

***“ROLE OF MANN DESHI MAHILA BANK MODEL IN TERMS OF FINANCIAL  
INCLUSION OF RURAL WOMEN”***

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**SUBMITTED BY**

**MRS. VINITA SHRIVASTAVA**

**UNDER THE GUIDANCE OF**

**PROF. (MRS) MADHU SATAM  
M.A., M.PHIL, Ph.D (ECO), M.M.S (HR),  
HEAD OF DEPARTMENT OF ECONOMICS  
MODERN COLLEGE SHIVAJINAGAR,**

**RESEARCH CENTRE IN ECONOMICS,  
P.E. SOCIETY'S MODERN COLLEGE OF ARTS,**

**SCIENCE AND COMMERCE,  
SHIVAJINAGAR, PUNE- 411005**

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## CERTIFICATE

This is to certify that the work incorporated in the thesis entitled ***“Role of Mann Deshi Mahila Bank Model in Terms of Financial Inclusion of Rural Women”*** Submitted for the degree of **“DOCTOR OF PHILOSOPHY IN ECONOMICS”** (Faculty of Mental, Moral and Social Science (Humanities)) **by Mrs Vinita Shrivastava** Was carried out under my supervision and guidance. Such materials as has been obtained from other sources have been duly acknowledged in the thesis.

Place: Pune

Prof. (Mrs) Madhu Satam

Date:

(Research Guide)

## DECLARATION

I hereby declare that the thesis entitled **“Role of Mann Deshi Mahila Bank Model in Terms of Financial Inclusion of Rural Women”** submitted by me for the degree of Doctor of Philosophy is the record of work carried out by me during the period from July 2014 to September 2018 under the guidance of **Prof. (Mrs) Madhu Satam** and has not formed the basis for the award of any degree, diploma, in this or any other University or other institution of higher learning.

I further declare that the material obtained from other sources has been duly acknowledged in the thesis.

Place: Pune

Mrs Vinita Shrivastava

Date:

(Research Student)

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# **CHAPTER I**

## **FINANCIAL INCLUSION**

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- 1.1 Introduction
- 1.2 women Empowerment
- 1.3 Financial Inclusion
- 1.4 Mann Deshi Bank
- 1.5 Relevance of the study
- 1.6. Objectives of Study
- 1.7 Justification of Objectives
- 1.8 Statement of Hypothesis
- 1.9 Research Methodology
- 1.10 Scheme of the chapter

# **CHAPTER I**

## **FINANCIAL INCLUSION**

### **Concept and Dimension**

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#### **1.1 Introduction**

Country will be well developed with the equal development of men and women both. Thus, we need to gender just society. Women empowerment is very important for the country. In Indian context society is paternal so male dominance mentality is spread in root of the mindset of the people. Women are getting secondary status in the family. They are not part of decision process in the family. All the family runs in the name of male members. In any type of decision of the family, female comment or wish is not considered. Even in all the traditional society female consent or wish is not taken for her marriage, education, or any type of decision of her life. This leads low level of confidence in the women. They are not able to take decision for their life and future. Women depend physically, mentally, financially on the male member of the family. Everywhere women gets secondary status and lower level as compared to men. In the Indian villages girl child are measured as burden of the family. Mostly parents do marriage of their daughter at early age. Girls are not able to complete their education and cannot become self- reliant. Because of gender biasness women are facing exploitation in every step of their life.

For giving equal status to the women in the Indian society it is required to make all the women economically strong and self-reliant. Economically powerfulness of women makes them to part of decisions of the family. To raise their voice for betterment of their life. If women are empowered socially and economically they will be bringing up children in very holistic manner. So, the future generation will be better qualitative and productive.

Financial inclusion, if managed properly, can increase the level of empowerment of women in several ways. Financial inclusion can increase the level of empowerment of

women in so many ways. If women will have access on their own account and to the source of earning, it can increase women bargaining power for effect on use on money and other resources. Financial inclusion increases the opportunities for earning money. It can be helpful in the time of emergency or medical treatment and reduce the level of helplessness of women. These are all key factors for economic empowerment

In Satara district in the rural area due to very less rain fall, agricultural production is not proceeding. All the male member of the rural area are moving out in search of the job. Women are caregiver for the family. In this type of scenario for the financial inclusion of rural women in the Satara district, founder Mrs.Chetana Vijay Gala Sinha started Mann Deshi Mahila Bank Ltd.

Mann Deshi Bank is a cooperative bank only for rural women. It is founded in 1997 by Mrs.Chetana Gala Sinha in Satara district. Mann Deshi is becoming best preferred bank for rural women in Satara district. This bank is playing a dominant role in financial inclusion of rural women. Number of account holders is increasing very fast. In this thesis, researcher will try to check effects of Mann Deshi Bank in the Satara area. Satara is one of the most drought prone areas in India with very less rain fall. It only receives an average of 5 mm rainfall per annum. Most of the male members of the family left this area in search of a job. Mainly women are the caregiver for their family. They are facing a lot of hardships. These rural women do not have enough money to open a formal account. They cannot even go to the bank for depositing small savings, as they cannot become absentee from their workplace. This bank is for those women who cannot physically go to the bank for saving deposits. Rural women are illiterate too. Mann Deshi Bank is doing efforts for these types of rural illiterate women. Indeed, it is becoming popular among rural women. Researcher will try to get the real impact of the Mann Deshi Bank. Mann Deshi Bank has seven (7)branches. Six (6) branches are in rural area of Satara. In the rural area weekly market occurs. Researcher will visit the markets and will take interview of random women as a sample. Researcher will talk to the women near the branch of Mann Deshi Bank. That will show actual inclusion by Mann Deshi Bank. Researcher will prepare structured questionnaire. Researcher will try to get real inclusion by the Mann Deshi Bank.

## **1.2 Women Empowerment**

For the holistic development of the country, women empowerment is important. Per capita income is the most important indicator of economic development of the country. It is calculated by dividing the national income by the total population. If we consider demographic dividend, half of the population are females, if they will not be productive or active in the national economy, human resources will be a waste. Per capita income will reflect less, and it will show low level of development. That will be a loss for production purpose. If women will remain at home, they will not be utilizing their potential and skill.

For full utilization of women skill and potential, women should become economically self-reliant, so they can take part in decisions of the family. Their bargaining power will increase and will be able to take decisions about their life. Their skill and caliber will become fruitful for the country.

Traditional Indian society is male dominated and paternal society. Male member is considered as the head of the family. Every type of decision is taken by the male member of the family. Even decisions related to female life is taken by the father or brother. The most important challenge faced by women is gender biasness of the Indian society, because of social and cultural biasness from the initial stage women are being treated differently from men. They have restrictions on economic resources and opportunities. Women feel less confident and competent. They have low financial knowledge and skill as compared to men. They are not using financial products, so they are economically weak, with low investment low income, low returns. Women are considered physically weak in the society.

Women are around 50% of the world population, they are not a minority, then what is the reason behind empowerment for women and not for men. We need women empowerment because men have dominated and discriminated women for centuries. Women had to face so many types of aggression and unfairness in all over the world.

As in India, from centuries the Indian customs, traditions and practices are a part of collective perception. Indian worshiped women as goddess, respected women as mother, wife, sister, daughters and other female relatives but on the other side of the



coin, Indians are notorious for treating their women badly at home as well as outside. Every religion of India treats women with admiration and pride. In the Indian society basic reason for biasness is men of superiority, complex and paternal system of the society. Although so many legal and constitutional rights are made for women, but in reality, are not being implemented deliberately. In the society, people are not ready to accept women with an equal status because of deep rooted mind set made up of biasness. For a change, social reforms and sensitive programs need to start.

The concept of women empowerment means to provide women with equal opportunity to develop themselves as well as to educate men of the society to build up sense of respect for women and duties towards treating women as equal. Women empowerment means women should get power to take decision of their life and can achieve their right place in the society. Women should have right to make choices and able to get access to equal opportunities and resources. Women should have power to organize and manage their life in the home and outside the home.

In the ancient India women were getting equal power to men. There are references of women sages like maitrayi in Vedic period, but in Manu Smirti women status was considered subordinate position to men. In the time of medieval India all types of bias practices started like pardapratha, child marriage, Nagar-vadhu, Devadashi, etc and women status started to rely fully on men. Their right to education, right to work and right to take decisions was taken away. In the time of Muslim rulers, the situation got worse. The leaders of the freedom struggle started efforts for equal rights of women. They stopped sati pratha, child marriage, pardapratha. They gave motivation for widow remarriage and women education.

Indian government made many amendments in constitution and legal rights for women. Gender equality is one of the fundamental right under Indian constitution. Article 14 provides right to equality, Article 15(1) restricts discrimination on the basis of sex. Article 15(3) empowers the state to make affirmative steps in favour of women. Article 16 provides equal opportunities for all citizens in the matter of employment. Article 39 stipulates that the state shall direct its policy towards providing men and women equally the right to means of livelihood and equal pay for equal work: Article 42 directs the state to make provisions for ensuring just and humane conditions of work and maternity relief. Article 51(A) imposes a fundamental

duty on every citizen to renounce practices derogatory to the dignity of women. Implementation of the amendment 73rd and 74th in the constitution, Indian women get 33.33 percentage of reservation in local bodies of the government, panchayats, municipal corporations etc.<sup>1</sup>

There are specific laws for women in India. The Equal Remuneration Act, 1976, The Dowry Prohibition Act, 1961, The Immoral Traffic (Prevention) Act, 1956. The Maternity Benefit Act, 1961, The Medical termination of Pregnancy Act, 1971, The Commission of Sati (Prevention) Act, 1987, The Prohibition of Child Marriage Act, 2006, The Pre-Conception & Pre-Natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994, The Sexual Harassment of Women at Work Place (Prevention, Protection and) Act, 2013.<sup>2</sup>

Government of India launched national policy for women empowerment in 2001. The ministry of women and child development is the nodal agency for all the matters of women's welfare, development and empowerment. It is executing schemes and policy for women empowerment. These schemes are including wide range of consideration such as women's need for shelter, security, safety, legal aid, justice, information, maternal health, food, nutrition etc., as well as their need for economic up gradation through skill development, education and access to credit and marketing.

### **1.3 Financial Inclusion-**

Finance is the Backbone of a Modern economy. A financial system is the most relevant conveyance for economic metamorphosis. It comprises of inter- related activities which work collectively to accomplish pre-determined objectives of economic growth. It involves financial markets, financial institutions, financial instruments and financial services which have the power to manipulate the creation of savings, investments and capital formation to induce economic growth.

A financial system provides benefits to the people of the country but majority of them are expelled from the banking system as they are financially excluded people which

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1. women\_men\_2011\_31oct11\_pdf

2. Prink Monga, (2015) "Cruelty against Women & Remedies available for it", International Journal of Law ISSN: 2455-2194  
www.lawresearchjournal.com Volume 1; Issue 1; November 2015; Page No. 64-67

means that these people are unable to access even the basic financial services in a suitable manner. So, the financial system has to play the most important role in precipitating this spirit as it effects the overall economic growth of a country and then comes the role of financial inclusion. This shows that financial inclusion is a part of the financial system.

Financial inclusion is regarded as a way to raise poor people from the grab of the exorbitant money lenders. It also brings people's savings in the formal financial system. Therefore, financial inclusion is considered as one of the most important indicators for inclusive growth. So, in recent years the Indian government is giving top priority to financial inclusion.

Financial services have proven a potential to initiate a series of 'virtuous spirals' of economic empowerment, increased wellbeing for women and their families and wider social and political empowerment. Financial services can enable men to provide their families and work with women on an equal basis for household wealth creation. They can be a significant contribution to equitable development and civil society strengthening.

Financial inclusion has become buzzword for the Indian Economy. Financial Inclusion is a very important step towards development of any country. It is very difficult to define financial inclusion perfectly. It is very broad concept. Financial inclusion means every section of population is getting formal financial services at reasonable cost. It involves financial market, financial institutions, financial instruments and financial services which have the power to manipulate the creation of savings, investments and capital formation to induce economic growth. Only the number of account users is not enough as measurement of financial inclusion. Whether those account holders are using loan, insurance, payment via cheque, online transfer is also important. Financial inclusion may be defined as the process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost (The Committee on Financial Inclusion, Chairman: Dr. C. Rangarajan )

Report on financial inclusion 2008-"Financial inclusion means to provide financial services at an affordable cost to disadvantaged and the lowincome group. Financial

services includes credit saving, insurance, payments and remittance facilities. The objective of financial inclusion is to extend the activities of formal inclusion to the lower income group so they can get out of poverty."<sup>3</sup>

Being a developing country, India's most important goal is development and poverty alleviation. Still around 22% of our population is living below poverty line. For reaching the economic status of a developed society every household of Indian Economy should get all the basic and minimum requirements. They should lead a good standard of living. In India only 26% of women have an account with a formal financial institution compared with 48% of men.<sup>4</sup> In a country where half of the population is still unbanked, this model of Bank will boost the financial inclusion of weaker section. This will positively affect the current statistics which depicts the Per capita income. Women is having 80% lower per capita income than that of men. We have 6,40,867 villages in which 405.1 million females are living of which 223.8 millions females are residing in the rural area.<sup>5</sup>

Approaching such a large population for financial inclusion, can be the main stream of development. Mann Deshi Bank model can become a good tool for financial inclusion of rural women resulting in them taking the growth path and complete utilization of women potential. In the thesis, researcher will try to get real steps of Mann Deshi Mahila Sahakari Bank towards financial inclusion.

### **1.3.1 International Scenario**

The term financial inclusion was first coined in 1993 by geographers who were concerned about bank branch closures and the resulting limited physical access to banking services. This idea grew but it was not until around 1998 that the term was first used in a broader sense to describe people who have limited access to mainstream financial services. It was in the same year that the Credit Union Taskforce was created by HM Treasury and the Fourteen Policy action teams were established as a result of the Social Exclusion Unit report "Bringing Britain Together: a national strategy for neighborhood renewal". One of these teams was tasked with developing a strategy to increase access to financial services for people living in deprived neighborhoods.

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3. Report of the committee on Financial Inclusion(2008)

5.[http://www.censusindia.gov.in/2011census/population\\_enumeration.html](http://www.censusindia.gov.in/2011census/population_enumeration.html) accessed on 12-4-18

It was from this point that financial inclusion in its current form really took off in the UK. The Financial Inclusion Taskforce was set up in 2005. Based in HM Treasury, chaired by Brian Pomeroy, the Taskforce was an independent group of financial inclusion experts, assisted by a team of civil servants, they monitored and evaluated the progress of the government's financial inclusion goals.

The global Findex data base 2014 launched by World Bank reflects that 62 percent of adults worldwide have an account at a bank or another type of financial institution or with a mobile money provider.(AsliDemirguc-KuntLeora, Klapper,Dorothe Singer-2014). Additional 700 Million adults become account holder between 2011 to 2014. As per the report of Findex, 2 billion adults are unbanked, the most share (50%) being of South Asia, East Asia and Pacific together. South Asia is the home for 625 million adults without formal bank account and has 31% share in globally unbanked adults. 490 million adults from east Asia. The Pacific region comprises of 24% of unbanked adults Globally<sup>4</sup>.

Defined broadly, financial inclusion is the proportion of individuals and firms with access to formal financial services. At the global level, 2.5 billion people – or half of the world's population – remain without a bank account, but differences are marked across countries. Access to financial services varies widely by a country's level of development as well as an individual's income, education and gender. According to the World Bank's Findex, 90% of adults in high-income countries have an account at a financial institution compared to only 41% in developing countries.

The three most populous countries China, India and Indonesia comprises 38 % of unbanked adults from the Globe. India carrying 21 % of unbanked adults from the globe while china has 12% and Indonesia have 6% unbanked adults from the globe.1.1 million women are unbanked in globe which share 55% in adults in the globe. In survey of 2011, reported 47% women and 54 % men having formal bank account while In 2014 survey showed 58 % women and 64 % men do have bank account. The gender Gap in holding account is not reducing. It is persisting on 7 globally and in developing economy it is constant on 9<sup>4</sup>.

In this study findex survey asked for not having formal bank account from the adults.

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4.Demirguc-Kunt, Asli, Leora Klapper, Dorothe Singer, and Peter Van Oudheusden.( 2015),“*The Global Findex Database 2014: Measuring Financial Inclusion around the World.*” Policy Research Working Paper 7255, World Bank, Washington, DC.

the most important reason for not having formal bank account is lack of money. 59% of the unbanked adults gave reason for lack of sufficient money. 30 % non-account holders gave reason that one of their family members has bank account, so they do not require separate bank account. Other reasons cited by adults' financial institutes are far away, financial services are expensive, lack of document and lack of trust on financial institutes. Most important reason for not having account is lack of money globally.

### **1.3.2 National Scenario-**There is a long history of financial inclusion in India.

Traditionally, it was believed that financial inclusion means only opening new bank branches in rural and unbanked areas. but now days it has broader meaning. Besides saving and loan account, pension, insurance, direct benefit transfer, mobile banking, Financial advice, etc and so many things are coming under financial inclusion.

The reserve bank of India set up a commission (Khan Commission) in 2004 to look into financial inclusion and the recommendations of the commission were incorporated in to mid-term review of the policy (2005-06). In the report of RBI exhorted the banks with a view of achieving greater financial inclusion to make available a basic "no frills" account.

In India financial inclusion first featured in 2005, when it was introduced as pilot project in UT of Pondicherry, by K.C Chakraborty, the chairman of Indian bank. Magalam Village has become the first village in India where all households were provided banking facilities. In addition to this KYC (know your customer) norms were relaxed for the people intending to open accounts with annual deposits of less than 50,000. General credit cards (GCC) were issued to the poor and the disadvantaged with a view to help them access easy credit. In January 2006, The Reserve Bank of India permitted to commercial bank, to make use of the services of non-governmental organizations (NGOs/SHGs) micro-finance institutions and other financial institutions and civil society organizations as intermediaries for providing financial and banking services. These intermediaries could be used as Business Facilitators (BF) or Business Correspondents (BC) by commercial banks. The RBI (Reserve Bank of India) asked the commercial banks in different regions to start a 100% financial inclusion campaign on a pilot basis. As a result of campaign, states or

U.T.s like Pondicherry, Himachal Pradesh and Kerala have announced 100 % financial inclusion in all their districts. RBI's vision for 2020 is to open nearly 600 million new customer accounts and service them through a variety of channels by leveraging on IT.

The Government of India and the Reserve Bank of India have been devoting their concentrated efforts to promote financial inclusion as one of the important national objectives of the country. Last five decades, important steps for financial inclusion were nationalization of banks, establishment of so many branches of commercial banks, co-operatives and regional rural banks, Fixation of priority lending targets , lead bank scheme, formation of self-help groups, permitting BCs/BFs to be appointed by banks to provide door step delivery of banking services, zero balance BSBD accounts, etc. The primary objective of all these initiatives is to include financially excluded Indian population under financial arena up till now. In 2014 More committee report gave one agenda that by 1st January 2016 every adult Indian should have formal electronic individual safe electronic account with in distance of 15 minutes of walking.

**Table 1.1**  
**Global FINDEX database for India**

<b>Sr.No</b>	<b>Particular</b>	<b>Country Data(2011)</b>	<b>Country Data(2014)</b>
<b>1.</b>	<b>Account (% age 15+)</b>		
<b>2</b>	<b>All adults</b>	<b>35.2</b>	<b>53.1</b>
<b>3.</b>	<b>Men</b>	<b>43.73</b>	<b>62.47</b>
<b>4.</b>	<b>Women</b>	<b>26.5</b>	<b>42.1</b>
<b>5.</b>	<b>Mobile Account (% age 15+)</b>		
<b>6.</b>	<b>All adults</b>	<b>2.2</b>	<b>2.4</b>
<b>7.</b>	<b>Savings in the Past Year (% age 15+)</b>		
<b>8.</b>	<b>Saved at a financial institution</b>	<b>22.4</b>	<b>14.4</b>
<b>9.</b>	<b>Credit in the Past Year (% age 15+)</b>		
<b>10.</b>	<b>Borrowed from a financial institution</b>	<b>7.7</b>	<b>6.4</b>

11.	<b>Borrowed from family or friends</b>	<b>19.7</b>	<b>32.3</b>
12.	<b>Borrowed from a private informal lender</b>	<b>6.6</b>	<b>12.6</b>

Source: <http://www.worldbank.org/en/programs/globalindex>

In July 2015 Reserve Bank of India constituted a Committee on medium term path on financial Inclusion under chairmanship of Deepak Mohanty. As of the recommendation 1.3 , Committee recommends for a welfare scheme **Sukanya Shiksha** for girl child .It can be jointly funded by the central and state government.<sup>6</sup> Girls from lower income group who are taking admission in middle school , bank will credit nominal amount in account. this scheme will reduce dropouts rate of girls as well as will help in establishment of bank branch for lead bank scheme for social cash transfers. As per recommended by Committee BC registry should be started with online process. BC authentication with photos and Aadhar card, name of BC, type of BC, location GIS coordinates of fixed point BCs, nature of operations, area of operation The data can be updates on quarterly basis including black listed BC . So other bank should not work. Online process will be able of supervise operation of BCs.

### **NSSO 59th Round Survey Results<sup>3</sup>**

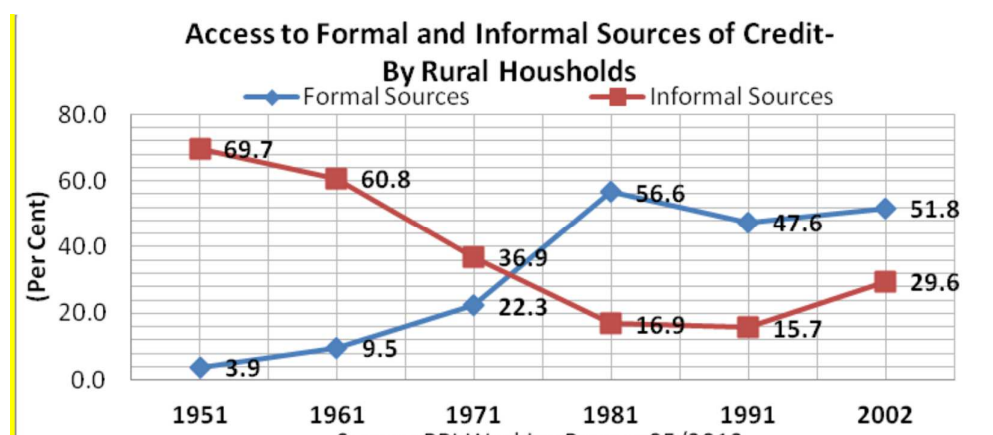
- 51.4% of farmer households are financially excluded from both formal/informal sources.
- Of the total farmer households, only 27% access formal sources of credit; one third of this group also borrowed from non-formal sources.
- Overall, 73% of farmer households have no access to formal sources of credit.
- Across regions, financial exclusion is more acute in Central, Eastern and North-Eastern regions. All three regions together accounted for 64% of all financially excluded farmer households in the country. Overall indebtedness to formal sources of finance of these three regions accounted for only 19.66%.
- However, over the period of five decades, there has been overall improvement in access to formal sources of credit by the rural households

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<sup>6</sup> Report of the Committee on Medium-term Path on Financial Inclusion 2015



**Figure 1.1**



Source- RBI working paper 5/2013

As per the 2011 census, only 58.7% households are availing the services of bank accounts while it was only 35.5 in 2001 census. So, situation is improving.

Strengthening BC model is an important agenda in financial services in under-banked and unbanked regions of the country. In this prospect BC registry is making mandatory. RBI is making framework for BC registry and IBA is setting online portal. IBA has set up a Governing Council comprising members each from IBA, NABARD, two members each from academics and experts from industry. The Council is in the process of developing the course curriculum. That curriculum will help to increase performance of BCs.<sup>4</sup>

**Table 1.2 Financial Inclusion Plan: A Progress Report**

Sr. No	Particulars	End-March 2010	End- March 2016	End- March 2017
1	Banking Outlets in Villages – Branches	33,378	51,830	50,860
2.	Banking Outlets in Villages > 2000-BCs	8,390	98,958	105,402
3.	Banking Outlets in	25,784	432,271	438,070

	<b>Villages&lt;2000- BCs</b>			
<b>4.</b>	<b>Total Banking Outlets in Villages – BCs</b>	<b>34,174</b>	<b>531,229</b>	<b>543,472</b>
<b>5.</b>	<b>Banking Outlets in Villages- Other Modes</b>	<b>142</b>	<b>3,248</b>	<b>3,761</b>
<b>6.</b>	<b>Banking Outlets in Villages - Total</b>	<b>67,694</b>	<b>586,307</b>	<b>598,093</b>
<b>7.</b>	<b>Urban Locations covered through BCs</b>	<b>447</b>	<b>102,552</b>	<b>102,865</b>
<b>8.</b>	<b>BSBDA-Through branches (No. in millions)</b>	<b>60</b>	<b>238</b>	<b>254</b>
<b>9.</b>	<b>BSBDA-Through branches( Amt. in ` billion)</b>	<b>44</b>	<b>474</b>	<b>691</b>
<b>10.</b>	<b>BSBDA-Through BCs (No. in millions)</b>	<b>13</b>	<b>231</b>	<b>280</b>
<b>11.</b>	<b>BSBDA-Through BCs (Amt. in ` billions)</b>	<b>11</b>	<b>285</b>	<b>164</b>
<b>12.</b>	<b>) BSBDA-Total (No. in millions)</b>	<b>73</b>	<b>469</b>	<b>533</b>
<b>13.</b>	<b>BSBDA Total (Amt. in ` billions)</b>	<b>55</b>	<b>638</b>	<b>977</b>
<b>14</b>	<b>OD facility availed in BSBDA's (No. in millions)</b>	<b>0.2</b>	<b>9</b>	<b>9</b>
<b>15.</b>	<b>OD facility availed in BSBDA's (Amt. in ` billions)</b>	<b>0.1</b>	<b>29</b>	<b>17</b>
<b>16.</b>	<b>KCCs -Total (No. in millions)</b>	<b>24</b>	<b>47</b>	<b>46</b>
<b>17.</b>	<b>KCCs -Total (Amt. in ` billions)</b>	<b>1,240</b>	<b>5,131</b>	<b>5,805</b>

<b>18.</b>	<b>GCC-Total (No. in millions )</b>	<b>1</b>	<b>11</b>	<b>13</b>
<b>19</b>	<b>GCC-Total (Amt. in ` billions)</b>	<b>35</b>	<b>1,493</b>	<b>2,117</b>
<b>20.</b>	<b>ICT A/Cs-BC-Total Transactions (No. in millions)</b>	<b>27</b>	<b>827</b>	<b>1,159</b>

Source-Annual report of RBI 2016-17

The Reserve Bank of India had set up the Financial Inclusion Advisory Committee (FIAC) in 2012 to review financial inclusion policies on an on-going basis and to provide expert advice on the matter. With the implementation of Pradhan Mantri Jan-Dhan Yojana (PMJDY) Government of India reconstituted FIAC in June 2015 ,which is formulating national strategy for financial inclusion (NSFI).FIAC is looking after all the aspects of financial inclusion in India.<sup>7</sup>

### 1.3.3 Banking in India

In Ancient time Sharoffs, Seths, Sahukars, Mahajans, Chettis, used to perform function of lending money. The General Bank of India started in 1786, and The Bank of Hindustan.Three presidency banks, namely the Bank of Bengal, the Bank of Bombay and the Bank of Madras, were set up. All these Presidency banks used to work as semi central banks. In 1925 all these three merges as Imperial Bank of India.After that so many banks started. Major step in banking in India was establishment of Reserve Bank of India. Imperial bank was reconstituted as State bank of India in 1955.

In 1949 Banking regulation act made Reserve Bank of India as Government's Bank, which controls monetary policy of India. Previously all the commercial Banks were working under private ownership, but the motive of giving financial assistance to weaker section of the economy was not fulfilled. For fulfillment of the basic objective of financial assistance to agriculture sector and weaker section 14 commercial Banks nationalized in 1969 and six more banks nationalized in1980.All these nationalized

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7. Annual Report RBI 2016-17

banks started working for betterment of poor section of the economy as government mandate 1975 Regional Rural Banks started for local separate requirements.

### **1.3.4 Cooperative Bank in India**

Cooperative Banks originated in 1904 with the passing of the Act. A cooperative bank is a cooperative society registered or deemed to have been registered under any State or Central Act. Cooperative banks play an important role in the Indian Financial System, especially at the village level. The growth society registered or deemed to have been registered under any State or Central Act. If a cooperative bank is operating in more than one State, the Central Cooperative Societies Act is applicable. In other cases, the State laws are applicable.

Apart from various other laws like the Banking Laws (Application to Co-operative Societies) Act, 1965 and Banking Regulation (Amendment) and Miscellaneous Provisions Act, 2004, the provisions of the RBI Act, 1934 and the BR Act, 1949 would also be applicable for governing the banking activities.

These cooperative banks cater to the needs of agriculture, retail trade, small and medium industry and self-employed businessmen usually in urban, semi urban and rural areas. In case of co-operative banks, the share holders should be members of the co-operative banks. The share linkage to borrowing is a distinctive feature of a co-operative bank. Rural cooperative sector in India plays a vital role in fulfilling the credit requirements of rural agricultural sector of India. At recent times, the rural credit flow through rural cooperative sector has risen substantially in order to keep pace with the growing demand for credit in the rural parts of India.<sup>8</sup>

### **1.4 Mann Deshi Bank-**

Mann Deshi Mahila Sahakari Bank is a regulated co-operating bank by and for woman, Founded in 1997. It was India's first rural financial institution to receive a cooperative license from the RBI. Today Mann Deshi Bank is the largest bank in Maharashtra with over 1,00,000 clients, offering individual and group Loans, Saving, insurance and pension plans. Foundation had taken place in Satara district where rainfall is less than 5 inches. Most of the male population left for city area for

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8. "Banking Law and Practice" The Institute Of Company Secretaries Of India

searching for a job in service sector. Early in life women become the caregiver in the household. This area primarily comprised of scheduled caste, backward class other backward classes (OBC), member of whom over 75% are below poverty line. The Mann Deshi sahakari Bank was founded by illiterate, rural woman who won a hard – fought battle for a banking licence from the RBI, since then the bank has grown from start-up capital worth US \$15000 to assets worth US\$20,000000 in 2018. Mann Deshi has a repayment rate of 98%. Mann Deshi Mahila Bank is the only Bank that is Providing Door-Step Banking<sup>1</sup>. The Mann Deshi Mahila Bank has managed to be a profitable bank with a net NPA (non-performing assets) at just two percent. The bank is aiming to reach 10 lakh customers by the year 2020.

Some of the initiatives of Mann Deshi foundation are business schools for rural women, mobile business schools, financial literacy, umbrella program for street vendors, freedom ride program for school girls, community radio, champion sports program etc. The Group has two organizations. First is Mann Deshi Foundation, an NGO that provides a variety of non-financial services to its clients; and second is Mann Deshi Mahila Sahakari Bank.

**"Mann Deshi Bank's story is a story of ordinary women with extra-ordinary work. Never suggest poor solution to poor people. They are smart."**

Mrs Chetna Sinha founder of Mann Deshi Bank

Mrs. Chetna Gala Sinha is the founder of Mann Deshi Bank. The head office of the bank is in Mhaswad. Mrs. Chetna Sinha married to a farmer of Mhaswad village. One day one woman Kanta Bai came to her for opening a saving account of small amount in a bank. Kanta bai wanted to save 10 rupees daily for buying plastic for the monsoon for her family. Both of them visited the bank. Bank refused to open account because ten rupees was very small amount. Kanta bai was not demanding any kind of loan or assistance, simply she wanted to save her own small amount of money. So idea of opening bank only for this kind of women came in the mind of Chetna Sinha. she applied for rural co-operative bank only for women.

The RBI refused to give license in the ground that all the promoters of the bank are non- literate. Mrs. Chetna Sinha disappointed. That time rural women came to her and told we will learn reading and writing. She started literacy class. The group of rural women end of the day coming for the class whatever worked they did all day.

