Property Rights | Mumbai University and Teachers Association |
| 16 | ANTULE MOHAMED DANISH ASLAM | TYBAF | E- Gurucool | SM Shetty College |
| 17 | ANTULE MOHAMED DANISH ASLAM | TYBAF | ‘Intellectual Property Rights | IQAC SM Shetty College |
| 18 | ANTULE MOHAMED DANISH ASLAM | TYBAF | “Financial Planning and Investment | Department of Commerce and Allied Subjects S.M.Shetty College |
| 19 | ANTULE MOHAMED DANISH ASLAM | TYBAF | Management” | ATS Learning Solutions |
| 20 | ANTULE MOHAMED DANISH ASLAM | TYBAF | “SOCIAL MEDIA MARKETING" | SM Shetty College |
| 21 | ANTULE MOHAMED DANISH ASLAM | TYBAF | ‘Income Tax Return Filing’ | Department of Accountancy & Financial Management- S.M.Shetty |
| 22 | ANTULE MOHAMED DANISH ASLAM | TYBAF | “YOUTUBE- COPYRIGHT AND MONETIZATION” | The Incubation Center |
| 23 | Supritha Suvarna | TYBAF | Happiness Mandala | Hoonar Club SM Shetty College |
| 24 | Supritha Suvarna | TYBAF | Power planning for carrer prospects in the covid era | UKS College |
| 25 | Supritha Suvarna | TYBAF | E- Gurucool | SM Shetty College |
| 26 | Bincy Mathew | TYBAF | “SOCIAL MEDIA MARKETING" | SM Shetty College |
| 27 | Dubey Sumith Praveen | TYBAF | ‘Income Tax Return Filing’ | Department of Accountancy & Financial Management- S.M.Shetty |

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|---|---|---|---|---|
| 28 | Kartik Lokesh Devadiga | TYBAF | "INTERVIEW SKILLS" | " Placement & Career Guidance Cell" - S.M.Shetty College |
| 29 | Kartik Lokesh Devadiga | TYBAF | "Financial Planning and Investment | Department of Commerce and Allied Subjects S.M.Shetty College |
| 30 | Kartik Lokesh Devadiga | TYBAF | "Session on National Innovation and Startup Policy 2019", | Incubation Center in collaboration with AIC - NITTE- S.M.Shetty College |
| 31 | Dubey Sumith Praveen | TYBAF | "KNOW - SHOW UNION BUDGET 2021 HIGHLIGHTS - A NOVICE PERSPECTIVE | Department of Management Studies - S.M.Shetty College |
| 32 | Mayuri Kondu Varak | TYBAF | "INTERVIEW SKILLS" | " Placement & Career Guidance Cell" - S.M.Shetty College |
| 33 | Mayuri Kondu Varak | TYBAF | Investor Awareness Program | Board of Industry - Academic Partnership - S.M.Shetty College |
| 34 | Mayuri Kondu Varak | TYBAF | "A JOURNEY CALLED ENTREPRENEURSHIP" | The Incubation Center- S.M.Shetty College |
| 35 | Mayuri Kondu Varak | TYBAF | Marathi Bhasha DIvas | S.M.Shetty College |
| 36 | Mayuri Kondu Varak | TYBAF | "SOCIAL MEDIA MARKETING" | SM Shetty College |
| 37 | Mayuri Kondu Varak | TYBAF | 'There is Safety in Silence' | Department of Mass Media and Communication Skills & Internal Committee (IC). |
| 38 | Mayuri Kondu Varak | TYBAF | "YOUTUBE- COPYRIGHT AND MONETIZATION" | The Incubation Center |
| 39 | Mayuri Kondu Varak | TYBAF | "Motivation and Memory | Students' Council- S.M.Shetty College |
| 40 | Mayuri Kondu Varak | TYBAF | Techniques" | IQAC SM Shetty College |
| 41 | Mayuri Kondu Varak | TYBAF | E- Gurucool | IQAC and Alumni Association- SM Shetty College |
| 42 | Mayuri Kondu Varak | TYBAF | E- Gurucool | SM Shetty College |
| 43 | Mayuri Kondu Varak | TYBAF | "Session on National Innovation and Startup Policy 2019", | Incubation Center in collaboration with AIC - NITTE- S.M.Shetty College |
| 44 | Rohit choudhary | TYBAF | "INTERVIEW SKILLS" | " Placement & Career Guidance Cell" - S.M.Shetty College |
| 45 | Sumanth Mahendra Rai | TYBAF | "INTERVIEW SKILLS" | " Placement & Career Guidance Cell" - S.M.Shetty College |
| 46 | Sumanth Mahendra Rai | TYBAF | E- Gurucool | SM Shetty College |
| 47 | Harshada Vinesh Patel | TYBAF | Session on National Innovation and Startup Policy 2019 | Incubation Center in collaboration with AIC - NITTE- S.M.Shetty College |
| 48 | Yadav Babeeta Narendra | TYBAF | 'Intellectual Property Rights | IQAC SM Shetty College |
| 49 | Khushi Chaplot | SYBBI | Happiness Mandala | Hoonar Club SM Shetty College |
| 50 | Supriya Maurya | SYBBI | Ghandhian Philosophy and Women empowerment | WDC |
| 51 | Shreyas Muddu Shetty | SYBBI | Unpacking Gender | Akshara Centre & WDC of Mumbai University |
| 52 | Shreyas Muddu Shetty | SYBBI | LGBTQ - Rights and Awareness | SM Shetty College |
| 53 | Ankita Maurya | SYBBI | Investor Awareness | BIAP with SM Shetty College |
| 54 | Waman Dhuri | SYBBI | Ghandhian Philosophy and Women empowerment | WDC |
| 55 | Sushant R Shetty | SYBBI | Women Rights | SM Shetty College |
| 56 | Somya Yadav | SYBBI | Investor Awareness | BIAP with SM Shetty College |

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|---|---|---|---|---|
| 57 | Aryan Sumra | FYBAF | Fundamental Duties | IQAC,NSS & NCC of JM Patel Arts, Commerce and Science college |
| 58 | Bhumika Sharma | FYBAF | "ENTREPRENEURSHIP DEVELOPMENT PROGRAM" | DEPARTMENT OF BUSINESS MANAGEMENT, Osmania University |
| 59 | Bhumija Sharma | FYBAF | Entrepreneurship Development | Osmania University, Hyderabad |
| 60 | Krinal Parmar | FYBAF | Fundamental Duties | IQAC,NSS & NCC of JM Patel Arts, Commerce and Science college |
| 61 | Krinal Parmar | FYBAF | Dry Waste Management | DLLE |
| 62 | Niriksha Shetty | FYBAF | Fundamental Duties | IQAC,NSS & NCC of JM Patel Arts, Commerce and Science college |
| 63 | Sakshi Santosh Tiwari | FYBAF | E- Gurucool | SM Shetty College |
| 64 | Manish Umesh Shetty | FYBAF | World Food Day | NSS Unit Bhavans College |
| 65 | Manish Umesh Shetty | FYBAF | Diet fitness which leads to a healthy lifestyle | NSS Unit & Health Club |
| 66 | Manish Umesh Shetty | FYBAF | Fundamental Duties | IQAC,NSS & NCC of JM Patel Arts, Commerce and Science college |
| 67 | Manish Umesh Shetty | FYBAF | Yoga Webinar | NSS Unit SM Shetty College |
| 68 | Manish Umesh Shetty | FYBAF | Women Rights | ICC SM Shetty College |
| 69 | Jeshma Shetty | FYBAF | Yoga Webinar | NSS Unit SM Shetty College |
| 70 | Krishi Shetty | FYBAF | Substance Abuse during Lockdown | NSS Unit St. Andrews college of arts, science and commerce |
| 71 | Krishi Shetty | FYBAF | Immunity - vital aspect in life | NSS Unit SIES college of arts, science and commerce |
| 72 | Krishi Shetty | FYBAF | Yoga Webinar | NSS Unit SM Shetty College |
| 73 | Krishi Shetty | FYBAF | Mental Health | NSS Unit SM Shetty College |
| 74 | Krishi Shetty | FYBAF | Fundamental Duties | IQAC,NSS & NCC of JM Patel Arts, Commerce and Science college |
| 75 | Krishi Shetty | FYBAF | PCOS - Polycystic Ovary Syndrone | NSS Unit KJ Somaiya College of Science and Commerce |
| 76 | Dunesh Sunil Wagh | FYBAF | Mental Health | NSS Unit SM Shetty College |
| 77 | Krishna Jaiswal | FYBAF | Awareness on HIV/AIDS | NSS Unit SM Shetty College |
| 78 | Krishna Jaiswal | FYBAF | Yoga Webinar | NSS Unit SM Shetty College |
| 79 | Krishna Jaiswal | FYBAF | Human Rights in India | NSS Unit KPB Hinduja College of Commerce |
| 80 | Sakshi Deodhar | FYBAF | Fundamental Duties | IQAC,NSS & NCC of JM Patel Arts, Commerce and Science college |
| 81 | Aditi Mohan Shetty | FYBAF | Intellectual Property Rights | IQAC SM Shetty College |
| 82 | Archana Chauchan | FYBAF | Online Yoga Session | NSS UNIT SIES college of arts, science and commerce |
| 83 | SURTI ZAINAB FIDAHUSAIN | FYBAF | Online Yoga Session | NSS UNIT SIES college of arts, science and commerce |
| 84 | Krishna Jaiswal | FYBAF | What women empowerment means to you | WDC |
| 85 | Krishna Jaiswal | FYBAF | Malnutrition and Obesity Management | NSS Unit SM Shetty College |
| 86 | Krishna Jaiswal | FYBAF | Dekho apna desh episode 6 | Ministry of Tourism and MyGov |
| 87 | Krishna Jaiswal | FYBAF | E- Gurucool | SM Shetty College |
| 88 | Krishna Jaiswal | FYBAF | World Health Day | Bhavans College |
| 89 | Krishna Jaiswal | FYBAF | Urban Wildlife Conflict and Conservation | KJ Somaiya College of Arts and Commerce |

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|---|---|---|---|---|
| 90 | Krishna Jaiswal | FYBAF | Poshan Pakhwada | Valia CL college of commerce and Valia LC college of Arts |
| 91 | Krishna Jaiswal | FYBAF | Substance Abuse during Lockdown | NSS Unit St. Andrews college of arts, science and commerce |
| 92 | Krishna Jaiswal | FYBAF | Online Yoga Session | NSS UNIT SIES college of arts, science and commerce |
| 93 | Krishna Jaiswal | FYBAF | Immunity - vital aspect in life | SIES college of arts, science and commerce |
| 94 | Jeshma Shetty | FYBAF | Cry to Why - the legal perspective to gender issues in India | WDC |
| 95 | Jeshma Shetty | FYBAF | Mission compassion 2021 | Vegan Outreach |
| 96 | Jeshma Shetty | FYBAF | Awareness on HIV/AIDS | NSS Unit SM Shetty College |
| 97 | Jeshma Shetty | FYBAF | Diet fitness which leads to a healthy lifestyle | NSS Unit SM Shetty College |
| 98 | Jeshma Shetty | FYBAF | Women Rights | SM Shetty College |
| 99 | Jeshma Shetty | FYBAF | Fundamental Duties | IQAC,NSS & NCC of JM Patel Arts, Commerce and Science college |
| 100 | Sneha Nadar | FYBAF | Mutual and Financial Markets | SM Shetty College |
| 101 | Sneha Nadar | FYBAF | A journey called entrepreneurship | The Incubation centre |
| 102 | Avani Ravindra Pawar | FYBAF | A journey called entrepreneurship | The Incubation centre |
| 103 | Avani Ravindra Pawar | FYBAF | E- Gurucool | SM Shetty College |
| 104 | Agastya Sehgal | FYBAF | Mutual and Financial Markets | SM Shetty College |
| 105 | Agastya Sehgal | FYBAF | E- Gurucool | SM Shetty College |
| 106 | Agastya Sehgal | FYBAF | A journey called entrepreneurship | The Incubation centre |
| 107 | Agastya Sehgal | FYBAF | Intellectual Property Rights | SM Shetty College |
| 108 | Agastya Sehgal | FYBAF | Financial Education Awareness | SM Shetty College |
| 109 | Anusha Vishwanath Shetty | FYBAF | Fundamental Duties | IQAC,NSS & NCC of JM Patel Arts, Commerce and Science college |
| 110 | Raksha Moolya | FYBAF | Dry Waste Management | DLLE |
| 111 | Nisha Ramesh Naik | FYBAF | Mutual and Financial Markets | SM Shetty College |
| 112 | Nisha Ramesh Naik | FYBAF | E- Gurucool | SM Shetty College |
| 113 | Nisha Ramesh Naik | FYBAF | Intellectual Property Rights | SM Shetty College |
| 114 | Nisha Ramesh Naik | FYBAF | Financial Education Awareness | SM Shetty College |
| 115 | Nisha Ramesh Naik | FYBAF | Know - show union budget 2021 | SM Shetty College |
| 116 | Nidhi Vijay Shetty | FYBAF | A journey called entrepreneurship | The Incubation centre |
| 117 | Nidhi Vijay Shetty | FYBAF | Intellectual Property Rights | SM Shetty College |
| 118 | Nidhi Vijay Shetty | FYBAF | E- Gurucool | SM Shetty College |
| 119 | Anagha Milind Tawde | FYBAF | Malnutrition and Obesity Management | NSS Unit SM Shetty College |
| 120 | Anagha Milind Tawde | FYBAF | A journey called entrepreneurship | The Incubation centre |
| 121 | Anagha Milind Tawde | FYBAF | Mutual and Financial Markets | SM Shetty College |
| 122 | Krinal Parmar | FYBAF | Fundamental Duties | IQAC,NSS & NCC of JM Patel Arts, Commerce and Science college |
| 123 | Nehal Nilesh Satre | FYBBI | Education Day | NSS Unit Bhavan College |
| 124 | Nehal Nilesh Satre | FYBBI | PCOS - Polycystic Ovary Syndrone | NSS Unit KJ Somaiya College of Science and Commerce |
| 125 | Nehal Nilesh Satre | FYBBI | National Cancer Awareness | NSS Unit Adv. Balasaheb APTE college of Law |
| 126 | Nehal Nilesh Satre | FYBBI | World Vegan Day | NSS Unit Adv. Balasaheb APTE college of Law |

| | | | | |
|---|---|---|---|---|
| 127 | Nehal Nilesh Satre | FYBBI | Malnutrition and Obesity Management | NSS Unit SM Shetty College |
| 128 | Dakshita Nitesh Jaiswal | FYBBI | Yoga Webinar | NSS Unit SM Shetty College |
| 129 | Bhoomi Bhavesh Lodaya | FYBBI | PCOS - Polycystic Ovary Syndrone | NSS Unit KJ Somaiya College of Science and Commerce |
| 130 | Bhoomi Bhavesh Lodaya | FYBBI | Diet fitness which leads to a healthy lifestyle | NSS & Health Club SM Shetty College |
| 131 | Bhoomi Bhavesh Lodaya | FYBBI | Constitution Day | NSS Unit HVPS Ramniranjan Jhunjhunwala college |
| 132 | Bhoomi Bhavesh Lodaya | FYBBI | PCOD | NSS Unit Bhavan College |
| 133 | Bhoomi Bhavesh Lodaya | FYBBI | Healthy Lifestyle | NSS Unit KJ Somaiya College of Arts and Commerce |
| 134 | Bhoomi Bhavesh Lodaya | FYBBI | E- Gurucool | SM Shetty College |
| 135 | Bhoomi Bhavesh Lodaya | FYBBI | Malnutrition and Obesity Management | NSS Unit SM Shetty College |
| 136 | Bhoomi Bhavesh Lodaya | FYBBI | My Body is Beautiful | SM Shetty College |
| 137 | Bhoomi Bhavesh Lodaya | FYBBI | Personal Grooming | Hoonar Club |
| 138 | Bhoomi Bhavesh Lodaya | FYBBI | Cyber Sakhi | WDC |
| 139 | Bhoomi Bhavesh Lodaya | FYBBI | Mission compassion 2021 | Vegan Outreach |
| 140 | Bhoomi Bhavesh Lodaya | FYBBI | Awareness on HIV/AIDS | NSS Unit SM Shetty College |
| 141 | Bhoomi Bhavesh Lodaya | FYBBI | National Cancer Awareness | NSS Unit Adv. Balasaheb APTE college of Law |
| 142 | Bhoomi Bhavesh Lodaya | FYBBI | World Vegan Day | NSS Unit Adv. Balasaheb APTE college of Law |
| 143 | Bhoomi Bhavesh Lodaya | FYBBI | Imbibing Ethical Values for Joy and Success in Life | NSS Unit SIES college of arts, science and commerce |
| 144 | Bhoomi Bhavesh Lodaya | FYBBI | Mental Health | NSS Unit SM Shetty College |
| 145 | Kanojiya Vandana Kadeprasad | FYBBI | Healthy Lifestyle | NSS Unit KJ Somaiya College of Arts and Commerce |
| 146 | Kanojiya Vandana Kadeprasad | FYBBI | World Health Day | NSS Unit Bhavans College |
| 147 | Kanojiya Vandana Kadeprasad | FYBBI | Cyber Security | NSS Unit KJ Somaiya College of Arts and Commerce |
| 148 | Kanojiya Vandana Kadeprasad | FYBBI | Personal Grooming | Hoonar Club |
| 149 | Kanojiya Vandana Kadeprasad | FYBBI | My Body is Beautiful | SM Shetty College |
| 150 | Kanojiya Vandana Kadeprasad | FYBBI | Mutual and Financial Markets | SM Shetty College |
| 151 | Kanojiya Vandana Kadeprasad | FYBBI | Session on National Innovation and Startup Policy 2019 | The Incubation centre |
| 152 | Kanojiya Vandana Kadeprasad | FYBBI | Yoga Webinar | NSS Unit SM Shetty College |
| 153 | Kanojiya Vandana Kadeprasad | FYBBI | Financial Education Awareness | IQAC SM Shetty College |
| 154 | Kanojiya Vandana Kadeprasad | FYBBI | Substance Abuse during Lockdown | NSS Unit St. Andrews college of arts, science and commerce |
| 155 | Kanojiya Vandana Kadeprasad | FYBBI | PCOS - Polycystic Ovary Syndrone | KJ Somaiya College of Science and Commerce |
| 156 | Kanojiya Vandana Kadeprasad | FYBBI | Online Yoga Session | NSS UNIT SIES college of arts, science and commerce |
| 157 | Kanojiya Vandana Kadeprasad | FYBBI | Human Rights in India | NSS Unit KPB Hinduja College of Commerce |

| | | | | |
|---|---|---|---|---|
| 158 | Kanojiya Vandana Kadeprasad | FYBBI | Fauji - The True Nobel of our country | NSS Unit KPB Hinduja College of Commerce |
| 159 | Kanojiya Vandana Kadeprasad | FYBBI | The importance of youth parilament | NSS Unit SVKMS Usha Pravin Gandhi college of Arts, Science and Commerce |
| 160 | Kanojiya Vandana Kadeprasad | FYBBI | Know - show union budget 2021 | SM Shetty College |
| 161 | Shubhangi Jain | FYBBI | Mental Health | NSS Unit SM Shetty College |
| 162 | Shubhangi Jain | FYBBI | Substance Abuse during Lockdown | NSS Unit St. Andrews college of arts, science and commerce |
| 163 | Shubhangi Jain | FYBBI | World Vegan Day | NSS Unit Adv. Balasaheb APTE college of Law |
| 164 | Shubhangi Jain | FYBBI | World Homeopathy Day | NSS Unit Valia CL college of commerce and Valia LC college of Arts |
| 165 | Shubhangi Jain | FYBBI | Women Rights | SM Shetty College |
| 166 | Amisha Pravin Pardeshi | FYBBI | PCOS - Polycystic Ovary Syndrone | NSS Unit KJ Somaiya College of Science and Commerce |
| 167 | Amisha Pardeshi | FYBBI | Certificate of attendance | NSS Unit SM Shetty College |
| 168 | Amisha Pravin Pardeshi | FYBBI | Yoga Webinar | NSS Unit SM Shetty College |
| 169 | Dakshita Nitesh Jaiswal | FYBBI | Awareness on HIV/AIDS | NSS Unit SM Shetty College |
| 170 | Kanojiya Vandana Kadeprasad | FYBBI | Intellectual Property Rights | SM Shetty College |
| 171 | Dakshita Nitesh Jaiswal | FYBBI | Diet fitness which leads to a healthy lifestyle | NSS Unit & Health CLub SM Shetty College |
| 172 | Nehal Nilesh Satre | FYBBI | Yoga Webinar | NSS Unit SM Shetty College |
| 173 | Nehal Nilesh Satre | FYBBI | Income Tax Return Filing | Department of Accountancy & Financial Management- SM Shetty College |
| 174 | Nehal Nilesh Satre | FYBBI | E- Gurucool | SM Shetty College |
| 175 | Tanya Ravindranath Singh | FYBBI | The importance of youth parilament | NSS Unit SVKMS Usha Pravin Gandhi college of Arts, Science and Commerce |
| 176 | Tanya Ravindranath Singh | FYBBI | Fauji - The True Nobel of our country | NSS Unit KPB Hinduja College of Commerce |
| 177 | Tanya Ravindranath Singh | FYBBI | International Day of Girl Child | NSS Unit Bhavans College |
| 178 | Tanya Ravindranath Singh | FYBBI | Women Rights | SM Shetty College |
| 179 | Tanya Ravindranath Singh | FYBBI | Mission compassion 2021 | Vegan Outreach |
| 180 | Tanya Ravindranath Singh | FYBBI | Constitution Day | NSS Unit HVPS Ramniranjan Jhunjhunwala college |
| 181 | Tanya Ravindranath Singh | FYBBI | Substance Abuse during Lockdown | NSS Unit St. Andrews college of arts, science and commerce |
| 182 | Tanya Ravindranath Singh | FYBBI | World Vegan Day | NSS Unit Adv. Balasaheb APTE college of Law |
| 183 | Tanya Ravindranath Singh | FYBBI | Cyber Sakhi | SM Shetty College |
| 184 | Tanya Ravindranath Singh | FYBBI | Session on National Innovation and Startup Policy 2019 | The Incubation centre |
| 185 | Tanya Ravindranath Singh | FYBBI | Waste management, Health and Lae | NSS Unit Adv. Balasaheb APTE college of Law |
| 186 | Tanya Ravindranath Singh | FYBBI | Constitutional Government | NSS Unit KPB Hinduja College of Commerce |
| 187 | Tanya Ravindranath Singh | FYBBI | Online Yoga Session | NSS UNIT SIES college of arts, science and commerce |

