

Internship Report

On

**GENERAL BANKING AND CUSTOMER SATISFACTION OF AGRANI
BANK LIMITED**

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June, 2016

Internship Report

On

General Banking and Customer Satisfaction of Agrani Bank limited

By

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Registration No: 10-04011

An Internship Report
Submitted to the Faculty of Agribusiness Management,
Sher-e-Bangla Agricultural University, Dhaka,
in partial fulfillment of the requirements
for the degree of

MBA (AGRIBUSINESS)

Semester: January - June, 2016

APPROVED BY

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Dhaka-1207

Supervisor

LETTER OF TRANSMITTAL

September 26, 2017
Sajeeb Saha
Assistant Professor
Dept. of Agribusiness & Marketing
Sher-e-Bangla Agricultural University.

Sub: Submission of Internship Report on “General Banking & Customer Satisfaction of Agrani Bank Limited”

Dear Sir,

This is my internship report on “General Banking & Customer Satisfaction of Agrani Bank Limited”. I am submitting this report as the part of fulfilling my MBA degree. In case of preparing this report, I tried my best to make the report informative and to follow your instructions as well as the instructions given by my organization manager. The full report is based on my practical experience in Agrani Bank limited farmgate Branch. I have found the experience quite interesting and the guidance of my supervisors and with the help of all the members of the branch. I have tried my level best to prepare an effective report.

Consequently, I am transmitting this report to your very concern. Hopefully, you will make the report informative approach as a hallmark of my hard work. In case of any further clarification or elaboration regarding this report I would welcome the opportunity to consult with you to explore how my findings could best meet your needs.

Sincerely yours,
Md. Shamanur Emam
Reg. 10-04011
MBA (Agribusiness)
Sher-e-Bangla Agricultural University

Student's Declaration

I hereby declare that the internship report entitled “**General Banking and Customer Satisfaction of Agrani Bank Limited**” has been prepared by me under the supervisor of Sajeeb Saha, Assistant professor, Department of Agribusiness & marketing, Faculty of Agribusiness Management, Sher-e-Bangla Agricultural University.

I also declare that the matter embodied in this report is original and neither this report nor any part of this report has been submitted elsewhere for the award of any other any degree or any other purpose.

.....

Md.Shamanur Emam

Reg. No: 10-04011

MBA (Agribusiness)

Faculty of Agribusiness Management,

Sher-e-Bangla Agricultural University, Dhaka.

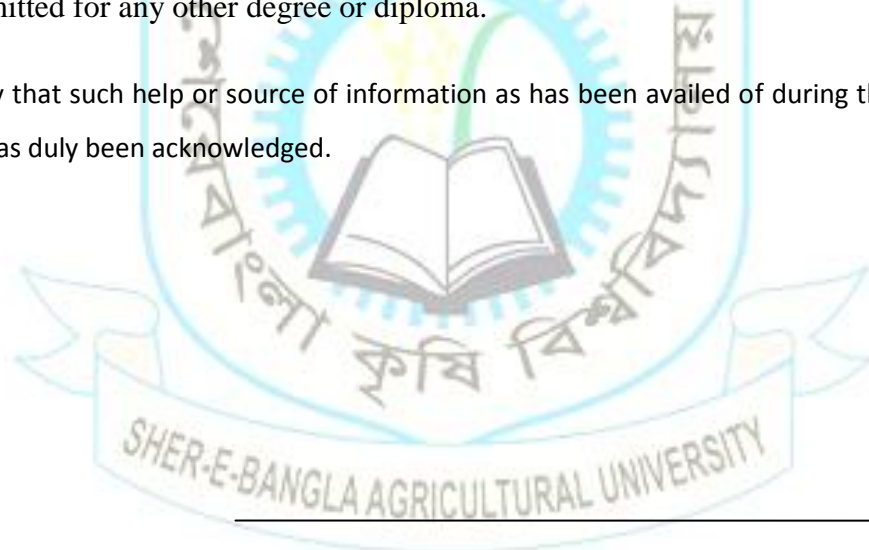


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SUPERVISOR'S CERTIFICATE

This is to certify that the internship report entitled “**General Banking and Customer Satisfaction of Agrani Bank Limited**” submitted to the Faculty of Agribusiness Management, Sher-e-Bangla Agricultural University, Dhaka, in partial fulfillment of the requirements for the degree of **MASTER OF BUSINESS ADMINISTRATION (MBA)** in **AGRIBUSINESS**, embodies the results of a piece of bona fide internship carried out by **MD. SHAMANUR EMAM**, Registration No. **10-04011** under my supervision and guidance. No part of this report has been submitted for any other degree or diploma.

I further certify that such help or source of information as has been availed of during the course of this investigation has duly been acknowledged.



Dated: 26.09.2017

Dhaka, Bangladesh

(Sajeeb Saha)

Supervisor

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Sher-e-Bangla Agricultural University
Dhaka-1207

**DEDICATED
TO
MY BELOVED PARENTS**

Acknowledgement

At first I present my due regards to almighty Allah, who provided me the excellent opportunity To build and complete this Internship report on “**General Banking & Customer Satisfaction of Agrani Bank Limited**”.

I am deeply indebted to my supervisor **Sajeeb Saha**, Assistant Professor, Dept. of Agribusiness & Marketing, Sher-e-Bangla Agricultural University, for his whole-hearted supervision during my organizational attachment period. His suggestions and comments were a great source of spirit to make the report a good one.

My special gratitude goes to Md. Solaiman Mollah, Manager of ABL, Farmgate Branch. Additionally, I am also grateful to MD. Harun-or-Rashid, MD. Eliash Hossain, Amrit Lal Roy and Kazi Farhana Karim for giving their Advice to complete my report. I am deeply indebted to all senior officers and officers and all other employees of Agrani Bank Limited, Farmgate Branch for their friendly and sincere cooperation during my organizational attachment period. I am also grateful to Md Dipu and Marufur Rahman for their help and valuable suggestion.

The Author

June, 2016

Table of Content

	Particulars	Page No.
	ACKNOWLEDGEMENT	I
	TABLE OF CONTENTS	II-IV
	LIST OF TABLES	V
	LIST OF FIGURES	V
	LIST OF ACRONYMS	VI
	EXECUTIVE SUMMERY	VII

Chapter-1: Introduction

Serial No.	Particulars	Page No.
1.0	Introduction	1
1.1	Objective of the Study	2
1.2	Significance of the Study	2
1.3	Scope of the Study	2
1.4	Limitations of the Study	3

Chapter-2: Review of Literature

	Particulars	Page No.
	Review of Literature	4-5

Chapter-3: Methodology

Serial No.	Particulars	Page No.
3.1	Research Design	6
3.2	Source of Data	6
3.3	Sampling Technique	7
3.4	Methods of Data Collection	7
3.5	Analytical Technique and Tools	7

Chapter-4: Organizational Profile

Serial No.	Particulars	Page No.
4.1	Overview of Agrani Bank Limited	8
4.2	Organizational Structure	11
4.3	Vision	12
4.4	Mission	12
4.5	Motto	12
4.6	Values	12
4.7	Strategic Objectives	13
4.8	Ethical Standards	13-14
4.9	Core values of Agrani Bank Limited	14
4.10	SWOT Analysis of ABL	15-17
4.11	Product, Price, Promotion & Place (4P)	17-18

Chapter-5: General Banking Divisions

Serial No.	Particulars	Page No.
5.1	Functions of General Banking	19
5.2	Sections of General Banking	19
5.2.1	Deposit Section	20-21
5.2.2	Local Remittance Section	21-22
5.2.3	Bills and Clearing Section	22-23
5.2.4	Cash Section	23-24
5.2.5	Loan & Advances or Credit Division	24
5.3	Types of Loan	25
5.3.1	Continuous Loan	25
5.3.2	Demand Loan	25
5.3.3	Term Loan	25-26
5.3.4	Cash Credit(CC)	26
5.3.5	Over Draft (OD)	26
5.3.6	Staff Loan	26
5.4	Process of Loan	26-27
5.5	Loan Classification	27
5.6	Card section	27-28
5.7	Green Banking	28
5.8	Corporate Social Responsibility (CSR)	29

Chapter-6: Experience during the Internship Period

Serial No.	Particulars	Page No.
6.1	Internship Program	30
6.2	Duties and Learning in General Banking Divisions	30
6.3	Practical Work Experience:	30-31
6.4	Limitation of my duties and works	31

Chapter-7: Results and Discussions

Serial No.	Particulars	Page No.
7.1	Customer Response on Service Quality	32
7.2	Analysis	32
7.3	Findings	33-42

Chapter-8: Findings, Conclusion & Recommendation

Serial No.	Particulars	Page No.
8.1	Findings	43
8.2	Conclusion	44
8.3	Recommendation	44-45

References

	Particulars	Page No.
	References	46

Appendix

	Particulars	Page No.
	Appendix	47

List of Tables

Serial No.	Particulars	Page No.
Table-1	Corporate Profile of ABL	9-10
Table-2	Customer perception about the behavior of the staff and employees	33
Table-3	Customer perception about the confidence and trust on the officers	34
Table-4	Customer perception about the bank environment	35
Table-5	Customer perception about the update of account information	36
Table-6	Customer perception about the time taken to issuance cheque book and ATM card	37
Table-7	Customer perception about the availability of ATM booth	38
Table-8	Customer perception about the SME banking, debit card, credit & card facilities	39
Table-9	Customer perception about the loan facility	40
Table-10	Customer perception about the bank security	41
Table-11	Customer perception about the overall satisfaction	42

List of Figures & Charts

Serial No.	Particulars	Page No.
Figure1	Hierarchy of Agrani Bank Limited Management	11
Figure 2	Core values of Agrani Bank Limited	14
Chart 1	Staff and employees behavior	33
Chart 2	Confidence and trust on officer	34
Chart 3	Bank environment	35
Chart 4	Account information	36
Chart 5	Time taken for issuing cheque book and ATM card	37
Chart 6	Availability of ATM booth	38
Chart 7	SME, debit card & credit card facilities	39
Chart 8	Loan facilities	40
Chart 9	Bank security	41
Chart 10	Overall satisfaction	42

LIST OF ACRONYMS

ABL	Agrani Bank Limited
BB	Bangladesh Bank
GB	General Banking Department
CD	Current Deposit
STD	Short Term Deposit
SB	Savings Deposit
FDR	Fixed Deposit Receipts
A/C	Account
L/C	Letter of Credit
TT	Telegraphic Transfer
DD	Demand Draft
VAT	Value Added Tax
PO	Pay Order
BTB	Back To Back
GM	General Manager
DGM	Deputy General Manager
AGM	Assistant General Manager
KYC	Know your Customer
TP	Transaction Profile