After five months Mrs. Chetna went with 15 rural women for getting license of the bank. The women told to the bank officer that we cannot read and write, but we can count. They challenged that give us any principle amount and interest we can calculate fast and tell your officer to calculate without calculator. If we will do fast give us license, and it happened. The rural women got license for opening rural co-operative bank.

When the Mann Deshi Bank Started, women were not able to come due to loss of their work. So for them Mrs. Chetna started doorstep banking. Currently 1,00,000 account holders and 130 crore rupees capital . This capital is completely women capital. Bank is not getting any assistance or help, business investment from outside the bank. This money is only belonging to women. These women are becoming financially strong. Mann Deshi Bank has numerous members. They are getting dividend. It can be said whole functioning of MDMSB completely based on co-operation.

In 2012 there were horrible drought in the village Mhaswad. So many villager starting selling their only asset livestock and migrating to another place .One of the customer Kera bai told bank manager to whom you will serve when everybody will migrated. She mortgaged her gold ornaments for feeding her livestock. Then MDMSB started water conservation programme. Mann Deashi Bank started cattle camp for providing fodder to all livestock.

Mann Deshi Foundation provides the training skill and support women to set up business. Every branch office having foundation courses. and mobile buses are available to remote areas. Financial and digital literacy courses are compulsory for all the participants. Till date around 4,00,000 women got advantage of this course. The Mann Deshi Foundation celebrates women's strengths and entrepreneurship. Foundation encourage women to find out their potential, build up their confidence and complete their dreams. Community Radio highlights success stories. Every year, the 'Successful Businesswomen' awards are attended by thousands of women and their families. Currently 12 business school and 3 chamber of commerce interacted with the 77.000 women. Two mobile business school started in Nasik (Maharashtra) and Silvassa(Gujarat) this year with the help of Hindustan Unilever. Besides Mann Deshi resource persons forty successful local business women are running workshops and

giving guidance ,practical tips and techniques to seeking women on the nominal stipend.

Mann Deshi bank Is first bank that is providing pension facility to women. With the collaboration of UTI. When Government started pension scheme for unorganised sector it took model of MDMSB.

At the time of demonetization. MDMSB helped women for getting small amount of cash. MDMSB took all State Bank of India's small notes and created individual pouches worth Rs 500.MDMSB converted mobile business School to mobile bank and travelled different weekly markets and exchanged old 500 notes . nearly 5000 people got advantage of these facility.

Business schools are devoted to give confidence to women for coming out to their home and believe in themselves and try to earn independent income. Even B-school try for diversify and expand income resources. 95% of B-school trainee women told they improved their financial practices, 65 % told their standard of living had enhanced.22% women are getting more confidence.16 % of b-school trainee have applied for more loan in Mann Deshi Bank itself.55 % of trainee felt more respect from the family and communities. 55% of women experienced more economically empowered.

One year Mann Deshi MBA program is an intensive course which include training on financial, marketing, planning, inventory and accounting systems, simultaneously participants attend workshops market fair, visit successful businesses. Grameen foundation evaluated MBA programme in 2017 that 82% women got the idea how to expand business in new village.51 % got increase in their income and 39 % started secondary business.

Mann Deshi foundation started goat doctor program this year with the help,of Nimbalkar Agricultural Institute (NARI) Phaltan. As goat rearing is more popular in this drought prone area as compared to large cattle .In this male dominated profession women have been trained in goat farming, vaccinations, first aid and artificial insemination. They are called goat doctors . This year 8 women become female goat doctor and now team of 13 goat doctors

So it can be said Mann Deshi Bank is providing every kind of support and because of that women are getting good valuable training, they are able to become self reliant, successfully running their business. Rural women are becoming economically strong and confident. They are getting more respect in family and community. They are able to increase their level of income and standard of living. They can take economic decisions. Good entrepreneurs are getting awards and social empowerment. Chamber of commerce is providing financial counseling and Tarang vahini or community Radio broadcasts success stories of women that motivates others. Mann Deshi bank is making women financially sound and empowered. Mann Deshi Foundation is giving training to self-entrepreneurship. women are making self help group taking joint liability loan, repayment doing on time. Thus becoming self reliant. Financial literacy is helping women to manage their financial aspects perfectly. Awards are giving them social empowerment. They are increasing their business opportunity. Mann Deshi Bank and foundation are developing rural women in all aspects, making them economically socially empowered.

### **1.5 Relevance of the study:**

“A recent global survey of top 50 Women business leaders in the world included 4 Indian Women. But the sad reality is that women in India face discrimination and hardship at home, at school, at their place of work and in public places.”<sup>9</sup>

**1.Academic relevance-** The research topic is closely related with banking and finance. It is of prime importance to the student of economics in particular and banking in general in the Indian scenario. If proved viable Mann Deshi Bank Model can be included in the curriculum of special paper for Banking and Finance.

**2.Research Relevance-**In current Indian situation Financial Inclusion is of great importance. The research related with rural financial inclusion in general and with women in particular has not yet been done. The researcher has identified the research gap in this regard. Thus this study will be an addition to the prevailing body of knowledge.



**3.Policy Relevance** -The Women who have entrepreneurial skill would certainly be benefitted of subsidized resources for setting up a commercial enterprise. In India only 26% of women have an account with a formal financial institution compared with 48% of men.<sup>2</sup> In a country where half of the population empowerment is still unbanked, this model of Bank will boost the financial inclusion of weaker section. This positively will better off the current statistics which depicts the Per capita income. The Per Capita Income of women is 80% lower than men. We have 6,40,867 villages on that 405.1 million females are there again 223.8 million females are in rural area<sup>5</sup>, approaching such much large population for financial inclusion, giving them acknowledgement of privileges is a difficult task. It has become essential to take rural area in the main stream of development. Mann Deshi Bank model can become good tool for financial inclusion of rural women resulting into taking them in growth path and complete utilization of women potential.

### **1.6. Objective of the Study:**

1. To study and understand the working procedure of Mann Deshi Mahila Bank.
- 2.. To study the role of Mann Deshi Mahila Bank for Financial inclusion of rural women.
- 3.. To find out extent and reach of Mann Deshi Mahila Bank services.
- 4.. To study the feasibility of Mann Deshi Mahila Bank model as banking point of view( cost benefit approach).
5. To check the viability of applying Mann Deshi Mahila Bank model to rural areas in State of Maharashtra.

### **1.7Justification of Objectives:**

#### **1.To study and understand the working procedure of Mann Deshi Mahila Bank-**

By understanding the working procedure of Mann Deshi Bank, the researcher will get proper insight into the subject matter, which will provide

#### **2..To study the role of Mann Deshi Mahila Bank in Financial inclusion of rural**

**women.** – By studying the role of Mann Deshi Bank in Financial inclusion of rural women, the researcher will get strong evidence to suggest

**3. To find out extent and reach of Mann Deshi Mahila Bank services.**- By finding the extent and reach Mann Deshi Mahila Bank services the density of financial inclusion will be verified by the researcher the application of this model on a wider level.

**4. To study the feasibility of Mann Deshi Mahila Bank model as banking point of view( cost benefit approach).**- The study of feasibility of Mann Deshi Model with cost benefit approach will give proper direction to the study.

**5. To check the viability of applying Mann Deshi Mahila Bank model torural areas in State of Maharashtra.**- Mann Deshi Mahila Bank is very successful and suitable for financial inclusion in rural are Satara district by checking the viability of operation in the rural area of Maharashtra. The researcher wants to suggest application of Mann Deshi Mahila Bank Model to the policy makers.

## **1.8 Statement of Hypothesis:**

### **Hypothesis N0 1**

**H<sub>0</sub> : Mann Deshi Mahila Bank does not play dominant role regarding financial inclusion of Women in rural areas of Satara district.**

**H<sub>1</sub> : Mann Deshi Mahila Bank plays dominant role in financial inclusion of Women in rural areas of Satara district.**

### **Hypothesis 2**

**H<sub>0</sub>: All the branches of Mann Deshi Mahila bank are not profitable and thus the Model of Mann Deshi Bank is not economically viable for financial Inclusion of rural women.**

**H<sub>1</sub>: All the branches of Mann Deshi Mahila Bank are profitable and thus the Model of Mann Deshi Bank is economically viable for financial Inclusion of rural women.**

### **Hypothesis 3**

**H<sub>0</sub> : The Mann Deshi account holders do not delighted to recommend their family and friends the Mann Deshi Bank.**

**H<sub>1</sub> :The Mann Deshi account holders delighted to recommend their family and friends the Mann Deshi Bank.**

### **8. Respondents:**

1. Branch Managers of each Bank in the field area.
2. Front line people
3. Customers

### **1.9 Research Methodology**

The research design is exploratory and descriptive in nature. Information will be collected with the help of a structured and well-designed questionnaire. The researcher has used both primary data and well-designed questionnaire. The researcher has used both primary and secondary data for study.

The secondary data is collected from the books, magazines, journals articles, bulletins of different banks RBI, IBA, periodicals, annual reports of banking institutions, articles in the newspapers, published and unpublished data related to the subject. The source and research material available in NIBM LIBRARY, DHANANJAY Gadgil Library of GIPE, Library Modern College Shivaji nagar, Women's study Center and Jaykar Granthalaya of Savitri Bai Phule , Pune University were specially referred for collection of secondary data.

Primary data is collected based on sample survey method. In order to give proportional representation of the population concerned. random selection of self-rural women in concerned village is done. Mann Deshi Bank has 7 branches .out of that 6 branches are in rural area. Researcher has visited 6 villages. Specially at the time of the weekly market. She had randomly selected women and ask structured questions. For collecting the data required for the research study a systematically designed questionnaire is used, keeping the objectives in mind. The questionnaire was administered by preparing an interview schedule on standard structured questions. It is assumed the use of this method would satisfy the basic purpose of measurement that is of making information comparable from case to case.

Sample collection includes details about the sample size, distribution of samples within the banking institutions, criteria used for the sample selection and sample

selection itself. A sample study method is found more suitable to analyze and understand the objectives and the issues data collection methods, questionnaire and its administration and the statistic used for the administration of data. Data collected from the questionnaire will be analyzed using simple mean, weighted mean, and percentage, ratios and cross tabulations. The presentation and analysis of data will be made using tabulations and figures. To achieve the objectives of the study, the survey method will be used as a method of investigation with the help of questionnaire designed for obtaining information from the sample population of women customers of the bank.

The type of research in study is a descriptive research as it involves description, recording, analysis and interpretation of the conditions that exists. The researcher will use both Primary data and Secondary data for the purpose of study.

MannDeshi Mahila Sahakari Bank Started in 1997. It is opened only for rural women This bank has seven (7) branches.

- 1. Mhaswad**
- 2. Lonand.**
- 3. Vaduj**
- 4. Gondawale**
- 5. Satara**
- 6. Dahiwadi-** Dahiwadi is in urban area. So researcher did not visited there.
- 7. Dhayri** branch is in pune district urban area, so researcher did not visit there.

Researcher visited on the day of weekly market and talked to sellers and buyers. As the basic objective of researcher was to get extent of MDMSB in rural satara area. She has contacted rural women in the markets. She visited weekly market in Mhaswad, Vaduj, Gondawale. Again, she visited surrounding areas of lonand, Satara, Mhaswad. Researcher visited six branches and contacted randomly surrounding rural women. Researcher took interview of respondent with structured questionnaire. Researcher contacted 564 women in these five different places. Mhaswad, Londand, Gondawale, Vaduj, Satara,

**Primary Data:**

Primary data will be collected on the basis of sample survey method. Since the major thrust in the study is concerned with Mann Deshi Mahila Bank. As the study is multidimensional, a systematic and well-planned data will be collected by filling the questionnaires from and conducting the interviews of

- Founder of Mann Deshi bank (Mrs Chetana Vijay Sinha )
- Branch Managers of each Bank in the field area.
- Front line people
- Customers

Whether the model of Mann Deshi Mahila Bank will be beneficial for its women customers point view. For this purpose, Questionnaire will be different. Again, from the Banking point of view (cost benefit analysis) will be done. Questionnaire will be prepared different for banking personals.

For collecting the data required for the research study a systematically designed questionnaire will be used, keeping the objectives in mind. The questionnaire will be administered by preparing an interview schedule based on which questions will be asked. Each of the respondents will be interviewed on standard structured questions. It is assumed that the use of this method would satisfy the basic purpose of measurement that is of making information comparable from case to case. Researcher will use pilot survey method. She will try to check whether questionnaire are able to provide full information about the customer. After satisfying criteria the researcher will use questionnaire as required for investigation purpose.

**1.9.1 Universe and Sample:**

This analysis is related with Mann Deshi Mahila Bank Model. As total universe considered as total rural women of Satara. In order to give proportional representation of the population concerned. Mann Deshi Bank has 7 branches .out of that 6 branches are in rural area. Researcher visited 6 village. Researcher visited on the day of weekly market, and talked to sellers and buyers and housewife and other working women. As the basic objective of researcher was to get extent of MDMSB in rural Satara area. The researcher has contacted rural women in the markets. Researcher visited weekly market in Mhaswad, Vaduj, Gondawale. Again researcher visited

surrounding areas of Lonand, Satara, Mhaswad. Researcher visited six branches and contacted rural women surrounding branch of the MannDeshi bank. The Researcher took interview of respondent with structured questionnaire. Researcher contacted 564 women in these five different places. Mhaswad, Londand, Gondawale, Vaduj, Satara.

### **1.9.2 Justification of Sample**

Random Sampling method has been selected considering the size of the bank and the number of beneficiaries. Researcher used quota sampling method. As total universe considered as total rural women of Satara. First quota of gender based. Researcher choose only rural women of Satara. Second quota account holder and non-account holder. Initial question are based on general information. After information about account holders. there are separate questions for account holders and non-account holders. Third type of quote area wise. As MDMSB having six branches in rural Satara. Researcher collected hundred sample from each branch area.

### **1.9.3 Sources of data collection**

#### **Primary Data-**

Researcher contacted personally to the rural women in Satara and visited all the rural branches of Mann Deshi Bank, meet the following person

- Branch Managers of each Bank in the field area.
- Front line people
- Customers

#### **Secondary data**

- The Secondary data collected from different books, magazines, journals, articles, bulletins of different banks, RBI, IBA, periodicals, annual reports of banking institutions, articles in the newspapers, published and unpublished data related to the subject.

### **1.9.4. Methods of data collection**

- Primary data will be helpful in this regard which will be collected by way of interviews and questionnaire.
- The other data consists of various research thesis published in book form and other published work by eminent researchers in India in the field financial inclusion . The detailed list of referred books has been furnished in the

Bibliography. This work not only furnishes the vast and authentic data along with interesting and original finding but it becomes very much useful for development of researcher personal grasp and helped in understanding of such kind of a specialized area of research. The third set, which has been used as a source of secondary data, consists of various classic works and research based reference books. The detailed list has provided in Bibliography. The fourth source of secondary data is from the following libraries and institutions. The sources and research material available in NIBM library, Dhananjay Gadgil Library of GIPE, Women's Study Centre and Jaykar Granthalaya of Pune University, specially referred for collection of Secondary Data.

### **1.9.5 Techniques of analysis of data:**

1. Simple mean,
2. Weighted mean,
3. Percentage,
4. Ratio
5. Cross Tabulations.
6. The presentation and analysis of data made by the use of tabulations and figures.

### **1.10 Scheme of the chapters**

#### **Chapter 1. Financial Inclusion**

Chapter one is including introduction of the thesis. Background of the Mann Deshi bank. This chapter is explaining what the meaning of financial inclusion is. This chapter discuss different aspects of the financial inclusion. It has been discussed the report on financial inclusion from different sources broad and narrow definition of the concept. Researcher is explaining why financial inclusion is essential for women. Financial inclusion scenario on International, national, Maharashtra and Satara level. Reports on financial inclusion by different committee.

## **Chapter 2. Research Methodology**

Second chapter includes complete process of research. reason for the selection of the topic, Rationale of Selection of the Topic, statement of the problem has been discussed. This chapter includes relevance of the study and objectives of the study. This also explains Justification of Objectives. Researcher narrates and gives Justification of the Hypothesis. What is going to study in research scope of the research has been included in this chapter. Under research methodology source of data collection primary and secondary data, technique of data analysis sample design and type of sample has been discussed. In the last of the chapter scheme of all the chapter has given.

## **Chapter 3. Review of Literature**

Researcher studied related articles thesis books reports of the study. what kind of study in the financial inclusion area for rural women has been done. Research gap is discussed in this chapter. Researcher reflects the views from the related thesis, articles, research papers. Researcher also given reference of different reports on financial inclusion. Different type of definition of financial inclusion, the different parameter has been taken by different studies included in the literature review.

## **Chapter 4. Role of banks in Financial Inclusion with special reference to Mann Deshi bank**

Chapter four highlights the working procedure of Mann Deshi Bank. All the efforts taken by bank for the financial inclusion of the rural women. This chapter also includes all the efforts done by the other banks. Specialty of Mann Deshi bank for inclusion of rural women. This chapter is explaining special steps of Mann Deshi Bank for rural women in Satara.



## **Chapter 5. Interpretation and Analysis of the Data.**

In the fifth chapter, Researcher explored the data collected from primary source. All the collected data has been converted in tabular form. Based on the table bar diagram, pie-chart is made. Researcher explained the analysis part of the data. Responses analyze the account holders and non-account holders separately. Even in account holder's category analysis is done separately for Mann Deshi, nationalized bank and credit co-operative society. This chapter is providing findings are reflection of the data analysis part. Researcher provides some observation on the sample as the part of the study.

## **Chapter 6. Hypothesis Testing.**

This chapter is giving hypothesis testing results.

## **Chapter 7 Findings and suggestions**

Chapter seventh chapter is providing conclusion based on the study of researcher and findings are reflection of the data analysis part. Researcher provides some observation on the sample as the part of the study. This last chapter is including suggestions given by the investigator after the study on the subject.

## **CHAPTER II**

### **RESEARCH METHODOLOGY**

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- 2.1 Introduction:
- 2.2 Rationale of Selection of the Topic
- 2.3 Statement of the problem
- 2.4 Relevance of the Study
- 2.5 Objectives of the Study
- 2.6 Justification of Objectives
- 2.7 Hypothesis of the Research
- 2.8 Justification of Hypothesis
- 2.9 Scope of the Study
- 2.10 Research Methodology
- 2.11 Profile of Satara
- 2.12 Chapter Scheme

## **2.1 INTRODUCTION**

Research methodology is a way to resolve research problem thoroughly. It is a science of study that explain how research can be done scientifically. Researcher should know not only research methods and technique but also logic behind why specific technique are used in the study. Researcher knows perfectly what methods has to be used, why this method is selected so other people also can evaluate.

The research design is exploratory and descriptive in nature. The type of research in study is a descriptive research as it involves description, recording, analysis and interpretation of the conditions that exists. Researcher reporting what actual happened and what is happening. Researcher defined a research problem. researcher review literature about topic financial inclusion. what is the status of financial inclusion in globe, in India, in Maharashtra and in rural Satara. Information is collected with the help of a structured and well-designed questionnaire. The main methodological thrust of the present study on the collection of scientific, relative and authentic secondary and primary data and on systematic data processing and analysis.

## **2.2 RATIONALE OF SELECTION OF THE TOPIC:**

Being a developing economy, Indian Government is trying to alleviate poverty. So many schemes are implemented to reduce poverty specially after 1991 reforms. In the era of globalization, it is essential to take weaker section of rural India in the main stream of the development. Still women are deprived from economic and social empowerment. Mann Deshi Bank is opened only for rural poor women for making them economically self-reliant. It is becoming an important stone for rural women to becoming capable to support their family strongly economical point of view. So, study of Mann Deshi Bank and its working procedure is helpful in formulation the step ahead for other banks also.

## **2.3 STATEMENT OF THE PROBLEM:**

Majority of (44%) of rural population is out of the range of formal finance in India again out of this rural population the proportion of women is higher who do not get the formal banking services. Therefore, financial inclusion of rural women is strongly

pleaded, which will support the poverty alleviation program and the efforts made for women empowerment.

## **2.4 RELEVANCE OF THE STUDY:**

“A recent global survey of top 50 Women business leaders in the world included 4 Indian Women. But the sad reality is that women in India face discrimination and hardship at home, at school, at their place of work and in public places.”<sup>9</sup>

**1.ACADEMIC RELEVANCE-** The research topic is closely related with banking and finance. It is of prime importance to the student of economics in particular and banking in general in the Indian scenario. If proved viable Mann Deshi Bank Model can be included in the curriculum of special paper for Banking and Finance. Mann Deshi Bank's members and customers are growing very fast. This bank is expanding its function all the area of rural Satara. If Mann DeshiMahilaSahakariBank (MDMSB) will proved the successful in dominant role in financial inclusion, this can become role model for other banks. working procedure of MDMSB can be included in curriculum.

**2.RESEARCH RELEVANCE-**In current Indian situation Financial Inclusion is of great importance. The research related with rural financial inclusion in general and with women in particular has not yet been done. Specially MDMSB is for financial inclusion of rural women in Satara. Financial inclusion specially for rural women is not yet done. The researcher has identified the research gap in this regard. Thus, this study will be an addition to the prevailing body of knowledge.

**3.POLICY RELEVANCE-**The Women who have entrepreneurial skill would certainly be benefitted of subsidized resources for setting up a commercial enterprise. In India only 26% of women have an account with a formal financial institution compared with 48% of men.<sup>4</sup> In a country where half of the population empowerment is still unbanked, this model of Bank will boost the financial inclusion of weaker section. This positively will better off the current statistics which depicts the Per capita capital in the case of women is 80% lower than in the case of men.

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9.Words of Honourable Prime Minister at the inauguration of the BharatiyaMahila Bank Ltd.on 19th Nov2013.

4.Demirguc-Kunt, Asli, Leora Klapper, Dorothe Singer, and Peter Van Oudheusden.( 2015),“*The Global Findex Database 2014: Measuring Financial Inclusion around the World.*” Policy Research Working Paper 7255, World Bank, Washington, DC.

We have 6,52,610 villages<sup>10</sup> on that 405.1 million females are there again 223.8 million females are in rural area, approaching this much large population for financial inclusion, giving them acknowledgement of privileges is difficult task. It has become essential to take rural area in the main stream of development. Mann Deshi Bank model can become good tool for financial inclusion of rural women resulting into taking them in growth path and complete utilization of women potential.

## **2.5 OBJECTIVE OF THE STUDY:**

1. To study and understand the working procedure of Mann Deshi Mahila Bank.
2. To study the role of Mann Deshi Mahila Bank for Financial inclusion of rural women.
3. To find out extent and reach of Mann Deshi Mahila Bank services.
4. To study the feasibility of Mann Deshi Mahila Bank model as banking point of view (profit approach).
5. To check the viability of applying Mann Deshi Mahila Bank model to rural areas in State of Maharashtra.

## **2.6. JUSTIFICATION OF OBJECTIVES:**

### **1.To study and understand the working procedure of Mann Deshi Mahila Bank-**

By understanding the working procedure of Mann Deshi Bank, the researcher got proper insight into the subject matter, The working procedure of MDMSB give real model picture of financial inclusion. Once Researcher understand the working procedures MDMSB. Role model for financial inclusion can be generated.

### **2.To study the role of Mann Deshi Mahila Bank in Financial inclusion of rural**

**women.** – By studying the role of MDMSB in Financial inclusion of rural women, the researcher will get strong evidence to suggest. That type of role can be studied in the context of other banks. This study will be helpful for taking step for other banks too. Suggestions can be prepared.

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<sup>10</sup> <http://lgedirectory.gov.in>, Report Generated on 15/08/2018 09:47:12 PM, Local Government Directory

**3.To find out extent and reach of Mann DeshiMahila Bank services.** - By finding the extent and reach Mann DeshiMahila Bank services the density of financial inclusion will be verified by the researcher. In reality by finding extent of MDMSB services, its performance can be judge. As given statement by MDMSB that it is leading in rural area of Satara. Researcher is trying to get real account penetration by the MDMSB. Again what kind of services really using by the customers of MDMSB. The application of this model on a wider level.

**4. To study the feasibility of Mann DeshiMahila Bank model as banking point of view( profit analysis).-** The study of feasibility of Mann Deshi Model with profit analysis will give proper direction to the study. With the study of bank branches, reports of MDMSB will helpful in study of profitability of the bank.

**5.To check the viability of applying Mann DeshiMahila Bank model torural areas in State of Maharashtra.** - Mann Deshi Mahila Bank is very successful and suitable for financial inclusion in rural are Satara district by checking the viability of operation in the rural area of Maharashtra. The researcher want to suggest application of Mann DeshiMahila Bank Model to the policy makers.

## **2.7 STATEMENT OF HYPOTHESIS:**

### **HYPOTHESIS N0 1:**

**H<sub>0</sub> : Mann Deshi Mahila Bank does not play dominant role regarding financial inclusion of Women in rural areas of Satara district.**

**H<sub>1</sub> : Mann Deshi Mahila Bank plays dominant role in financial inclusion of Women in rural areas of Satara district.**

### **HYPOTHESIS N0 2:**

**H<sub>0</sub> : All the branches of Mann Deshi Mahila Bank are not profitable and thus the Model of Mann Desh Bank is not economically viable for financial Inclusion of rural women.**

**H<sub>1</sub> : All the branches of Mann Deshi Mahila Bank are profitable and thus the Model of Mann Deshi Bank is economically viable for financial Inclusion of rural women.**

**HYPOTHESIS NO 3:**

**H<sub>0</sub> : The Mann Deshi account holders are not delighted to recommend their family and friends the Mann Deshi Bank.**

**H<sub>1</sub> : The Mann Deshi account holders are delighted to recommend their family and friends the Mann Deshi Bank.**

**2.8 JUSTIFICATION OF HYPOTHESIS-**

**1. Justification of the first hypothesis I Mann DeshiMahila Bank plays dominant role in financial inclusion of Women in rural areas of Satara District.** It is the most important basic objective of the study to check the role of Mann Deshi Mahila Sahakari Bank in financial inclusion of rural women in the rural area of Satara. For fulfillment of this objective researcher kept first hypothesis that Mann Deshi Mahila bank plays dominant role in financial inclusion of women in rural areas of Satara district. Researcher made questionnaire for rural women in Satara according to this hypothesis. It is going to check that whether Mann Deshi account holder women are in maximum number as compared to other banks. Researcher is going to check whether actually MDMSB is playing dominant role in Satara.

**2. Justification of the hypothesis II All the branches of Mann DeshiMahila bank are profitable and thus the Model of Mann Deshi bank is economically viable for of financial Inclusion of rural women.** It is the third basic objective of the study To study the feasibility of Mann DeshiMahila Bank model as banking point of view(profit approach).Whether MDMSB are working with profit. For checking this hypothesis researcher is studying progress report and balance sheets of MDMSB.

3. **Justification of hypothesis III Mann Deshi Account holders are delighted to recommend their family and friends the Mann Deshi bank-** Second objective of the study role of Mann DeshiMahila Bank in financial inclusion of rural women. Are women satisfied with services and recommending it to family and friends. If women will be satisfied, then they will recommend it to others.

## **2.9 SCOPE OF THE STUDY**

This study is about role of MDMSB in financial inclusion of rural women. Mann Deshi Mahila Bank is only for rural women. Specially MDMSB is working in Satara. all the six branches are in Satara district. only one branch in Dhayari in Pune district. The Bank customers are only women especially rural women. Researcher study only in rural Satara. Primary data collected from the rural women in Satara. Researcher selected women from the places where bank branches situated. Study area of thesis is rural Satara only.

## **2.10 RESEARCH METHODOLOGY**

Data processing and data analysis is a crucial step after data collection. This study is based on both primary and secondary data. For the data collection of primary sources of the research study researcher used systematically designed questionnaire which was prepared based on objectives of the thesis. The questionnaire is covering all the objectives of study. For collecting the data required for the research study a systematically designed questionnaire used, keeping the objectives in mind. The questionnaire is administered by preparing an interview schedule based on questions asked. Each of the respondents was interviewed on standard structured questions. It was assumed that the use of this method would satisfy the basic purpose of measurement that is of making information comparable from case to case. Researcher used pilot survey method. Researcher tried to check whether questionnaire are able to provide full information about the customer. After satisfying criteria the researcher used questionnaire as required for investigation purpose.



## 2.10.1 CLASSES OF RESPONDENT

- **Branch Managers of each Bank in the field area-** Researcher visited all the six branches of Mann Deshi Bank and met all the branch managers  
CEO of the Mann Deshi Bank

**TABLE 2.1**  
**NAME OF THE RESPONDENTS**

<b>Sr. No</b>	<b>Name of the Respondent</b>	<b>Designation</b>	<b>Branch of Mann Deshi</b>	<b>Date of interview taken by researcher</b>
1.	<b>Rekha Kulkarni</b>	<b>CEO</b>	<b>Mhaswad</b>	<b>25/05/2016</b>
2.	<b>Vaishali Shedage</b>	<b>Branch Manager</b>	<b>Mhaswad</b>	<b>25/05/2016</b>
3.	<b>Hemlata Koze</b>	<b>Branch Manager</b>	<b>Dahiwadi</b>	<b>27/05/2016</b>
4.	<b>Shinde Ashwini</b>	<b>Branch Manager</b>	<b>Lonand</b>	<b>27/05/2016</b>
5.	<b>Smita Takale</b>	<b>Branch Manager</b>	<b>Vaduj</b>	<b>04/06/2016</b>
6.	<b>Shahida Tamoli</b>	<b>Branch Manager</b>	<b>Gondawale</b>	<b>09/06/2016</b>
7.	<b>Reshma Jadhav</b>	<b>Branch Manager</b>	<b>Satara</b>	<b>29/06/2016</b>
8.	<b>Vijay Dhokale</b>	<b>Loan officer</b>	<b>Lonand</b>	<b>27/05/2016</b>
9.	<b>Dipali Gurav</b>	<b>Co-ordinator</b>	<b>Dahiwade</b>	<b>09/06/2016</b>
10	<b>Swati Vijay Kadar</b>	<b>Co-ordinator</b>	<b>Dahiwade</b>	<b>09/06/2016</b>
11	<b>Rajashree Raskar</b>	<b>Co-ordinator</b>	<b>Lonand</b>	<b>27/05/2016</b>
12.	<b>Sheela</b>	<b>Field Officer</b>	<b>Lonand</b>	<b>27/05/2016</b>

Source-Primary Data

Table number 2.2 shows the schedule of meeting with branch managers of MDMSB and front office people of the MDMSB. Researcher met these people and took personal interview on some structured questions.

- **Front line people of the bank-** Researcher met loan officer, field officer and coordinators from different branches and took personal interview on the working procedure of Mann Deshi Bank.

**Rural women of branch area of Mann Deshi Bank-** Researcher wanted to get real extent, so visited and met around 100 women surrounding every rural branch of MDMSB. As Mhaswad is the main branch of MDMSB, Researcher contacted 162 women from this area. Mann Deshi Bank is established only for rural women. It has branches only in Satara. Till today it has seven branches. As the researcher is trying to find the extent of MannDeshi Bank in rural Satara. So, population of study is total rural women of Satara. Mashwad, Lonand, Vaduj, GondawaleSatara. Dahiwadi

### **Primary Data:**

Primary data will be collected based on sample survey method. Since the major thrust in the study is concerned with Mann Deshi Mahila Bank. As the study is multidimensional, a systematic and well-planned data will be collected by filling the questionnaires from and conducting the interviews of

- Branch Managers of each Bank in the field area.
- Front line people of the bank
- Rural women of branch area of Mann Deshi Bank

### **2.10.2. UNIVERSE AND SAMPLE:**

This analysis is related with Mann Deshi Mahila Bank Model. Researcher has selected all the branches of Mann Deshi Bank. All branches of Mann Deshi Mahila Bank is in rural area of Satara district. All the Adult rural women of Satara are considered as Universe.

### **2.10.3 SELECTION OF THE SAMPLE- (Primary Data)**

Primary data is collected based on sample survey method. Sample collection includes details about the sample size, distribution of samples within the banking institutions, criteria used for the sample selection and sample selection itself.