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| 188 | Tanya Ravindranath Singh | FYBBI | What women empowerment means to you | WDC |
| 189 | Tanya Ravindranath Singh | FYBBI | Education Day | NSS Unit Bhavans College |
| 190 | Tanya Ravindranath Singh | FYBBI | Awareness on HIV/AIDS | NSS Unit SM Shetty College |
| 191 | Tanya Ravindranath Singh | FYBBI | Constitution Day | KJ Somaiya College of Arts and Commerce |
| 192 | Tanya Ravindranath Singh | FYBBI | DIEt fitness which leads to a healthy lifestyle | NSS Unit & Health Club SM Shetty College |
| 193 | Tanya Ravindranath Singh | FYBBI | World Food Day | NSS Unit Bhavans College |
| 194 | Tanya Ravindranath Singh | FYBBI | Human Rights in India | NSS Unit KPB Hinduja College of Commerce |
| 195 | Tanya Ravindranath Singh | FYBBI | National Cancer Awareness | NSS Unit Adv. Balasaheb APTE college of Law |
| 196 | Tanya Ravindranath Singh | FYBBI | PCOS - Polycystic Ovary Syndrone | NSS Unit KJ Somaiya College of Science and Commerce |
| 197 | Tanya Ravindranath Singh | FYBBI | Immunity - vital aspect in life | NSS Unit SIES college of arts, science and commerce |
| 198 | Tanya Ravindranath Singh | FYBBI | Mental Health | NSS Unit SM Shetty College |
| 199 | Tanya Ravindranath Singh | FYBBI | Mental Health Issues and Coping Strategies to over come anxiety and Stress | NSS Unit LALA Lajpatraj college of commerce and economics |
| 200 | Nehal Nilesh Satre | FYBBI | Online Yoga Session | NSS UNIT SIES college of arts, science and commerce |
| 201 | Jyoti Upadhyay | TYBBI | Power planning for carrer prospects in the covid era | UKS College |
| 202 | Hrithikesh Murzello | TYBBI | Basics of Intellectual Property Rights | Mumbai University and Teachers Association |
| 203 | Jyoti Upadhyay | TYBBI | How to crack IBPS banking exam | LALA Lajpatrai college of commerce and economics |
| 204 | Jyoti Upadhyay | TYBBI | Unpacking Gender | Akshara Centre & WDC of Mumbai University |
| 205 | Haliya Khazi | TYBBI | Power planning for carrer prospects in the covid era | UKS College |
| 206 | Haliya Khazi | TYBBI | How to crack IBPS banking exam | LALA Lajpatrai college of commerce and economics |
| 207 | Haliya Khazi | TYBBI | LGBTQ - Rights and Awareness | SM Shetty College |
| 208 | Haliya Khazi | TYBBI | Carrer Opportunities | Score Achievers |
| 209 | Haliya Khazi | TYBBI | Black Book Project | Score Achievers |
| 210 | Haliya Khazi | TYBBI | Home Gardening Basics | Make My Garden |
| 211 | Haliya Khazi | TYBBI | Marathi Bhasha DIvas | S.M.Shetty College |
| 212 | Haliya Khazi | TYBBI | Virtual Leadership conclave- 2020 | Kohinoor Business School |
| 213 | Haliya Khazi | TYBBI | Spiritually and Well-being | Smt. P.N. Doshi Womens College |
| 214 | Saniya Khan | TYBBI | Power planning for carrer prospects in the covid era | UKS College |
| 215 | Saniya Khan | TYBBI | Financial Planning and Investment Management | SM Shetty College |
| 216 | Saniya Khan | TYBBI | Unpacking Gender | Akshara Centre & WDC of Mumbai University |
| 217 | Tuba Shakeel | TYBBI | Virtual Leadership conclave- 2020 | Kohinoor Business School |
| 218 | Bhavna Prajapati | TYBBI | Unpacking Gender | Akshara Centre & WDC of Mumbai University |

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| 219 | Bhavna Prajapati | TYBBI | Yoga Webinar | NSS Unit KJ Somaiya College of Arts and Commerce |
| 220 | Bhavna Prajapati | TYBBI | how to crack IBPS banking exam | LALA Lajpatrai college of commerce and economics |
| 221 | Bhavna Prajapati | TYBBI | Working together to prevent suicide | Motilal Jhunjhunwala College of arts, science and commerce |
| 222 | Jyoti Upadhyay | TYBBI | LGBTQ - Rights and Awareness | SM Shetty College |
| 223 | Aliya Sayyed | TYBBI | Financial and Insurance Literacy Insurance | B.K. Shroff college of arts and M.H. Shroff college of commerce |
| 224 | Bhavna Prajapati | TYBBI | LGBTQ - Rights and Awareness | SM Shetty College |
| 225 | Jyoti Upadhyay | TYBBI | Social Media Marketing | SM Shetty College |
| 226 | Komal Giri | TYBBI | Women Rights | SM Shetty College |
| 227 | Komal Giri | TYBBI | Social Media Marketing | SM Shetty College |
| 228 | Chirag Joping | TYBBI | COVID-19 Implications on Business and Employment | Anna Leele College of commerce and economics |
| 229 | Bhavna Prajapati | TYBBI | Power planning for carrer prospects in the covid era | UKS College |
| 230 | Jyoti Upadhyay | TYBBI | E- Gurucool | SM Shetty College |
| 231 | Haliya Khazi | TYBBI | Floods in Mumbai and its Effect on Covid-19 | Internal Quality Assurance cell and Tivona nature club SM Shetty College |
| 232 | Jyoti Upadhyay | TYBBI | Sensitation and Awareness of Covid-19 | SM Shetty College |
| 233 | Jyoti Upadhyay | TYBBI | Motivation and Memory Techniques | Students Council SM Shetty College |
| 234 | Jyoti Upadhyay | TYBBI | Behind the Camera | Kalamanch - Theatre Club SM Shetty College |
| 235 | Haliya Khazi | TYBBI | Diet fitness which leads to a healthy lifestyle | NSS Unit and Health Club |
| 236 | Haliya Khazi | TYBBI | Session on National Innovation and Startup Policy 2019 | The Incubation centre |
| 237 | Haliya Khazi | TYBBI | A journey called entrepreneurship | The Incubation centre |
| 238 | Tuba Shakeel | TYBBI | E- Gurucool | SM Shetty College |
| 239 | Haliya Khazi | TYBBI | E- Gurucool | SM Shetty College |
| 240 | Haliya Khazi | TYBBI | E- Gurucool | SM Shetty College |
| 241 | Haliya Khazi | TYBBI | Intellectual Property Rights | SM Shetty College |
| 242 | Haliya Khazi | TYBBI | Interview Skills | Placement and Career Guidance Cell SM Shetty College |
| 243 | Komal Giri | TYBBI | Motivation and Memory Techniques | Students Council SM Shetty College |
| 244 | Komal Giri | TYBBI | Unpacking Gender | Akshara Centre & WDC of Mumbai University |
| 245 | Jyoti Upadhyay | TYBBI | “Yoga for Healthy Body, Calm Mind & Strong Spirit | Health Club, Sports Department & NSS Unit- S.M.Shetty College |
| 246 | Jyoti Upadhyay | TYBBI | Diet fitness which leads to a healthy lifestyle | NSS Unit and Health Club |
| 247 | Haliya Khazi | TYBBI | Mutual and Financial Markets | SM Shetty College |
| 248 | Haliya Khazi | TYBBI | Financial Education Awareness | SM Shetty College |
| 249 | Tuba Shakeel | TYBBI | E- Gurucool | SM Shetty College |
| 250 | Jyoti Upadhyay | TYBBI | Outcome Based Education | IQAC- S.M.Shetty College |
| 251 | Jyoti Upadhyay | TYBBI | “Student Development Program on Mutual Fund & Financial Markets” | Internal Quality Assurance Cell & Department of Accountancy & Financial Management |

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|---|---|---|---|---|
| 252 | Jyoti Upadhyay | TYBBI | "E - GURUCOOL" | Internal Quality Assurance Cell, Alumni Association and NSS |
| 253 | Jyoti Upadhyay | TYBBI | 'Intellectual Property Rights(IPR)' | Internal Quality Assurance Cell |
| 254 | Jyoti Upadhyay | TYBBI | "Financial Education Awareness Programme" | IQAC & Department of Accountancy and Financial Management |
| 255 | Jyoti Upadhyay | TYBBI | Interview Skills | Placement and Career Guidance Cell SM Shetty College |
| 256 | Jyoti Upadhyay | TYBBI | "A JOURNEY CALLED ENTREPRENEURSHIP" | The Incubation Center- SM Shetty College |
| 257 | Kodakanti Bhavana Shrinivas | TYBBI | "A JOURNEY CALLED ENTREPRENEURSHIP" | The Incubation Center- SM Shetty College |
| 258 | Kodakanti Bhavana Shrinivas | TYBBI | 'My Body is Beautiful' | Internal Committee- SM Shetty College |
| 259 | Kodakanti Bhavana Shrinivas | TYBBI | 'Women's Rights' | Internal Complaints Committee- SM Shetty College |
| 260 | Kodakanti Bhavana Shrinivas | TYBBI | Mutual and Financial Markets | SM Shetty College |
| 261 | Kodakanti Bhavana Shrinivas | TYBBI | 'Intellectual Property Rights(IPR)' | Internal Quality Assurance Cell |
| 262 | Kodakanti Bhavana Shrinivas | TYBBI | Mission compassion 2021 | Vegan Outreach |
| 263 | Kodakanti Bhavana Shrinivas | TYBBI | CRY to Why - the legal perspective to gender issues in India | WDC |
| 264 | Kodakanti Bhavana Shrinivas | TYBBI | Interview Skills | Placement and Career Guidance Cell SM Shetty College |

# TOPPERS (BAF)

## 2019-20

### THIRD YEAR

### SECOND YEAR

### FIRST YEAR

Pooja Singh
91.75%

Andrea Lobo
93.43%

Shloka Shetty
88.43%

Wafa Shaikh
91.08%

Harshada Patel
88.00%


Jatin Dudani
85.86%

Apeksha Nisar
90.00%

Bincy Karukayil
83.07%

Shreya Shetty
83.57%

# TOPPERS (BBI)

## 2019-20

### THIRD YEAR

Vidhi Salvi
90.00%

Tomita Rajput
88.33%

Shreya Rai
85.75%

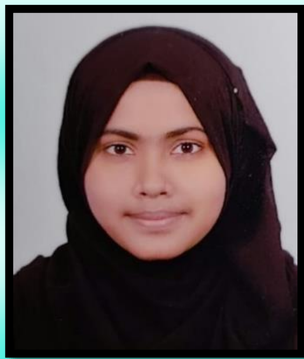
### SECOND YEAR

Tuba Shakeel
88.50%

Shaikh Jabeen
88.07%

Saniya Khan
84.57%

### FIRST YEAR



Fatima Karajgi
76.14%

Ankita Maurya
73.71%

Sushant Shetty
72.29%

# DEPARTMENTAL REPORT

## COMMERCE AND ALLIED SUBJECTS

**"You must expect great things of yourself before you can do them"**
**Michael Jordan**

The Department of Commerce of the college is working with great enthusiasm and initiative to meet the Vision and Mission of the college. The academic year began with the T.Y. and S.Y. classes reopening on 27th June, 2020. The online orientation for fresher students took place on 3rd September, 2020, which was attended by the students and their parents. Total strength of B.A.F. students 204 and B. Com (B&I) is 183.

**MOTIVATION FOR ACHIEVING EXCELLENCY:**

- F.Y. BAF and F.Y.BBI online orientation was conducted on 3rd September, 2020 to guide them on rules and regulations of the college, their course details and about other activities and committees of the college.
- Parent teacher meetings were conducted in the month of October, 2020 - First Term and during Second Term in the month of February, 2021 for all classes of BAF & BBI, to make parents aware of their ward's academic performance, attendance and overall conduct in the college. Coordinator Ms. Sahana Raviprasad addressed the parents along with respective class in-charges.

**INITIATIVES OF THE DEPARTMENT: [STUDENT ENRICHMENT ACTIVITIES]**

1. An Industry Expert session on 'Changing Scenario and Prospects in Accounting, Banking and Finance Post Covid - 19 Era' was conducted on 5th April, 2021 by Mr. Zaheer Sayed, ACCA, Financial Planning Academy. In total 43 students participated in the session.

2. Guidance Session on Actuarial Science and Higher Studies in Foreign Universities was organised by the department on 8th April, 2021. The resource person for the session was Ms. Michelle - the Alumni of the department who is currently pursuing her masters in Australia.

3. For the students of TYBAF and TYBBI three "Project Guidance Sessions" were organised on Project Structure & Chapterisation by Prof. Sahana Raviprasad - Coordinator BAF & BBI, Google Forms Preparation by Prof. Komal Tiwari - Member of BAF & BBI Department and Secondary Data Collection & Plagiarism by Mrs. Smitha Ravindranath - Librarian from 24th February to 4th April 2021. The purpose of the sessions were to guide the TY students in preparation of their Sem VI projects.

4. The Department took initiative in organising the Multi-Disciplinary Inter-Collegiate Student Research Convention in association with NSS and other departments of the college on 5th April, 2021. The theme of the Convention was '**Changing Dynamics Of Covid Era: New Normal in Society and Industry**'. Total 136 research papers were received out of which 102 were selected which were published in the International Journal of Research in Management & Social Science, ISSN 2322 – 0899, Volume 9, Issue 2 (I), July – June 2021.

5. "Pen it Down" - An Intra College Article Writing Competition was conducted on 31st January, 2021 on the theme of Commerce, Banking and Finance. In total 33 articles were contributed by the students and best articles were selected and Certificates were awarded. All the selected articles were published in Departmental Magazine.

6. An intercollege Poster Making Competition was conducted on the theme "India Post COVID - 19 - a new Beginning". In total 50 posters were received for the competition out of which three best were awarded with certificates.

7. A National level Intercollege **Webinar** was organised by the department on the topic "International Careers in Finance and Accounting" on 21st May, 2021. The resource person of the webinar was Mr. Zaheer Sayed, ACCA, Financial Planning Academy. In total 120 students participated in the webinar.

**CERTIFICATE COURSES:**

1. The department conducted 30 Hrs. Certificate Course - "Basic of Banking" a certification from **BFSI Sector Skill Council, an initiative of NSDC/Govt.** of India in Collaboration with Financial Planning Academy started on 2nd November, 2020. **Total 68 students got Certified**

   The purpose of the course was to give detailed knowledge to students on "Basics of Banking" and its practicality to the students.

2. The department conducted 30 Hrs. Certificate Course - "Equity and Mutual Funds" **Total 51 students got certification** from Parivartan Solutions Pvt. Ltd.

**STUDENTS' ACHIEVEMENT 2020 - 21:**

❖ **Youth Festival 2020 - 21:**

- Ms. Shreya Shetty of TYBAF won 1st Prize in the Cartooning event.
- Ms. Shrinidhi Bhat of SYBAF participated in Indian Classical Vocal Solo Music
- Mr. Asif Shaikh of FYBBI participated in Indian Light Vocal Solo Music

❖ **Total number of student's participation in Inter, Intra College events, Webinars and Courses.**

| | INTER COLLEGIATE WINNERS | INTER COLLEGIATE PARTICIPANTS | INTRA COLLEGIATE WINNERS | INTRA COLLEGIATE PARTICIPANTS | WEBINARS /SEMINARS ATTENDED | CERTIFICATE COURSE |
|---|---|---|---|---|---|---|
| **BAF** | **5** | **23** | **24** | **78** | **114** | **23** |
| **BBI** | **3** | **60** | **46** | **80** | **150** | **24** |

**RESULTS**:

The B.Com (Accounting and Finance) batch of 2019 - 20 in Semester VI and B.Com (Accounting and Finance) batch of 2020 -21 Semester V secured **100%** passing percentage in University examination and

The B.Com (Banking and Insurance) batch of 2019-20 in Semester VI and B.Com (Banking and Insurance) batch of 2020 -21 in Semester V secured **100%** passing percentage in University examination.

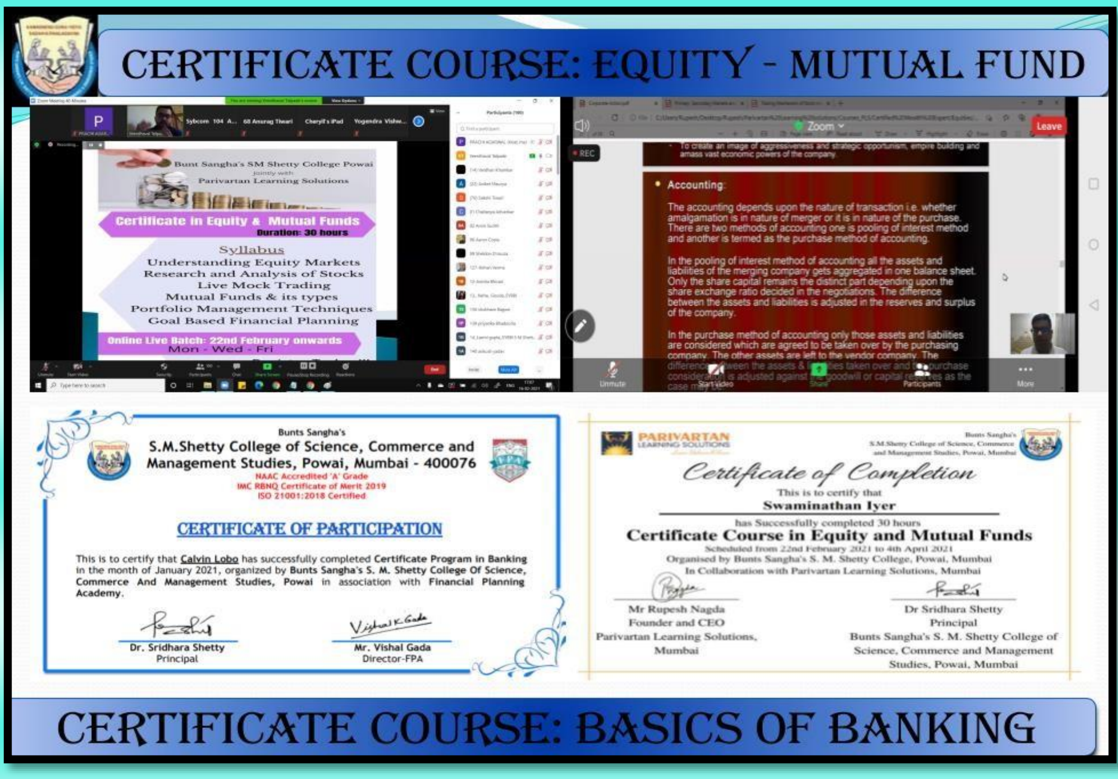
- Pooja Singh of T.Y.BAF secured first position with 91.75%
- Salvi Vidhi of T.Y. BBI secured first position with 90%

