ANALYSIS OF SATISFACTION LEVEL OF UCO BANK CUSTOMERS

A PROJECT REPORT

Submitted by

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in partial fulfillment for the award of the degree of

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IN

BANKING AND FINANCE ENGINEERING



Chandigarh University

(2022-2024)

BONAFIDE CERTIFICATE

Certified that this project report "**ANALYSIS OF SATISFACTION LEVEL OF UCO BANK CUSTOMERS"** is the bonafide work of **"SHWETA GULERIA (22MBF10097)"** who carried out the project work under my/our supervision

SIGNATURE **SIGNATURE**

HEAD OF THE DEPARTMENT **SUPERVISOR**

Submitted for the project viva-voce examination held on

INTERNAL EXAMINER **EXTERNALEXAMINER**

यूको बैंक UCO Bank

सम्मान आपके विश्वास का Honours Your Trust

Dated: 21-09-2023

To Whom it May concern

It is to certified that Ms. Shweta Guleria D/O Sh. Narinder Chand Registration no. 22MBF10097 student of Master of Business Administration from Chandigarh University has attended the branch working under internship for 45 days .She is very keen learner with high degree of discipline while working at branch.

We wish her great success and bright future.



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CHAPTER 1.

INTRODUCTION

UCO Bank, a stalwart of India's financial landscape, proudly stands as a testament to government-backed ingenuity. Within its formidable arsenal of offerings, it extends an array of enriched banking solutions, encompassing international services, provisions for NRIs, diverse lending schemes, flexible deposit options, and cutting-edge e-banking innovations. As of March 31, 2023, its extensive network comprises 230 branches and 34 regional offices, all converging toward its illustrious headquarters in Kolkata, thus establishing a profound presence across the nation's fiscal spectrum. Originally established in 1969 and subsequently renamed UCO Bank on December 30, 1985, this venerable institution diligently caters to the needs of both urban and rural communities alike, providing a wide spectrum of financial services, including savings and current accounts, an assortment of loans, versatile credit card offerings, seamless online banking, and more. Its government ownership bestows not only stability but also unwavering support, underscoring its pivotal role in India's financial ecosystem. Beyond financial transactions, UCO Bank assumes a crucial position in sculpting the nation's economic landscape, fostering financial inclusion, and championing growth, all while actively engaging in altruistic endeavors to uplift and enrich lives.

BANKING MEANING AND CORE FUNCTIONS

The term 'Banking' finds its comprehensive definition in the Banking Regulation Act of 1949, precisely under Section 5(b), where it encompasses the act of accepting deposits of money from the public, which are repayable on demand or otherwise and withdrawable through various means such as cheques, drafts, orders, and more. A banker, in essence, engages in the activity of receiving deposits from the public and subsequently utilizes these funds for lending or investment purposes. In this intricate financial ecosystem, banks effectively manage the circulation of money, receiving deposits from customers and compensating them with annual interest payments. The lion's share of these deposits is then channeled into various forms of loans extended to other customers, with the crux of a bank's profitability hinging on the interest rate differential between these two transactions. Beyond profit margins, banks wield substantial influence on the economy, serving as a vital conduit for those looking to save their hard-earned money and simultaneously providing essential financing to businesses seeking to expand and invest. This symbiotic relationship between banks, individuals, and businesses plays a pivotal role in facilitating economic growth, fostering a robust financial landscape that fuels progress.



Sources : https://www.taxheal.com/wp-content/uploads/2018/06/uco-bank-rtgs-NEFT-form.jpg

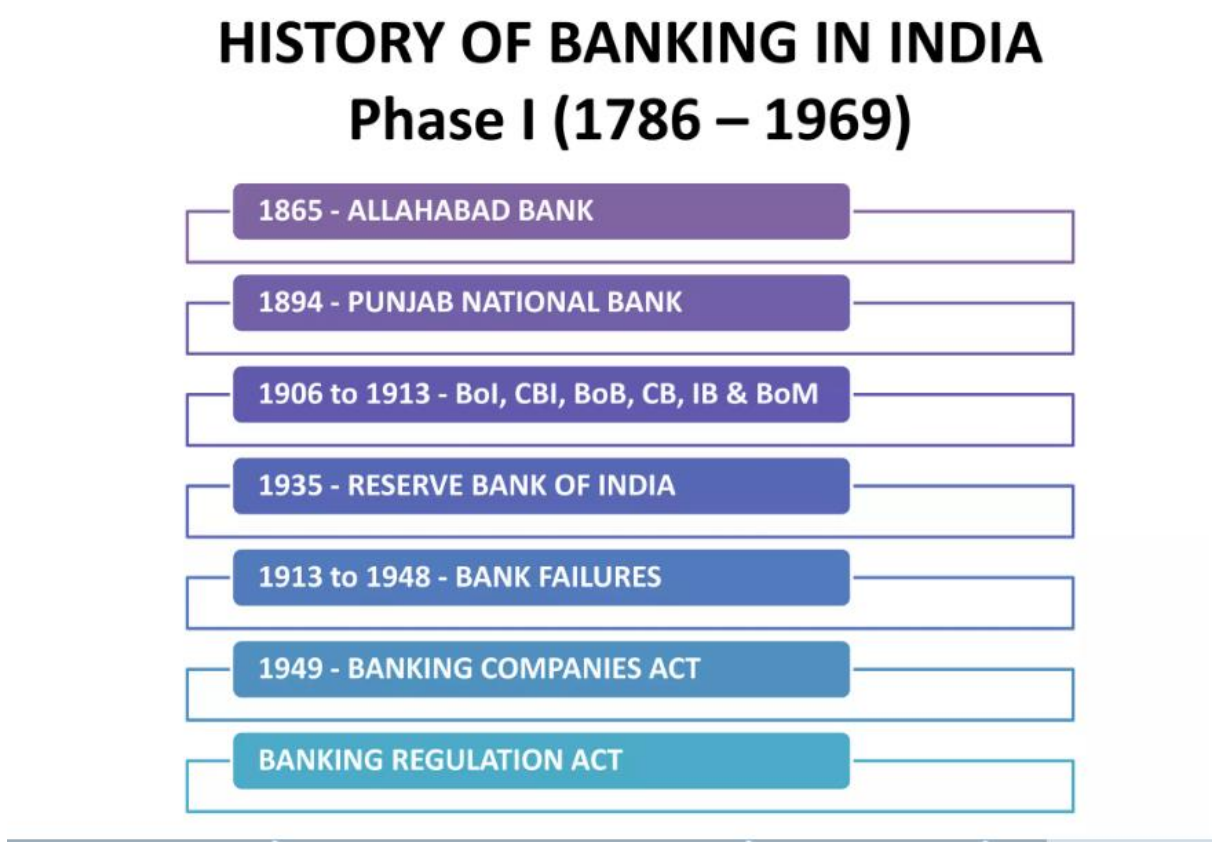
1.1. INDIAN BANKING HISTORY

The evolution of banks in India can be categorized into four distinct phases, each marked by significant developments and changes in the banking landscape.



Sources : https://data-flair.training/blogs/indian-banking-history/

Phase I: Emergence and Establishment

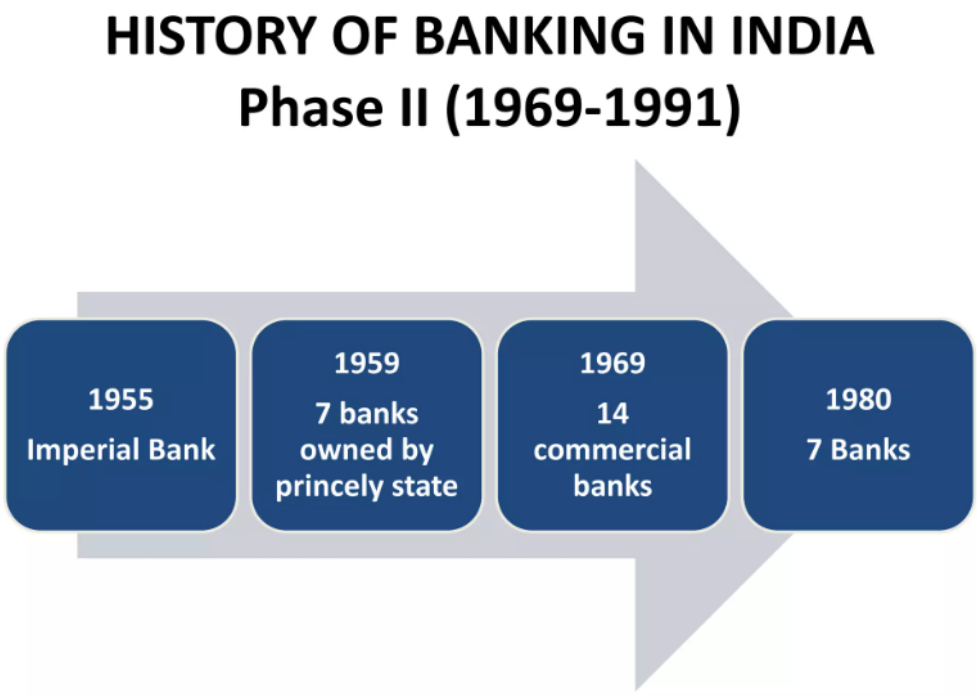


Sources:**https://image.slidesharecdn.com/historyofbanking-171030084804/75/history-of-banking-10-2048.jpg?cb=1666087342**

The storied journey of Indian banking commenced in the late 18th century with the inception of the pioneering Bank of Hindustan in Calcutta in 1770. In the annals of colonial history, British rule further paved the way for financial institutions, leading to the establishment of the Presidency Bank of Calcutta in 1806, followed by the Presidency Bank of Bombay in 1840 and the Presidency Bank of Madras in 1843. A significant milestone arrived with the emergence of the Bank of Upper India in Calcutta in 1861, marking the inception of joint sector banking, albeit its operations ceased in 1913. Simultaneously, the inception of the commercial banking era was heralded by the establishment of Allahabad Bank in 1865. Breaking new ground, the Oudh Commercial Bank,

founded in Faizabad in 1881, became the first bank with limited liability to be managed by an Indian board. The dawn of the 20th century brought the inception of Punjab National Bank in Lahore in 1894, featuring Indian employees under British leadership. Notably, the Swadeshi movement bore witness to the emergence of Central Bank of India in 1911, signifying the birth of the first indigenous bank, owned and managed by Indians. The historical amalgamation of the Presidency Banks of Calcutta, Bombay, and Madras in 1921 culminated in the formation of the Imperial Bank of India, a precursor to the venerable Reserve Bank of India (RBI), which assumed its hallowed mandate in 1935.

