

**“A STUDY ON THE EFFECTIVENESS OF MOBILE BANKING
SYSTEM WITH SPECIAL REFERENCE TO ESAF BANK”**

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BHARATA MATA COLLEGE

(AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM)

BONAFIDE CERTIFICATE

This is to certify that the study report entitled “**A STUDY ON THE EFFECTIVENESS OF MOBILE BANKING SYSTEM WITH SPECIAL REFERENCE TO ESAF BANK**” is a record of original work done by **N SHIVA SHANKAR (Registration no.210021080021)** in partial fulfilment of the requirement for the degree of Bachelor of Business Administration under the guidance of **Ms. ANJANA CA. ASSISTANT PROFESSOR, DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION.** This work has not been submitted for the award of any other degree or titled of recognition earlier.

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This is to declare that this Bonafide record of the project work done by me entitled **“A STUDY ON THE EFFECTIVENESS OF MOBILE BANKING SYSTEM WITH SPECIAL REFERENCE TO ESAF BANK”** in partial fulfilment of the BBA Programme of Mahatma Gandhi University under the guidance of **Ms. ANJANA C A, ASSISTANT PROFESSOR**, and that the report has not found the basis for the award of any Degree/Diploma or other similar titles to any candidate of any other university.

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Place :

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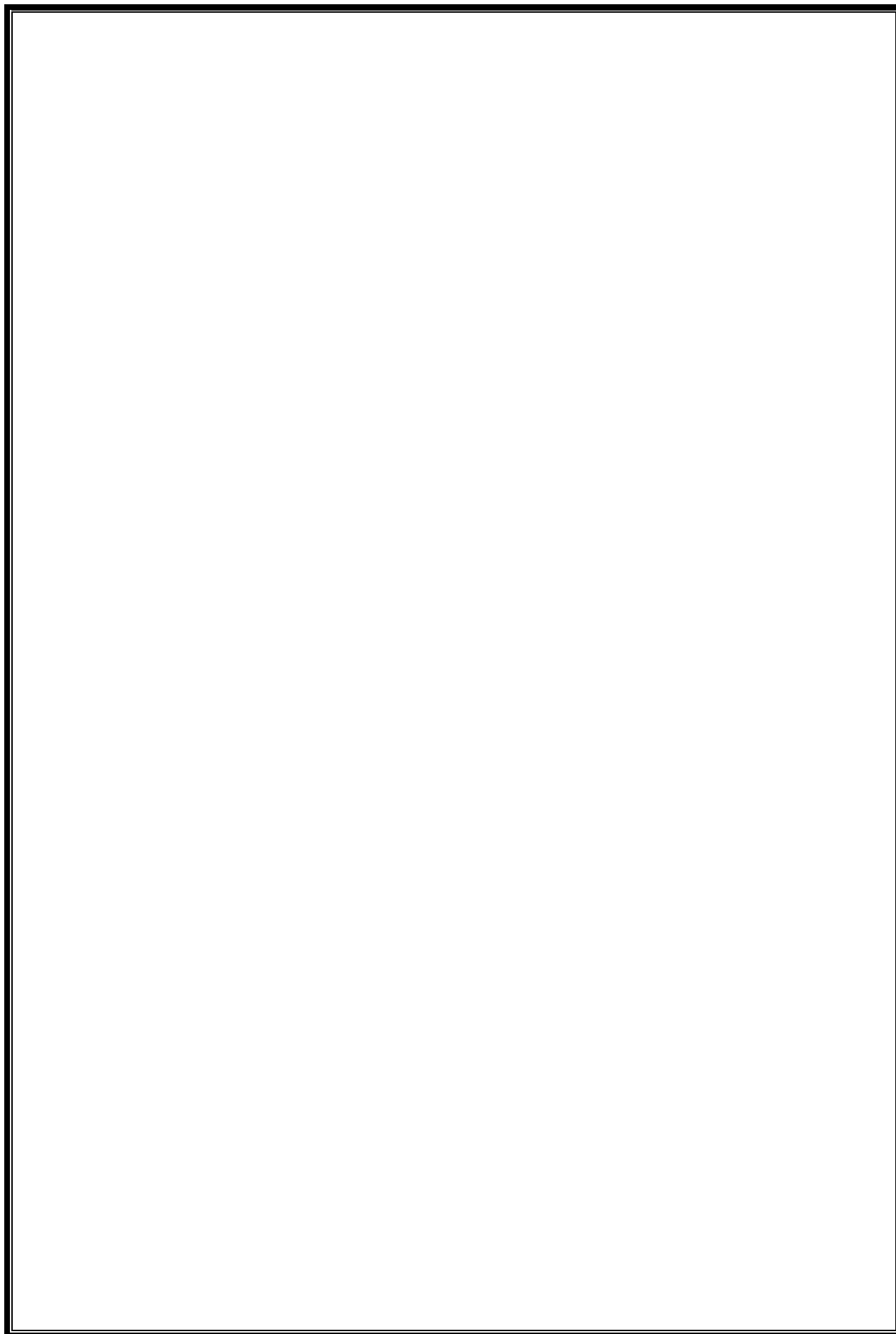
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1.1 INTRODUCTION

The Banking Industry is an industry that handles cash, credit and other financial transactions for individual consumers and businesses. In the banking sector, Customers of banks have the option to open accounts for various uses, such as saving or investing their money. The banking sector contributes to the economy by giving people, families, and organizations access to resources for transactions and investments. One method the banking sector uses to accomplish this is by planning and allocating loans for applicants that they can use for things like buying real estate, starting a business, or paying for college.

The Indian banking industry has recently witnessed the rollout of innovative banking models like payments and small finance banks. In recent years India has also focused on increasing its banking sector reach, through various schemes like the Pradhan Mantri Jan Dhan Yojana and Post payment banks. Schemes like these coupled with major banking sector reforms like digital payments, neo-banking, a rise of Indian NBFCs and Fin tech have significantly enhanced India's financial inclusion and helped fuel the credit cycle in the country. As per the Reserve Bank of India (RBI), India's banking sector is sufficiently capitalized and well-regulated. The Indian banking system consists of 12 public sector banks, 22 private sector banks, 46 foreign banks, 56 regional rural banks, 1485 urban cooperative banks and 96,000 rural cooperative banks in addition to cooperative credit institutions.

Although most of us rely extensively on our phones for almost everything, nobody could have imagined even five years ago that we would be using information technology to have our phones handle our financial transactions. In essence, mobile banking is when we use our phone for various purposes connected to our regular banking requirements. With just a single tap on our devices, we have unprecedented access to our bank accounts, investments, and support services. In addition to following these easy procedures, you can transfer money while lounging in your own house. The best parts of this service are that it's easily accessible and simple to use, regardless of location or time of day. The usage of a mobile device for financial transactions is known as mobile banking. Several financial institutions, particularly banks, offer the service. Depending on the bank, mobile banking allows users and clients to do a variety of transactions. These days, the creation of cellular mobile applications has made

mobile banking easier. Customers can now make transfers, read their bank statements, check their balances, and even acquire prepaid services online. In the digital world of today, mobile banking is quite convenient, with many banks providing excellent apps. People utilise mobile banking for a variety of purposes, such as rapidly finding an ATM, paying for goods, depositing checks, and sending money to friends. But before using a mobile banking app, it's crucial to establish a secure connection; otherwise, a customer runs the danger of having their personal information hacked before mobile web services were introduced and made available in 1999, mobile banking—also referred to as SMS banking—was mostly conducted by text or SMS. Using WAP technology to access the mobile web, European banks were in the forefront of providing mobile banking services. Prior to 2010, the most widely used mobile banking products were SMS banking and mobile web. The emergence of smartphones running IOS or Android operating systems led to the development of mobile banking applications, or apps. Customers could download banking apps with more advanced UI and enhanced transaction capabilities to their cell phones. Currently, a lot of financial institutions employ mobile applications as well as SMS to notify their customers about account activity or to send out notifications about potential fraud. Examples include a text message from a bank informing customers that system maintenance will prevent their ATMs or apps from operating for a specific amount of time, or a text message from the bank verifying a transfer the customer made using the mobile app. Customers can use mobile banking to obtain banking services from any location. Using mobile applications to process payments or even receive money from customers straight to their phone numbers allows businesses and business owners to save time. It is especially well-liked by small and medium-sized businesses (SMEs). By utilising mobile technologies, banks can reduce their operational expenses without compromising customer pleasure. The ability for any bank customer to use their app to request a service—like opening an account or even scheduling debit orders or other payments—allows for higher transaction volumes, which in turn spurs business expansion. Banking applications are the main source of the widespread use of mobile banking. High-end applications are developed by banks and financial organisations to help users do their banking duties with ease. It is simple to obtain these apps from the internet. The procedure for registering for the same has already been covered. For their customers'

convenience, the majority of big banks provide customised applications for account management. These apps are becoming increasingly customizable to meet the needs of their users thanks to remote banking.

The following are some of the advantages of using mobile banking:

- Customers would be able to safely complete transactions through mobile banking.
- Digital money transfers are possible from anywhere at any time.
- Complete any number of transactions all the time.
- With online banking, you can take use of a variety of various banking services.
- Using mobile applications instead of traditional banking saves time and effort.
- Through mobile banking, money transactions are done transparently, with the source identified.
- You can periodically receive notifications on your phone on the status of your account balances, money transfers, and other things using mobile banking.
- Larger transactions can be completed using mobile banking.

The following are the different types of mobile banking services:

- **Account Information Access:**
Clients with access to account information can check their balances and statements by requesting a mini account statement; they can also view their account history and transaction history; monitor their term deposits; examine loan or card statements; access investment statements (equity or mutual funds); and, in some cases, manage their insurance policies.
- **Transactions:**
Transactional services allow customers to pay other parties (for example, bill payments) and make purchases in conjunction with other applications or prepaid service providers. They can also undertake self-account transfers and transfer cash to accounts at the same or different institutions.

- **Investments:**
Through investment management services, customers can examine their portfolios in real time or manage them (term-deposits, etc.).
- **Support services:**
Clients can follow up on card requests, find ATM locations, and inquire about the status of their loan or credit facility requests thanks to support services.
- **Content and news;**
Content services give the most recent offers from the bank or other institution along with financial news.

When utilised appropriately, mobile banking may be very advantageous for both banks and customers. You can do banking-related tasks more quickly and dependably by using this tool. Since online banking is a free service, most consumers who wish to complete banking transactions more quickly and affordably should use it.