EXECUTIVE SUMMARY

Banks and other financial institutions play a vital role in forecasting the economic and social condition of a country. Banks in Bangladesh now constitutes the core of the country's organized financial system. Agrani Bank Limited, a leading commercial bank with 935 outlets strategically located in almost all the commercial areas throughout Bangladesh, overseas Exchange Houses and hundreds of overseas Correspondents, came into being as a Public Limited Company on May 17, 2007 with a view to take over the business, assets, liabilities, rights and obligations of the Agrani Bank which emerged as a nationalized commercial bank in 1972 immediately after the emergence of Bangladesh as an independent state. As part of my academic requirement and completion of my MBA program, I have to complete a four month period of Internship program. I chose to do my Internship at Agrani Bank Limited, farmgate Branch. At ABL I was assigned to do my intern in two different sections as general banking, and in cash division. In General Banking Division I took the opportunity to learn about as much as possible. Excellence in customer service helps an organization to build a good position in the market and retain more customers. To keep the customers satisfied, ABL provides various types of service to its customers. ABL Principal Branch has three departments. Through these three departments they serve their customers. The main motto of the bank is to give best quality and swift service to customers. In these four months of internship period I learn from them how to motivate customers and give quick services. Agrani Bank Limited is operating efficiently with its existing products and services. In service-oriented industry, it is very difficult to set a standard rule to satisfy the customer. Several factors shape up the decision of taking the service from an organization. The services which the Bank provides to their clients are very prompt and quality one compare to other public or private banks. The bank made satisfactory progress in all areas of business operation. Bank gain a prominent profit in the last year 20.04 crore taka and created an employment opportunity with more than 13,269 employees as a regular basis. ABL performing a prominent banking service to develop the economy of the country. Agrani Bank Limit is the bank which will go on in the banking sector of the world with their slogan "Committed to serve the nation".

CHAPTER 1

INTRODUCTION

Banks are playing a crucial role in economic development of a country. For an economy money is one of the most important and essential elements which can be compared with blood of our body when financial institution like bank act as an artery system of the economy. Banking system occupies an important place in a nation's economy because of its intermediary role; it ensured allocation and keeps up the momentum of economic activities. Bangladesh economy has been experiencing a rapid growth since the 90's. Urbanization and lifestyle changes concurrent with the economic development created demand for banking products and services. From the beginning to today bank is playing an important role in our economy. For the local community, banks provide access to funding and financial services to both local business and citizens, as well as the money banks invest back into the community through employee payroll, business investments, and taxes. First of all banks cater the need of society by mopping up deposits as different forms like savings, MSS, FD, SND and many other options at reasonable rates. Also bank provide credit facility to high end investors for big projects in the industrial, infrastructure and service sectors. Also SME sector get credit facility from financial institutions to establish new business as well as for expanding their existing business. It means financial institution acts like an intermediary who receive money from surplus unit and deliver that money to the deficit unit. So it is proved that without financial institutions many students could not obtain proper education, many families could not buy their own house to live, industry could not grow up and government could not provide public services to mass people. On the other hand customer is the most important character in banking sector. Their satisfaction is the main concern of the banking sector. To create satisfied and loyal customer a sound service is required in banking sector. The modern central bank is an institution responsible not only for the maintenance of economic stability; it also performs a variety of developmental and promotional functions of a countries economy. Bangladesh pursues a liberal market economy. Bangladesh Bank is the Central Bank of Bangladesh and the chief regulatory authority in the sector, which is responsible for promoting healthy growth and development of the banking system with sound service system for the customer. So, without any doubt we can say that from very first emergence and inception of modern civilization, bank plays a pivotal role in case of overall financial and socioeconomic development of any modern country.

1.1 Objective of the Study

The study mainly conducted with the following objectives:

- To know the different services of Agrani bank limited and their level of customer satisfaction
- To find out the strengths, weakness, opportunities and threats of ABL in regarding to general banking.
- To provide the recommendation for overcoming the shortcoming of ABL.

1.2 Significance of the Study

This internship report is an important partial requirement of two years MBA program. This is because knowledge and learning become perfect when it is associated with theory and practice. By this internship program students can establish contacts and networking. Contacts may help to get a job in practical life. Student can train and prepare themselves for the job market. There are many overwhelming number of unemployed educated graduates in Bangladesh. As they have no internship experience they have not been able to gain normal professional experience of establish networking system, which is important in getting a job. Therefore, it is obvious that the significance of internship is clearly justified as the crucial requirement of two years MBA program.

1.3 Scope of the Study

This internship program gives me a great scope or opportunity for gathering experience and knowledge in several areas of banking by which I can evaluate or expose myself. The scope of this report is mostly limited to Agrani Bank Limited, as the report is based on practical observations. For the purpose of my internship program I was assigned at Agrani Bank Limited, Farmgate, Dhaka. I have worked as an intern and try to resolve customers' problem. Also I worked in different department of the bank like General banking and Credit division. But it was not possible to learn all job activities within these four months.

1.4 Limitations of the Study

There are some specific problems and limitations those were faced during the entire process of preparing the report. Some of them are-

- ❖ Because of time and cost constraints, it was not possible to interview all the customers who are very high-profiled personnel and more frequent users of accounts.
- ❖ This study is confined to only Agrani Bank Limited, Farmgate Branch. So it's very challenging to catch the real picture and vast information about the overall performance of Agrani Bank Limited.
- ❖ During the interview, there was some amount of non-co-operation from a section of the respondents, which were unavoidable. Hesitation and refusal of the respondents caused one of the major limitations.
- ❖ Lack of resource constraint has also limited the scope to conduct the survey smoothly and so as to prepare the report.
- ❖ Time frame of the research was very limited. The actual survey was done within a month.
- ❖ Large scale research was not possible due to constraints and restriction posed by the Organization.

CHAPTER 2

REVIEW OF LITERATURE

Victoria *et al* (2009); Customer-banker relational behavior is dynamic and fast-changing and better interpersonal relationships tend to be characterized by their quality. Banks in Bangladesh are functioning increasingly under the competitive pressures originating from the banking system from non-banking institutions as well as from the domestic and international capital markets. In order to expand banking business, as well as sustain it in the long run, it has now become essential for banks to focus on developing long-term relationships with their customers. In this paper we examine whether banking products in Bangladesh address customers' needs.

Afsar, (2010), cited that in case of the banking sector, recognized standard scales to measure the perceived quality of a bank service is not that available. Thus providing high quality service is being as an important weapon to survive and to gain and maintain competitive advantage. Inter-relation between customer satisfaction and service quality is well approved by researchers. They argued that higher service quality by banks results in higher customer satisfaction. In this study, satisfaction has been measured considering that it is driven by service quality of the banks.

Cronin ,(2000); cited that Service satisfaction has thus been assessed using items that include interest, enjoyment, surprise, anger, wise choice, and doing the right thing.

Fornell (1992), noted that although customer satisfaction and quality appear to be important for all firms, satisfaction is more important for loyalty in service industries like bank. Because even if the customers appear to be satisfied, they may look for other bankers if they believe they might receive better service elsewhere. Thus the banking organizations need to know how to keep their customers. However, keeping customers is also dependent on a number of other factors. These include a wider range of service choices, greater convenience, better prices, and enhanced income.

Siddique (2012), cited that differentiation is nearly impossible in a competitive environment like the banking industry. Banks everywhere are delivering nearly same services. Thus, bank management tends to differentiate their firm from competitors through service quality.

Jamal and Kamal (2004), cited that satisfaction is an important trait which must be taken into account when shaping the overall loyalty of the customers towards their service providers.

In banks, customers think about the level of the services and settle on about the lack of importance given to them and decide about whether to be with the bank or to switch. Minimum price with maximum usage and profit always breeds higher level of satisfaction.

Rust and Oliver (1994) cited that satisfaction is an affective construct rather than a cognitive construct .That means it is derived or influenced by many other factors other than just by the customer's mental thinking.

Rust and Oliver (1994), cited in Dhandabani defined satisfaction as the “customer's fulfillment response” which is an evaluation as well as an emotion-based response to a service.

Siddique (2012), found that the most important factors influencing customers for selecting a private commercial bank are effective and efficient customer services, speed and quality services; image of the bank, online banking, and well management. On the other hand, the most important factors for choosing a nationalized commercial bank are low interest rate on loan, convenient branch location, safe investment (accountability of the govt.), variety of services offered and low eservice charges. Findings also suggest that there are some of significant statistical differences between responses of PCB and NCB customers related to factors considered important in selection a bank. Service quality is a crucial element which impact customers' satisfaction level in the banking industry. And in banking, quality is a multivariable concept, which includes differing types of convenience, reliability, services portfolio, and critically, the staff delivering the service.

Zeithaml (2003), cited that the evaluation of whether a product or services has met the needs and expectations of customers is satisfaction. In more comprehensive way, it can be defined as the sense of fulfillment of needs, contentment response of a customer, feelings of pleasure associated with happiness, delight, and sense of relief.

CHAPTER 3 METHODOLOGY

3.1 Research Design

The study methodology included observation of their work procedure, analysis of their information input forms and their output documents, face-to-face communication with the clients, interviews of relevant ABL officials.

As per study objectives mentioned, the information used in this study has been received from the following sources

3.2 Sources of Data

The Primary Sources of Data include the followings:

- ❖ Questionnaire survey on customers through face to face conversation.
- ❖ Officials Records of Agrani Bank Limited(ABL)

The Secondary Sources of Data include the followings:

I have elaborated different types of secondary data in my research. Sources of secondary information can be defined as follows:

- ❖ Annual report of Agrani Bank Limited.
- ❖ Different publications of AgraniBank Limited.
- ❖ Internal records of Agrani Bank Limited.
- ❖ Different books and periodicals related to the banking sector.
- ❖ Internet.

3.3 Sampling Technique

- ❖ **Population:** All the customers of Agrani Bank Limited who took services from Agrani Bank Limited, farmgate branch, Dhaka.
- ❖ **Elements:** Individual Customers of Agrani Bank Limited. Who took services from AgraniBank Limited, Farmgate, and Dhaka
- ❖ **Sampling Size:** Sample size of this study is 50 customers.
- ❖ **Sampling Method:** In this research non probability convenience sampling technique was used to select the sample.

3.4 Methods of Data Collection

Data collection medium and procedure

First of all I made a set of 10 questions on customer satisfaction level of ABL farmgate branch and made a survey on 50 customers. I tried to collect data from customers of different ages and occupations so that I can measure the best possible result for my survey. I gave more importance on primary data rather than secondary data because of primary survey .I got to know the direct reflections of the customers.

After executing the survey I got some strong points which I am going to explain on my report paper.

3.5 Analytical Technique and Tools

Analytical Technique

Simple percentage method in statistics is used as analytical method. The collected data were analyzed through Table & graphical presentation.