A sample study method is found more suitable to analyze and understand the objectives and the issues data collection methods, questionnaire and its administration and the statistic used for the administration of data. Data collected from the questionnaire is analyzed using simple mean, weighted mean, and percentage, ratios and cross tabulations correlation. The presentation and analysis of data is made by using tabulations and figures. To achieve the objectives of the study, the survey method is used as a method of investigation with the help of questionnaire designed for obtaining information from the sample population of rural women.

Researcher used quota sampling method. It is a non-probability sampling method. It is a stratified sample's non-probability version. In quota sampling first, perfect definition of population by researcher is required. Then population is divided criteria-based classes which should be mutually exclusive. Each class is defined clearly. Assignment to quota to each class on certain basis is done. Then sample size can be obtained by summing all the quota assigned to every class. As total universe considered as total rural women of Satara. First quota of gender based. Researcher choose only rural women of Satara. Second quota account holder and non-account holder. Initial question are based on general information. After information about account holders, there are separate questions for account holders and non-account holders. Third type of quote area wise. As MDMSB having six branches in rural Satara.

**TABLE 2.2**  
**NUMBER OF SAMPLE**

Sr No	Branch area of MDMSB	Number of samples (Rural Women)
1.	Mhaswad	162
2.	Lonand	104
3.	vaduj	103
4.	Gondawale	100
5.	Satara	95
	Total	564

Source- Primary Data

In order to give proportional representation of the population concerned. Mann Deshi Bank has 7 branches .out of that 6 branches are in rural area. Researcher visited 6 village.

6. Dahiwadi- Dahiwadi is in urban area. so, researcher did not visited there.

7. Dhayri branch is in Pune district urban area, so researcher did not visit there.

Researcher visited on the day of weekly market, and talked to sellers and buyers and housewife and other working women. As the basic objective of researcher was to get extent of MDMSB in rural satara area. The researcher has contacted rural women in the markets. Researcher visited weekly market in Mhaswad, Vaduj, Gondawale. Again, researcher visited surrounding areas of Lonand, Satara, Mhaswad. Researcher visited six branches and contacted rural women surrounding branch of the Mann Deshi bank. The Researcher took interview of respondent with structured questionnaire. Researcher contacted 564 women in these five different places. Mhaswad, Londand, Gondawale, Vaduj, Satara.

#### **2.10.4 Justification of Sample**

Quota Sampling method has been selected considering the size of the bank and the number of beneficiaries. Researcher collected hundred sample from each branch area.

#### **2.10.5 Sources of data collection**

Whether the model of Mann DeshiMahila Bank will be beneficial for its women customs point view. For this purpose Questionnaire is different. Again, from the Banking point of view (profit analysis) is done. Questionnaire is prepared different for banking personals.

- Bank officials of all the branches Branch Managers of each Bank in the field area.
- Rural women of that area

#### **Secondary Data**

Secondary data related to review of research thesis, empirical evidence, the fact figures published in various reports ,published by Mann Deshi Bank, Reserve Bank of India. World Bank, Asian Development Bank, committee on financial inclusion,

NABARD, reference materials published in books, research papers, seminars etc has been collected from all the available resources. The researcher has used both primary data and well-designed questionnaire. The secondary data is collected from the books, magazines, journals articles, bulletins of different banks RBI, IBA, periodicals, annual reports of banking institutions, articles in the newspapers, published and unpublished data related to the subject.

The important source of secondary data which have been used and proceed as followings.

1. Central Statistical Organization Report, Government of India.
2. Census of India 2011, Directorate of Census Operations, Maharashtra
3. Economic Survey, India, ministry of Finance, and Maharashtra
4. Reports of committee on Financial Inclusion
5. World Development Report
6. Mann Deshi bank Reports
7. Reserve Bank of India and Indian Banks Association bulletins
8. Index Reports
9. Reports of Reserve Bank of India

The other data consists of various research thesis published in book form and other published work by eminent researchers in India in the field financial inclusion. The detailed list of referred books has been furnished in the Bibliography. This work not only furnishes the vast and authentic data along with interesting and original finding but it becomes very much useful for development of researcher personal grasp and helped in understanding of such kind of a specialized area of research.

The third set, which has been used as a source of secondary data, consists of various classic works and research-based reference books. The detailed list has provided in Bibliography.

The fourth source of secondary data is from the following libraries and institutions.

#### **NAME OF THE LIBRARIES**

1. Indira College of Commerce and Science
2. Indira Institute of Management
3. Jaykar Granthalaya of Savitri Bai Phule

4. Library, Modern College of Arts commerce and Science
5. National Institute of Banking Management,
6. Dhananjay Gadgil Library Gokhale Institute of political Economy
7. Women Study Centre, Pune university
8. VaiKunth Bhai Mehta library
9. Department of Economics Savitri Bai Phule
10. British Library, Pune

**NAME OF THE BOOKS-**The researcher used so many books given below.

1. Poverty alleviation and Self Help Groups, by DR. G P Kapur
2. Research Methodology, methods and techniques. C.R. Kothari
3. "Study on Performance of Self-Help Groups in India" by Dr. Vasanthakumari P
4. "Empowerment of Rural women Through self Help Groups", by B. Suguna
5. "Emerging Issues on women Empowerment" by Jayanta Mete and Ajit Mondal
6. "Financial Inclusion in India - Policies and Programmes" by N. Mani
7. "Empowerment of Education" By Dr. Babita Agrawal
8. "Women and Economic Development" by Anita Banerji & Raj Kumar Sen.

**ARTICLES.** -Researcher referred different type articles published in different Journal, Magazines and books. Study related material collected from newspaper and journals. Researcher used published and unpublished data related to the subject. Researcher used subject related websites. The detailed list has been provided in detail in Bibliography.

## **2.10.6 METHODS OF DATA COLLECTION**

- Primary data is collected by way of interviews and questionnaire.
- The Secondary data will be collected from different books, magazines, journals, articles, bulletins of different banks, RBI, IBA, periodicals, annual reports of banking institutions, articles in the newspapers, published and unpublished data related to the subject. The sources and research material

available in NIBM library, Dhananjay Gadgil Library of GIPE, Women's Study Centre and Jaykar Granthalaya of Pune University, will be specially referred for collection of Secondary Data.

### **2.10.7. TECHNIQUES OF ANALYSIS OF DATA:**

After the collection of the data edition is done. Investigator has done coding and classification of the data. Tabulation has been done as per every question. Number of responses calculated for every option of the answer. maximum questions are closed ended with options. percentage of every option calculation is done. On the basis of every question table has been made. According to table researcher drew pie charts and bar diagram for some data correlation is done.

### **2.11 PROFILE OF SATARA**

As the study area is rural Satara. It is requirement of the study of discuss profile of Satara and all the six rural branches of MDMSB

**HISTORY-**Basically Satara is a name of fort. The names available for Satara fort are Manglai, Saptarshi, Satara, Ukabain, Ismatara, Shahgad and Ajinkyatara. The Shilatar king, second Bhoj had built the fort during the year 1190, named Ajinkyatara. It had seventeen doors and Burujas and hence the fort named Satara. As mentioned in inscriptions as old as 200B.C that probably the oldest known place in Satara District is Karad (mentioned as Karhakada). It is also believed that In Mahabharat "Viratnagari", where Pandavas lived in the 13th year of their exile, currently Wai Tahsil in Satara District. Satara is ruled by so many empires like Mauryan , "Satvahans, Chalukyas of Badami, Rastrakutas, Silaharas and Yadav of Devgiri, the Baha Manis, Adil Shahi, Shivaji (Maratha rule)

**Geography-**Satara District lies at the Western limit of the Deccan plateau in Southern Maharashtra. It is situated in the river basins of the Bhima and Krishna rivers but from the point of view of the peninsular drainage, the entire land of the District belong to the larger drainage system of the Krishna river. The District extends between 17 05' and 18 011' north latitudes and 73 033' and 74 054' East longitudes. It is surrounded by Pune District to the North, Solapur District to the East, Sangli District to the South

and Ratnagiri District to the West. It also has a small boundary of about 24 km. with Raigarh District in the North-West.

## **DEMOGRAPHIES**

The District has an area of 10,480.0 sq.kms and a population of 30,03,741 persons as per 2011 Census. While the area of the District accounts for 3.41 percent of the total area of the State, the District population constitutes 2.67 percent of the total population of the State. The density of population is 287 persons per sq. km. Among the 35 Districts of the State, the District ranks 12th in terms of area, 13th in terms of population and 18th in terms of density. Satara has a sex ratio of 988 females for every 1000 males, and a literacy rate of 82.87%.

The Headquarters of the District is located at Satara a town with a population of 1,20,195 persons as per 2011 Census. The District has a good network of roads. It is also well connected with other places of the State and Country by rail.

Satara is the capital of the district and other major towns include Wai, Karad, Koregaon, Koyananagar, Rahimpur, Phaltan, Mahabaleshwar and Panchgani. This District comes under Pune Administrative Division along with Pune, Sangli, Solapur, and Kolhapur. The district of Pune bounds it to the north, Raigad bounds it to the North-West, Solapur to the east, Sangli to the south, and Ratnagiri to the west. In the district there are 22 towns, 11 tahsils with 1745 villages. Of these, 13 towns are Census Towns, 8 Municipal Council, 1 N.P. The villages are spread over Mahabaleshwar (111), Wai (126), Khandala (66), Phaltan (125), Man (104), Khatav (143), Koregaon (138), Satara (211), Jaoli (161), Patan (343) and Karad (217) tahsils. In the district 13 new villages have been created after 2001 Census. In 2011 census the district has 11 tahsils, 22 towns and 1745 inhabited villages (including 26 uninhabited villages).<sup>11</sup>

### **Division**

2001 census, Satara district had 11 tahsils, 15 towns and 1739 villages (including 23 uninhabited villages). In 2011 census, the district has 11 tahsils, 22 towns and 1745 villages (including 26 uninhabited village)

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11. [www.censusindia.gov.in/2011census/dchb/DCHB\\_A/27/2731\\_PART\\_A\\_DCHB\\_SATARA.pdf](http://www.censusindia.gov.in/2011census/dchb/DCHB_A/27/2731_PART_A_DCHB_SATARA.pdf)



**Table No 2.3****Name of Towns & Tahasil in Satara**

Sr.no	Name of Towns	Name of Towns	Name of Tahasils
1.	Mahabaleshwar	Khed	Mahabaleshwar
2.	Panchgani	KaranjeTarfSatara	Wai
3.	Wai	Godoli	Khandala
4.	Songirwadi (Rural)	Kodoli	Phaltan
5.	Lonand	Medha	Man
6.	.Phaltan	.Patan	Khatav
7.	Kolki	Karad	Koregaon
8.	Mhaswad	.Malkapur	Satara
9.	Rahimatpur	Hajarmachi	Jaoli
10.	Koregaon	Saidapur	Patan
11	Satara	.Karad (Rural)	Karad

[www.censusindia.gov.in/2011census/dchb/DCHB\\_A/27/2731\\_PART\\_A\\_DCHB\\_SATARA.pdf](http://www.censusindia.gov.in/2011census/dchb/DCHB_A/27/2731_PART_A_DCHB_SATARA.pdf)

**Education**

In the District, educational facility is available in 1715 villages which constitute 99.77 percent of the total villages and mostly covering entire rural population. All villages of 7 C.D Blocks have education facilities. In the villages of remaining 4 C.D. Blocks the percentage of villages having education facility is above 99 percent and the size of population served is also of the same percent. In 49 villages primary school is not available. Out of these 49 villages, 18 villages have this facility within 5 Kms and 31 villages at distance of 5-10 Kms. There are 649 villages where there is no middle school and out of them, 329 villages have middle school within a distance of 5 Kms. 121 villages at a distance of 5-10 Kms and 199 villages at a distance of more than 10 Kms. In 1709 villages, there is no degree college. Among these 1709 villages, 155 villages have this facility at a distance within 5 Kms., 403 villages at a distance of 5-10 Kms and 1151 villages at a distance more than 10 Kms to avail the degree school level education facility.

**Table No 2.4****Different amenities in villages of Satara**

Number and percentage of rural population served by different amenities, 2011

Sr. No	Amenities	Number of populations	Percentage	Number of villages (Percentage)
1.	Transport communication	2331297	95.81	1337(77.78%)
2	Banks	936697	38.49	230(13.38%)
3	Agricultural Credit Societies	2029874	83.43	876(50.96%)
4	Power supply	2433067	99.99	1710(99.48%)
5	Education	2433126	99.99	1715(99.77%)
6	Medical	2022216	83.10	895(52.07%)
7	Drinking Water	2433182	99.99	1715 (99.77)
8	Post office	1745910	71.75	710(41.30%)

Source-www.censusindia.gov.in/2011census/dchb/DCHB\_A/27/2731\_PART\_A\_DCHB\_SATARA.pdf

**MHASWAD** Headquater of Mann DeshiMahilaSahakari Bank in Mhaswad. Mhaswad is a village in Mann tahasil of sataradistrict. Mhaswad is a Municipal Council city in district of Satara, Maharashtra. The Mhaswad city is divided into 17 wards for which elections are held every 5 years. The Mhaswad Municipal Council has population of 24,120 of which 12,185 are males while 11,935 are females as per report released by Census India. Population of Children with age of 0-6 is 3008 which is 12.47 % of total population of Mhaswad (M CI). In Mhaswad Municipal Council, Female Sex Ratio is of 979 against state average of 929. Moreover, Child Sex Ratio in Mhaswad is around 888 compared to Maharashtra state average of 894. Literacy rate of Mhaswad city is 74.11 % lower than state average of 82.34 %. In Mhaswad, Male literacy is around 80.94 % while female literacy rate is 67.23%. Mhaswad Municipal Council has total administration over 4,812 houses to which it supplies basic amenities like water and sewerage. It is also authorizing to build roads within Municipal Council limits and impose taxes on properties coming under its jurisdiction.

Out of total population, 10,959 were engaged in work or business activity. Of this 6,670 were males while 4,289 were females. In census survey, worker is defined as person who does business, job, service, and cultivator and labour activity. Of total 10959 working population, 87.54 % were engaged in Main Work while 12.46 % of total workers were engaged in Marginal Work. Schedule Caste (SC) constitutes 13.78 % while Schedule Tribe (ST) were 0.32 % of total population in Mhaswad (M CI). In this village normally weekly market occurs. Maximum women vendor pay their installments.

**LONAND**-Lonand is a semi urban area in district of Satara, Maharashtra. The Lonand Census Town has population of 18,723 of which 9,560 are males while 9,163 are females as per report released by Census India 2011. Population of Children with age of 0-6 is 2109 which is 11.26 % of total population of Lonand (CT). In Lonand Census Town, Female Sex Ratio is of 958 against state average of 929. Moreover Child Sex Ratio in Lonand is around 895 compared to Maharashtra state average of 894. Literacy rate of Lonand city is 89.45 % higher than state average of 82.34 %. In Lonand, Male literacy is around 92.65 % while female literacy rate is 86.15 %. Lonand Census Town has total administration over 4,039 houses to which it supplies basic amenities like water and sewerage. It is also authorizing to build roads within Census Town limits and impose taxes on properties coming under its jurisdiction.<sup>13</sup>

**GONDAVALEKH**-According to Census 2011 information the location code or village code of GondavaleKh village is 563428. GondavaleKh village is located in Man Tehsil

of Satara district in Maharashtra, India. It is situated 10km away from sub-district headquarter Dahiwadi and 62km away from district headquarter Satara. As per 2009 stats, Gondavale Kh is the gram panchayat of GondavaleKh village. The total geographical area of village is 2324.78 hectares. GondavaleKh has a total population of 2,824 peoples. There are about 632 houses in GondavaleKh village. Mhaswad is nearest town to GondavaleKh which is approximately 21km. The Gondavalekh. village has population of 2824 of which 1379 are males while 1445 are females as per Population Census 2011. In Gondavalekh. village population of children with age 0-6 is 300 which makes up 10.62 % of total population of village.

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13. <http://www.census2011.co.in/data/town/563232-lonand-maharashtra.html>

Average Sex Ratio of Gondavalekh. village is 1048 which is higher than Maharashtra state average of 929.

Child Sex Ratio for the Gondavalekh. as per census is 1069, higher than Maharashtra average of 894. Gondavale kh. village has lower literacy rate compared to Maharashtra.<sup>12</sup>

In 2011, literacy rate of Gondavale kh. village was 75.59 % compared to 82.34 % of Maharashtra. In Gondavale kh. Male literacy stands at 83.95 % while female literacy rate was 67.60%. As per constitution of India and Panchyati Raaj Act, Gondavale kh. village is administrated by Sarpanch (Head of Village) who is elected representative of village way.

**GONDAWALE BK**-According to Census 2011 information the location code or village code of Gondavale Bk village is 563421. Gondavale Bk village is located in Man Tehsil of Satara district in Maharashtra, India. It is situated 5km away from sub-district headquarter Dahiwadi and 70km away from district headquarter Satara. As per 2009 stats, Gondvale Bk is the gram panchayat of Gondavale Bk village.

The total geographical area of village is 2537 hectares. Gondavale Bk has a total population of 7,440 peoples. There are about 1,612 houses in Gondavale Bk village. Mhaswad is nearest town to Gondavale Bk which is approximately 20km away.<sup>14</sup>

Gondavale Bk. is a large village located in Man Taluka of Satara district, Maharashtra with total 1612 families residing. The Gondavale Bk. village has population of 7440 of which 3739 are males while 3701 are females as per Population Census 2011. In Gondavale Bk. village population of children with age 0-6 is 894 which makes up 12.02 % of total population of village. Average Sex Ratio of Gondavale Bk. village is 990 which is higher than Maharashtra state average of 929. Child Sex Ratio for the Gondavale Bk. as per census is 923, higher than Maharashtra average of 894. Gondavale Bk. village has lower literacy rate compared to Maharashtra. In 2011, literacy rate of Gondavale Bk. village was 79.09 % compared to 82.34 % of Maharashtra.

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12. <http://www.census2011.co.in/data/village/563428-gondavale-kh--maharashtra.html>

14. <http://www.census2011.co.in/data/village/563421-gondavale-bk--maharashtra.html>

In Gondavale Bk. Male literacy stands at 86.84 % while female literacy rate was 71.33 %. As per constitution of India and Panchyati Raaj Act, Gondavale Bk. Village is administrated by Sarpanch (Head of Village) who is elected representative of village.

**Vaduj-** Vaduj is a large village located in Khatav Taluka of Satara district, Maharashtra with total 3848 families residing. The Vaduj village has population of 17636 of which 8977 are males while 8659 are females as per Population Census 2011. In Vaduj village population of children with age 0-6 is 1890 which makes up 10.72 % of total population of village. Average Sex Ratio of Vaduj village is 965 which is higher than Maharashtra state average of 929. Child Sex Ratio for the Vaduj as per census is 882, lower than Maharashtra average of 894. Vaduj village has higher literacy rate compared to Maharashtra. In 2011, literacy rate of Vaduj village was 86.02 % compared to 82.34 % of Maharashtra.

In Vaduj Male literacy stands at 90.25 % while female literacy rate was 81.67%. As per constitution of India and Panchyati Raaj Act, Vaduj village is administrated by Sarpanch (Head of Village) who is elected representative of village.

## **2.12 CHAPTER SCHEME**

**CHAPTER 1. FINANCIAL INCLUSION**

**CHAPTER 2. RESEARCH METHODOLOGY**

**CHAPTER 3. REVIEW OF LITERATURE**

**CHAPTER 4. ROLE OF BANKS IN FINANCIAL INCLUSION WITH  
SPECIAL REFERENCE TO MANN DESHI BANK**

**CHAPTER 5 . INTERPRETATION AND ANALYSIS OF THE DATA.**

**CHAPTER 6. HYPOTHESIS TESTING**

**CHAPTER 7 FINDINGS AND SUGGESTIONS.**

## **CHAPTER III**

### **REVIEW OF LITERATURE**

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- 3.1 Introduction
- 3.2 Research Gap
- 3.3 Review of Books
- 3.4 Review of Reports (RBI, Findex)
- 3. 5 Review of Theses
- 3.6 Review of Research Papers and Articles

## **CHAPTER III**

### **REVIEW OF LITERATURE**

#### **3.1 Introduction**

Literature review is always guiding source in any kind of research work. Researcher reviewed so many theses, articles, research papers, reports related to financial inclusion globally, in Indian context and state level. Researcher reviewed some literate work on women empowerment, financial inclusion of rural women, established bank specially for women. Financial inclusion has become buzzword for the Indian Economy. Financial Inclusion is a very important step towards development of any country. It is very difficult to define financial inclusion perfectly. It is very broad concept. Financial inclusion means every section of population is getting formal financial services at reasonable cost. It involves financial market, financial institutions, financial instruments and financial services which have the power to manipulate the creation of savings, investments and capital formation to induce economic growth.

Researcher reviewed different definitions of financial inclusion in different literary work. The Global Financial Inclusion (Global Findex) database, launched by the World Bank in 2011, provides comparable indicators showing how people around the world save, borrow, make payments, and manage risk. It published database on every three years. The 2014 Global Findex database provides more than 100 indicators, including by gender, age group, and household income. The indicators are based on interviews with about 150,000 nationally representative and randomly selected adults age 15 and above in more than 140 economies. It is giving demand side analysis. Other studies have studied on the part of the supply side. Geographical penetration number of bank branch on per 1000 population, account penetration means number of accounts per thousand adult population.

Being a developing country India's most important goal is development and poverty alleviation. Still around 22% of our population is living below poverty line. For reaching the Economic status of developed society Every household of Indian Economy should get minimum all basic requirement to be fulfilled. They lead good standard of living. In India only 26% of women have an account with a formal financial institution compared with 48% of men. In a country where half of the

population empowerment is still unbanked, this model of Bank will boost the financial inclusion of weaker section. This positively will better off the current statistics which depicts the Per capita capital in the case of women is 80% lower than in the case of men. We have 6,40,867 villages on that 405.1 million females are there again 223.8 million females are in rural area, approaching this much large population for financial inclusion, giving them acknowledgement of privileges is difficult task. It has become essential to take rural area in the main stream of development. Mann Deshi Bank model can become good tool for financial inclusion of rural women resulting into taking them in growth path and complete utilization of women potential. In the thesis researcher trying to get real steps of Mann DeshiMahila Sahakari Bank towards financial inclusion. Mann Deshi Bank is the only women bank working only for rural women. It is established specially for rural women.

**3.2 Research Gap**-Various research work done in area of defining financial inclusion. How it can measure, what kind of indicator should be considered, so many literary works done on this area. Most of the study done on Financial inclusion and economic development and effect of financial inclusion in economic development, different steps taken by the government of India etc. Economic aspects of the financial inclusion for rural women special reference to Mann Deshi Bank has not studied yet. specially for financial inclusion for rural women. In case of rural women social aspects like women empowerment numerous studies done, but financial inclusion of rural women in with special reference of Mann Deshi Bank is previously done. Study of MDMSB has been done by the researchers from the social point of view also few studies has been done on the services provided by MDMSB but there are no studies from the economic point of view in general and financial inclusion in particular. Thus to bridge the research gap this paper is written.

**3.3 REVIEW OF BOOKS**-Researcher referred following books for study on financial inclusion

**J.S Mill (1869)** He stated that a strong plea for equality between sexes in the matter of employment. He argued for the " principle of perfect equality" between men and



women and women's admissibility to all functions and occupations hitherto retained as the monopoly of stronger sex. He even viewed that the disabilities, which women suffered only due to the desire of men to keep women as subordinate in domestic life. Marxist found fault with capitalism for restraining women from taking employment outside their houses.<sup>15</sup>

### **Anita Banerji & Raj Kumar Sen, (2000)**

The book contains 33 articles written by senior scholars and young researchers on various elements of the subject "Women and Economic development". In the book all these articles are set under sub-themes like women and Economic theory; Women and economic development; women and rural development; women and the law; women and emerging technology; women and entrepreneurship; women and labor market. These articles highlighted the issues on both the international and national level with special reference to the development of Indian economy.<sup>16</sup>

**Banerjee R. (2005)** He argues that women make up only 6% of India's workforce and the numbers only get more skewed as you look up the corporate ladder. There are only 4% women at the senior management level and almost none at all in the leadership role. North India leads the way when it comes to this discrimination- 1% of senior management posts are held by women here and none at the top. These and more were revealed in the first of its kind study by confederation of Indian Industry (CII) on women empowerment in the work place. The study, which spanned 149 companies threw up many startling facts. For instance, the study reveals that instances of women leaving an organization were a lowly 7% against the whopping 59% for men. Yet only 45% women reach the junior management level, while only 2% become senior managers.<sup>17</sup>

### **B Suguna (2006)**

Analyzed empowerment of rural women by self-help group in her book. She concluded that it is realized by all the world that the best way to tackle poverty is women up gradation. Self-help group is helping in up gradation of women economic status.<sup>18</sup>

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15. Mill J.S (1869), "The subjugation of Women" 4th edition, Longmans Green Reader & Dyer, pp 1878, London

16. Banerji & Raj Kumar Sen, (2000), "Women and Economic Development", Deep and Deep Publications PVT. LTD, New Delhi.

17. Banerjee, R. (Dec 15 2005), "Women just 6% of India's workforce", Times of India.

18. B. Suguna, (2006), "Empowerment of Rural women Through self Help Groups", Discovery Publishing House.

**Pitta Usha (2010)**

In her book "Empowerment of women and Self Help Groups" concluded women who are participating in SHG activities are becoming more confident, getting more information, skills, concession with government staff, networking with other institutions.<sup>19</sup>

**Vasanthakumari P (2011)**

Stated in her book "Study on Performance of Self Help Groups in India" that Women Empowerment is recognized as the best Strategy for poverty alleviation and gender equality. Despite the large rural banking network, a clear majority of the rural poor have no access to bank credit for various reasons. Women members participation in Self Help Group making very major impact on saving and income resources.<sup>20</sup>

**Babita Agrawal (2011)**

"Empowerment of Education " By Babita Agrawal, Omega Publications, New Delhi, India (2011)- This book has a scholarly contribution of unique articles regarding women empowerment through education. It includes articles like changing role of women in Indian advertising through Education, educate women-empower nation, Social empowerment through education etc.<sup>21</sup>

**Jayanta Mete and Ajit Mondal (2013)**

In his book "Emerging Issues on women Empowerment" they analyzed concept of women Empowerment, Role of Financial Literacy in empowering Indian women, initiatives taken by Government and other strategies for empowering the women of India.<sup>22</sup>

**G. P. Kapoor (2013)**

In Her book poverty alleviation and self-help group studied potential of self-help group. According to her in rural area formal financial institutions are not sufficient. They have too much constraints to reach unprivileged population. Still local money lenders dominance in rural credit. They charged very high charges of interest. so self-help group can be good tool for human development.<sup>23</sup>

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19. Pitta Usha,(2010), "*Empowerment of women and Self Help Groups*", Sonali Publications ISBN 978-81-8411-248-1

20. Vasanthakumari P ,(2011), "*Study on Performance of Self Help Groups in India*" Madhav Publications, ISBN 978-93-80615-00.

21. Babita Agrawal ,(2011), "*Empowerment of Education*" By Omega Publications, New Delhi, India

22. Jayanta Mete and AjitMondal,(2013), "*Emerging Issues on women Empowerment*", Forward Mohit Chakarvarti : Kunal book Publisher & distributors, New Delhi

23. G. P. Kapoor, (2013), "*Poverty alleviation and Self Help Groups*",APH Publishing Corporation,Delhi. ISBN:978-81-313-0707-6

### **N. Mani (2015)**

In his book "Financial Inclusion in India - Policies and Programmes" studies the financial inclusion, recent Measures by RBI, Government and Various Financial institution for Financial inclusion in India, Introduction of Schemes like Micro finance & Self Help Groups(SHG),pension Funds, Mutual Funds and Pradhan Mantri Jan Dhan Yojana(PMJDY 2014) and finally the role of technology in Financial inclusion.<sup>24</sup>

### **Alok Mishra (2016)**

In his book concluded " all the channels of financial inclusion MFIs SBLP, SFB, BCs are over pressurized for financial inclusion. need to make operation designed based on client requirement financial education, financial services with transparency and as per requirement of the mass. . Governments should not run for the numbers.<sup>25</sup>

**3.4 REVIEW OF REPORTS-** Researcher referred these reports for study on financial inclusion.

**Report of the committee on Financial Inclusion (2008)** Indian Financial System has developed very fast in the last three decades. The system geographical and serviceable exposure is truly remarkable. But data shows that poorer section of the society do not have formal financial access means to say still there are financial exclusion. The recommendations of the committee make long path for providing credit delivery to rural marginal and sub marginal farmers, but it will be need that that credit should be used productively by the beneficiary. So not only providing credit facility is not enough, making more earning capacity of the poor section of the society is essential.<sup>3</sup>

**Report on currency and finance (2009)** Financial exclusion are effect of high operating cost low profits, less infrastructure facilities and gigantic geographical spread of the country. Lack of awareness, lack of legislation for regulating money lending are micro factors as well as low level of income and savings are responsible for less demand of financial services specially deposit facility.<sup>26</sup>

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24. N.Mani. ,(July 2015),"Financial Inclusion in India - Policies and Programmes", New century Publication: New Delhi , India

25.Alok Mishra, (2016),"RESPONSIBLE FINANCE INDIA REPORT",Sage Publication India private Limited.

3.Report of the committee on Financial Inclusion (2008)Published by RBI

26.Report on currency and finance (2009) Published by RBI

**Deutsche Gesellschaft für Internationale Zusammenarbeit GIZ (2012)** Report discussed about the basic tool kit for financial inclusion of women. It studied legal aspect of women economic status. How financial inclusion can be measure, evaluation, and implementation part. This report concluded that for poverty alleviation and gender equality development resources of the country should be used to boost financial inclusion of women.<sup>27</sup>

**Cash Credit Project, (2013)**"suggested that MDMSB existing term loan product for joint liability group is not suitable for retail vendors, because of different variable product and risk of selling perishable goods. Cash credit product is better option for their cash flows, needs and any type of risks."<sup>28</sup>

**CRISIL (2013)** measured the extent of financial inclusion in India in the form of an index. It makes use of the non-monetary aggregates for calculating financial inclusion.

The parameters used by the CRISIL Inclusive took into account the number of individuals having access to various financial services rather than focusing on the loan amount. The three parameters of the index were branch, deposit and credit penetration. These parameters were updated annually and based on the availability of data, additional services such as insurance and microfinance were added. The key findings of the report were as follows: one in two Indians has a savings account and only one in seven Indians has access to banking credit; CRISIL Inclusive at an all-India level stood at a relatively low level of 40.1 for 2011 (on a scale of 100). In short, CRISIL gave ground-level information regarding the progress of financial inclusion in the country's rural and also in urban areas. (CRISIL (2013), "*Inclusive Financial Inclusion Index*", June.).<sup>29</sup>

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27. Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Department for International Development (DFID) GIZ On behalf of Federal Ministry for Economic Cooperation and Development (BMZ) 2013, "Promoting women's financial inclusion-A toolkit

28. Mann Deshi Bank's Cash Credit Product for Micro-Entrepreneurs-A Case Study

29. CRISIL Inclusive an index to measure India's progress on financial inclusion volume III June 2015

**Financial inclusion in Maharashtra (2014)** Although number of rural branches are increasing but average population per branch is very high in Maharashtra as compared to urban area. The share of small borrower has decreased. there are intra state disparity in financial inclusion. Government are taking steps for digital technologies. 35 percentage of adult account holder have active digital accounts.<sup>30</sup>

**Asli Demircuc-Kunt, Leora Klapper, Dorothe Singer-(2015).** The global Findex data base 2014 launched by world Bank reflects that 62 percent of adults worldwide have an account at a bank or another type of financial institution or with a mobile money provider. (Additional 700 Million adults become account holder between 2011 to 2014. As per the report of Findex 2 billion adults are remain unbanked, especially South and East Asia and Pacific together share is more than 50 % of global. South Asia is a home for 625 million adults without formal bank account has 31% share in globally unbanked adults. 490 million adults from east Asia and the Pacific region are unbanked which comprises 24% of unbanked adults Globally. The three most populous countries China, India and Indonesia comprises 38 % of unbanked adults from the Globe. India carrying 21 % of unbanked adults from the globe while china has 12% and Indonesia have 6% unbanked adults from the globe. 1.1 million women are unbanked in globe which share 55% in adults in the globe.

