

BEST PRACTICE

1. TITLE OF THE PRACTICE: CUSTOMER BANKING SERVICES

2. OBJECTIVES OF THE PRACTICE

- Filling Deposit and Withdraw forms
- Knowledge about Digital Transactions
- Knowledge about ATM
- Applying for loans
- Encourage Personal and Group Savings
- Utilising IT skills in installing Bank Apps
- Benefits of Online Remittances and Frisking in On-line Banking.

Learning Outcome

Students would know how to fill the Bank Deposit and Withdraw forms.

Students know about how to operate ATM Machines.

Students will gain knowledge of Digital Transactions.

Students would know online payments.

Students would get aware about fraudulent operations in digital banking.

Students would involve in educating the illiterates at the bank premises.

3. The context:

Banking plays a pivotal role in financial management in the society. It is very essential to acquire minimum knowledge in banking sector, as there were many incidents show the bank customers failed to notice their account details online. Students of Commerce should have a proper knowledge in Banking Sector with upcoming technology being used by the account holders in their respective branches.

4. The Practice

The Department of Commerce in Government Degree College, Tekkali is employing the Best Practice namely '**Customer Banking Service**' under the guidance of Sri N.S Patnaik, Sri Malleswara Rao, Sri B.Hemaraju and Sri E. Lokeswara Rao to the II & III Year B.Com Degree students of the college at the State Bank of India Branch, Tekkali. It was exercised once a week i.e. every Friday on the working day of the Banking Hours.

5. Evidence of Success:

- ❖ The students have practically acknowledged the significance of the Best Practise by attending the program.
- ❖ The students have gained more information related to banking related issues during the program.
- ❖ The students have executed their work and offered their relentless service to the bank customers in completing forms for Depositing and Withdrawing money by cash and from the ATMs available in the vicinity of the bank.
- ❖ They have got detailed information in digital banking to the new and illiterate bank customers of the branch.
- ❖ The students have successfully completed the program under the Best Practice and handled some troubleshooting issues faced by the customers of the branch.

6. Problems Encountered:

- ❖ There are a large number of customers failed to know how to generate the New PIN to their Debit cards.
- ❖ Most of the customers are illiterates from village background facing trouble to operate their Accounts manually for depositing and withdrawing money from ATMs.
- ❖ Lack of knowledge in following the upcoming digital banking system using mobiles.

- ❖ Some of the customers have regretted to take the service from the students as they do not believe in others.
- ❖ Most of the account holders haven't Android Phones to operate the transactions.
- ❖ Even the Teller machines are also found without functioning properly.

Photo Gallery











THANK YOU