1.1 PROBLEM DEFINITION

Mobile banking has emerged as a significant innovation in the financial sector, revolutionizing traditional banking practices by offering convenient and accessible services through mobile devices. However, despite its widespread adoption, there is a need to critically evaluate its effectiveness in comparison to traditional banking methods and among different user demographics.

Key Components:

- **Adoption Rate Disparity:** Assess the variance in the adoption rates of mobile banking across different regions, demographics (age, income level, education), and socio-economic backgrounds. Investigate factors influencing adoption, such as technological literacy, trust in digital platforms, and access to banking services.
- **User Experience and Satisfaction:** Measure user satisfaction levels with mobile banking services compared to traditional banking channels (e.g., branch visits,

ATMs). Analyse factors affecting user experience, including ease of use, reliability, security concerns, and availability of support services.

- **Financial Inclusion Impact:** Evaluate the role of mobile banking in promoting financial inclusion by providing access to banking services for unbanked or underbanked populations. Examine the extent to which mobile banking facilitates transactions, savings, credit access, and other financial services for marginalized communities.
- **Security and Privacy Concerns:** Investigate the security measures and privacy protocols implemented by mobile banking platforms to protect user data and financial transactions. Assess user perceptions of security risks associated with mobile banking, such as identity theft, fraud, and data breaches, and their influence on adoption and usage patterns.
- **Technological Infrastructure and Accessibility:** Examine the technological infrastructure supporting mobile banking services, including network connectivity, mobile device compatibility, and the availability of banking apps. Assess the impact of infrastructure limitations on the accessibility and usability of mobile banking for different user groups.
- **Regulatory Framework and Compliance:** Analyze the regulatory environment governing mobile banking operations, including compliance with data protection laws, financial regulations, and consumer rights. Evaluate the effectiveness of regulatory measures in ensuring transparency, accountability, and consumer protection in the mobile banking sector.
- **Future Trends and Innovations:** Explore emerging trends and innovations in mobile banking technology, such as biometric authentication, AI-driven personalization, and block chain-based transactions. Assess the potential impact of these advancements on the effectiveness and adoption of mobile banking services in the future.

1.2 OBJECTIVES OF THE STUDY

- To study about the effectiveness of mobile banking system.
- To analyse the satisfaction of customers using mobile banking.
- To make suggestions to improve the efficiency of mobile banking system.
- To identify the factors influencing the adoption and usage of mobile banking services among diverse user demographics.

1.3 SCOPE OF THE STUDY

- The study helps to analyse the factors influencing the adoption of mobile banking among different demographic groups. Analyse user behaviour, such as frequency of use, preferred features, and satisfaction levels.
- Suggestion and recommendations can be given to make mobile banking more effective.
- The study will give a better insight into the strength and weakness of mobile banking services available.
- The bank can make use of the findings and suggestions from the study to understand the level of customer satisfaction with the existing mobile banking services and can tailor their services according to customer expectations.
- It is a great opportunity to connect the theoretical ideas learned to the practical events that is really taking place in bank.

1.4 LIMITATION OF THE STUDY

- The study's findings may be influenced by the characteristics of the sample population, such as demographics, geographic location, or technological proficiency. This could limit the generalizability of the results to broader populations.
- The study may face challenges in accessing certain demographics or populations, particularly those with limited internet connectivity or mobile device ownership, potentially skewing the findings towards more technologically affluent groups.
- Data collected through surveys or interviews may be subject to self-reporting bias

2.1 REVIEW OF LITERATUR

- ❖ **Kelly, & McAdam, (2023)** By examining how women entrepreneurs navigate an entrepreneurial identity in transitional digital settings, the paper conceptualizes the experiences of female entrepreneurs. This essay challenges the prevalent narrative that extols the democratizing potential of digital technology by offering empirically nuanced narrative profiles of women's experiences making the switch from employment to a career in digital entrepreneurship. We offer a more critical examination of the existential precocity and self-doubt experienced by female entrepreneurs, highlighting the ways in which gender norms penetrate the private structures of their daily lives and identities. Additionally, we expand on the idea of liminality by demonstrating how identity play and identity work are used by female digital entrepreneurs to deal with liminality
- ❖ **Mazaheri et al., (2023)** in radiology, women are underrepresented. The radiology community and institutional leaders should prioritise attracting and keeping women in the field by creating an atmosphere that fosters their professional growth. Providing and normalising workplace flexibility will have a significant impact on radiologists' burnout rates in both their early and late careers as well as their professional satisfaction. Many single mothers and dual-earner couples in the workforce today struggle to strike a balance between their duties to their families and their jobs, which is why they look for workplace flexibility.
- ❖ **Badghish et al., (2023)** In addition to examining how social and cultural norms contribute to the development and enhancement of entrepreneurs' perceptions of their own resourcefulness, this study looked at how perceived resourcefulness influences the entrepreneurial intentions of prospective female entrepreneurs enrolled in Saudi universities. We discovered that the prospective entrepreneurs' opinions of their own resourcefulness were significantly positively impacted by a number of demographic parameters, such as family income, entrepreneur education, family business experience, and family business background. Potential

female entrepreneurs' favourable entrepreneurial inclinations are enhanced by these cognitive variables.

- ❖ **Wilkinson, & Rouse, (2023)** Theoretically, we discuss the necessity to broaden our understanding of the ideal balanced mother in order to better understand the demands and work-life balance of single and childless women throughout their lives. We investigate how professional women who live alone navigate the norm at various ages; whether they see structural barriers to achieving and living up to this ideal, or whether they believe it is a question of merit and choice; if they do see barriers, how do they respond to them; and how all of this affects their views towards their organisations and careers.
- ❖ **Adam et al., (2023)** As a result, this analysis showed that Ethiopia's current frameworks for law and policy, or enablers, are insufficiently extensive to properly direct agricultural investment. Therefore, it is reasonable to draw the conclusion that Ethiopia does not have the institutional, legal, or policy frameworks necessary to encourage wise agricultural investment. The local people and the environment have not been given enough thought when making investments on agricultural property. It is unclear how knowledgeable professionals and government representatives are about the fundamentals of prudent agricultural investment. Comparably, the local community has very little knowledge of responsible governance concepts, which gives them very little negotiating power with investors seeking to purchase land in their area.
- ❖ **Akbar et al., (2022)** The purpose of the study was to investigate the working capital management (WCM) efficiency and excess funds associated with nonfinancial Pakistani enterprises nested in 12 different industries between 2005 and 2014. A NWC to sales ratio of 30% on average indicates that WCM practises are significantly inefficient across all organisations. In addition, we use four model sets in a two-step GMM-based framework to look into the combined impacts of working capital and its constituent parts. We examine the effects of sample enterprises' WCM practises and observe the anticipated outcome, which is that excess NWC negatively impacts fixed asset investments.

- ❖ **Muir, (2022)** Sustainability is impacted by investment practises. These actions could strengthen or weaken sustainability initiatives. In terms of sustainable investing methods, pension funds—one of the biggest capital pools in the world—have a crucial role to play. Investment practices in private-sector pension systems are subject to entrenched and unstable regulation. Fiduciaries have always been expected by the laws enforcing fiduciary obligations to maximise risk-adjusted financial returns, regardless of any potential negative externalities from their investments.
- ❖ **Chang et al., (2022)** Since it creates the framework for affluent, inclusive, resilient, and sustainable societies for both the present and the future generations, sustainability has emerged as one of the most important issues of our day. A relatively new and developing field of study called "sustainable finance" sees money as a crucial tool for influencing sustainable results. We examine the literature on ESG/CSR with a particular emphasis on how these topics affect investment returns and corporate value. We use a DCF framework to evaluate the literature on ESG/CSR and firm value, focusing on particular mechanisms (value drivers) that explain how ESG/CSR performance impacts company value.
- ❖ **Nordlund et al., (2022).** This study demonstrates that the estimates and disclosures made by the firms serve as the foundation for the audit. Because of this anchoring technique, the person wishing to change the value bears the burden of proof. Large disparities were found when the auditors compared a number of the calculation's inputs with data from other sources. However, because there are uncertainties in all of these inputs, the auditors might be reluctant to challenge the value that the company has provided. We think the auditors may need to hire independent valuers to do some investment property appraisals in audit engagements before they look at the valuations provided by management in order to lessen the anchoring effect.
- ❖ **Hayden, & Muir, (2022)** The loom, which we refer to as a “illiberal economy,” provide a platform for women to engage in financial investing while also criticising such activities for being inimical to the development of a network

of equitable sisterhood and apathetic solidarity. The loom's charms stem from this underlying ambivalence, which is not just a tolerable side effect. For the majority of us, the women who engage in loom do not have the choice to completely withdraw from the realm of neoliberal capitalism. To create areas where people might attempt to create lifestyles that are more rewarding and less restricted, they require capital. However, their feeling of ethical unease with the situation is still present despite that utilitarian requirement.

- ❖ **Kaffenberger, & Pritchett, (2021)** One of the best investments in development has long been thought to be women's education. However, the degree to which a year of education imparts practical skills and information varies greatly throughout nations; hence, schooling and education cannot be regarded as synonymous terms. Through the use of two distinct cross-nationally comparable data sets that comprise life outcomes, literacy assessments, and measures of schooling for over 50 countries, we demonstrate that the relationship between women's education—defined as education and literacy acquisition—and four life outcomes—fertility, child mortality, empowerment, and financial practices—is significantly stronger than the conventional estimates of the benefits of education alone. The benefit of schooling is included in our preferred instrumental variables (IV) estimates, which account for the measurement error-induced attenuation bias
- ❖ **Acheson et al., (2021)** This essay has demonstrated that women made up a sizable portion of railway companies' stockholder base by the early 20th century. Over the preceding decades, female investors of all marital classes had become more prominent; nonetheless, married women had experienced the greatest relative growth in shareholder engagement. Using data on joint investments, we uncover unequivocal evidence that women were making independent investment decisions and were more inclined than males to exercise their independence by bearing all of the risks and rewards associated with ownership. Only a small percentage of females invested as secondary shareholders on a joint basis, and many of them had a female lead investor.