In survey of 2011 reported 47% women and 54 % men having formal bank account while In 2014 survey shows 58 % women and 64 % men do have bank account. The gender Gap in holding account is not reducing. It is persisting on 7 globally and in developing economy it is constant on 9.<sup>4</sup>

**Committee on medium term path on financial Inclusion (2015),** recommended by Committee BC registry should be started with online process. BC authentication with photos and adhar card, name of BC, type of BC, location GIS coordinates of fixed point BCs, nature of operations, area of operation The data can be updates on quarterly basis including black listed BC . So other bank should not work. Online process will be able of supervise operation of BCs.<sup>6</sup>

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30. FINANCIAL INCLUSION IN MAHARASHTRA: "MAPPING AND ASSESSMENT OF CURRENT INSTITUTIONAL ARRANGEMENTS AND HOUSEHOLDS" ACCESS TO FINANCIAL SERVICES Tara S. Nair submitted to: Maharashtra State Rural Livelihood Mission (UMED) December 2014.

4. Demircuc-Kunt, Asli, Leora Klapper, Dorothe Singer, and Peter Van Oudheusden. (2015), "The Global Findex Database 2014: Measuring Financial Inclusion around the World." Policy Research Working Paper 7255, World Bank, Washington, DC.

6. Committee on medium term path on financial Inclusion (2015)

**RBI Annual Report (2015-16)** In 2007-08 the financial Inclusion Fund(FIF) and the Financial inclusion technology fund(FITF) were set up for the five years with the capital of 5 billion for each to be contributed by the Government of India, the Reserve Bank of India and NABARD in the ratio of 40:40:20. Government of India merged FIF and FITF to form a single financial inclusion fund in July 2015 with a corpus of `20 billion. The RBI started action plan as suggested by medium term financial plan registration of BCs and their certifications.<sup>31</sup>

**Global Payment System Survey (2016)** started collecting information from supply side from 2007 by world bank group. In 2015 it collected data for the purpose of readiness of countries for universal financial access plan2020(UFA). In 2015 1.43billion new accounts were opened. On that 85% were opened in CHINA (857million) and in India (275 million). In India, two new accounts were created for every three unbanked. Number of POS (point of sale) terminals enlarged by 9 million globally. So Now more than one POS for every 100 adults.<sup>32</sup>

**RBI (2016-17)** report says RBI has taken so many steps for banking facilities to all the unbanked villages. RBI advised SLBC convener for identification of villages more the 5000 population, without commercial bank branch in their state and allot among commercial banks. RBI advised banks to conduct literacy camp through their financial literacy centre. In 2010 74,414 villages identified with population of more than 2000 and allotted to different banks through SLBC (state level bankers committee) for coverage. All the village covered with bank branches or Business correspondents or other modes. Again in201 2,491,825 village less than 2000 population were identified on which 96 % of village covered with banking facility through SLBC.<sup>7</sup>

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31. Reserve Bank Of India annual report 2015-16 URL : [www.rbi.org.in](http://www.rbi.org.in) access on 9/4/2018 6.00am

32. Universal Financial Access "Global payment systems surveys 2016"by World bank Group

7. Reserve Bank Of India annual report 2016-17 URL : [www.rbi.org.in](http://www.rbi.org.in) access on 9/4/2018

### 3.5 REVIEW OF THESES

**Savita Shankar (2011)** in her thesis "An analysis of the role of microfinance programs in promoting financial inclusion in India" suggested that both models of financial inclusion SBLP (self-help group bank linkage programme) and MFI (microfinance Institution) are developed and both have their own advantage and problems.<sup>33</sup>

**Syed Sohail Javaad (2012)** in his thesis stated low level of technology and payment system are not sufficient for financial inclusion but this reason is not considered as social economic factor. Specially in Pakistan if alternative delivery system would be adopted than so many people can be adopted in financial inclusion.<sup>34</sup>

**Dara NageshwaraRao, (2013)** concluded in his thesis there is significant correlation among financial inclusion, per capita income, financial literacy and effective SHG Bank linkage programme. All the initiatives taken by the banks are not equally effective in all the study area.<sup>35</sup>

**Kumar V.V Anil (2013)** In this Thesis "A study on the role of District cooperative Bank in the financial inclusion in Kerala" concluded that there is wide gap between demand and supply of financial services in Kerala. District co-operative banks in Kerala are unable to meet the requirement of customers especially modern financial services.<sup>36</sup>

**Preeti Salathia (2014)** In her Thesis "Impact of financial inclusion on economic Development" she concluded that financial inclusion is positively related to poverty reduction. she stated that financial inclusion is an effective instrument to reduce poverty by providing self-employment opportunities.<sup>37</sup>

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33. Savita Shankar (2011), "An analysis of the role of microfinance programs in promoting financial inclusion in India", National university of Singapore.

34. Syed Sohail Javaad, (2012), "Bankers' Perceptions of the Role of Technology in Addressing Financial Exclusion" A thesis presented to the University of Waterloo in fulfillment of the thesis requirement for the degree of Master in Applied Science in Management Sciences Waterloo, Ontario, Canada, 2012

35. Dara Nageshwara Rao, (2013), "Status Of Financial Inclusion Among Rural Households In Andhra Pradesh" Department Of Economics, Andhra University, Visakhapatnam

36. Kumar V.V Anil, (2013), "A study on the role of District cooperative Bank in the financial inclusion in Kerala" <http://hdl.handle.net/10603/35262>

37. Preeti Salathia, (2014), "Impact of financial inclusion on economic Development", submitted to post graduate department of commerce university of Jammu

**Priyanka Sharma (2014)** in her thesis concluded that The main drivers of taking up financial services for unbanked people is demand of the banking and financial services with struggle faced by unprivileged population, while documentations ,employee's behavior and attitude , and low level of technology are main hurdles for the financial inclusion.<sup>38</sup>

**Neeru Chabra (2014)** in her thesis Financial Inclusion in India concluded RBI and government of India have made agenda of financial inclusion from last five years and achieved some noticeable progress in upgrading financial condition for masses.RBI as included MFIs, SHGs, BC model and ICT for greater delivery of financial services and lower the cost of procedures There are so many types of weakness in the measures of of RBI that need to be rectify. Even researcher has given some challenges and suggestion on the current policy of financial Inclusion.<sup>39</sup>

**MeihuiZhang (2015)** In his theses" Financial inclusion from the perspective of basic banking services and consumer credit: A comparative study of law and regulation in the United Kingdom and China "studied financial inclusion experiences in UK China And European Union. Stated that financial services should be supported by law and regulation. Legally barriers of financial inclusion can be removed with help of law.<sup>40</sup>

### **3.6 REVIEW OF RESEARCH PAPERS AND ARTICLES**

**V.Ramkumar (2007)** studiedSBI smart card technology for rural areas. Financial inclusion is not one-time effort but ongoing process. It can be achieved with the combined efforts of all the stake holders, banks, micro finance, SHGs, NGOs, regulators and policy makers.<sup>41</sup>

**Sybille Gianadda (2007)** stated on her Micro pension that Manndeshi bank started providing pension plan from 2003. She compared the pension plan of SEWA Bank and Manndeshi bank. The pension scheme offered nowadays by Mann Deshi Bank in partnershipwith UTI MF involves the other option.<sup>42</sup>

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38.Priyanka Sharma, (2014) , "A Study Of The Impact Of Financial Inclusion In Rural Development" Prestige Institute Of Management And Research , Devi Ahilya Vishwavidyalaya, Indore (MP)

39.Neetu Chabra,(2014) , " Financial Inclusion In India" ,A Thesis Submitted To Maharshi Dayanand University, Rohtak

40.Zhang(2015),"Financial inclusion from the perspective of basic banking services and consumer credit: A comparative study of law and regulation in the United Kingdom and China",University of Glasgow

41.V.Ramkumar,(2007),"Financial Inclusion& Financial Literacy:SBIInitiatives" ,Cab Calling JULY- September

42.Sybille Gianadda , (2007) Micropension.Pdf



**AsliDemirguc-Kunt and Leora Klapper (2008)** In their paper "Measuring Financial Inclusion" studied how adults of 148 countries use their formal and non-formal accounts and concluded that maximum people consider having an account in any formal financial institution is the start of financial inclusion. A formal account helps in saving and credit facility. Absence of bank account leads to income inequality and slows the growth of economic development with the help of accounts people do saving.<sup>43</sup>

**Alliance for financial Inclusion (AFI) (2010)** is a worldwide arrangement of central banks and other financial inclusion policy making bodies in emergent countries. This paper aims to inform policy makers how financial data can be collected for monitoring and promoting financial inclusion. It is providing definition of financial inclusion, data needs and how data can be gathered in less cost and efficiently.<sup>44</sup>

**Nisha (2012)** In her Research paper elaborates the role of HSBC (UK) in Indian market of microcredit. HSBC (UK) works in collaboration with Mann Deshi Mahila Bank in India to target women empowerment through microcredit. The study analyzed the role of microcredit in empowering women in order to see whether developed institutions (mostly in developed countries such as UK, USA etc.) have the potential to aim for microcredit market in developing countries. The results of the study are generated by analyzing the primary data collected from the women microcredit clients of Mann Deshi Mahila Bank (India). It can be concluded that HSBC bank (UK) is successfully targeting the women empowerment in India through its collaboration with Mann Deshi Mahila Bank (India). The microcredit given through "The Mann Deshi Mahila Bank" to the Indian women helps in empowering women in many areas. It helps in empowering women on personal, social, political and financial levels. The results of the research indicate a positive relationship of microcredit and women empowerment.<sup>45</sup>

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43. AsliDemirguc-Kunt and Leora Klapper\*, (2008), "Measuring Financial Inclusion",

44. Alliance for financial Inclusion (AFI) (2010), Policy paper "Financial inclusion measurement for regulators", Survey design and implementation

45. Nisha (2012), "Women Empowerment through Microcredit: The Role of HSBC Bank (UK) in Foreign Market", Developing Country Studies www.iiste.org ISSN 2224-607X (Paper) ISSN 2225-0565 (Online) Vol 2, No.5, 2012

**Christabell. P. J. and Vimal Raj (2012)** Stated Often the main barrier to financial inclusion in rural areas is, that rural residents have to travel long distance for visiting any bank branch. Geographical expansion of bank branch networks restricted due to Poor infrastructure and telecommunications, and heavy branch regulation.<sup>46</sup>

**Atul Raman (2012)** stated in his paper financial inclusion has become major step for removing poverty in the path of economic growth. Government of India and RBI have taken so many steps for financial inclusion, but desired result is awaited. Some day will come that all the Indians will have their own bank accounts.<sup>47</sup>

**Anjali Kulkarni, DhananjayBapat, Saritabhatnagar, Smita Roy and R Dasgupta (2013)** stated in their research paper "Women's bank the forward" analyzed the three basic women model in India. In this paper they discussed different aspects motive, objective and profile of Mann Deshi Mahila Sahakari Bank, Bhagini Nevedita cooperative bank and Sewa bank. Concluded that women special bank are running successfully. These models indicate that women are trustworthy, practical and customary in loan repayment.<sup>48</sup>

**Archana H.N (2013)** In her article " Financial inclusion- Role of Institutions", studies the importance of Financial Inclusion for inclusive growth; Her paper also aims at analyzing the role of various institutions like MFIs, SHGs and RRBs in achieving Financial Inclusion .<sup>49</sup>

**Anupama Sharma & Ms. SumitaKukre (2013)** stated in their paper formal financial institutions neglected the financial excluded people in the race of profit making. For the inclusive growth of country it is essential to include every household in formally finance. financial inclusion steps are taking by the government and reserve bank of India but expected result has not come yet.<sup>50</sup>

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46. Christabell. P. J. 2Vimal Raj. A.(2012), "Financial Inclusion in Rural India: The role of Microfinance as a Tool ",IOSR Journal of Humanities and Social Science (JHSS)ISSN: 2279-0837, ISBN: 2279-0845. Volume 2, Issue 5 ,PP 21-25 , [www.iosrjournals.org](http://www.iosrjournals.org)

47. Atul Raman ,(2012),"Financial Inclusion and Growth of Indian Banking System",IOSR Journal of Business and Management (IOSRJBM) ISSN: 2278-487X Volume 1, Issue 3, PP 25-29 [www.iosrjournals.org](http://www.iosrjournals.org)

48.. Anjali Kulkarni, DhananjayBapat,,Saritabhatnagar, Smita Roy and R Dasgupta (2013), "Women's bank, the way forward" ,National institution of banking Management, Pune

49.Archana H.N(2013) ,"Financial Inclusion-Role of Institution",Innovative Journal of Business and Management

50. Anupama Sharma & Sumita Kukreja ,(March 2013),"An Analytical Study:Relevance of Financial Inclusion For Developing Nations 1, Research Inveny",International Journal Of Engineering And Science Issn: 2278-4721, Vol.2, Issue 6, Pp 15-20 [Www.Researchinveny.Com](http://Www.Researchinveny.Com) 15,[Www.Researchinveny.Com](http://Www.Researchinveny.Com)

**Bilal Mehmood, Faiza Ajaz Syed Husnain Haider Rizvi (2013)**, their paper is a comparative study of the efficiency of four banks viz. First Women Bank Limited of Pakistan, Grameen Bank of Bangladesh, Friends of Women's World Banking and Mann Deshi Mahila Sahakari Bank Limited. This paper concluded that bank speciality for women performance are below level. lack of technological up gradation and lack of managerial efficiency are the reason behind low performance.<sup>51</sup>

**Anju Batra (2013)** In her article, international journal of Research in Finance and Marketing, "Considering the importance of financial inclusion for the economy of the country. The Government of India (Ministry of finance), Reserve Bank of India and NABARD are adopting different measures for the financial Inclusion & the target is to achieve the 100 per cent financial inclusion in the country by the end of 2012. How far this effort been successful in empowering women & what perception do women have towards micro finance has been studied in this empirical paper on financial inclusion & women empowerment."<sup>52</sup>

**Rajanikanta Khuntia (2014)** In his article, "Pradhan Mantri Jan- Dhan Yojana (PMJDY)" A new drive towards Financial Inclusion in India", ZENITH International journal of Business Economics & Management research studied that an attempt to study the recent trends in financial inclusion in India with special reference to PMJDY.<sup>53</sup>

**Brij Mohan (2014)** " Pradhan Mantri Jan-Dhan Yojana (PMJDY); features, Needs, and Challenges", International Journal of Marketing, Financial Services & Management Research, ISSN 2277-3622, Vol.3(12) pp111-117.6- This paper discussed the achievement, advantages, problems and future prospects of PMJDY.<sup>54</sup>

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51. Bilal Mehmood, Faiza Ajaz Syed Husnain Haider Rizvi ,(2013), "Efficiency of women financing banks: an inter-country comparative study of south asian using data envelopment analysis", Asian Journal of Business and Economics

52. Anju Batra(2013), "Financial inclusion and women empowerment A myth or reality", International journal of Research in Finance and Marketing, Faculty Delhi Institute of advance studies, Rohini, Delhi -85.

53. Rajanikanta Khuntia(2014), "Pradhan Mantri Jan Dhan Yojana(PMJDY)- A new drive towards Financial Inclusion in India", ZENITH International journal of Business Economics & Management research Vol, 4(11)pp 10-20

54. Brij Mohan (2014), " Pradhan Mantri Jan-Dhan Yojana(PMJDY) features, Needs, and Challenges", International Journal of Marketing, Financial Services & Management Research, ISSN 2277-3622, Vol.3(12) pp111-117

**CharanSingh (2014)** In working paper 474."Financial Inclusion in India: selected issues" he analysis performance of Banking correspondents and role of India Post Office, Fair Price Shops, Banking Technology and Mobile Banking in financial inclusion . he concluded lack of awareness and financial literacy among rural population are primarily responsible for low penetration of financial.<sup>55</sup>

**Divyesh Kumar (2014)** In his article," Financial Inclusion Using Pradhan Mantri Jan-DhanYojana, - A conceptual Study" stated that overview of financial inclusion using PMJDY scheme in India. It is revealed that Financial Inclusion through PMJDY scheme is greatest step ever taken to eradicate poverty in a country. It is suggested that, the success of this scheme, constant review and regular check is very much essential.<sup>56</sup>

**K.B. PAVITHRAN, RAIHANATH (2014)** in their paper" Role of commercial banks in financial Inclusion programme" studied role of commercial banks in financial inclusion programme .they stated commercial banks plays very important role in financial inclusion. commercial banks are taking so many steps but for 100% financial inclusion banks should provide banking services at affordable cost for lower income group.<sup>57</sup>

**Divya Joseph 2014, in** herResearch paper, "A Study on Financial Inclusion And Financial Literacy," Government step for financial inclusion is show So much effective but only access of account is not sufficient, people should use account actively. current initiative should be long lasting."<sup>58</sup>

**Sonu Garg, ParulAgarwal (2014) in their research paper"** Financial Inclusion in India – a Review of Initiatives and achievements" highlighted various approaches of Indian banks for getting ultimate goal of financial inclusion for inclusive growth. This paper analyzed past years progress and achievement. They concluded that whatever efforts taken by banks are not giving expected result.

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55.Charan Singh(November 2014)," Financial Inclusion in India: selected Issue" working paper 474

56.Divyesh Kumar, (2014),"Financial Inclusion Using Pradhan Mantri Jan- DhanYojana,-A conceptual Study",Asia pacific Journal of research ISSN 232055014, E-ISSN-2347-793,Vol.1(20) pp 37-42

57.K.B. PAVITHRAN, RAIHANATH, (May 2014), "Role of commercial banks in financial Inclusion Programme" Journal of Business Management & Social Sciences Research (JBM&SSR) ISSN No: 2319-5614 Volume 3, No.5

58.Divya Joseph, (2014), "A Study On Financial Inclusion And Financial Literacy", International Journal of Business and Administration Research Review, Vol.2, Issue.4, IJBARR ,ISSN No. 2347 – 856X

Regulator authority should take proper step as financial inclusion is a kind of social work. Banks cannot take profitability concern regarding case of financial inclusion. Concern should be there for reaching financial services to the last vulnerable person of the country.<sup>59</sup>

**Kittur Parveen (2014)** in her research paper "Development of Rural Women Entrepreneurs through Workshop Training studied face challenges by the rural entrepreneur in case of lack of marketing and credit information. She concluded that government should run programme to identify potential in rural women entrepreneurs. Although women are aware of information, but procedures are complicated. That should be simplified and available in besides English should be available in local language also.<sup>60</sup>

**Cull, Robert, Tilman Ehrbeck, and Nina Holle (2014)** cited financial inclusion effects on three different economic levels. Micro economic level how financial access improve economic condition of an individual, Macro level high correlation between economic development and employment. financial inclusion leads efficiency in government to person payment network that leads public welfare.<sup>61</sup>

**Vipin Kumar Aggarwal (2014)** Stated There are close relationship between Financial inclusion and Economic Development. There is reasonable level of financial inclusion in India, but due to some obstacles like financial literacy, lack of technology, poverty inclusive growth is far away. For getting inclusive growth, kyc norm should be simplified, no frills accounts, use of regional language more new branches in rural area are essential. All the banks, policy maker, MFIs, NGOs and regulators will have to work together for total financial inclusion.<sup>62</sup>

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59. Sonu Garg, Parul Agarwal, (Jun. 2014), "Financial Inclusion in India – a Review of Initiatives and achievements", IOSR Journal of Business and Management (IOSR-JBM) e-ISSN:2278-487X, p-ISSN: 2319-7668. Volume 16, Issue 6, Ver. I PP 52-61

60. Kittur Parveen (2014), "Development of Rural Women Entrepreneurs through Workshop Training", Research Journal of Management Sciences Vol. 3(2), 15-18, Res. J. Management Sci ISSN 2319-1171 www.isca.in www.isca.me

61. Cull, Robert, Tilman Ehrbeck, and Nina Holle (2014), "Financial Inclusion and Development: Recent Impact Evidence" Focus Note 92. Washington, D.C.: CGAP. Print: ISBN 978-1-62696-036-7 epub: ISBN 978-1-62696-038-1, pdf: ISBN 978-1-62696-037-4 Mobi: ISBN 978-1-62696-039-8

62. Vipin Kumar Aggarwal, (December 2014), "Financial Inclusion In India :An Analytical Study" IRACST – International Journal of Commerce, Business and Management (IJCMB), ISSN: 2319-2828 Vol. 3, No.6,

**Harpreet Kaur &Kawal Nain Singh (2015)**, In his article " Pradhan Mantri Jan DhanYojana (PMJDY); A Leap towards Financial inclusion in India", stated that latest trends in financial inclusion in India through the newly launched scheme Pradhan Mantri Jan Dhan Yojana(PMJDY), This paper also seeks to suggest some strategies for maximizing Financial inclusion in unbanked areas.<sup>63</sup>

**Pratiksha Padmari (2015)** In her article " Financial Literacy and Financial Inclusion for Women Empowerment:" Studied importance of women's Financial Inclusion, Women's specific financial needs in respect to men. Functions of finance and role of women, Growth, development and financial inclusion, Financial Literacy as a tool for women empowerment. Institutional framework in India for financial education, Economic and social development of women and Financial Inclusion, Gender Inequality and lack of accessto financial services, certain issues and aspects related with Financial Inclusion and women Empowerment.The paper calls for women Empowerment by means of effective financial inclusion and financial literacy by studying the relationship between Women Empowerment and Financial Inclusion.<sup>64</sup>

**Sarita Thakur (2015)** In her article," Financial Inclusion - Innovation in Indian Banking Sector" the author opines that to emphasize the different approaches taken by Government of India and RBI in the area of Financial Inclusion. It also discusses the present state of Financial Inclusion in India and a successful performance of Pradhan Mantri Jan-Dhan Yojana.<sup>65</sup>

**Sonam Kumari Gupta (2015)** In her article,"performance Appraisal of the Pradhan Mantri Jan-Dhan Yojana." argues that , under the Jan Dhan Yojana scheme accounts opened at public sectorbanks(PSBs) include 71% of eco-balance, as compared to 64% for private banks. The data released by ministry shows that under the scheme only 28% of the opened are active, with about Rs 9,000 crores deposited in these.<sup>66</sup>

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63. Harpreet Kaur &Kawal Nain Singh (2015),"Pradhan Mantri Jan Dhan Yojana (PMJDY); A Leap towards Financial inclusion in India", International Journal of Emerging Research in management & Technology VOL 4 (1) pp 25-29

64. Pratibha Padmari Deka,(2015),"Financial literacy and Financial Inclusion for women: A Study", International Journal of Applied Research

65. Sarita Thakur (2015),"Financial Inclusion - Innovation in Indian Banking Sector",Paripex- Indian Journal of Research; Vol 4; ISSN-2250-1991, Department of Management, Punjab University Regional Centre Mohali,India,

66.Sonam Kumari Gupta,(2015),"Performance Appraisal of the Pradhan Mantri Jan-Dhan Yojana.",IOSR Journal of Business and management(ISOR-JBM) Vol 17,(9) Ver,I pp 35-39

**Santana Guha (2015)**" The role of Pradhan Mantri Jan-Dhan Yojana in Financial Inclusion : A Evaluative study" , Assistant Professor, Siliguri Institute of Technology, Salbari, Siliguri: Global journal for Research Analysis;Vol 4; Issue 7 ISSN No 2277-8160;( July 2015)- In this Research paper the author has highlighted the achievements of the Pradhan Mantri Jan-Dhan Yojana Scheme and also made an attempt to examine the role played by the government, Banks and the Business Correspondent in the process of the scheme for the last one year.<sup>67</sup>

**Felix Huefner&Arpitha Bykere (2015)** In their Paper , " Financial Inclusion: A Financial Industry Perspective " IIF stated that Financial inclusion is traditionally seen as a developing country issue, but there are broader lessons to learn for the financial industry as it seeks to tap new business opportunities and lower transaction costs. Financial inclusion effects positively on Women Empowerment and reducing poverty. So many developing countries are going ahead from developed country with help of non-financial inclusion initiatives. So, these case study reflects use of new technology and innovative method for lowering transaction cost and reducing number of banks branches.<sup>68</sup>

**Vijay M. Kumbhar (2015)** Found that, The government of India and RBI are trying to cover more and more population under financial inclusion, But there is enough scope for more efforts. These policies are not as per expectations of unbanked population.<sup>69</sup>

**Sagar Pati (2015)** in his project "Development of Rural Women Entrepreneurs through Workshop Training " concluded so many initiatives have been taken for financial inclusion, but results are not as per expectations. Only supply side factors are not responsible, but demand side factors should be taken in consideration. bank should perform not as only business but as social responsibility. There is need to consider both types of solution demand side and supply side.<sup>70</sup>

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67. Santana Guha,(July 2015),"The role of Pradhan Mantri Jan-Dhan Yojana in Financial Inclusion : A Evaluative study", Assistant Professor, Siliguri Institute of Technology, Salbari, Siliguri: Global journal for Research Analysis;Vol 4; Issue 7 ISSN No 2277-8160;

68. Felix Huefner&Arpitha Byker,(March 2015),"Financial Inclusion: A Financial Industry Perspective", Institute of international finance <http://www.thehindubusinessline.com/industry-and-economy/collaterals-for-rural-women-seeking-bigger-loans-is-a-huge-challenge/artic>

69. Vijay M. Kumbhar,(2015),"Financial Inclusion Policy: A Case Study of Hilly Area", International Journal of Research in Economics and Social Sciences (IMPACT FACTOR – 5.545) (ISSN 2249-7382)Vol 5, Issue 9

70. Sagar Pati (2015),"A study on financial inclusion:Perspective from occupational Segments in Rourkela",A Dissertation Project For The Degree Of Master Of Business Administration,School of managementNational institute of technology, Rourkela

**Sharmistha Das Barwa (2015)** These study explain about RBI adopted policy instructions in disaggregating report of women separate by the banks. This is highlighting steps RBI for empowering women economically. RBI instructed all the bank to make gender based financial inclusion report. as women are considered economically weak. This concept assigns new definition of gender-based reporting system and new type of financial product.<sup>71</sup>

**Suresh A. S (2016)** Inhis article, " A study on Financial Inclusion Initiatives and challenges in India with reference to PMJDY" argues that various issues, challenges, and current national status of the financial services. The authors made aconclusion of this research paper on the basis of secondary data sources.<sup>72</sup>

**Barua. A, R. Kathuria, and N. Malik. (2016)** concluded that first time financial inclusion is the main policy agenda, on that inclusion of saving, credit, insurance pension. Now In India advance technology can improve delivery of financial services. Today with Technical advancement like 115000bank branches are connected with ekuber RBI core banking solution is spreading the rural area without branches.155000 post outlet have payment banking license, ATMs, Point of Sale network, near one billion connection across the country that represents 75 % of population can become booster for financial inclusion. MFIs are becoming important contributor in financial inclusion.<sup>73</sup>

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71.Sharmistha Das Barwa,(2015),"Using Sex-Disaggregated Data to Promote Women's Financial Inclusion in India"

72. Suresh A. , Srinivasanarayana, P.Vijay Kumar ,(2016),"A study on Financial Inclusion Initiatives and challenges in India with reference to PMJDY",IRA-International Journal of Management and Social Sciences(ISSN 2455-2267);Vol, 03

73.Barua, A., R. Kathuria, and N. Malik.,(2016), "The Status of Financial Inclusion, Regulation, and Education in India". ADBI Working Paper 568. Tokyo: Asian Development Bank Institute. Available: <http://www.adb.org/publications/status-financial-inclusion-regulation-and-education-india>



## Speech

**Usha Throat** told in speech (2006) In the case of financial inclusion system financial literacy and counseling required. Indian Banks and financial market should promote counselling program as part of social responsibility. Bank should conduct program as per the situation of the customer. customer should get complete information about types of loans and services, how the rate of interest calculated .<sup>74</sup>

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<sup>74</sup>.Smt Usha Thorat Deputy governor Reserve Bank of India at the Financial planning congress 2006 on "Establishing Consumer centric financial services delivery Infrastructure" organized by Financial planning standard Board of India at New Delhi.

**CHAPTER IV**  
**ROLE OF BANKS IN FINANCIAL INCLUSION WITH SPECIAL**  
**REFERENCE TO MANN DESHI BANK**

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4.1 Introduction

4.2 Bank Schemes for Self-Employment of Women

4.3 Schemes Initiated by Banks, GOI and RBI

4.4 Schemes of MDMSB (Mann Deshi Mahila Sahakari Bank Ltd)

## **Role of Banks In Financial Inclusion With Special Reference To Mann Deshi Bank**

### **4.1 Introduction-**

The country's concern in safeguarding the rights and privileges of women found its best expressions in the Constitution of India. While Article 14 confers equal rights and opportunities on men and women in the political, economic and social spheres, Article 15 prohibits discrimination against any citizen on the grounds of sex, religion, race, caste, etc. and Article 15(3) empowers the state to make affirmative discrimination in favour of women. Similarly, Article 16 provides for equality of opportunities for all citizens; Article 39 stipulates that the State shall direct its policy towards providing men and women equally the rights to means for livelihood and equal pay for equal work; Article 42 directs to State to make provisions for ensuring just and humane conditions of work and maternity relief; and Article 51(A)(e) imposes a fundamental duty on every citizen to renounce practices derogatory to the dignity of women. To make this de-jure equality into de-facto one, many policies and program were put into action during various plans, besides enacting / enforcing special legislations, in favour of women.

### **4.2 Bank Schemes for Self-Employment of Women**

Women have forayed into different sectors, providing job opportunities to millions, helping the country progress towards development. Today, banks have realized the vast potential women hold, offering customized products to help them enhance their business, ensuring that funds do not become an impediment in realizing certain dreams.

Several banks offer exclusive schemes for female entrepreneurs, with some of the popular ones mentioned below.<sup>75</sup>

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<sup>75</sup><https://smallb.sidbi.in/bank-schemes/schemes-women>

### **1. State Bank of Mysore**

State Bank of Mysore announced two schemes for women entrepreneurs, the Annapurna Scheme and the Stree Shakti Package.

**Annapurna Scheme:** This scheme is designed for the women who wish to establish food catering units and offers loan up to Rs 50,000 for this purpose. The loan can be used to purchase kitchen essentials, gas connections, raw materials, etc. Women will get one month free for repayment and repayment period of 3 years. There will be requirement of collateral as form of some asset and one guarantor required. Interest rate may vary as per market rates.

**Stree Skakti:** Loans under scheme can be availed by women entrepreneurs who have undergone EDP training. Women should have 50% ownership in the business. Loans up to Rs 50 lakh can be availed under this plan, with lower interest rates applicable for higher amounts. If the loan amount will exceed by 2 lakh rupees, then 0.50% concession on the rate of interest will be applicable.

### **2. Oriental Bank of Commerce:**

Oriental Bank of Commerce has two schemes designed for self-employed women and those who are keen on setting up a beauty parlor/saloon.

**Scheme for Beauty Parlor/Saloon:** This scheme aims to promote entrepreneurial spirit among women and offers loans up to Rs 10 lakh to set up a saloon, boutique, tailoring centre or beauty parlor. The loan amount can be used to meet any experience associated with setting up such a center and for daily expenses. A concession of 2% rate on interest will be offered. If loan is upto 10 lakh collateral is not required. In the case of small enterprises upto 25 lakh rupees collateral is not required.

**Scheme for Self-Employed Women:** This loan can be utilizing to purchase fixed assets to enhance or start a business. The maximum loan amount is limited to Rs 5 lakh, with a repayment period ranging between 5 and 7 years.

### **3. Bank of Baroda**

The new age woman seeks opportunities and challenges to be able to support herself and her family. To encourage such women and fell their desire to achieve something in life, Bank of Baroda offers one loan scheme for women entrepreneurs, the Akshaya Mahila Sahay Yojana (AMASY), design to help women reach their business dreams without having to worry about finances. This loan can be availed by women who are

engaged in or wish to establish a business in retail trade , cottage industries and or allied agricultural activities.