Tools

The tool those I've used to implicate the techniques for analyzing data, are simple MS Word & MS Excel.

CHAPTER 4

ORGANIZATIONAL PROFILE

4.1 Overview of Agrani Bank Limited

Agrani Bank Limited was established on 26 March 1972 by combining two abandoned Pakistani banks Commerce Bank and Habib Bank. The Bank is fully owned by the Government of Bangladesh. Agrani Bank is governed by a Board of Directors consisting of 12 members headed by a Chairman. The Bank is headed by the Managing Director & Chief Executive Officer; Managing Director is assisted by Deputy Managing Directors and General Managers. The bank has 11 Circle offices, 34 Divisions in head office, 62 zonal offices and 935 branches including 27 corporate and 40 AD (authorized dealer) branches. It has been corporatized on 15 November 2007 and emerged as Agrani Bank Limited (ABL) taking over assets, liability and goodwill of Agrani Bank. The authorized capital of the Bank is Tk 8 billion. As there had been poor banking structure and it failed to build sound banking infrastructure by local entrepreneurs before independence and the newly born independent country was down with enormous economic problem, the new govt. Agrani Bank being one of the largest nationalized commercial bank must shoulder the responsibility of expanding its network in rural area. Agrani Bank Limited is a Bank with an Authorized Capital and Paid-up Capital of Tk.2500.00 crore and Tk.9210.29 million respectively. The total equity of the bank stands at 4468.00 million as on December 2015. The total operating profit of last year is about Tk.93 crore. Its total capital is 2524 crore taka. Agrani Bank Limited has six subsidiary companies of its 100 percent ownership. Two of them are in Bangladesh and four are in abroad. Agrani Bank Limited started to take part in the capital market operations since it got license from BSEC on 23rd March, 2009. Initially its operations were executed under Merchant Banking Unit of the Bank. On March 16, 2010, the Bank has formed a subsidiary company named 'Agrani Equity & Investment Limited'. It started its operation on 15th June, 2010 taking all the assets and liabilities of Merchant Banking Unit of Agrani Bank Limited. This bank plays a significant impact on the growth of the economy of this country.

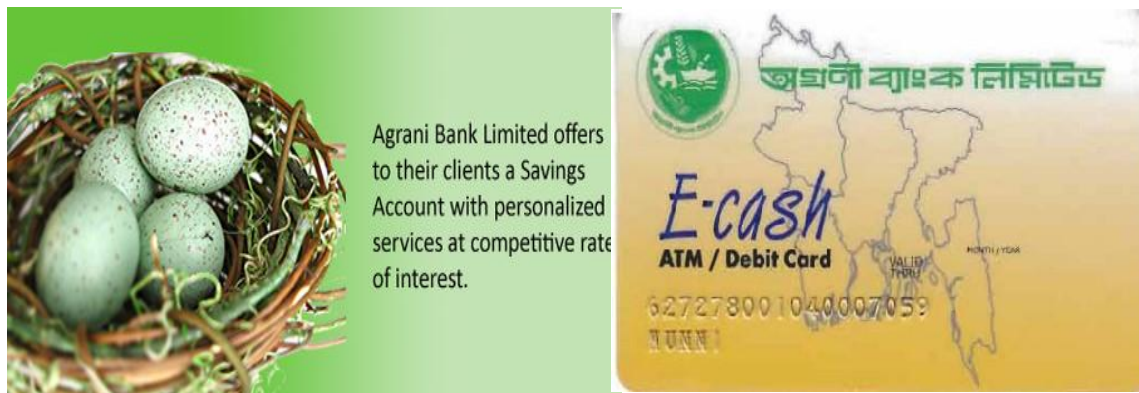
Corporate Profile

Table 1: Corporate Profile of ABL

Genesis	Agrani Bank Limited (ABL) was incorporated as a state owned Commercial Bank (SCB) on 17 May 2007 under the Companies Act 1994. Agrani Bank emerged as a Nationalized Commercial Bank (NCB) following the Bangladesh Banks (Nationalization) Order 1972 vice President's Order No. 26 of 1972. On a going concern basis ABL took over the business, assets, liabilities, rights and obligations of Agrani Bank through a vendor's agreement signed on 15 November 2007 between the Ministry of Finance of the People's Republic of Bangladesh & the Board of Directors of ABL with retrospective effect From 1 July 2007.
Legal Status	Public Limited Company (governed by the Bank Companies Act 1991)
Chairman	Dr. Zaid Bakht
Managing Director & CEO	Syed Abdul Hamid, PhD, FCA
Company Secretary	A.S.M. Waliullah
Registered Office	9/D Dilkusha Commercial Area Dhaka 1000 Bangladesh
Authorised Capital	Tk. 2500.00 Crore
Paid up Capital	Tk. 991.29 Crore
Operating Profit	Tk. 20.04 Crore
Employees	13,269 (9,917 officers and 3,973 staffs)
Branches	935

Subsidiary Companies	06
Phone	+88-02-9566153-4, +88-02-9566160-9, +88-02-9566074-5
Fax	+88-02-9562346, +88-02-9563662, +88-02-9563658
SWIFT	AGBKBDH
Website	www.agranibank.org
E-mail	agrani@agranibank.org info@agranibank.org

Source: Annual Report of Agrani Bank Limited, 2015



4.2 Organizational Structure

Hierarchy Of Agrani Bank

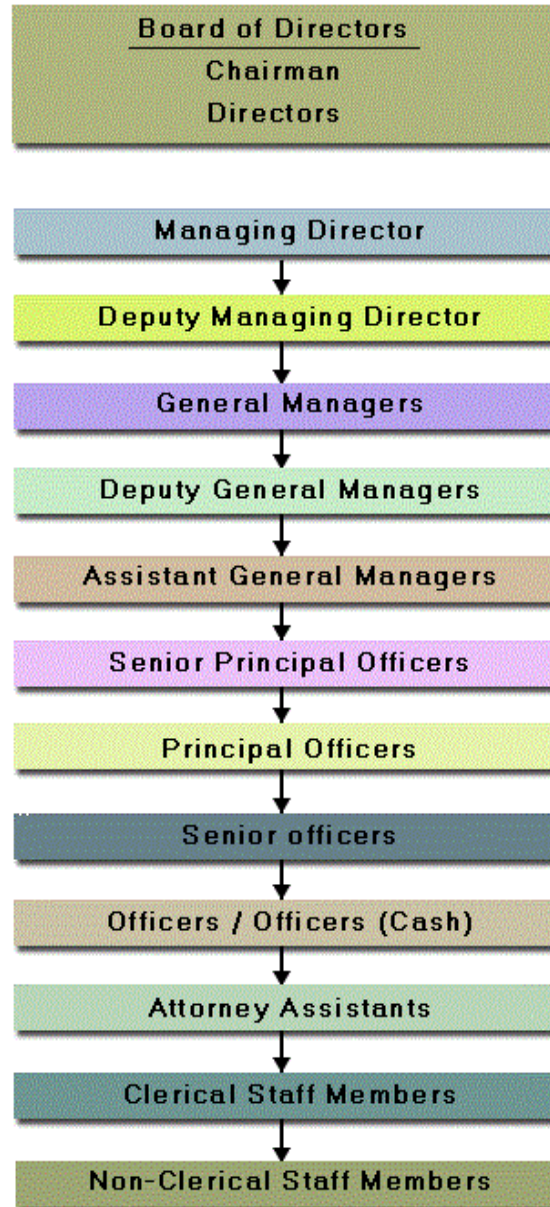


Figure 1: Hierarchy of Agrani Bank Limited Management

The Bank is being managed and operated by a group of highly educated and professional team with diversified experience in finance and banking. The Management of the bank constantly focuses on understanding and anticipating customers' needs. The scenario of banking business is changing day by day, so the bank's responsibility is to device strategy and new products to cope with the changing environment. Agrani Bank Ltd. has already achieved tremendous progress within only two years. The bank has already ranked as one of the quality service providers & is known for its reputation

4.3 Vision

To become the best leading state owned commercial bank of Bangladesh operating at international level of efficiency, quality, sound management, customer service and strong liquidity.

4.4 Mission

Fusing ideas and lessons from best practice to explore new avenues to stay stronger and more efficient and competitive as well as applying information and communication technology for the benefit of customers and employees

4.5 Motto

To adopt and adapt modern approaches to stand supreme in the banking arena of Bangladesh with global presence.

4.6 Values

We value in integrity, transparency, accountability, dignity, diversity, growth and professionalism to provide high level of service to all our customers and stakeholders inside and outside the country.

4.7 Strategic Objectives

1. Winning at least 6.50 percent share of deposits and 5.50 percent share of loans and advances of Bangladeshi market.
2. Gaining competitive advantages by lowering overall cost compared to that of competitors.
3. Overtaking competitors by providing quality customer service.
4. Achieving technological leadership among the peer group.
5. Strengthening the bank's brand recognition.
6. Contributing to well-being of the country by focusing particularly on SME and agricultural sectors.
7. Strengthening research capability for innovative products and services.

4.8 Ethical Standards

Be Trustworthy: We believe in mutual trust and treat our customers in a way so that they can trust us.

Keep an Open Mind: For continuous improvement of our bank we keep our minds open to new ideas. We seek opinions and feedback from both customers and team members through which our Bank will continue to grow.

Be Transparent: We are transparent in our dealings with customers and all stakeholders. We ensure transparency by furnishing information through print and electronic media as well as in Bank's website, journals and reports.

Be involved with the Community: We remain involved in community-related issues and activities, thereby demonstrating that our business is socially responsible.

Be Respectful: We treat all stakeholders with utmost respect and courtesy regardless of differences, positions, titles, ages, or other types of distinctions.

Be Environment Conscious: We provide industrial financing decorously to keep the environment free from pollution and health hazard. We also ensure setting up ETP before installation of industries that may affect the environment.