Phase II: Nationalization and Expansion

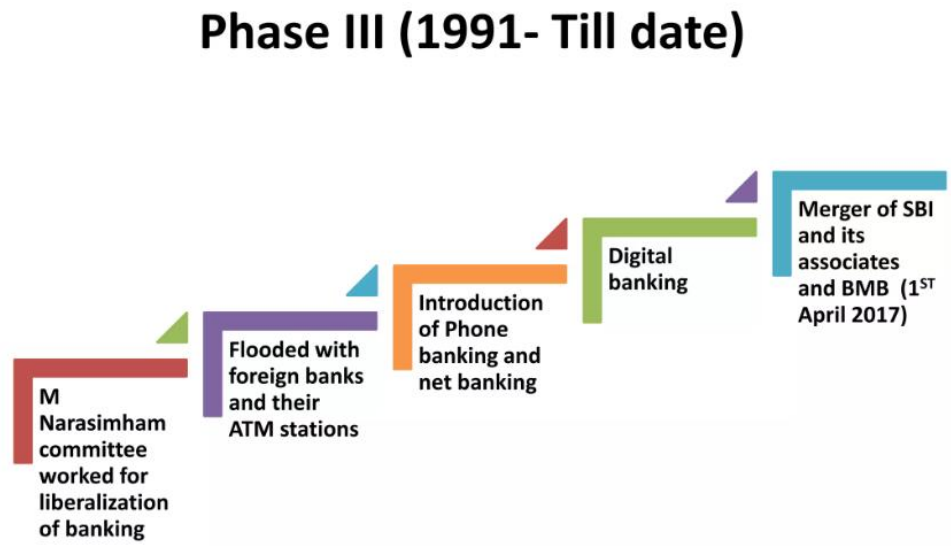


Sources:https://image.slidesharecdn.com/historyofbanking-171030084804/75/history-of-banking-11-2048.jpg?cb=1666087342

The second phase of India's banking evolution bore witness to a pivotal moment marked by substantial government intervention – the epoch of bank nationalization. In the transformative year of 1955, the Imperial Bank of India

underwent a metamorphosis, emerging as the formidable State Bank of India (SBI), a harbinger of change. The year 1969 saw a seismic shift with the nationalization of 14 major banks, a resounding declaration of intent. This bold move was echoed once more in 1980 when six additional banks were nationalized, culminating in a grand total of 20. Behind this sweeping transformation lay a visionary objective: instilling unwavering public trust in banking institutions while affording the government greater reins over the distribution of credit, thereby forging a path toward economic progress and prosperity.

Phase III: Banking Sector Reforms



Sources:**https://image.slidesharecdn.com/historyofbanking-171030084804/75/history-of-banking-12-2048.jpg?cb=1666087342**

The third phase, which unfurled its wings in 1991, ushered in a transformative era of liberalization and sweeping reforms. In this epoch, the banking landscape witnessed the rise of pioneers like the Global Trust Bank, emblematic of the technologically advanced new generation of banks. Concurrently, private banks received the coveted licenses, a strategic move in line with the visionary

recommendations of the M. Narasimham Committee. These forward-looking changes were accompanied by proposed relaxations in foreign direct investment norms, underscoring a commitment to internationalization. The overarching goal of these reformative endeavors was to inject greater efficiency, foster healthy competition, and inspire innovation within the dynamic realm of the banking sector, heralding a new age of financial prowess and progress.

1.2 BANKING SYSTEM IN INDIA



Sources : **https://www.writinglaw.com/wp-content/uploads/2023/03/Indian-Banking-System.png**

The Indian banking system has undergone remarkable growth and transformation. Today, it boasts a sprawling network that encompasses various categories of banks, including public sector banks, private sector banks, foreign banks, cooperative banks, and regional rural banks. These diverse institutions offer a wide array of financial services, spanning savings and current accounts, loans, credit cards, and insurance products. Embracing the digital age, the Indian banking system has harnessed technological advancements, introducing innovations such as internet banking, mobile banking, and digital payment systems.

Notably, a significant stride has been made in reaching the unbanked population, particularly in rural areas. Through the establishment of regional rural banks, financial services have become more accessible to remote communities. This concerted effort has resulted in enhanced financial inclusion and empowerment, as individuals in these areas can now securely deposit savings, access credit, and obtain insurance coverage. In essence, the Indian banking system's unwavering commitment to innovation and inclusivity has not only propelled the nation's economic development but has also transformed the lives of millions of people.

At the helm of this dynamic ecosystem stands the Reserve Bank of India (RBI), India's central bank and regulatory authority responsible for overseeing the Indian banking system. Founded on April 1, 1935, under the Reserve Bank of India Act of 1934, the RBI has evolved from being a privately owned entity to a nationalized institution in 1949. Its core functions encompass the regulation of banknote issuance, the management of reserves to ensure monetary stability, and the operation of the country's currency and credit system in a manner that optimally serves India's interests.

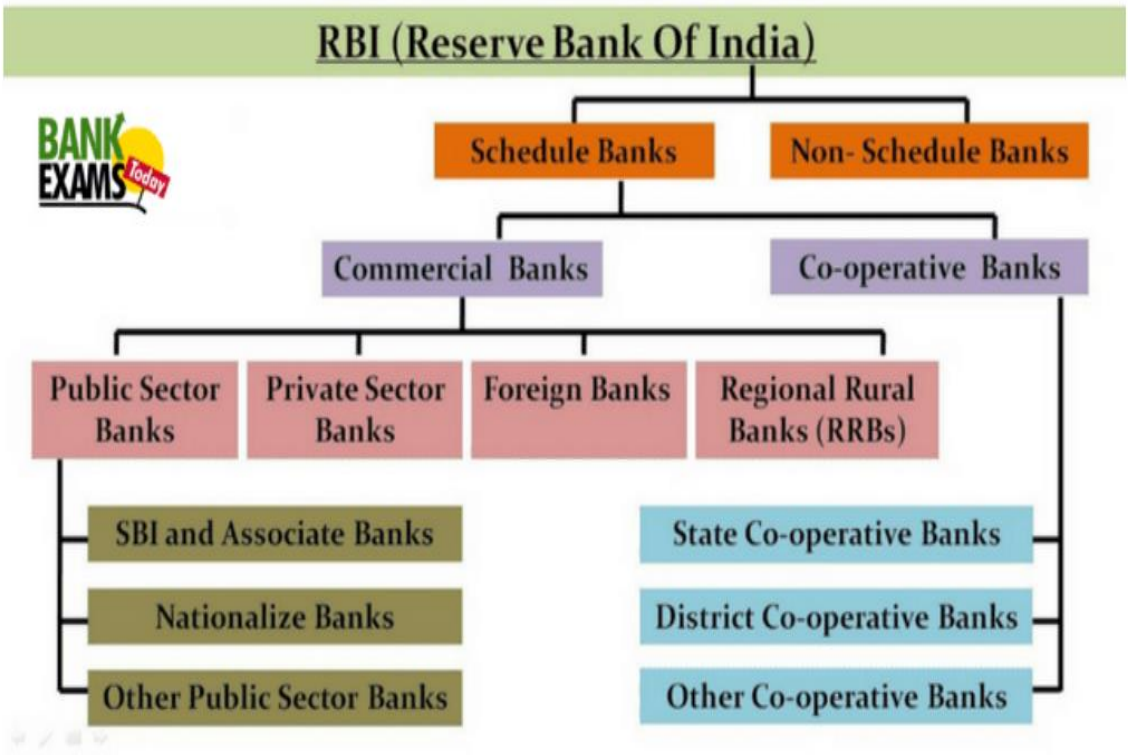
In adapting to the complexities of the modern economy, the RBI has also developed a robust monetary policy framework aimed at balancing the imperatives of price stability and economic growth. Furthermore, the RBI has played a pivotal role in the financial landscape by establishing the National Payments Corporation of India, a specialized division tasked with regulating payment and settlement systems in the country.

As of March 2023, the Indian banking system comprises 12 public sector banks, 21 private sector banks, 44 foreign banks, 43 regional rural banks, and a

significant presence of 1500 scheduled and non-scheduled urban cooperative banks. The proliferation of ATMs across the nation underscores the accessibility of banking services, with a total of 14,74,548 ATMs as of that date, including on-site ATMs, Cash Recycling Machines (CRMs), and off-site ATMs and CRMs.

The banking sector's assets have witnessed substantial growth, with total assets in the public and private banking sectors reaching US$ 1,553.57 billion and US$ 901.3 billion, respectively, during the 2022–23 period. Notably, public sector banks continue to play a dominant role, accounting for 59.24% of the total banking assets, encompassing those of public, private, and foreign banks. These figures underscore the resilience and dynamism of India's banking ecosystem, which remains pivotal to the nation's economic trajectory.