**Key Benefits:**

- Focus on women business entrepreneurs and their credit requirements.
- The interest rate is fixed on the credit rating system at reasonable terms.
- Simple application procedures
- Avail of loan on all branches of Bank Of Baroda.
- All complains, and grievances can be reported to the regional zone offices or directly to the Central office.

**4. Dena Bank**

The bank has modified its **Dena Shakti Scheme** – a scheme for financing to Women Entrepreneurs by including following activities /sectors under the purview of the scheme so as to increase its outreach to women.

Activities covered under the scheme (as per the definition of (Priority Sector conveyed by RBI):

- a) Agriculture and Allied activities.
- b) Small Enterprises (Direct or Indirect Finances)
- c) Micro and small (manufacturing) enterprises
- d) Micro and small (services) enterprises which includes small road and water transport operators, small business professionals and self-employed and all other service enterprises.
- e) Retail Trade
- f) Micro Credit
- g) Education
- h) Housing

**Ceiling of Loan:** The maximum ceiling limits that can be considered for financing to women beneficiaries under this scheme will be as the directives of RBI stipulated for various sectors under priority sector such loans up to Rs 20.00 lakhs under retail trade, Rs 20 lakh under education and housing and Rs 50000/- under micro credit as Bank's specific schemes circulated to branches/offices from time to time.

**Rate of Interest:** Interest is to be charged as per extant of our Bank and R.B.I. directives, as applicable to various sectors of Agriculture, Se, and OPS. A concession / rebate @ 25 basis points in the rate of interest as applicable to existing activities is to provide to the women beneficiary's subject to certain condition specified by the Bank.<sup>80</sup>

## **5. Punjab National Bank**

PNB offers 5 different schemes for women entrepreneurs, each one targeting a specific population.

**PNB Mahila Samridhi Yojana** – Under this scheme, four schemes have been launched under the umbrella of one scheme. These are for purchase of required infrastructure for setting up of tailoring shop/boutique, Beauti-parlour, ISD/STD booths, i.e. for purchase of sewing machine, Fax machine, Xerox/Photocopier machine, furniture, Chairs, Bench etc. Cyber Cafe Computers and furniture like computer tables, chair etc, for security deposits with MTNL/other agencies like Reliance/ Tata Indiacom., and for recurring expenditure as per the need of the activity.

**PNB Mahila Udyam Nidhi Scheme** – PNB Mahila Udyam Nidhi Schememade to meet the gap of equity. The women entrepreneurs will be assisted for setting up for new projects in tiny / small scale sector and rehabilitation of viable sick SSI units. Existing tiny and small-scale industrial units and service industries undertaking expansion, modernization technology up gradation and diversification and also be considered.

**PNB Scheme for Financing Crèches** – To provide support services to women empowerment to working women in terms of crèches with necessary services by making cheaper and easier credit available for financing crèches. The women will be assisted for purchase of required infrastructure for setting up crèches like basic equipment, utensils, stationers, growth monitoring equipment's, fridge, cooker/fan, water filter, etc. and for recurring expenditure for one month.

**PNB Mahila Sashaktikaran Abhiyan** – Under this scheme, following concession will be admissible – Interest rate to be relaxed by 0.25% in Non-Priority Sectors Advances and .50% in Priority Sectors advances; Margin to be reduced to 10%

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80.<https://www.denabank.com/viewsection.jsp?lang=0&id=0,135,199>

wherever margin requirement is more than 10%; waiver of 50% upfront fee (wherever applicable)

**PNB Kalyani Card Scheme** – For meeting working capital credit requirement of allied agriculture activities /misc. farm/non-farm activities either single or in combination with other activities. The literate/illiterate women dwelling in rural/semi-urban areas who have attained the age of majority shall be eligible under the scheme. Such women shall include individuals, farmers, landless laborers, agricultural laborers, tenant farmers, share croppers, lessee farmers, etc. The women desirous of undertaking non-farm sector activities should have aptitude/experience and capability for undertaking the activity chosen for self-employment.

#### **6. Mahila Bank :**

The Bank encourages women entrepreneurs through financial support to women who intend to start new venture. The Bank offers a collateral free loan of up to Rupees One crore, covered under Credit Guarantee Trust for Micro and small enterprise (CGTMSE).

The Bank also offers several women centric loan products, to help women unleash their potential by sharing small and medium enterprise in any field where they could bring out their hidden talents. BMB Parvarish – Child Day Care Centre Loan, BMB Anapurna- Catering Services Loan are some of the women focused, innovative, loan products. The Bank also reaches out to the last mile through tie-ups with NGOs, Micro Finance Institutions and other organizations of repute for micro credit loans to women.

Komal Kali, a unique recurring deposit product exclusively for the girl child, has been created with the view to create a corpus for higher studies, starting own business etc, as she turns 18.

#### **7. Central Bank of India**

Cent Kalyani is a scheme launched to benefit women entrepreneurs and women professionals. The scheme offers financial assistance for economic pursuits in industry, Agricultural and Allied Activities, Business or Profession. The Bank with a network of branches spread throughout the country welcomes women entrepreneurs to avail financial assistance for pursuing the vocations for their choice. The objective of this scheme is to generate continuous and sustainable employment opportunities for

women entrepreneurs. The applicant should be women entrepreneurs, above 18 years of age. The rate of interest is 10.5%. No collateral is required under this scheme.

**Credit facilities are available for women entrepreneurs for the following:**

**Small Business:** For entrepreneurs who intend to provide service (not a professional service) such as setting up small lunch/canteen, mobile restaurant, circulating library etc.

**Professionals and Self Employed:** Entrepreneurs who are specially qualified / skilled and experienced like Doctors, Chartered Accountants, Engineers or trained in Art and Craft etc.

**Retail Trader:** For Entrepreneurs who intend to be engaged in retail trading of various commodities.

**Village and Cottage/Tiny Industries:** For Entrepreneurs who are engaged in manufacturing, processing, preservation and services such as handloom, weaving, handicraft, food processing, garment making etc, in village and small towns with a population not exceeding 50,000 utilizing locally available resources / skills.

**Small Scale Industries:** To start a unit engaged in manufacturing, processing or preservation of goods.

**Agriculture And Allied Activities:** For Women entrepreneurs who are engaged /intend to engaged in agricultural and allied activities, such as raising of crops, floriculture, fishers, bee-keeping , nursery , sericulture etc. and trading in agricultural inputs.

**Government Sponsored Programmers:** Apart from above schemes, women entrepreneurs are also financed under the various Government sponsored programmers where Capital subsidies are available.

## **8. Mudra Bank**

It has been the strongest endeavor of the Prime Minister Narendra Modi to bank and unbanked population. He, in all his addresses emphasizes the importance of bringing the unbanked people under the main stream banking in order to make the neglected section of the population self-reliant and self-dependent. Mudra Bank Loan yojana comes as a vision from the Prime Minister by the solgan, “Fund the Unfunded”, MUDRA means Micro Units Development and Refinance Agency. This initiative has been started after the success of Prime Minister Jan Dan Yojana.



Population engaged in small business always requires micro finance to facilitate their business and day to day business needs. Prime Minister Mudra Bank Yojana would help in facilitating micro credit up to Rs 10 lakh to such business owners. Prime Ministers Mudra Bank already has a corpus of more than Rs 70,000 Crore and this amount would help in increasing the overall output and creating newer jobs.<sup>76</sup>

**Table 4.1**  
**Details of Mudra Yojana**

Sr. No	Parameters	Details
1	Scheme Name	Pradhan Mantri Mudra Yojana or Modi Loan Scheme
2	Launch Date	8 <sup>th</sup> Apr. 2015
3	Last date	No Last date
4	Target Audience	Small Business Owners
5	Loan Amount	From Rs 50,000/- to Rs 10,000,00/-
6	Scheme Stages	Shishu (50K) , Kishor ( 5 Lakhs), Tarun ( Rs 10 Lakh)
7	Scope of Scheme	Across India
8	Launched By	Prime Minister Narendra Modi

#### **The stages and reach of loan under Pradhan Mantri Mudra Yojana**

There are three main stages of Prime Minister Mudra Bank Yojana

**Table 4.2**  
**The Stages of Mudra Yojana**

Sr.No	Stages	Maximum Amount	Details
1	Shishu	Rs 50 Thousand	This stage would cater to entrepreneurs who are either in their primitive stage or require lesser funds in order to get their businesses started. Under this stage the applicant would be eligible to get up to Rs 50,000/- credit.

2	Kishore	Rs 5 Lakh	This stage would cater to entrepreneurs who have requirements of funds in the range of Rs 50,000 and Rs 5,00,000/-. This section of entrepreneurs would belong to either those who have already started their business and want additional funds to mobile the business or those who simply require this much of money to start up their businesses.
3	Tarun	Rs 10 Lakh	If an entrepreneurs meets the required eligibility conditions, he/she could apply for a loan up to Rs.10,00,000/-. This would be the highest level of amount that an entrepreneurs could apply for a startup loan.

The following are the important things that about Prime Minister Mudra Bank:

The Pradhan Mantri Mudra Bank Yojana is said to benefit more than 58 million small business owners in the country. This is one sector under which more than 120 million are employed and this working population mostly comes from less privileged section of society.

1. The majority of small businesses owners in India have always remain outside the ambit of main stream bank credit. This is just because bank and financial institutions often focus their products and services for the secured business lot, who would repay at higher interest and have their monies secured. Prime Ministers Mudra Bank Yojana would help in getting this trend changed.
2. Institutional finance has always been relevant to small businesses. However, inadequate corpus and unorganized management of credit facility to small entrepreneurs never really made it reach the need entrepreneurs. A Prime Ministers Mudra Bank Yojana comes with a dream of many young and budding entrepreneurs fulfilled.

3. Repayment has always been a concern why financial institutions could not provide required finance to small business owners. With this initiative from the Prime Minister's office, the scheme is said to take care of this part as well and thus help both financial institutions and needy small business owners come on one single platform.

#### **Mudra Loan Yojana Interest Rate**

Many people have started inquiring about the Mudra Loan Interest. We have got some clarification on this, interest rate won't be fixed and would depend on the type of your business and the bank. Each bank will have their own criteria. Government may give some subsidy on the interest but the percentage is still not declared.

#### **Mudra Bank Loan for Women SC ST and OBC**

Government have clarified that women SC, ST and OBC Category would be preferred while giving loan under scheme. However, no reservation as such even the criteria of preference have also been not disclosed. We are waiting to consolidate the data which may prove this. You will have to fill this information while filling Mudra Loan Form.

#### **Mudra Loan Eligibility Criteria**

This loan is only for small businessmen. There are no exact criteria as such. But one thing is sure you won't get if you have high turnover. One more this loan is not for education purpose; you cannot get this loan for buying house.

You can get a vehicle loan for buying commercial vehicle but not personal. As such all persons above 18 year's age can apply for Mudra Loan.<sup>76</sup>

### **4.3 Schemes Initiated by Banks, GOI and RBI**

The following are the various schemes which are initiated by the Banks, GOI and RBI <sup>77</sup>:

1. **A Minimum Balance Account i.e A No Frills Account (NFAs):-**This concept was introduced by RBI in November 2005 to provide access to basic banking services by financially excluded people. Under this approach banks open accounts with zero balance or very minimum balance requirement for the under-privileged. In 2012, the banks under RBI guidelines came-up with a better version of the no-frill accounts, where they would open Basic Savings Bank Deposit Accounts (BSBDAs) for all individuals with the facility of debit card cheque book, internet banking, overdraft limits are minimal charges.

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<sup>76</sup><https://www.mudra.org.in> accessed on 14-3-2018

<sup>77</sup>[https://www.microfinancegateway.org/sites/default/files/publication\\_files/larquemin\\_a.\\_an\\_overview\\_of\\_the\\_financial\\_inclusion\\_policies\\_in\\_india\\_ifmr\\_lead\\_august\\_2015.pdf](https://www.microfinancegateway.org/sites/default/files/publication_files/larquemin_a._an_overview_of_the_financial_inclusion_policies_in_india_ifmr_lead_august_2015.pdf) accessed on 14-3-2018

However, the numbers of transactions could be restricted to prevent misuse of such accounts.

2. **Saving account with Overdraft facility:** - Banks have been advised to provide overdraft (OD) facility in savings account and also Small Overdrafts in No-frills accounts. The setting up of the limit for the same would be done by banks considering the transactions in the accounts. This would help the customer to get easy access to the credit at lower rates.
3. **Self Help Group- Bank Led Initiative (SLBP)** – The SLBP or Self-Help Group – Bank Linkage Program has been the major institution-based innovation in India for enabling access and covering the gap of reaching financially excluded population of the country in the last two decades. In this model, the banks involve themselves with the group of local people with the idea of enabling them to pool up their savings. The same is deposited with the bank against which the bank also provides a certain amount of credit facility. The group takes a decision to whether to lend to any member of the group . The bank provides the framework, accounting services and support to the groups to manage their deposit and lending. Thus, the model has an approach of savings first, lending later. The banks do not have a risk in such lending as the borrower's reputation and peer pressure in the group would reduce the risk of bad loans considerably, However, the model has some issues that affect the program.
  - a) Inadequate outreach in many regions
  - b) Delays in opening of SHG accounts and disbursement of loans.
  - c) Impounding of savings by banks as collateral
  - d) Non-approval of repeat loans by banks even when the first loan was repaid.
  - e) Multiple Membership
  - f) Borrowing by SHG members within and outside SHG's
  - g) Adverse consequences of unhealthy competition between NGO promoted SHG's.
  - h) Government promoted /subsidy oriented SHG's and limited banker interface.
  - i) Monitoring of the SHG's.

While the basics of the SHGs being savings led credit, product remain true even today, recent developments have given rise to the need for relook in the approach and design of this fairly successful model leading to SHG – 2.

The basic features of SHG-2 are:

- a) Voluntary savings apart from compulsory savings.
- b) Allowing the sanctions of a cash credit / overdraft system of lending for SHG for a longer operational tenure, and
- c) Graduating selected members of the group that have entrepreneurship potential into a joint liability groups for borrowing larger amounts.

4. **Business Facilitators (BFs)/Business Correspondents (BCs)** – The BC/BF model is a model which based on information and communication technology (ICT) .In this model the intermediates or BC/BFs are technologically empowered by the banks to provide the last mile delivery of financial products and services. Initially created by the banks themselves and laterwith improvisations and RBI policy support, the model on the back of innovative technologies is bridging the connectivity gap between the service seekers, i.e., under-served public, and service providers, i.e., the banks. However. A number of issues both for the partner banks and also for the regulators have surfaced since the start of this model. Some of them being

- a) Profitability of the BFs/BCs
- b) Banks and their BFs/BCs are exposed to huge risk of cash management
- c) The training and hand- holding of the BFs/BCs to enhance the trust level of the end customers
- d) Adoption of technology
- e) Compatibility and integration of technology used by the banks and their BFs/BCs.

Based on above facts, the banks have started coming up with the concept of ultra-small branches to provide support and supervise work of certain number of BCs/BFs. Also, banks could have in-house model where BF/BC outfits could be a subsidiary with its own structure but under closer supervisory control.

5. **Simplified KYC Norms** – Under current KYC norms, a customer must provide number of documents for opening an account as per RBI guidelines. However, the people living in rural areas face problem in fulfilling these

norms. To enable banks to tap in this huge opportunity of rural banking in unbanked areas and to meet the objective of financial inclusion, RBI has relaxed several norms for accounts opened by people who plan to keep balances not exceeding Rs 50,000/- and whose total credit in all the accounts taken together is not expected to exceed Rs 100,000/- in a year. Small accounts can now be opened based on an introduction from another account holder who has satisfied all KYC norms.

6. **Mobile Banking** -: One of the most remarkable developments in terms of innovation in order to harness the full power of technology , the banks have tied up with mobile operators to provide financial services like bill and utility payment , fund transfer, ticket booking, shopping etc. Some examples of this model are m-Pesa by Vodafone and Airtel Money.
7. **Kiosk/ATM based banking**:- In some states, the state government has taken initiatives for providing kiosk based model for access to financial services. Also, banks have used the technology to enable their ATMs to virtually act like a 24x7 branches.
8. **Aadhar Enabled payment services**: - In this system , any Indian citizen having Aadhar number updates his account with the same. All accounts numbers updated are to be reported to RBI, which in turn reports it to various government departments. While making payments to people for working under initiatives like **MGNREGA** or various subsidy schemes, the departments use this information for directly crediting money to the beneficiary's account. This not only reduces the delay in the benefits being received by the end user, but also reduces the chances of corruption in the distribution of the benefits under schemes. Also, the unique biometric identification data stored in the Aadhar database is expected to empower a bank customer to use Aadhar as his/her identity to access various financial services. A pilot scheme in four districts of jharkhand state is currently being carried out under which **MGNREGA** wages to labourers are credited to their Aadhar enabled bank accounts.
9. **Women's SHG Development Fund**: - The union Budget 2011-2012 proposed a "Women's SHG's Development Fund with a corpus of Rs 500 crores. The GOI created this fund to empower women and promote their SHGs. The responsibility of managing the fund if of NABARD. It managed the same

through two of its major microfinance funds, namely financial Inclusion Fund (FIF) and the financial Inclusion technology Fund(FITF).

10. **Swarnjayanti Gram Swarojgar Yojana (SGSY)** - It is centrally sponsored scheme that follows the mechanism of forming SHGs of rural poor households, providing capacity building training and linking groups to banks. SGSY is primarily designed to promote self-employment-oriented income generating activities for the Below Poverty Line (BPL) households in rural areas. The Scheme was launch on April 1,1999.
11. **National Rural livelihood Mission (NRLM)** :- Established in June 2010by the Ministry of rural development(MoRD),GOI. It is based on the success of Indira Kranti Patham (IKP), a poverty alleviation programme implemented in Andhra Pradesh. The key strategies of NRLM are to
  - a) Implement the program with greater emphasis on federations of SHGs
  - b) Provide flexibilities to states for designing specific action plan poverty alleviation,
  - c) Introduce interest subsidy for encouraging repayments of loans and provide multiple doses of credit
  - d) Improve training and capacity building efforts by setting up skill training institutes in each district.
  - e) Facilitate market linkages and
  - f). Improve monitoring and evaluation process.
12. **The Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGA):** - This scheme aims to enhance the livelihood of the rural people by guaranteeing at least one hundred days of wage employment in a financial year to a rural household whose adult members volunteer to do unskilled manual work. As the payments are made through the bank/post office accounts, in 2010-11, nearly 10 crore bank/post office accounts have been opened.
13. **Direct Benefit Transfer (DBT):-** As part of the financial inclusion drive, The Government Of India plans to roll out Direct Benefit Transfer(DBT) to reach out to the bottom of the Socio- Economic Pyramid. The objective of DBT scheme is to ensure that money under various development schemes reaches beneficiaries directly and without any delay. The scheme has been launched in the country from January,2013 and has been rolled out in a planned manner,

starting with 26 welfare schemes, in 43 districts. The scheme is now being extended to additional 78 districts and 3 schemes from 1st July ,2013 and would be extended to the entire country in a phased manner. The government has also started the transfer of cash subsidy for domestic LPG cylinders to Aadhar linked bank accounts of the customers with effect from 1st June 2013, in 20 pilot districts. About 75 Lakh beneficiaries would be benefitted in these districts.

Bank play a key role in implementation of DBT and this involves four important steps, VI

- a). Opening of accounts of all beneficiaries
- b). Seeding of Bank accounts with Aadhar numbers and uploading on the NPCL mapper
- c). Undertaking funds transfer using the national Automated Clearing House- Aadhar Payment bridge System (NACH-APBS).
- d). Strengthening of Banking infrastructure to enable beneficiary to withdraw money.

Banks are ensuring that all beneficiaries have a bank account. All public sector (PSBs) and RRBs have made provision for Aadhar seeding in the CBS. All PSBs have also joined the Aadhar payment ridge of National Payments Corporation of India (NPCL). banks are also issuing debit cards to beneficiaries. Banks have also started action for strengthening banking infrastructure and providing business correspondents in areas, which were so far unserved.

Bank have also provide an onsite ATM in all the ranches in identified districts and a debit card to all beneficiaries to enable him/her to withdraw the money as per his case and convenience. will also strengthen the withdrawal infrastructure.

14. **Swavalamban Schemes:** - A contributory pension scheme launched on September 26,2010 for workers of unorganized sector. Under this scheme the worker of unorganized sector who contribute a sum of Rs 1000 to Rs 12000 per year in their pension account during financial year 2010-2011, The central Government will contribute a sum of Rs 1000 per annum. . Swavalamban Scheme totaling to 40 lakh subscribers by March 2014.



15. **Swabhiman Scheme:** - The central government has launched in away to achieve financial Inclusion programme on February 10,2011 in which five crores households of 73000 villages would be provided access to banking services in unbanked area by opening 50,000,000 crores no frills account till March 2012.

16. **Pradhan mantri Jan-Dhan- Yojana (PMJDY):-** Honorable Prime Minister Shri Narendra Modi on 15th August 2014 announced "Pradhan mantri Jan-Dhan- Yojana(PMJDY)" which is a national mission for Financial Inclusion. The Task is gigantic and is a national priority. The scheme is run by department of Financial services, ministry of Finance, on the inauguration day ,1.5 crore(15million) bank accounts were opened under this scheme.

The national mission on financial Inclusion has an ambitious objective of covering all households in the country with banking facilities and having an account for each household. It has been emphasized by the Honorable prime minister this is important for including people left-out into the mainstream of the financial system.

The Pradhan mantri Jan-Dhan- Yojana was launched on 28th August,2014 across the nation simultaneously. It was launched formally in Delhi with parallel functions at the state level and at district level and sub-district levels. Camps are also to re organized at the branch level. The Pradhan mantri Jan-Dhan- Yojana lies at the core of the development philosophy of "Sab ke Sath Sab ka Vikas".

The yojana envisages universal access to banking facilities with at least one basic banking account for every household, financial literacy, access to credit, insurance and pension. The beneficiaries would get a Rupay Debit card having inbuilt accident insurance cover of 1.00lakh. In addition, there is a life insurance cover of 30000/- to those people who opened their bank account for the time between 15.08.2014 to 26.01.2015 and meet other eligibility conditions of the yojana.

It has been clarified that existing account -holders need not open a new account to avail the benefits under PMJDY. They can get the benefit of accident insurance y getting a Rupay debit card issued and overdraft limit by applying in the existing account. Further it has also been clarified that the

benefits of Rs 30,000/- life insurance cover is available only to those whose accounts are opened for the first time between 15.08.201 to 26.01.2015.

Under PMJDY ,banks were given target to carry out surveys in allocated Sub service areas(SSAs) and wards and to open accounts of all uncovered households by 26.01.2015.All the states/union territories in the country have been mapped into 2,26,197 sub service areas(in rural area) and wards(in urban areas) and out of total number of 21.22 crore surveyed households, bank accounts have been opened for 99.99% households.

PMJDY has been implemented by banks successfully. As against the estimated target of opening 10 crore accounts, as on 28.10.2015,19.02crore accounts have been opened out of which 11.58 crore accounts are in rural areas and 7.44 crore in urban areas. Despites of Rs 25913.55 crore have been mobilized .16.37 crore Rupay Debit Cards have been issued and Aadhar seeding has been done in 8.00 crore accounts. Overdraft (OD)in PMJDY accounts: As on 30.10.2015 22.43 lac accounts have been sanctioned OD facility of which 8.37 lakh account-holders have availed this facility involving an amount of Rs 11,824.97 lakhs.

Insurance Claims settled:

- As on 30.10.2015, out of 669 lodged,607 have been disposed of under accidental insurance cover of Rs 1 lakh under Rupay Debit card.
- As on 30.10.2015, out of 1516 claim lodged,1450 claims have been disposed of under Life cover of 30,000/- to those beneficiaries who opened their accounts for the first time from 15.08.201 to 26.01.2015.

## Pradhan Mantri Jan - Dhan Yojana

(All figures in Crore)

**Table 4.3**

### Beneficiaries Under Pradhan Mantri Jan - Dhan Yojana as on 01/08/2018

Bank Name / Type	Number of beneficiaries at rural/semi urban centre bank branches	Number of Beneficiaries at urban metro centre bank branches	No Of Rural-Urban Female Beneficiaries	Number of Total Beneficiaries	Deposits in Accounts (In Crore)	Number of Rupay Debit Cards issued to beneficiaries
Public Sector Banks	14.02	12.03	13.52	26.05	64388.62	19.64
Regional Rural Banks	4.39	0.81	2.85	5.20	14072.06	3.70
Private Sector Banks	0.60	0.40	0.53	1.00	2214.15	0.93
<b>Grand Total</b>	<b>19.02</b>	<b>13.23</b>	<b>16.90</b>	<b>32.25</b>	<b>80674.82</b>	<b>24.27</b>

Disclaimer : Information is based upon the data as submitted by different banks source - <https://www.pmjdy.gov.in/account> access on 12/08/2018 6 AM.

- 32.25 Crore beneficiaries banked so far ₹80,674.82 Crore Balance in beneficiary accounts
- 1.26 lakh Bank Mitras delivering branchless banking services in Sub-Service Areas<sup>81</sup>.

Reserve Bank of India (RBI), vide its Press Release dated 26.08.2014, has further clarified that those persons who do not have any of the ‘officially valid documents’ can open “Small Accounts” with banks. A “Small Account” can be opened based on a self-attested photograph and putting his/her signatures or thumb print in the presence of officials of the bank. Such accounts have limitations regarding the aggregate credits (not more than Rupees one lakh in a year), aggregate withdrawals (not more than Rupees ten thousand in a month) and balance in the accounts (not more than Rupees fifty thousand at any point of time). These accounts would be valid normally for a period of twelve months.

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81. <https://www.pmjdy.gov.in/account> access on 12/08/2018 6 AM

Thereafter, such accounts would be allowed to continue for a further period of twelve more months, if the account-holder provides a document showing that he/she has applied for any of the Officially Valid Document, within 12 months of opening the small account.

17. **Financial Inclusion Plan:** -Financial Inclusion Plan is the RBI designed financial Inclusion measures to be implemented by commercial bank to provide banking services in unbanked villages. As part of the programme, all public sector and private sector banks have to prepare a three-year plan to extend their services in the identified unbanked areas.

**Present Plan**

comprehensive FI based on six pillars is proposed to be achieved as under:

**Phase I (15 Aug ,2014 - 14 Aug 2015)**

- Universal access to banking facilities.
- Providing basic banking accounts for saving & remittance and Rupay Debit card with inbuilt accident insurance cover of 1lakh and Rupay card
- Financial Literacy Programme

**Phase II(15 Aug,2015- 15 Aug, 2018)**

- Overdraft facility of up to 5000/- after six months of satisfactory performance of saving/credit history.
- Creation of Credit Guarantee Fund for coverage of defaults in overdraft A/Cs
- Micro-insurance
- Unorganized sector pension schemes like swavalamban.
- In addition., in this phase, coverage of households in hilly, tribal and difficult areas would be carried out. Moreover, this phase would focus on coverage of remaining adults in the households and students.
- Except NE /Hilly area all the rural and semi urban parts of the country divided in sub service area, which includes 1000-1500 households taking 3-4 villages on average.

- 74,000 villages with more than 2000 population covered by Business correspondents under Swabhiman campaign. These villages will be considered for conversion into full-fledged Brick and mortar branches with staff strength of 1+1/1+2 in the next three to five years.
- All the 6 lakhs villages across the entire country are to be mapped according to the Service Area of each bank to have at least one fixed point Banking outlet catering to 1000 to 1500 households, called as Sub Service Area (SSA). It is proposed that SSAs shall be covered through a combination of banking outlets i.e branch banking and branchless banking. Branch banking means traditional Brick and mortar branches, branchless banking comprises of fixed-point Business correspondents' agents, who acts as representative of bank to provide basic banking services.<sup>82</sup>
- The plan therefore proposes to channel all Government benefits (from Centre/state/local body) to the beneficiaries to such accounts and pushing the direct Benefits Transfer (DBT) scheme of the Union Government including restarting the DBT in LPG scheme. MGNREGS sponsored by Ministry of Rural Development (MORD, GOI) is also likely to be included in Direct Benefit Transfer Scheme.
- keeping the stiff target in mind, in the first phase, the plan would focus on first three pillars in the first year starting from 15 August 2014.
- The target for setting up additional 50,000BCs is quite challenging given the constraints of telecom connectivity.
- To achieve this plan, phase wise and state wise targets for Banks have been set up for Banks for the period 15 August,2014 to 14 August,2015.
- To achieve a "demand" side pull effect, it would be essential that there is Branding and awareness of business Correspondent model for providing basic banking services, Banking products available at BC outlet and Rupay Cards. A Media plans for the same is being worked out in consultation with banks.

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82. <http://pib.nic.in/newsite/PrintRelease.aspx?relid=109113>

- A project management Consultant/group would be engaged to help the department implement the plan.
- It is proposed to launch the program simultaneously at national level Delhi, at every state capital and all district headquarters.
- A web portal would be created for reporting/monitoring of progress.
- Roles of various stakeholders like other Departments of the central Government, state governments, RBI, NABARD, NPCL, UIDAI and other have been indicated.
- Gram dak seveks in rural areas are proposed as Business Correspondent of banks.
- Department of telecom has been requested to ensure that problems of poor and no connectivity are resolved. they have informed that out of 5.93 lakh inhabited villages in the country (2011 census) about 50,000 villages are not covered with Telecom Connectivity.
- In the recent past there is substantial improvement on technological front after adoption of CBS by bans like electronic payment, NEFT, RTGS, mobile Banking, internet, IMPS etc. After arrival of Aadhaar, Aadhaar enabled products like e-KYC for opening accounts, Aadhaar Enabled payment system (AEPS), Micro ATMs, ABPS for Aadhaar based centralised credit based on biometric authentication of customer form UIDAI data base. Similarly, NPCL has launched new products like USSD based mobile banking, IMPS etc, which have potential to change the entire landscape of financial Inclusion. There would be focus to use these products in a large way to ensure coverage of hitherto excluded section in a time bound manner.
- In the present plan, based on the learning from the past, a holistic approach is proposed to provide all the citizens of the country with a basket of financial products to enable them financially secure.

### **Government Programme for women**

The Government has many Programmes for the rural poor relating to the wage and self -employment and infrastructure development. they are: -Jawahar Rojgar Yojana(JRY). Millions Well Scheme(MWS), Indira Awas Yojana(IAY),employment Assurance Scheme(EAS),MPs local area development scheme(MPLADS), Intregrated

Rural Development Programme(IRDP), Development of women and children in rural Area(DWCRA), and training for rural youth for Self- Employment (TRYSEM). etc. Rapid growth in urban population has resulted in aggravating the problem of urban poverty.

#### **4.4 Schemes of MDMSB (Mann Deshi Mahila Sahakari Bank Ltd)**

Mann Deshi Bank is a cooperative bank only for rural women. It is founded in 1997 by Mrs Chetana Gala Sinha in satara district. Mann Deshi bank is becoming best preferred bank for rural women in Satara District. This bank is playing dominant role in financial inclusion of rural women. Number of account holder are increasing very fast. Mission of this bank to provide distinctive and novel combination financial and non financial service to poor women in backward and drought prone area in Maharashtra. Basic objective of the Bank to make rural women financially independent and self sufficient. This bank is for those women who cannot physically go to bank for saving deposit. In this area women cannot go to the bank for small savings as cannot become absentee from workplace. Rural women are illiterate too. Mann Deshi Bank is doing efforts for these type of rural illiterate women. Indeed, it is becoming popular among rural women. Researcher tried to get real impact of the Mann Deshi bank. Mann Deshi Bank has 7 branches ,6 branches are in rural Satara only. In the rural area weekly market occurs. researcher visited market and conducted interview randomly women for sample. Researcher talked to the women near the branch of Mann Deshi bank. That shows actual inclusion by Mann Deshi Bank.