4.9 Core values of Agrani Bank Limited

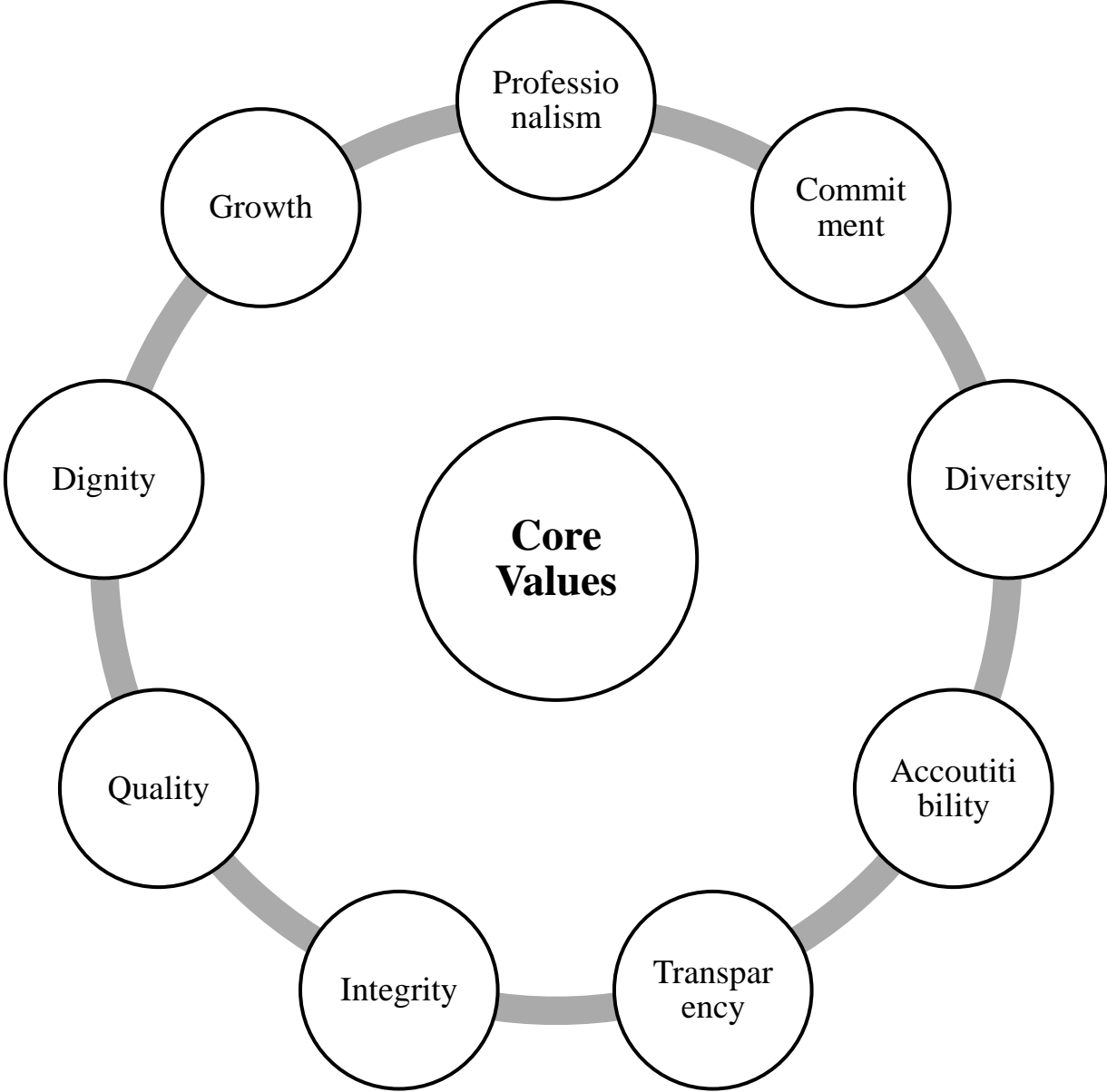


Figure2: Core values of Agrani Bank Limited

4.10 SWOT Analysis of ABL

As a financial organization, Agrani Bank Limited has some strengths, weakness, opportunities and threats, to identify the strengths, weakness opportunities and treats a tool is used that is SWOT analysis. Here, S represents to strengths, W refers to weakness, O denotes to opportunities and T indicates to threats.

STRENGTHS:

- State owned bank
- Wide image
- Unlimited trustiness about ABL to rural people
- High commitments for customers.
- Qualified and experiences personnel etc.

WEAKNESS:

Technology: One of the major weaknesses of Agrani Bank Limited is the technology used by the bank. With the change of time, technological advancement is essential to survive in the competition. Hence, ABL is lagging far behind in this area. Most of the branches are not well equipped.

Promotion: When an employee gets a promotion to the next level, he/she gets more compensational is regular in giving promotion, but the employees get late effect of this promotion. Often there is a long gap, for example a six month one year gap in getting the effect.

Deposit Amount: Agrani Bank Limited has acquired high amount of deposit till now. By the end of 2015, the deposit amount was 2, 92,420 million. Most of this deposit amount remains idle in the bank. Not even half of this amount is used as loan and advance. The lending rate has been lowered by the government, so the interest rate from loans cannot cover the interest given on deposit. The high amount deposit bears high cost.

Training: Agrani Bank Limited has its own training Institute ABTI (Agrani Bank Training Institute) to strengthen the capabilities of human resources. However, it is not always possible to give thorough training. Especially, there is a lack of specific training for specific jobs. As a result, the employee has to learn things from the job by doing it practically.

OPPORTUNITY

- High demand of credit.
- High demand of small enterprise financing.
- High demand of remittance facility.
- High demand of investment by depositing.

THREAT

Level of Competition: Competition is always a major threat for any organization. In recent years, the number of private bank is increasing. These banks always pose a threat for others by coming up with new product line, innovative technology, quality services etc. Thus the level of competition raises and creates threat for Agrani Bank Limited.

Technological Advancement: With time, technology is getting advanced. However, Agrani Bank Limited is lagging behind. As the technology is getting advanced, most of the banks, especially private banks are upgrading their operating system to survive in the industry. ABL is still mostly dependent on manual work rather than technology. With time, the advancement of technology is posing a threat for the bank

Compensating Package: Compared to other private banks of Bangladesh the Compensation package of Agrani Bank Limited is not attractive. Though the employees of ABL gets fair financial and other benefits, the base pay is sufficient (dependent on National pay scale). This poses a threat of switching banks as other private banks are giving lucrative offer.

Political Unrest: The political unrest as well as the law and order situation of Bangladesh is always a threat for banking industry. Especially, the events of recent years, the corruption level of our country, the poor infrastructure are affecting the nation.

4.11 Product, Price, Promotion & Place (4p's of ABL)

In this section the product & services offered by Agrani Bank Limited along with the price is briefly discussed. Besides that, the place of the bank and the promotional activities the bank conducts in order to attract customers are also discussed.

Product & Price

The success of a company depends exclusively on the products & services it offers with a reasonable price compared to the competitor. It is the main source to attract customers. Banks are operating in the service industry & their business would become successful only when they can offer quality services to the customers within an affordable price. The savings rate in Bangladesh is one of the lowest in the world rate of domestic saving being 17.78 %.

In order to improve the savings rate, financial Institutions responsible for mobilization of savings should offer attractive savings schemes so that the marginal propensity to save increases. The savings do not, of course, depend only on the quantum of income but largely depend on the habit of savings of the people.

Interest rate of savings deposit is 4.00%.

On retail banking service Agrani Bank Limited provides-

-Depository Products

-Loans Products

For different types of depository products and loans products price is different. The products have designed in such a way that upper class to lower class all people will be benefitted. For different types of depository products, according to schemes minimum size of monthly installment shall be Tk. 500/- and multiplies of Tk. 1000/-. Maximum installment size shall be Tk. 25,000/- . Basically their products are their service which they provide to the customers.

Place

The location of the organization plays a significant role in how the organization is performing. Before setting a location for, the organization should keep some important things in mind, especially the accessibility of the location, the target market, transportation facility, business prospectus etc.

In case of the Agrani Bank Limited, the Head Office is located in Motijheel commercial area. This is a very suitable place for business, has good transportation facility. The area is business oriented so it is possible to capture the target market. Lots of Industries & organization are located in that commercial area, so it is not too hard to attract clients.

Promotion

A broad range of product with attractive price and a suitable location is not enough for a business to survive. It is very important to make the people aware about the existence and operation of that organization. This is why the promotional activity is very vital. Agrani Bank Limited is engaged in various kinds of promotional activity. From time to time ABL sponsors cricket tournament in national level. The bank advertises on newspaper, TV, bill board etc. It also participates in social activities, for example, for the cold stricken poor people of North Bengal.

ABL also has souvenirs for example, wallet, key ring, diary, desk calendar, wall clock etc. that work as promotional activity. To attract and retain corporate clients, the Head Office maintains personal relationship with the clients; arrange party or events in various occasions. These are the main promotional activity conducted by Agrani Bank Limited.

CHAPTER 5

GENERAL BANKING DIVISIONS

General banking is the heart of all business banking activities. General banking department performs the core function of bank operates the day-to-day transactions. It is the storage point of all kinds of transaction of foreign exchange department, loans and advance department and itself.

5.1 Functions of General Banking

The functions of general banking division are as follows

- Maintenance of Deposit A/C, Saving accounts/ Current accounts/cash credit deposits/Fixed deposits/short term deposits/margin deposits/Bond deposits/F.C. Bond deposits.
- Receipts& payment of cash.
- Handling transfer transactions.
- Operations of clearing house.
- Maintenance of accounts with Bangladesh Bank & other banks.
- Collection of Cheques & Bills.
- Issue and payment of Demand Drafts, Telegraphic Transfers and payment Orders.
- Executing customers standing Instructions.
- Maintenance of safe Deposit Lockers.
- Maintenance of Internal Accounts of the banks.
- Reporting to head office about daily position.
- Saving all transaction record in computer.
- Closing and transfer of different types of accounts.
- keeping good relation with valued customer

5.2 Sections of General Banking

- Deposit section
- Local remittance section
- Clearing section
- Cash section
- Transfer section
- Mail receive and dispatch section

5.2.1 Deposit Section

Account Opening unit:

One of the vital functions of deposit section under general banking is the account opening. Banker customer relationship begins through this section. Function of this unit various tasks are. Such as

- Opening of different types of account.
- Issue of check book.
- Transfer and closing of account.
- Enquiry of account.

Fixed Deposit Account

A fixed deposit account is repay after the expiry of a predetermined period fixed by the customer himself. The period varies from three months to three years. The customer may open his/her account for different time periods, which may be for three months, six months, one year, two years and three years.

Opening of FDR

There is a prescribed form for opening FDR. No introducer and photograph is required for opening this Account a minimum amount is required to open such an account.

Premature Encashment of FDR

A depositor has the right to claim for refund of his deposit before expiry of the fixed term thereof. Bank may in special consideration allow premature encashment on application of the deposit subject to the under noted condition.

Current Deposit Accounts

In case of current or demand deposits, the bank undertakes the obligation of paying all cheques drawn against it by the customer till it has adequate funds of the customer with it. The current account is a running account and, therefore, it never becomes time barred. The special characteristics of such an account are as follows:

Closing of a Bank Account

A customer's account may be closed in the following circumstances:

1. The customer may inform the banker in writing of his intention to close the account. The banker cannot ask for his reasons of such closure.
2. The banker may itself ask the customer to close his account when the banker finds that the account has not been operated for a long time. A notice to that effect can be given to the customer.