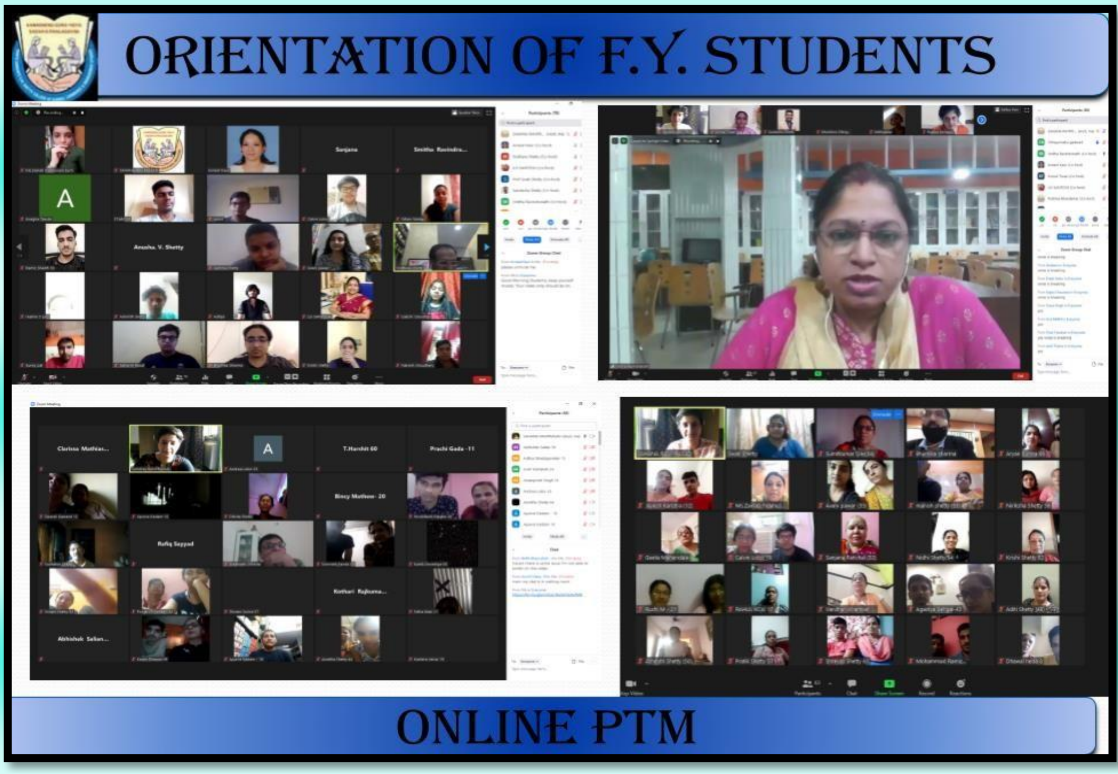
Prof. Sahana Raviprasad

Coordinator

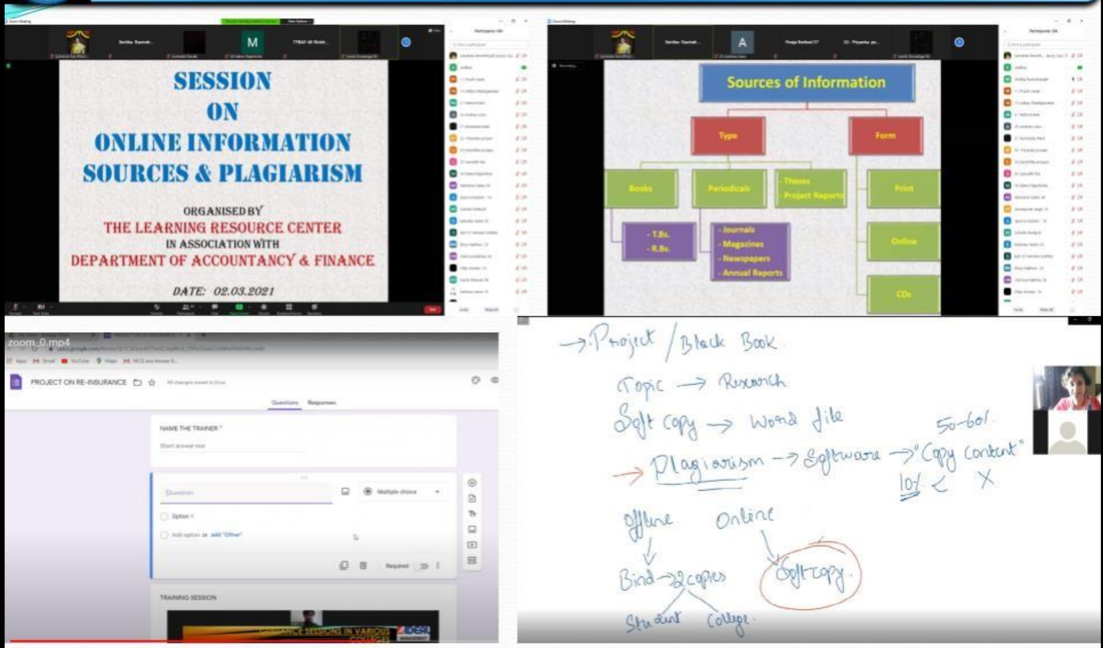
# GLIMPSES OF ACTIVITIES

## 2020-21

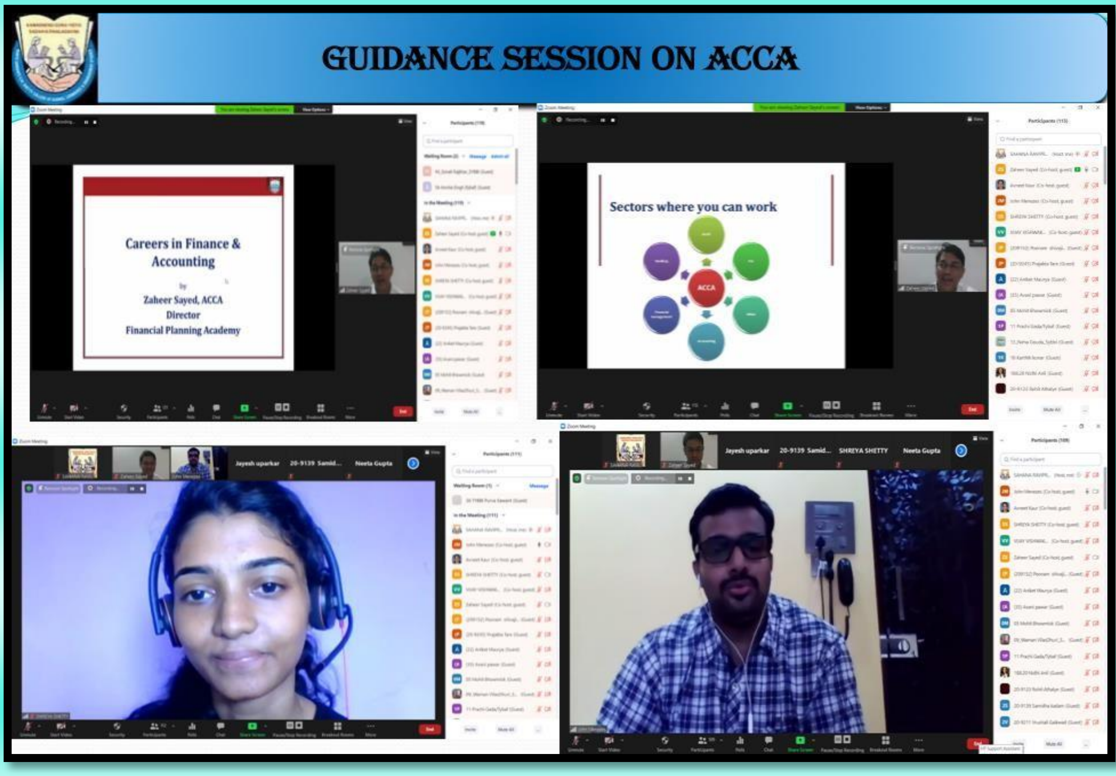


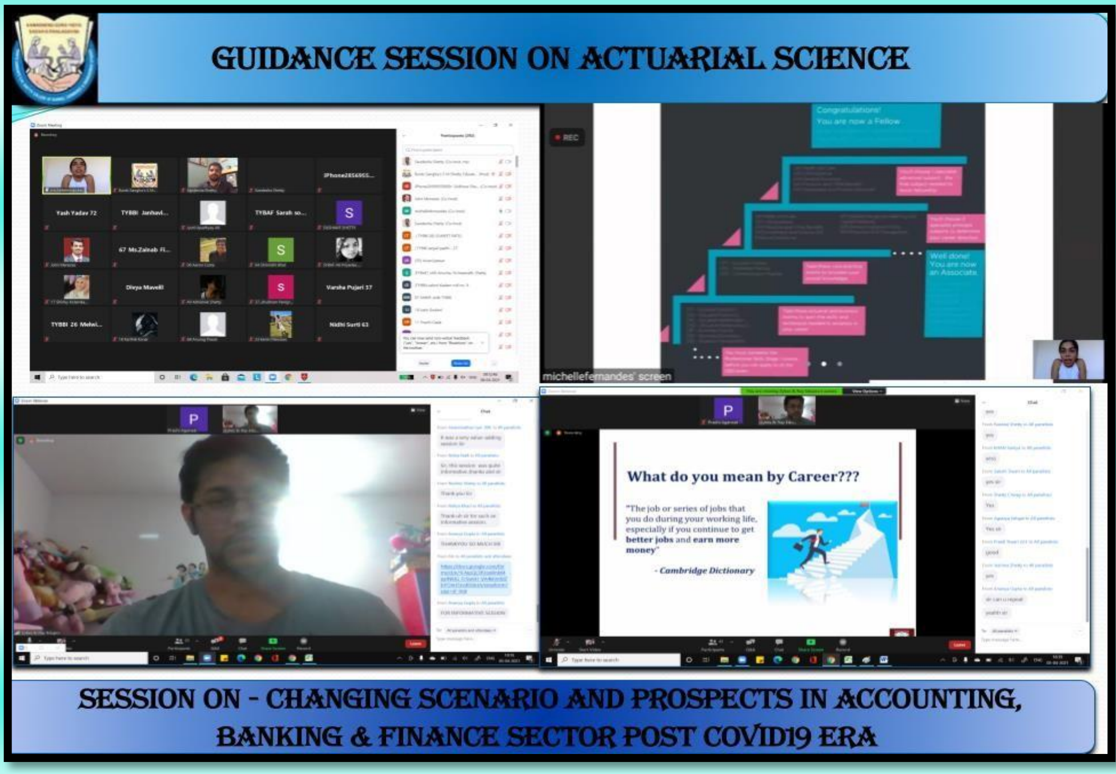



## PROJECT GUIDANCE SESSIONS




## STUDENTS RESEARCH CONVENTION


GUIDANCE SESSION ON ACCA
Careers in Finance & Accounting
by
Zaheer Sayed, ACCA
Director
Financial Planning Academy
Sectors where you can work
ACCA


GUIDANCE SESSION ON ACTUARIAL SCIENCE
What do you mean by Career???
"The job or series of jobs that you do during your working life, especially if you continue to get better jobs and earn more money"
- Cambridge Dictionary
SESSION ON - CHANGING SCENARIO AND PROSPECTS IN ACCOUNTING, BANKING & FINANCE SECTOR POST COVID19 ERA

# INTERCOLLEGE - POSTER MAKING COMPETITION


Bunts Sangha's
S.M.Shetty College of Science, Commerce and Management Studies, Powai. Mumbai - 76
(Affiliated to University of Mumbai)
NAAC ACCREDITED 'A' GRADE
IMC RBNQ CERTIFICATE OF MERIT 2019
ISO 21001:2018 CERTIFIED

DEPARTMENT OF COMMERCE & ALLIED SUBJECTS
PRESENTS
NATIONAL LEVEL POSTER COMPETITION
THEME: "INDIA POST COVID-19 – A NEW BEGINNING"

Sub Themes:
1. Industry 4.0
2. Covid-19 Vaccinations - India and the World
3. India - Vision 2025
4. National Education Policy 2020

Last Date of Submission - 06/03/2021

Registration Fees: FREE
Registration Link: https://forms.gle/5DP3QCmd6twJQh5G9
E-certificates Will Be Given to all Participants
For Queries Email us at: johnm@smshettyinstitute.org



BUNTS SANGHA'S
S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES, POWAI, MUMBAI-76
NAAC ACCREDITED 'A' GRADE
IMC RBNQ CERTIFICATE OF MERIT 2019
ISO 21000 : 2018 CERTIFIED

CERTIFICATE OF ACHIEVEMENT

*This is to certify that*

Ms. Gulafsha Nisar Shaikh from Smt. M.M.K College of Commerce & Economics, Bandra has secured FIRST POSITION in the NATIONAL LEVEL POSTER COMPETITION held on 06th March, 2021 organised by the Department of Commerce & Allied Subjects of the college.

EVENT IN-CHARGE | COORDINATOR – BAF & BBI | PRINCIPAL

# TEACHER'S CORNER

# WORLD AFTER PANDEMIC

*BY: PROF. AVNEET KAUR*

**The current pandemic has placed the whole world at a standstill with nations going into lockdown to stall the virus's relentless march.**

What is certain is that the people are learning valuable lessons through this global crisis, and life after Covid is sure to change for the better.

As rightly quoted by Aristotle,

**"It is during our darkest moments that we must focus to see the light."**

The pandemic has forced us to question our long-standing habits, routines and values, in both, our personal and working lives.

**The biggest question is what have we learned from this pandemic?**

People learned to live with the bare essentials during the lockdown. Healthy home – cooked meals replaced junk food. As pollution levels went down and nature flourished, people realized the necessity of a sustainable lifestyle for the health of the planet.

In the future, more environment- friendly ways will undoubtedly emerge. People are reducing consumption-increasing savings as precaution against future income uncertainties.

The post COVID mindset will bring the protection of family to the frontline. Rather than going outdoors, people will choose to relax & unwind with their family members.

**Will the healthcare systems upgrade?**

A big yes, wearing masks, using hand sanitizers, maintaining social distancing and use of contactless thermometers are going to be the new normal. Increased use of telemedicine will provide better access to medical assistance.

"**What about digital Platforms used for Academics?"**

-Academic teaching concepts probably will not roll back to the initial state before the crisis, but online teaching only is not the ultimate solution. Digital teaching could lead to more international activity in the classroom and could reach out to distant or less privileged learners. Digital courses could be shared between institutions. They could favorably complement hands-on lab and research training, leading to innovative curricula.

Another most expected change that could be seen would be remote collaborative work as a new social norm;

Cybersecurity is going to be even more critical since vulnerabilities are increasing. Internet of Things and Block chain technologies could play an even more prominent role.

Supply chains will be strongly reshaped in the coming years, both in the physical world and in the data world.

An obvious result of the crisis is that companies need to mature their digitalization and improve on the relevant infrastructure. And master business continuity and flexibility. This includes digital platforms, automation, workspace aspects and much more.

Blended Approach to encourage work life balance will be adapted by various organizations.

In order to prevent future pandemics, we need to recognize the links between human health, infectious diseases, destruction of our ecosystems and planetary health.

What is certain is that the people are learning valuable lessons through this global crisis, and life after Covid is sure to change for the better. **A better world is definitely going to emerge with ample room for opportunity and change.**

## E-COMMERCE & COVID- 19

*BY: PROF. NIVEDITHA SHETTY*

E-Commerce is the most considered and chosen way of purchasing different types of products and services. Now-a-days E-commerce has to be replaced with traditional purchasing. The only reason behind is that a lot of variety is available to customers to choose their own product at fingertips from all over the world.

As the world responds to the coronavirus (COVID-19) pandemic, we're seeing a dramatic shift from in-person to online shopping. Consumers are relying on the digital world more than ever and businesses are forced to adapt their strategies and shift toward digital transformation with much more urgency than before.

Much before the pandemic hit India and the world, which led to the opening up of a whole new set of rules and regulations, E-commerce has been the most preferred mode for the majority of the audience. The factors that can be attributed towards the preference of e-commerce, ranging from the strong and steady growth of internet users, increase in the online launch of products, low price due to bulk purchase, and so on.

Some developments, such as digitalization of shopping and banking have witnessed an increased adoption. People across demographics are going digital, shopping more consciously and buying local as an outcome of the COVID-19 pandemic. It has also been observed that there has been a sizable increase in first-time buyers on many e-commerce platforms who had been so far inhibited from shopping online.

COVID-19 has been exceptionally different from what we have ever witnessed. As the world was forced into complete shutdown, it's safe to say that e-commerce was the saving grace, helping millions of people stay home and procure what they wanted at their doorstep.

# THE EFFECTS OF DIGITAL DELIVERY CHANNELS ON THE FINANCIAL PERFORMANCE OF THE BANK

*BY: PROF. SWATI SHETTY*

Digitisation has penetrated every sphere of life and the adoption of digital technologies in the delivery of banking services has reached substantial heights. The article employs to examine the influences of digital delivery channels on the profit performance and cost efficiency of banks. The study finds that most of the digital applications are introduced and used concurrently. However, mobile banking applications have decreasing effects on banks' cost efficiency and income performance. The results suggest that while digital innovations may exert significant positive influence on bank performance, there may be cost implications for the banks. It is crucial that banks while adopting digital innovations, should also engage in a reduction of the proportion of overdue and underperforming assets.

While it is largely true that the essential functions performed by banks have remained relatively unchanged over the past several decades, the way those functions are discharged, and the structure of the banking industry has seen significant changes. This 'new look' banking industry apparently eventuated from the expansion in information technology, rapid changes in financial instruments, intensified competitive international environment, and liberalised domestic regulations.

Digitisation has penetrated every sphere of life and the banks as well are banking on the digital. Indeed, researchers have professed quite many reasons accounting for the increasing applications of digital innovations in the financial and banking industry. The quest for a superior performance according to Porter (2004), requires continuous innovation and a conscious effort to continuously improve not just the product but also the process. Thus, the banks' innovative eyes are continuously fixed on the digital. Among others, digital innovation in banking connotes the conversion of analogue banking into digital banking (paperless and technology-enabled services) while providing integrated multichannel offerings that make the customer experience seamless. Noyer (2007) describes the forces spurning digital innovation in the banking industry in terms of new distribution channel systems such as internet and mobile banking. Also, Anbalagan (2011) finds rapid revolutions in computer and telecommunication technology as the driving force behind some of the banking innovations.

Anbalagan (2011) explains that the creation of the automated teller machines (ATM) is more of an outcome of financial innovation rather than an output of ‘asset backed securitisation’.

The banking sector in developing countries for decades-spanning 1990–2011, has been the subject of several ‘regulatory and industry changes’, resulting in increased competition among the banks (Anabila and Awunyo-Vitor, 2013). Okoe et al. (2013) document that since the 1990s, substantial changes have occurred in commercial banking particularly in developing economies. Rawani and Gupta (2000) indicate that innovative banking services such as ATM, electronic transfer, smart cards, internet banking which are technology–based, have now assumed regular usage among banking customers in developing countries.

Apparently, digital products and their usage are on the rise in the financial sector and it is therefore critical to establish the effect of digital innovations on the performance, particularly the financial performance of banks. While the banks are ‘banking on the digital’ and investing hugely in digital products including but not limited to debit cards, ATMs, online and mobile banking, it is not certain the direction of influence of digital channels on bank performance and particularly so, banks’ financial performance, which is a key indicator of the health of banks

The growth of the internet, phone applications and communication technology has added a different dimension to banking. Digital innovations in banking come with the conversion from analogue banking into digital banking where services are paperless, and technology-enabled, and integrated multichannel offerings are provided to make the customer experience seamless. Theories concerning the surge in the relevance of technological innovations have typically evolved out of the Schumpeterian argument which assumes that new products and processes developed by a firm are protected from imitation for a certain period. Thus, a successful innovation generates a proprietary competitive position, if even transient, that bestows on the innovative firm a competitive advantage and superior performance (Lyons et al., 2007). But the Schumpeterian process of creative destruction is characterised by imitations of innovative technologies. This then generates the need for enterprises to produce still, more innovations to maintain a competitive advantage (Schumpeter, 1982). In the banking industry, Lyons et al. (2007) cite ATMs (automated teller machines), telephone banking, internet banking, and e-money as among the significant innovations revolutionising the face of banking and the channels of delivering banking services. They argue that the relevant aspects of technological change include innovations that reduce costs related to the collection, storage, processing, and transmission of information, as well as innovations that transform customers’ access to bank services and the banking distribution system. So, the banks have digitised; but are digital innovations impacting on bank performance? Mansury and Love (2008) posit that digital innovations such as client relationship management systems, bank management technologies, and other technologies are among the major changes in internal banking systems that have exerted a positive influence on bank performance particularly, profitability. In Italy, Hasan et al. (2009) assess. The effect of digital delivery channels on the financial performance 51 relative performance of banks using traditional channels vis-à-vis the performance of banks adopting multi-channels in delivering banking solutions. Their results indicate that bank performance is influenced positively by internet facilities. They measure performance in terms of ROA and return on equity (ROE). Their study provides evidence in support of DeYoung's (2005) claim that the internet is not used as a replacement for physical branches but rather as a complementary channel for delivering banking solutions. This explains why a multi-channel banking model seems to be dominant.

The essential functions performed by banks have remained relatively unchanged over the past several decades but the way those functions are discharged, and the structure of the banking industry has undergone dramatic changes. Descriptive statistics reveal that the digital innovation variables show significant differences due to the variations in the structures of the banks. The correlation analysis shows that the digital innovation variables particularly, internet banking and mobile banking have a strong positive correlation. This may imply that the banks increase the use of the digital channels simultaneously the study results also show that ATM and internet banking have significant positive influences on return on assets while mobile banking has a negative association with return on assets. In a sharp contrast to the results for return on assets, both ATM and internet banking have negative influences on the CIR while mobile banking relates positively with CIR. The results of this study show that both ATM and internet banking improve the income performance and the cost efficiency of the banks. However, contrary to expectations, mobile banking applications decrease the income performance and cost efficiency of the banks. The results suggest that while digital innovations may exert significant positive influences on banking performance, particularly profitability; these innovations may also have significant cost implications for the banks. The influence of digital applications on the performance of banks may be moderated largely by the availability of infrastructure and the habit of customers. It is crucial that banks while adopting digital innovations, should also engage in a reduction of the proportion of overdue and underperforming assets. Indeed, Hernando and Nieto (2007) contend that banks would further profit from cost reductions associated with internet banking adoptions, to the extent that the internet delivery channel functions as a substitute for traditional distribution channels.

Conclusion:

In this era of digitisation and mobile money, a significant portion of the future of banking services rests on electronic banking. The results of this study indicate that the cost-effectiveness and profit efficiency of electronic banking channels are considerably underscored by the availability of electronic infrastructure. Thus, future research should investigate whether the effects of digital banking on bank performance vary according to bank size and whether the impact of digital delivery channels differs significantly across advanced and less advanced regions.

# THE INFLUENCE OF INFORMATION TECHNOLOGY IN BANKING

*BHUMIKA SHARMA*

*F.Y.BAF*

Information Technology has basically been used under two different avenues in Banking. One is Communication and Connectivity and other is Business Process Reengineering. Information technology enables sophisticated product development, better market infrastructure, implementation of reliable techniques for control of risks and helps the financial intermediaries to reach geographically distant and diversified markets. In view of this, technology has changed the contours of three major functions performed by banks, i.e., access to liquidity, transformation of assets and monitoring of risks. Further, Information technology and the communication networking systems have a crucial bearing on the efficiency of money, capital and foreign exchange markets. The Information Technology Act, 2000 has given legal recognition to creation, trans-mission and retention of an electronic (or magnetic) data to be treated as valid proof in a court of law, except in those areas, which continue to be governed by the provisions of the Negotiable Instruments Act, 1881. Since the early nineties, each Indian bank has done some IT improvement effort. The first and foremost compulsion is the fierce competition.: The requirements of the banks are different individually depending upon their nature and volume of business focus on a particular segment, spread of branches and a like. Many a times banks do have the required information but it is scattered. The operating units seldom know the purpose of gathering the information by their higher authorities.

Elaborating the above stated avenues in banking wherein IT has been considered beneficial, Business Process Reengineering is one of the major routes of Information Technology Development. As banking involves a large business and hence involves record keeping of customers, loans taken by them, deposits made by them, various transactions etc., manual keeping of records, maintaining accounts can be tedious as well as more prone to errors. Apart from this formation of financial statements of such a large business entity without errors is almost impossible. Along with the risk of errors the hazard of fraudulent activities additionally escalates. So as to counter these issues Information technology is required. The computer systems and Data centers are a great solution to these snags. Coming onto the Communication and Connectivity, Information Technology has been very serviceable. The customers can view the accounts; get account statements, transfer funds and purchase drafts by just punching on few keys. The smart card's i.e., cards with microprocessor chip have added new dimension to the scenario. Collection of Electricity bills and telephone bills has become easy. No doubt banking services have undergone drastic changes and so also the expectation of customers from the banks has increased greater. Information Technology has permitted the bank customers to make transactions at any point of time and at any place through internet banking (NEFT, RTGS, Card payment, etc.). IT has allowed to connect to your bank even without visiting your bank. The various government schemes where money is directly deposited in bank a/cs of citizens say that of rural areas has been made achievable because of presence of IT sector into banking sector. Not long ago we have come across advertisements where senior citizens do not have to go to bank for any document verification, opening an account or any kind of bank related work, it is done by bank employee approaching them. Apart from this, customers can get their KYCs linked from home itself and avoid stepping out in this pandemic. Getting alerts on your registered mobile numbers allows us to keep a regular check on our transactions also in case of any mishap you may immediately connect to your bank and get your card blocked. Consequently, Information Technology has been proved to be quiet valuable. Efficient and quick service to customer can be provided with the help of modern technologies. Creation of up-to-date monitoring and information system and strengthening internal control and housekeeping and reporting functions are provided. Sorting of information becomes easy. There is reduction in cost including floor space because of the use of modern technology. The clearing of cheques, passbook entries, inter-branch and inter-bank reconciliation and such other functions can now be carried out quickly correctly and legibly with modern technology. Internet connects thousands of computers which can work 24 hours a day throughout the year. There is no more the tyranny of working hours. The business of banks with customers, head office, other banks, branches is being fully computerised in western countries and India has also to move in that direction to service in international competition.

Electronic payment systems for large payments have developed as the demands for international settlement of currency and securities transactions have increased. Society for Worldwide Interbank Financial Telecommunication known as SWIFT, currently dominates the field of inter-bank messaging but is increasingly facing competition from other networks. SWIFT was set-up in 1973 and is based in Brussels. Its member banks, a consortium of more than 2,200 banks own it. Lastly, Information Technology is a solution to itself. This means IT can detect its system trouble and assist in resolving the issues, if there are any kind of fraudulent activities taking place in the system software, malpractices, malware detection, viruses, etc., can be solely adjudicated by the system.

Consequently, we cannot deny that the advancement of technology was a necessity of the current era. Businesses need to adopt and embrace new technologies to provide excellent business operation and services to their clients. The bank industry is not an exception with regards to this adaptation. So, it is worth suggesting that the banking industry needs to spend more on IT and better apply IT to improve its operations, customer services and products. Banks should devote more resources to development of secure IT systems service and products.

# STUDENT'S CORNER

# INCOTERMS

*HIMANSHU YADAV*

*S.Y.BAF*

Incoterms is published by international chamber of commerce (ICC), It first published in 1936 and there are many revisions has done the 2020 incoterms is latest revision.

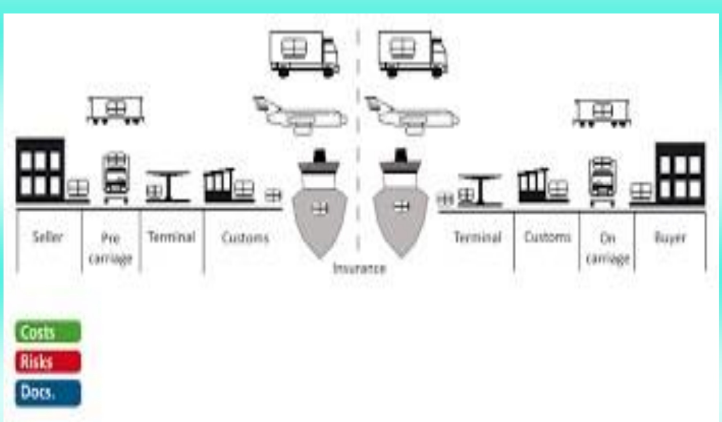

If you want to import or export any goods with another country then must know about the incoterms. An incoterm is standard terms. the full form of incoterms is international commercial terms. On the basis of incoterms, it decided what is actually delivery pointed for seller from where buyer responsibility start. There are 11 types of incoterms which define the different responsibility for buyer and seller. incoterms are divided in four group (C, D, E, F). the rules are classified according to the fees, risk, responsibility for formalities, as well as issues related to import and export.

It simple the contractual term. When incoterms exist, they are often used in commercial contracts, ensuring a single form of interpretation of the terms, saving time and money that was previously often wasted by misinterpretation the contractual terms. In this way, the Incoterms have been an important tool for the development of international trade. They offer a way for all companies that use terminology to understand its meaning. These terms help carriers and buyers understand the different types of situations that merchandise shipments involve. The incoterms allow buyers and carriers to understand who owns the goods at each stage of the shipment, as well as who pays the shipping costs. This advantage allows companies to avoid misunderstandings in all types of international maritime activities.

This can leave some companies in an advantageous situation, and yet others at a disadvantage. Another problem with incoterms is that shipping companies and buyers have different preferences as to the terms they should use. Sellers often choose CIF because they have a better understanding of their shipments, buyers often choose FOB for the same reasons. These two types are the most used incoterms. This problem can be seen as an advantage or disadvantage depending on the perspective. Another disadvantage of incoterms is that many transport companies try to benefit from them. They often cite shipments using one method and purchases using another. The reason for this is to save money and gain more control over the merchandise.

How the incoterms work there is mechanism of incoterms:

Seller ->(roadways) loading ->Inland transport ->freight forward, custom duties, terminal charges-> (waterways, airways) loading charge->ocean/road/airways transport->unloading charges-> custom import duties ->transport to destination.




EX work (EXW), free carrier at (FCA), free any ship (FAS), free on board (FOB), cost and freight (CFR), Cost insurance freight (CIF), carriage paid to (CPT), carriage insurance place (CIP), Delivery at terminal (DAT), Delivered at place (DAP) delivery duty paid (DOP). These are the type of incoterms from these incoterms are work. Free any ship (FAS), free on board (FOB), cost and freight (CFR), cost insurance and fright (CIF) This type of incoterms are use only for waterways modes of transport and rest of all types of incoterms are used in any types of modes of transport.