- ❖ **Karim et al., (2021)** The purpose of this study was to determine how the gender diversity of independent and executive boards moderated the association between CEO and executive director compensation and CSR practises in Malaysian listed companies. Academicians and practitioners should take note of the study's findings, which were aimed at integrating the theories of agency theory (Barnea and Rubin, 2010) and stakeholder theory (Scherer et al., 2006), which base their arguments on the over-investment hypothesis and conflict-resolution hypothesis, respectively. According to agency theory, there is a high-level conflict of interest between shareholders and senior management, and CEOs and executive directors are having a detrimental effect on socially conscious initiatives. In addition, Malaysian executive directors and CEOs are overspending on CSR initiatives under the pretence of being socially responsible.
- ❖ **Gershoni, & Low, (2021)** The shorter time window for women to become fertile compared to men's longer fecundity period may have a significant role in determining the gender disparity in employment choices and subsequent outcomes. The 1994 legislative reform in Israel that made in-vitro fertilisation free of charge offers an ideal setting for examining the effects of fertility time horizons on women's investment decisions. We discover that after the policy change, women enrol in and graduate from higher education at higher rates. We then provide evidence that suggests these bigger investments helped to reduce the gender gap in career accomplishment by improving labour market outcomes. This further suggests that biological inequalities may play a role in the persistence of labour market inequality.
- ❖ **Niszczoła, & Bialek, (2021)** According to a recent study, women evaluate contentious stocks harsher than do men, and they are less at ease include them in their portfolios. This may have far-reaching effects on the economy. Since just a small number of corporations are accountable for the equity premium, one possible effect is that money accumulated in funds chosen by female investors will underperform. Given the growing likelihood that more and more businesses may be viewed as sin stocks in the future, sin stock aversion can be troublesome.

Future company decisions are a significant second outcome. The statement released by the CEO of Goldman Sachs, a significant investment bank.

- ❖ **Lee, & Shin, (2020)** In this paper, we contend that, depending on the nation in which an individual resides, gender influences how they construct their preferences for foreign direct investment. We first contend, building on earlier studies, that women are not less receptive to FDI than males since MNCs give women employment opportunities and often offer better pay and working conditions than domestic companies. MNCs not only promote monetary well-being but also the standards and values of equality of genders within the host nation's society.² According to Spilker and Schaffer (2016), we anticipate that FDI's gender effect preferences are dependent on macroeconomic variables, particularly a nation's degree of economic globalization and its composition.
- ❖ **Harrison et al., (2020)** Research and policymakers are becoming increasingly interested in the extent to which women participate in the angel investing industry. We show that there are significant, if not clear-cut, disparities between male and female investors on a number of important investor and investment variables based on UK survey data. We also present suggestive data indicating that women who join women-only networks are not the same as women who join mixed networks. Based on these findings, we create a viewpoint on women's angel investment through stereotype threat theory that emphasises the signs, effects, results, and reactions to stereotype threat. In particular, we hypothesise that stereotype threat contributes to women's generally acknowledged reduced involvement in the angel investing market. Furthermore, stereotype threat theory contributes to the understanding of both women's general active participation
- ❖ **Lall et al., (2020)** Most people agree that impact-oriented entrepreneurship is essential to broad economic growth, that outside equity investment plays a crucial role in the success of promising early-stage businesses, and that impact-oriented venture accelerators play a key role in encouraging outside equity investments into otherwise marginalised impact-oriented businesses. Additionally, it's thought that equity investment and entrepreneurial success are more crucial in emerging

markets and for marginalised entrepreneurs; accelerators play an even more significant role in helping these entrepreneurs overcome the enormous obstacles they face. Our results provide a "half-full" assessment of impact-oriented accelerators' recent performance. Utilising a matched sample of entrepreneurs who submitted applications to numerous accelerators worldwide, we show that involvement in accelerator programmes is significantly correlated.

- ❖ **Grandy et al., (2020)** In Canada, women account for a sizable portion of new business ventures, and compared to males, they are more likely to work for themselves and establish a company while unemployed. The drive to promote women entrepreneurs and make changes to level the playing field that has been established in the US, UK, and Canada has been compromised by Covid-19. It has also disproportionately impacted Canadians who already face additional obstacles, such as women entrepreneurs who are immigrants, women who are Indigenous, women who operate in rural and northern areas, women who work in the creative industries, and women who run social enterprises.
- ❖ **Botreau, & Cohen, (2020)** A great deal of pledges made, and new instruments and initiatives introduced by governments, international donors, business entities, and intergovernmental agencies, the global reaction to the crisis has been highly apparent. Nevertheless, there hasn't been enough money, and the governmental response has mostly focused on production problems rather than the right to food, particularly for women. After a decade, the governance of global food security is severely fragmented, with a small number of parties holding a disproportionate amount of authority. These actors include the governments of the G7, the World Bank, the IMF, and large multinational firms. In policy conversations, the voices of those who have been left food insecure are rarely heard.
- ❖ **Kandpal, & Baylis, (2019)** Sticky standards have an impact on married women's liberty, social circles, and the results of intra-household bargaining in patriarchal society. Utilising primary data from women's social networks in Uttarakhand, India, this study finds that the average woman has just three acquaintances and that more than 80% of them do not know anyone from a different caste. This study

looks at how a woman's autonomy is affected by a shock to her friends' empowerment, specifically in terms of her ability to move around physically, access social safety nets, and work outside the home; it also looks at how she perceives social norms and the result of her household bargaining, which is her investments in her kids. The endogenous network creation analytic tools that make use of the rural woman's age and caste network. The influence of having a buddy who experienced an empowering shock is known as the important peer effect.

- ❖ **Green, (2019)** Women-owned cooperative social companies, like Yalla Trappan, must balance their social goals in an environment where financial considerations drive their daily decisions and influence the standards by which other types of value are evaluated. Although feminist discourses frequently criticise frameworks that aim to be applied in an indiscriminate or generalised way, the concept of "social sustainability" as it is examined here maintains enough definitional flexibility—or undertheorizing flexibility—to have an impact when used with the instruments currently in use to measure social impact. These factors led to the selection of SROI as the predominant framework for the initial investigation of these controversial tactics (which include narrative, storytelling, positive working environments, and the self-perpetuation of women's identities in addition to disrupting sticky cycles and the sustainability of time).
- ❖ **Ewen, (2019)** Women had a significant role in the founding and continued operation of the Virginia Company; women were able to vote, attend company court sessions, and purchase shares. Women were "on the same terms as men" in joint-stock firms, as Pamela Sharpe has observed. Other women who were not investors petitioned the company to receive their husbands', brothers', or kids' earnings. As we shall see, women not only purchased and traded corporate shares, but they also played with, and possibly even cheated, the firm's lotteries, lent it money at interest, and more. It's also crucial to remember that the Virginia Company's records are inadequate because the court minutes from that time have not survived, making it hard to document all of the women's.

- ❖ **Kennedy et al., (2018)** The minority of mothers and infants that have pathology must receive prompt, efficient treatment and interventions. To improve everyone's health and well-being over the short and long terms, it is imperative to offer all mothers, new-borns, and families with high-quality, expert care. In order to ensure positive motherhood, parenthood, and the early years of health and development, this can be achieved through research, making sure that everyone has access to skilled, respectful, preventive, and supportive care, and optimising the benefits of physiological pregnancy, labours, and delivery as well as the postnatal and neonatal period.
- ❖ **Sheerin, & Linehan, (2018)** This study looked at hegemonic masculinity and gender performativity in the context of investment management. This study's key finding is that the field of investment management is still heavily gendered, with daily performances and constructions of what it means to be a woman taking place there. The industry is characterised by a performance-driven culture of hegemonic masculinity and a hierarchical power structure in gender relations. Men are positioned in positions of authority within this power structure, such as front desk jobs, and a culture is created that is sustained and fostered by social interactions on a daily basis as well as organisational structures. The implicit male standard is then upheld by these structures. The study concluded that men were perceived as superior workers due to stereotypes around the culture of long hours and presenteeism, which led to their appearance.
- ❖ **Lai, & Sarkar, (2017)** There is no need to introduce the relationship between globalisation and women's empowerment. The percentage of women in the labour force has increased as a result of globalisation and increased access to education. However, as some academics contend, women's increased employment engagement hasn't really resulted in a notable increase in their pay. They claim that the foreign companies have profited from the increased presence of women in the work force. These companies have hired women, mostly at relatively low wages in labour-intensive, export-oriented manufacturing industries. However, academics from the "opposing" side note that more women are now employed,

which has improved their income and closed the gender pay gap. Consequently, there has been a wide range of repercussions of globalisation on the employment market, particularly for female workers.

- ❖ **Graham et al., (2017)** this study makes a substantial contribution by investigating the impact of hierarchical structure at the corporate level, a feature that has not been previously explored in the literature on the effectiveness of workforce diversity initiatives. The findings offer both good and bad news regarding how to improve gender diversity in management. It appears that HR specialists working on TMTs play more symbolic than substantive responsibilities when it comes to the representation of women in management. This pattern implies that adding HR specialists to TMTs is not a successful strategy for raising the percentage of women in management. The good news is that our research indicates a positive correlation between women's presence in management and EEO-1 signer/certifier rank. This suggests that organisations could benefit from significant attention to establishment-level workforce demographics data.
- ❖ **Pham et al., (2017)** Cost-effective substitutes for unproven procedures with questionable efficacy are required as health care prices rise. The term "return on investment" in clinical research refers to the comparison between the cost savings to society and gains in health that result from clinical trials and the money used to support them. Studies on return on research investment in the United States, Australia, and the United Kingdom has evaluated health benefits across a variety of medical specialties from the viewpoint of research funders as opposed to the health services; Dutch researchers have looked at the obstetric trials' return on investment, stressing the role that cost savings play in encouraging changes in clinical practice.
- ❖ **Kyaddondo et al., (2017)** Four busy urban medical centres in the Kampala district were the study's catchment areas: three private, not-for-profit mission hospitals and one public referral hospital. Using pre-established inclusion criteria for the wider BOLD project, the four research sites and the relevant catchment areas were selected in cooperation with the local main investigator, an

obstetrician-gynaecologist from Uganda. The chosen centre had to meet certain requirements, including being a significant regional healthcare facility (rather than a primary health unit), having trained birth attendants provide intrapartum care, stable access to caesarean delivery, augmentation of labour, and assisted vaginal birth for clinical staff, and a history of high-quality intrapartum care practises.

