

A Study for Analysis, the Degree of performance of various types of savings Deposits in ESAF Bank in India.

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Abstract— Kerala Banking Market is one of the fastest growing in the India. The reasons are numerous a burgeoning national economy, Financial Sector reforms, foreign investment that has risen in step with an easing regulatory climate, and a highly favourable demographic profile, to name a few. This Articles to study about the wealth management and Degree of performance top various types Deposits and loans at ESAF Banks in India. The Indian economy is projected to sustain its current growth and performance resulting in an enhancement of incomes and wealth in the country. As Banks in India are being considered a one-Shop for providing financial solutions by the customers. ESAF Banks are currently looked upon by both corporate and individual investors in providing innovative financial solutions like selection of best managed product and structured product.

Keywords—Burgeoning national Econom, Financial Sector Reforms, Enhancement of incomes

1. INTRODUCTION

ESAF Small Financial Bank the new age social bank continues to redefine the Banking experience to redefine the Banking experience to all the stake holders, we primarily focus on expanding the banking horizon to new unbanked, under banked area. Yet we stand as a bank for all with presence in urban, semi urban, rural and rural unbanked areas.

ESAF started its Journey as an NGO during the year 1992 with a larger vision of sustainable and holistic transformation of the poor and marginalized. The success of Grameen Bank in Bangladesh re enforced the vision of shri.K.Paul Thomas the founder of ESAF in 1995. He launched micro Enterprises Development services and it resulted in the formation of ESAF. Micro financed and investments pvt Ltd in 2008 giving importance of financial component in holistic economic development of the poor and marginalized.

2. NEED OF THE STUDY:-

Many of these new private sector banks have brought with them state of art technology for business processing and service delivery, besides being efficient in catering to the customers demand. The study has using for parameters-efficiency financial strength, profitability, Performance and size and scale the ESAF Small Finance Bank in Kerala for each year.

3. SCOPE OF THE STUDY:

The Article entitled A Study for Analysis the Degree of performance of various types of Deposits and Loans at ESAF Bank in Kerala. Focus mainly to Productivity, Profitability, professionalism, Introduction to technology Competition from ESAF Bank, innovation of new products and services etc, have set in and necessitated

dramatic changes, beginning with the financial sectors Reforms In every year.

Objectives of the study:

- 1) The basic objective of the study is to analyses the performance of the ESAF Banks through the CAMEL model and to rank then according to their performance.
- 2) To Study on the Service Quality and customer Satisfactions among the ESAF Banks.
- 3) To understand and analyses the dimensions of the awareness and satisfaction level of customers with regard to the services.
- 4) To Study the Sustainability of ESAF Bank that are existing in India throughout the study.

4. LATEST DEVELOPMENT IN THE FIELD OF MICRO BANKING IN ESAF.

ESAF is an established name in micro Finance, having launched our micro Enterprise Development program (MED) in 1995. Since then we have successfully expanded the program across the country bringing social and economic prosperity to several low income and unbanked segments of society.

Micro Banking provides a broad package of Financial Inclusion product and business development services to the socially and economically challenged. In micro Banking all Banking Services are provided right to your door step through group based models.

We give women priority when it comes to micro Banking activities and we have over 1.20 million women enjoying the benefits of our services currently. We recently launched mobility

banking in order to serve our customers faster and better. We also provide all customers under our micro Banking scheme, A Prime Minister JanDhan Account with Debit an ATM Card.

5. LATEST DEVELOPMENTS IN THE FIELD OF ACCOUNTS AND DEPOSITS:

As far as Accounts are concerned we have it all from small savings accounts to big current/NRE Accounts our portfolio covers the complete bonque of account related services. You are free to choose the type of accounts that best suit your wallet. The product are designed in tune with our brand promise-Joy of Banking.

Deposits have worked out of the best interest rates available in the market which will compliment your day to day accounts. We are committed to live up to your expectations and de live our brand promises joy of Banking.

1) Saving Account:

Regular:

Regular savings Accounts combines liquidity, Security and Higher Returns.

Elegibility:

The account can be opened by individuals above the age of 18 Years.

Features:

- 1) Minimum initial pay of INR-1000.
- 2) Average Quartely Balance of Rs.2000
- 3) Free unlimited cash deposits and withdrawals at base branch.
- 4) Free cash deposits/withdrawal up to Rs.50,000/- per day at non base branches.
- 5) 10 free cheque Leaves every half year (will only be supplied on customers Accounts)

6. ALTERNATIVE/DIGITAL CHANNEL FEATURES:

- 1) Nil ATM Cum Debit Card Charges in the first year.
- 2) Force unlimited ATM withdrawal a ESAF ATM's and 5 per month in other Bank ATM.
- 3) ATM withdrawal limit of Rs.30,000/- Per Day

- 4) Daily cash withdrawal limit at Pos: INR 2000/- in Tier II to VI and INR 1000/- in Tier 1 to 11 locations.