1.3 TYPES OF BANKS



Sources : https://microtek.ac.in/adminassets/pdf/STRUCTURE_OF_BANKING_SYSTEM_IN_INDIA.pdf

SCHEDULED BANKS

Scheduled banks in India, as outlined in the Second Schedule of the Reserve Bank of India Act of 1934, represent financial institutions that diligently adhere to the stringent rules and regulations set forth by the RBI. Inclusion in this esteemed category is contingent upon meeting the exacting criteria delineated in Article 42(6)(a) of the Reserve Bank of India Act, 1934. A pivotal requirement demands that these banks maintain a substantial paid-up capital and reserves, totaling Rs. 5 lakhs or more, while also demonstrating to the RBI that their operations safeguard the interests of depositors. In return for their unwavering commitment to these stringent standards, scheduled banks enjoy a host of privileges, including access to low-interest loans from the RBI, coveted membership in the clearinghouse, and the responsibility of maintaining the Cash

Reserve Ratio (CRR) with the central bank, thereby fortifying the overall resilience and stability of the Indian banking system.

COMMERCIAL BANKS

Commercial banks in India operate under the meticulous regulation of the Banking Regulation Act of 1949, serving as cornerstones of the nation's economic fabric. Their primary mission revolves around providing crucial financial services to the public and extending vital loan facilities to businesses, thus fostering economic stability and growth. These banks offer three fundamental types of deposits: Current account deposits, fixed deposits, and savings account deposits. Their core functions encompass receiving deposits, crediting cash, and extending loans and advances to entrepreneurs and businesses, underpinning economic prosperity. Beyond these core functions, commercial banks also offer secondary services, including overdraft facilities, secure locker services, facilitating bond and securities transactions, and issuing financial instruments like cheques, promissory notes, and bills of exchange. Notably, these secondary functions further enhance the banks' utility and reach. Within the realm of scheduled banks in India, commercial banks occupy a substantial share, effectively driving a significant portion of the nation's banking business. They are classified into four categories: Public sector banks, Private sector banks, Foreign banks, and Cooperative banks, collectively constituting the robust financial framework that supports India's multifaceted economy.

PUBLIC SECTOR BANKS

Public sector banks in India are the banks in which the Government of India holds most of the stake, i.e., more than 50% ownership. Post Independence, several privately owned banks were nationalized and made public sector banks. These banks cover about 72.9% of the total banking business in the country. Since these banks are held under government ownership, the depositors believe

that money is more secure in the hands of public sector banks. Thus, they have a very large customer base compared to other banks in the country. Currently, there are 12 public sector banks in India. These public sector banks play a crucial role in the Indian economy by providing financial services to various sectors such as agriculture, industries, and retail. They also contribute significantly to the government's social welfare schemes and initiatives.

PRIVATE SECTOR BANKS

Private sector banks in India are financial institutions where the majority of stakes are held by private individuals and shareholders. While these banks, like their public sector counterparts, adhere to the regulatory framework set forth by the Reserve Bank of India (RBI), they enjoy the autonomy to craft independent financial strategies tailored to their customers' needs. Private sector banks collectively command a market share of 19.7% within the Indian banking system. Notably, the performance of certain public sector banks faces challenges, often necessitating significant financial support from the RBI. Recognizing the need to bolster the better-performing banks and promote efficiency, the Union government embarked on a privatization drive, channeling resources toward strengthening these institutions rather than supporting underperforming ones. Over recent years, the central government has injected substantial capital through recapitalization bonds and direct capital infusions. Presently, India boasts 22 private sector banks, with Jammu & Kashmir Bank Ltd among them, collectively contributing to the nation's dynamic banking landscape.

FOREIGN BANKS

Foreign banks in India represent international banking institutions headquartered in foreign countries, operating branches within the Indian territory. Their primary mission revolves around offering financial services tailored to the needs of multinational corporate clients. These banks function under the purview of dual banking regulations, meaning they are subject to the banking norms and regulations of both their home country and the host country, India in this case. This dual regulatory framework ensures adherence to international banking standards while catering to the unique requirements of the Indian financial landscape.

1.4 HISTORY OF UCO BANK



UCO Bank, with a rich history spanning 77 years, boasts a legacy marked by remarkable achievements and unwavering resilience through challenging times. This venerable institution has been steered by distinguished leaders in the realms of business and finance, evolving into a bank with both a robust national character and a notable international presence. Throughout its dedicated service to the nation, UCO Bank has actively participated in all economic sectors, including agriculture, industry, trade & commerce, services, and infrastructure, adapting to the changing financial landscape. As the bank ushered into the twenty-first century, it did so with a spirit of expansion and vigor. The bank's history serves a profound purpose, not only as a testament to its enduring legacy but also as a bridge connecting its predecessors with future generations. The inception of UCO Bank dates back to the visionary idea of Shri G.D. Birla, a prominent industrialist, who conceptualized the need for a truly modern Indian

bank following the historic 'QUIT INDIA' movement led by Mahatma Gandhi in 1942. This idea materialized with the establishment of UCO Bank, officially incorporated on January 6, 1943, as THE UNITED COMMERCIAL BANK LTD., with Shri G.D. Birla as its inaugural Chairman. Right from its inception, UCO Bank exhibited a truly pan-Indian character, as evident from the composition of its board. This national outlook has been meticulously maintained throughout its history, enabling the bank to overcome myriad challenges and obstacles, earning a reputation as an institution free from regional bias or prejudice. The bank commenced formal operations from its office at 2, Royal Exchange Place, Calcutta, on May 10, 1943, marking the beginning of a journey that has since grown to encompass over 3074 branches, making it one of the few banks with a presence in every state of the Indian Union. From its very first balance sheet and Profit & Loss accounts, it was clear that UCO Bank operated on strong foundations and possessed a forward-looking vision. Encouraged by its initial success, the bank embarked on further expansion, doubling its subscribed capital in 1946 from Rs. 2 crores to Rs. 4 crores, subsequently increasing its paid-up capital from Rs. 1 crore to Rs. 2 crores. The bank flourished, with thriving branches in regions such as Sind, Punjab, and the North Western Provinces. This illustrious journey reflects UCO Bank's unwavering commitment to financial excellence and its role as a dynamic force in India's banking sector.



Sources : **https://www.codingtag.com/bloguploads/1643632056.jpg**

1.5 MISSION AND VISION OF UCO BANK

MISSION

To be a Top-class Bank to achieve sustained growth of business and profitability, fulfilling socio-economic obligations, excellence in customer service; through upgradation of skills of staff and their effective participation making use of state-of-the-art technology

VISION

To emerge as the most trusted, admired and sought-after world class financial institution and to be the most preferred destination for every customer and investor and a place of pride for its employees.

UCO Bank, with years of dedicated service to the Nation through active financial participation in all segments of the economy - Agriculture, Industry, Trade & Commerce, Service Sector, Infrastructure Sector etc., is keeping pace with the changing environment. With a countrywide network of more than 3000 service units which includes specialised and computerised branches in India and overseas, UCO Bank has marched into the 21st Century matched with dynamism and growth.

1.6 RETAIL BANKING PRODUCTS AND SERVICES OF UCO BANK

Retail banking, alternatively referred to as consumer banking or personal banking, is a banking segment dedicated to offering a suite of financial services tailored to individuals and small businesses. This comprehensive range of services typically encompasses essentials such as checking and savings accounts, loans, mortgages, credit cards, and various investment products. Retail banks play a vital role in overseeing customer deposits while ensuring accessibility to these funds through diverse channels, including ATMs, online banking platforms, and mobile banking applications. The overarching objective of retail banking is to cater to the day-to-day financial needs of consumers, furnishing them with essential, user-friendly, and readily available banking solutions to help them realize their financial objectives.

1.7 FINANCIAL SERVICES DEPARTMENT OF THE UCO BANK

The Financial Services Department of Zonal Office has the responsibility of coordinating between the branches customers head office. The department deals with all third party products and markets them through its respective branches. The Department deals with:

1. Insurance
2. Debit cards
3. Credit cards
4. POS machine
5. Mutual Funds
6. E-banking

1.8 INTRODUCTION TO DEBIT CARD/ATM CARD

DEBIT CARD

A debit card, alternatively known as a bank card or check card, is a plastic card that grants the cardholder electronic access to their bank account(s) at a financial institution. Some debit cards store a predetermined value, enabling direct payments, while most transmit a request to the cardholder's bank to withdraw funds from a specified account in favor of the payee's designated bank account. These cards serve as a convenient alternative to cash for making purchases, and in some instances, there may not even be a physical card as they are designed solely for online transactions. The use of debit cards has proliferated in numerous countries to the extent that they have surpassed or entirely replaced checks and, in some cases, cash transactions. Similar to credit cards, debit cards are widely employed for telephone and online purchases. However, unlike credit cards, debit card transactions result in an immediate transfer of funds from the cardholder's bank account, eliminating the need for repayment at a later date. Debit cards often offer the added convenience of instant cash withdrawal, functioning as both an ATM card for accessing cash and a check guarantee card. Some merchants also provide cash back options to customers, allowing them to withdraw cash in addition to their purchase amount. This versatility and accessibility have made debit cards an integral part of modern banking and financial transactions.

DETAILS OF CARDS OFFERED BY UCO BANK

DEBIT CARD



Sources : **https://www.ucobank.com/images/select.png**

UCO Bank has launched Non-personalized and Personalized Debit Cards, featuring both Rupay and Visa variants, to provide our customers with an elevated level of services, unmatched convenience, and state-of-the-art security features.