- ❖ **Andrieu et al., (2017)** This paper examines how the participatory CSA-PF approach was implemented in Mali with the goal of offering evidence-based guidance for decision-making about the prioritisation of CSA investments. About thirty decision-makers from the national government, district authorities, academia, national and international research institutes, non-governmental organisations, and donors participated in the 12-month process. It led to the Ministry of Agriculture and the Parliament requesting support to mainstream CSA and implementing prioritised practises in research and development programmes.
- ❖ **Cornwall, (2016)** It is a small step to consider empowerment as just another handout, something that governments provide to or on behalf of people, from considering governments or agencies as "empowering" individuals through programmes. The risk here is that methods that will foster environments where people can develop their confidence and self-esteem will be completely superseded by the provision of access to outside resources, goods, or services. Studies also highlight the significance of power when it comes to women organising in a variety of groups, being united by outside efforts, or acting collectively. An increasing amount of data demonstrates the importance of women's rights and organising groups as a force for good, both through grassroots activism and their ability to convince lawmakers to pass legislation and policies that advance gender equality.
- ❖ **Lovo, (2016)** This study examines how Malawi's adoption of soil conservation methods is impacted by tenure instability. One of the main reasons for environmental degradation in Malawi is soil erosion, which has been getting worse as a result of population growth, deforestation, and unsustainable farming methods. Due to its unique topography, Malawi has experienced higher rates of

erosion than other sub-Saharan African nations with comparable levels of population density; roughly 40% of the agricultural land taken into consideration for this study is subject to some degree of erosion. Food security, as well as downstream operations like the production of hydroelectric power and the provision of drinking water treatment services, are threatened by soil erosion, which has significant ramifications for agriculture and other economic sectors.

- ❖ **Salmon, & Maeda, (2016)** Ideas and the processes that lead to them frequently result from the meeting of life experience, startling insights, and favourable circumstances. This is how the work that is summarised in this article was done. I had witnessed the life-changing potential of nursing and midwifery for women employed in these professions for many years. The impact of funding women's business and agricultural ventures on their empowerment and general well-being really hit home for me in 2011. This made me realise something that was both straightforward and alarming: there seemed to be a significant blind spot for the international development and health sectors.
- ❖ **Glass et al., (2016)** by demonstrating how the gender makeup of CEOs influences corporate environmental practice, this study adds to the body of knowledge on corporate governance and environmental performance. We investigated various theories on the impact of gender diversity among senior executives on organisational environmental outcomes using a data set of the environmental record of Fortune 500 companies over a ten-year period. Our research shows that there are subtle, context-dependent effects of gender diversity on environmental practice. First, we discover that female CEOs have no discernible impact on environmental practices. We find no indication that, after controlling for other variables, female CEOs are more likely than male CEOs to improve the environmental practices of their companies, despite prior research showing that women leaders are more likely than men to support environmentally friendly practices.
- ❖ **Farrell et al., (2016)** Higher levels of financial self-efficacy are linked to a stronger likelihood of a woman having at least two, or even all three, of the

investment/mortgage/savings group of products, whereas lower levels are linked to a greater likelihood of having both of the debt-related products. The strength of the association between a woman's financial self-efficacy and her likelihood of holding financial products appears to be cumulative. Another finding revealed that there was no correlation between financial self-efficacy levels and the likelihood that a woman in our sample had purchased life or private health insurance.

- ❖ **Shepard, (2015)** This study examines processes that have macro-historical ramifications using a micro-historical lens, with a particular emphasis on women's lending practises during a time of explosive commercial growth. The focus of the conversation is the business ventures of Elizabeth Carter and Elizabeth Hatchett, two married women who collaborated as pawnbrokers in London during the early eighteenth century. During a protracted inheritance dispute over Carter and Hatchett's property, numerous witnesses provided detailed accounts of their extensive dealings. This allowed for an unusual look into the networks used by female lenders and how they circumvented the legal conventions of coverture, which theoretically restricted married women's ownership and contractual rights to moveable property.
- ❖ **Ganle et al., (2015)** The availability of microcredit to women could have a significant influence on the empowerment of women. In this study, we looked at how an NGO-run microcredit program's microlending to low-income women in a Ghanaian rural district affected their sense of empowerment. Results indicate that while some women benefit from having access to loans in many ways, such as increased empowerment, others are not better off because they have little control over how the money from the loans is used, and still others are worse off because they are harassed and abused because they are unable to repay their debts. According to our research, the women who gained more influence as a result of having access to credit
- ❖ **Caron, & Margolin, (2015)** This research investigates the degree to which these development projects differ or are novel from their predecessors. Our investigation is concentrated on a select few well-known girl-centred development

initiatives. We select girl-centered campaigns for three reasons: first, they enable us to study girls within a well-established development trajectory that begins with the 1970s "women in development (WID)" initiatives; second, the sheer number of projects and funding allocated to girl-centred programmes has increased dramatically over the past ten years.

- ❖ **Fraune, (2015)** The article examines the ways in which the broader social, cultural, and political context both supports and inhibits people's ability to participate in citizen participation schemes for the production of renewable energy (RES-E) by examining the disparities between the involvement of men and women in ownership, investment amounts, and decision-making bodies. The essay demonstrates that social factors like gender, the income gap, occupational segregation, or tax laws are more likely to be the cause of these variations than personal preferences and views.
- ❖ **Walk et al., (2015)** This article examines the advantages of a job and skills training programme run by a Canadian non-profit organisation using a social return on investment (SROI) methodology. By focusing on the client's viewpoints, we hope to gain a deeper understanding of the societal impact of this programme in the area of work integration. We concentrate on a specific social enterprise that provides job and skill training; it is a registered private career college managed by a non-profit organisation that helps unemployed people in Toronto, Canada who are primarily first- or second-generation immigrants. The social enterprise is primarily female.

3.1 BRIEF HISTORY OF THE INDUSTRY

The definition of Non-Banking Financial Companies (NBFCs) has changed over time. They first appeared in India in the middle of the 20th century to provide financial services without carrying out conventional banking duties. At first, their main priorities were investment, leasing, and hire-purchase. With time, NBFCs expanded into a number of industries and were integral to the financial inclusion movement. But they had to deal with difficulties and changes in regulations, particularly during financial crises, which forced authorities to enhance supervision. NBFCs still play a big role in India's financial system today, providing a wide range of services like auto loans, home financing, and microfinance.

The Indian government enacted changes in the 1990s to liberalise the financial industry, which aided in NBFC expansion. They were essential in fostering economic growth by extending financing to industries that conventional banks frequently ignored. Because of the increasing scrutiny following the global financial crisis of 2008, regulators improved the prudential standards for NBFCs. Stricter rules were implemented by the Reserve Bank of India (RBI) in order to protect the stability of the financial system. Notwithstanding obstacles, NBFCs have persisted in innovating and utilising technology to improve their business practices and broaden their market penetration in the financial sector.

NBFCs have had difficulties recently, including worries over liquidity and heightened regulatory scrutiny. The 2018 IL&FS crisis highlighted problems in the industry and prompted a review of risk management procedures. To guarantee the stability of NBFCs, the Reserve Bank of India has been actively improving rules. Digital technology use has also been crucial in helping NBFCs improve customer experience, optimise operations, and better manage risks. All things considered, NBFCs continue to be a vital part of India's financial ecosystem, providing a wide spectrum of clients with a variety of financial products and services.

Through their provision of specialised financial solutions, NBFCs have played a critical role in fostering the expansion of the MSME (Micro, Small, and Medium Enterprises) industry. They frequently assist people and companies who might find it difficult to

obtain loans from conventional banks. The market has seen a trend of consolidation as larger NBFCs have acquired smaller ones, making the sector more stable and robust. Nonetheless, the environment is still changing, and continuous changes in regulations demonstrate the government's commitment to upholding financial stability and encouraging the expansion of NBFCs in India.

Non-Banking Financial Companies (NBFCs) have played a significant role in the financial sector, especially in countries like India.

- **Growth and Significance:** NBFCs are now a crucial component of the financial system, assisting banks in delivering financial services and credit. They support populations and industries that traditional banks would not be able to sufficiently serve, like small and medium-sized businesses (SMEs), rural communities, and the unorganised sector.
- **Challenges:** Despite their significant input towards financial inclusivity and economic expansion, non-bank financial companies (NBFCs) encounter some obstacles such as adhering to regulations, obtaining capital, handling asset-liability, and controlling credit risks. The stability and expansion of NBFCs may also be impacted by problems like changes in regulations and shortages of funding.
- **Recent Trends:** This concept lending platforms and financial technologies are two examples of the new NBFCs that have emerged in recent years as a result of customer demands and technology improvements. These companies are changing the NBFC market by using technology to provide cutting-edge financial services and products.
- **Globalisation:** Although NBFCs were first established in nations like India, the idea has spread throughout the world. Different nations have their own forms of non-bank financial firms (NBFCs), including microfinance institutions, finance companies, and consumer credit companies. By meeting the particular

requirements of their various markets, these organisations support economic expansion and financial stability.

- **Diverse Business Models:** NBFCs are involved in a broad spectrum of business models and operations. Some concentrate on lending to particular industries, such as real estate, infrastructure, or agriculture; others are experts in consumer finance, auto loans, or microfinance. This variety shows how NBFCs are able to address the various financial demands of both individuals and corporations with flexibility and adaptation.
- **Innovation and Collaboration:** To improve their competitiveness and broaden their market reach, NBFCs are adopting innovation and cooperation more and more. For the purpose of using technology and data analytics for process optimisation, client acquisition, and product innovation, numerous NBFCs are collaborating with banks, fintech startups, and other financial organisations.

3.2 INDUSTRIAL PERFORMANCE-GLOBAL, NATIONAL & REGIONAL

The industrial performance of Non-Banking Financial Companies (NBFCs) is influenced by various factors at the global, national, and regional levels

GLOBAL LEVEL

- **Market Dynamics:** Global economic conditions impact NBFCs through factors such as interest rates, currency fluctuations, and trade dynamics.
- **Regulatory Trends:** International financial regulations and compliance standards can affect how NBFCs operate and interact with global markets.

NATIONAL LEVEL

- **Economic Trends:** NBFCs are influenced by the overall economic health of the country, including GDP growth, inflation rates, and fiscal policies.
- **Regulatory Changes:** Government policies and regulatory measures, particularly those introduced by the Reserve Bank of India (RBI), significantly shape the operational environment for NBFCs.
- **Credit Environment:** The national credit environment, including interest rates and credit demand, impacts NBFCs' lending and investment activities.

REGIONAL LEVEL

- **Local Economic Conditions:** Regional economic variations within a country can influence the demand for financial services provided by NBFCs.
- **Cultural and Demographic Variances:** NBFCs may tailor their services to suit regional preferences and demographics, impacting their market penetration and product offerings.