3. In case the banker finds that the customer is not desire *e.g.* customer is guilty of having forged cheques or bills of exchange etc. or flouting rules of operating the account, the banker may by notice in writing inform the customer of its intention to close the account. However, the banker should follow the following procedure in this connection:

In the following cases, the banker should suspend all payments from the customer's account till the matters are finally settled

4. When the banker receives notice of customer's death or insanity.

5. When the customer becomes insolvent or in case of a company, it goes into liquidation. In such cases the money standing to the credit of the customer will be transferred to the official receiver or the official liquidator as the case may be.

6. When the banker receives a Garnishee Order.

7. When the banker receives notice from the customer regarding assignment of the balance standing to the credit of his account by him to a third party.

Dormant Accounts

Dormant Accounts are those accounts, which are without any customer created transaction for a long time. The law has not prescribed any period after which an account should be treated as a Dormant Account because of absence of any transactions by the customer in his account. Every bank has its only policy in

5.2.2 Local Remittance Section

There are three ways of transferring fund domestically. The modes of transferring funds are:

- ✓ Pay- Order (PO).
- ✓ Demand Draft (DD).
- ✓ Telegraphic Transfer (TT).

Payment Order / Pay Order (P.O)

This is an instrument issued by the branch of a bank for engaging the Customer/Purchaser to pay certain amount of money to the order of a certain person/firm/organization/office within the same clearinghouse area of the pay order-issuing branch.

Characteristics of P.O

- The issuing branch and paying branch are same.
- Application for payment within the clearinghouse area of the issuing branch.
- This may be open or can be crossed.
- No charge for issuing pays order for account holder.

Demand Draft (DD.)

This is an instrument through which customer's money is remitted to another person/firm/organization in outside the clearinghouse area from a branch of one bank to an outstation branch of the same bank or to a branch of another bank (with prior arrangement between that banks with the issuing branch).

Telegraphic/ Telephonic Transfer (TT.)

This is a mode of transfer of customer's money from a branch of one bank to another branch of the same bank through telegraphic/telephonic message. The issuing branch used to send the message of such remittance through telegraph/telephone adding certain code number or test number on the basis of test key apparatus developed by the concerned bank for its different branches.

Function of TT section:

- Provide information about TT. Such as who may remit Taka how it can etc.
- Receive TT (inward) and transfer TT (outward) by using Telephone.
- To perform test agreement /Evaluation of TT both of inward and outward
- To perform test agreement/Evaluation of online money transfer
- To perform test agreement/Evaluation of Demand Draft
- To perform test agreement/Evaluation of Pay order.

5.2.3 Bills and Clearing Section

Clearing and bills section is an important section of General Banking. This is the section through which branch has to clear it's inter branch and inter-bank transaction. Customers do pay and receive the collecting branch the system is known as IBCA.

Outward Bills for Collection (OBC)

Customers deposit cheque, drafts etc. for collection, attaching their deposit slip. Instruments within the range of clearing are collected through local clearinghouse. But the other, which is outside the clearing range, is collected through OBC.

Inward Bills for Collection (IBC)

In this case bank will work as an agent of the collection bank. The branch receives a forwarding letter and the bill. Next steps are:

- Entry in the IBC register, an IBC number given.
- The instrument is sent to clearing for collection.
- An IBC is dispatched in this regard. If dishonoured: in this case the instrument is returned to the collecting branch along with return Memo indicating the cause of dishonoured.

The Clearing House System

A clearing house may, therefore, be defined as an organization of banks constituted for the purpose of settling inter-bank liabilities due to transfer of deposits by a customer of a particular bank to that of another bank.

Types of Clearing

Outward Clearing: Outward clearing means when a particular branch receives instrument drawn on the other bank within the clearing zone and those instruments for collection through the clearing arrangement is considered as outward clearing for that particular branch.

Inward Clearing: When a particular branch receives instruments which on them and sent by other member bank for collections are treated as inward clearing.

5.2.4 Cash Section

Cash section is an important section where cash transactions are made. Cash sections demonstrate liquidity strength of a bank. It is also sensitive as it deals with liquid money. Maximum concentration is given while working on this section. Tense situation prevails if there is any imbalance in the cash account. There are various systems maintain by cash officer that is under:

- Vault
- Cash payment
- Cash receive
- Transaction after banking hour.

When clients deposit cash in the bank, the bank officer on receipt of the cash and the pay in slip/credit voucher shall:

- Check and count the received cash.
- Make sure that the amount in word and number in the deposit slip are same.
- Check the account title and the number.
- Both the deposit slip is in order.
- Depositor's signature is in the slip.
- Receive seal in the slip is a must.
- Write the denomination of the currency at the back of the pay in slip or the credit
- Check of it is an open or crossed check.
- The branch name in the cheque.
- The date in the cheque is very crucial. Cheques are normally valid six months and pre-dated cheques are asked to present after the date given.
- Taka in words and figure of the cheque is same.
- Balance in the account is available.

Books maintained by cash department

- .. Vault register:
- .. Cash receive register:
- .. Cash payment register:
- .. Daily cash balance register:

5.2.5 Loan & Advances or Credit Division

Credit indicates any amount which is lent to the party on a fixed rate interest and return after a certain period of time. Major source of income of a commercial bank is the earning from credit. Borrower selection, to credit sanctioning, recovery of credit etc. are the important tasks of this Division. Commercial Bank credit is not only important for surviving a bank but also it is essential for developing a country's business and industry. Without loans country's industrial and commercial development is not possible. Therefore, smooth loan system in banking sector is a catalyst for economic development of a country.

Advance Secured and Unsecured

1. **Secured Advance:** Secured advance are those advances which are secured by tangible securities of adequate value over which the bank has either absolute or constructive control in addition to the personal guarantee of the customer.
2. **Unsecured Advance:** The advances which are granted to a constituent of undoubted standing and reliability and only in exceptional circumstances and for short period without any tangible security are called unsecured advances.

Functions of Advance Division

Ensuring that funds are disbursed only after compliance with terms and conditions or required documents received.

- Make sure that the bank has always valid and current loan documentation.
- Ensuring that the bank receives sufficient valid insurance cover whenever required from a recognized insurance company.
- Monitoring the receipt of periodical receive e. Debiting the client for all charges, interest etc.
- Maintaining the central liability records for all extensions of credit and balancing the totals with general ledger

5.3 TYPES OF LOAN

Following are the loan schemes:-

- ✓ Continuous Loan
- ✓ Demand Loan
- ✓ Term Loan
- ✓ Cash Credit (CC)
- ✓ Overdraft (OD)
- ✓ Bank Guarantee
- ✓ Staff Loan

5.3.1 Continuous Loan

The limited loans with expiry date of loan payment, which can be transacted without any particular payment schedule, are termed as continuous loan. Following are the various categories:

1. Small Enterprise Financing (SEF)
2. Consumer Financing (CF)
3. Other than SEF and CF

5.3.2 Demand Loan

The loans, which become eligible for payment when demanded by the bank, are termed as demand loan. If contingent or any other debt becomes forced loan, then those are also termed as demand loan.

Following are the various categories:

1. Small Enterprise Financing (SEF)
2. Consumer Financing (CF)
3. Other than SEF and CF

5.3.3 Term Loan

The loans which are to be paid within limited term with a particular payment schedule are known as term loan.

Short term Agro and Micro Credit

The short-term loans which are listed in yearly loan disbursement schedule served by the loan department of Bangladesh Bank are termed as short-term agricultural loan and micro-credit. The

loan given to the agricultural sector for less than 12 months is also included in this category. By short-term loan we mean the loan below Tk 10,000 to be paid within 12 months.

5.3.4 Cash Credit (CC)

- Cash credit is given through the Cash Credit (CC) account.
- Cash credit account is basically a current account, however a little difference exist between them. The distinction between a current account and CC account is that the former is intended to be an account with credit balance and the latter an account for drawing of advances.
- Operation of cash credit is as same as overdraft. The purpose of cash credit is to meet working capital needs of traders, farmers, and industrialists

5.3.5 Over Draft (OD)

- Overdrafts are those drawings which are allowed by the banker in excess of the balance in the account up to a specified amount for definite period.
- Generally it is given to the businessmen to maintain their business activities.
- Any deposit in the SOD account is treated as repayment of overdraft. Generally provided against FDR, any primary security etc.

5.3.6 Staff Loan

There are two types of staff Loans:

1. Staff House Building Loan – SHBL
2. Staff Loan against Provident Fund – SPF

5.4 Process of Loan

Application

Applicant applies for the loan in the prescribed form of the bank describing the types and purpose of loan.

Credit Approval Procedure

After receiving the application from the client, official prepares a Credit Line Proposal (CLP) and forwards the same to the Head Office. To place before Head Office Credit Committee (HOCC) for approval it includes

- Request for credit limit of customer.
- Project profile/profile of business.
- Copy of trade license duly attested.
- Copy of TIN certificate

- Certified copy of memorandum of association, articles of association, certificate of incarnation, certificate of commencement of business, and resolution of the Board, partnership deed (Where required)
- 3 years balance sheet and profit & loss account. Personal net worth statement of the owner/directors/partners etc.
- Valuation certificate of the collateral security in Bank's form with photograph of security.
- CIB inquiry form duly filled in (for proposal of above 10 lac.)
- Declaration of the name of the sisters concern and their liability.
- In case of L/C detailed performance of L/C during last year.

5.5 Loan Classification

Loan classification is a process by which the risk or loss potential associated with the loan accounts of a bank on a particular date is identified and quantified to measure accurately the level of reserves to be maintained by the bank to provide for the probable loss on account those risky loan.

All types of loans of a bank are fall into following four scales:

Unclassified: Repayment is regular

Substandard: Repayment is stopped or irregular but special collection efforts may result in partial recovery.

Doubtful Debt: Unlikely to be repaid but special collection efforts may result in partial recovery.

Bad/Loss: Very little chance of recovery

5.6 Card section

It is a new section of bank the development process is ongoing level. A limited card facility has been provided to the customer

Documents needed for applying credit card

1. Photograph (one copy)
2. Copy of TIN certificate
3. Copy of passport and national ID card
4. Proof of Residence
5. Bank statement for last six months.
6. If salaried, the original certificate of latest salary
7. If self-employed, copy of trade license.

5.7 Green Banking

The core objective of green banking is to ensure customer services, finance, protection of internal environment of management through adoption and compliance of environment friendly banking policy. Agrani Bank is investing in environment friendly projects and discouraging the projects detrimental to good environment. Besides ABL is Publishing and communicating memo, circular, statement through web mail / web site without normal printing.

Green Banking of Agrani Bank Limited at a glance:

- All of 935 branches are computerized..
- Finance in Zigzag brick fields.
- Loan to 55 biogas plants.
- Loan to 186 solar panels.
- Loan to 23 Vermi composed fertilizer.
- Real time online banking in 503 branches.
- Establishing 31 ATM booths along with 4,800 shared.
- BDT 5,420 million budget allotted for 2016.