Facility with UCO Bank Debit card

1. Anywhere, any time cash
2. Online Bill Pay
3. Online Purchase
4. e-shopping
5. Grocery shopping
6. Point Of Sale
7. Dining and Movie
8. Lounge access at Airport (with RuPay Platinum – personalised card)
9. And many more …

BENEFITS OF RUPAY PLATINUM (PERSONALIZED)

- No requirement of minimum balance to be maintained in Account.
- Personal Accident insurance cover of Rs 2 lakh for the card holders (by RuPay).
- Access to Airport lounge (2 times per quarter).
- 5% Cashback on utility bill payments(capped at Rs 50/month/card)

BENEFITS OF RUPAY PLATINUM(NON-PERSONALIZED)

- No requirement of minimum balance to be maintained in Account.
- Personal Accident insurance cover of Rs 2 lakh for the card holders.
- 5% Cashback on utility bill payments(capped at Rs 50/month/card)

TYPE OF CARD		Per Day Cash Withdrawal Limit	Per Day Limit in POS/ e-Commerce Transactions
Platinum Personalised (Rupay)		Rs. 50,000	Rs. 1,00,000
Platinum Non-Personalised (Rupay)		Rs. 50,000	Rs. 50,000
Classic (RuPay)		Rs. 25,000	Rs. 50,000
KCC (RuPay)		Rs. 25,000	--
Mudra(RuPay)		Rs. 25,000	Rs. 50,000
Classic (Visa)		Rs. 25,000	Rs. 50,000
Gold (Visa)		Rs. 50,000	Rs. 50,000
Platinum (Visa)		Rs. 50,000	Rs. 1,00,000
Signature (Visa)		Rs. 50,000	Rs. 2,00,000
EMV (Visa)		Rs. 25,000	Rs. 50,000

1.9 CREDIT CARDS

Credit cards provide users with a flexible line of credit, enabling them to make purchases, conduct balance transfers, or obtain cash advances, with the obligation to repay the borrowed amount at a later date. When utilizing a credit card, it's essential to meet the minimum payment requirement each month, ensuring it is submitted by the due date specified on the outstanding balance.

TYPES OF CREDIT CARDS

- ELITE
- PRIME
- SIMPLY SAVE



Sources : https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.ucobank.com%2FEnglish%2Fcredit-card

ELITE

FEES

- Annual Fee (one time): Rs.4,999
- Renewal Fee (per annum): Rs.4,999 from second year onwards
- Add-on Fee (per annum): Nil

PRIME

FEES

- Annual Fee (one time): Rs. 2,999
- Renewal Fee (per annum): Rs.2,999 from second year onwards
- Add-on Fee (per annum): Nil

SIMPLY SAVE

- Annual Fee (one time): Rs.499
- Renewal Fee (per annum): Rs.499 from second year onwards
- Add-on Fee (per annum): Nil

ADVANTAGES:

Credit cards offer customers the convenience of making purchases on credit, eliminating the need to carry large sums of cash and providing unparalleled flexibility in their financial transactions. They also facilitate remote purchasing, making online or phone shopping a breeze. Another advantage is their capacity

for precise record-keeping, as they consolidate all purchases into a single statement, simplifying financial management.

In certain situations, credit cards permit cardholders to withhold payment for defective merchandise, offering a layer of consumer protection. Moreover, they prove cost-effective for short-term borrowing, with interest payments applying only to the outstanding debt rather than the entire loan amount. Many credit cards come with additional benefits, including supplementary insurance coverage on purchases, cashback rewards, air miles accumulation, and discounts on holiday expenses, making them a versatile and valuable financial tool.

DISADVANTAGES:

While credit cards offer convenience, they can also encourage impulsive spending and overspending, as the ease of using credit may lead customers to purchase goods and services beyond their means. This can result in financial strain. Furthermore, credit cards can be a relatively costly means of obtaining credit, particularly if not used prudently, due to their high interest rates and associated fees. Lost or stolen cards can lead to unwanted expenses and inconvenience, while having numerous credit cards can exacerbate debt-related issues.

Additionally, using credit cards, especially for remote transactions, introduces an element of risk, as card details may fall into the wrong hands, potentially leading to fraudulent purchases. Addressing fraudulent or unauthorized charges can be a protracted and challenging process, often taking months to dispute, investigate, and resolve, which can be financially and emotionally taxing for cardholders. It's important for customers to exercise caution and vigilance when using credit cards to mitigate these potential downsides.

1.10 INSURANCE

UCO Bank, apart from its Core Banking activities, has entered into the Bancassurance Business with the object of offering a variety of services and products to its customers at affordable price.

- **Branches of UCO Bank** shall obtain the requisite documents at the time of filing the proposal form with the insurer; and other documents

subsequently sought for by the insurer for the completion of the proposal and issuance of the cover note/policy.

- **Branches of UCO Bank** shall inform the customers/applicants of the policy, the prospect about the acceptance or rejection of the proposal by the insurer
- **Branches of UCO Bank** shall advise every individual policy holder to effect nomination / assignment and or change of address or exercise of options, as the case may be, and offer necessary assistance in this regard wherever sought for.
- **Branches of UCO Bank** shall offer necessary assistance/advisory services to all the existing and future policy holder/ claimants and/or beneficiary in complying with the various requirements for settlement of claim by the insurer and /or renewal of their policies before the expiry date.
- Bank has tied up with 3 General Insurance Companies and selling Health Care products for all the three companies.

Life Insurance

LIC (Life Insurance Corporation) is primarily known for its extensive range of life insurance products. The corporation offers a diverse portfolio of life insurance policies tailored to meet the various needs and financial objectives of individuals. These policies encompass a spectrum of options, including term insurance, endowment plans, whole life insurance, and more.

It's noteworthy that LIC is a government-owned entity, fully owned by the Government of India. Established in 1956 under the Life Insurance Corporation Act, LIC played a pivotal role in nationalizing the insurance industry in India, bringing it under government control and regulation to ensure the provision of reliable and accessible life insurance services to the Indian populace.

SBI Life

SBI Life Insurance, commonly referred to as SBI Life, stands as a prominent and respected life insurance company within India. This insurance powerhouse operates as a joint venture, bringing together the strengths of two influential entities. On one side, there is the State Bank of India (SBI), renowned as one of India's largest and most prestigious banks. On the other, there is BNP Paribas Cardiff, a global powerhouse in the realm of insurance and financial services. This collaboration has yielded a robust and trusted insurance provider that caters to the diverse insurance needs of individuals and families across India.

ICICI Prudential

ICICI Prudential Life Insurance Company Limited, often recognized as ICICI Prudential Life, is a prominent player in the Indian life insurance sector. This company has earned a strong reputation as one of the leading life insurance providers in the country. The foundation of its success lies in its strategic partnership, as it operates as a joint venture between two formidable entities. On one side, there is ICICI Bank, renowned as one of India's largest private sector banks, known for its financial prowess and extensive reach. On the other side, there is Prudential Corporation Holding Limited, a globally recognized financial services group with a stellar international presence. This synergy has positioned ICICI Prudential Life as a trusted and competitive player in the Indian insurance market, catering to the diverse insurance needs of individuals and families.

General Insurance:

Future Generali India Insurance Ltd

Future Generali India Insurance Company Limited is a dynamic joint venture established between Future Group in India and the Generali Group, a prominent global insurance provider. This partnership has resulted in a company that offers a comprehensive array of insurance products, encompassing health insurance, motor insurance, travel insurance, and more. Notably, Future Generali is distinguished by its customer-centric approach and its commitment to delivering innovative and tailored insurance solutions that meet the evolving needs of its customers. With this blend of global expertise and local understanding, Future Generali has emerged as a trusted insurance provider in the Indian market.

Oriental Insurance Company Ltd.

Oriental Insurance Company Limited is a notable public sector general insurance company in India. This insurance giant offers a wide spectrum of insurance products, ranging from motor insurance and health insurance to property insurance and beyond. As a government-owned insurer, Oriental Insurance holds a robust and extensive presence throughout the country, underscoring its commitment to providing comprehensive insurance solutions and ensuring coverage for various aspects of life and property for the Indian populace.

SBI General Insurance.

SBI General Insurance, a subsidiary of the esteemed State Bank of India, stands as a prominent player in the Indian private sector general insurance industry. Renowned for its comprehensive offerings, the company provides a diverse array of insurance products, encompassing health insurance, motor insurance, home insurance, and much more. Leveraging the vast branch network of its parent company, SBI, the company ensures widespread distribution of its insurance solutions, making them accessible to a broad customer base across the nation. This synergy has solidified SBI General Insurance's position as a leading and trusted provider in the Indian insurance landscape.

Health Insurance

Care Health Insurance Company Ltd

Previously known as Religare Health Insurance Company Limited, Care Health Insurance has emerged as a dedicated standalone health insurance company in India. It has carved a niche for itself by specializing in a range of health insurance plans tailored to meet diverse needs. This includes individual health insurance, family floater plans, and comprehensive critical illness coverage. Care Health Insurance has a singular focus on safeguarding the health and well-being of individuals and families, and its commitment to providing specialized health insurance solutions has made it a trusted name in the Indian health insurance sector.

Star Health and allied Insurance

Star Health and Allied Insurance Co. Ltd. is one of the premier standalone health insurance companies in India, renowned for its comprehensive range of health insurance products. These offerings encompass various policies such as Mediclaim policies, family health insurance, and specialized plans, all designed to meet the diverse healthcare needs of individuals and families across the nation. Star Health's commitment to providing quality health insurance solutions has earned it a prominent position in the Indian health insurance sector.