Understanding and navigating these factors are crucial for NBFCs to thrive in a dynamic and interconnected financial landscape. It requires a balance between adapting to global trends, complying with national regulations, and catering to the unique characteristics of regional markets

3.3 PROSPECTS AND CHALLENGES IN THE INDUSTRY

PROSPECTS OF NBFCS

- **Financial Inclusion:** By providing financial services to underprivileged and isolated communities, NBFCs significantly enhance financial inclusion.

- **Innovation and Agility:** NBFCs may develop more quickly than traditional banks, embracing new technology and meeting consumer demands more successfully because they are frequently smaller and more agile.
- **Service Diversification:** Non-bank financial companies (NBFCs) can provide specialised financial services and products that target particular market niches and close gaps that traditional banks do not cover.
- **Collaboration Opportunities:** NBFCs can improve their service offerings, attract a wider customer base, and solidify their place in the financial ecosystem by partnering with fin tech companies and traditional banks.

CHALLENGES FACED BY NBFCs:

- **Regulatory Compliance:** NBFCs must constantly modify their operations to adhere to strict and ever-changing rules, which could result in higher operational expenses.
- **Liquidity Issues:** As seen by instances such as the IL&FS crisis, obtaining capital and controlling liquidity can be difficult, particularly in periods of economic recession or financial strain.
- **Credit Risks:** Since NBFCs frequently serve riskier clientele, controlling credit risks is essential, and fluctuations in the economy may have an adverse effect on the calibre of their loan portfolios.
- **Technology and Cyber security Risks:** NBFCs that use digital technologies are subject to cyber security risks, and maintaining technological adequacy while guaranteeing data security is a constant struggle.
- **Economic Volatility:** NBFCs are vulnerable to changes in the economy, and a bad economy can have an effect on the quality of the assets held, the ability of borrowers to repay debt.

4.1 BRIEF HISTORY OF THE ORGANIZATION

The Reserve Bank of India has accepted Subhkiran Capital Ltd, a non-banking financial company with roots in Vijayawada. It is the first NBFC to be registered with the RBI in Hyderabad. We provide all necessary financial services, including business, small business, insurance, and gold loans. We do what we say, thus our terms are open. We conduct all of our business with complete transparency and without any ulterior motives. Our loan rates are lower than the current industry average. We are prepared to offer our utmost assistance under accommodating terms to fulfil all of your requests.

Subhkiran capital Ltd is a Non-Banking Financial Company approved by the Reserve Bank of India. Now Spreading the operations across Kerala with 32 branches in Ernakulam, Thrisur,Idukki, Alappuzha, Pathanamthitta, Palakkad and Kottayam Districts. Our main goal is to serve all of Kerala with financial advice on large leasing, financial investment, and other corporate financing activities. We also want to cover the rest of India.to work in a transparent and morally responsible manner with stakeholders to help them generate, preserve, and grow their wealth through our experience, knowledge, and cutting-edge technology. To become the most favoured financial institution with a national footprint by offering rural and emerging India fast, personalised financial solutions built on their trust and confidence, all the while aiming to guarantee customer satisfaction. Investigate new markets while expanding our offerings to meet all banking and financial requirements. Our long-term goal is to exert the most effort possible while increasing our services, improving the quality of our processes, and expanding our reach throughout the whole finance industry.

CURRENT BOARD OF DIRECTORS

CHAIRMAN & MANAGING DIRECTOR

(PROF. C. K. RENJAN)

DIRECTOR - FINANCE, HR & AUDIT

(P PRAKASAN)

DIRECTOR - INFRA, CREDIT & RECOVERY

(P C BHASKARAN)

ORGANISATION CHART

BOARD OF DIRECTORS

**CHIEF EXECUTIVE OFFICER
(CEO)/MANAGING DIRECTOR
(MD)**

**SENIOR MANAGEMENT
TEAM**

**BUSINESS
UNITS/DEPARTMENTS**

REGIONAL/BRANCH OFFICES

**REGIONAL/BRANCH
OFFICES**

4.2 MISSION, VISION STATEMENT AND QUALITY POLICY FOLLOWED

MISSION

Our primary mission is to provide clients in Kerala with complete financial consulting services that address corporate lending, financial investments, and leasing, all of which are customised to meet their unique needs. At the same time, you want to go national and offer these services to customers all throughout India. This dual approach blends localised knowledge with a more expansive plan for expansion and influence inside the Indian financial sector.

VISION

Through experience, knowledge, expertise, and cutting-edge technology, your organisation aims to empower stakeholders to build, safeguard, and increase their wealth while upholding the highest standards of ethics and transparency. This commitment includes the goal of becoming the go-to financial institution in the country by providing innovative and effective financial solutions that are especially suited to the requirements of developing and rural India. In order to achieve financial well-being and prosperity for all stakeholders across the country, this mission emphasises a commitment to diversity, innovation, and integrity.

QUALITY POLICY FOLLOWED

"At Subhkiran capital Ltd we are dedicated to consistently providing superior financial products and services that meet or exceed the expectations of our customers. We strive to achieve this by:

- understanding and forecasting our clients' requirements, and providing creative, personalised financial solutions that improve their quality of life.
- Assuring adherence to all relevant laws, rules, and industry standards; always refining our procedures to maximise their efficacy and efficiency.

- Providing outstanding service and upholding the highest levels of professionalism and integrity by empowering our staff via training, growth, and an accountable culture.
- Fostering relationships based on trust, openness, and moral behaviour that are mutually beneficial with all of our stakeholders, including consumers, shareholders, regulators, and the communities we serve.
- In order to increase customer satisfaction and ensure sustainable growth, we proactively seek possibilities for improvement and monitor and analyse our performance against set quality standards on a regular basis.

4.3 BUSINESS PROCESS OF THE ORGANIZATION - PRODUCT PROFILE

The product profile of Subhkiran capital Ltd typically includes a range of financial products and services tailored to meet the diverse needs of its target customers. While the specific offerings may vary depending on the NBFC's business model, market segment, and regulatory framework.

- **Business Loans:** Businesses can satisfy their financial needs and accomplish their objectives with the help of business loans, which are provided by banks, credit unions, and Non-Banking Financial Companies (NBFCs). These loans are generally used to finance daily costs as well as expansion projects and other facets of business operations. In order to pay for working capital requirements like payroll, inventory purchases, and administrative costs, businesses frequently need borrowing. Business loans can also be used to finance expansion plans like adding more employees, funding marketing campaigns, or entering new markets. Lenders may request collateral as security to reduce risk, depending on the size and nature of the loan. Factors such as loan amount, length, and creditworthiness affect interest rates and repayment conditions.

- **Traders Loan:** A trader's loan is a type of loan designed especially for people or companies who engage in trading operations, such as purchasing and selling commodities or items. These loans are intended to give traders the money they need to buy merchandise, control their cash flow, and grow their trading businesses. These loans can be used by traders to fund large purchases of items, top off inventory, or seize chances in the market. Typically, a trader's creditworthiness, trading history, and the collateral they have provided are taken into account when determining the loan amount, interest rate, and payback terms. Flexible repayment options are a common feature of trader loans, enabling borrowers to customise the loan terms to meet their cash flow requirements.
- **Consumer Loan:** A consumer loan is a type of financial product intended to help people fulfil their own financial demands and pay for different bills or accomplish particular objectives. These loans are frequently used to pay for things like consumer goods purchases, debt consolidation, medical expenditures, and educational costs. Consumer loans give borrowers access to the money they require up front, which they can then pay back over time in predetermined monthly amounts. Depending on the borrower's credit history, income level, loan amount, and loan length, interest rates and repayment terms change. Certain consumer loans, like credit cards or personal loans, might be unsecured, but others might need collateral.
- **Insurance:** An insurance policy is a type of financial product intended to shield people and companies from unforeseen expenses or hazards. The risk of specific occurrences, such as diseases, accidents, natural disasters, or property loss, is transferred to the insurer by policyholders through premium payments. In exchange, the insurer promises to reimburse the policyholder financially or offer other benefits in the case of a covered loss. By offering a safety net against unanticipated events that could otherwise result in severe financial hardship, insurance plays a critical role in assisting people and businesses in managing risk, protecting their assets, and achieving financial stability.

4.4 STRATEGIES-BUSINESS, PRICING, MANAGEMENT

BUSINESS STRATEGY

Market Segmentation: strategically segment their target market based on factors such as demographics, geography, industry, or risk profile. This allows them to customize products and services to meet the specific needs of different customer segments.

Diversification: To lower risk and find new sources of income, NBFCs could diversify the products in their portfolio. This can entail supplying insurance goods, branching out into new loan markets, or providing wealth management services

Geographic Expansion: growth prospects through diversifying into new markets or geographical areas. This could entail creating branch offices, collaborating with regional organisations, or using internet platforms to reach clients in neglected areas.

PRICING STRATEGY

Risk-Based Pricing: Determine the borrowers' risk profile and set the loan price appropriately. In order to offset the increased risk of default, higher-risk borrowers might be subject to higher interest rates or other costs.

Competitive Pricing: In order to maintain competitive rates, keep updated on competitor pricing and market conditions. Offering incentives, discounts, or promotional rates to draw in borrowers may be one way to do this.

MANAGEMENT STRATEGY

Risk Management: evaluate, reduce, and keep an eye on a variety of risks, such as credit, market, liquidity, operational, and compliance risks, put strong risk management procedures into place. This includes stress testing, diversifying loan portfolios, adhering to strict underwriting guidelines, and keeping sufficient capital and liquidity buffers.

Talent Management: Skilled workers must be attracted, retained, and developed through effective talent management. This includes pricing competitively, offering chances for professional advancement, and encouraging a collaborative and innovative culture.

Governance and Compliance: Building confidence, reducing regulatory risks, and defending stakeholder interests all depend on ensuring compliance with legal obligations and upholding strict corporate governance standards. This entails putting strong internal controls and risk management systems in place, as well as abiding by all relevant laws, rules, and industry recommendations

4.5 SWOT ANALYSIS OF THE COMPANY

STRENGTHS:

Specialized Financial Services: provide unique financial services to target markets where regular banks might not be well-represented, such as micro lending, auto loans, consumer financing, and more.

Faster Decision Making: Compared to traditional banks, they typically have more efficient decision-making procedures, which enable them to react swiftly to client and market needs.

Flexibility in Operations: Serving clients from a variety of financial backgrounds may be facilitated by their greater flexibility with regard to collateral requirements and loan approval standards.