5.8 Corporate Social Responsibility (CSR)

In a bid to accelerate the sustainable development, it is very much essential to conduct different social responsibility activities. Under the guideline of Bangladesh Bank, Agrani Bank Limited has been conducting the CSR program. As a State-owned Bank, since inception Agrani Bank Limited is conducting different activities on social responsibility ground, but it formally began CSR program in 2009. Agrani Bank Limited distributed BDT 78.28 crore in various sectors as donation till 2016. Education and research, health and medical treatment, poverty alleviation, history of Liberation War and cultural practice and preservation, rehabilitation and protection of the environment are special mentions in CSR donation. Moreover, winter cloth distribution among the cold-hit people, sewing machine, television distribution among the ex-enclave people and providing interest free loan to the farmers of monga-stricken areas have added different dimension to Agrani Bank Limited CSR activities. Overall, as per direction of the Government and on social responsibility point of view, Agrani Bank Limited has been conducting various types of activities including social safety net programs which are part of CSR activities.

5.9 Other Service

- SMS banking
- Sale of Lottery Ticket
- Foreign Currency Buying and Selling
- Bangladesh Electronic Fund Transfer Network (BEFTN)
- Bangladesh Automated Clearing House (BACH)

CHAPTER 6

EXPERIENCE DURING THE INTERNSHIP PERIOD

6.1 Internship Program

I did my Internship program in Agrani Bank farmgate Branch. I visited in General Banking division, loan and advance division and rotated my job in various sections of these divisions in the Branch.

6.2 Duties and Learning in General Banking Divisions

General banking is the heart of all business banking activities. General banking department performs the core function of bank operates the day-to-day transactions. It is the storage point of all kinds of transaction of foreign exchange division, loans and advance division and itself.

Sections of General Bank Divisions of Agrani Bank Limited are

- Deposit section
- Local Remittance section
- Bills and Clearing Section
- Cash section
- Transfer section
- Cash section
- Mail receive and dispatch section
- Audit section

6.3 Practical Work Experience

Cash section of ABL is very strong and well adorned. Its position is inform sides of the bank. I have tried to learn every activities of this section with concerned officers. And practically have performed some of the activities.

The task that I was done are given below:

- ❖ Receive and payment the amount.
- ❖ Check and count the received cash.
- ❖ cheque the deposit slip cheque book properly and carefully and received the amount
- ❖ Write the domination of the currency at the back of the pay in slip or the credit voucher and affix stamp in the slip/voucher.
- ❖ Enter particulars of in slip/credit voucher in the receiving cash officer book.

- ❖ At least, send the pay in slip/voucher to the deposit department or to the respective department.
- ❖ Check of it is an open or crossed check.
- ❖ The date in the cheque is very crucial. Cheques are normally valid six months and pre-dated cheques are asked to present after the date given.
- ❖ Balance in the account is available.
- ❖ The apparent tenor of the cheque. Whether any figure, date or anything has been altered in the cheque presented. If any, then the respective officer must check whether the client is making his signature for alteration or not.
- ❖ Signature of recipient is obtained on the reverse of cheque.
- ❖ Payment and transmitting money through online.
- ❖ Perform the entry activities of cash receive and payment in using computer system.

Benefit from the practical work from various sections;

Actually, this was a great opportunities for me to work practically in a government commercial bank like Agrani bank and I have benefited in ways. I have been able to understand the practical work and how these are difference from the text how to adopt with practical work.

6.4 Limitation of my duties and workings

As there are many branches in Principal branch of Agrani bank, it was not possible to work in every section. Another problem is that time constraints. It was necessary in some section to spend more time to learn the overall activities. These may be very helpful to compare the activities of commercial bank. Some sections was full of work so that the officers have taken a lot of time to understand me the work of the section.

CHAPTER 7

RESULTS AND DISCUSSIONS

7.1 Customer Response on Service Quality

Here I have tried to figure out the customer's perception about the service quality provided by Agrani bank limited by using the questionnaire survey. By analyzing the average score of the results, I have intended to find that Agrani Bank Limited customer service quality is appreciable to the customers or not. Here, the average scores of Agrani Bank Limited are on the basis of questionnaire rating from 1-5. Questionnaire rating:

- ✓ Strongly agree=5
- ✓ Agree=4
- ✓ Neutral=3
- ✓ Disagree=2
- ✓ Strongly disagree = 1

7.2 Analysis

Customer is the most important part of any organization and customer satisfaction is the only thing to get more customers, to make more profit. Bank is a service organization, so satisfying customers is must here. Agrani always tried to provide better services to its customers. But it is not possible to satisfy the entire customer. Customer satisfaction level can be changed day by day. To run business successfully, every organization must measure its customer's satisfaction level. In farmgate branch I meet many customers, some of them are satisfied with ABL at the same time some are dissatisfied. Same facilities cannot satisfy the entire customer at the same time. It varies from customer to customer because of age, profession, sex, culture. Banking is a service oriented business. They are providing service to attract the customer. So Banks are mostly emphasizing on providing better and quality service to the customer. Now in the market there are tough competitions among banks. Here we have taken information from the general customer of the bank who has taken service from the bank at different times. So we have taken the information from 50 general people who have divided bank's service quality into some criteria such as strongly disagree, disagree, neutral, agree and strongly agree.

7.3 Findings:

1) Behavior of the staff and employees

Good and friendly behavior is important for any bank. The staffs and employees should act politely with the customers. ABL always try to motivate their customers. They provide more privileges to the customers then other banks. Here I tried to find out the satisfaction level of their customers regarding the behavior of the staff and the employees.

Table2: Customer perception about the behavior of the staff and employees

Responses	Frequency	Percentage
Strongly Disagree	0	0%
Disagree	1	2%
Neutral	5	10%
Agree	31	62%
Strongly Agree	13	26%

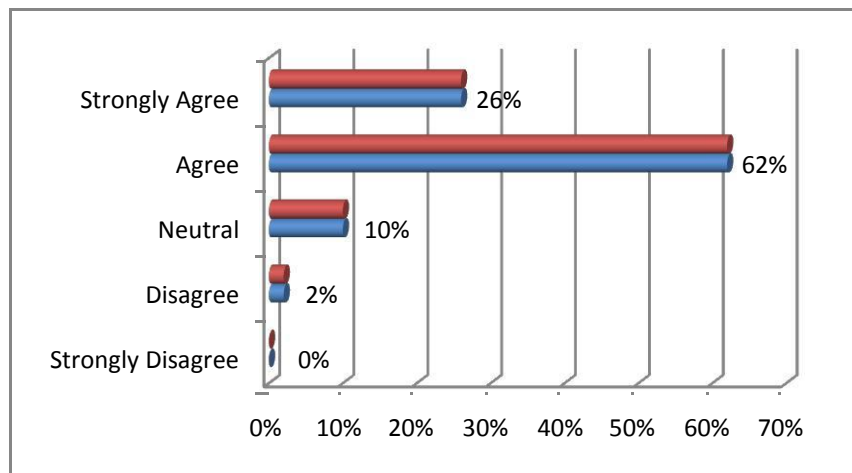


Chart 1: Staff and employees behavior

Above statistics shows that 26% of the total customers of ABL are fully satisfied and 62% are satisfied with the behavior of the staffs and the employees of ABL farmgate branch. Only 2% customers think that they are not satisfied with the behavior of the employees. So we can assume that the employees of ABL are satisfying their customer with their behavior.

2) Confidence and trust on the officers

It is vastly needed for any bank to grow the trust of their customers. Clients deposit money on the bank because they trust them. If the officers are not able to gain the trust of the client then customers will be demotivated and will think to switch the bank. So the officers should follow such guidelines so that the customers trust them.

Table 3: Customer perception about the Confidence and trust on the officers

Response	Frequency	Percentage
Strongly Disagree	1	2%
Disagree	2	4%
Neutral	3	6%
Agree	23	46%
Strongly Agree	21	42%

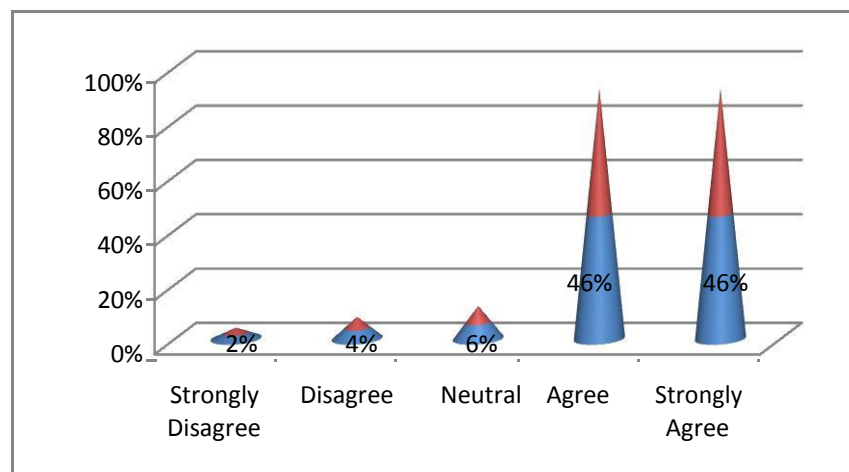


Chart 2: Confidence and trust on officer

The officers of Agrani Bank farmgate branch are able to gain the trust of their customers. The majority of customers of this bank agree that the officers are loyal and they had confidence and trust over the officers of ABL.

3) Bank environment

First impression plays a vital role. When a customer visits any bank for the first time, he takes a view of the total environment of the bank. Are the bank is well organized or not, are there enough staffs or not? Is it so noisy or not? A bank should be well organized with sufficient space.