Aditya Birla

Aditya Birla Insurance Brokers, as an integral part of the renowned Aditya Birla Group, which boasts a wide array of business interests, specializes in providing insurance broking services. This dynamic company offers a comprehensive range of insurance products, encompassing life insurance, health insurance, and general insurance. Leveraging the financial services expertise of the Aditya Birla Group, it stands as a trusted and innovative player in the insurance brokerage industry, dedicated to meeting the diverse insurance needs of its customers.

1.11 POS MACHINE



Sources : https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.facebook.com%2Fafgsupport%2Fposts

A point-of-sale (POS) terminal refers to a hardware system employed at retail locations for the purpose of processing card payments. This system is equipped with specialized software that enables it to read the magnetic strips of credit and debit cards, facilitating secure and efficient transactions at the point of purchase.

Objectives:

- A step-forward towards cashless society
- Convenient, Trusted & Adopted digital payment System.

Types of POS machine

1. Digital PoS without Printer; transaction details (Slip) are sent through SMS.
2. Digital PoS with Printer.

Key Features:

- Attractive Monthly Rental.
- **No installation Cost.**
- **No Cost** for Printer Receipt.
- Cash@POS **Incentive upto Rs.5/-** per transaction.
- **24x7** App Based Assistance.
- **NO AMC** Charges
- Daily Settlement Report & MIS available

Note: - Our POS machine accepts EMI facility.

1.12 MUTUAL FUNDS

UCO Bank Partners with Fisdom to offer Wealth Management Solutions to its Customers.

Customers can now seamlessly access and invest in their preferred mutual funds, gain insights into pertinent fund information, monitor real-time fund performance, and initiate redemptions as needed, all via the Bank's user-friendly mBanking Plus App. This innovative solution empowers customers to make well-informed investment choices for various life goals in a completely paperless and digitally streamlined manner, enhancing their overall financial experience.

1.13 E- BANKING

UCO Net-Banking

UCO Internet Banking (E-Banking) is an electronic medium through which our registered users can access various services of UCO Bank at anytime, anywhere through Internet Connection. UCO Bank Customers have online, real time access for different services provided under a complete secure environment.

Process of Registration

Retail/Kid customers can avail the facility through online as well as offline mode.

Online Mode: - If the customers is having active debit card then he/she can registered through our website using the Online Registration link as mentioned above.

Offline Mode: - Customers can also avail the same through offline mode by submitting retail E-Banking request form to the nearest UCO Bank branch.

Corporate customer can apply for internet banking services through offline mode by submitting request through corporate E-Banking form to the nearest UCO Bank branch.

Services Available

UCO Bank is offering various services associated with the products offered by Bank under UCO E-Banking to its customers.

Retail Banking : All Individuals above 18 years of age, having accounts under Savings Bank/Current Account/Fixed Deposit Accounts/ Loan Accounts are offered Internet Banking Services under Retail Banking/Personal Banking.

Corporate Banking : All Proprietary / Partnership firms / Private Limited Co.'s/Public Limited Co.'s having Current Accounts/Cash Credit Accounts/Fixed Deposit Accounts/Loan Accounts are offered Internet Banking Services under Corporate Banking.

Kids Banking : All Individuals between 10 and 18 years of age, having accounts under Savings Account/Fixed Deposit Accounts are offered Internet Banking Services under Kids Banking.

Mobile Banking (UCO mBanking Plus)

Eligibility for Mobile Banking:

The Customer desirous of availing of the Mobile Banking Services should have at least one operative account with the bank however transactions through mobile banking channel should be allowed in following account types:

Allowed Account Types:-

1. Savings Bank Accounts

2. Current Accounts – All individually operated accounts & Proprietorship accounts and HUF account (To Karta user only)
3. Staff Overdraft & Cash credit accounts against deposit
4. KCC account & Individual Cash Credit accounts
5. NRE & NRO account holders having valid domestic/foreign mobile number, updated in CBS properly.
6. Credit facility in loan accounts through IMPS/NEFT-RTGS/UPI.
7. Mobile Banking will be available for all individuals (age of 18 years and above)
    1. Service will not be available for Illiterate, Minor, Deceased, Inoperative, HUF (except as mentioned above), Club, Society & Association.
    2. UCO mBanking plus is available for retail customers.
    3. UCO Corporate mBanking is available for corporate customers.
    4. As per business requirements, Bank may also offer UCO mBanking services in specific schemes subject to clearance from competent Authority Or MD & CEO or ED in his/her absence.
    5. All or any transaction arising from the use of the Services in the joint account shall be binding on all the joint account holders, jointly and severally.

Usage of Facility

1. Mobile Banking application can be accessed through registered mobile number.
2. Any change in the business rules of any of the processes will be notified
3. on Bank's website, which will be construed as sufficient notice to the Customer.
4. User shall be prompted to change MPIN/TPIN after 90 days, if it has not been done so in last 90 days.
5. MPIN and TPIN should not be same.

Supported Mobile Handsets:-

UCO m-banking application can be installed on mobile handsets with the Operating System (OS): Android and iOS.

Process of Registration

There are five ways of registering for mBanking:-

1. Registration through Mobile Application (Play Store, Appstore or any other Bank's provided mode)
2. Registration through UCO Bank Branch
3. Registration through UCO Bank ATM
4. Registration & Payment through Bank Digital Banking Unit- DBU Kiosk

1.14 LOANS AND ADVANCES

WORKING CAPITAL FINANCE :

- UCO Bank provides Working capital facilities to finance day to day operations of your business (Trading /Manufacturing)by way of funded credit facilities as well as non-funded credit facilities

Fund Based Credit Facilities:

- Cash credit
- Working capital Demand loan
- Bill Discounting/ Purchasing Facilities.
- Pre shipment credit : Export Packing Credit in INR and Denominated Foreign currency
- Post shipment Credit-Foreign Bills Discounting /Purchasing/Negotiation
- Bills Discounting against Inland LCs on Base Rate up to 90 days
- UCO Expo Gold card credit facility is available to exporters on concessional pricing

Non-Fund based facilities

- Letter of Credit (ILC/FLC)
- Bank Guarantee (Financial /Performance)
- Letter of Comfort for availing Buyers credit - We issue Letter of comfort to enable our customers to avail Buyer's credit from overseas Branches of our bank (Hong Kong & Singapore branches) or other banks for procurement of goods or fixed assets
- Stand by Letter of Credit (SBLC)
- Deferred Payment Guarantee (DPG)

LOANS

Term loan:

UCO Bank helps you in sanctioning of project loan (green field or brown field) or non-project loan for capital goods/ asset creation for your project on long term basis
Salient Features:

- The Bank provides funds for
  - Setting up new manufacturing/industrial units
  - Expansion of existing units
  - Exchanging of high cost debts availed form other banks/FIs
- Can be availed under Deferred Payment Basis.
- Terms loans can be availed in Foreign currency i.e. FCL/FCTL
- Loans against future rent receivables
- Factoring of Future receivables

Infrastructure Finance:

Funding the projects of

- Generation/Transmission of Power
- Developing Roads, Ports & Airports
- Laying/maintaining pipelines for gas, water, etc
- Setting of SEZ and Industrial Park
- Telecommunication services
- Irrigation projects, water treatment plants, sanitation
- Construction of warehouses, educational institutions etc.
- Funds can also be availed in foreign currency i.e. Buyers credit & ECB

Home loan:

UCO Bank extends its support to make homeownership dreams come true by offering cost-effective and flexible housing loans. These loans come with several appealing features:

1.Competitive Interest Rates: UCO Bank provides customers with attractive interest rates, ensuring that their housing loans remain affordable.

2. Rate Flexibility: Customers have the flexibility to choose between fixed and floating interest rates, allowing them to adapt to the prevailing market conditions.

3. Loan Transfer: UCO Bank offers a hassle-free option for customers to transfer their existing home loans from other banks, with no need for extensive queries or assistance.

4.Doorstep Service: UCO Bank's dedicated executives are ready to assist customers right at their doorstep, providing personalized and convenient support throughout the loan process.

There are no Pre-Payment charges if customer wants to wave off the loan before maturity.

Eligibility Criteria:

- Salaried Individuals
- Professionals
- Self-employed individuals

Personal Loan:

Be it a dream vacation, child's education, home renovation or wedding in your family, you can instantly fulfil your aspirations with UCO Bank Personal loans.

Loan against property:

Apply for UCO Bank's Loan Against Property. Bank gives loan against property be it commercial or residential or for purchase of new commercial property.

Gold loan:

UCO Bank gives loan against the Gold Ornaments with the safety of the gold at the bank's vaults.

Education loan:

UCO Bank's Education Loan is a dedicated initiative aimed at offering essential financial assistance to deserving students who aspire to pursue higher education, both in India and abroad. This education loan is accessible to students who have secured admission in career-oriented courses such as engineering and management, whether at the undergraduate or postgraduate level. UCO Bank is committed to a swift and efficient process, with decisions on loan applications communicated to eligible applicants within 15 working days from the date of

receiving the application, provided all valid documents are submitted. This streamlined approach reflects UCO Bank's dedication to supporting students in their pursuit of educational excellence.

1.15 DEPOSITS

Who can open the Account

Employer

- For the convenience of salary disbursement, the Employer should open the Corporate Current account with any branch of UCO Bank and as per rules of the Bank.
- Minimum number of employees 20.
- Net take home salary of the each employee should be Rs. 10000/- and above.

Employees

- Regular/confirmed employees of State/Central Govt., PSUs, Semi Govt. Organizations, Public Ltd. Companies, Private Sector/ Multinational Organization, Govt. Educational Institutions.
- Minimum age 21 years.