The Mann Deshi Bank headquarter is in Mhaswad a village in the district Satara. Now Mann Deshi bank is functioning seven districts in Maharashtra. Satara, Sangali, Sholapur, Ratnagiri, Raigad, Pune and Kolhapur Mann Deshi foundation spread over 7 district in Maharashtra and one district each in Gujarat and Karnataka. It has seven branches Mhaswad, Dahiwadi, Vaduj, Satara, Lonand, Gondawale and one in urban area in Dhayari in Pune.

Study of MDMSB has been done by the researchers from the social point of view also few studies has been done on the services provided by MDMSB but there are no studies from the economic point of view in general and financial inclusion in particular. Thus, to bridge the research gap this paper is written.

MDMSB is working in systematic manner and the model of the MDMSB can be easily implemented as a part of financial inclusion program. MDMSB was the first institution to set up a rural bank in India in 1997-in Maharashtra. The bank has a deposit base of Rs 50 crore. Mann Deshi Foundation and the Bank are operating in Maharashtra and Karnataka.

Mann Deshi Bank's task to offer women essential tool for financial independence and self competence. As bank believe that women empowerment will expand the growth and development of India. Mann Deshi clients are basically from backward poor women non -literate or semi literate with average income of 2200 Rs per annum.

Mann Deshi Mahila Bank consist of three different organisation- Mann Deshi Bank, Mann Deshi foundation which named was earlier Mann Vikas Samajik Sanstha. Mann Deshi foundation is non- profit organization. Mann Deshi foundation-Mann Deshi Foundation is a charitable thrust. It provides non financial services to clients Like girls education, health services, vocational skill training etc.Third Mann DeshiMahila Bachat Gat Federation(Self-Help Group Federation ) Is nonprofit association which organize self help groups. The most important feature of bank is door step banking.

#### **4.4.1Door Step Banking**

The most unique feature of MDMSB door step Banking. All the financial institutions do not deposit small amount of savings. Rural women of Satara wanted to deposit their daily small saving to just keep safe . But our formal financial institutions rules are not feasible for this type of savings. Whatever women can save daily, they want to deposit it for safer side. Women of Satara told the founder that whatever they are saving formal banks are not ready to take as deposits as these are very small amount. So, Mrs Chetana Sinha has given idea of Mann Deshi Mahila Bank for small savings only for women.

It was observed by founder of MDMSB Mrs Chetna Gala sinha ,when she started bank specially for rural women , they were not ready to come bank daily for saving just 10-20 rupees. It was loss of their work. Their economic condition was hand to mouth. Daily they earn and daily they spend. Normal commercial bank were not ready to accept 10-20 rupees as saving. So solving this problem, Mrs Chetana Sinha

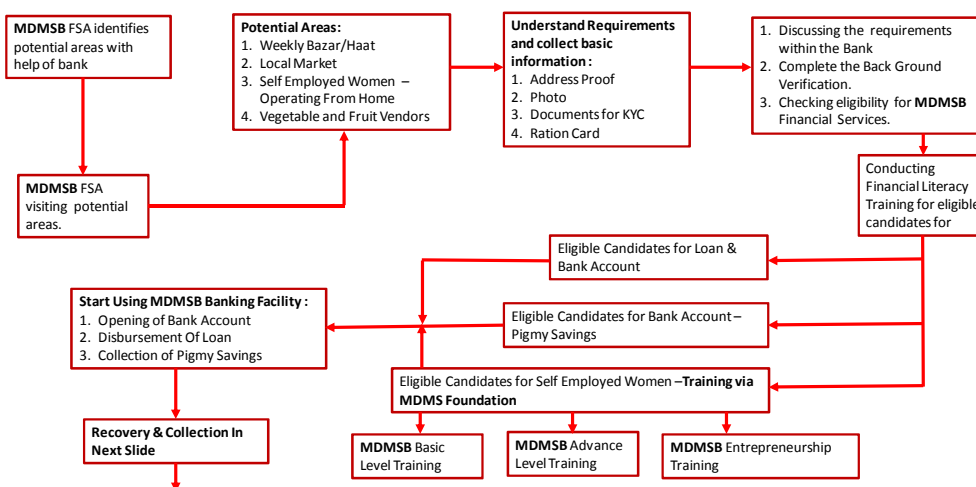


given the idea of door step banking.. Field officer daily move in the market and collect small savings from customers. They are using specific electronic device. This is done by specific electronic machine, that keeps records of every customers. Pigmy system is very popular in this area.

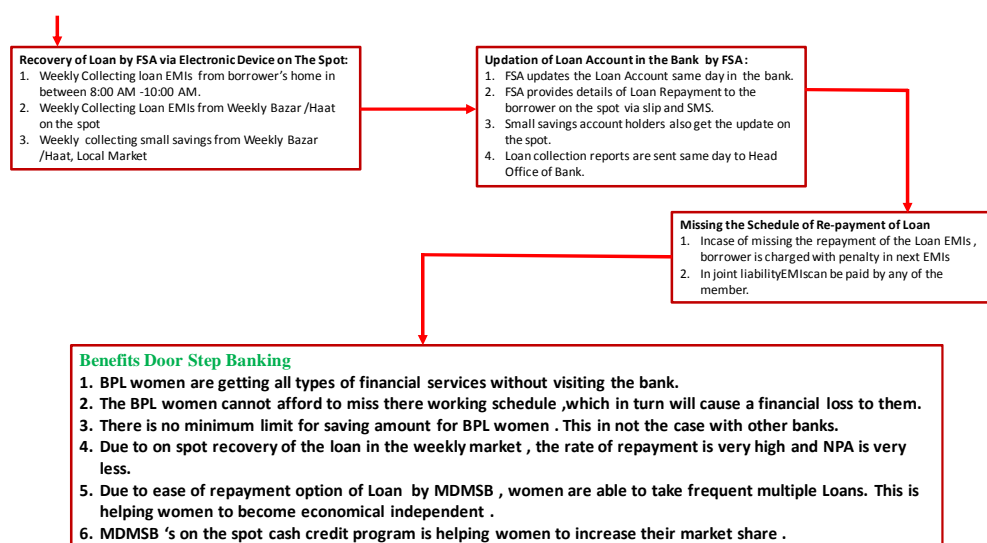
Even illiterate women cannot manage their Bank account. The formal procedures of loans, deposits, other banking transactions are very difficult for illiterate and rural women. They are unable to maintain bank accounts properly and cannot use different plans of savings. Door step banking is really becoming very helpful for rural women. Field officers of bank consult properly and maintain their record of bank accounts and small savings. Maximum women of Satara rural area are vegetable and fruits sellers. Daily they sell and get income. whatever income they earn daily basis can save in pigmy. FSA of MDMSB visits market place and collects their small savings.

Every branch of MDMSB has one loan officer and 6-7 field service assistants (FSA). These FSA do survey in weekly market for needy customers. He can fill form with KYC norms directly in field. They approach customers and give advice to take loan, give them assistance. loan officer checks eligibility and KYC norms. On the market day only, FSA provides loan to vendors. Even for recovery and taking EMI these FSA daily visit market. FSA visits regularly in the weekly markets, search for needy women. they counsel women. give them training for self- employment. Normally installments are paid weekly. it is become easy to collect direct in market to take installments. there are fixed weekdays market for different areas. On that day FSA visits and collects weekly installments. He/she maintains diaries and also designs loan product for weekly market vendors. FSA always presents in the weekly market. He or She assigned for two or three markets. Every area market occurs in specific week days. only one specific day one market only. So it is possible for FSAs to present full time in market.

## Model of Mann Deshi Mahila Sahakari Bank



## Door Step Banking – Recovery of Loan



The doorstep banking procedure can be explained with help of model made by the researcher. This procedure is unique and feasible for bank as well as customers. FSAs are playing major role in the door step Banking. Normally they belong to local area and performing their duty efficiently. As FSAs are getting commission per client, number of more clients give them more commission. So FSAs are ready to work hard for getting more income. This is becoming popular among villagers. Weekly installments are also very favorable feature of doorstep banking. small size of weekly installments and recovery in the market day are helping rural women to pay loan on time. It is can be tell specially women are taking so many times of loan and paying back loan on time.

#### **4.4.2 Mann Deshi Bank's Cash Credit Product for Micro Entrepreneurs**

Small market vendors need immediate cash to product in market but it is not possible for vendors to visit the bank for loan on same market day. They have to borrow cash from local money lender or buy goods on credit. In both cases there are high rate of interest. So for the sake of small vendors, arrangement of working capital of business MDMSB started Weekly Market Doorstep Cash Credit (DCC). This scheme is without any collateral. This scheme leads to increase business and turnover more opportunity for vendors. In India approximately more than 60.000 weekly market take place. This facility can be apply everywhere in the country with the help of business correspondent.

MDMSB and Deutsche Gesellschaft for Internationale Zusammenarbeit (GIZ) GmbH jointly conducted a study to design a product to service micro-entrepreneurs in Satara district in rural Maharashtra.<sup>27</sup>

It was observed by MDMSB in 2013 that in this region weekly market are vibrant with so many business activity. Vendors are not using formal financial services. Mann Deshi bank conducted survey with short questionnaire in four places Dahiwadi, pilliv, Mhaswad, Gondawale in 2013. Every place has one big market by 500 vendors. There are three types of vendors exists in the weekly market. 1. Retailers who have permanent shop

2. Visiting traders who rented a designed shop.

3. Farmer to sell their produce.

77% vendors sold vegetables and fruits. Reserve Bank of India mandated that basic saving account should offer cash credit facility. Very few banks are implementing it. This study was trying to get model of cash credit product through individual business correspondent.

Preliminary study showed that vendors frequently purchased goods on credit from wholesalers in spite of daily interest of up to 1.4%. Because of credit only buyers had less bargaining power than cash buyers and maximum time buyers get poor quality of products from wholesaler.

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27. Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Department for International Development (DFID) GIZ on behalf of Federal Ministry for Economic Cooperation and Development (BMZ) 2013, "Promoting women's financial inclusion-A toolkit

While there was no evidence of moneylender borrowings. The study suggested for these types of vendors joint liability groups would not be suitable. Retail vendors are dealing with different types of products and maximum customers.

Field service assistants (FSA) search potential loan applicants in the market and make enquiries about them. When get knowledge about regular vendor, FSA approach them and provide them loan. Once one vendor from the market gets loan and does repayment, automatically other vendors will approach the FSA. FSA gathers clients in groups of three (as guarantors) and explain about the facility.<sup>27</sup>

**Table 4.4**

**Eligibility Criteria For Cash Credit Facility**

Serial no	Features	Details
1.	Eligibility criteria	Only Females Age between 21 to 59 Has been in business of that particular market last three months Business should conduct throughout the year Two guarantor from the same business
2.	Guarantor/joint liability group	Each member should be ready to pay at least interest of other two members
3.	Required documents	Address Proof( voter Id, Pan Card, bank pass book, Adhaar card, electricity bill, house tax, ration card)
4	Credit limit	INR10,000 initially, increased to INR 20,000 upon regular payment
5.	Loan tenure	Three years
6.	Interest Rate	24% per annum on reducing balance .every week (0.47%)
7.	Processing Fees	INR 100 per quarter refundable Contribution to share capital :INR 500 Saving A/c minimum balance :100

	Other charges	Non refundable Share registration: INR 50 Nominal Share INR 100 Insurance premium: INR 188 Total 938
8.	Repayment terms	Required payment as interest generate every week Recommended repayment minimum 10% of loan amount
8.	Location	Collection of documents, disbursement, repayment and withdrawals take place in the weekly markets, even client can go in the bank in working hours

Source- Mann Deshi Bank's Cash Credit Product for Micro-Entrepreneurs-A Case Study published by GIZ NABARD Rural Financial Institutions Programme

**Loan approval** -The FSA gathers group of three people (as guarantors),collects their details and explains information about the product. If eligibility criteria fulfill then application of loan filed. The branch official visits for verification. After verification file is send to BLC (Branch Loan Committee) for approval. After approval applicant called for the loan agreement. Loan disbursement take place in market area where all the three guarantors operate<sup>28</sup>.

**Transactions-** Clients can make dealings with assigned FSA or visit branch of the bank in any working hours. Details of transactions recorded in the clients passbook, as well as authentication done by using finger print an off line point of sale(Pos). Repayments and fresh borrowings takes place mostly in weekly market area. Once core banking system is enabled, bank allow any FSA to any market. clients deals with multiple markets can do multiple transactions in multiple markets.

**Distribution.** - Mann Deshi bank weekly product facility provided by Business correspondents. These business correspondents are called FSAs (field service Assistants). Previously FSA were full salaried people working on another cash credit product. After Cash credit product FSAs are completely on field work dedicated to only this product. They work on commission. The commission rate is 20% of the interest revenue. More client they catch, more loan they disburse, more commission they get. This way MDMSB is increasing number of loan applicants.

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<sup>28</sup> source- Mann Deshi Bank's Cash Credit Product for Micro-Entrepreneurs-A Case Study published by GIZ NABARD Rural Financial Institutions Programme

Each FSA is assigned three or four markets and is supposed to tackle 150 to 250 clients. Each branch has four to five FSAs work under supervision of one loan officer. Loan Officer work under one head office staff.

**Table 4.5**

**Cost Assumptions of the Cash Credit Facility**

Serial number	Cost estimations	
1.	Average loan amount per client	10,000
2.	Limits of clients under one FSA	150-250
3.	Number of FSA under one loan officer	5
4.	Revenue	
5.	Rate of interest per annum	24%
6.	Rate of interest per month	2%
7.	Share of income kept by the bank	80%
8.	Cost	
9.	Commission of FSA on interest collected	20%
10.	Salary of loan officer per month	8000
11.	Salary of head office staff per month	10,000
12.	Cost of GPRS enabled POS machine	12,000
13.	Cost of CBS enabled POS machine	25,000
14.	Cost of Funds	5%

Source- . Mann Deshi Bank's Cash Credit Product for Micro-Entrepreneurs-A Case Study published by GIZ NABARD Rural Financial Institutions Programme

**Table 4.6**

**Profit Projection-at loan outstanding amount of INR 10,000**

1.	No of Clients	100	150	250	1500
2.	No of months	9	14	23	28
3.	Avg outstanding for the month	1000,000	1,500,000	2,500,000	15,000,000
4.	Interest earned for	20,000	30,000	50,000	300,000

	the month				
5.	No of FSAs	1	1	1	5
6.	Commission paid to FSA	4000	6,000	10,000	60,000
7.	Commission per FSA	4000	6,000	10,000	12,000
8.	No of loan officers	1	1	1	1
9.	Monthly salary per loan officer	8000	8,000	8,000	8,000
10.	No of head office staff	1	1	1	1
11.	Monthly salary per head office staff	10,000	10,000	10,000	10,000
12.	Cost of technology(over 2 year	1042	1042	1042	5,208
13.	Cost of funds	4167	6250	10,417	62,500
14	Bad loans(1%)	833	1250	2083	12,500
15.	Profit/loss for the month	(8042)	(2542)	8458	141,792

Source- . Mann Deshi Bank's Cash Credit Product for Micro-Entrepreneurs-A Case Study published by GIZ NABARD Rural Financial Institutions Program

As the assumptions of 10,000 INR is average amount of cash credit product above table reflect profit margin of this facility. After one-year cash flow turn positive and breakeven point come after one year and six months. In the second year FSA start getting more than 9,000 INR which is initially 4000 INR monthly. thus FSAs are getting incentive.

**Advantages of Cash credit product-** Based on that study, most of the clients reported increase in profit of 30-100 % on availing of the loan. Customers can buy more goods at lower price with higher quality. So increased their profit. Timely approved loan they are getting, can avail amount whenever they require. Rate of interest is lower as compared to local lenders generate more profit. Being cash in hand

clients can take higher quality products from whole seller, their bargaining power increased. Study analyzed the withdrawal and repayment patterns and got observations like clients want more amount of loan. they repay their first two loans quickly and expect to get more amount of loan in third term. So many customers are not using cash credit product, simply they are using as loan. There are no issue of repayments. clients are paying installments on time.

This cash credit product ideal for women. They are not using their full limit. In the time of bad business payment can suffer.

#### **4.4.3. Recovery by FSA**

Daily morning 8.30 am to 10.30am FSA visits borrower's place. Before going to their workplace, FSA collects installments from customers. and giving Normally installment are weekly. Every specific area is fixed with specific weekdays. After giving loan and collecting installment FSA come in the bank branch of the bank and deposit the recovery amount. In some branch FSA takes recovery four days in a week , two days they devote for verification of forms of loan. KYC norm is followed. Loan Officer check eligibility criteria. They use Pigmy Machine for collecting installments. Pigmy machine connected to the computer in branch of the bank , all transactions updated in the computer. In this way all the data updated. Daily in the evening branch manager send complete report to the head office.

#### **4.4.4. Pigmy**

Bank is taking small savings from the customers. FSA daily visits market, whatever extra saving customers can give after earning they give to Field officer. People can save any amount of money upto 2000 rupees daily in pigmy. Agents gets commission on every customer. If customer withdraws money before six months then she gets amount after penalty of 3%. So Field officer daily move in place of customers and customers encourage for more and more saving. Thus Women save their extra earnings. This easy way to reach bank services at door step is really becoming very helpful for rural women. Although women hardly fulfill their basic requirements but they forcedly able to save small amount of money. Researcher contacted so many women they are becoming habitual of small saving besides whatever economic condition they have to face.



**4.4.5 Taking Small Savings-** MDMSB is taking small saving from the customer. Bank takes five rupees to 2000 rupees daily basis in pigmy from the women. Women deposit to bank agents via electronic machine as per their saving capacity. Women need not to go to the bank. FSAs directly visits women's place and collect amount from the customer. FSAs get commission on saving amount. If customer withdraws money earlier than six months , then 3% of total deposit amount will be deducted and returned to the customers.

**4.4.6. Loan repayment responsibility on the group-**

MDMSB give Loan to group of 5-6 women. Bank suggests women to make group of 5-6 women. Bank provide loan combined. repayment of loan is on whole group not individually. If any reason one women will fail to pay installment other women of group can pay behalf of her. In this way for loan bank is getting timely installments. This way Bank's NPA is very minute.

**4.4.7. Taking installment directly in the market-**

FSA Collects Installments directly in the weekly market. When in the market women gets income from selling commodities. FSA directly collects installments in the market. Women pay installments easily without fail as FSA collects on the same day of the weekly market. This method of collection is very convenient for women as well as bank also. Women pay installments immediate after getting income from selling. Anyhow whatever income women are getting, they pay installments first. so number of loan defaulter women are very less. Researcher found so many women took loan for 2-3 times , after paying one loan , easily they taking another loan. Women are taking loan even for helping husband business also. Researcher found so many housewives those took loan for their husband's business.

**4.4.8. Depositing small Savings-**

All the financial institutions do not deposit small amount of savings. Rural women of Satara wanted to deposit their daily small saving to just safe point of view. But our formal financial institutions rules are not feasible for this type of savings. Whatever women can save daily, they want to deposit it for safer side. Women of Satara told founder that whatever they are saving formal banks are no ready to take as deposits as

these are very small amount. This is done by specific electronic machine, that keeps records of every customers. Pigmy system is very popular in this area.

#### **4.4.9 Financial services-**

**Individual Loans-** Individual women can take loan up to 15000 without collateral with the signature of two women guarantors. Now As per RBI instruction Mann Deshi customers can take 40 to 50 thousand rupees loan without collateral. More than women has to keep some collateral- A house, farm or livestock. Even women can submit gold as collateral also.

**Property-Collateral Loans** It is assumption that as women do not own property they cannot provide collateral. MDMSB has resolved the issue of property ownership long bank. More than 20,000 women have borrowed loan from MDMSB which required mortgage of property also. MDMSB gives 1% rebate in interest if women own property. This motivates husbands to be Mann Deshi's credit programs, which encourage women to build assets by providing micro-loans, finance a variety of asset-building enterprises including startup business and training. Unlike many other MFIs, MDMSB sees the importance in consumption loans to finance healthcare costs, marriages, children's' education, and housing. Depending on each woman's needs, MDMSB Bank offers different types of loans:

Today more than 185,000 women make deposits with the Bank and their accounts have become their assets. Crucially, if women take out a loan with the Bank, their husbands must make them co-owners of all of the family's property. Today +36,000 women have used group loans, and bank loans to gain access to their family asset This motivates husbands to registered property in women's name.

**Table 4.7**

#### **Details of Loans-**

Type of Loan	Clientele/ Loan Type	Maximum Amount	Terms	% Of Loans
Short -term 1 year	Street vendors small shop owners	Rs 5,000-10,000	Rate 12% Fee s25repayment monthly	34%
Long -Term	Working	Rs 30,000	Rate 12%	46%

2-5 Year	capital/machinery Agricultural Home repairs/constructs Animal Husbandry		Fee Rs 100 Monthly Repayment	
Loan against deposit 1 year	Emergency	80% of deposit	Rate 2% Fee none Repayment varies	12%
Loan against Gold 1 year	Emergency	70% of pure gold	Rate 14% Fee Rs 25 Repayment monthly	6%
Gold Loan 1 year	Asset Development	Value of 10gram gold or less	Rate 15% Fee Rs 25 Repayment monthly	2%

source- Report of Mann Deshi Bank

If women will choose repayment mode by door step banking then extra 3% will be added.

**Table 4.8**

### **Types Of Saving Account**

Types of saving accounts	Descriptions	Interest
Regular saving	Maximum two withdrawals per week	3.5%
Term Deposits	Held for 15 days to 3 years	3.5% - 8%
Weekly Monthly Deposits	Held for six months, 1 year or more	5.5%

Source- Mann Deshi Bank Reports

**Savings-** The Bank needs all of its borrowers to open long term saving account and save regularly, daily weekly or monthly. One of the Mann Deshi customer launched one saving product. In the month of June every household has to spend 3000-4000 rupees for admission and school material. All he family cannot bear this expenditure.

She suggested saving product that will mature in June, so women can save throughout the year.

**Insurance** - Mann Deshi Bank provides life insurance product for women . Women age between 18 to 60 years can get insurance from 5000 rupees to 50000 Rupees.

**Pension Scheme-** Mann Deshi Bank is First Financial Institution in Maharashtra which is following pension Scheme. MDMSB with partnership of UTI mutual funds provide pension program to give financial security of its clients. Women Between 18 to 55 Years can save weekly monthly quarterly or annually. At the age of 59 they will start getting pension, depend on their accumulated saving and compound interest. When Government started pension scheme for unorganised sector it took model of MDMSB.

**Financial literacy-**MDMSB runs three types of financial literacy program. These all program are free of cost. Basic literacy program for taking first timer borrower. It is for one day for two to three hours. This course provides information about savings and loan, repayment mode. Most of the study material are picture based as maximum customers are illiterate. Advanced program for taking loan more than once. This program takes two to three days for two-three hours daily. There is special literacy program for self -entrepreneurship for women. Business financial literacy gives marketing tips, budgeting of business, financial negotiation , debt management etc. MDMSB provides complete information about loan, rate of interest, repayment mode, in case of nonpayment of installments etc. In the year 2016-17 31,038 women got advantage of financial literacy class.

**4.4.10. Training for self -employment-**Every branch of bank having Mann Deshi Foundation that is giving training for so many skills. Diverse range of courses provided by Mann Deshi Foundation. Basic computer skills tailoring, Mehndi, screen printing etc.

A miscellaneous courses are provided by the MDMSB

Screen printing	Making blouses	Basic computer skill
Making	Basic sewing	Photo lamination

Bouquets		
Making cotton bags	Dress making	Fast food preparation
Making blankets	Repair household equipments	Mehndi
Making leather bags	English language	Career Guidance
Jardosi		

women get these skills and able self -employment. MDMSB agents suggest forming a group of 5-6 women for starting self business. Bank provides loan in group. If any women will be unable to pay installment any of women from her group will pay installment. The bank give responsibility of repayment of loan on the group. If one women will not able to pay installment, other women can pay installments, this way Bank's NPA is very minute.

#### **4.4.11 Mann Deshi Udyogini Business school on wheels for Rural Women-Mann**

Deshi Bank started Mann Deshi udyogini business school on wheels with partnership with the Despande Foundation and Ashoka Foundation in Karnataka in 2007. This school is providing bus with full of equipments and customized training space. The business school on wheels reaching out remotest are which are lack behind. sometimes they are using common public places like temples and school classroom for training. Specially these mobile buses are moving in Hubli and Dharwad districts in Karnataka. The leader of the SHG (self help groups) from the respective villages will be responsible for training session. courses for training full screen printing, tailoring, fast food production, basic computer literacy goat rearing, milk production, financial literacy and marketing literacy. This course also provide microfinance services.

#### **4.4.12 Mann Deshi Kiosk center - First kiosk center started in 2006 in Pusegaon .**

Kiosk center provides farmer prospect to deliberately plan so they can perform farming activities and market their product sensibly. Objectives of kiosk is to provide information about market price, training opportunities, and additional resources, training experts via internet that will be helpful. Kiosk are established to give information on the subject of market price, training opportunities ,additional resources, technical help via internet etc. These centers are running successfully.

**4.4.13 Mann Deshi marketing center-** Even Bank Started marketing centers as new initiative with collaboration of federation. The center brings products and services to the remote area. The center sells enterprise products and personal consumption items that were not available to the customers. The center is selling oversized umbrellas that is protecting women from sun rays. By using mobile hat or umbrella women can save their health in summer season, escape themselves from the sun stroke. The center trains women to market produce to classy clients. The center connects local grower to national wholesale market, that is beyond their capacity.

**4.4.14. Mann Deshi Mahosatav-** Every year in the month of March Mann Deshi Bank celebrates Mahosatav. On that customer sell their product in the market. In this way MDMSB is giving recognition to creativity of customers and spread the message of schemes of Mann Deshi bank. This year Mann Deshi Bank organized Mann Deshi Mumbai Mahostav january 2017 to showcase local Produce crafts, Dance and food of Mann Taluka. There were 20,000 thousand Mumbaikar attended this Mahotsav and 25 lakh rupees income generated through this celebration. Every evening there were show of local dance and songs. Women wrestler showcased their skill and talent in the Mahotasav.

**4.4.15 Business school-**In 2006 MDMSB started the Business school program for rural women with the founding sponsor of HSBC. The Business School enabled more than 46,000 women to benefit from the graduation program. The women entrepreneurs graduating from the Business School will benefit from the services of the Chamber of Commerce to conduct their business. In the year 2016-17 58,866 women got training across 832 village with 7 business school and 5 mobile business school. 14,380 women attended various entrepreneurship development courses. 12,743 young women and girls attended.

**4.4.16. MDMSB Chamber of Commerce for Rural Women in India (MCCRW)-** MDMSB Foundation has also formed the first MDMSB Chamber of Commerce for Rural Women in India (MCCRW) in partnership with 'President Clinton Foundations' initiative - Clinton Global Initiative (CGI) based in New York, USA. Mann Deshi Bank provides financial, marketing ,legal advice provides via chamber of commerce. Chamber of Commerce organize events also. In Jan 2017 COC organized Mumbai

Mann Deshi Mahostav. currently there 3 chambers of commerce running by Mann Deshi Bank. chamber of Commerce has toll-free helpline number. In the year 2016-17 18,225 women participated in 3 chamber of commerce program.

**4.4.17. Include Women's Names on Stamp Papers-** The MDMSB Bank persuaded the Revenue Department of Maharashtra to include women's names on stamp papers. Stamp papers are duties levied on transfers of immovable property. By including the names of women, the papers recognize a woman's right to household property. By this step women become partner in household property with their husband. husband cannot sell property without consent of his wife. In the case of divorce husband cannot claim whole property in his name. To date, nearly six hundred thousand women have been helped by this policy change and 7000 have been able to get the share in the household property. MDMSB has also created an incentive for women to become homeowners by giving them a 1% rebate on interest paid on loans. So many husband transfer name of property in their wife name for getting extra rebate on loan Mann Deshi Bank helped one village to win as cleanest village in state government sponsored competition by convince all the males to share legal rights to their wife.

**4.4.18 Manndeshi Tarang Vahini Mhaswad-**Manndeshi Tarang Vahini Mhaswad CRS Launched on 17th November 2008 by Manndeshi Foundation Mhaswad (NGO) for Manndeshi Community. Manndeshi Tarang Vahini Mhaswad CRS produce a radio programme for the Manndeshi people, by the Manndeshi people and related to Manndeshi culture. The Radio Programme broadcast viz agriculture – Malavarach Shivar including interview of farmer, success story of farmer Information about soil-testing, seeds, cultivation., child education, local information, banks financial services, Women and Self help Groups, personality development, local cultural & entertainment, various Government and non government programs etc. Tarang Vahini has 1,50,000 listeners in the 110 villages. This service Broadcasts a wide range of programmes that bring to light the achievements of women and local communities, government schemes, services from famers nearby village. It also broadcast the humour, songs, stroies and traditions of the Mann Region.

The channel is accessible to anyone within a 50 kilometre radius. We even have a Community Radio mobile application. “Today, our vegetable vendors, our B-school women, and many others come confidently to this (their) radio channel to talk about

their journeys and inspire other women to do the same,” Vanita Shinde, Chief Administrative Officer, Mann Deshi Foundation.

**4.4.19. Sukanya Yojana-** For controlling killing female infanticide MDMSB started Sukanya Yojana with the help of satara mahanagarपालिका. After birth of girl child bank provides 20,000 Rupees. when girl will be 18 years old she will be lakhpati.

**4.4.20. Core Banking** - MDMSB started core Banking Facility. customers are getting SMS for every transaction on their registered mobile number.

**4.4.21. Rupay Debit card-** MDMSB has provided Micro ATM machine for weekly market. Customer can easily do any transaction by POS. Bank is providing rupay Debit Card to its customer, that can be use any shopping mall, petrol pump, hotel insurance etc. Customer can withdraw money ATM of any bank by this card.

**4.4.22. Aadhar card-based payment System-**Bank has linked adhar card with account. Customer has to register her adhar card. Gas subsidy, any government payment, insurance claim, provident fund cash directly come in the customer's account. Bank is giving notification to those customers who have not registered adhar card with their account.

**4.4.23. Pancard-** Bank is also providing facility of making pancard for customers.

**4.4.24. Umbrella program-** Mann Deshi Bank is providing umbrella on interest free loan to women, that is protecting women from direct sun. In the summer season women have to face direct sun when they seat for selling products. Mann deshi Bank is providing hats for women in the remote areas.

**4.4.25. Cattle camp and water tank-** During the draught of 2003 in Maharashtra Mann Deshi Foundation conducted regular cattle camp. Every day 400 tones of fodder were provided to 19000 animals in the camp. This step was getting funding from state government. Mann Deshi foundation got best cattle camp award in the state. Mann Deshi foundation also provided water tanks in 45 villages to solve their drinking water problem in the village. In 2012 drought the cattle camp continued for 18 months and 14,000 animals and 3000 farmers got shelter in the camp.

**4.4.26. Mahila Dairies-** With the partnership of Self-Help Group Mann Deshi foundation supports twelve cooperative dairies run by women. It offers



entrepreneurial training and help with credit for animal at subsidized rates. Today, the dairies sell over five thousand milk everyday.

**4.4.27. Mobile veterinary service.** -As animals are biggest asset for women. Mann Deshi Bank with the help of Mann Deshi Foundation is offering mobile veterinary camp for regular checkups of cattle, vaccines other medical supports to the home of women.

**4.4.28. Program for Other backward caste Women-MDMSB** works with other backward caste corporation give loan to the women of this category. It organizes market fair for them. women from 65 villages are getting advantage from this facility.

**4.4.29. Saraswati Yojana. (Freedom Ride)**-In the rural area of India around 50% of girls enrolled in primary school drop by class 5. Although school is free, but transportation cost of reaching school is high. Parents are restricting their girl child because of high transportation cost. The Mann Deshi Bank IS providing bicycle to rural girls at 0% rate of interest of loan. So girls can continue education after primary class. Thus, rate of drop out girls after class 5 will decrease. This scheme are running with collaboration of Mann Deshi Bank and Mann Deshi Foundation and Self Help Groups.