Table 4: Customer perception about the bank environment

Response	Frequency	Percentage
Strongly Disagree	3	6%
Disagree	10	20%
Neutral	4	8%
Agree	17	34%
Strongly Agree	16	32%

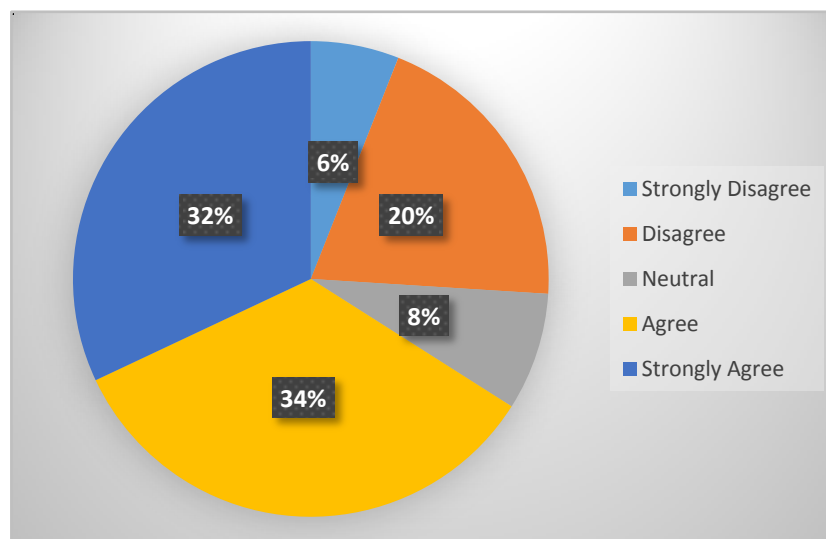


Chart 3: Bank environment

Here I found that 32% customers of ABL are fully pleased with the bank environment, 34% customers are satisfied and less than 30% customers think the environment of this bank is not well organized comparing other banks. The bank has enough space and it is well organized.

4) Update of account information

Every account holders have the right to know the updates of their accounts. All customers should provide information about when the charge will be applied and why charge will be added. It will reduce the confusion. It is the primary duty of any bank to keep their customers updated about their accounts.

Table 5: Customer perception about the Update of account information

Response	Frequency	Percentage
Strongly Disagree	3	6%
Disagree	4	8%
Neutral	5	10%
Agree	10	20%
Strongly Agree	28	56%

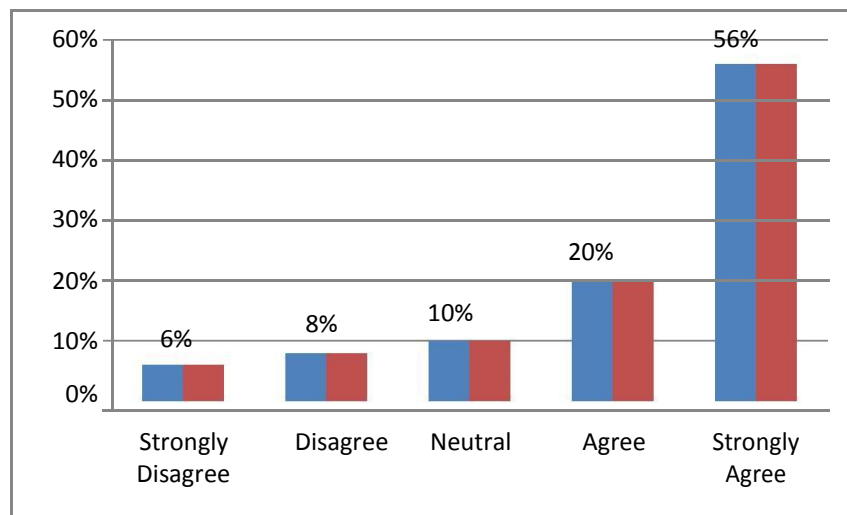


Chart 4: Account information

My statistics shows that 56% customers of ABL farmagte branch are aware of their account information, 20% customers agree they got information and 10% customers are neutral. Only 6% customers say they don't get sufficient information about their accounts.

5) Time taken to issuance cheque book and ATM card

Time is one of the most important elements of customer. They don't want to compromise with the time. They want best service within short period of time. In that case, to issue cheque and debit card, they want fast service. So by the analysis, my aim objective is to find out the level of customer satisfaction about time taken to issuance cheque book and ATM card.

Table 6: Customer perception about the time taken to issuance cheque book and ATM Card

Response	Frequency	Percentage
Strongly Disagree	2	4%
Disagree	3	6%
Neutral	1	2%
Agree	16	32%
Strongly Agree	28	56%

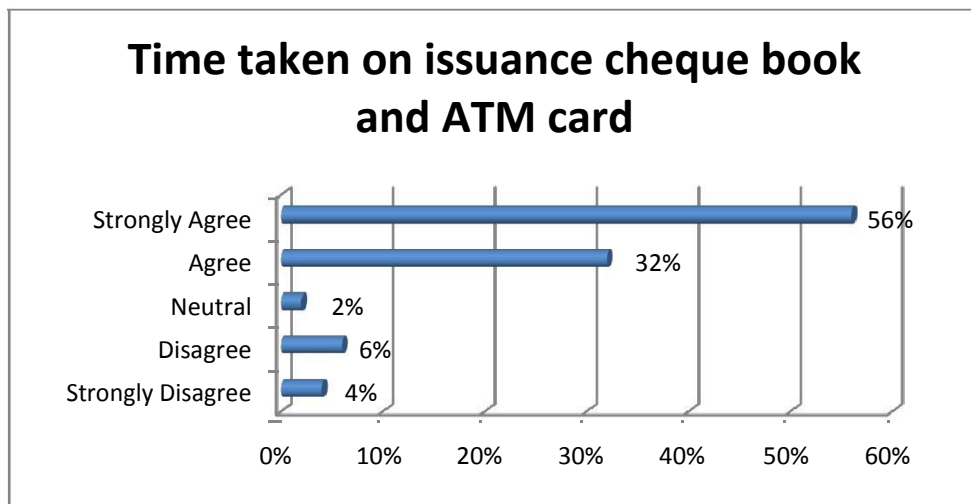


Chart 5: Time taken for issuing cheque book and ATM card

The above figure shows 56% of the total customer are said AIBL's Cheque Book and ATM card Issuance procedure are excellent that is they are fully satisfied regarding the Cheque and ATM card issuing procedure of ABL farmgate branch, 32% agree, 2% neutral and only 10% are not satisfied..

6) Availability of ATM booth

There should be sufficient numbers of ATM booths so that the customers can access them friendly. It will consider both money and time of the customers. If any bank can serve available ATM booths it can satisfy their customers.

Table 7: Customer perception about the availability of ATM booth

Response	Frequency	Percentage
Strongly Disagree	7	14%
Disagree	12	24%
Neutral	7	14%
Agree	15	30%
Strongly Agree	9	18%

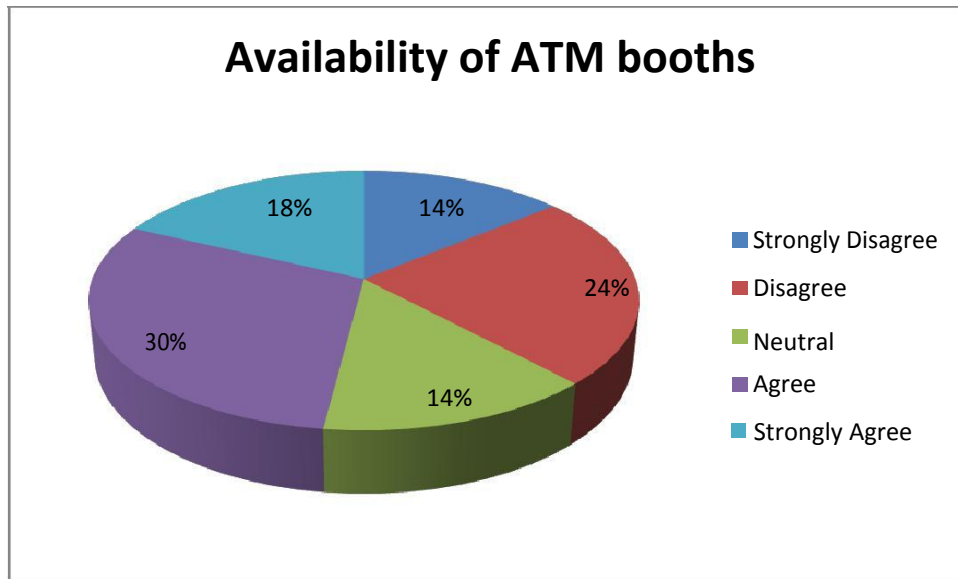


Chart 6: Availability of ATM booth

Here the statistics shows that only 18% customers are strongly satisfied and only 30% customer are satisfied with the availability of ATM booths of AIBL. So comparing to the other segment we can say that customers didn't find proper service from it. So here the satisfaction level is quiet low.

7) SME banking, debit card, credit card facilities

In present days SME banking, debit card and credit facilities plays a vital role in banking sector. To satisfy customers properly those facilities should be provided.

Table 8: Customer perception about the SME banking, debit card, Credit card facilities

Response	Frequency	Percentage
Strongly Disagree	4	8%
Disagree	11	22%
Neutral	13	26%
Agree	13	26%
Strongly Agree	9	18%

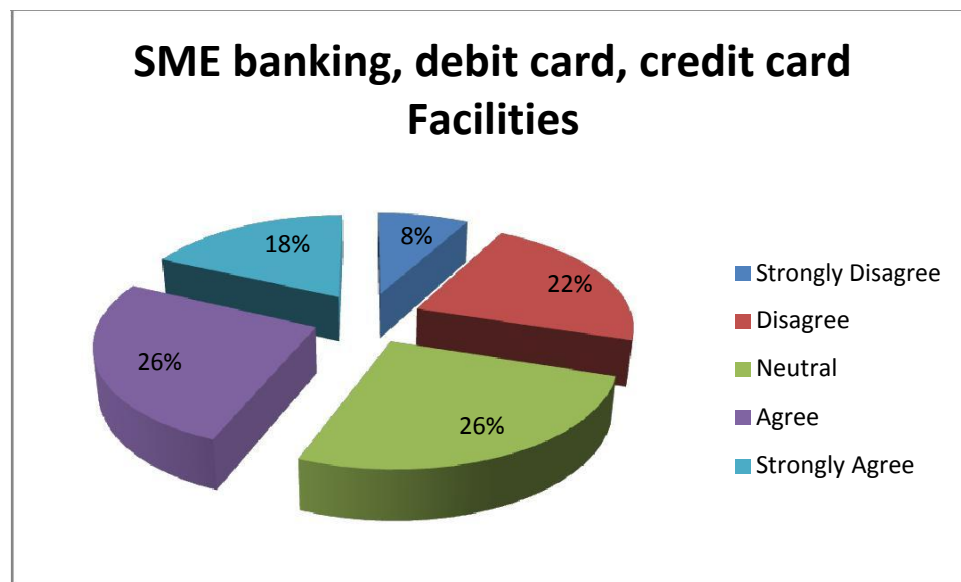


Chart 7: SME, debit card & credit card facilities

Here the percentage shows that 18% customers strongly agree and 26% customers agree AIBL's SME banking, debit card and credit card facility is satisfactory. 26% customers are neutral, and 30% customers are not satisfied. So here ABL should work more.

8) Loan facility

Agrani Bank provides loan facility to customer. In farmgate branch, there are some customers who take loan in a regular basis. They are satisfied with the service of ABL farmgate branch. So here we will find out how much customer is satisfy with the loan facilities.