Employee/ Employer Benefit

- Employee will enjoy benefit of "ANY WHERE BANKING" along with many Add-On facilities even during his vacation with family outside his/her place of work. In case of employee's transfer to any other centre, he/she can retain the same salary account number for receiving salary credits.
- Employer can disburse salary across various centres in the country. Salary can be uploaded by the base branch which is maintaining the current account/salary disbursement account of the employer.
- Facility for deposit of various taxes, corporate e-banking can be provided. If 500 or more employee accounts are opened under the scheme, then corporate terminal with facility for viewing of accounts & printing of statements etc. can be provided.
- Bank may consider installing an ATM at company's site depending on business feasibility.

Nomination Facility

- Nomination facility in savings account will be insisted upon for such accounts.

Account Operations:

- Employee can also deposit cash from other sources in the a/c as in ordinary SB accounts.
- Customer may withdraw fund through ATM card or withdrawal slip or cheque.

KYC Compliance

- Account will have to be fully KYC compliant as per rules.

Add on Facilities

- ATM cum VISA Debit Card: **Free**
- Internet Banking with utility bill payment facility: **Free**
- Mobile Banking: **Free**
- NEFT: **Free up to Rs. 1 lac**
- RTGS: As Applicable

Overdraft Facility

- Min. net take home salary should not be below Rs. 10,000/- consecutively for 3 months prior to application for OD.
- Overdraft limited to 1 month of net take home salary or Rs. 1 lac whichever is less.
- Grant of OD after 3 months of satisfactory a/c operation.
- OD adjustment before remaining 2 yrs. of service with the employer or till maintaining the account with bank, whichever is earlier.
- No processing charges for OD facility.

Terms and Conditions

- Employer has to give a letter to the Bank for opening salary accounts of their employees under UCSSA Scheme.
- For convenience of salary disbursement, the Employer should open the Corporate Current Account with any branch of UCO Bank, as per rules of the Bank.

- Employer to inform the Bank in case any of the employees maintaining 'UCSSA' is transferred/resigns/suspended/ terminated and should also undertake to adjust the employee's OD-debt, if any outstanding.
- All other applicable charges remain the same as are applicable for Savings Bank Account Customers (except the minimum balance requirement).

1.16 Value Added Services

Government Business

i) Direct Tax -

- Payment of Income tax and Corporation Tax (CHALLAN NO. ITNS 280)
- Payment of Security Transaction Tax, Hotel Receipts Tax, Estate Duty, Interest Tax, Wealth Tax, Expenditure Tax /Other direct taxes and Gift tax (CHALLAN NO. ITNS 282)
- Payment of Banking Cash Transaction Tax and Fringe Benefits Tax (CHALLAN NO. ITNS 283)

ii) Indirect Tax -

- For making payment of Service Tax and Excise Duty through Online, the customers must be registered with the Department of Central Excise and Customs as Assesses for either Central Excise or Service Tax.

iii) State Govt. Tax Collections

Forex & Derivatives

ECGC Credit Insurance Product - ECGC Corporate Agency

UCO Bank has tied up with Export Credit Guarantee Corporation Ltd (ECGC) for marketing of credit insurance products. ECGC is offering various credit insurance products to Indian exporters to protect them from risk of loss involved in export trade.

This is another innovative initiative with an aim to provide value added service to cater the needs of our exporters. Now all our export customers can have the following popular policies at more convenient delivery points and hassle free environment.

- Standard Policy.

- Small Exporter's policy.
- Specific shipment policies - Short Term.
- Exports (Specific Buyer) Policy.
- Exports Turnover Policy.

Corporate Internet Banking

We provide fully secured Internet based online, real time electronic delivery channel, providing convenient and secure access to their banking information over the Internet

Rehabilitation & Restructuring

UCO Bank offer innovative solutions to our customer for their restructuring needs with clear cut strategies and instruments for sourcing additional funds for operations and for rehabilitation or refinancing existing debt.

1.17 Accounts:

In this category we have different category such as Savings Account, Current-Accounts, Salary Accounts, etc. which are sub-categorized.

Current Account:

A current account, often referred to as a financial account, is a specialized deposit account tailored for individuals who engage in a substantial volume of transactions with their banks regularly. This type of account is established at the request of the applicant and is designed to provide frequent and immediate access to funds. Current accounts are associated with liquid deposits, offering a versatile array of customized features to facilitate various financial transactions. Notably, current accounts offer the convenience of making payments to creditors through the check facility provided by the bank, making them an essential tool for managing financial affairs.

UCO Care Plus

UCO Care Plus Account is typically a premium savings account offered by UCO Bank with added features and benefits compared to a regular savings account. Benefits may include higher interest rates , personalized customer service, and additional perks like insurance coverage

UCO Basic Current Account

UCO Bank Current account Is designated for individuals or business with basic banking needs. It usually offers a limited number of transactions at a lower cost

compared to more feature-rich current accounts. These accounts are suitable for small business, startups, or individuals who do not require an extensive range of banking services

UCO Care Current Account

This account may provide certain additional services or features tailored to meet the needs of specific customer segments, such as businesses or high-value customers.

Saving Account:

UCO Suvidha Salary Account (UCSSA)

UCCSA is likely a customer service or complaints application or platform used by UCO Bank or other financial institutions. It allows customers to register complaints, see assistance, or inquire about banking services

UCO Saral Savings Deposit Scheme

It is designed to provide customers with basic banking services with minimal documentation and no or low minimum balance requirements

No-frills Savings Bank Account (Zero Balance)

A "NO Frill Saving Account" is a term used to describe a basic savings account with minimal or no additional features. Such accounts are typically designated to be accessible to a wider range of customers, including those with low income or limited banking needs.

UCO Smart Kids Savings Bank scheme

The UCO Smart kids saving scheme is likely a specialized saving scheme or account offered by UCO Bank, aimed at encouraging parents to save for their children's future needs, such as education or other financial goals. Specific features and benefits may vary, but such schemes often offer attractive interest rates and other incentives.

1.18 Fixed Deposit:

Kuber Yojana

Kuber Yojana generally translates to "Treasury Scheme" or "Financial Plan". It may refer to a specific financial plan or investment scheme offered by a bank or financial institution in India , but it don't have specific details about a scheme by this name.

UCO Monthly Income Scheme

The UCO Monthly Income Scheme is likely an investment or savings scheme which provides investors with the regular monthly income payments in return for a lump-sum deposit.

UCO Tax Saver Deposit Scheme - 2006

It is a fixed deposit scheme offered by UCO Bank. It is designated to provide tax benefits under section 80C of the Income Tax act, allowing individuals to save on taxes while earning interest on their deposits. The Scheme usually has a lock-in period and specific terms and related to tax-saving fixed deposits.

Flexible Fixed Deposit Scheme

A “Flexible Fixed Deposit Scheme” is a type of fixed deposit offered by banks that allows some flexibility in terms of premature withdrawals or partial withdrawals without losing the entire interest.

Motor Accident Claim Term Deposit Account

A "Motor Accident Claim Term Deposit Account" is a specialized term deposit account created explicitly for the purpose of safeguarding funds associated with motor accident claims. These accounts serve as a temporary repository for compensation payments, holding these funds until legal proceedings are finalized or in accordance with directives issued by the pertinent legal authorities. This ensures that the funds remain secure and accessible for their intended use within the context of motor accident claims.

1.19 Recurring Deposit:

UCO Sowbhagya Recurring Deposit Scheme (Scheme Code - RDUSS)

The UCO Sowbhagya Recurring Deposit Scheme, identified by the Scheme Code RDUSS, is a specialized recurring deposit program provided by UCO Bank, a prominent Indian public sector bank. This scheme is designed to assist individuals in a disciplined and systematic approach to savings. Under this scheme, individuals can deposit a fixed amount of money at regular intervals, typically on a monthly basis, for a predetermined period. This disciplined approach enables them to steadily accumulate savings while also earning interest on the deposited amount over time.

1.20 SWOT ANALYSIS

STRENGTH

- UCO bank has been given the rating as one of best three positions as far as speediest development in Government division bank.
- The banks presence includes 3211 branches including 2 Foreign branches and 2564 ATMs.
- The banks financial positions grow at a rate of 20% every year which a is, major positive sign for any bank

WEAKNESS

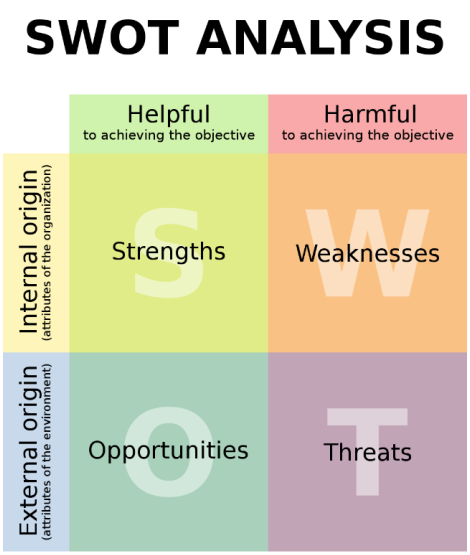
- Lesser no. of branches compared to its competitors
- Image of the bank still under the shadow of the UTI debacle

OPPORTUNITY

- Expansion in rural areas
- Going to foreign market

THREATS

- New banking licenses issued by the Reserve Bank of India
- Foreign banks
- Competitors



Sources : https://upload.wikimedia.org/wikipedia/commons/thumb/0/0b/SWOT_en.svg/1200px-SWOT_en.svg.png

CHAPTER 2: PRIMARY STUDY

"COMPARATIVE ANAYSIS OF PRODUCTS AND SERVICE OF UCO BANK"

2.1 RESEARCH OBJECTIVES

- Consumer mindfulness about the items and administrations gave by the UCO bank.
- Consumer inclination about different items and administrations.
- Customer satisfaction with the service provided by the bank.
- Recommendation to increase customer satisfaction level.