Other Features:

- 1) Free any where Banking unlimited noncash transaction for selected products.
- 2) Find Transfer, Standing instructions ECS, Cheque, Collection Facilities.
- 3) Utility Bill payments through Net Banking.

Tracking of deliverable including cheque books, debit Cards and bank statements through Net Banking.

II) Premium:

Purpose: To offer a savings vehicles for high net worth individuals coupled with security, easy liquidity and attractive returns for their funds.

Eligibility:

Individuals above the age of 18

Features:

Sailent Features

- 1) Minimum Initial pay in-of INR 5,000/-
- 2) Minimum Average Quartely of INR 10,000/- (There will be charges for non-maintenance during the first year of the Bank operation)
- 3) 50 Free Cheques leaves every half year (will only he supplied on customers request)
- 4) Unlimited cash transaction in Base and None Base Branches.
- 5) Pass Book /email Statement facility

Alternate/Digital channel Features:

- 1) Unlimited transactions with a Daily withdrawal limit of INR 50,000/- at ESAF ATM.
- 2) Unlimited Transactions with a Daily withdrawal limit of INR 50,000/- at other Bank ATM.
- 3) Daily cash withdrawal limit at Pos: INR 2000/- in Tier 11 to V₁ and INR 1000/- in Tier 1 to 11 locations.

Other Features:

- 1) Any Branch Banking, Internet Banking, Mobile Banking, SMS Alert, SMS

Banking, Missed call Banking, and Call centre.

- 2) Find Transfer, Standing instructions ECS, Cheque, Collection facilities.
- 3) Utility bill payment through Net Banking.
- 4) Tracking of Deliverables including Cheque Books debit Cards and bank statements through Net Banking.

7. PRADHAN MANTRI JAN DHAN YOJANA (PMJDY)

Purpose:

- 1) To offer basic Banking facilities like deposits and withdrawals.
- 2) Zero Balance account that Simplifies banking for people seeking basic facility

Eligibility:

Individuals above the Age of 10 years.

Features:

Silent features:

- 1) Simplified KYC Norms.
- 2) No Initial deposit Required.
- 3) No minimum Balance required

Total deposit up to Rs:1 lakhs per annum.

- 4) Accidental Insurance Cover up to INR/1,00,000/- on Rupay Debit card without any charge to the customer (Terms and conditions Apply).
- 5) Facility for linking the account with Aadhar Number for receiving all the benefits.
- 6) Free monthly cash Deposits transactions at Non base branch-7.
- 7) 25 Free Cheques leaves every half year (will only be supplied on customers request.)
- 8) Pass book/email statement facility.

Alternate/Digital Channel Feature:

- 1) Per day ATM withdrawal up to INR 10,000/-
- 2) Four free ATM withdrawal per month

Other Features:-

- 1) Internet Banking, Mobile Banking, SMS Alert, SMS Banking, Missed call Banking and call centre.

- 2) Fund transfer, Standing instructions ECS, Cheque, Collection facilities.
- 3) Utility Bills payment through branch Bc/Agent point, Net Banking or Mobile Banking.
- 4) Tracking of deliverables includes Cheque Book debit cards and bank statement through Net Banking.

8. SENIOR CITIZEN:

Purpose:

To provide basic free, sample Banking Services for senior citizens with added returns and facilities.

Eligibility:

Resident individual (Sole or Joint) in the age of 60 years and above.

Features:

- Minimum initial pay in of INR-1000/-
- Minimum preferred Average Quarterly Balance of INR-2000/-
- Dedicated Relationship officer.
- Unlimited cash transactions per day at base branch.
- Free monthly cash Deposit transactions at Non base Branch-7.
- 20 free cheques leaves every half year.
- Pass book/email statement facility Alternate/Digital Channel Features.
- Nil ATM Cum Debit Card Charges in the first year of Banking operation.
- Unlimited transactions at ESAF ATMs and 5 per month in other Bank ATMs.
- Daily cash withdrawals limit at ATM INR:50,000/-
- Daily cash withdrawal limit at Pos INR 2000/- in Tier II to VI locations and INR 1000/- in Tier 1 to 11 locations.

Other Features:

- Internet Banking, Mobile Banking, SMS Alert, SMS Banking, Missed call Banking and call centres.
- Find transfer, Standing instructions, ECS, Cheque, Collection facilities.
- Utility Bill payments through Branch. Bc/Agent point/Net Banking or mobile Banking.

- Tracking of deliverables including Cheque book, debit card and Bank statements through Net Banking.

9. MAHILA:

Purpose:

To take Care of the Specific requirements of the valuable women customers and to encourage the savings habit among them.