Table 9: Customer perception about the Loan facility

Response	Frequency	Percentage
Strongly Disagree	18	36%
Disagree	17	34%
Neutral	4	8%
Agree	9	18%
Strongly Agree	2	4%

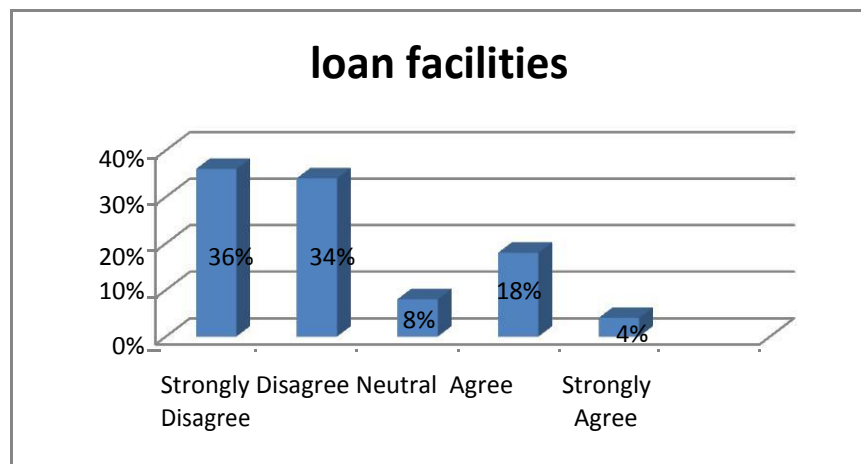


Chart 8: Loan facilities

The above figure shows that 70% customers are not satisfied with the process of loan facility. Only 22% customers are satisfied with loan facilities.

9) Bank security

It is the most important part for any bank. People invest on bank for security. It is the primary duty of any bank to provide security and privacy. If any bank fails to provide security it will fail to motivate their customers. So here I tried to find out does ABL is capable enough to provide security to its customers or not.

Table10: Customer perception about theBank security

Response	Frequency	Percentage
Strongly Disagree	0	0%
Disagree	2	4%
Neutral	6	12%
Agree	25	50%
Strongly Agree	17	34%

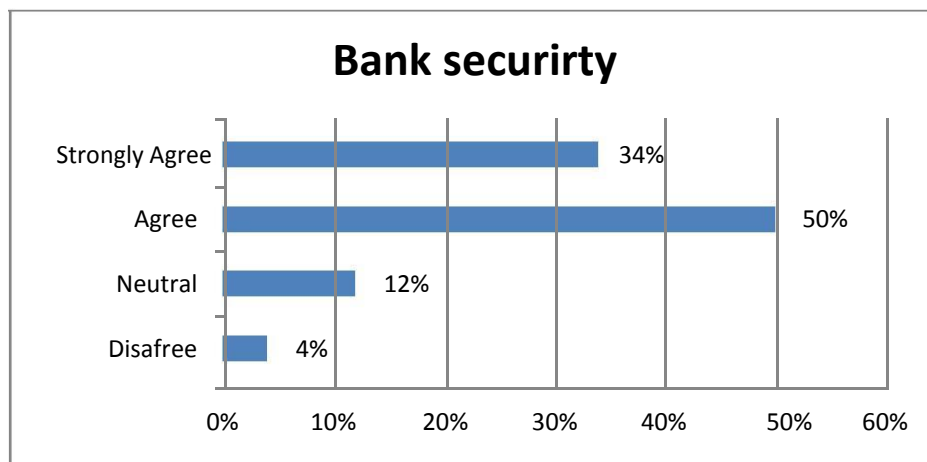


Chart 9: Bank security

34% customers are fully satisfied with the security system of ABL, 50% are satisfied, 12% neutral and only 4% of total customer are not satisfied with the security system of ABL. So here ABL is also able to satisfy their customers.

10) Overall satisfaction

Here I tried to find out the overall satisfaction of customers. This was the most important question of my survey report. The people, who are dealing with ABL, are they satisfied or not.

Table 11: Customer perception about the Overall satisfaction

Response	Frequency	Percentage
Strongly Disagree	1	2%
Disagree	4	8%
Neutral	6	12%
Agree	18	36%
Strongly Agree	21	42%

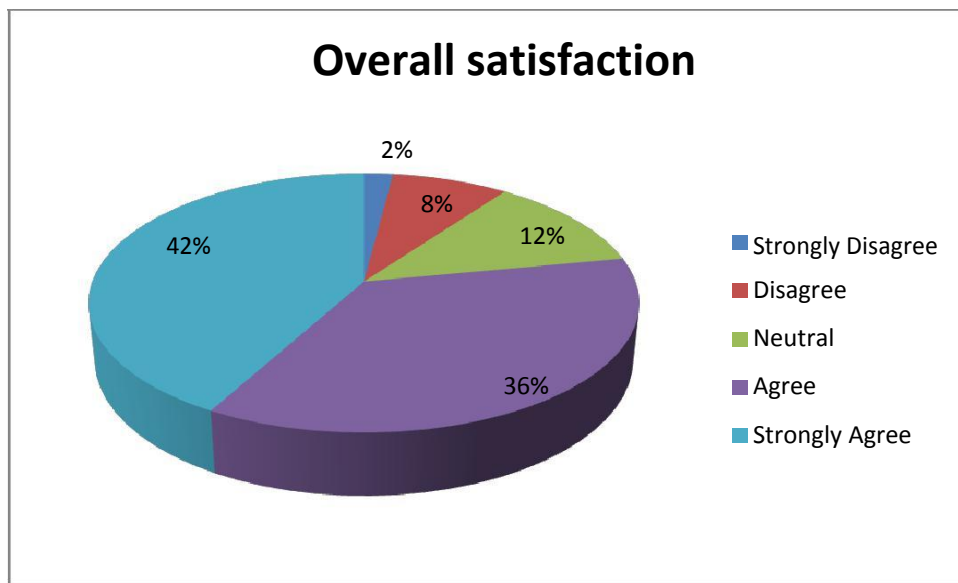


Chart 10: Overall satisfaction

Here majority of the customers are overall satisfied with banking system of ABL. The statistics shows that 42% are fully satisfied and 36 % are satisfied. Only 8% customers are not satisfied. So it shows that majority of customers are satisfied. Excepting some of the parts ABL is effusive able to satisfy its customers. They are providing a better bank environment with friendly employees. Customers are getting loans easily. They provide SME banking, debit card and credit card facilities. So, the customers of ABL farmgate branch are satisfied.

CHAPTER 8

Findings, Conclusion & Recommendation

8.1 Findings

During my three months internship in the Agrani Bank Ltd, farmgate Branch, Dhaka following positive things are found from my observation:

- Recently, this Bank has come into competition with the other commercial Bank.
- Branch Manager puts Conscious efforts to achieve the targets and knows how to motivate employees and how to represent the Bank well in the local community.
- As the bank uses some modern technology such as: Fax, Telex & other electronic devices, hence its service is better than other banks.
- The controlling officers are effective in providing necessary guidance and support to the branch.
- The strategy and policy of Branch Manager are effective. So in spite of cut throat competition, the bank has a sound position in the competitive environment
- Employees are very friendly about customer service in ABL
- Account opening process is very hazardous. It discourages people to open new accounts.
- Customers are not treated equally, persons referred by higher official get priority. This disrupts the normal process of the service.
- ABL is not upgrading them with market. Where newer banks are coming with newer dimension of banking. It might encourage other bank take away its position.
- Day by day new upcoming banks are coming with many new services, which are a threat for the bank.

8.2 Conclusion

There are a number of nationalized and foreign banks operating their activities in Bangladesh. Among them Agrani Bank Ltd is one of the leading commercial bank. Agrani Bank Ltd has introduced a new dimension in the field of innovative and benevolent banking in our country. The bank has successfully made a positive contribution to the economy of Bangladesh. Its profit is gradually increasing. It plays a great role in collecting scattered deposit, loan settlement and international trade etc. The Bank ensures quality services to the customers. For better growth and healthy economic position, it should introduce new and lucrative long-term credit schemes. Especially, for new investors and schemes for poverty alleviation like micro credit. I hope Agrani Bank Ltd will do more work for socio-economic development besides their banking business. To keep pace with ever-changing uncertain domestic business environment and face the challenges of revised global economic scenario, the bank should be more pro-active and responsive to introduce new marketing strategy to hold the strong position in home and abroad. For the future planning and the successful operation in its prime goal in this current competitive environment I hope this report can provide a good guideline. I wish continuous success and healthy business portfolio of Agrani Bank Ltd.

8.3 Recommendation

However, the satisfaction level of Agrani Bank Ltd is good enough. But some customers have expressed their dissatisfaction about the Agrani Bank Ltd in various aspects. It has a profound effect on the overall satisfaction level of Agrani Bank Ltd. Following are the problems found which Agrani Bank Ltd faces:

- Label of adoption to the modern technology should be up-to date. They should improve in Credit Card, ATM Card, Debit Card, on line banking service.
- Agrani Bank Ltd is giving the lowest interest rate to its saving account holders. Interest should be increased for savings holder.
- Need to improve promotional activity which is responsible for the customers' satisfaction of Agrani Bank Ltd. It has been found that people could hardly recall any advertisement of Agrani Bank Ltd.
- Need to provide services Time comparatively lower than other bank.

- They need to change from traditional banking system and to modern banking system..
- Officials should be taken from commerce background in the Foreign Exchange, General Banking and Credit Department.
- Most of the people of the Bangladesh are poor. Agrani Bank should provide special facility to them. They need short-term scheme.
- Like Micro credit for poor people. Moreover they have to merge some rural area.
- Interest rate should be different for high-risk borrowers and low risk borrowers.
- Bank have to improve Training program which necessary for the officials to update themselves.
- Young energetic Employee are required to serve quickly to the customer.

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<https://www.agranibank.org>

Appendix

Age	<input type="checkbox"/> 18-25 <input type="checkbox"/> 26-33 <input type="checkbox"/> 34-50 <input type="checkbox"/> 51-above	Gender <input type="checkbox"/> Male <input type="checkbox"/> Female
Profession	<input type="checkbox"/> Business <input type="checkbox"/> Service holder <input type="checkbox"/> Student <input type="checkbox"/> Others	

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Are the staff and employees of the Bank helpful?					
2. Do you have confidence and trust On the officers at customer service?					
3. Is the bank environment peaceful And comfortable?					
4. Do you get enough information About your account regularly?					
5. Your chequebook and ATM card Was delivered on time.					
6. Does AIBL provides enough ATM Booths?					
7. Are you satisfied with SME banking, debit card, credit card Facilities?					
8. AIBL approves loans easily.					
9. Bank security is satisfactory.					
10. Overall, are you satisfied with the Service you received?					