Regulatory Framework: Their operating flexibility may be enhanced by a less restrictive regulatory framework when compared to banks.

WEAKNESSES:

Funding Challenges: Raising money might be difficult for Subhkiran Capital Ltd., particularly in times of economic gloom or financial crisis when investors can view them as riskier than conventional banks.

Dependency on Wholesale Funding: They mostly depend on short-term wholesale borrowing, which puts them at risk for liquidity issues, especially when the market is volatile.

Limited Deposit Base: Public demand deposits are not accepted by Subhkiran Capital Ltd., which restricts their availability of funding sources and lending ability.

Higher Borrowing Costs: Due to their non-bank status, NBFCs may have to borrow funds at higher interest rates compared to banks, impacting their profitability.

OPPORTUNITIES:

Technological Innovation: By utilising technology, Subhkiran Capital Ltd can improve their operating efficiency, access a wider audience via digital platforms, and provide creative financial solutions.

Strategic Partnerships: They can increase their competitiveness, reach new consumer segments, and broaden their product offerings by working together with other financial institutions, or fintech startups.

Regulatory Reforms: NBFCs may be able to increase their operations and market share as a result of favourable regulatory reforms that encourage financial inclusion or remove regulatory barriers.

Diversification: NBFCs can lower risk and take advantage of new opportunities in other industries or areas by diversifying their product offerings or geographic reach.

THREATS:

Economic Volatility: susceptible to changes in interest rates, macroeconomic downturns, and other conditions that may affect the ability of borrowers to repay their debts and the quality of their assets.

Regulatory Changes: Changes to compliance standards or regulatory rules may raise the cost of operations, restrict lending, or impede the institute's ability to grow.

Competition: Intense competition from banks, other NBFCs, and new entrants such as fin tech start-up can erode market share and pressure margins for existing players.

Credit Risk: Subhkiran Capital Ltd face credit risk from borrower defaults, which can adversely affect their profitability and asset quality, particularly if adequate risk management practices are not in place

Technological Disruption: Fast technological progress and changing consumer preferences have the potential to change established company models, making large investments in digital transformation necessary to stay competitive.

5.1 STATEMENT OF THE PROBLEM

“A Study on the analysing the effectiveness of mobile banking with special reference to ESAF bank”.

5.2 RESEARCH DESIGN

The research design refers to the overall strategy that you choose to integrate the different components of the study in coherent and logical way, thereby, ensuring you will effectively address the research problem. It constitutes the blueprint for the collection, measurement and analysis.

- The type of research design used in this study is diagnostic research design: Diagnostic research design refers to investigations and studies conducted to identify, understand, or assess the presence of a particular condition, disease, or problem. It aims to gather information and data to make informed decisions about diagnosis, treatment, or further research.

5.3 SAMPLE DESIGN

- Simple Random Sampling method is used to select the sample. It is a sample selected from a population in such a way that every member of the population has an equal chance of being selected and selection of any individual does not influence the selection of any other.

5.3.1 POPULATION

A population refers to the entire group of individuals, objects, events, or other elements that have characteristics or attribute of interest .The population is the target of study, and the goal of research is to make inferences about the population based on a sample

5.3.2 SAMPLING TECHNIQUE

Sampling techniques refer to the methods used to select a sample from a population. The choice of a sampling technique depends on the research question, the type of data being collected, the size of population, and the resources available for conducting the research.

- The sampling method used for the study is random sampling.

5.3.3 SAMPLE SIZE

The sample size refers to the number of elements that are selected from a population for the purpose of conducting research. The sample size is an important consideration in the research process, as it affects the precision and accuracy of the results obtained.

- The sample size is 50.

Under the given population, the sample size was selected for the study is 50 in the neurology department.

5.4 DATA COLLECTION DESIGN

Data collection design refers to the process of planning and implementing methods for gathering data for a particular research study or project. The design process involves defining the research question or problem, determining the type of data needed to answer the question, selecting the most appropriate data collection methods, and planning how the data will be collected, stored, and analysed.

Close-ended questions ask respondents to choose from a predefined set of responses, typically one-word answers such as “yes/no”, “true/false”, or a set of multiple-choice questions. Liker scale is a type of questions that uses a 5 or 7-point scale, sometimes referred to as a satisfaction scale that ranges from one extreme attitude to another.

The 5-point Liker scale is a global scale that is used to assess attitudes and views. It is a scale with 5 answer options which has two utmost poles and a neutral option linked with intermediate answer options. For example, agree, fully agree, neither agree nor disagree, disagree, and fully dis-agree .A self-prepared questionnaire was prepared to collect data. The questions were closed ended questions and 5-point Liker scale with 5 answer options (Highly Satisfied, Satisfied, Neutral, Dissatisfied, and Highly Dissatisfied).

5.4.1 DATA SOURCES

To achieve the goals of the study, both primary and secondary data were gathered.

PRIMARY SOURCE

Information is those that are gathered from scratch and for the first time, making them wholly unique in nature. A questionnaire has been used to obtain primary data.

SECONDARY DATA

Information that has already been gathered and processed statistically by another party. The internet, organizational records, and other papers kept by the organisation were used to gather secondary data

5.4.2 DATA COLLECTION TOOLS

Surveys: Surveys can be conducted online, via email, or in person, and are used to gather Information from many people.

- Data collection tool used for research is questionnaire.
- **Surveys:** Surveys are a common data collection tool used to gather information on customer satisfaction. They can be administered online, by mail, or in person and can be designed to collect both quantitative and qualitative data.
- **Interviews:** Interviews can be conducted in person or over the phone, and can be used to collect detailed information on employee satisfaction.

5.4.3 DATA ANALYSIS TOOL

Tables are created from the collected data. The percentages were calculated, and the analysis was done using the straightforward percentage approach. There is analysis, as well as varied conclusions and recommendations. With the aid of several tools, including percentages, tabulation, and charts, the data is evaluated and interpreted.

6.1 AGE?

The table showing the age of the respondents in this survey

Options	Number of respondents	Percentage
18-25	19	38%
25-35	20	40%
35-50	5	10%
ABOVE 50	6	12%
TOTAL	50	100%

TABLE 6.1
The chart showing the age of the respondents

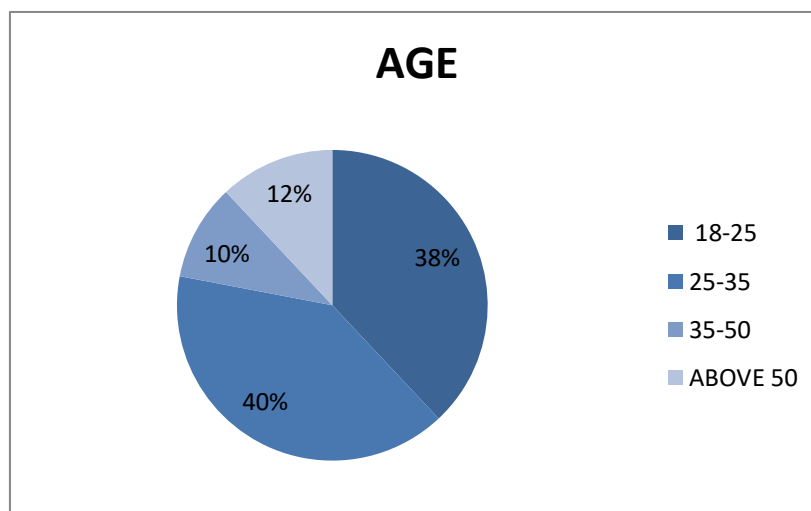


FIGURE 6.1

INTERPRETATION

According to the above data 38% respondents are in the age group 18-25, 25-35 40% and the age group 35-50 were 10% and 12% of the respondents are in the age group 50 and above in this survey.

6.2 GENDER?

The table showing the gender of the respondents in this survey

Options	Number of respondents	Percentage
MALE	34	68%
FEMALE	16	32%
TOTAL	50	100%

TABLE 6.2

The chart showing the gender of the respondents in this survey

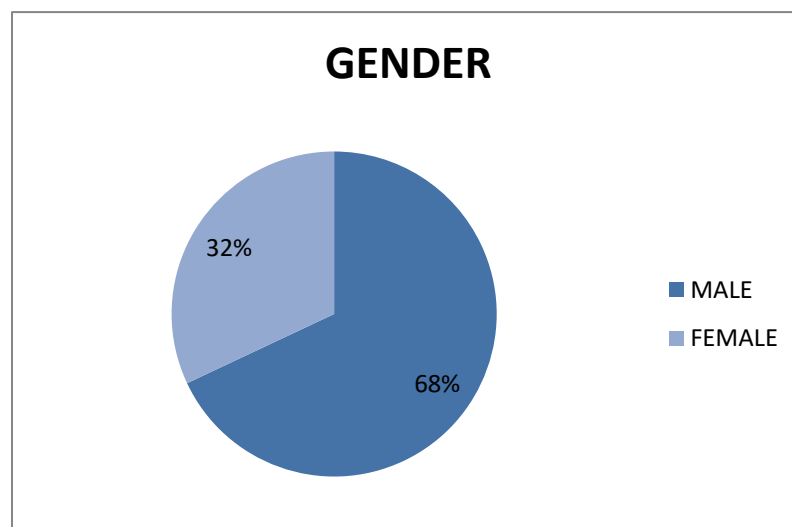


FIGURE 6.2

INTERPRETATION

According to the above data 68% of the respondents are male and 32% of respondents are female in this survey

6.3 ANNUAL INCOME?

The table showing the annual income of the respondents

Options	Number of respondents	Percentage
1 LAKH-3 LAKH	34	68%
3 LAKH -5 LAKH	6	12%
5 LAKH-10 LAKH	5	10%
ABOVE 10 LAKH	3	6%
STUDENT	2	4%
60,000	0	0%
0	0	0%
TOTAL	50	100%