Eligibility:

Women, individual, or joint above the age of 18

Features:

Sailent features:

- Minimum initial pay in of INR: 100/-
- Minimum preferred Average Quarterly Balance of INR 1000/-
- 10 free cheque leaves every half year.
- Unlimited cash transactions per day at same branch.
- Free monthly cash deposit transactions at Non same branch- Nil.
- Unlimited transaction at ESAF ATM and 5 per month in other Bank ATMs
- Daily cash withdrawal limit at ATMs INR 20,000/-
- Daily cash withdrawal limit at Pos: INR 2000/- in Tier II to V1 and INR 1000/- in Tier 1 to 11 locations.
- Unlimited cash transactions per day at base branch.
- Free Monthly cash deposit transactions at non base branch-Nil
- Pass book/email statement facility.

Alternative Digital Channel Features:

- Nil ATM- Cum Debit Card charges in the first year of banking operations.
- Unlimited transactions at ESAF ATMs and 5 per month in other Bank ATMs.
- Daily cash withdrawal limit at ATM INR.Rs:20,000/-
- Daily cash withdrawals limit as Pos:INR.2000/- in Tier II to V1 and INR 1000/- in Tier 1 to 11 locations.

Other Features:

- ❖ Internet Banking, Mobile Banking, SMS Alert, SMS Banking, Missed Call Banking and call centre

- ❖ Find Transfer, Standing Instructions ECS, Cheque, Collection Facilities.
- ❖ Utility Bill payments through branch, Bc/Agent point, Net Banking or Mobbile Banking.
- ❖ Tracking of deliverable including cheque Books, debit cards and Bank Statements through Net Banking.

10. STUDENT:

To inculcate savings habit among children and initiate them to the whole array of Banking services.

Elegibility:

Individual in the age group of 10 to 25 years.

Features:

- ❖ Minimum initial pay in of INR-100/-
- ❖ Minimum preferred Average Quarterly Balance of INR 1000/-
- ❖ Free Cheque leaves-Nil.
- ❖ Daily cash withdrawals/Deposit limit at same branch unlimited.
- ❖ Free monthly cash deposit transacted at Non Base branches-2.
- ❖ Joint account holder and Nomination Facility.
- ❖ Pass book/statement insurence on request.

Alternatives/Digital channel Features

- Nil ATM cum debit card charges in the first year of Banking opportunities.
- Unlimited transactions at ESAF ATM and 3 per month in other Bank ATMs.
- Daily cash withdrawal limit at INR.Rs 5000/-

Other features:

- Internet Banking, Mobile Banking, SMS, Alert, SMS Banking, Missed Call Banking and call centre.
- Find Transfer, Standing instructions ECS, Cheque collections Facilities.
- Utility Bill payments through Branch, BC/Agent point/Net Banking or Mobile Banking.
- Tracking of deliverable including cheque Book, debit cards and Bank statements through Net Banking.

I. How do I approach EASF Bank to Open a saving Account?

- ❖ You can apply through any of the below channels.
- ❖ Apply for saving Account online.
- ❖ Place Request through our website.
- ❖ Walk in to any of our branches.

II. At what frequency will the interest be paid to me?

Interest earned on your savings Account balance shall be credited to your account on a half yearly basis in the months of June and December. Interest is calculated on daily basis on the daily closing balance in the account at the rate of 4% per annum.

III. Do I need an introduction for an existing Bank Account Holder?

The Banks needs to no introductions from an existing Bank account holder if you are submitting proof of identity and address documents as prescribed.

IV. Whom Can I include as Joint applications?

Anyone can be included as a Joint applicant for a savings Accounts except a minor.

V. What are the nomination facilities available on a savings Account?

- a) Nominator Facility available for Bank deposits.
- b) There can be only one nominee for a deposit account whether held singly or jointly.
- c) A person legally empowered to operate a minor's account can file a nomination on behalf of the minor.
- d) Applicants can make nomination by filling up the forms prescribed under the banking companies Rule 1985
- e) The nomination details can be changed during the substance of the account relationship by filling up the

form prescribed under the Banking companies Rule 1985

VI. Do I have any facility for standing instructions?

Yes you can set up standing instructions through your savings account.

- a) Transfer to a Fixed Deposits.
- b) Transfer to a Recurring Deposits
- c) Make recurring payment like LIC premium, Installments etc.

VII. What are different channels through which I can access my savings Account?

The access savings accounts through.

- a) Bank Branches.
- b) ESAF Bank ATM's.
- c) Phone Banking.
- d) Mobile Banking.

11. CONCLUSION:

From the Analysis, It can be concluded that the competition among banks in tough and consumers benefits from it. As a result, Indian consumer enjoy better service quality, innovative products and better bargains. The fact that an increasing size of the banking pies itself indicates that there is a lot of untapped potential in the market for Banking. Our Analytical study made an attempt to analyses the level of awareness and customers satisfaction of the ESAF Banks In India. The private Banking industry has undergone comprehensive change in an evolving global environment. I has to shed the hood of secrecy in the wake of organized crime and is under pressure to comply with anti money laundering Laws and transparency and regulations.

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