

A DISSERTATION ON  
"A STUDY ON DIGITALIZATION IN BANKING INDUSTRY WITH  
REFERENCE TO GUWAHATI CITY"



SUBMITTED TO NALBARI COMMERCE COLLEGE IN PARTIAL FULFILLMENT OF  
THE REQUIRMENT FOR THE DEGREE OF MASTERS OF COMMERCE



UNDER THE GUIDANCE OF

PRANAB JYOTI SARMA  
ASSISTANT PROFESSOR  
DEPARTMENT OF MANAGEMENT  
Nalbari Commerce college

SUBMITTED BY-

MRIGEN KALITA  
M.COM 3<sup>rd</sup> Semester  
Roll No- PC-221-200-0021  
Registration No- 19072161 of 2019-20

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## CERTIFICATE OF ORIGINALITY

This is to certify that this dissertation entitled "**A Study on digitalization in banking industry with reference to Guwahati city**" is based on the study conducted by Mrigen kalita of M.COM 3<sup>rd</sup> semester under the guidance of Pranab jyoti sarma ,Assistant professor, Department of Management, Nalbari college.

This dissertation report is based on the original project study undergone and has not been submitted at any time to any other university or institution for the award of any degree or diploma.

Date: 20/11/2023

Place: Nalbari

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## CERTIFICATE OF DECLARATION

I Hereby declare that the project report titled “ **A study on in digitalization banking industry with reference to Guwahati city**” is my original work and has not been presented before for any degree or diploma. This has been Undertaken for the purpose of partial fulfillment of M.COM degree at Nalbari Commerce College.

Date : 21/11/2023

Place : Nalbari

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It is really a matter of pleasure for me to get an opportunity to thank the entire person who Contributed directly or indirectly for the successful completion of the project report, "**A Study on Digitalization in banking Industry with Reference To Guwahati City**"

The completion of this project has been possible due to the inspiration and proper guidance of my respected guide Pranab jyoti sarma from the very outset ; he helped me in every step and clarified my doubts and confusions.

I would like to thank to all the faculty members who helped me directly or indirectly in preparing the project report.

I also extend my gratitude to my family members and friends for their help, support, inspiration and prayers for the completion of the dissertation.

Finally, I express my immense thanks to almighty for giving me the strength to complete this dissertation on time.

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Place: Nalbari

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## PREFACE

Research is one of the most important parts of human life. This project report attempts to bring under one cover the entire hard work and dedication put in by me in the completion of the project on entitled **"A study on digitalization in banking industry with reference to Guwahati city."**

This study seeks to identify the various digital services/products rendered by the public and private sector banks in india. It will also help us to know about the various problems that customer use to face while using such services/products and will also try to find out to what extent bank is able to solve the problems of their customers. This study consist of different chapters, here certain tools and techniques like tables, diagrams, pie charts etc are used for better analysis and interpretation.

I express my deep sense of gratitude to my guide Pranab jyoti Kalita, without whose help and guidance this research will not possible. I have expressed my experience in my own simple way. I hope who goes through it will find it interesting and worth reading.

Date: 21/11/2023

Place: Nalbari

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## EXECUTIVE SUMMARY

**TITLE OF THE PROJECT:** A STUDY ON DIGITALIZATION IN BANKING INDUSTRY WITH REFERENCE TO GUWAHATI CITY

**DURATION:** It has taken 3 months to complete the project (i.e. October to December 2021)

**REFERENCE AREA:** Guwahati city

**NAME OF THE GUIDE:** Dr. Nupur kalita

### **OBJECTIVES OF THE STUDY:**

1. To study the present scenario of digitalization and digital services rendered by the banking sector.
2. To determine the most preferred and less preferred digital products/services offered by the public sector and private sector banks in India.
3. To study about the various problems faced while using digital services rendered by public sector and private sector banks.
4. To determine the measures to solve the problems.

### **RESEARCH METHODOLOGY:**

The research study is a **Descriptive Research** done with the help of various data collected. The population of the study comprises of all the users of digital products/services rendered by the private and public banks in India. The samples are selected on the basis of **convenience sampling** technique. The preparation of the project contains collection of primary and secondary data. Primary data was collected through structured questionnaire and secondary data was collected through books, journals and websites.

### **FINDINGS:**

It is evident from the study that maximum numbers of digital banking services/products users are from the age group of 18-25 years. Majority of the respondents are using the digital services and products provides by State Bank Of India(SBI), followed by Axis Bank, HDFC,UBI,ICICI and BOI. While majority of the respondents finds that digitalization has made banking easier for all category of customers. According to most of the respondents,

digital services/products offered by their respective banks needs improvement and have strongly agreed that, digital products/services offered by their bank is contributing towards a cashless economy. It was also found that majority of the respondents have Majority of the respondents have neither agreed nor disagreed to the statement that their bank has implemented measures and are able to reduce the problems faced by the customers. Majority of the respondents prefer to use the digital services and products offered by the public sector banks.

### **SUGGESTIONS:**

Digital banking procedure is challenging for some people those who are illiterate or unfamiliar with technology. Making customers aware of the benefits of using such products and services. While it is the responsibility of respective banks, Reserve Bank of India (RBI) and government to create appropriate climate through well planned media campaign. Banks should take prompt and timely action to ensure the smooth functioning of digital products. Such a climate should be created where the customers feel comfortable while using various digital services and products. Digitalization being a new concept needs improvement for its smooth functioning. More initiatives should be taken so that customers residing in rural areas can be aware about the benefits and use of digital products. Still most number of customer have not availed E-banking/ internet banking services because they do not trust the internet channel presuming it as complicated. So the bank may set up a team of personnel to train the customers to gain their interest towards internet banking.



# **CHAPTER-1**

## **INTRODUCTION**