2.2 RESEARCH METHODOLOGY

- **TYPE: -DESCRIPTIVE**
- Follow questionnaire method

SAMPLE SIZE AND METHOD OF SELECTING SAMPLE

I chose a sample size of 100 respondents consisting of based on judgment sampling

All respondents were the customers of UCO Bank. The method was simple

random sampling

DATA SOURCE

- For this project both primary and secondary data were valuable sources of information

  Primary data: - such data collected first hand, either by the researcher or by someone else, especially for the study is known as primary data.

  Secondary data: - any data, which have been gathered earlier for some other purpose, are secondary data in the hand of researcher.

2.3 SCOPE OF STUDY

- The store blend of an association particularly the sparing records are the foundation of each bank as a customary man is most disposed to put resources into it because of its comfort and simple accessibility.
- This venture manages the different client concerns with respect to these and attempts to propose suitable recommending considering conclusions.

CHAPTER 3: DATA ANALYSIS AND INTERPRETATION

3.1 QUESTIONNAIRE LEADING TO COMPARATIVE ANALYSIS OF PRODUCTS & SERVICES OF UCO BANK WITH ITS COMPETITORS

Dear respondent,

I am student of MBA studying at Chandigarh University, Chandigarh. The aim of this questionnaire is to survey comparative analysis of products and services of UCO bank with its competitors. I assure you the information given by you will be kept quite confidential and it will not be misuse. It will be used for study purpose only. You are requested to fill questionnaire.

THANK YOU

Yours Faithfully,

SHWETA GULERIA

1.Name _____

2.Age _____

3.Adress_____

4.Occupation_____

1.What type of account do you have in UCO bank?

a) Saving Account []
b) Salary Account []
c) Current Account []
d) Other []

2.How you find the saving /current/salary accounts of UCO bank?

a) Very Good []
b) Good []
c) Excellent []
d) Satisfactory []

3. Do you have any other products of UCO bank other than salary/saving account?

a) Yes []
b) No []

4. Which channel you use to excess your account?

a) Direct branch []
b) Mobile banking []
c) Net banking []
d) Phone banking []

5. Which is the area of improvement of UCO bank?

a) Product []

b) Services []

c) Technology []

d) Update []

6.In cooperation to another bank how would you rate UCO bank?

a) Excellent []

b) Good []

c) Average []

d) Poor []

e) Can’t say []

7.What features/attributes, while opening an account do you expect from a bank?

a) Quick services []

b) Proper information []

c) Working hours []

d) Less formalities []

e) Varity of product []

8. Your opinion regarding bank service provided by UCO bank.

a) Highly satisfied []

b) Satisfied []

c) Moderate []

d) Dissatisfied []

e) Highly dissatisfied []

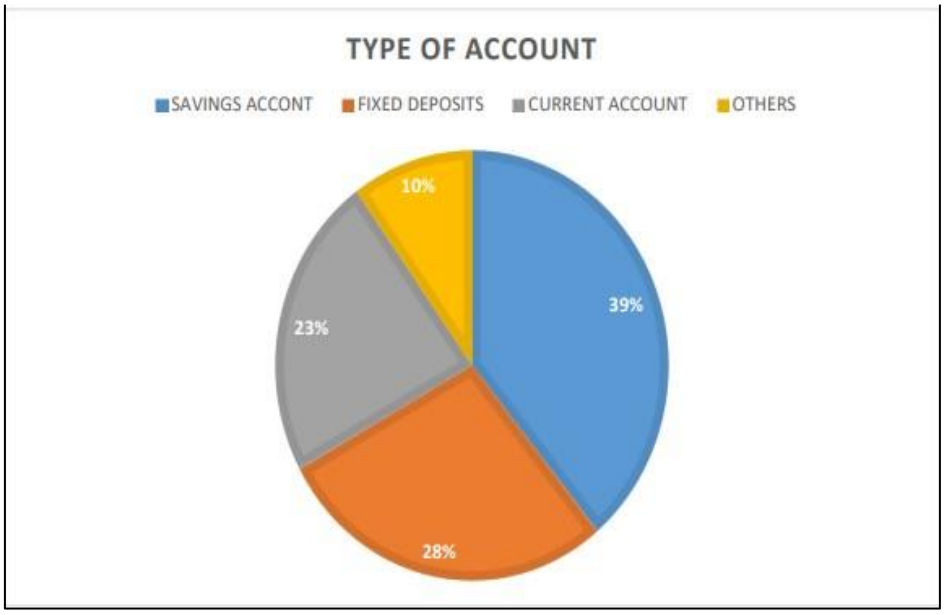
4.2 SURVEY

1.WHAT KIND OF ACCOUNT DO YOU HAVE IN UCO BANK?

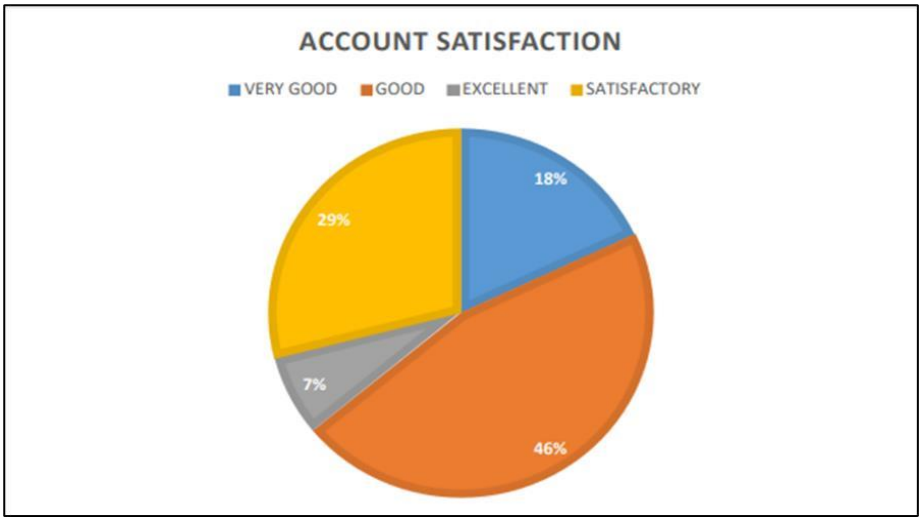
Interpretation: -

The provided graph reveals the distribution of account types held by customers at UCO Bank. It is evident that the majority of customers, comprising 39%, maintain savings accounts with the bank. Current accounts

account for 23% of the total, while fixed deposits (FD) and other account types represent 28% and 10%, respectively. Based on this data, it is apparent that a significant proportion of customers favor savings accounts when choosing their account type with UCO Bank.



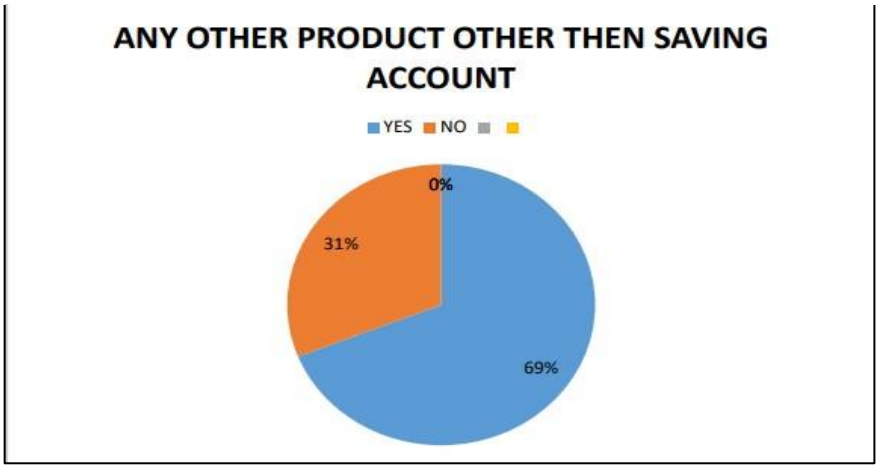
2.HOW YOU FIND THE SALARY/SAVING ACCOUNTS OF UCO BANK?



Interpretation: -

The chart provided presents customer reviews of their saving or salary accounts with UCO Bank. The data indicates that a majority of customers have rated their experience as "good," while a smaller percentage have rated it as "very good." This feedback reflects the perceived service quality of UCO Bank in relation to its savings and salary account offerings, with a significant portion of customers expressing satisfaction through their "good" ratings.

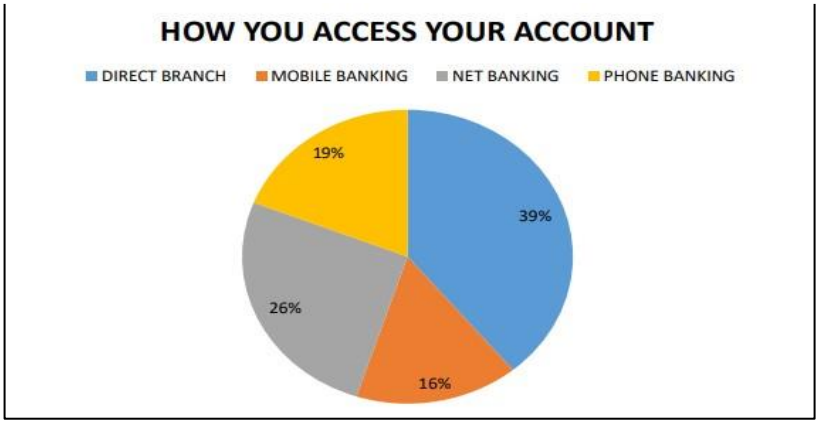
3.DO YOU HAVE ANY OTHER PRODUCT OF UCO BANK OTHER THAN SALARY/SAVING ACCOUNT?