This below diagram explains the incoterms diagrammatically:

**Incoterms® 2020 Rules Responsibility Quick Reference Guide**

IncoDocs

| | EXW | FCA | FAS | FOB | CFR | CIF | CPT | CIP | DAP | DPU | DDP |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | Freight Collect Terms | | | | | Freight Prepaid Terms | | | | | |
| Groups | Any Mode or Modes of Transport | | Sea and Inland Waterway Transport | | | | Any Mode or Modes of Transport | | | | |
| Incoterm® | Ex Works (Place) | Free Carrier (Place) | Free Alongside Ship (Port) | Free On Board (Port) | Cost and Freight (Port) | Cost Insurance & Freight (Port) | Carriage Paid To (Place) | Carriage & Insurance Paid to (Place) | Delivered at Place (Place) | Delivered at Place Unloaded (Place) | Delivered Duty Paid (Place) |
| Transfer of Risk | At Buyer's Disposal | On Buyer's Transport | Alongside Ship | On Board Vessel | On Board Vessel | On Board Vessel | At Carrier | At Carrier | At Named Place | At Named Place Unloaded | At Named Place |
| **Obligations & Charges:** | | | | | | | | | | | |
| Export Packaging | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller |
| Loading Charges | Buyer | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller |
| Delivery to Port/Place | Buyer | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller |
| Export Duty, Taxes & Customs Clearance | Buyer | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller |
| Origin Terminal Charges | Buyer | Buyer | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller |
| Loading on Carriage | Buyer | Buyer | Buyer | Seller | Seller | Seller | Seller | Seller | Seller | Seller | Seller |
| Carriage Charges | Buyer | Buyer | Buyer | Buyer | Seller | Seller | Seller | Seller | Seller | Seller | Seller |
| Insurance | Negotiable | Negotiable | Negotiable | Negotiable | Negotiable | *Seller | Negotiable | **Seller | Negotiable | Negotiable | Negotiable |
| Destination Terminal Charges | Buyer | Buyer | Buyer | Buyer | Buyer | Buyer | Seller | Seller | Seller | Seller | Seller |
| Delivery to Destination | Buyer | Buyer | Buyer | Buyer | Buyer | Buyer | Buyer | Buyer | Seller | Seller | Seller |
| Unloading at Destination | Buyer | Buyer | Buyer | Buyer | Buyer | Buyer | Buyer | Buyer | Buyer | Seller | Buyer |
| Import Duty, Taxes & Customs Clearance | Buyer | Buyer | Buyer | Buyer | Buyer | Buyer | Buyer | Buyer | Buyer | Buyer | Seller |

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*CIF requires at least an insurance with the minimum cover of the Institute Cargo Clause (C) (Number of listed risks, subject to itemized exclusions)
**CIP now requires at least an insurance with the minimum cover of the Institute Cargo Clause (A) (All risk, subject to itemized exclusions)

This is general information for guidance purposes only. IncoSolutions Pty Ltd is not responsible for these contents nor do the contents listed above contain all details. For a full and complete description, refer to the full version of Incoterms 2020 by the International Chamber of Commerce at the ICC website.

We can say that incoterms play a great role mitigating all kind of risk associated with transportation and many other issues. This topic is compulsion to became familiar with for entrepreneurs to clearly understand the right they are entitled to and obligation they are responsible for transporting goods internationally.

# INFORMATION TECHNOLOGY: AN EMINENCE IN BANKING AND FINANCE

*SHREYA SHETTY*

*S.Y.BAF*

Banking and financial services industry quotidian have to deal with tenacious macroeconomic circumstances, administrative scrutiny and rise in non- traditional competitors. As a response to such changing market dynamics, these industries are now changing into customer centric rather than product centric and at the same time IT industry enable one with competitive business models which provides extreme operational efficiency. The industry of technology in financial world has seen an enormous innovation. The buzzword becoming customary in the financial world is 'FinTech'. Banking sector in India has evolved in last five decennary since independence. Entry of new financial and banking companies results in a paradigm shift in the ways of investment and banking habits in people. Growing competition and public expectations has led increased awareness among these sectors. The entry of foreign companies and private companies in these sectors having superior Technogym based services gave a push to Indian banks and financial companies also to go for latest technologies so as to meet the threat of competition and retain their customers.

These banks and financial services industry face dual challenge of adaptation and innovation of new market shifts. And failing to accept such challenges create a critical gap between the industry and the public. These sectors use IT for basically two different avenues, one is Communication and Connectivity and the other is for Business Process Reengineering. IT authorizes sophisticated product evolution, superior market framework, execution of reliable techniques for control of risks, transform key processes, deliver staff – specific IT outcomes, revamp system performance, boost employee productivity and even aids the financial intermediaries to reach geographically remote areas and variegate markets. IT has let us handle many financial transactions via personal convenience that is, through mobile or computer media. At any instance we can view our account, transaction phase, transfer money, pay bills and so on a list of things can be done anywhere and at any time.

Banks were first to start automated information processing technology, this is because when compared to other industries, financial institutes rely more on gathering, processing, analyzing and providing information as per the needs of their customers. This institutes invest a huge amount in technology, the three reasons behind this investment are; first, to anticipate a depletion in operating cost and eliminate error- prone manual input of data. Second, to serve their customers and attract new customers by offering new products and services. Third, institutes using new technology are able to implement sophisticated risk and also, they can manage information systems and techniques.

Another reason for such innovation is led by change, many of the banking and financial institutes struggle to surmount with change because the change is not only rapid but also complex. Even the established institutes and companies are not sure who their competitors are? The reason behind lies the internet. The internet which is now available at a lower cost and is also flexible to use. In this new information technology era, therefore it is very important to have well trained employees who are able to keep with the pace of such changing technology. For long time this bank has enjoyed intermediation between lenders and borrowers but now with passage of time and new inventions of technologies and systems such intermediations have decreased. So, investing in 'Internet Strategy' becomes very important for such institutes. Bill Gates once said,' Banking is necessary, but banks are not'. By this statement he did not meant to cause any threat to banks, as due to online services companies can reach their customs easily which also saves cost.

E-banking that is, advancement in information technology which has made feasible for retail and wholesale customers of financial institution to access and get delivery of variety of products and services at the click of mouse. Modifications in associated benefits and traditional risks are possible due to invention of E-banking. This has also led to increased risk profile that is, it is associated with speed change, advanced technology and open to new networks electronically, integration of computer system with electronic banking, greater customer banks and higher profits. Making important to have a Demat account instead of physical trading of securities is now made necessary by laws.

Banking activities gives importance to consolidate risk management because they have integrated computer system with electronic banking. The risk management can be categorized into three categories: Security control, management oversight and legal and reputational risk management. Strategic like updated strategies and policies for risk management in the financial institute are explicated by senior management and board of directors. Also, the other responsibility of the management is security that is, to develop and maintain proper security infrastructure, having ability to cope up with internal and external threats, appropriate authorization and authentication, data integrity of transactions and appropriate limitation on internal and external users. It is very important for such financial institutes to have audit system which also includes e-banking transactions. Having incident response systems in place, having business continuity and contingent plans are very important to meet customers' expectations. Government has also officially appointed some ombudsman who can investigate, solve, resolve the problem and complaint against such institutes, government departments or any public entity. Each institute have their own rules, regulations and [principles which enhance them to achieve their goals,

Banking and financial institutes have a great potential to continue with experimenting such financial as well as technological innovations for growth. Sometimes there are also worse scenarios of such innovations are failures of computers or systems going down can also sometimes can put an ultimate end to the whole world of any office. Even hacking of data and viruses can cause a huge loss to such financial institutes, public as well as economy of the country. Therefore, it is very important for such banking and financial systems to keep abreast with new technological systems and to keep on updating it with flow of information technology.

# BANKING

*LAXMAN KARTHIK*
*S.Y.BAF*


A bank is a financial institution licensed to receive and deposit or for loan. Bank may also provide financial services such as wealth management, currency exchange and safe deposit boxes. There are several different kinds of bank for the investment and services bank. In most banks are regulated by the national government or central bank The central bank is also called RBI, central bank issue currency for the whole country.

OPERATIONAL OF BANKNG SECTOR:

Today the banking sector is one of the biggest service sector of India availability of quality services is Vital role for the wellbeing of the economy. There are many factors which always helps people such as giving loans keeping secure lockers for safe asset and other effective services which attract the people for investing in bank The focus of bank has shifted from customer acquisition to customer retention with the stepping of information technology. The technology has changed the world in drastic manner, in each and every year Information technology has changed the working strategy often banking sectors. In traditional systems banking services available at particular time and day but due to the it banking since available 24/7 hours. Various customer is oriented product like Internet banking, ATM, RTGS, NEFT. These features have lessened the workload of the banking sectors Bank helps to and operates his or her bank account without any "time wasting on bank premises. The bank also provides ATM. credit 'debit card, smart card overdraft facility for easy payment for customers. bank on your behalf of use for making or of our payment.

The internet banking also makes easy payment for monthly expenses such as telephone, electricity, gas bill these services are provided by the banks commendable. The reserve bank and the of Indian have taken many steps and development, RBI encourages the information communication and technology [ICT] model helping banks to counter the barriers of geography and financial inclusive. Due availability of huge branches at many places of world 'bank as proven to be most important and crucial sectors for any development of the country'.

TYPES AND ACTIVITIES OF BANKING SECTORS:

MOBILE BANKING: There is growing use and penetration of mobile phones in India. As per the Regulatory Authority of India (TRAI) the mobile subscriber base in India as on 2012 stood at 904.23mm including 566.81mm urban subscriber accounting for 62.68%share and 337.42mm annual subscriber accounting for 37.32% share. There still further exist huge scope for mobile banking as on luge 2012,69 banks have been granted approval to offer mobile banking facilities, of which 49 have commenced operations.

COMMERCIAL BANKING: Commercial are those banks which deposit and lends the moneys for publics in commercials bank there are two types such as Public Private

The public gives more Interest as compare to the private banks but services is very weak but the private banks give less Interest but services is supper fast. but there are many chances of risk that private bank to shuts down due to economy crises means our money can also sink if the bank face bankrupt

INDUSTRIAL BANKING: The industrial banking are those banks which helps and focus on industrial development of manufacturing sectors. It also plays crucial role it had made help many functions for short term loan, working capitals, long term loan due to rotation of money supply the production sector helps more to gain the GDP for the growth of the world economy. These bank help and mobilized the funds gather at right channels and it gives effective development.

# STOCK MARKET CRASH DURING COVID-19 PANDEMIC SITUATION

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Before the pandemic hit hard India it affected severely and destroyed the graph of SENSEX and NIFTY. The market was bullish on January 20, 2020, Sensex hit a record of 42,274 riding high on the upcoming budget expectations. Nifty too reached a lifetime high of 12,430. Clocking the strongest rebound ever. Interestingly the SENSEX and NIFTY were on high records before the pandemic induced stock market crash. Many investors lost their money during this time of course.

The crash began from 20 to February when there was a huge number of sellers selling their shares to recover their amount and it intensified during the first half of March to mid-March. The share value of all big companies dropped to their lowest value. The crash caused the short time of the bear market to prevail, until the rise of the graph. But after a short, while the market began to boom and it continued to raise The closing of Sensex during March BSE Sensex ended 3.62 percent higher at 29,468. For the month, the index posted losses of 23 percent, its worst ever fall in March. The NSE Nifty 50 index too cooled off the day's high, ending the day with gains of 3.82 percent at 8,597, whereas the situation during January was the benchmark S&P BSE Sensex settled 285 points, or 0.69 percent, lower at 40,914 level. On the NSE, the Nifty50 managed to hold the 12,000-mark, and closed at 12,036 level, down 94 points or 0.77 percent. The roller coaster ride went on after march and the current situation of the market is the benchmark Sensex hit the 50,000 milestones for the first time on Thursday but failed to hold on to the gains and closed 559 points lower from the day's highs on profit booking. The index closed 167 points lower at 49,625. Nifty closed at 14,590.35, down 54 points.

Let’s compare this analysis by picking top 5 on nifty50 list and top 5 on Sensex and check their share price from January 2020 to March 2020 and finally till January 2021.

Let’s take top 5 from Nifty

1. Bajaj Auto
2. Hero MotoCorp
3. HUL
4. Eicher motors
5. TCS

are the current top 5 on nifty

| **Sr. No** | **Name Of Company** | **Jan 2020** | **March 2020** | **Jan 2021** |
|---|---|---|---|---|
| **1** | Bajaj Auto | 3143 | 1788.65 | 4,089.50 |
| **2** | Hero MotoCorp | 2486.95 | 1560 | 3374.90 |
| **3** | HUL | 2062 | 1757.3 | 2409.35 |
| **4** | Eicher motors | 2045 | 1245.01 | 2972.60 |
| **5** | TCS | 2160 | 1506.05 | 3303.10 |

Let’s take top 5 from Sensex

1. Bajaj Auto
2. HUL
3. UltraTech Cement
4. TCS
5. Bajaj FinServ

Are the current top 5 on Sensex

| Sr. No | Name Of Company | Jan 2020 | March 2020 | Jan 2021 |
|---|---|---|---|---|
| **1** | Bajaj Auto | 3150 | 1788.65 | 4094.10 |
| **2** | HUL | 2064 | 1757.30 | 2408.75 |
| **3** | UltraTech Cement | 4502.30 | 2910 | 5592 |
| **4** | TCS | 2139.4 | 1506.05 | 3303.40 |
| **5** | Bajaj FinServ | 9950 | 5640 | 9073.70 |

From this table we can understand that Covid-19 pandemic affected drastically on stock market. The optimal time to invest was after March as the market has gone up by lot a great difference since fall. As to understand the stock market functioning it completely depends upon human nature as many investors start to sell their stock the moment, they see a little profit or loss.

# SCAMS IN INDIAN BANKS

*ANDREA MARYL LOBO*

*T.Y.BAF*

In recent years, instances of financial fraud have regularly been reported in India. Although banking frauds in India have often been treated as cost of doing business, post liberalization the frequency, complexity and cost of banking frauds have increased manifold resulting in a very serious cause of concern for regulators, such as the Reserve Bank of India (RBI).

Bank fraud is the use of potentially illegal means to obtain money assets or other property owned or held by a financial institution, or to obtain money from depositors by fraudulently posing as a bank or other financial institution. In many instances, bank fraud is a criminal offence while the specific elements of particular banking fraud laws vary depending on jurisdictions; the term bank fraud applies to actions that employ a scheme or artifice, as opposed to bank robbery or theft. For this reason, bank fraud is sometimes considered a white-collar crime.

The "prime bank" operation which claims to offer an urgent, exclusive opportunity to cash in on the best-kept secret in the banking industry, guaranteed deposits in "prime banks", "constitutional banks", "bank notes and bank-issued debentures from top 500 world banks", "bank guarantees and standby letters of credit" which generate spectacular returns at no risk and are "endorsed by the World Bank" or various national governments and central bankers. However, these official-sounding phrases and more are the hallmark of the so-called "prime bank" fraud; they may sound great on paper, but the guaranteed offshore investment with the vague claims of an easy 100% monthly return are all fictitious financial instruments intended to defraud individuals.

This takes a number of forms, ranging from merchants copying clients' credit card numbers for use in later illegal activities or criminals using carbon copies from old mechanical card imprint machines to steal the info, to the use of tampered credit or debit card readers to copy the magnetic stripe from a payment card while a hidden camera captures the numbers on the face of the card.

Some fraudsters have attached fraudulent card stripe readers to publicly accessible ATMs, to gain unauthorized access to the contents of the magnetic stripe, as well as hidden cameras to illegally record users' authorization codes. The data recorded by the cameras and fraudulent card stripe readers are subsequently used to produce duplicate cards that could then be used to make ATM withdrawals from the victims' accounts.

A booster cheque is a fraudulent or bad cheque used to make a payment to a credit card account in order to "bust out" or raise the amount of available credit on otherwise-legitimate credit cards. The amount of the cheque is credited to the card account by the bank as soon as the payment is made, even though the cheque has not yet cleared. Before the bad cheque is discovered, the perpetrator goes on a spending spree or obtains cash advances until the newly-"raised" available limit on the card is reached. The original cheque then bounces, but by then it is already too late.

In order to hide serious financial problems, some businesses have been known to use fraudulent bookkeeping to overstate sales and income, inflate the worth of the company's assets, or state a profit when the company is operating at a loss. These tampered records are then used to seek investment in the company's bond or security issues or to make fraudulent loan applications in a final attempt to obtain more money to delay the inevitable collapse of an unprofitable or mismanaged firm. Examples of accounting frauds: Enron and World Com and Ocala Funding. These companies "cooked the books" in order to appear as though they had profited each quarter, when in fact they were deeply in debt.

Deposit related frauds, which used to be significant in terms of numbers but not in size, have come down significantly in recent years, owing to a new system of payment, and introduction of cheque truncation system (CTS) by commercial banks, use of electronic transfer of fund, etc. Advances related fraud continue to be a major challenge in terms of amount involved (nearly 67 percent of total amount involved in frauds over last 4 years), posing a direct threat to the financial stability of banks. With ever-increasing use of technology in the banking system, cyber frauds have proliferated and are becoming even more sophisticated in terms of use of novel methods. Also, documentary credit (letter of credit) related frauds have surfaced causing a grave concern due to their implications on trade and related activities.

Indian banking sector is divided into two. There are public sector banks, and then there are private sector banks. The public sector banks, i.e., banks owned by the government are known as bureaucratic organizations where inefficiency is rampant. However, these banks are also known to be prone to corruption. This is because executives at state-owned banks are often under pressure to discard lending norms and guidelines. Politicians often ask these banks to give loans to their cronies even if they do not meet the required norms and standards.

There have been several scams that have taken place in the Indian banking system. However, the recent one has been the biggest in size. Punjab National Bank, i.e., a state-owned Indian bank is said to have lost more than Rs. 11,300 crore or $1.7 billion in this scam. This scam happened when an Indian businessman named Nirav Modi colluded with bank executives to swindle huge sums of money from the banking system.

Mallya's Kingfisher Airlines had borrowed Rs 9,432 crore from 13 banks till February 2018. The State Bank of India was the biggest lender with 1600 cr. followed by the PNB 800 Cr, IDBI 650 Cr and Bank of Baroda lend 550 cr.

Kolkata-based Allahabad Bank has said it has an exposure of ₹2,363 crore in the PNB fraud case.

However, Allahabad Bank stressed that it is sure about the recovery of the payment as the exposure was fully secured by Letter of Undertaking (LoU) documents.

“The bank, through our overseas branch at Hong Kong, has been taking exposure with Punjab National Bank as counter-party under various Letters of Undertakings issued through authenticated SWIFT message”.

Bank frauds jumped more than twofold in the previous fiscal on delayed detection even as the Reserve Bank of India mandated implementation of early warning signals by lenders. Bank frauds worth more than Rs 1.85 lakh crore were reported in the year ended June 2020 compared with over Rs 71,500 crore in the previous fiscal, according to the RBI’s annual report for 2019-20.
This needs to change.

# FEE-BASED BANKING SERVICES

*HARSHIT TATIPARTI*

*T.Y.BAF*

- What is a bank?

A bank is a financial institution licensed to receive deposits and make loans. Banks may also provide financial services such as wealth management, currency exchange, and safe deposit boxes. There are several different kinds of banks including retail banks, commercial or corporate banks, and investment banks. In most countries, banks are regulated by the national government or by the central bank. This is called a bank. Bank provides various services for its customers and in return it charges some fees for providing such services it is called as Fees-based banking services.

- What is fee-based banking service?

Banks earn their income in two parts. One type of income is generated by undertaking risk i.e., by lending their deposits. This is called interest income and forms the major portion of any bank's earnings. However, banks can also generate earnings from other sources wherein they do not have to lend money or collect interest. Such sources are called fee-based banking services. Banks can also generate earnings from other sources wherein they do not have to lend money or collect interest Such sources are called fee-based banking services and form an important part of any banks profit and loss statements.

The type of services that bank provides to its customer are: -

a) **Cards** - Credit cards and debit cards have been new addition to the bank's portfolios. However, in a short span of time, these services have started accounting for large sums in any bank's non-interest earnings. There are a variety of fees charged by these cards. There are some fees like joining fees and annual fees. Then there are charges such as interest on overdue balance, over limit fees, service taxes etc. All these charges were not a part of any bank's earnings a few years earlier. Besides every time a credit or debit card is used, banks have issued such cards to the merchants.

b) **Commissions** - Banks have also started providing other services like selling insurance and mutual funds to their customers. Since banks have an intimate relationship with the customer, they are in a position to estimate their net worth and advise them regarding insurance as well as investment needs accordingly the bank charges some certain amount as commission for the services provided by them to its customer.

c) **Demand Drafts and Pay Orders** - Demand drafts are different from negotiable instruments like cheques. When a bank issues a demand draft, it is no longer the customer's credibility which is at stake. Unlike cheques, demand drafts are issued by banks and therefore are paid and settled by banks on their own account. The bank is therefore providing a kind of guarantee to the party accepting the demand draft. For all practical purposes, a demand draft can be as good as cash because it is not subject to realization from the customer's account. A demand draft will always be paid unless the bank issuing it has gone bankrupt! Therefore, banks charge a fee to provide a demand draft. This fees also forms a part of their non-interest income.

d) **Guarantees -** Banks also provide the service of providing guarantees for a given fee. This service is used to bridge the trust gap between two parties. For instance, party A wants an advance payment whereas party B is willing to pay only after the work is completed. Neither party is willing to trust the other party. In such a case party B can deposit the funds with a bank and the bank can issue a guarantee to party A. Since the bank guarantee becomes a binding commitment made by a credible financial institution, party A can be rest assured that they will be paid once the work is completed as decided. The bank charges a fee for providing such a service. Bank guarantees are often used between first time trade partners. As trade is conducted often, counterparties become comfortable granting credit to each other and the need for bank guarantees is significantly reduced.

e) Account Related Fees - Banks also charge a wide variety of fees to maintain their customer's accounts. For instance, when customers request cheque books or additional debit cards, they are charged a fee. Besides, banks also charge penalties if the deposits-maintained fall below a certain limit. They also charge fees if there are more than a certain number of withdrawals made within a given time period. Some form of payments made via bank accounts also result in fees being charged to the account.

f) Lockers - Lastly, banks also provide locker services to their customers. This was what the business of banking was originally about, and most banks offer this service till date. Customers can store their valuables in the safe vaults of the bank and benefit from the extensive security that the bank has arranged for. The bank cannot access the valuables stored in these vaults and in most cases does not have any information regarding the content of the vaults. The bank merely provides a safe place for storage and charges a fee for the same. Earlier this fee used to form a significant part of non-interest income of any bank. However, over time the usage of lockers has reduced drastically, and other more profitable fee-based businesses have emerged for banks.

Noninterest components signify relatively risk-free earning for the bank. Therefore, banks which have consistently been able to generate stable and high noninterest income are valued highly by stock market investors.

- Why do bank charge fees?

Many banks charge a monthly maintenance fee to cover costs associated with maintaining accounts and certain perks that may be added on. To understand why bank charges fees from its customer the following are the points: -

a) Minimum Balance Fees: -

The minimum balance is the minimum amount that a customer must have in an account to receive some service benefit the minimum balance is the maintenance margin requirement for the account. When an individual opens an account with a bank, they are often required to keep a minimum amount of cash in the account. This is the minimum balance. Depending on the bank, the reason for the minimum balance varies. Some banks may require a minimum balance just to open the account and others may require it for preferential treatment with added services.

b) Maintenance fees: -

Many banks charge a monthly maintenance fee to cover costs associated with maintaining accounts that may be added. Some of these perks include overdraft coverage programs, no change for using ATMs outside the system, cashbacks on spending, and so forth. A number of these perks cost the bank money; this is one way they cover those costs.

c) ATM fees:

Banks place ATMs inside and outside of their branches. Other ATMs are in high traffic areas such as shopping centres, grocery stores, airports, bus and railway stations, restaurants, and other locations.

Accountholders can use their bank's ATMs at no charge but accessing funds through a unit owned by a competing bank usually incurs a fee. Some banks will reimburse their customers for the fee, especially if there is no corresponding ATM available in the area.

These are some reasons why bank charges fees from its customer.

A bank account is not only about saving money, but also about managing money. Opening an account is a smart move - it means that you can access a service that helps you control your money, and which may help you borrow at some time in the future, if you need to do so.