**4.4.30. Savitri Bai Phule (Women's education initiative)**- In the rural area parents keep girls at home for taking care of household job as well as taking care of young children . This leads many women become unable to earn a living their own. Savitribai Phule project enrolls young girls in vocation training, including classes in marketing, accounting, and procurement. It also offers a combination of grants and loans for students in need of financial aid.

**4.4.31 Mann Deshi Champion Program-** Mann Deshi is giving special attention to identified athletes and sports women and giving them all kind of support to perform with full potential. It includes dedicated training coach, all the equipments kits sports shoes, nutritious basket and annual medical camp. After consideration of above steps, we can say that MDMSB is working systematically towards financial inclusion. Its numbers of clients are growing very fast. This bank is playing major role in women empowerment. We can suggest this bank model for financial inclusion of rural women of India.

## **CHAPTER V**

### **INTERPRETATION AND ANALYSIS OF THE DATA**

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- 5.1 Introduction
- 5.2 Analysis Based On Secondary Data
- 5.3 Primary Data
- 5.4 Universe and Sample
- 5.5 Selection Of The Sample (Primary Data)
- 5.6 Data Analysis Related to All Sample Women Customer
- 5.7 Analysis Related to Mann Deshi Bank Customers
- 5.8 Analysis Related to Co-Operative Bank Customers
- 5.9 Analysis Related to Nationalized Bank Customers

## **INTERPRETATION AND ANALYSIS OF THE DATA.**

### **5.1 Introduction**

The research design is exploratory and descriptive in nature. The type of research in study is a descriptive research as it involves description, recording, analysis and interpretation of the conditions that exists. Researcher is reporting what actual happened and what is happening. Researcher defined a research problem. researcher review literature about topic financial inclusion. what is the status of financial inclusion in globe in India, in Maharashtra and in rural Satara. Information is collected with the help of a structured and well-designed questionnaire. The main methodological thrust of the present study on the collection of scientific, relative and authentic secondary and primary data and on systematic data processing and analysis.

Data processing and data analysis is a crucial step after data collection. For the data collection of the research study researcher used systematically designed questionnaire which was prepared on the basis of objectives of the thesis. The questionnaire is covering all the objectives of study. This study is based on both primary and secondary data. For collecting the data required for the research study a systematically designed questionnaire used, keeping the objectives in mind. The questionnaire is administered by preparing an interview schedule on the basis of which questions asked. Each of the respondents was interviewed on standard structured questions. It was assumed that the use of this method would satisfy the basic purpose of measurement that is of making information comparable from case to case. Researcher used pilot survey method. Researcher tried to check whether questionnaire are able to provide full information about the customer. After satisfying criteria the researcher used questionnaire as required for investigation purpose.

## 5.2 Analysis Based on Secondary Data

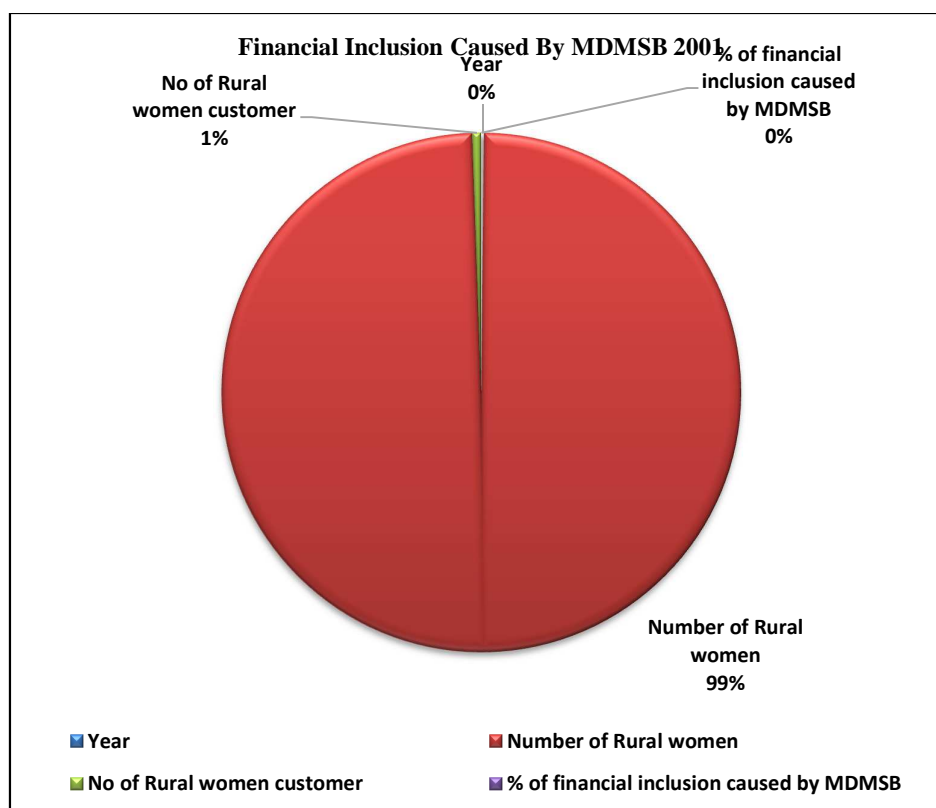
Researcher collected all the reports and balance-sheet of Mann Deshi Bank. All the reports and balance sheet are available on the web site of the Bank. Based on the information researcher can interpreted results.

**Table 5.1**  
**Financial Inclusion Caused By MDMSB**

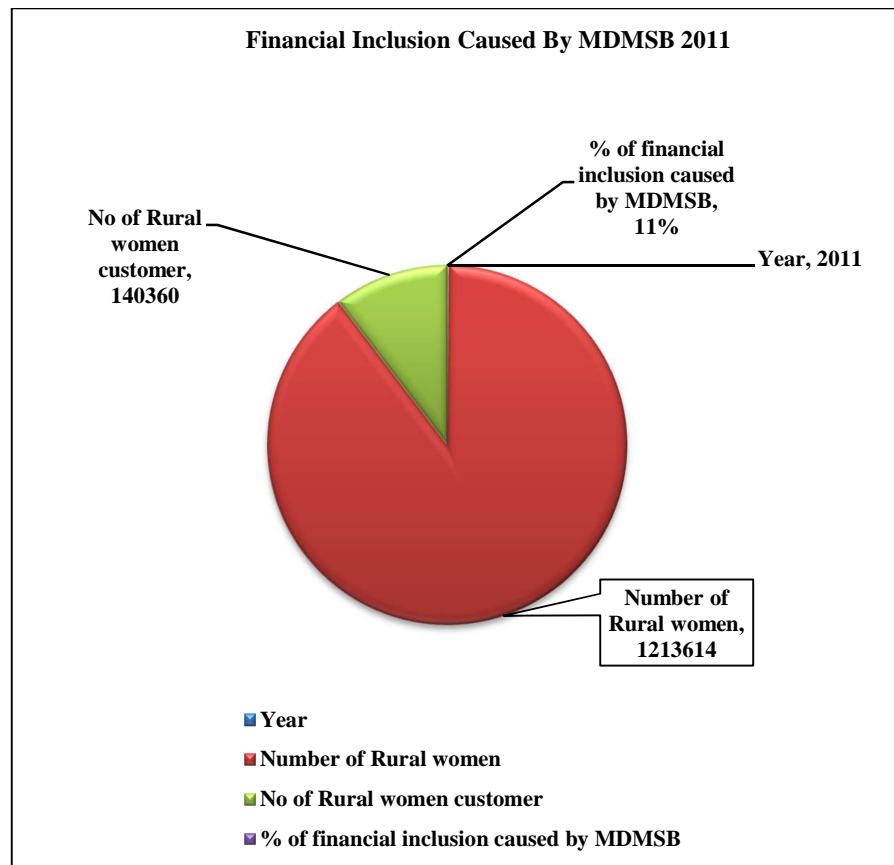
Serial no	Year	Number of Rural women	No of Rural Women customer	% of financial inclusion caused by MDMSB
1.	2001	1193445	6650	0.56%
2.	2011	1213614	140360	11%

Source: <http://www.manndeshibank.com/pdf/Creating%20A%20Women%27s%20Bank.pdf>  
[http://www.censusindia.gov.in/2011census/dchb/2731\\_PART\\_B\\_DCHB\\_%20SATARA.pdf](http://www.censusindia.gov.in/2011census/dchb/2731_PART_B_DCHB_%20SATARA.pdf) access on 14-10-2014

**Figure 5.1(a)**



**Figure 5.1(b)**



Above table number 5.1 clearly shows financial inclusion caused by MDMSB. In 2001 0.56 % of rural women from Satara district were member of MDMSB, while after ten years in 2011, 11% of rural women financially included by the MDMSB. The rate of financial inclusion caused by MDMSB is 10.44% in ten years. In other words, we can say on average every year 1% of rural women in Satara district Financial included by MDMSB. This is a remarkable achievement.

**Table 5.2(a)**  
**Progress Of MDMSB**

Year	2002	2003	2004	2005	2006	2007	2008	2009
Member	2108	2350	2613	3058	5662	6871	7492	9392
Total Deposits	269.36	367.9	500.03	630.75	826.26	1475.35	2672.40	1782.30
Total Advance	203.21	264.2	352.33	433.53	619.60	1062.00	1924.00	990.58
Investments	63.38	98.63	116.66	177.32	198.38	258.95	553.89	875.11
NPA	1.00%	3%	3.84%	2.99%	2.63%	2.61%	2.20%	1.92%

**Table 5.2(b)**

Year	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16	2016-17
Member	11366	11871	12220	14053	17173	22701	25832	24978
Total Deposits	2721.56	3338.25	4000.0	4801.19	6398.00	7633.26	8782	8942.00
Total Advance	1442.14	2240.99	2641.83	2853.59	3950.37	5318.48	5199.52	5685.93
Investment	1029.93	839.61	1291.33	1787.35	2292.39	2241.47	3440.73	3010.94
NPA	Not Available	2.87%	Not Available	1.59%	Not Available	0.48%	0.52%	2.33%

Source -Mann Deshi Bank annual Reports and Balance sheets

Note- All the advances, deposits and investments are in Lakh rupees.

Figure 5.2

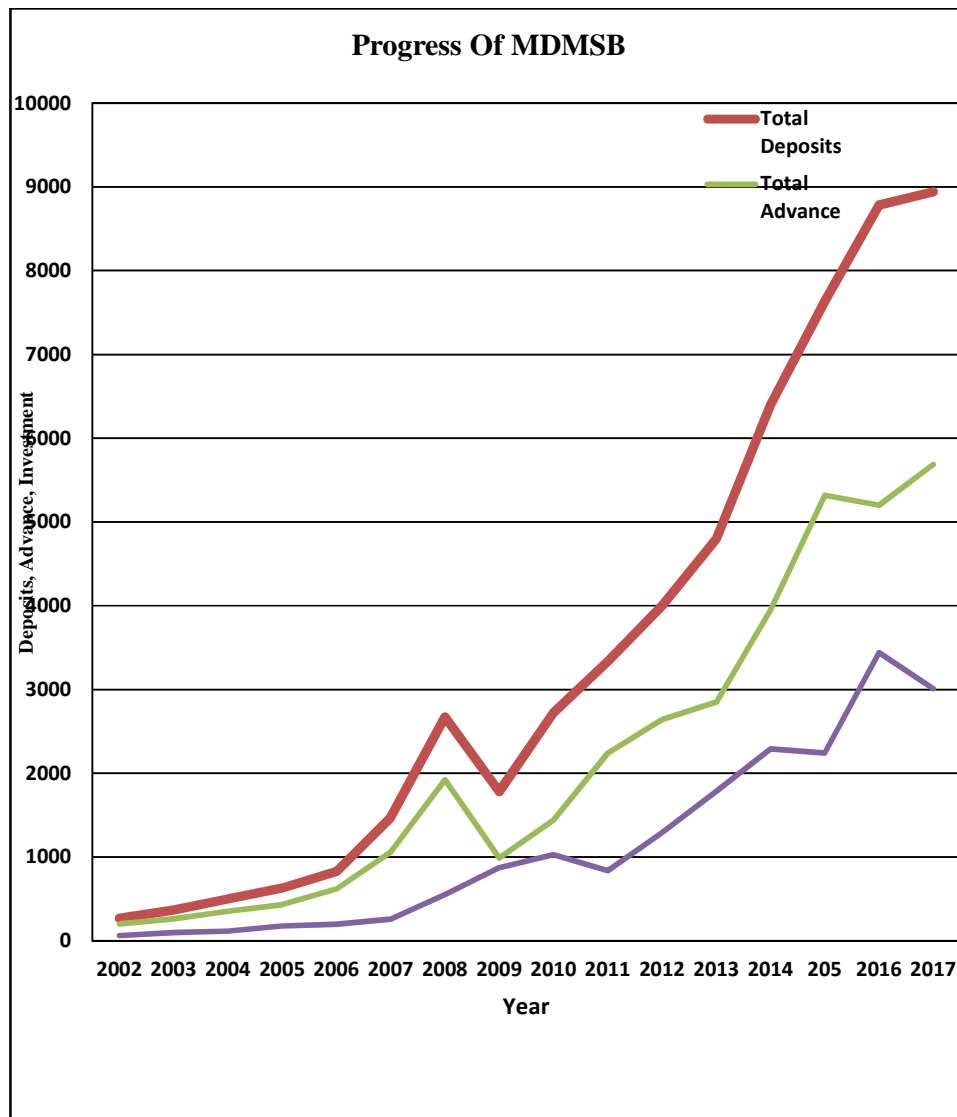


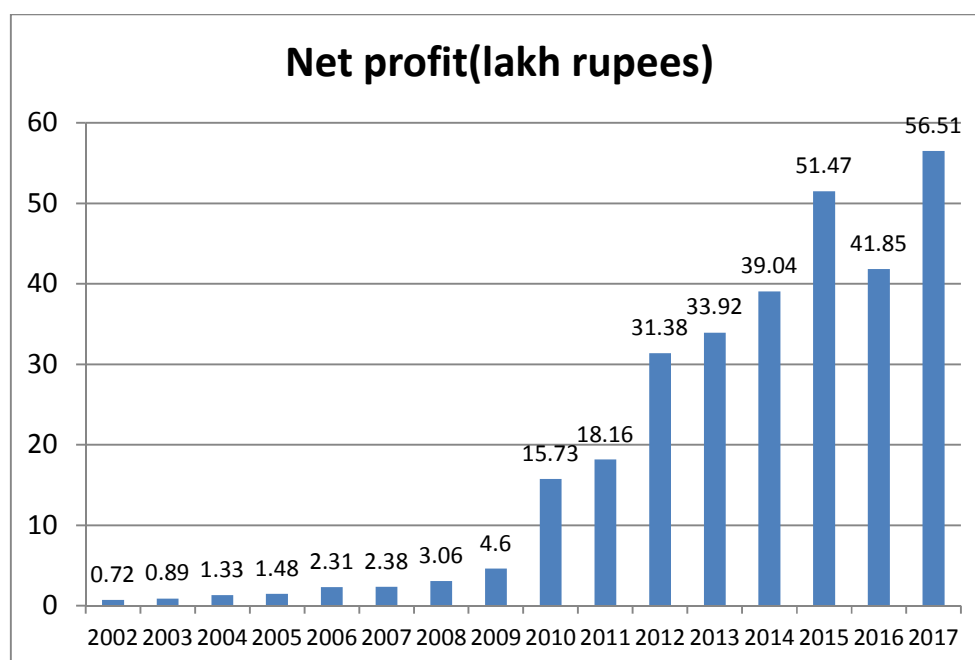
Table 5.2(a) and 5.2(b) shows continuous growth of Mann Deshi Mahila Bank. Total advances and deposits are continuously increasing. Investment are increasing satisfactorily. NPAs are very less level. Mann Deshi members are continuous increasing. These all indicators are giving success story of Mann Deshi Bank

**Table 5.3**

**Profit of Mann Deshi Mahila Bank**

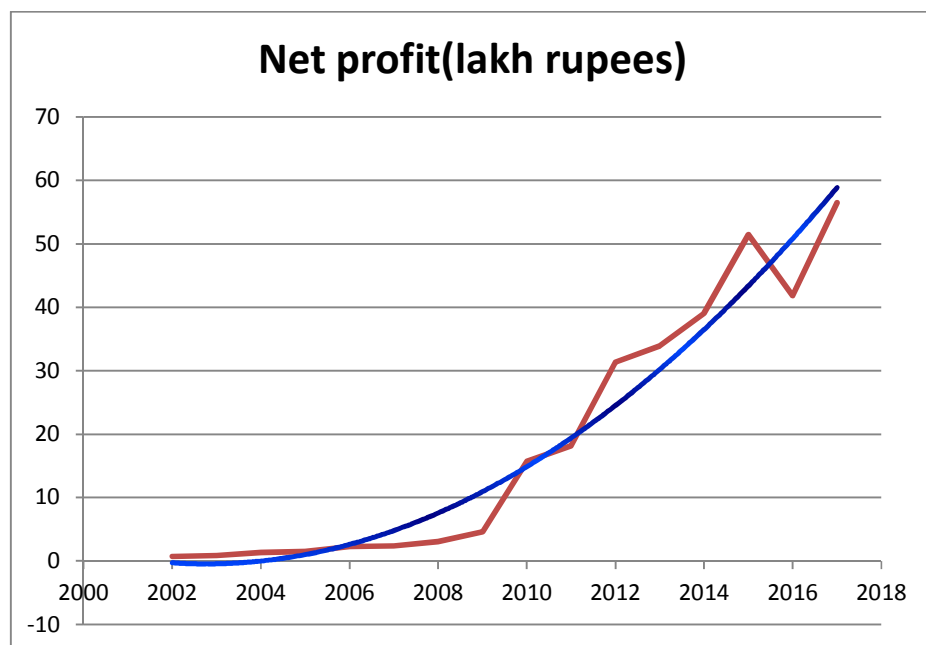
Year	Net profit (lakh rupees)
31-03- 2002	00.72
31-03-2003	00.89
31-03-2004	01.33
31-03-2005	01.48
31-03-2006	02.31
31-03-2007	02.38
31-03-2008	03.06
31-03-2009	04.60
31-03-2010	15.73
31-03-2011	18.16
31-03-2012	31.38
31-03-2013	33.92
31-03-2014	39.04
31-03-2015	51.47
31-03-2016	41.85
31-03-2017	56.51

**Figure 5.3**





**Figure 5.4**



**Table 5.4**

**Overall Growth of Mann Deshi Bank**

The data collected can be analyzed in the following manner.

Serial no	Year	Total deposits	Total Advance	Rural women customer
1.	2003	\$735,813 (*34,333,034.58₹)	\$528,406 (*24,655,423.96₹)	9740
2.	2004	\$1,000,061 (*45,162,754.76₹)	\$704,675 (*31,823,123₹)	11,020
3.	2005	\$1,261,491 (*55,820,976.75₹)	\$867,070 (*38,367,847.5₹)	24,244
4.	2006	\$1,652,526 (*74,495,872.08₹)	\$1,239,207 (*55,863,451.56₹)	48,260
5.	2007	\$2,060,706 (*99,243,600.96₹)	\$1,531,410 (*73,752,705.6₹)	58,279
6.	2008	\$2,652,921 (*115,402,063₹)	\$1,718,705 (*74,763,667.5₹)	81,304
7.	2009	\$3,448,000 (*166,641,840₹)	\$2,413,600 (*116,649,288₹)	98,700

8.	2010	\$6,047,911 (*275,179,950.5₹)	\$3,204,756 (*145,816,398₹)	127,000
9.	2011	\$7418326.78 (*344,284,545.86₹)	\$4979972.082 (*231,120,504₹)	140,360
10.	2012	\$6094334.84 (*324,523,330.23₹)	\$4024720.173 (*214,316,349.21₹)	155,000
11.	2013	\$7314422.134 (*427,235,396.85₹)	\$4347342.756 (*253,928,290.38₹)	185,000

Source: [www.manndeshi.org/progress.html](http://www.manndeshi.org/progress.html)

\*Average value of deposits and advances approximately in INR in that particular year( sources: <http://www.x-rates.com/average/?from=USD&to=INR&amount=1.00&year=2003to 2013>)

**Table 5.5**  
**Number of Women customers of Mann Deshi Bank**

Serial No.	Year	Number of Rural Women customers
1.	2003	9740
2.	2004	11,020
3.	2005	24,244
4.	2006	48,260
5.	2007	58,279
6.	2008	81,304
7.	2009	98,700
8.	2010	127,000
9.	2011	140,360
10.	2012	155,000
11.	2013	185,000

Source: [www.manndeshi.org/progress.html](http://www.manndeshi.org/progress.html)

**Figure 5.5**

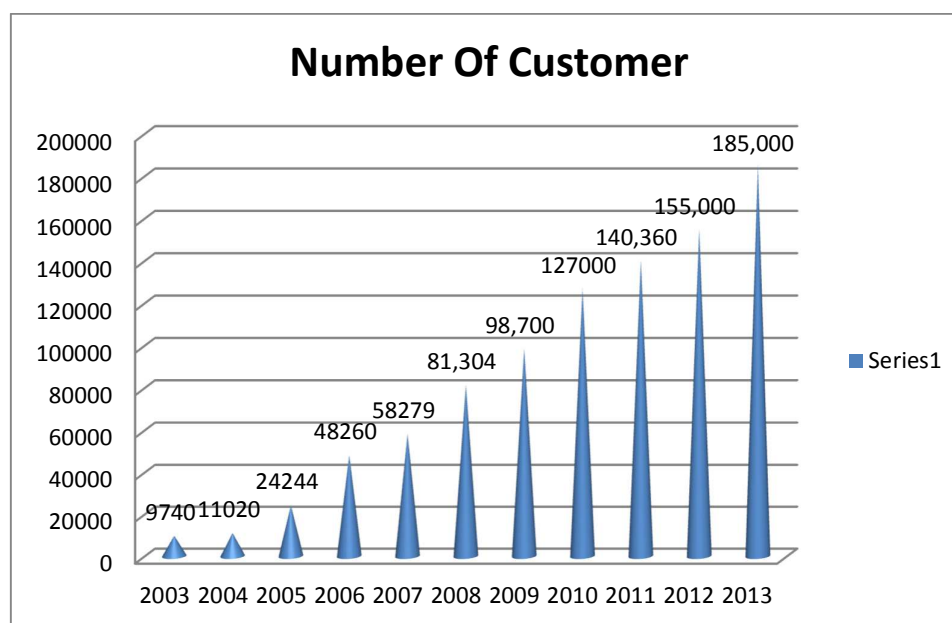


Table 5.4 and 5.5 are showing progress of MDMSB. these table are based on secondary data, (reports of MDMSB).this is observed that number of account holders , amount of advances and deposits are continuously increasing. It is remarkable achievement.

**Table 5.6: Showing Success Of MDMSB**

Serial no.	Benefits	No of Beneficiaries	Percentage of Total clients
1.	On average 80% increase in daily income	48,260	100%
2.	100-200% increase in family income	24130	50%
3.	Substantial increase in meal quality	29439	61%
4.	Substantial increase in confidence level to navigate through commercial banking	28956	60%
5.	Ownership of household property	16000	33%

Source: [http://www.manndeshifoundation.org/pdf/Mann%20Deshi%20Team\\_SE\\_Case%20Study.pdf](http://www.manndeshifoundation.org/pdf/Mann%20Deshi%20Team_SE_Case%20Study.pdf)

Table number 5.6 is showing that MDMSB has been very successful in improving the economic condition of its customers. As per the report of a study conducted in year 2006, this fact gets proved.

### **5.3 Primary Data:**

Primary data collected on the basis of sample survey method. Since the major thrust in the study is concerned with Mann DeshiMahila Sahakari Bank Ltd (MDMSB). As the study is multidimensional, a systematic and well-planned data collected by filling the questionnaires from and conducting the interviews of

- Branch Managers of each Bank in the field area.
- Front line people of the bank
- Rural women of branch area of Mann Deshi Bank

### **5.4 Universe and Sample:**

This analysis is related with Mann Deshi Mahila Bank Model. Researcher has selected all the branches of Mann Deshi Bank. All branches of Mann Deshi Mahila Bank is in the rural area of Satara district. All the Adult rural women of satara are considered as Universe. Population of rural women in Satara is 1213614 as 2011 census

### **5.5 Selection of The Sample- (Primary Data)**

Primary data is collected on the basis of sample survey method. Sample collection includes details about the sample size, distribution of samples within the banking institutions, criteria used for the sample selection and sample selection itself. A sample study method is found more suitable to analyze and understand the objectives and the issues data collection methods, questionnaire and its administration and the statistic used for the administration of data. Data collected from the questionnaire is analyzed using simple mean, weighted mean, and percentage, ratios and cross tabulations correlation. The presentation and analysis of data is made by the use of tabulations and figures. To achieve the objectives of the study, the survey method is used as a method of investigation with the help of questionnaire designed for obtaining information from the sample populationof rural women.

Researcher used quota sampling method. It is a non-probability sampling method. It is a stratified sample's non-probability version. In quota sampling first perfect definition

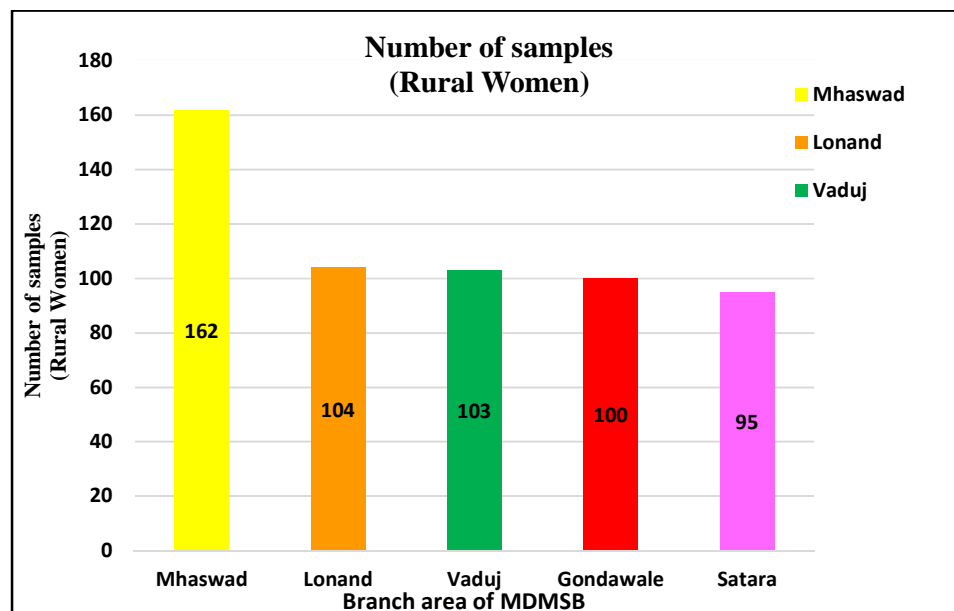
of population by researcher is done. Then population is divided criteria-based classes which are mutually exclusive. Each class is defined clearly. Assignment to quota to each class on certain basis is done. Then sample size can be getting by summing all the quota assigned to every class. As total universe considered as total rural women of Satara. First quota of gender based. Researcher choose only rural women of Satara. Second quota account holder and non-account holder. Initial question is based on general information. After information about account holders. there are separate questions for account holders and non-account holders. Third type of quote area wise. As MDMSB having six branches in rural Satara.

**Branch area Visited by Researcher- Table 5.7**

Sr No	Branch area of MDMSB	Number of samples (Rural Women)
1.	Mhaswad	162
2.	Lonand	104
3.	Vaduj	103
4.	Gondawale	100
5.	Satara	95
	<b>Total</b>	<b>564</b>

Source- Primary Data

**Figure 5.6**



**Figure 5.7**

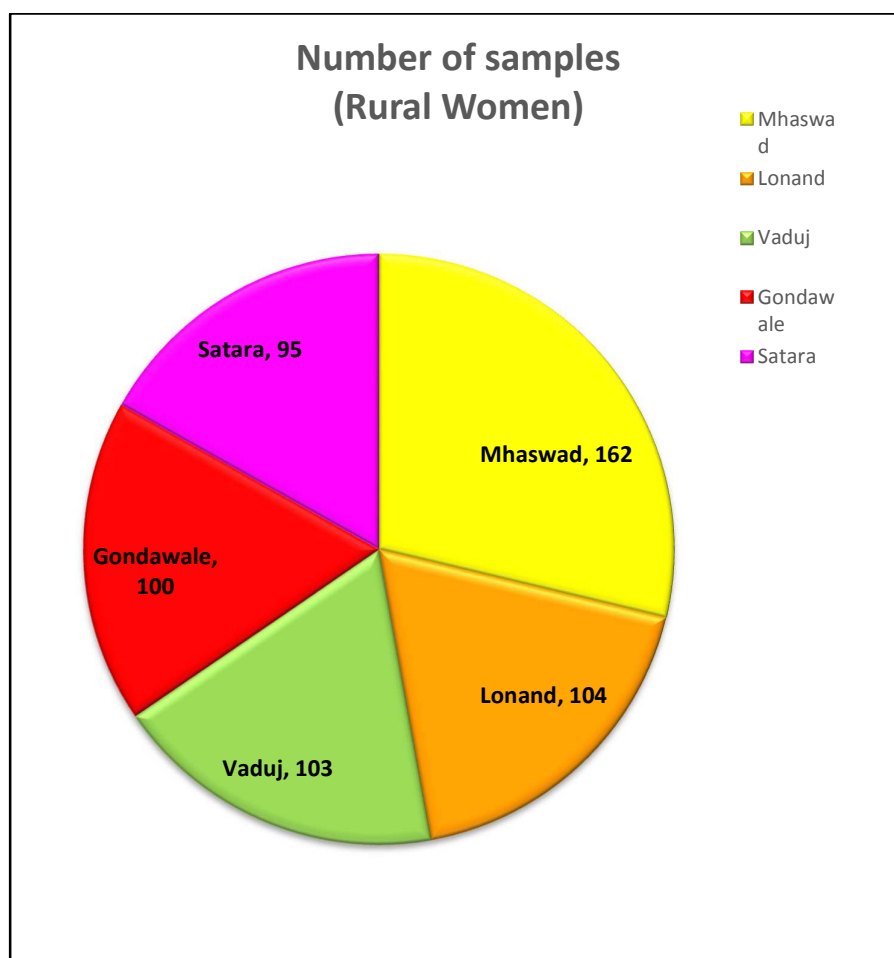


Table 5.7 reflects the number of women interviewed in the different branch areas. To give proportional representation of the population concerned. Mann Deshi Bank has 7 branches .out of that 6 branches are in rural area. Researcher visited 6 village.

Dahiwadi- Dahiwadi is in urban area. so researcher did not visited there.Dhayri branch is in Pune district urban area, so researcher did not visit there.Researcher visited on the day of weekly market, and talked to sellers and buyers and housewife and other working women. As the basic objective of researcher was to get extent of MDMSB in rural Satara area. The researcher has contacted rural women in the markets. Researcher visited weekly market in Mhaswad, Vaduj, Gondawale. Again researcher visited surrounding areas of Lonand, Satara, Mhaswad. Researcher visited six branches and contacted rural women surrounding branch of the Mann Deshi

Bank. The Researcher took interview of respondent with structured questionnaire. Researcher contacted 564 women in these five different places. Mhaswad, Londand, Gondawale, Vaduj, Satara.

## **5.6 Data Analysis Related to All Sample Women Customers**

Whether the model of Mann Deshi Mahila Bank will be beneficial for its women customers point view. For this purpose Questionnaire is different. Again from the Banking point of view (profit analysis) is done. Questionnaire is prepared different for banking personals.

### **Methods of data collection**

- Primary data is collected by way of interviews and questionnaire.
- The Secondary data will be collected from different books, magazines, journals, articles, bulletins of different banks, RBI, IBA, periodicals, annual reports of banking institutions, articles in the newspapers, published and unpublished data related to the subject. The sources and research material available in NIBM library, Dhananjay Gadgil Library of GIPE, Women's Study Centre and Jaykar Granthalaya of Pune University, Will be specially referred for collection of Secondary Data.