Interpretation: -

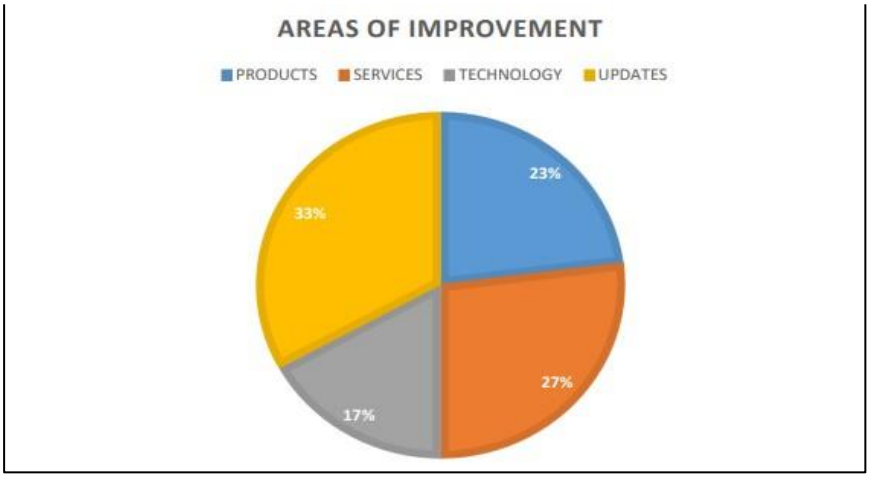
The provided information suggests that a substantial number of customers at UCO Bank have diversified their banking relationship beyond just having saving or salary accounts. They have opted for various other financial products and services offered by the bank, which may include locker facilities, investment accounts, overdraft (OD) facilities, credit cards, loans, and more. This diversification in the range of products and services utilized by customers indicates their engagement with multiple aspects of banking and highlights the bank's ability to cater to a wide array of financial needs.

4.WHICH CHANNEL YOU USE TO ACCESS YOUR ACCOUNTS?



Interpretation: - The chart above provides insights into the prevailing trends in customer account access channels. It appears that the majority of customers still rely on the traditional method of physically visiting a branch to access their accounts, while a smaller number of customers are utilizing alternative channels such as mobile banking, net banking, and phone banking. This data may suggest a certain level of unawareness or hesitation among customers when it comes to adopting newer banking technologies and services. It underscores the need for increased awareness and education about the convenience and benefits of digital banking options.

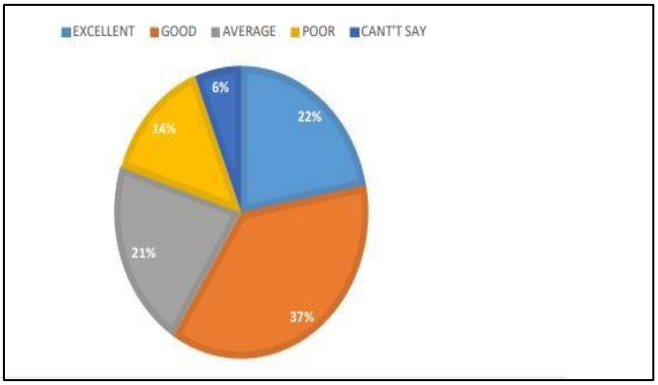
5.WHICH IS THE AREA OF IMPROVEMENT FOR UCO BANK?



Interpretation: -

Indeed, customer feedback and reviews are invaluable for UCO Bank's continuous improvement efforts. The data depicted in the chart highlights a potential area for enhancement in the bank's services. Specifically, it suggests that there is room for improvement in the bank's technological offerings for various banking operations and products. By focusing on enhancing technology, UCO Bank can better cater to customer preferences and modernize its services, ultimately providing a more convenient and efficient banking experience for its customers.

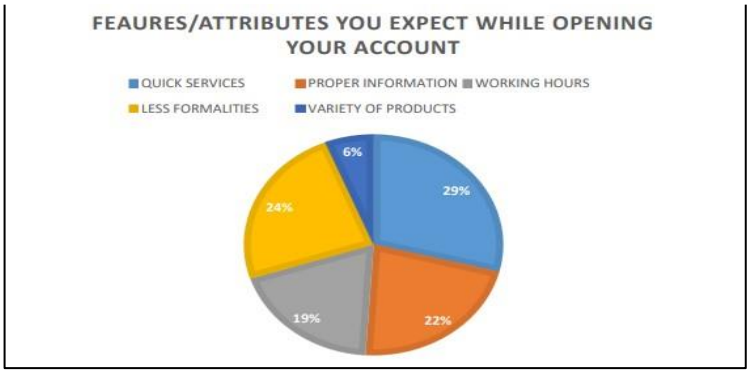
6.How would you rate UCO Bank ?



Interpretation: -

Customer ratings and comparisons with other banks provide valuable insights into the bank's performance and customer satisfaction levels. In this case, the majority of customers have rated UCO Bank as "good," indicating a positive perception of the bank's products and services. Additionally, a lower percentage of customers have rated it as "poor," suggesting that UCO Bank is generally meeting customer expectations and providing appropriate financial offerings. This feedback reflects positively on the bank's efforts to deliver quality services to its customers.

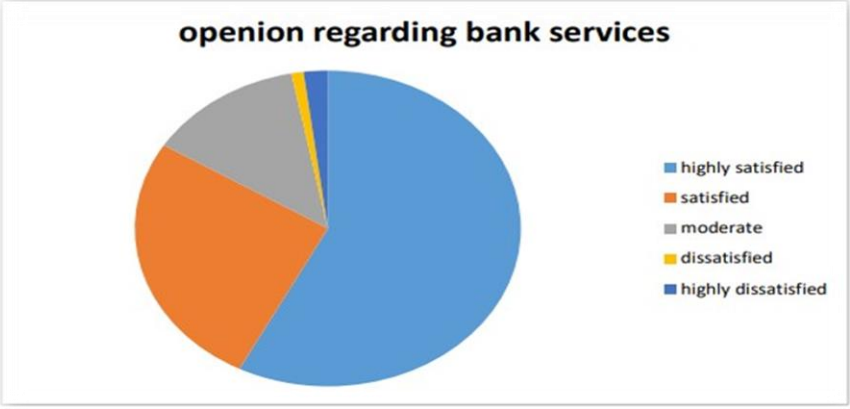
7.WHAT FEATURES/ATTRIBUTES, WHILE OPENING AN ACCOUNT DO YOU EXPECT FROM A BANK?



Interpretation: -

The chart provides valuable insights into the expectations of customers when opening accounts with UCO Bank. It indicates that a significant portion of respondents (24%) expect a streamlined account opening process with fewer formalities, emphasizing the importance of a hassle-free experience. Furthermore, 22% of respondents express the expectation of receiving proper information during the account opening process, highlighting the significance of clear communication and transparency. Other customer expectations include quick access to account services, a variety of banking products, and convenient working hours. These insights can guide UCO Bank in tailoring its account opening procedures and services to better meet customer needs and preferences.

8.YOUR OPINION REGARDING BANK SERVICES PROVIDED BY UCO BANK ?



INTERPRETATION

Opinion	No. of respondent
Highly satisfied	57
Satisfied	26
Moderate	13
Dissatisfied	1
Highly dissatisfied	4

CHAPTER 4: FINDINGS

4.1 RESULT

RELATIONSHIP WITH ITS CUSTOMERS

- The bank has good relationship with its customers. The customers are satisfied with the relationship manager service provided by UCO Bank.
- The bank and its customers have a long-term relationship. UCO Bank has the tendency to retain its customers at any cost. They believe that the old customer is more profitable instead of a new one that's why they try to maintain good and long-term relations to their customers.

LESS USAGE OF INTERNET BANKING

- Less no. of customer uses mobile banking or net banking.

CUSTOMERS SATISFACTION

- The customers of UCO Bank are satisfied with their savings and salary accounts.

4.2 RECOMMENDATION & SUGGESTIONS FOR UCO BANK

- Mostly benefit class people lean toward the UCO bank in the correlation of business and understudies and different class people along these lines it needs to advance its item and administrations that are offered predominantly for the business class individuals and understudies. Since these two class frames significant clients of the keeping money administrations

4.3 CONCLUSION

- Much is changing in the banking landscape — with regulation, technology, demographics, customer expectations, greater competition and issues with banks' own legacy business and operating kneels. The challenges are clear, even if the karate endgame is not
- The contemplate primarily was on the client introduction that how they think, what they need from their banks and how they take choice heading off to any bank.
- In this examination I found that the obligation of UCO Bank with its clients is great, since UCO Bank essentially centres around holding their clients.
- This consider finds that anyway UCO Bank isn't the main restricted area bank, however its huge scope of items and accessibility of choices improve it one of the banks in India.
- The bank should give careful consideration on giving updates and should expand the level of administration giving because the contenders of UCO are better around there.
- The bank should attempt to expand the utilization of innovation like versatile and net managing an account among its clients.

5.4 LIMITATIONS OF STUDY

- The consider depended on an exceptionally unobtrusive example measure thus can't be called as a portrayal of the perspectives and conclusion of the larger part.
- In quickly evolving industry, examination on multi day or in one fragment can change rapidly. The natural changes are essential to be considered to absorb the discoveries
- To convince the people for a proper interviewing process is also difficult.
- Compilation of data on competitor’s analysis was difficult due to non-availability of correct information.

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