# BANKING AND FINANCE : TRANSFORMATION FROM TRADITIONAL TO DIGITAL.

*ROHIT CHOUDHARY*

*T.Y.BAF*

Bank is financial institution which accepts deposits from public and lending money and provide financial services. Modern banking in India is said to be developed during the British era. In the first half of the 19th century, the **British East India Company** established three banks – the Bank of Bengal in 1809, the Bank of Bombay in 1840 and the Bank of Madras in 1843.

Banks are changing the way how they work, like from traditional to digital very faster. In traditional banking system they are time consuming and slow working. But banks are started giving services digitally. Internet banking arrived in India in 1990s and it was first started by ICICI bank in 1996. Through this digital banking it starts saving time and it must faster than traditional banking. Digital banking can be done either through a laptop, phone, or tablet. Now a days all the things are done digitally like opening bank account, checking balance, granting loans, access your account 24/7, transfer fund between accounts etc. It reduces paper work and increases the efficiency of banks. There are also disadvantages of digital baking like technology and service interruption, lack of personal bankers' relationship, Security and Identity Theft Concerns, your banking information may be spread out on several devices, making it more at risk etc.

Banking and finance play important role in the economy for offering a service for people wishing to save. Banks also play an important role in offering finance to businesses who wish to invest and expand. These loans and business investment are important for enabling economic growth.

# E-BANKING

*CLARISSA MATHIAS*

*T.Y.BAF*

Electronic banking has many names like internet banking, online banking, etc. It uses electronic and telecommunication networks for delivering various banking products and services. A customer can access his account and do transactions using his computer or mobile phone.

**Types of e-banking**-Through e-banking platforms banks offer 3 types of services.

Level 1- The banks website tells about its various products and services and replies customer queries.

Level 2- Customer can submit applications for various services and check balances.

Level 3- Customer can operate his accounts for fund transfer, bill payment, etc.

Traditional banks offer e-banking services too and some banks are 'internet only' banks with no brands.

**Banking websites**- There are 2 types:

1. Informational website- Giving general information of the banks and its services and products to customers.
2. Traditional website- These websites allow customers to conduct transactions and can be a simple retail account balance inquiry to large business to business fund transfer. Banks offer retail services like account opening, bill payments, wholesale services like account management, cash management, etc.

**Importance of e-banking-**

1. Less transaction cost incurred so are cheap
2. Less human error as data is relayed electronically
3. Less paperwork so environment friendly
4. Less bank branches so lower fixed cost

5. Customer friendly services leading to loyal customers
6. Customer can access account 24*7*365 from anywhere, saving time and money
7. E-banking reduces geographical barriers
8. Online banking interface allows business owners to receive account activity leading to less fraud

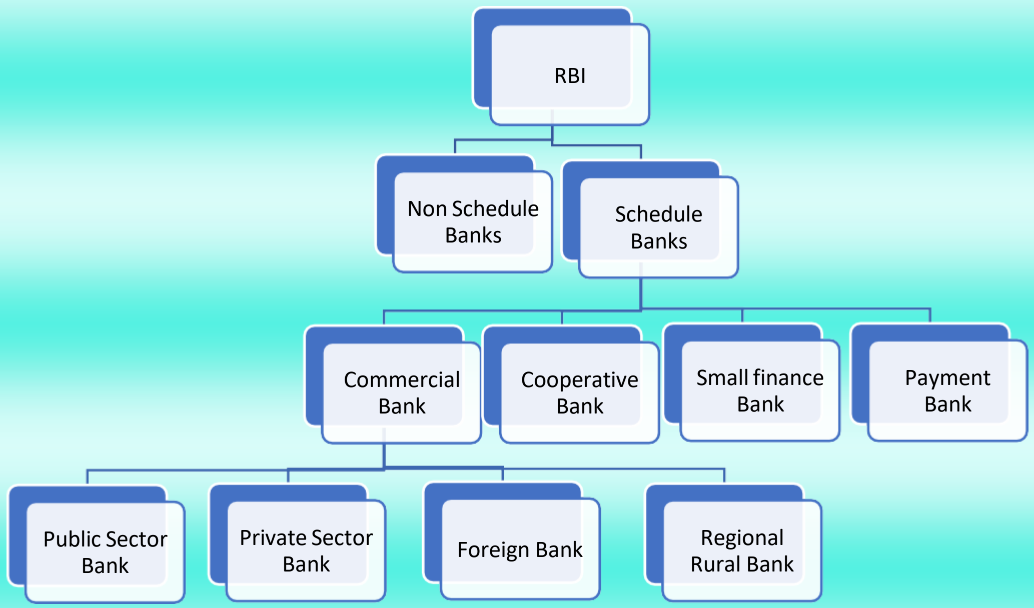
**E-banking in India**- In India, since 1997, ICICI bank first offered internet banking services. Today major banks provide e-banking services to customers.

Popular services are ATMs, Telephone banking, Electronic Clearing cards, Smart cards, EFT, ECS, Mobile banking, Internet banking, etc. Through internet banking, customer can pay bills online as the banks have a tie up with different utility companies, service providers, etc. A nominal one-time registration fee is charged. Customer can also transfer funds from his account to another with same or different bank in India. They can open online fixed deposit, do trading if he has a Demat, savings and trading account and do online shopping and pay for it. There are risks involved too. Transactions need to be confidential but there are chances that the bank system can be hacked and the information is leaked. RBI has given certain recommendations to follow certain rules. Rural and remote areas can benefit from e-banking too.

# BANKING STRUCTURE IN INDIA

*HARSHADA PATEL*

*T.Y.BAF*

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**RESERVE BANK OF INDIA (RBI):**

RBI is the central bank of our country and hold the apex position in the banking structure. Perform various developmental and promotional function. It has wide power to supervise and control the banking structure. It occupies the pivotal position in the monetary and banking structure of the country. For examples Federal RB of USA, Bank of England in UK, and RBI of India. Central Bank is also known as Banker's bank. Authority to formulate and implement monetary and credit policies. Owned by the government of a country and has the monopoly power of issuing notes. RBI was established n 1935 based on the recommendation of Hilton Young Commission. RBI Act was passed in 1934. RBI was the shareholder bank with paid up capital of Rs 5 Cr. It was given the rights to note issue. RBI authority was spread all over the undivided India.

1. **NON- SCHEDULE BANK:**

Non-Schedule Bank by definition are those which are not listed in the 2nd Schedule of the RBI Act, 1934. Bank with a reserve capital of less than Rs 5 lakh, qualify as Non-Schedule Bank. Non-Schedule bank have to follow CRR fund with themselves as no compulsion has been made by the RBI to deposits it in the RBI.

2. **SCHEDULED BANKS:**

Scheduled bank is those which are enshrined in the second schedule of the RBI Act, 1934. Have a paid-up-capital and Reserve of an aggregate value of not less than Rs 5 lakh and they have to satisfy the RBI that their affair is carried out in the interest of their depositor. All commercial Bank, Regional bank, State Cooperatives bank are Scheduled Bank. Eligible for obtaining debt/ loans on the bank rate from RBI. Acquire the membership of the rediscount of first-class exchange bills from RBI. This facility is provided by the RBI only if the schedule bank deposits average cash daily cash with the RBI which is decided by the RBI itself and present the recurring statement under the provision of RBI Act, 1934 and Banking Regulation Act, 1949.

a) **COMMERCIAL BANK:**

Commercial bank operates on a for a profit basis. They primary engages in the acceptance of deposits and extended loans to the general publics, business and the government. An institution that accepts deposits, grant loans and advances to general customer and business entities. They cater to the financial requirement of industries and various sectors like agriculture and rural development. Includes Public sectors bank, Private Sector banks, foreign Banks, Small finance Banks, Payment Bank and Regional rural Banks.

## i. PUBLIC SECTOR BANKS:

SBI Act, 1955: SBI (Subsidiary Banks) Act, 1959, nationalization of 14 Banks in 1969 and 6 in 1980.

In Public Sector the government holding are more than 50%. Government control and regulates the functioning. Earlier 21 now there are 12 banks are as follows:

| **SBI** | **Union Bank of India** | **Bank of India** |
|---|---|---|
| **PNB** | Punjab and Sindh Bank | Central Bank of India |
| **Bank of Baroda** | Indian Bank | Indian Oversea Bank |
| **Canara Bank** | Bank of Maharashtra | UCO Bank |

## ii. PRIVATE SECTOR BANKS:

Equity is owned by private bodies, corporation, institution or individual rather than government. these banks are managed and controlled by private promoters. Some private sector banks are: -

| **Axis bank** | **Dhanlaxmi bank** | **Karnataka bank** | **HDFC bank** |
|---|---|---|---|
| **DCB bank** | IDBI bank | Nainital bank | South India bank |
| **ICICI bank** | Yes bank | Federal bank | Indus land bank |
| **Bandhan bank** | CSB bank | RBI bank | City union bank |

## iii. FOREIGN BANK:

A foreign bank is a type of international bank that is obligated to follow the regulation of both the home and host countries. It is present in India either as representative officer or as branches. It must have at least 25 billion towards capital of on establishment. It has to adhere mandatory capital adequacy segment as per basic standard. It needs to maintain minimum CRAR @10% and priority sector target is 40%. It has to follow another norm as set by RBI. It has 46 banks with branches and 37 with representative's offices.

### iv. REGIONAL RURAL BANK

It came into existence in the middle of 1970s with the objective of developing rural economy by providing credit and deposit facilities for agriculture and other productive activities. Providing such facilities to small and marginal farmers, agricultural, laborer, rural artisans and other small entrepreneur in rural areas. Other special features of these bank are:

- Area of operation is limited to a specified region
- Lending rate cannot be higher than that of cooperative credit societies
- Paid up capital is at Rs.25 lakh, 50% contributed by central government, 15% by state government and 35% sponsoring public sector commercial bank.

## b) CO-OPERATIVE BANKS: -

It was set up by passing a co-operatives credit society act, 1904 to amended in 1912. It is organized and managed on the principle of cooperation and mutual help. The main objective is to provide rural credit. They are mainly of 2 kinds: -

a) Agriculture (dominant) and

b) Non agricultural

There are 2 separate cooperative agencies for the provision of agricultural credit one for short-term medium-term credit and the other for long term credit. The long-term agriculture credit is provided by the land development banks.

## c) SMALL FINANCE BANKS: -

It is the supply of credit to micro and small enterprises. It provides banking services in unbanked/ under-banked region. It licensed under section 22 of BR act. The objectives are: -

- Provides saving vehicles to unserved/ underserved sectioned of the society.
- Supply of credit to micro and small enterprise, unorganized sector, small and marginalized farmers.
- Distribution of 3rd party products – provide by another third party
- Should have a minimum 25% of the branch of unbanked rural area.

## d) PAYMENT BANK: -

A payment bank is a type of non-full services. It opens account and move to digitalization. A bank license as a payment bank and can only receive deposits and provide remittent. It cannot carry out lending activities. This type of bank was created to help India to reach its financial target. It is targeted at migrant laborer's, low-income household, small business and other unorganized sector entities.

## PRODUCT RETAILS BANKING CHANNELS

They are of two types: -

- DEPOSITS
- LOANS

## DEPOSITS

### A) Demand

#### 1) Saving a/c

The purpose is to save future requirements with liquidity. It can be opened by an individual. There are different variants like gold saving accounts, platinum saving accounts. The interest is paid op daily balance. Passbook, statement od account, ATM card, debit card, cheque book.

#### 2) Current a/c

The purpose is ideal for carrying out regular transactions, it can be opened by proprietorship, firms, partnership firms, companies, etc. There are different variants like gold saving accounts, platinum saving accounts. No interest is paid in this account. statement of account, ATM card, debit card, cheque book, overdraft facilities.

### B) TERM (TIME): -

#### 1. RECURRING DEPOSIT

The deposit is on monthly basis. Customer can open in a fixed duration as per requirement. This can be opened from 6 month to 10 years duration. Generally, this can be opened with as low as Rs. 100. The same amount is paid as instalment. The interest rate on recurring deposit is similar to fixed deposit interest rate.

#### 2. FIXED DEPOSIT: -

Customer can open this for a fixed duration ranging between 7 days to 10 years. Interest paid is periodically or cumulatively on maturity. Bank pay higher interest (normally 0.50% on term deposit, to senior citizen). In fixed deposit, fixed or bigger amount is paid only one time.

**<u>LOANS</u>**

**1) <u>SECURED LOANS</u>**

- REVERSE MORTGAGE
- HOME LOANS
- CONSUMER DURABLE LOAN
- VEHICLE LOAN
- EDUCATION LOAN
- LOAN AGAINST PROPERTY
- LOANS AGAINST SHARES
- LOAN AGAINST GOLD

**2) <u>UNSECURED LOANS</u>**

- PERSONAL LOANS
- CREDIT CARDS

# FINANCIAL MANAGEMENT

*MRUGAKSHI RAUT*

*T.Y.BAF*

Financial management refers to the strategic planning, organizing, directing, and controllingof financial undertakings in an organization or an institute. It also includes applying management principles to the financial assets of an organization, while also playing an important part in fiscal management. Financial management is one of the most important aspects in business. Financial Management ensures that the organization meets its primaryobjectives such as maximizing the shareholders' wealth, cutting down the finance cost, andother non-financial objectives which are to other stakeholders such as the government, employees, and suppliers.

In order to start up or even run a successful business, you will need excellent knowledge in financial management. Financial management deals with the ways in which an organizationcan raise funds for the various projects, allocation of those funds in the most productive andefficient way, how to exercise control over those funds, and how to distribute the returns of those funds to the various stakeholders.

Scope of financial management:

Financial Management compromise of the following key areas

Financial functions:

This function deals with decisions on how to raise funds to finance the activities of theorganization

The short-term sources of funds include; bank overdrafts, factoring, commercial papers, account payable delays, sale and leaseback, and account receivables collections.

The long-term sources of funds include; ordinary share capital, preference share capital, term loans (debt capital) and leases.

Investment function:

This function involves decisions concerning the allocation of funds to various projects. A financial manager needs to evaluate the various projects to venture into considering boththeir returns and the level of risk.

Investment decisions are difficult to make as they involve assessment of the future which is difficult to predict with precision and most of the investments are irreversible

Liquidity function

These are decisions involving the management of working capital to avoid liquidity problems.it generally involves investment into current assets and current liabilities.

Current assets are those assets that can easily be converted into cash within a year. Currentliabilities t matures for payment within a financial year.

Dividend function

The dividend decision should be in line with the dividend policy of the organization, which is contained in the article of association. The finance manager should ensure that the organization has an optimal dividend payout ratio.

# 6 SIMPLE STEPS TO MAKE PERFECT FINANCIAL PLAN

*MOHAMED DANISH ANTULE*

*T.Y.BAF*

Financial planning helps to achieve our goals. Financial planning helps to make you Tax savings and retirement plan easier. Financial plan should be simple to plan and simple to execute. There should be proper balance between return, Tax savings, insurance cover. This article can help you to make a proper financial planning and make you achieve your goals easily and fast. Following 6 simple steps can help you to make proper financial plan.

**1. Saving: - Savings** should be at least that our six months expenditure can easily be fulfilled. This amount should be kept in savings account for emergency purpose. For example, for a month you require ₹25,000 for all expenses. Then you should at least save six times of it i.e. ₹1,50,000.

**2. Loans: - Avoid** the loans which make you pay high rate of interest. There are two types of loan i.e. Good loans and bad loans. Good loans are those which has low rate of interest and has various tax benefits. Good loans like housing loan, car loans, etc. which has interest rate around 8% to 13 %. Bad loans are those which has high rate of interest. For e.g., personal loans which has interest rate of 15% and more. A person should try to pay off loans which has high rate of interest first and then another type of loans.

**3. Insurance: -** There are various people who have many insurance policy. It makes it complicated. Let make it simple into two parts.

**a. Life insurance:** You should only take life insurance of person who earns money. The person who is Income earner of the family. How much amount of life insurance you should take at least twenty times of your annual income? For example, your annual income is ₹5 Lakhs then you should take Life insurance of ₹1 Crore. There is no need of taking a Life insurance of person who doesn't earn. And also try to get Life insurance as soon as possible to get less Premium amount.

**b. Health Insurance:** It should be taken for each and every member in your family. You should take at least Insurance of ₹2 Lakh per person in a family. If you have 5 people in a family. Then You should take health Insurance of ₹10 lakh of whole family.

**4. Investment plan: -** You should at least used 20% of your monthly income in some or other investment activity. For example, if you earn ₹50,000 per month then you at least invest ₹10,000. There are various investment plan like equity, mutual fund, etc. The person who ready to take risk should invest in equity for long term goals. The person who are not ready to take risk can invest in mutual funds. It will help you to higher return in long term.

**5. Tax planning:** It is not compulsory for every person plan their Tax. Person who earns yearly income more than ₹6 lakh should plan their Tax. Make full use of 80C up to ₹1,50,000. Take deduction of Medical Insurance and also for Housing loan.

**6. Retirement plans:** Nowadays, NPS i.e. National Pension Scheme is very much famous. For your Retirement purpose you invest in it. It is an government Scheme where you can contribute some amount yearly, After the age of 60 years, you can take 60% of amount. And after that remaining amount is paid through monthly annuity plan. As compared to other retirement plan it gives you higher return. Everybody should take this Scheme it also helps in Tax deduction.

Here we have end up the Whole financial plan in only 6 simple steps. Make sure your financial plan short and simple. The proper financial planning is which is simple and effective.

# COVID NOT SLOWING VENTURE CAPITAL INVESTMENT

*NEEMA PRAKASH JOSHI*

*T.Y.BAF*

Despite the economic uncertainty, most venture capitalists expect their investments to outperform major equity indexes and are still funding new endeavors, says Paul Gompers.

The COVID-19 pandemic has battered industries around the world, but one sector's prospects aren't so bleak: venture capital. Start-up backers—and private-equity managers in general—say that half of their portfolio companies haven't been harmed by the coronavirus that stalled the economy in March, according to two new surveys by Paul A. Gompers, the Eugene Holman Professor of Business Administration at Harvard Business School. Only about 10 percent of companies in this often-unpredictable industry have been severely affected. Despite the economic uncertainty, 91 percent of venture capitalists expect their investments to outperform major equity indexes going forward, and they're continuing to fund new endeavors. "It's sort of the opposite of doom and gloom," Gompers says. "We were surprised by how relatively unaffected the venture industry was."

In collaboration with the National Bureau of Economic Research, Gompers teamed with Will Gornall of the University of British Columbia, Steven N. Kaplan of the University of Chicago, and Stanford University's Ilya A. Strebulaev to **survey more than 1,000 venture capitalists** at 900 firms from late June to mid-July.

**"THE BULK OF VC INVESTORS ARE LOOKING TO DO NEW DEALS. THEY'RE JUST SITTING ON A TON OF MONEY."**

During that period, global daily deaths had topped 9,000 for a second time as infection rates were soaring across the Americas. Almost all of the world's 10 largest economies were contracting.

Despite the widespread pain, venture capitalists surveyed—who collectively manage $340 billion in assets—said they expected their funds to prosper. However, two-thirds acknowledged that investing had slowed. During the first half of 2020, they invested at 71 percent of pre-pandemic levels, a rate that they expect to climb to 81 percent by the end of the year.

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30 NOV 2020RESEARCH & IDEAS

**COVID Not Slowing VC Investment**

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**Venture funding in a socially distanced world**

Discouraged entrepreneurs shouldn't put away their pitch decks yet. For one thing, funding commitments are still outpacing those of past periods of economic distress, the researchers say. US-based venture capital firms also entered 2020 with strength after raising $46.3 billion in 2019, the industry's second-best year of the past decade, according to the Pitch Book-NVCA Venture Monitor.

"The bulk of VC investors are looking to do new deals," Gompers says. "They're just sitting on a ton of money."

Perhaps reassuringly, a far more basic factor has been holding back investment: remote work. Lockdowns and rising COVID-19 cases prompted many venture capitalists to literally head for the hills, decamping to vacation homes in Wyoming and Idaho. Even with its close ties to Silicon Valley and emerging technology, the loss of in-person pitch meetings has stymied an industry used to schmoozing.

"Informal networking is so critical to deal flow," Gompers says. "And of course, less time is being spent on networking because you're not physically together."

The pandemic might also delay initial public offerings, forcing venture funds to hold investments longer than planned. To ensure smooth exits, many venture capitalists have redirected their time from deal-making to shoring up portfolio companies.

**Given these conditions, Gompers says that start-up founders should expect:**

Longer pitch and review processes. While venture capital firms will need to deploy near-record amounts of capital, the due diligence process will take significantly more time, Gompers says.

Potentially less favourable terms. As the pandemic grinds on and funding becomes potentially riskier, venture capitalists might assign lower values to start-ups and seek larger equity stakes.

"The valuations might not be as high as they would have expected, but there's still money there," Gompers says. "There are still opportunities for those with really great companies or really great ideas."

**Private equity's less rosy outlook:**

Venture capital's resilience contrasts with the rest of the $4 trillion private equity industry. Even though COVID-19 has hurt a similar percentage of companies backed by private equity and venture capital, returns on traditional private equity portfolios will likely be worse this year, Gompers says.

Like venture capital, the US private equity industry entered 2020 on solid footing, with a record $2.5 trillion of capital to invest, according to Bain & Company. However, the need to triage vulnerable portfolio companies and ongoing uncertainty about the pandemic might hinder managers' ability to find new deals, the researchers say.

“The private equity firms have truly had to roll up their sleeves and become very, very active in their portfolio companies,” Gompers says. “And there’s only so much time to spend in a given day.”

Gompers, Kaplan, and Georgetown University’s Vladimir Mukharlyamov reached out to 200 private equity managers from firms overseeing more than $1.9 trillion in assets during July and early August. They found that 92 percent of private-equity managers were interacting with portfolio companies every week during the pandemic, compared with 26 percent among venture capitalists. Another 6.8 percent were working with companies daily versus 2 percent among venture capitalists.

Will the intense interaction make a difference for private equity? It’s hard to say, but the hands-off nature and low expectations of venture capital firms, which invest in less established companies, might serve them well during these turbulent times.

“In venture capital, a third of the companies you put money into are just going to go belly up,” Gompers says. “But maybe 10 or 15 percent of your companies will go on to make five or 10 times your money.”

# HOW TO MANAGE OUR PERSONAL FINANCE?

*MANSI SANTOSH RAJSHIRKE*

*T.Y.BAF*

The term “personal finance” refers to how we manage our money and plan for our future. All of our financial decisions and activities have an effect on our finance. We are often guided by specific rules like we should always save at least 10% of our income toward retirement or for future.

Sometimes these rules are definitely helpful for our future. but how can we achieve this?

So, to improve our financial health and habits. Here are some personal finance rules which will really help us in our finance.

As a starting point, it is important to calculate our net worth means the difference between what we own and what we owe. To calculate our net worth, we should start by making a list of our assets (what we own) and our liabilities (what we owe). Then subtract the liabilities from the assets to arrive at our net-worth figure.

After getting net worth we should make our budget plan of a month or a year. If we are spending money on irrelevant things then we should plan our expenses accordingly.

And should Save it for future goals or for emergencies. Once you’ve subtract your expenses from your income. And still If you have money left over, you have a surplus, and you can decide how to spend, save, or invest that money.

- **Manage your money.**

Most of the time people will spend more money if they have more money to spend. If they are earning higher salaries, they tend to increase in spending, every extra rupee you spend now, means less money later and during retirement you will get.

- **Recognize Needs**

Needs are things you have to have in order to survive: food, shelter, healthcare, transportation, a reasonable amount of clothing (many people include savings as a need,

Your needs should get top priority in your personal budget. Only after your needs have been met should you allocate any discretionary income toward wants. And again, if you do have money left over each week or each month after paying for the things you really need, you don't have to spend it all.

- **Start Saving Early**

The sooner you start, the better off you'll likely be during your retirement years. The sooner you start, the easier it is to reach your long-term financial goals. You will need to save less each month, and contribute less overall, to reach the same goal in the future.

So, as we can see to achieve good amount of money in the future, we should start saving the money early.

# HOW OPENNESS PERSONALITY AFFECTS FINANCIAL PLANNING AND INVESTMENT DECISION MAKING

*SHWETHA ADYANTHAYA*

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## INTRODUCTION:

Financial planners begin their initial client meetings with a discussion of money goals, attitudes, and risk tolerance. Why? Well, it's because all investors are not created equally. Open individuals crave adrenaline-spiking adventures, always looking for thrilling activities. Most of the time, they are curious about information and knowledge about financial planning and investment decisions. These individuals enjoy researching and finding out about finance topics of interest.