TABLE 6.3

The chart showing the annual income of the respondents

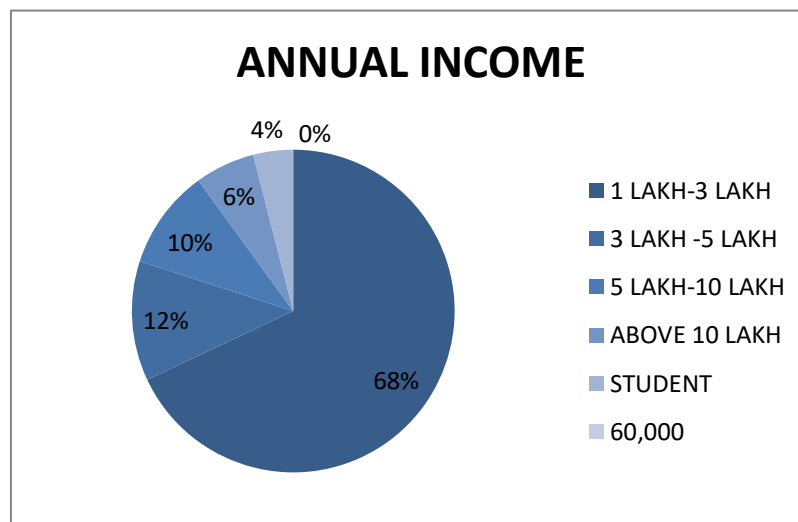


FIGURE 6.3

INTERPRETATION: According to above data an average income of the net respondents is between 1 lakh to 3 lakh 68%

6.4 HOW FREQUENTLY DO YOU USE MOBILE BANKING SERVICES?

The table showing the usage of mobile banking services by the customer

Options	Number of respondents	Percentage
DAILY	50	100%
WEEKLY	0	0%
MONTHLY	0	0%
YEARLY	0	0%
TOTAL	50	100%

TABLE 6.4

The chart showing the frequency of using mobile banking services by the respondents

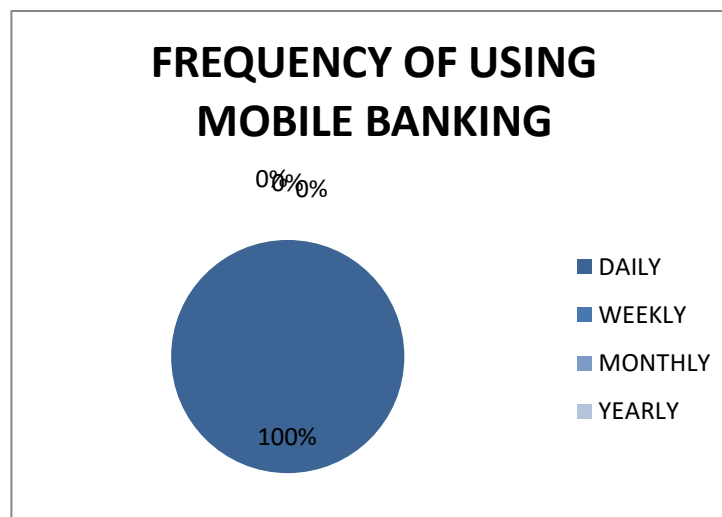


FIGURE 6.4

INTERPRETATION

According to above data all the respondents where using mobile banking services daily

6.5 WHICH MOBILE BANKING SERVICES DO YOU USE MOST OFTEN?

The table showing the mobile banking services used by the customers

Options	Number of respondents	Percentage
TANSFERRING	35	70%
CHECKING ACCOUNT BALANCE	7	14%
PAYING BILLS	8	16%
OTHERS	0	0%
TOTAL	50	100%

TABLE 6.5

The chart showing the services which is most often used by the respondents

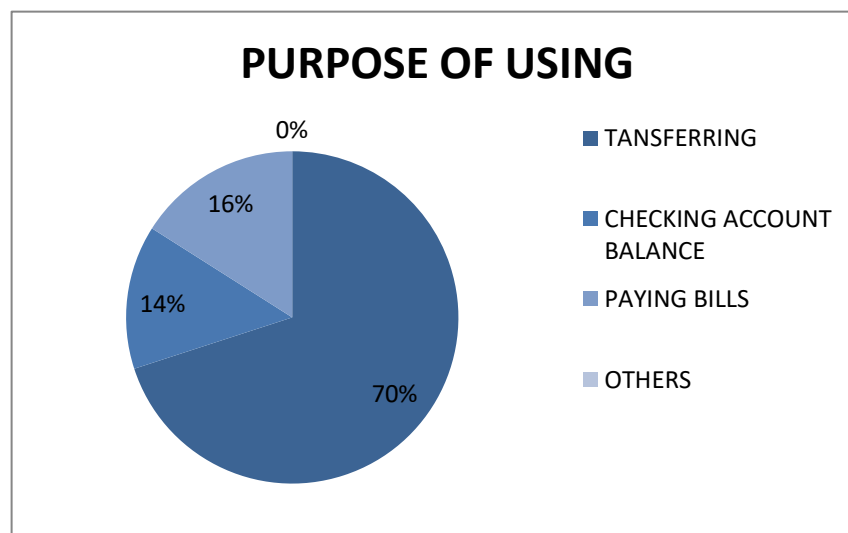


FIGURE 6.5

INTERPRETATION

According to above data 70 % of respondents where using mobile banking services of transferring money rest 30% of respondents where using for paying bills checking balance and other activitys

6.6 HOW SATISFIED ARE YOU WITH THE USER INTERFACE OF YOUR MOBILE BANKING?

The table showing the satisfaction level of customers with the user interface

Options	Number of respondents	Percentage
VERY SATISFIED	47	94%
SATISFIED	3	6%
NEUTRAL	0	0
DISSATISFIED	0	0%
VERY DISSATISFIED	0	0%

TABLE 6.6

The chart showing the satisfactory level of respondents on user interface of mobile banking

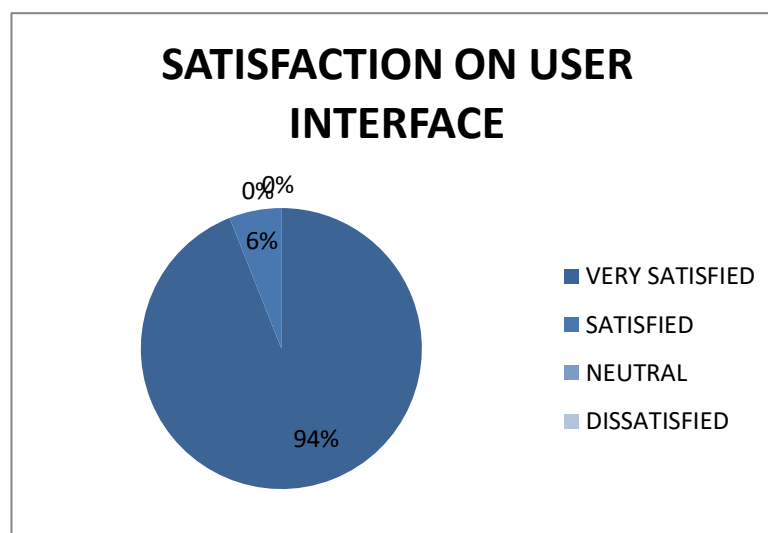


FIGURE 6.6

INTERPRETATION

According to above data 94% of respondents were satisfied with their mobile banking user interface

6.7 HAVE YOU EVER ENCOUNTERED ANY ISSUE OR CHALLENGES WHILE USING MOBILE BANKING?

The table showing the weather the customer faced any challenges while using mobile banking applications

Options	Number of respondents	Percentage
YES	50	100%
NO	0	0%
TOTAL	50	100%

TABLE 6.7

The chart showing the whether the respondents faced challenges or issues

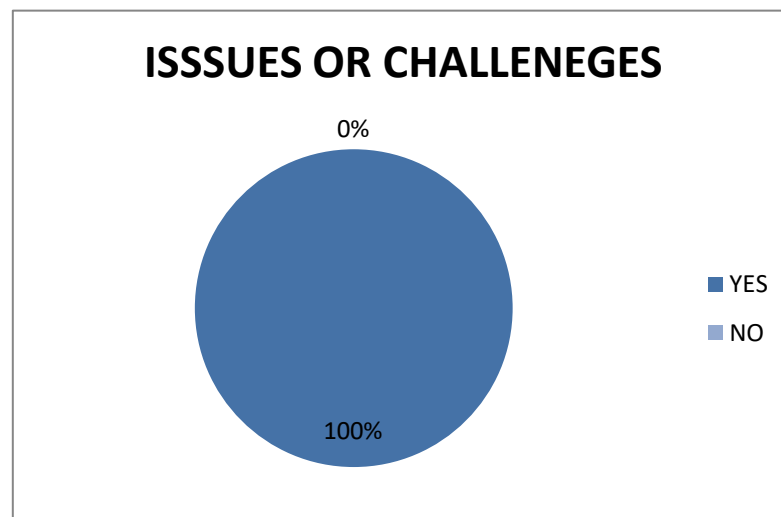


FIGURE 6.7

INTERPRETATION

According to above data 100% of respondents where faced issues and challenges while using mobile banking applications

6.8 HOW WOULD YOU RATE THE SECURITY MESURES OF YOUR MOBILE BANKING APP?

The table showing the rating given by the respondents on the security measures

Options	Number of respondents	Percentage
VERY GOOD	33	66%
GOOD	14	28%
NEUTRAL	3	6%
BAD	0	0%
VERY BAD	0	0%
TOTAL	50	100%

TABLE 6.8

The chart showing the satisfactory level of customers on the security measures

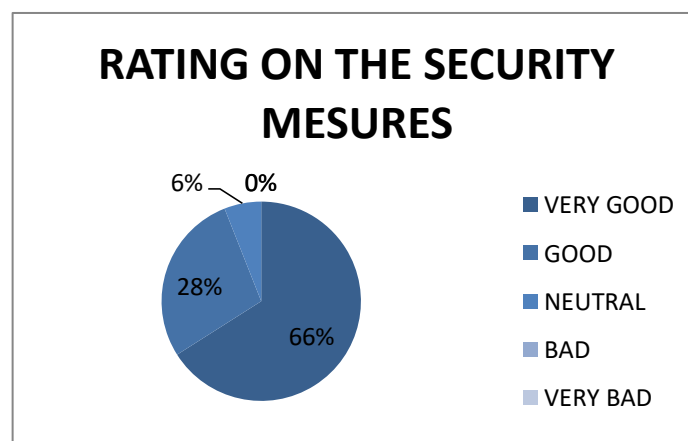


FIGURE 6.8

INTERPRETATION

According to above data 66% of respondents were satisfied with the security measures of their mobile banking app