## ABOUT FINANCIAL BEHAVIOUR:

Financial behaviour can be defined as the expenditure, saving, investment and planning actions of the individual in the financial fields. The development of financial markets, differences in investor profile and complexity of financial products increase the importance of estimating the financial behaviour of individual investors. Financial behaviour, which is the focus of interest of researchers for the reasons stated, has attracted interest from both microeconomic and macroeconomic aspects by researchers and policy makers. Financial attitudes and behaviours have an effect on financial decisions on monetary issues such as expenditure, saving, budgeting and investment. Financial decisions of individuals are effective on financial welfare levels. In order to make the right decisions on the management of money, such as the evaluation of investments in the right investment tools, spending and savings, it is necessary for individuals to increase their financial literacy levels and evaluate their decisions in terms of risk, return and cost

Five Characteristics of Open People That Influence Financial Planning and Investment Decision

1. Imaginative

Openness to experience is linked to creativity and imagination. These are people who can derive valuable investment ideas from using their imagination. Some may be inspired by specific skills, knowledge, objectives, issues, or anything that will trigger an idea. Their imaginative and creative ability is also associated with scientific and artistic professionals. Investors who invent technological products and services are also likely to be open people.

2. Adventurous

Open investors explore new ideas and interests. Adventurous people are inclined to make financial planning and investment decisions that involve new experiences. Open investors with an adventurous spirit will choose ideas or ventures that align with their interests.

3. Knowledgeable

Openness involves curiosity and the need to know, an aspect that can influence financial and investment decisions. Open investors have a quest for knowledge. They will thoroughly research until they obtain sufficient information. Open people are inquisitive because they want to know as much as they can. Open people are intelligent and informed because they enjoy learning about new investment opportunities. Investors who are open to learning are successful in their endeavours and work. Such individuals like planning for their future and work well with their financial planners.

4. Social

Open investors are not only interested in people with commonalities, but they are also fascinated with life beyond the daily grind. Such individuals easily adapt to new environments and choose unique investment ideas. They adapt to change and consider it an opportunity to learn about new investments. Investors with openness thrive in investing in multinational corporations that expand to new territories and have new experiences beyond our borders.

5. Positive Emotions

Open individuals have stable emotions because they are flexible and ready for any financial eventualities. Positivity in the investment world makes open people agile in their work and social activities. Open people also have positive relationships with their financial planners. Openness to experience is closely related to happiness, self-satisfaction, and a positive attitude. These positive emotions are critical in making investment decisions and implementing their financial plans. Their attentiveness to financial details also supports positive emotions and inner feelings. They are sensitive to financial and investment challenges and expressive when they need to be.

Two Strengths of Investors with the Openness Trait

**1.** Flexibility

Unforeseen financial circumstances characterize the modern business life. Open investors deal with these events because of their attitude. They enjoy an unpredictable life that has new financial adventures and encounters. If they encounter a period without an investment opportunity, they create one. The change is a learning experience, and they enjoy the associated risks and opportunities. Open entrepreneurs also appreciate financially challenging tasks associated with new things.

**2.** High Quality of Life

Open individuals expose themselves to many experiences such as knowledge, entrepreneurial encounters, business ideas, thoughts, and feelings. Monotony and daily routines are deal breakers for open investors. Their sociable nature creates excellent and healthy business and investor relationships with others, despite their differing beliefs or mind set. Investors with this trait are inclined to venture and add value to other investors and business partners.

Two Weaknesses of Investors with the Openness trait

1. Impulsivity

Open people are prone to take action against a financial crisis or make investment decisions without critical consideration. Investors influenced by impulsive decisions may end up investing in high-risk ventures and incur losses. Open people are also likely to make impulse purchases, which could affect their financial plans. Impulsivity may also cause instability if it is not managed.

2. Prone to Disorders

According to financial research and studies, the openness-to-experience personality is linked to certain personality conditions: impulsivity, cognitive distortion, excessive fantasizing, unstable goals, peculiar thinking, and diffuse identity are some of the possible disorders likely to affect open people. Their imaginative and creative thinking may go beyond the ordinary. An investor who spends too much time fantasizing will be distracted by other stocks or new investments. The unstable or unrealistic goals of open individuals could lead to financial setbacks

Because of their inherent risk-taking nature, open investors have more opportunities for success than conservative individuals. However, they must learn to curb their impulses and apply more discipline to their financial decisions to realize their desired outcome.

How your personality affects your investment choices

Personality traits are associated with a wide range of investment decisions and outcomes. The research for the article is based on 5 factor model of personality traits which is the leading paradigm in personality research. It’s an effective model as it dismisses many personality traits.

1) Extraversion: Extraverts are social, enthusiastic, talkative and assertive. In general, they tend to take on more risk in order to fulfil their need for excitement. Advantage: They tend to have a higher risk tolerance, which can mean potentially higher returns. Disadvantage: They may take on too much risk and lose money.

2) Agreeableness: Those high in agreeableness are trusting, altruistic and optimistic. They need to get along with other individuals. Advantage: They are cooperative when working with advisers on their portfolio. Disadvantage: They do not like to offend others and may be hesitant to raise any red flags that they see.

3) Conscientiousness: Conscientiousness persons are thorough, careful and diligent. They have the ability to delay immediate gratification in favour of long-term goals. Advantage: Long-term investors can be patient and restrain themselves from impulsive risk-taking. Disadvantage: They are too risk-averse.

4) Neuroticism: Neurotic individuals are emotionally unstable. They are prone to psychological distress including depression, anxiety and anger. Advantage: They are drawn to risk because of its emotional appeal, and similar to the extravert advantage, higher risk tolerance can potentially equal higher returns. Disadvantage: they are impulsive; therefore, they are prone to making emotional financial decisions.

5) Openness to experience/intellect: Individuals high in openness to experience/intellect are imaginative, curious and open to new ideas. They actively seek new experiences. This trait is highly correlated to intelligence. There is no advantage or disadvantage listed because openness to experience/intellect is the least studied of all the traits.

# VIRTUAL CURRENCY

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Introduction: -

Virtual currency is a type of unregulated digital currency. It is not issued or controlled by a central bank. Examples of virtual currencies include Bitcoin, Litecoin, and XRP. Digital currencies are stored in and transacted through designated software, applications, and networks in digital form.

Virtual Currency

Virtual currencies are typically issued by private issuers and used among specific virtual communities. The security of the software and networks that virtual currencies stand on is a critical concern.

The traditional regulated currencies are backed by sovereign debts (fiat currency) or hard assets such as gold. In contrast, virtual currencies are not backed with no intrinsic value. The value of a virtual currency is mainly driven by the sentiment of traders. As a result of its unregulated nature, a virtual currency can experience extensive price fluctuations.

Summary: -

Virtual currency is a type of unregulated digital currency that is not issued or controlled by a central bank. Examples include Bitcoin, Litecoin, and XRP.

Virtual currency can be either centralized or decentralized. A decentralized virtual currency does not have a central administrator.

The decentralization of virtual currency relies on blockchain networks, which is cryptography-based. The cryptography-based virtual currency is known as cryptocurrency.

Types of Virtual Currency: -

In terms of legal status, there are two major types of virtual currencies – centralized and decentralized.

1. Centralized

A centralized virtual currency has a central administrator or repository. The central administrator of a virtual currency is typically the issuer of that currency. The role is similar to a central bank in a regulated currency system. XRP is an example of centralized virtual currency.

2. Decentralized

Conversely, a decentralized currency does not have a third-party central administrator or repository. Instead, a distributed system will authenticate the transactions of a decentralized virtual currency.

Many decentralized currencies are based on blockchain networks such as Bitcoin, Litecoin, and Ethereum. A blockchain network links a list of records, which is known as blocks, with cryptography. When a transaction is requested, the request is broadcasted in the network consisting of many computers (nodes).

After the transaction is verified by the network, a permanent and unchangeable block that contains the transaction information is added to the existing blockchain. The transaction is completed and recorded accordingly.

Compared with a centralized virtual currency system, the decentralized peer-to-peer network avoids a central administrator, and thus avoids a centralized security failure. Also, due to the absence of intermediaries, decentralization allows for more transparency between parties and lower transaction costs.

However, the lack of a central authority leads to regulatory concerns. Money laundering and other illegal transactions can take advantage of the decentralized setup.

Advantages of Virtual Currencies: -

1. Convenient

The major advantage of virtual currencies is convenience. Payments with virtual currencies are fast and easy due to its network-based nature. The use of virtual currencies is especially convenient in international transactions.

2. Decentralized

Additionally, decentralization also avoids intermediaries. It lowers transaction costs and avoids the security failure of the central administrator.

Disadvantages of Virtual Currencies: -

1. Lacks comprehensive regulation

The regulations over virtual currencies are not comprehensive or systematic enough, hindering their worldwide acceptance. Lacking the supervision from a central administrator, decentralized virtual currencies provide opportunities for illegal transactions and money laundering.

2. Highly volatile

Out of the charge of a central bank, the value of a virtual currency is highly volatile. Therefore, it is a less favourable tool to store value or medium of exchange. For example, Bitcoin peaked at the end of 2017 at nearly $20,000 per unit. It later dropped to around $3,000 per unit within one year.

3. Potential security issues:

Virtual currencies also raise security concerns. Despite improving encryption techniques, the loss or leakage of authentication information is still possible and can cause great losses to virtual currency owners.

Digital Currency, Virtual Currency, and Cryptocurrency

Digital currency is a broad concept, referring to all the monetary assets that are in digital form. Virtual currency is a subset of digital currency, and cryptocurrency is a subset of virtual currency.

Digital currency can be either regulated or unregulated. A regulated digital currency is issued by a country’s central bank and can be denominated to a sovereign currency. The regulated type of digital currency is thus subject to a country’s monetary policy.

Virtual currency is a type of unregulated digital currency. It is issued and controlled by a private issuer instead of a central bank. Therefore, it is not subject to any monetary policy. A virtual currency can be either centralized or decentralized. Some virtual currencies contain cryptography, and some do not.

Conclusion: -

Cryptocurrency refers to a type of virtual currency that implements cryptography technology to secure and authenticate currency transactions. Cryptocurrencies depend on blockchain networks. Hence, cryptocurrencies are decentralized virtual currencies.

Virtual currencies such as Bitcoin represent an innovation in financial services products and technology that has the potential to support more efficient and transparent global commerce. Since Bitcoin does not rely on intermediaries, it may lower transaction costs for businesses and emerge as a major means of electronic payment processing. In the authors’ opinion, Bitcoin has a clear potential for growth in light of these attributes. Of course, virtual currencies, like traditional currencies, can also be used for money laundering and other criminal activities.

Despite the many benefits and drawbacks highlighted by supporters and detractors of Bitcoin, it is clear that presently, virtual currencies exist in a legal gray area. Though certain regulators, including FinCEN, have sought to clarify this regulatory framework, further clarification by regulators and policymakers is necessary to foster widespread acceptance of virtual currencies.

# BANK FRAUD

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Bank fraud is a criminal act that occurs when a person uses illegal means to receive money or assets from a bank or other financial institution. Bank fraud is distinguished from bank robbery by the fact that the perpetrator keeps the crime secret, in the hope that no one notices until he has gotten away. The term bank fraud also refers to attempts by a person to obtain money from a bank's depositors by falsely pretending to be a bank or financial institution.

Lapses in system make easy the job of offenders to dupe banks.

Fraud is any dishonest act and behavior by which one person gains or intends to gain advantage over another person. Fraud causes loss to the victim directly or indirectly. Fraud has not been described or discussed clearly in The Indian Penal Code but sections dealing with cheating. Concealment, forgery counterfeiting and breach of trust has been discussing which leads to the act of fraud.

In Contractual term as described in the Indian Contract Act, Sec 17 suggests that a fraud means and includes any of the acts by a party to a contract or with his connivance or by his agents with the intention to deceive another party or his agent or to induce him to enter in to a contract.

Banking Frauds constitute a considerable percentage of white-collar offences being probed by the police. Unlike ordinary thefts and robberies, the amount misappropriated in these crimes runs into lakhs and crores of rupees. Bank fraud is a federal crime in many countries, defined as planning to obtain property or money from any federally insured financial institution. It is sometimes considered a white-collar crime.

The number of bank frauds in India is substantial. It in increasing with the passage of time. All the major operational areas in banking represent a good opportunity for fraudsters with growing incidence being reported under deposit, loan and inter-branch accounting transactions, including remittances.

Bank fraud is a big business in today's world. With more educational qualifications, banking becoming impersonal and increase in banking sector have gave rise to this.

Bank frauds in India are increasing and banks had reported frauds at an average of at least one each hour. There are different types of bank frauds that take place and bank frauds can be classified as insider frauds and outsider frauds.

1. Fraudulent loans

Fraudsters take out money from banks in the name of loans. Banks always come forward granting loans, if they believe that the money will be repaid with interest. In case of the fraudulent loan, a borrower is a business entity controlled by a dishonest bank officer or an accomplice. After availing a loan, the borrower declares bankruptcy and the loan will not be repaid. In some cases, the borrower may even be a non-existent entity and the loan will be availed just to steal a large amount of money from the banks.

2. Identity theft

In case of identity theft, fraudsters steal your identity and use it to apply for a personal loan, two-wheeler loan or a credit card with a bank. After fraudsters have availed a loan in your name, the responsibility of repaying falls on you. You will be sent a notice by the bank and if you fail to repay the loan, your credit score will come down and you will be marked a loan defaulter.

Checking credit report frequently helps you know if you are a victim of identity theft.

3. Card Skimming

Card skimming is a type of bank fraud, where a small electronic device called a skimmer is used by fraudsters to steal card information. The skimmer is usually installed in the POS machine or ATM. When a card gets run through a skimmer, the device captures and stores key information from the magnetic strip of your credit/debit card. This information is copied to the magnetic strip of a blank card and used by fraudsters to steal money from your bank account.

Many people in Kolkata recently lost lakhs of rupees to card skimming, in just 7 days. So, you have to be careful when you insert your card in an ATM and it's advisable to replace your magnetic plastic card with a chip-based card.

4. Phishing

You might have received an email stating you are eligible for an interest-free loan, you can avail a loan without checking your credit score and so on. But all these emails are not genuine. These emails are called phishing mails. The intention of sending these emails is to steal bank details. Many people believe these emails to be genuine and provide their bank details but finally, they end up losing money.

# COMMERCE, BANKING AND FINANCE

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Commerce, Banking and finance, though they are different concepts but the way the work is kind of real esteem of technology.

Banking and financial companies play a major role in technology as due to modern world the transaction facilities and fast working of all Banking business becomes easier and convenient.

Some of the concepts of the banking is as below:

***1.*** Retail banking: Retail banking is nothing but the modern banking, customer banking or one can also say as personal banking. Retail banks are one of the business services provided by the government, as to ensure all people are needful whenever in terms of money.

Many financial services companies aim to be the one-stop-shop retail banking destination to their individual consumers. Consumers expect a range of basic services from retail banks, such as checking accounts, savings accounts, personal loans, lines of credit, mortgages, debit cards, credit cards, and CDs.

Most consumers utilize local branch banking services, which provide onsite customer service for all of a retail customer's banking needs. Through local branch locations, financial representatives provide customer service and financial advice. Financial representatives are also the lead contact for underwriting applications related to credit-approved products.

Though a consumer may not use all of these retail banking services, the primary service is a checking and savings account to deposit money. This is a common, secure way for individuals to store their cash. Furthermore, it allows them the ability to earn interest on their money. Most savings accounts offer rates based on the fed funds rate. Checking and savings accounts also come with a debit card to allow for ease of withdrawal of funds and payment for goods and services.

Retail banks are also an important source of credit for individuals. They offer consumers credit to purchase large scale items such as homes and cars. This extension of credit can take the form of mortgages, auto loans, or credit cards. This extension of credit is an important facet of the economy as it provides liquidity to the everyday consumer, which helps the economy grow.

***2.*** Importance of information technology: When we talk about the information technology in banking and finance, the one thing which comes in our mind is Electronic i.e. E- banking. Nowadays e banking is one of the fast payment modes which transfers money within a minute. Due to this, people nowadays roam with empty wallets as transactions can be done through online payment apps.

Information technology (IT) is an integral part of every single business plan. Information technology plays a vital role in every business type including small, medium and large (multinational). Information technology is used in companies to implement communication.

Network (intranet and internet) and email play a key role in the organisational communication internally as well as externally. Today, organisational communication has been developed via chats and Voice Over Internet Protocol (VOIP) and telephones (Curry, 2008).

Inventory management systems will allow organisations to track stocks and activate an order of extra stock when the numbers drop below a pre-defined quantity. Companies connect the inventory management system to their Point-of-Sale (POS) systems to gain maximum efficiency. IT plays a number of vital roles in organisations in improving communication, Inventory Management, decision making, data management as well as customer relationship management.

***3.*** Finance banks in rural areas: Finance Banks is not a luxury but a necessity for a human being for day-to-day transactions. Banks are quite important to the people as there will less chances of stealing, robbery, etc. As the money will be kept and will be safe in bank. Banks are quite important and essential due the increasing no. Of crimes day by day

Rural financial services are nowadays concerned with a variety of services including not only agricultural lending but lending to farm households for non-agricultural production and consumption purposes, loans made to non-farm rural firms, rural savings deposit services and other financial services such as insurance. However, this Chapter mainly focuses on the provision of agricultural credit.

Broadly speaking, the provision of credit in the form of loans allows uneven income and expenditure streams to be smoothed out. Credit provision is a private good as it is excludable and rivalrous. However, it is a different type of service to others discussed in this Sourcebook as a loan involves an exchange of access to resources now for an undertaking to repay at some future date. In effect, a property right in current consumption is exchanged for a property right in future consumption. The paradigm of agricultural credit has changed fundamentally from a policy that promoted centralized and directed agricultural credit to one that supports decentralized rural financial services and rural financial markets and systems development. The new paradigm emphasizes the distinction between the supply-led finance of new agricultural technologies and the effective demand by rural households for credit that can be used for their own perceived needs. It advocates the decentralization of credit provision, the encouragement of competition between loan services' providers to lower the costs and risks of lending, and the use of market rates of interest as a rationing device for credit allocation. It recognizes also the importance of mobilizing local savings through offering competitive interest rates and a variety of savings products and flexible procedures. In the new paradigm the role of the government is to support institutional development, rather than the promotion of targeted incremental crop production through involvement in direct financial intermediation.

Support to institutional development and decentralization involves reforming public development banks, privatizing institutions that can perform better in the private and mutualistic sectors, encouraging the growth of financial markets and the development of sustainable rural financial services. Subsidies can be justified for capacity building to increase.

# BANKING AND FINANCE

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Banking and Finance explores the dynamic, fast-paced world of money, shares, credit and investments. Finance is an essential part of our economy as it provides the liquidity in terms of money or assets required for individuals and businesses to invest for the future. Financial intermediaries such as banks are key players in these financial markets. Banking is also a global industry with over 60 banks operating across Australia and thousands of institutions and investment houses across the world dealing with money circulation, credit, investments, financing, superannuation and more. Finance is a term for matters regarding the management, creation, and study of money and investments. Specifically, it deals with the questions of how and why an individual, company or government acquires the money needed – called capital in the company context – and how they spend or invest that money. Finance is then often split into the following major categories: corporate finance, personal finance and public finance. At the same time, and correspondingly, finance is about the overall "system"– i.e., the financial markets that allow the flow of money, via investments and other financial instruments, between and within these areas; this "flow" is facilitated by the financial services sector. A major focus within finance is thus investment management – called money management for individuals, and asset management for institutions – and finance then includes the associated activities of securities trading and stock broking, investment banking, financial engineering, and risk management.

RETAIL BANKING:

Retail banking, also known as consumer banking or personal banking, is the provision of services by a bank to the general public, rather than to companies, corporations or other banks, which are often described as wholesale banking. Banking services which are regarded as retail include provision of savings and transactional accounts, mortgages, personal loans, debit cards, and credit cards. Retail banking is also distinguished from investment banking or commercial banking.

It may also refer to a division or department of a bank which deals with individual customers. The term commercial bank is used for a normal bank to distinguish it from an investment bank. After the Great Depression, the Glass–Seagull Act restricted normal banks to banking activities, and investment banks were limited to engaging capital market activities. That distinction was repealed in the 1990s. Commercial bank can also refer to a bank or a division of a bank that deals mostly with deposits and loans from corporations or large businesses, as opposed to individual members of the public.

IMPORTANCE OF INFORMATION TECHNOLOGY IN BANKING AND FINANCE:

Information Technology enables sophisticated product development, better market infrastructure, implementation of reliable techniques for control of risks and helps the financial intermediaries to reach geographically distant and diversified markets. Internet has significantly influenced delivery channels of the banks. Internet has significantly influenced delivery channels of the banks. Internet has emerged as an important medium for delivery of banking products and services. Banking environment has become highly competitive today. To be able to survive and grow in the changing market environment banks are going for the latest technologies, which is being perceived as an 'enabling resource' that can help in developing learner and more flexible structure that can respond quickly to the dynamics of a fast-changing market scenario. It is also viewed as an instrument of cost reduction and effective communication with people and institutions associated with the banking business. Technology has opened new products and services, new market and efficient delivery channels for banking industry. IT also provides the framework for banking industry to meet challenges in the present competitive environment. IT enables to cut the cost of global fund transfer.

MICRO FINANCE BANK IN RURAL AREA:

Microfinance is a category of financial services targeting individuals and small businesses who lack access to conventional banking and related services. Microfinance includes microcredit, the provision of small loans to poor clients; savings and checking accounts; micro insurance; and payment systems, among other services. Microfinance services are designed to reach excluded customers, usually poorer population segments, possibly socially marginalized, or geographically more isolated, and to help them become self-sufficient.

In rural areas and under developed sector of the society. Micro-finance is the provision of a broad range of financial services such as deposits, loans, payment services, money transfers and insurance to the poor and low-income households and their microenterprises. Microfinance enables the poor and excluded section of people in the society who do not have an access to formal banking to build assets, diversity livelihood options and increase income, and reduce their vulnerability to economic stress. Microfinance covers a broad range of financial services including loans, deposits and payment services and insurance to the poor and low-income households and their micro enterprises. Microfinance institutions have shown a significant contribution towards the poor in rural, semi urban or urban areas for enabling them to raise their income level and living standards in various countries.

CURRENT CONDITIONS OF INDIAN ECONOMY:

The economic impact of the 2020 coronavirus pandemic in India has been largely disruptive. India's growth in the fourth quarter of the fiscal year 2020 went down to 3.1% according to the Ministry of Statistics. The Chief Economic Adviser to the Government of India said that this drop is mainly due to the coronavirus pandemic effect on the Indian economy. Notably India had also been witnessing a pre-pandemic slowdown, and according to the World Bank, the current pandemic has "magnified pre-existing risks to India's economic outlook". The World Bank and rating agencies had initially revised India's growth for FY2021 with the lowest figures India has seen in three decades since India's economic liberalization in the 1990s. However, after the announcement of the economic package in mid-May, India's GDP estimates were downgraded even more to negative figures, signalling a deep recession. (The ratings of over 30 countries have been downgraded during this period.) On 26 May, CRISIL announced that this will perhaps be India's worst recession since independence. State Bank of India research estimates a contraction of over 40% in the GDP in Q1 the contraction will not be uniform, rather it will differ according to various parameters such as state and sector. On 1 September 2020, the Ministry of Statistics released the GDP figures for Q1 (April to June) FY21, which showed a contraction of 24% as compared to the same period the year before.

# RETAIL BANKING

*AYUSH BABAR*

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Retail banks are long competed on distribution, realizing economies of scale through network effects and investments in brand and infrastructure. But even those scale economies had limits above a certain size. As a result, in most retail-banking markets, a few large institutions, operating at similar efficiency ratios, dominate market share. Changes to the retail-banking business model havemostly come in response to regulatory shifts, as opposed to a purposeful reimagining of what the winning bank of the future will look like retail banks have also not kept pace with the improvements in customer experience seen in other consumer industries. Few banks stand out for innovation in customer interaction models or branch formats. Marketing investments have traditionally focused on brand building and increasing loyalty: a reputable brand stood for trustand security and became a moat, providing protection against new entrants to the sector.

Today, the moats that banks have built are more likely to restrict their own progress than protect them from attackers. Four shifts are reshaping the global retail-banking landscape to the point where banks need to fundamentally rethink what it takes to compete and win. This should be an urgent priority for banks. The pace of change will likely accelerate, with a select set of large-scale winners emerging in the next three to five years that will gain share in their core markets and begin to compete across borders, leaving many subscale institutions scrambling for relevance. Over the next three to five years, we expect a few playersto emerge from the competitive scrum to gain dominant share in their core marketsand possibly beyond. These firms will have taken bold and decisive actions to capitalize on the following shifts that are reshaping the industry. In some cases, these winners will be incumbents that build on an already significant share; in others, they will be institutions newer to the banking industry, which use their agility, strategic aggressiveness, and sharp execution to attract customers. The traditional distribution-led growth formula no longer applies

Until the financial crisis in 2007, a retail bank's total share of deposits was tightlylinked to the size of its branch network. Over the past decade, this relationship between deposit growth and branch density has weakened. Deposits at the 25 largest US retail banks have doubled over the past decade, while their combined branch footprint shrank by 15 percent over the same period. This reverse correlation is even sharper for the top five US banks—while reducing branches by 15 percent, they increased deposits by 2.6 times (Exhibit 1). While there have beenprevious periods of branch contraction, they were clearly tied to economic downturns; this most recent wave of retrenchment has persisted through a period ofrobust economic growth. Retail-banking branch networks are contracting across Europe, North America, and the United Kingdom (Exhibit 2), although the pace of change varies considerably between regions. Those that are ahead of the curve have reduced branches by as much as 71 percent (Netherlands). Banks in North America and Southern Europe are reducing branches and growing digital sales at a more gradual rate. The rate of branch reduction is often tied to customer willingnessto purchase banking products online or on mobile devices. Eighty to 90 percent of banking customers in the Nordics, for example, are open to digital product purchases for most financial products, compared to 50 to 60 percent in North America and Southern Europe. While customer willingness to purchase products via digital channels varies, however, the common thread is that in all markets this readiness is far ahead of actual digital sales and will require banks to catch up to consumer needs and expectations. Within any specific market, of course, there are banks that have acted swiftly to adopt digital and remote as their main channel for interactions; these banks are pulling away from the pack and have taken decisive actions on several fronts:

Set a bold aspiration for sales/service channel mix. Banks must do more than reactto shifts in consumer preferences—they need to set aspirational targets for sales and service across channels. Some customers will self-select into digital channels,but banks can do more to encourage less motivated customers to make the shift.

Banks in markets like the Nordics and the United Kingdom have reduced the number of customers using branches by up to 60 percent by focusing on how toserve the heaviest branch users effectively through other channels.

Use advanced analytics to reshape the physical footprint. Optimizing the branch network requires a deep understanding of consumer preferences in every micromarket, and of the economics of making changes at the branch level. Leadinginstitutions are using combinatorial optimization algorithms to optimize the net present value (NPV) of the network based on granular customer data on characteristics such as digital propensity, willingness to travel, needs based on transaction patterns and branch usage, and the size and space/format of branches Develop cutting-edge digital sales capabilities. Achieving meaningfully higher levels of digital sales requires sophisticated digital marketing and an understandingof how to optimize each stage of the funnel. Most consumers already seek information on financial products on digital channels, but few institutions are highly effective at converting these inquiries into digital sales. Leading banks use first- and third-party data (for example, geospatial, browsing behavior), a robust marketing technology stack (such as 360-degree view of customer, omnichannel campaigns), and an agile operating model (for example, cross-functional marketingwar rooms). With these elements in place, progress can be rapid; a North Americaninstitution tripled annual online product sales in 12 months. Across all retail businesses—including banks—customers now expect interactions to be simple, intuitive, and seamlessly connected across physical and digital touchpoints. Banks are investing in meeting these expectations but have struggled to keep pace. Many are hampered by legacy IT infrastructures and siloed data. As a result, few banks are true leaders in terms of customer experience. Even for institutions ahead of the curve, typically only one-half to two-thirds of customers rate their experience as excellent.

The impact of this less-than-stellar performance is measurable. For example, McKinsey analysis shows that in the United States, top-quartile banks in terms of experience have had meaningfully higher deposit growth over the past three years (Exhibit 3). The few “experience leaders” emerging in retail banking are generating higher growth than their peers by attracting new customers and deepening relationships with their existing customer base. Highly satisfied customers are two and a half times more likely to open new accounts/products withtheir existing bank than those who are merely satisfied.

# IMPORTANCE OF INFORMATION TECNOLOGY IN BANKING AND FINANCE

*SHUSHMITA SUDHIR THAKUR*

*F.Y.BBI*

Information Technology in Banking and Finance Is Very Important in Development More than most other industries, banks and financial institutions rely on gathering, processing, analysing and providing information in order to meet the needs of customers. Given the importance of information in banking, it is not surprising that banks were among the earliest adopters of automated information processing technology. The visible benefits of IT in day-to-day banking in India are quite well known. There's 'Anywhere Banking' through Core Banking Systems, 'Anytime Banking' through new, 24/7/365 delivery channels such as Automated Teller Machines (ATMs), and Net and Mobile Banking. In addition, IT has enabled the efficient, accurate and timely management of the increased transaction volume that comes with a larger customer base.

Global Financing

Information technology allows finance to function on a global level. "Financial markets can be thought of as the first organized, global information markets operating through networked computers," Winn says. Without information technology, financial markets couldn't react to global developments and finance companies couldn't consistently acquire information at the same time as their competitors. For example, the Internet allows continuous access to credit scores and credit ratings to all lenders, insurance companies and businesses that need financially responsible customers

Social Media

The information technology that runs social media on the Internet provides financial institutions with valuable information on their customers. By encouraging online communities associated with their products, finance companies not only acquire information but also encourage brand loyalty. For example, websites such as TradeKing allow online stock traders to discuss their picks and advise newcomers. Socially driven information technology allows finance companies to contact the younger demographics that will be their future customers.

## Product Development

Prior to the advent of the Internet, information travelled around the world via telephone, television or print. Large businesses that were working on advances in technology would have access to the newest information, but small businesses would have to hunt for the information on their own. The Internet has allowed small businesses instant access to any new product developments and technological advances that can help improve their products and compete with larger companies.

## Information Exchange

The way that small businesses exchange information has changed drastically since the Internet has become popular. Small businesses did not have the financial resources to arrange large meetings with suppliers or developers that would require air travel and accommodation expenses. Now, through email, online video conferencing and document-exchange websites, small businesses can collaborate with developers and vendors all over the world inexpensively and with a full exchange of necessary information.

## Marketing

One of the more significant effects that the Internet has on global markets for small business is the ability for small businesses to reach an international audience for a very low cost. A corporate website can become a marketing resource for a company that can be accessed by anyone in the world. Social networking websites allow companies to interact with millions of potential clients worldwide at no cost.

## Monitoring

The Internet allows small business owners to be more mobile by making it easier to manage a business from anywhere. A small business owner on a business trip can stay in real-time contact with his office through an online chat function and exchange important documents with anyone from any location in the world. The Internet has allowed small business owners the freedom to pursue business opportunities while still maintaining control over their businesses.

Business Model

ATM networks operate on a relatively low-risk business model, which improves their profit margins. They essentially provide the infrastructure through which the cardholder, the merchant's issuing bank and the acquiring bank make transactions. Cirrus and plus, two of the largest national and international networks, are not involved in setting up the physical infrastructure such as ATM machines, or issuing credit and debit cards. The primary revenue streams of ATM networks are participation, interchange, data processing fees and other value-added services such dispute management and risk management for the issuing bank. As such, the networks' profits are dependent on transaction and payment volumes done by cardholders.

Transaction Growth

Consumer transactions are at the core of the ATM network business model. At the most basic level, the more customers use their credit or debit cards, the greater the profit margins for the payment networks. Bloomberg Personal Finance reports that in the 2012-2013 fiscal year, Visa's operating income rose by 15 percent to $2.96 billion, while MasterCard recorded a 12 percent increase to $766 million. This hike in revenue was precipitated by an increase in debit card spending, which rose by 0.3 percent to $285 billion, while purchases using credit cards rose by 9.1 percent to $244 billion, in the U.S. alone. The same report also shows that in the same year, the number of transactions processed by Visa increased by 6.2 percent to 13.9 billion. This type of transaction growth is a good indicator of profitability.

Relationship

Literacy is the key connecting factor between the printing press and the Internet. Any method of knowledge sharing requires planning and cooperation and this can only be achieved in writing plans and distributing tasks. Although the Internet is an innovative system for distributing information, the origins of that information still lies in the hands of national government institutions, the same authorities that controlled knowledge before the invention of the printing press.

## Future

The Internet has already had a detrimental impact on printing. Some newspapers have failed and others are struggling to make a profit, because their readership has moved to free online versions. Libraries compete for funding in a world where information online is instantly updated. The Internet is as unregulated as printing: It is far cheaper to put up a Web page than to print a book, making it easier to spread false information, propaganda and personal opinion masquerading as fact.

## Changing Business Model

The business model of financial planning is also evolving rapidly. Rather than being a "financial consultant" in a traditional setting of a major national brokerage firm or bank, more and more planners are establishing independent practices. Susan Theder, chief marketing officer of Cetera Financial Group, says this allows them to operate "outside of the many tarnished brands in the industry."

# BANKING

*VANDANA KADEPRASAD KANOJIYA*

*F.Y.BBI*

A bank is a licensed monetary institution to make loans and receive or deposit money. It provides financial services such as safe deposit boxes, wealth management, and currency exchange.

The inception of a Bank/Banking system in India goes back to the Vedic civilization. Loans were given to those in need and were then known to be the name ‘rnalekhya or ranapatra’ As time evolved, Big merchants and business people started bidding interests on loans to farmersand small traders and the unpayable assets were confiscated.

The first Bank established in India was the Bank of Hindustan at Calcutta in the year 1770. This was followed the start of other banks such as Bank of Calcutta, Bank of Madras, and Bank of Bombay in the early 19th century.

Classifications of a Bank

1. **Commercial Bank:** Theses may be government-owned or a private bank. There are 20 major commercial banks
2. **Industrial or Investment Banks:** These banks provide long-term loans or other features to any industrial concerns.
3. **Exchange Banks:** These banks deal with the foreign exchange of currencies. A few Indian commercial banks also handle foreign currency exchange deals.
4. **Co-operative Banks:** These are set-up regarding small-scale industries and farmer’s concern. Co-operative banks are subcategorized as Central Co-operative Banks and State Co-operative Banks.
5. **Land Mortage Banks:** These banks provide loan-term debentures to agriculturalists and farmers.
6. **Central banks:** This Bank occupies the central position in the country and is the financial market’s statutory body.

7. **Saving Banks**: these banks promote savings scheme among the middle-class families. However, the savings accounts are monitored by the commercial banks in India.
8. **Indigenous banks:** These lend money and finance the country's internal trade.
9. **Regional Rural Banks:** Theses banks are set-up by the central government for the economic development of rural regions. The commercial banks sponsor these banks.

Functions of a Bank

The essential function of a bank is to receive deposits. Theses deposits are received as fixed deposits- which have a limited time frame, current deposits- require no interests and are framed mainly for business people and savings bank deposits to encourage savings with a 5 percent interest rate.

Another primary function of a bank is to lend money through cash credits or loans, overdrafts, or discounting bills. The banks usually charge a higher interest rate while giving money.

The banks also perform various agency functions that provide services such asremitting funds, sell and purchase shares and bonds, collect and paycheck bills,subscriptions, rents, etc.

## Importance of a Bank

A bank helps people cultivate the habit of saving and provides safe custody. It collects bills, drafts, cheques, and grants credit facilities and loans to people. It facilitates making paymentsand secures the overdrafts and loans.

A bank also provides safe custody of valuables such as deeds, ornaments, documents, jewels,etc. It also sells and purchases stocks, shares, etc. A bank is essential as it provides Credit information and a Letter of Credit and acts as representatives and makes correspondence.

## Top 10 Indian Banks

1. HDFC Bank
2. Axis Bank
3. IDFC Bank
4. SBI
5. Bank of Baroda
6. Punjab National Bank
7. ICICI Bank
8. Canara Bank
9. IDBI Bank
10. Bank of India

Thus, a bank forms an integral part of society and is a critical factor that boosts economic development in the country.

## Retail banking

Retail banking is everyday banking that happens between consumers and their personal banksa retail banks offers consumers basic banking services, including checking accounts, savings accounts, and loans.

Retail banking provides financial services for individuals and families. The three most important functions are credit, deposit, and money management. First, retail banks offer consumers credit to purchase homes, cars, and furniture Second, retail banks provide a safe place for people to deposit their money

Importance of information technology in banking and finance.

Technology has continuously played on important role in the working of banking institutions and the services provided by them. Information Technology enables sophisticated product development, better market infrastructure, implementation of reliable techniques for control of risks and helps the financial intermediaries to reach geographically distant and diversified markets. Internet has significantly influenced delivery channels of the banks. Internet has emerged as an important medium for delivery of banking products and services. Banking environment has become highly competitive today. To be able to survive and grow in the changing market environment banks are going for the latest technologies, which is being perceived as an 'enabling resource' that can help in developing learner and more flexible structure that can respond quickly to the dynamics of a fast-changing market scenario. It is also viewed as an instrument of cost reduction and effective communication with people and institutions associated with the banking business.

Microfinance banks

Microfinance banks provide both savings and loan facilities An MFI is likely to provide the much-needed funds to the potential entrepreneurs of the rural India micro finance institutions have a lot to contribute to this by building financial discipline and educating borrowers about compensation requirements

Indian economics

1. Indian economy is made up of the service sector, agriculture sector and manufacturing sector distributed across the length and breadth of the country.
2. The service sector contributes more than 60% to the Indian GDP.
3. The agriculture sector in the country provides the highest employment in rural India.
4. Rs. 2.72 lakh crore is the total Gross Domestic Product (GDP) of India as of 2020.
5. India has a population of 135 crore people and is the second-most populous country in the world after China.
6. India is the largest producer of milk, pulses and jute in the whole world.
7. India ranks highest among the consumption and production of rice and wheat.
8. India had an IT and ITES revolution after the dotcom bubble in 2000.
9. The manufacturing sector in India is expected to provide 100 million jobs by 2022 in the country.
10. India is the 5th largest economy in the world in terms of nominal GDP.

GDP likely recovered relatively robustly in Q3 (Q2 FY 2020) as large swaths ofthe economy came back online, leading to a softer contraction in the industrial and services sectors, while agricultural output should have expanded at a stronger pace. Turning to Q4 (Q3 FY 2020), economic activity should be improving: In October, the services sector PMI posted the first expansion since March, while the manufacturing PMI indicated output growth hit a 13-year.

# INDIAN BANKING SYSTEM DURING COVID -19

*ADITI NIGUDKAR*

*S.Y.BBI*

As we all know the importance of banking in our lives, I as it manages our financial work in our day-to-day life.

But 2020 was the major challenge to all the Banking Sector as well as Financial Institutions. Due to COVID-19 impact on banking system was too high as the demand was falling, followed by lower incomes, and also production shutdowns were adversely affected for the businesses. As days were passing companies started to cut-down the employees as there was shortage of money, I so basically borrowers and businesses face job losses.

As there was no major movement in the financial system so economy started falling, indicating it's impact and potential to significantly affect GDP growth. While the overall impact on COVID-19 on credit growth is expected to be negative across most sectors. Taking all this problems and situations into consideration, RBI took 10 major decisions so banks can easily survive in the market.

*Following are the 10 Major decisions taken by the RBI:

•1-Repo Rate

RBI announced that it was cutting the Repo Rate by 75 bps, or 0.75% to 4.4 . Earlier it was 5.15.

•2-Reverse Repo

The regulator also announced that it would cut the reverse Repo Rate by 90 bps, or 0.90% . On a daily average, banks had been parking RS. 3Lakhs Crore with the RBI.

•3-Loan Moratorium

For middle class, the RBI governor also announced the lenders could give a money or fund of 3 months on term loans. It was applicable to all Commercial Banks as well as All Financial Institutions.

•4-CRR

The RBI also announced that the Cash Reverse Ratio (CRR) would be reduced by 100 bps, or 1% to 3%.

•5-LTRO

The RBI will also undertake Long Term Repo Operations (LTRO), allowing further liquidity with the banks.

•6-Ease of Working Capital Financing

Lenders were allowed lending to recalculate drawing over by reducing margins and /or by reassessing the working capital cycle for the borrowers. The RBI also specified that such a move would not result in assets classification downgrade.

•7-Working Capital Interest

A three-month interest moratorium(ban/stop) shall also be permitted to all lending institutions.

•8-Deferment Of NSFR

The Net Stable Funding Ratio (NSFR), which reduces funding risk by requiring banks to fund their activities with sufficiently stable source of funding was postponed to October 1,2020. The NSFR was earlier supposed to be implemented by April 1,2020.

•9-MSF

Marginal Standing Facility (MSF) has also been increased to 3% of SLP, available till June 30,2020.

•10-Fresh Liquidity

The impact of all the announcements today shall inject almost 3.2% of GDP, the governor said in his brief today. The RBI also added that since February 2020 it had injected RS. 2.8Lakh Crore of Liquidity, equivalent to 1.4 percent of GDP.

Thus, these were 10 major decisions taken by RBI.

# 2020 - A YEAR WE WILL NEVER FORGET

*ANKITA MAURYA*
*S.Y.BBI*


For billions of people around the world, January the 1st, 2020 seemed like a great day. It was the start of a year that sounded like science fiction - 2020. Many people had great hopes for the year ahead. Few knew what a rollercoaster ride 2020 would be and how the world would change.

The year has been dominated by the COVID-19 pandemic. Corona virus disease is an infectious disease caused by a newly discovered virus named corona virus. The spreading rates of this disease is more as compared to death rate. The infected people will experience mild to moderate respiratory illness and recover without requiring special treatment. Older people, are more likely to develop serious illness. To protect from the virus, always wear masks at public places. Wash your hands with sanitizers.

Worldwide spread of COVID-19 in a quite short time has brought a dramatic decrease in industrial activities, road traffic and tourism. Restricted human interaction with nature during this crisis time has appeared as a blessing for nature and environment. Reports from all over the world are indicating that after the outbreak of COVID-19, environmental conditions including air quality and water quality in rivers are improving and wildlife is blooming. India has always been a hub of pollution with huge population, heavy traffics and polluting industries leading to high air quality index (AQI) values in all major cities. But after declaration of lockdown due to COVID-19, quality of air has started to improve and all other environmental parameters such as water quality in rivers have started giving a positive sign towards restoring.

This paper provides evidence-based insight into improvement of air quality and environment during pre and post lockdown of this pandemic situation. An attempt has been made to visualize the improvement in the air quality using tools like satellite images of Indian atmosphere, results of onsite real-time monitoring at specific locations (Ghaziabad-highest polluting city of India) and Air quality index (AQI) calculated by central pollution control board of India.

Millions of Indians have lost jobs in the formal sector since April due to the economic stress caused by novel coronavirus. However, the pandemic is not the only reason behind the ongoing job crisis in the country.

As many as 41 lakh youth in India lost jobs due to the Covid-19 pandemic with most job losses in the construction and farm sector, according to a joint report by the International Labour Organization and the Asian Development Bank.

"For India, the report estimates job loss for 4.1 million youth. Construction and agriculture have witnessed the major job losses among seven key sectors," the report titled 'Tackling the Covid-19 youth employment crisis in Asia and the Pacific', said. The young people's employment prospects in Asia and the Pacific are severely challenged due to the pandemic, it added.

Youth will be hit harder than adults (25 and older) in the immediate crisis and risk bearing higher longer-term economic and social costs, said the report.

The report is based on a regional assessment of a global survey and arrives at estimates based on available unemployment data in different countries.

In India, two-thirds of firm-level apprenticeships and three quarters of internships were completely interrupted during the pandemic, the report said.

It calls on governments in the region to adopt urgent, large-scale and targeted measures to generate jobs for the youth, keep education and training on track, and to minimise future scarring of more than 660 million young people in the region.

With educational institutes closed due to the COVID-19 pandemic, the government has been encouraging online education to achieve academic continuity. Most high-end private and public institutions have made the switch smoothly using online platforms such as Zoom, Google classrooms, Microsoft teams, etc., while many still find it a herculean task. The challenges of online education are multifaceted. It is time that we Indians, as a society, understand the realms of online education – in India, for India.

Online education allows for learning something beyond the norm. A learner has access to unlimited topics and global experts in niche subjects – something otherwise not affordable or imaginable for many. Online programs allow people of a wide age group to learn at their own pace, without inhibitions, and without compromising on their other responsibilities.

Using the internet for entertainment is common, but for online lessons is a big challenge. Teachers may not be well-versed with creating digital content, and conveying it effectively online. A sudden expectation from them to upgrade, and from students to adapt, is unfair. Body language and eye contact, which are important cues for the teacher, are difficult to perceive in an online class.

While India enjoys a wide geographic and cultural diversity, it also suffers from a huge socio-economic divide. Only a small part of the Indian population has access to online education right now. Interrupted power supply, weak or non-existent internet connectivity, and unaffordability to buy necessary devices are major concerns.

# CURRENT CONDITION OF INDIAN ECONOMY

*BIPIN YADAV*

*S.Y.BBI*

India is a developing country and our economy is a mixed economy where the public sector co-exists with the private sector. India is the world's fifth largest economy by nominal GDP (Gross Domestic Product) and the third largest by purchasing power parity (PPP). 'Dadabhai Naoroji' is known as the father of Indian politics and economic, also known as the Grand old man of India. 'Dadabhai Naoroji' was the first to calculate the national income of India.

In 2021, India GDP growth is 8.8%. This will, of course, represent the bounce back from COVID-lock down crash of 2020.The annual growth rate of production in the manufacturing industry was about 3.9 percent during fiscal year 2019.

The non-banking financial companies are essential for economic growth in the country. They provide financial assistance to firms. The goods in the long run, however, the presence and growth of the companies do have short term impact as well. It is a major cause for the economic slowdown.

Income inequality hinders economic growth. According to the world inequality report the top 10% of Indian population received 54% of all income and the bottom 50% shared the remaining 15%. The demand reduces and the economy does not prosper.

India has a low labour force participation ratio. A large section of women in India chooses not to work. This deprives them of contributing to the economic development of a country.

Agriculture remains the major occupation of the population. A higher percentage of labour is engaged in agriculture. But their contribution to income or productivity is low. The service sector contributes 50% of the GDP and has a higher value addition.

There are a number of reasons for the economic slowdown in the country. Necessary action like way to improve the business climate, debt management, and government laws can improve this situation. This is just a slowdown and not a recession, and the economy is expected to grow in the future.

# IMPORTANCE OF INFORMATION TECHNOLOGY IN BANKING & INSURANCE

*ANSHIKA VISHWAKARMA*

*S.Y.BBI*

Today's business environment is very dynamic and undergoes rapid changes as a result of technological innovation, increased awareness and demands from customers. Especially the banking industry of the 21st century operates in a complex and competitive environment characterized by these changing conditions and highly unpredictable economic climate. Information and Communication Technology (ICT) is at the centre of this global change curve. The application of information and communication technology concepts, techniques, policies and implementation strategies to banking services has become a subject of fundamental importance and concern to all banks.

Information and Communication Technology has provided self-service facilities (automated customer service machines) from where prospective customers can complete their account opening documents direct online. It assists customers to validate their account numbers and receive instruction on when and how to receive their chequebooks, credit and debit cards. Communication Technology deals with the Physical devices and software that link various computer hardware components and transfer data from one physical location to another. CT products in use in the banking industry include Automated Teller Machine, Smart Cards, Telephone Banking, MICR, Electronic Funds Transfer, Electronic Data Interchange, Electronic Home and Office Banking. The insurance industries must judiciously determine which technologies are worth the investment today and which ones deserve a strategic "wait and watch" approach.