6.9 DO YOU FIND MOBILE BANKING MORE COVENIENT THAN TRADITIONAL BANKING METHODS?

The table showing the convenient of the respondents

Options	Number of respondents	Percentage
YES	50	100%
NO	0	0%
TOTAL	50	100%

TABLE 6.9

The chart showing the rate of continents of the respondents

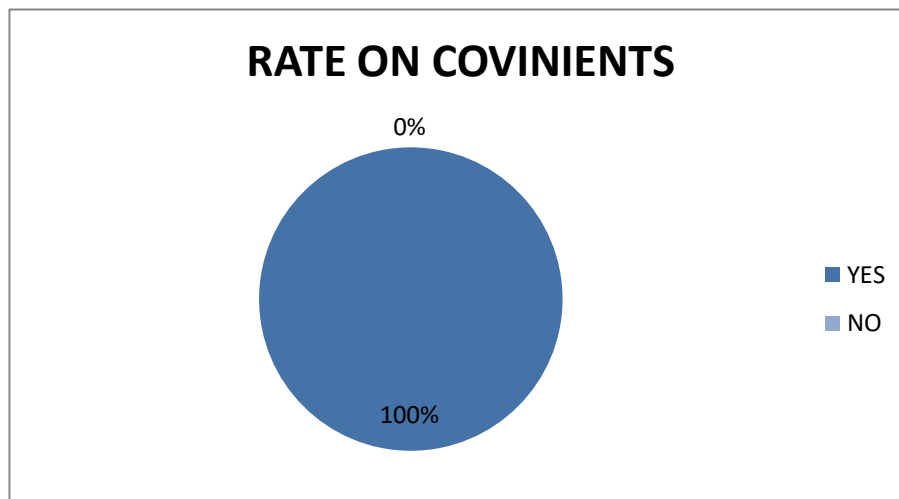


FIGURE 6.9

INTERPRETATION

According to above data 100% of the respondents were very convenient for using their mobile banking application

6.10 HAVE YOU NOTICE ANY IMPROVEMENTS IN YOUR BANKING EXPERIENCE SINCE USING MOBILE BANKING?

The table showing the whether they feel any kind of improvement in banking experience since using mobile banking

Options	Number of respondents	Percentage
YES	27	54%
NO	0	0%
MAY BE	23	46%
TOTAL	50	100%

TABLE 6.10

The chart showing the user development

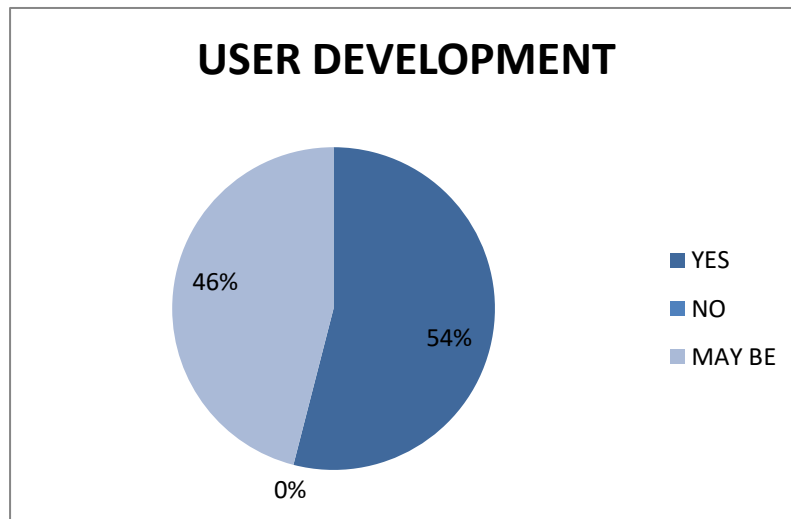


FIGURE 6.10

INTERPRETATION

According to above data 54% of respondents were feels an improvement in there banking experience since they using mobile banking

6.11 WOULD YOU RECOMMEND MOBILE BANKING TO OTHERS?

The table showing the weather the respondents recommends mobile banking to others

Options	Number of respondents	Percentage
YES	50	%
NO	0	0%
MAY BE	0	0%
TOTAL	50	100%

TABLE 6.11

The chart showing the rate of recommendation

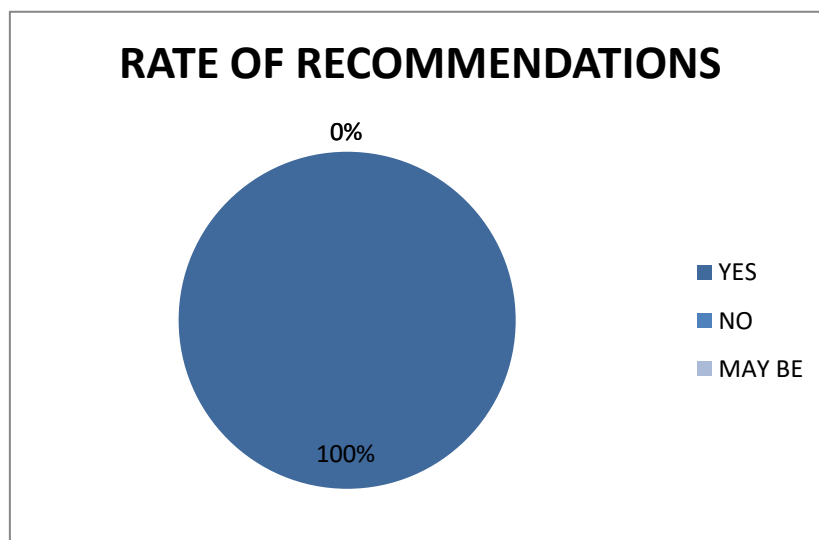


FIGURE 6.11

INTERPRETATION

According to above data all the respondents were recommend mobile banking to others

6.12 HOW DO YOU PERCEIVE THE OVERALL EFFECTIVENESS OF MOBILE BANKING IN MANAGING YOUR FINANCES?

The table showing the overall effectiveness of mobile banking

Options	Number of respondents	Percentage
VERY EFFECTIVE	10	20%
EFFECTIVE	17	34%
NEUTRAL	22	44%
IN EFFECTIVE	1	2%
TOTAL	50	100%

TABLE 6.12

The chart showing the overall effectiveness of mobile banking

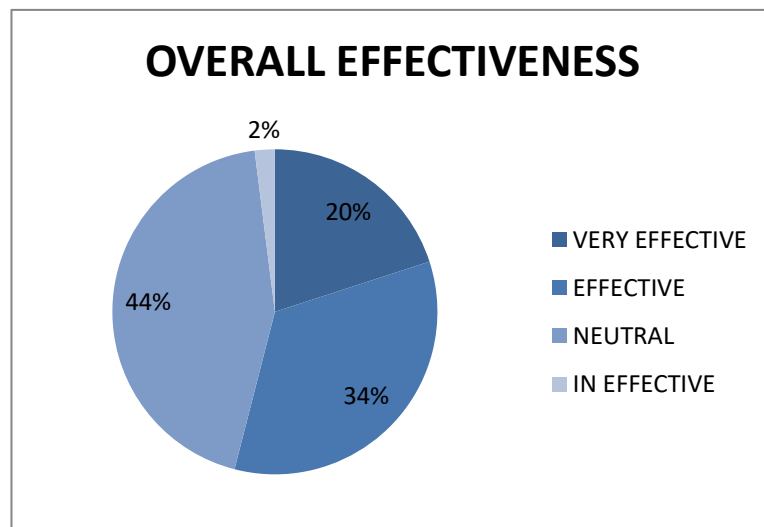


FIGURE 6.12

INTERPRETATION

According to above data out of 50 respondents 44% of respondents voted neutral for the overall effectiveness of mobile banking

7.1 FINDINGS

- According to the above data 38% respondents are in the age group 18-25, 25-35 40% and the age group 35-50 were 10% and 12% of the respondents are in the age group 50 and above in this survey.
- According to the above data 68% of the respondents are male and 32% of respondents are female in this survey
- According to above data an average income of the net respondents is between 1 lakh to 3 lakh 68%
- According to above data all the respondents were using mobile banking services daily
- According to above data 70 % of respondents were using mobile banking services of transferring money rest 30% of respondents were using for paying bills checking balance and other activity's
- According to above data 94% of respondents were satisfied with their mobile banking user interface
- According to above data 100% of respondents were faced issues and challenges while using mobile banking applications
- According to above data 66% of respondents were satisfied with the security measures of their mobile banking app
- According to above data 100% of the respondents were very convenient for using their mobile banking application
- According to above data 54% of respondents were feels an improvement in there banking experience since they using mobile banking
- According to above data all the respondents were recommend mobile banking to others
- According to above data out of 50 respondents 44% of respondents voted neutral for the overall effectiveness of mobile banking

7.2 SUGGESTIONS

- Offer personalized recommendations and notifications based on user transaction history, preferences, and financial goals.
- Explore the integration of emerging technologies like Artificial Intelligence (AI) and Machine Learning (ML) to offer predictive analytics, chatbots for customer support, and personalized financial insights.
- Provide educational resources, tutorials, and in-app guidance to help users understand the features and functionalities of mobile banking.
- Offer responsive customer support through multiple channels (e.g., chat support, helpline) to address user queries and concerns promptly.
- Ensure that the mobile banking app is accessible to users with disabilities by incorporating features such as screen reader compatibility, voice commands, and high contrast modes.
- Conduct regular accessibility audits to identify and address any usability barriers.
- Ensure compliance with relevant regulatory standards and data protection laws to build trust and confidence among users regarding the security and privacy of their financial information.

By implementing these suggestions, financial institutions can enhance the mobile banking experience for their customers, leading to higher satisfaction levels, increased usage, and stronger customer loyalty.

7.3 CONCLUSION

In conclusion, improving the mobile banking experience among customers is crucial for financial institutions to meet the evolving needs and expectations of users in today's digital era. By implementing a comprehensive set of strategies and enhancements, banks can enhance the usability, security, personalization, and accessibility of their mobile banking services, ultimately leading to greater customer satisfaction, usage, and loyalty.

Key aspects of improvement include optimizing the user interface and experience, offering personalized recommendations and notifications, enhancing security measures through robust authentication methods and real-time fraud detection, and integrating emerging technologies like AI and block chain for enhanced functionality and security.

Furthermore, providing educational resources, seamless integration with third-party services, and continuous feedback mechanisms are essential for ensuring a user-centric approach and fostering trust among customers.

By prioritizing these enhancements and maintaining compliance with regulatory standards, financial institutions can differentiate themselves in a competitive market, drive customer engagement, and build long-term relationships with their user base.

In essence, the journey towards improving the mobile banking experience is on-going, requiring a commitment to innovation, customer-centricity, and continuous improvement to meet the ever-changing needs and expectations of users in the digital banking landscape.