# RETAIL BANKING – A REAL GROWING CONCEPT IN THE PRESENT SCENARIO

*SUPARNA PAUL*

*S.Y.BBI*

The Indian banking industry is presently in a situation of great flux. There are various developments, changes within the Indian economy and deregulations occurring that have the potential to drastically change the way this industry functions in the future. As per the changes envisaged by the Reserve Bank of India (RBI), a roadmap has been laid down to gradually deregulate this sector to the foreign banks. The banking industry caters to the following broad categories of products/services:

· Retail banking

· Retail products such as credit cards, debit cards etc.

· Portfolio Management: Mutual Funds etc.

· Corporate lending and project financing (including loans)

· Investment banking

· Foreign exchange trading

All of these areas have attracted substantial foreign interest in the event of the opening up of the Indian economy. Traditionally, Indian banks have used very conservative risk managing strategies, shying away from derivatives, commodities and real estate. However, as the appetite for credit and newer banking products are increasing, this sector is no longer limited to Private Sector banks (PSBs). This also implies that there is a scope for consolidation. Marketing issues may be the key focus for the Global players entering in Indian market because of the nature of Indian retail banking market requires new entrant to have to devise marketing programs to establish and enhance brand awareness, which in turn will help the new entrant to show its presence and help to create a niche for them. India's retail-banking assets size is expected to grow at the rate of 18% a year over the next four years (2006-2010).

Retail banking with its features of multi- consumers, multi- products, multi- channels and diversity of risk as also economics of scale and system has come to be acknowledged as powerful instrument in the hands of commercial banks and other financial institutions to deeply penetrate markets, enhance market share, improve competitiveness and increase their profit margin on sustaining basis. As a segment of the banking business, retail banking is gaining prominence in recent few years not only in advanced countries of the global but also in developing countries including India.

## CONCLUSION

Retail banking may not be so economic for banks in future. To meet the evolving needs of different segments, to develop new products, and to introduce services like internet banking and remodelled branched will all rewires a level of investment with which Asian banks are unfamiliar. Thus, while there exist immense opportunities for growth of retail banking in India and abroad, the challenges are equally daunting. Retail banking can exploit growth opportunities would depend upon the core competency of the banks to counterpoise the challenges and make use of opportunities profitably. Competitive edge of the banks in the field of retail banking would depend essentially on the kind of technology used and the efficiency of operations. Hence, the following suggestions are offered for growth of retail banking in India i.e., to meet the challenges and ensure banking to survive and thrive, customers and customer service must be the kernel of retail banking business. This demands constant innovation in retail banking and to use retail as a growth trigger requires product development and differentiation, innovation and business process- re-engineering, micro – planning, marketing, prudent pricing customization, technological up gradation, home/ electronic/ mobile banking, cost reduction and cross selling.

# RETAIL BANKING

*SHREYAS SHETTY*

*S.Y.BBI*

The Indian banking industry is presently in a situation of great flux. There are various developments, changes within the Indian economy and deregulations occurring that have the potential to drastically change the way this industry functions in the future. As per the changes envisaged by the Reserve Bank of India (RBI), a roadmap has been laid down to gradually deregulate this sector to the foreign banks. All of these areas have attracted substantial foreign interest in the event of the opening up of the Indian economy. Traditionally, Indian banks have used very conservative risk managing strategies, shying away from derivatives, commodities and real estate. However as the appetite for credit and newer banking products are increasing, this sector is no longer limited to Private Sector banks (PSBs). This also implies that there is a scope for consolidation. Marketing issues may be the key focus for the Global players entering in Indian market because of the nature of Indian retail banking market requires new entrant to have to devise marketing programs to establish and enhance brand awareness, which in turn will help the new entrant to show its presence and help to create a niche for them. India's retail-banking assets size is expected to grow at the rate of 18% a year over the next four years (2006-2010).

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## RETAIL BANKING IN INDIA

Till 1990s, only foreign banks were the main players in retail banking activities in India. However, during the last five years there has been paradigm shift in banking business of Indian commercial banks from the wholesale banking to retail banking. However, by international standards there is still much scope for retail banking business in India.

Indian private banks have also zeroed on the opportunity with vengeance. Public sector banks, though late entrants are found to be equally aggressive in the market. RBI, the regulator is watching the market with keen interest and has been actively rolling out a slew of guidelines and regulatory changes. In a nutshell, the explosive growth calls for an extensive study. Here, retail has been seen in the backdrop of evolution of Indian banking system. Analysis has been made of the various segments of retail; their relative size, growth rates, key trends and outlook of each segment is given separately.

With a growing population of young Indians entering the workforce every year, the future for retail banking in India seems rather optimistic, especially for those banks that take to heart the philosophy of `convenience banking'. Retail banking has emerged as a key profit driver for banks in recent years with retail portfolio constituting about 22 % of total outstanding advances as on march, 2004. Loans are generally for during of 5 to 7 years with housing loans granted for longer duration of 15 years. Retail loans constitute less than 7 % of GDP in India vis-a-vis about 35 % for other Asian countries – South Korea (55 %), Taiwan (52 %), Malaysia (33 %) and Thailand (18 %). Credit cards are another growing sub-segment of this product group. While way new generation private sectors (ICICI Bank, accounting for nearly 30 % of the domestic retail growth) have invested significantly in creating and sustaining.

## RETAIL BANKING NETWORK

A retail brand, their public sector counterparts have not lagged behind. The retail lending of SBI grew by Rs.880 crore in 2003-04 as against an increase of Rs. 6,641 crore in 2002-2003. The ICICI has a wide distributes network of over 500 branches and 1900 ATMs. The ICICI's technology –based services such as internet banking. A time may come in the not too distant future when the consumer will be able to conduct a large amount of highly automated "Comparison Shopping", usually so called "Intelligent- agent" software programmes to search for and look at products from banks all over the country, not just from those banks that happen to be located near the consumers' home or work place.

The "electronic comparison" shopping will not necessarily always be for a "complete bundle" of banking services from a single bank, but could be o product – by – product become increasingly standardized. They become automated on a "Accommodate- by commodity" basis. Electronic delivery of banking services could crone the brand name loyalty consumers. Moreover, for retail products like Credit cards, Mortgages, auto loans and some investment and savings products.

## RETAIL BANKING CHALLENGES

Performance evaluation of the banking sector in India has assumed primal importance due to intense competition, greater customer demands and changing banking reforms. This study attempts to measure the relative performance of Indian banks over the period 1997–2004 using the output-oriented CRR DEA model. The analysis uses nine input variables and seven output variables. Segmentation of the banking sector in India was done along the following basis: bank assets size, ownership status and years of operation. Overall, the analysis supports the conclusion that foreign owned banks were on average most efficient and that new banks are more efficient that old ones, which are often burdened with old debts. In terms of size, the smaller banks are globally efficient, but large banks are locally efficient. Moreover, this study finds evidence of concentration of efficiency parameters among peer bank groups.

This "Indian Banking Sector Analysis (2006-2007)", report provides extensive research and objective analysis on the growing banking industry, their product quality, and their services in India. This report helps clients to analyse the leading-edge opportunities critical to the success of the banking Industry in India. Detailed data and analysis help an investor, financial service providers, and global banking players navigate the evolving market of banks in India.

## OPPORTUNITIES AND CHALLENGES FOR PLAYERS

The bar for what it means to be a successful player in the sector has been raised. Four challenges must be addressed before success can be achieved.

First, the market is seeing discontinuous growth driven by new products and services that include opportunities in credit cards, consumer finance and wealth management on the retail side, and in fee-based income and investment banking on the wholesale banking side. These require new skills in sales & marketing, credit and operations. Second, banks will no longer enjoy windfall treasury gains that the decade-long secular decline in interest rates provided.

This will expose the weaker banks. Third, with increased interest in India, competition from foreign banks will only intensify. Fourth, given the demographic shifts resulting from changes in age profile and household income, consumers will increasingly demand enhanced institutional capabilities and service levels from banks.:

As a result, foreign and new private banks grow at rates of 50 %, while PSBs improve their growth rate to 15 %. The share of the private sector banks (including through mergers with PSBs) increases to 35 % and that of foreign banks increases to 20 % of total sector assets. The share of banking sector value adds in GDP increases to over 7.7 %, from current levels of 2.5 %. Funding this dramatic growth will require as much as Rs. 600 billion in capital over the next few years.

## CONCLUSION

Retail banking may not be so economic for banks in future. To meet the evolving needs of different segments, to develop new products, and to introduce services like internet banking and remodelled branched will all rewires a level of investment with which Asian banks are unfamiliar. Thus, while there exist immense opportunities for growth of retail banking in India and abroad, the challenges are equally daunting. Retail banking can exploit growth opportunities would depend upon the core competency of the banks to counterpoise the challenges and make use of opportunities profitably. Competitive edge of the banks in the field of retail banking would depend essentially on the kind of technology used and the efficiency of operations. Hence, the following suggestions are offered for growth of retail banking in India i.e., to meet the challenges and ensure banking to survive and thrive, customers and customer service must be the kernel of retail banking business. This demands constant innovation in retail banking and to use retail as a growth trigger requires product development and differentiation, innovation and business process- re-engineering, micro – planning, marketing, prudent pricing customisation, technological up gradation, home/ electronic/ mobile banking, cost reduction and cross selling.

# MICRO FINANCE BANK IN RURAL AREA

*SHREYA PASWAN*

*S.Y.BBI*

When asked by any resident of the world’s second largest populated country about the economic condition, the most average answer that is heard is “The rich are getting richer and thepoor are getting poorer”.

Indian economy is portrayed by low rate of development, predominance of rural population, overwhelming dependency on horticulture, unfavorable land mass proportion, exceptionally skewed income distribution and wealth besides, high frequency of destitution andjoblessness. The last two variables poverty and joblessness posture real difficulties to the development and success of the nation. To conquer this issue, parts like microfinance are assuming an essential part.

Development of Micro Finance began in 1969 when Prime Minister Indira Gandhi began to nationalize commercial banks so they could open up to the world keeping in mind the end goal

i.e., to meet a portion of the new policy objectives, such as making it less demanding for non-wealthy people to approach a bank.

The Planning Commission evaluated that 27.5% of the Indian populace was all the while livingunderneath the poverty line in 2004-2005. In India, around 75% of the poor live in rural zones, with the vast majority of them consisting of landless workers, daily bread earners, and independently employed families. India has one of the highest rates of destitute individuals on the planet with an expanding gap between the rich and poor. Indians have an intriguing cultural, political, and monetary history, which impacts the destitution and gender discrimination inside the nation

Microfinance is being considered as one of the successful instruments used to decrease the destitution and sexual orientation imbalance through ladies strengthening, to reinforce the weaker groups in creating nations. India is a country loaded with both, enormous riches and neediness. Neediness in India is far reaching and is predominant in about each city. India's poormake up 33% of the world's poor.

The numbers demonstrate that in 1997 "35% of the Indian populace (with 37% in rustic regions and 31% in urban territories) was living underneath the poverty line" (Lazar 2008, 11). While the numbers have diminished, a fourth of the Indian populace is still in destitution. A valid example "India makes up 15% of the total populace and 27% of its one billion individuals were underneath the neediness line in 2001.

Microfinance has changed from being an experimental alternative option to formal or casual sources of credit to being a model for lending projects to the poor of developing nations. Microfinance has permitted giving credit to poor people who were not given the credit by the financial institutions' reason for lacking collateral assets. The target of microfinance establishments is to serve needy individuals and empower them to get to credit and fight poverty.

# RETAIL BANKING

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*S.Y.BBI*

Retail banking, also known as consumer banking or personal banking, is banking that provides financial services to consumers as individuals not businesses. Retail banking is a way for individual consumers to manage their money, have access to credit, and deposit their money in a secure manner. Services offered by retail banks include checking and savings accounts, mortgages, personal loans, credit cards, and certificates of deposit (CDs). Retail banking have long competed on distribution, realizing economies of scale through network effects and investments in brand and infrastructure. But even those scale economies had limits above a certain size. As a result, in most retail-banking markets, a few large institutions, operating at similar efficiency ratios, dominate market share. Changes to the retail-banking business model have mostly come in response to regulatory shifts, as opposed to a purposeful reimagining of what the winning bank of the future look**.**

## RETAIL BANKING IN INDIA

Till 1990s, only foreign banks were the main players in retail banking activities in India. However, during the last five years there has been paradigm shift in banking business of Indian commercial banks from the wholesale banking to retail banking. However, by international standards there is still much scope for retail banking business in India.

Indian private banks have also zeroed on the opportunity with vengeance. Public sector banks, though late entrants are found to be equally aggressive in the market. RBI, the regulator is watching the market with keen interest and has been actively rolling out a slew of guidelines and regulatory changes. In a nutshell, the explosive growth calls for an extensive study. Here, retail has been seen in the backdrop of evolution of Indian banking system. Analysis has been made of the various segments of retail; their relative size, growth rates, key trends and outlook of each segment is given separately.

The last few years have seen many important changes sweeping through the Indian retail-banking sector. From merely funding asset creation, Indian banks have moved to a situation where they not only aid asset creation, but also fund consumption, all the while striving to meet consumer demands. In fact, the very nature of banking in India has changed, with banks increasingly transforming themselves into one-stop shops that meet all the banking and financial needs of the consumer. Consumer finance, personal loans, credit cards, car loans, housing finance: name it and Indian banks either offer customised solutions for each consumer or will do so shortly.

The impetus for this change has come from both within the banks and from consumers who are demanding greater control and convenience over banking transactions. Customers are increasingly looking for `anytime, anywhere banking'. Simultaneously, the changing economic environment marked by falling interest rates has fostered this growth in retail banking. The changes in retail banking have also been facilitated by the dramatic developments in banking technology over the last few years. ATMs, the Internet and the telephone offer consumers a menu of access options to choose from. Of course, for those who still want the human touch, banks continue to have `brick and mortar' branches.

With a growing population of young Indians entering the workforce every year, the future for retail banking in India seems rather optimistic, especially for those banks that take to heart the philosophy of `convenience banking'. Retail banking has emerged as a key profit driver for banks in recent years with retail portfolio constituting about 22 % of total outstanding advances as on march, 2004. Loans are generally for during of 5 to 7 years with housing loans granted for longer duration of 15 years. Retail loans constitute less than 7 % of GDP in India vis-a-vis about 35 % for other Asian countries – South Korea (55 %), Taiwan (52 %) , Malaysia (33 %) and Thailand (18 %). Credit cards are another growing sub-segment of this product group. While way new generation private sectors (ICICI Bank, accounting for nearly 30 % of the domestic retail growth) have invested significantly in creating and sustaining.

## RETAIL BANKING NETWORK

A retail brand, their public sector counterparts have not lagged behind. The retail lending of SBI grew by Rs.880 crore in 2003-04 as against an increase of Rs. 6,641 crores in 2002-2003. The ICICI has a wide distributes network of over 500 branches and 1900 ATMs. The ICICI's technology –based services such as internet banking. A time may come in the not-too-distant future when the consumer will be able to conduct a large amount of highly automated "Comparison Shopping", usually so called "Intelligent- agent" software programmes to search for and look at products from banks all over the country, not just from those banks that happen to be located near the consumers' home or work place.

The "electronic comparison" shopping will not necessarily always be for a "complete bundle" of banking services from a single bank, but could be o product – by – product become increasingly standardized. They become automated on a "Accommodate- by commodity" basis. Electronic delivery of banking services could crone the brand name loyalty consumers. Moreover, for retail products like Credit cards, Mortgages, auto loans and some investment and savings product.

## CONCLUSION

Retail banking may not be so economic for banks in future. To meet the evolving needs of different segments, to develop new products, and to introduce services like internet banking and remodelled branched will all rewires a level of investment with which Asian banks are unfamiliar. Thus, while there exist immense opportunities for growth of retail banking in India and abroad, the challenges are equally daunting. Retail banking can exploit growth opportunities would depend upon the core competency of the banks to counterpoise the challenges and make use of opportunities profitably. Competitive edge of the banks in the field of retail banking would depend essentially on the kind of technology used and the efficiency of operations. Hence, the following suggestions are offered for growth of retail banking in India i.e., to meet the challenges and ensure banking to survive and thrive, customers and customer service must be the kernel of retail banking business. This demands constant innovation in retail banking and to use retail as a growth trigger requires product development and differentiation, innovation and business process- re-engineering, micro – planning, marketing, prudent pricing customization, technological up gradation, home/ electronic/ mobile banking, cost reduction and cross selling.

# EVOLUTION OF BANKING IN INDIA

*SUSHANT R. SHETTY*

*S.Y.BBI*

We all are very much aware of banks and the importance of banks. Whenever we hear words like money, cash, credit, economy, payment, etc. the first thing that comes to our mind is **Bank**. Banks have evolved gradually over time as per the economy of the world. But are you aware of the origin of Banks?

Banking has been a part of the Indian financial system for a very loan time, right from the Vedic period. The ideology of banking, deposit, pledge, loans and interest rates, etc are also written in the Manusmriti which is an ancient legal text written by the Rishi Manu. Banking in the Vedic period referred to money lending. As per the Hindu mythology, there was a banker to the Gods as well which was named Lord Kuber. In ancient India, loan deed forms were called Rnapatra or Ranalekhya. While during the Buddhist period the loan deed was called Innapanna and during the Moghul period loan deeds were referred to as Dastawez. The Banking culture kept on changing as per the change in the time. In India, modern banking originated in the last decade of the 18th century. Bank of Hindustan was the first bank which was established in 1770 and liquidated in 1829-32; and the General Bank of India, established in 1786 but failed in 1791. The East India Company established 3 Presidency Banks in India, which were the Bank of Bengal-1806, Bank of Bombay-1840, and Bank of Madras-1843. The main function of these 3 banks was to manage and handle East India Companies treasury and accounts. But in 1921 these 3 Presidency banks were merged and formed a new bank which was called Imperial bank, which was later renamed and is today known as State Bank of India. State Bank of India is the largest and the oldest commercial bank which is still in existence in India. After that when the swadeshi movement started many Indian Owned Banks were established. The first bank that was exclusively opened by the Indians under the swadeshi movement was Allahabad Bank which was established in the year 1865 and is still existing.

While we discuss banks in India, we couldn't possibly not mention the apex banking body in the nation. Yes, the name you see on every Indian currency note - Reserve Bank of India (RBI). RBI is also where our currency is issued. RBI was established on 1st April 1935 based on the recommendation of the Hilton Young Commission and under the Reserve Bank of India Act 1939 and was nationalized on 1st January 1949. Reserve Bank of India was established as a private shareholders bank with a paid-up capital of Rs 5Cr. Declared as India's Central Bank, RBI is responsible to carry out all the major issues of the economy and supervise all the other banks in India by putting forward different and effective rules to work under. RBI authority was spread all over undivided India, including now Pakistan and Bangladesh. Today in India there are a total of 34 functioning banks out of which 12 are public sector banks and the rest 22 are private sector banks.

In the year 1975, based on the recommendation of the Narasimham committee Regional Rural Banks (RRBs) were constituted with the motive of serving the unserved. The primary goal was to reach the masses & promote financial inclusion. These Banks provide banking facilities to rural and semi-urban areas. In the year 1991, The government opened the economy and invited foreign as well as private investors to invest in India. This move made the entry of private players in the banking sector. Today, foreign banks are equally an important sector of the industry as the other banks.

Today, we all know how banking has made our lives easy and money transactions have become much easier. Forget about waiting in a long queue to deposit money or send funds to your relatives living abroad. Today, just a few clicks and your money are transferred across cities within a matter of seconds. Technology has proved to be a boon for the banking sector, enabling users to access their accounts right at their fingertips through their phones. With ATMs available in every 200-500 m range, withdrawing cash isn't a problem anymore. Online money transactions aren't just easy and hassle-free but are also very secure and safe. For instance, during the current global pandemic, as people are restricted to step outside, online transactions have proved to be a boon and very helpful to those who want to engage in any monetary transactions. People can make various transactions like payment of rent, paying monthly EMI, paying salary, etc. right from the comfort of their couch.

The banking sector is forever evolving and there's a lot to come in the near future. Banking has made the life of an individual very convenient to live. 51% of the Indian population uses online banking channels, while 26% of the population prefer to access services via their bank's website, and the same number would prefer to use a mobile app rather than talk to a human agent. Thus, the banking sector and banks have become a very important aspect of human life.

# TRANSFORMATION FROM TRADITIONAL BANKING TO DIGITAL BANKING

*SANIYA HASAN KHAN*

*T.Y.BBI*

As we all know that how traditional banking has change to digital banking. Everything is now digitalizing in such a manner that we can do banking very easily. Earlier we have to stand in queues to withdraw money to transfer the fund, but now we can do all these possible things while sitting at home or at any place at any time. Earlier there was also a time limit to do the transaction like 9:00am -6:00pm, but now the banking services are available for 24hrs. We don't need to worry about date, day or time we can avail the banking services whenever we want. Not only about timing but also there are various changes that has happened. If we have to make payment then we can do it while sitting at home, office or from whenever you want from which city, state, country everything is possible through online banking. For e.g. If people who softens travel to abroad can have a great control over their finance. And that thing is become possible because of digital banking. In traditional banking they can't have control over finance as they cannot visit bank again and again.

Customers don't have to spend lots of money because they don't need to visit bank, they can pay their bills online without any costs and at any time but like in traditional banking we are supposed to make expenses to visit the bank and follow the criteria and waste our time. If a customer is facing any problems, they don't need to visit their bank they just need to call customer care for their help and their requirements is fulfil. It provides the ability for users to access financial data through desktop, mobile and ATM services. The shift from traditional to digital banking has been gradual and remains ongoing, and is constituted by differing degrees of banking service digitization. Traditional banking involves a lot of paper work but us we all know that now a days we avoid paper work as possible as we can. So, regarding banking point of view digital banking has made it very easy we don't need to carry so much papers. Everything relating to banking details are there on our phones or pc or tab so we don't need to worry about papers.

Not only do digital platforms improve interaction with customers and deliver their needs more quickly, they also provide methods for making internal functions more efficient. While banks have been at the forefront of digital technology at the consumer end for decades, they have not completely embraced all the benefits of middleware to accelerate productivity. We can also have backups for our banking details. Security is there. Digital banking has made our life easy as compared to traditional banking. We don't need to worry about any transaction. Everything is possible easily.

Digital banking has drastically reduced the operating costs of banks. This has made it possible for banks to charge lower fees for services and also offer higher interest rates for deposits. Lower operating costs have meant more profits for the banks. With the increased convenience of anytime, anywhere banking, the number of customers has increased for banks. Human error in calculations and recordkeeping is reduced, if not eliminated. With records of every transaction being maintained electronically, it is possible to generate reports and analyse data at any point, and for different purposes. Not only do digital platforms improve interaction with customers and deliver their needs more quickly, they also provide methods for making internal functions more efficient.

While banks have been at the forefront of digital technology at the consumer end for decades, they have not completely embraced all the benefits of middleware to accelerate productivity. Not only do digital platforms improve interaction with customers and deliver their needs more quickly, they also provide methods for making internal functions more efficient. While banks have been at the forefront of digital technology at the consumer end for decades, they have not completely embraced all the benefits of middleware to accelerate productivity. As we all know how all banks are now digitalized. All the banks have adopted this digital banking and because of this, customers have increased very much. Digital banking as compared to traditional banking has become very helpful not only for the customers but also for the bankers also. Banking business is going very well with this updated technology. Banking sector is also gaining very profit with this updated version of banking. Digital banking has also increased our standard of living. There is no doubt that digital banking is gaining more and more weight within the financial market so they are attracting more customers and more market share Every transaction has become very easy.

Earlier if we want to do a transaction, we have to think so many times but now you can see how everything has become very easy you don't need to think much. Traditional bank is committed to the client that uses a card and cash and that moves to the bank branches while the digital client uses the latest technologies and does not need to move to make transactions. And if we want to take a loan then we have to just apply it by sitting at home only you don't need to go to bank and follow the procedure. And very important thing if we want to open a bank account that also we can do at home or anywhere at any time in any bank. We can also have multiple bank accounts and we don't need to worry about it. Because we can open an bank account with zero balance. There is no charge to open a bank it is free of cost. That is why people are attracted towards this digital banking so much that they have become use to it. No one wants to visit bank for each and every small thing and do the requirements everyone hates or finds it difficult to visit bank for each and small things. Digital bank has proven that yes everything is possible at home, at office.