**Table 5.8**  
**Age Composition**

<b>Sr.No</b>	<b>Age Group</b>	<b>Number</b>	<b>Percentage</b>
<b>1.</b>	<b>Less than 18</b>	<b>0</b>	<b>0%</b>
<b>2.</b>	<b>18-25</b>	<b>39</b>	<b>6.9%</b>
<b>3.</b>	<b>26-35</b>	<b>167</b>	<b>29.6%</b>
<b>4.</b>	<b>36-45</b>	<b>194</b>	<b>34.4%</b>
<b>5.</b>	<b>46-55</b>	<b>70</b>	<b>12.4%</b>
<b>6.</b>	<b>55 and above</b>	<b>94</b>	<b>16.7%</b>
	<b>Total number</b>	<b>564</b>	<b>100 %</b>

Source-Primary Data

Figure- 5.8(a)

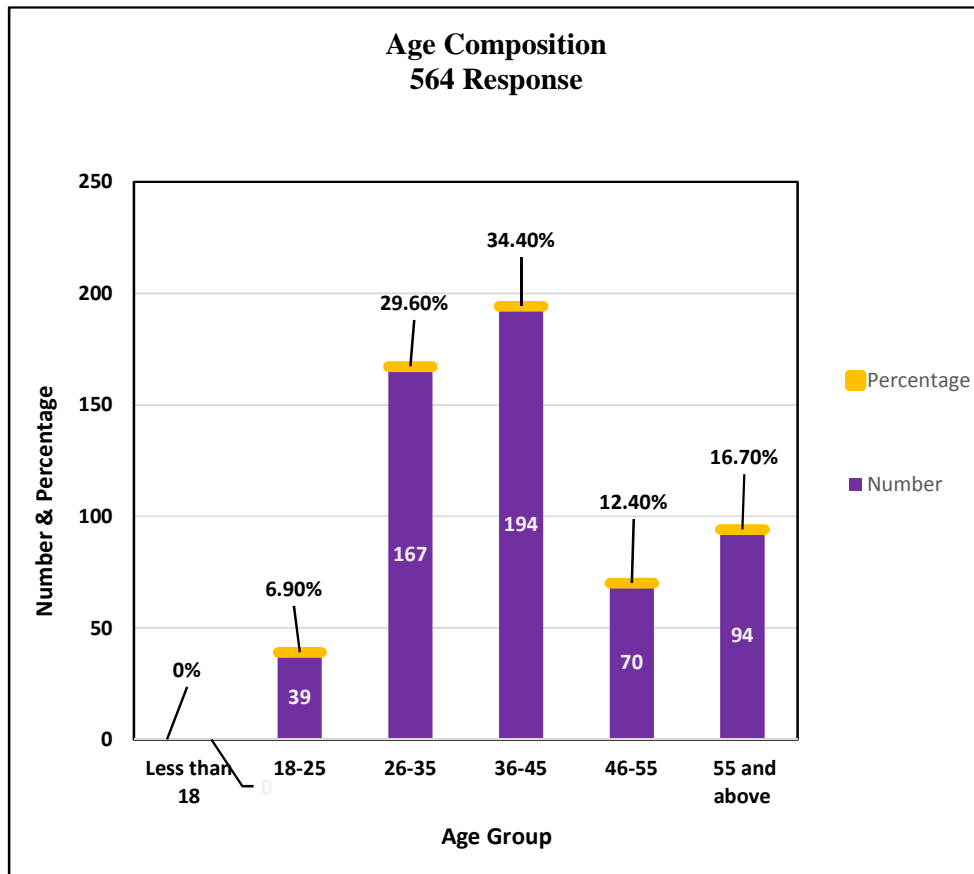


Figure- 5.8(b)

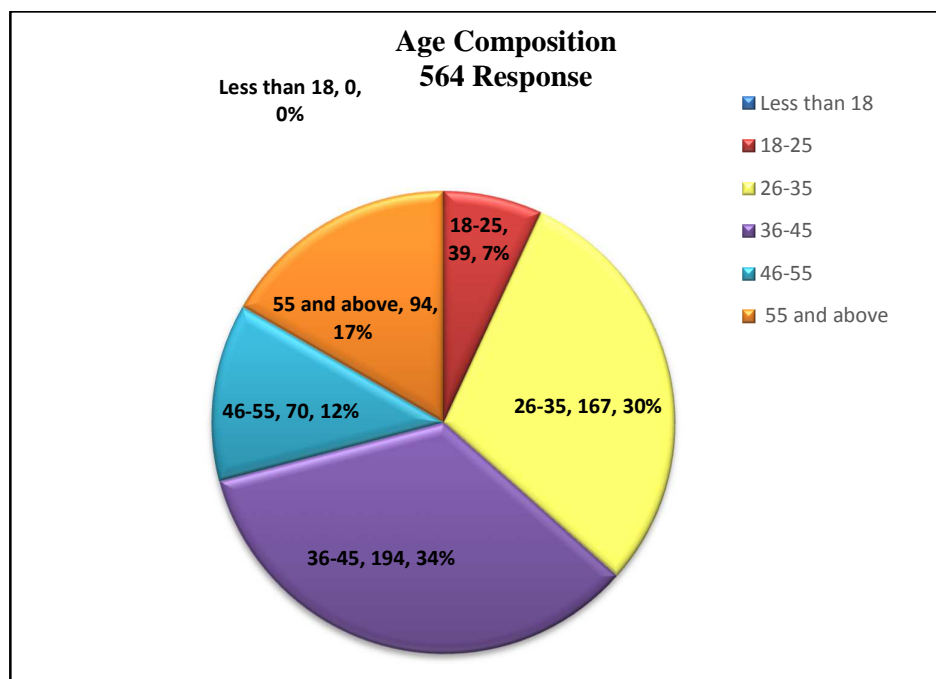




Table no 5.8 explain answers responded by the sample population. about age composition. Respondents age are very important aspects of researcher. Age is very important economic factor. Women between 15 years to 65 years can be used as demographic dividend. Table indicates that maximum 194 women or 34.4% women of total respondents are from 36-45 age group. This age group is maximum productive and looking after all the household requirements. Second largest group is between 26-35 age group which stands 29.6% of total respondents. 12.4% women means 70 women are from 46-55 age group. 6.9% women were between 18-25 age group. There are 0% respondent under 18 years of the age. Major active age of women between 26 to 45 age group which comprise 64% of total respondent. One important observation is that 55 and above group of women are also very active. Their share in total respondent is 16.7% , that is very remarkable.

**Table 5.9**  
**Marital Status**

Sr.No	Marital Status	Number	Percentage
1.	Married	496	87.9%
2.	Unmarried	11	2%
3.	Widow/single	57	10.9%
Total		564	100

Source- Primary Data

Figure 5.9(a)

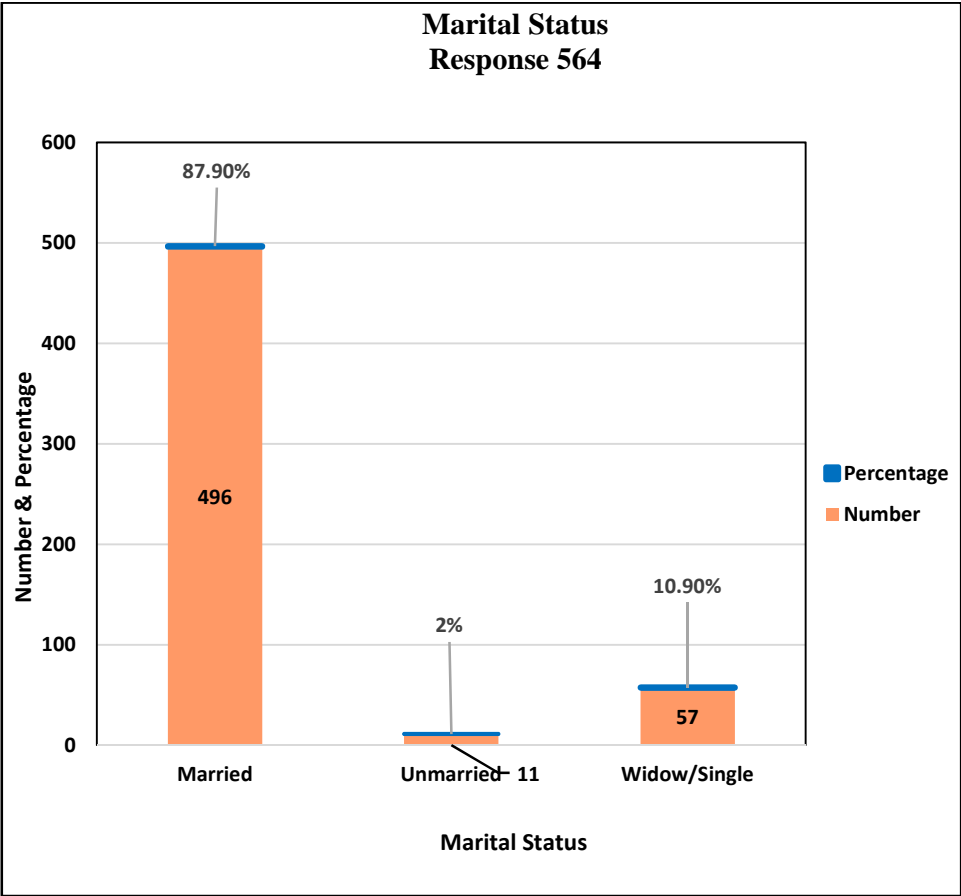


Figure 5.9(b)

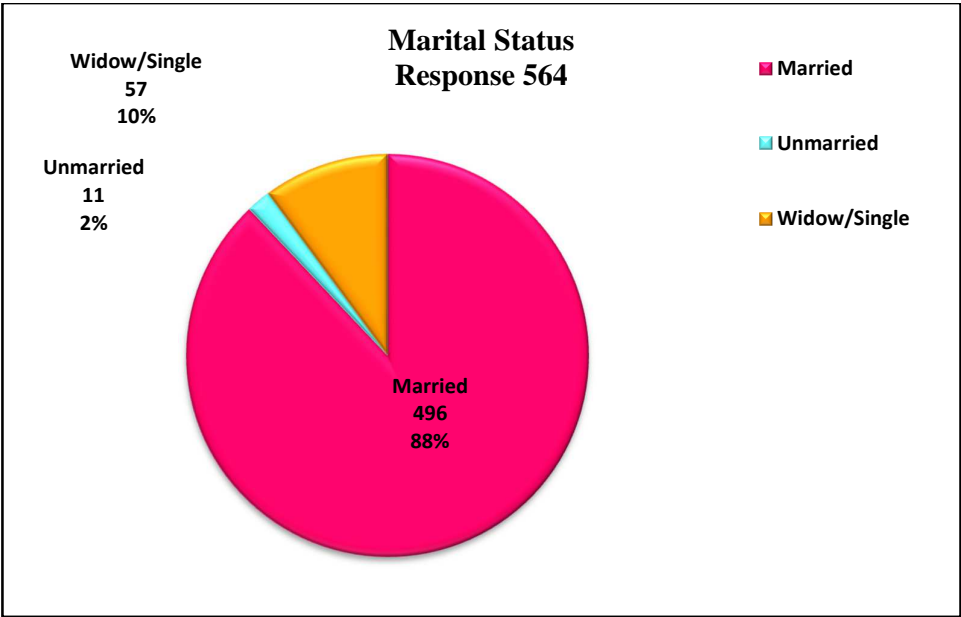


Table no 5.9 shows answer question number four about marital status of respondents. Marriage is very important aspect of financial inclusion. As married women become more responsible because of bonding of husband and children. Out of 564 respondent 496 women are married that is 87.9% of total sample. Maximum respondents are married. Researcher observed this married woman are not only active in household management but taking care income resource of family also. Only 11 women or 2% women are unmarried .57 women or 10.9% of respondents are Widow or left by their husbands. Marriage is integral part of the Indian society. Any adult is not getting respectable status in the society specially in the case of women. This shows marriage is very important institution in village community. Rural women cannot be accepted single in society.

**Table 5.10**  
**Educational Status Of Respondent**

Sr.no	Education	Number	Percentage
1.	Not educated	157	27.8%
2.	Can Sign only	3	0.53%
3.	Less than 10th	208	36.9%
4.	10th -12th	133	23.6%
5.	Graduate and above	63	11.2%
	Total	564	100

Source- Primary Data

Figure 5.10(a)

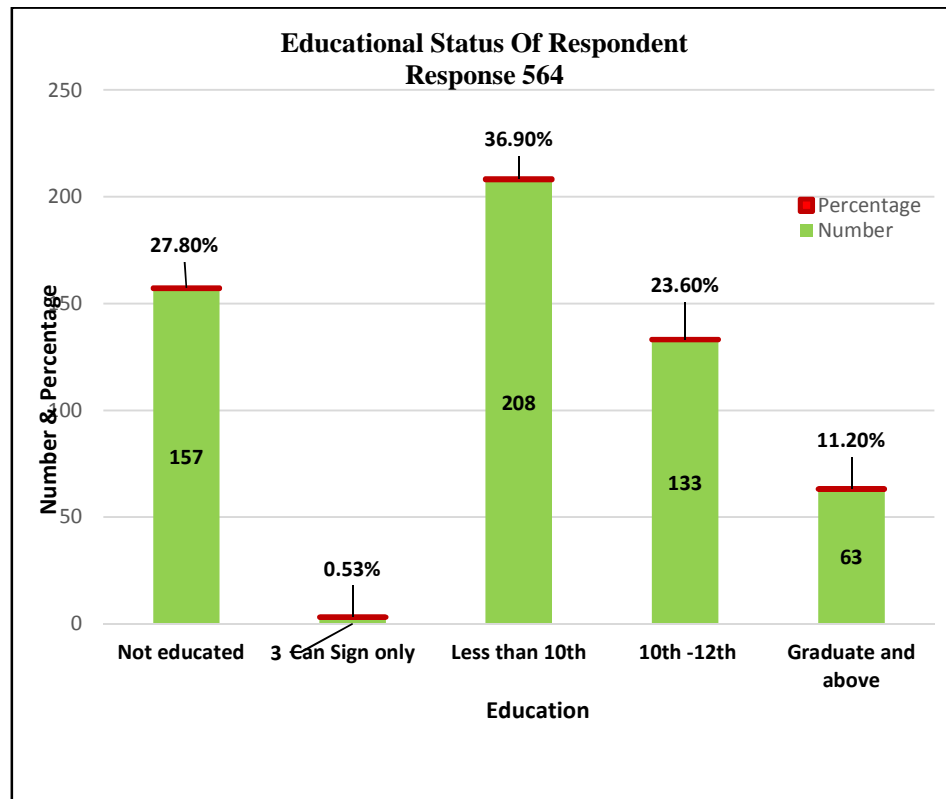


Figure 5.10(b)

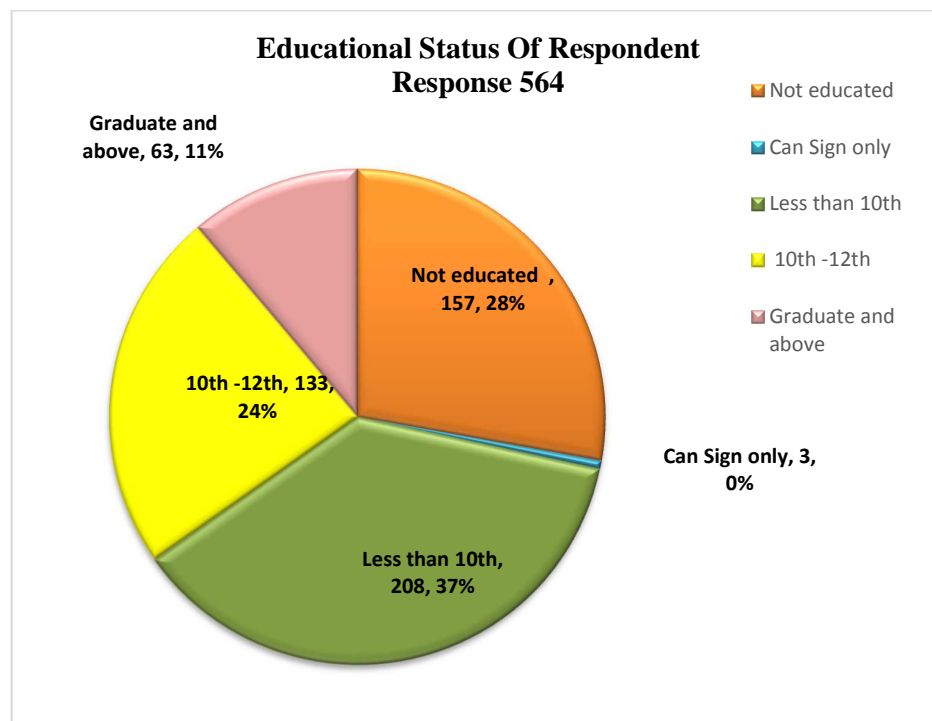


Table number 5.10 is providing answer on educational qualification of respondent women. Literacy and financial inclusion relationship can be positive. Financial inclusion depends on literacy level to some extent. Level of education is important factor of economic development. Higher level of education reflects high level of development. As well as rate of education increases growth of economy will improve. Literacy can make women more efficient and conscience about financial status.

Out of 564 respondent 63 women or 11.2% of respondent are graduate and above.133 women 23.6 % are 10 11th or 12th pass.208 Women got education less than 10. This group percentage is highest. 36.9 % women are educated less than 10th.Out of 564 respondents 157 women are illiterate that is 27.8% of total sample. less than 1 % women can sign only. Approximately 71 % of sample women are literate.

**TABLE 5.11**  
**Caste Wise Social Status**

<b>Sr.No</b>	<b>Caste</b>	<b>Number</b>	<b>Percentage</b>
<b>1.</b>	<b>Open</b>	<b>216</b>	<b>38.3%</b>
<b>2.</b>	<b>SC</b>	<b>23</b>	<b>4.1%</b>
<b>3.</b>	<b>ST</b>	<b>53</b>	<b>9.4%</b>
<b>4.</b>	<b>OBC</b>	<b>237</b>	<b>42%</b>
<b>5.</b>	<b>Others</b>	<b>35</b>	<b>6.2%</b>
	<b>Total</b>	<b>564</b>	<b>100</b>

Source-Primary Data

Figure 5.11(a)

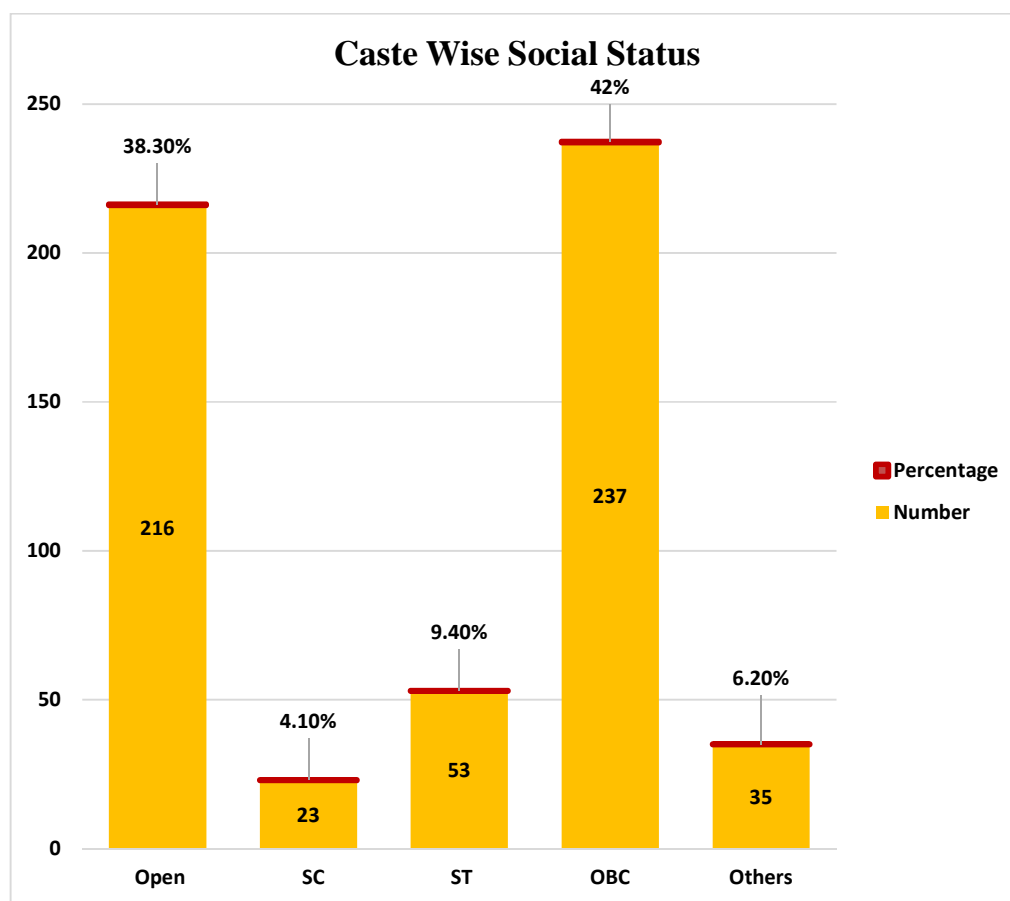


Figure 5.11(b)

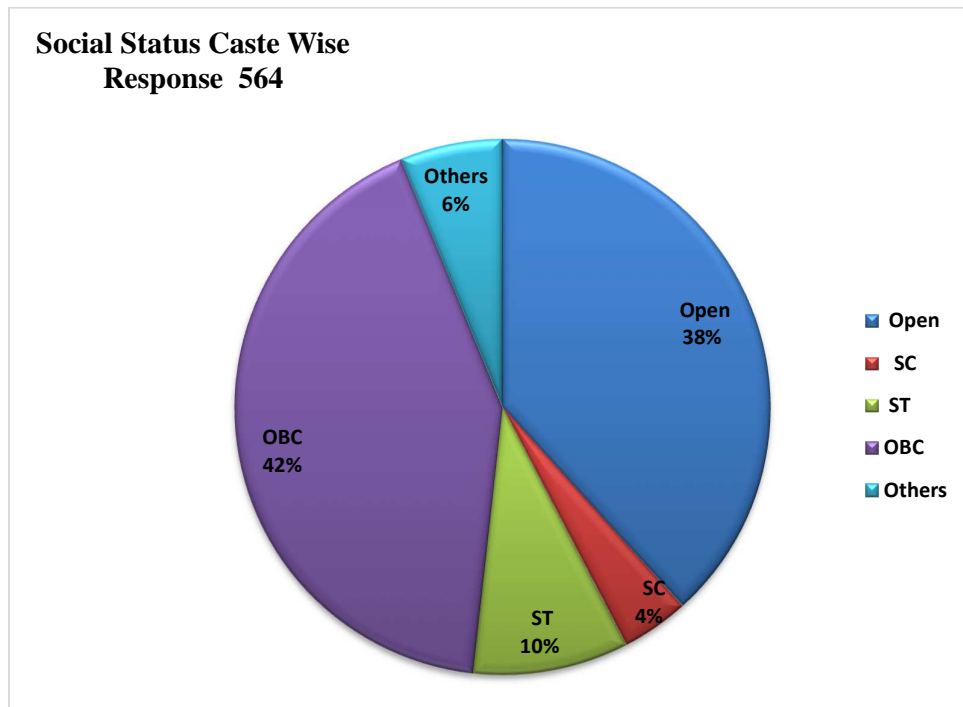


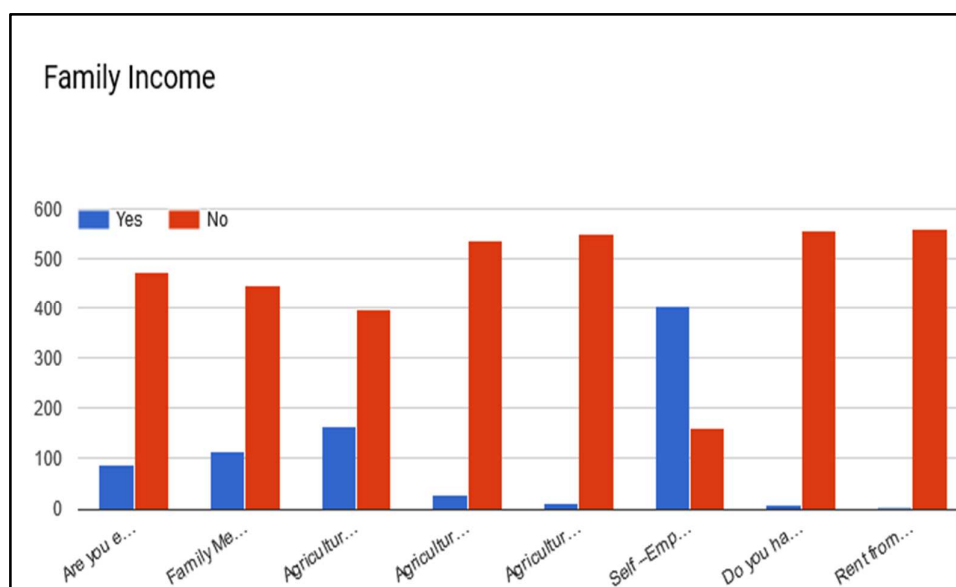
Table 5.11 reflects answer on castes of sample women. Caste plays very important role in Indian society, Especially in the rural area. Indian Government has given special preferences to schedule caste, schedule tribe, other backward castes to join them in main stream in Indian economy. Mann Deshi Bank special feature that it has highest customers from these backward castes. It can be proved with the help of chi-square test. Out of 564 respondent 237 or 42% from other backward caste, 53 or 9.4% women belongs to schedule caste and 23 or 4.1% women are from schedule caste. 216 women belongs to 38.3 % sample women from open category

**Table 5.12**  
**Family Earning Profile**

	Yes	Percentage%	No	Percentage%
1. Are you employed ?	89	15.78	475	84.21
2 Family Member employed	115	20.39	449	76.60
a. Agriculture Employed in Self-Farm	166	29.43	398	70.56
b. Agriculture Employed in others Farm	27	4.87	527	95.12
c. Agriculture - Employed other persons in your Farm	12	2.12	552	97.87
4. Self –Employment/Business	404	71.63	160	28.36
a. Do you have employees other than family	8	1.41	556	98.58
5. Rent from tenant	NA		562	100%

Source -primary data

**Figure 5.12**



Source-Primary Data

Table number 5.12 indicates answers from sample women about their income source. As the income level will become high possibility of more financial inclusion will be possible. 89 women or 16% women are employed in some other organisation. 475 women are not working for other people. 115 women or 20% women's family members are working with other people, while 449- or 77%-women's family members are not employed with others. 166 women or 29% women are engaged in agriculture in self farm, others remaining 398 women, or 71% women are not engaged in agriculture in self farm. 27 women or 5% are working in another people farm.



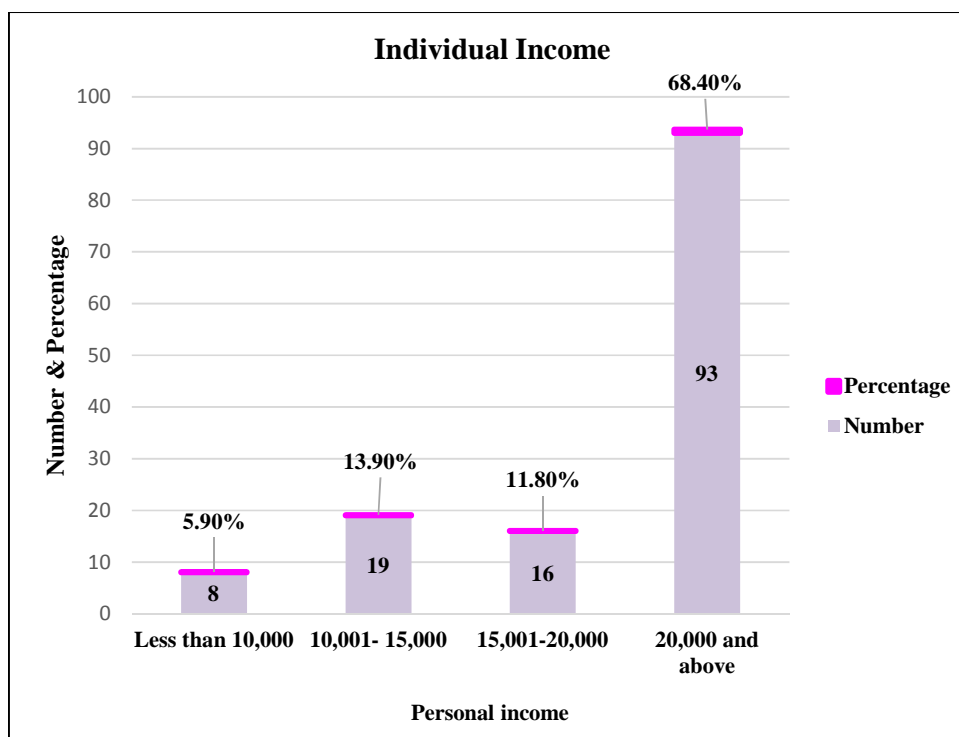
Remaining 527 or 95% women are not working with others farms. Only 12 women or 2% women of sample have employed other persons in their farm. 404 women or 72% women are self-employed remaining 28% of sample women are not self-employed. only 8 women or 1% women have employed other people from other than their family. all respondent are not getting income from any tenant. It can be said that all the sample women do not have any rental income.

**TABLE 5.13**  
**Individual Income**

Sr.no	Personal income in ₹	Number	Percentage
1.	Less than 10,000	8	5.9%
2.	10,001- 15,000	19	13.9%
3.	15,001-20,000	16	11.8%
4.	20,000 and above	93	68.4%
	<b>Total</b>	<b>136</b>	<b>100%</b>

Source -primary data

**Figure 5.13(a)**



**Figure 5.13(b)**

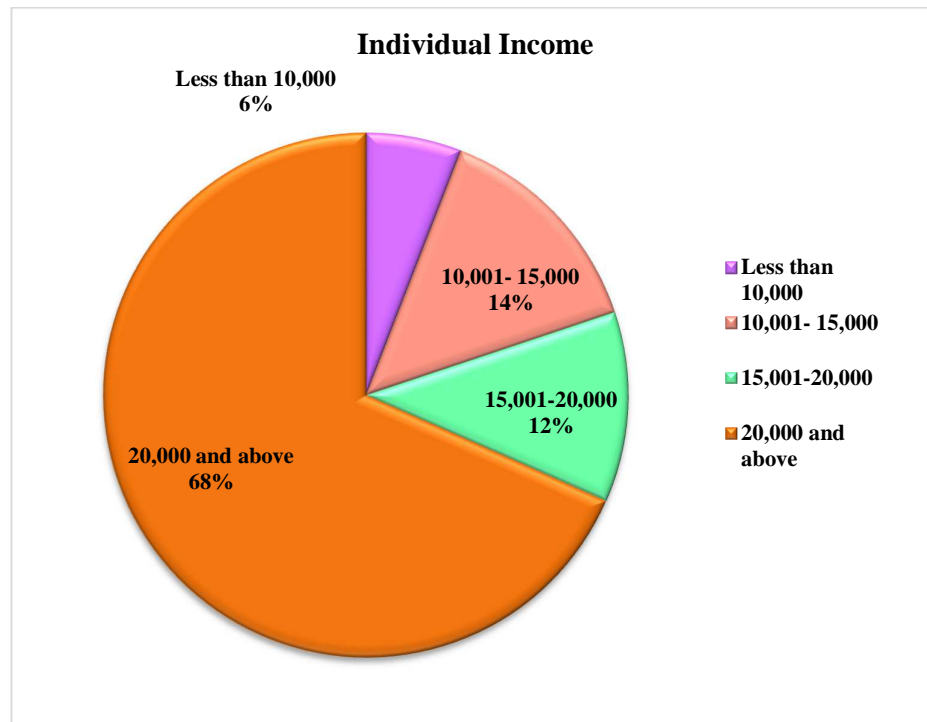


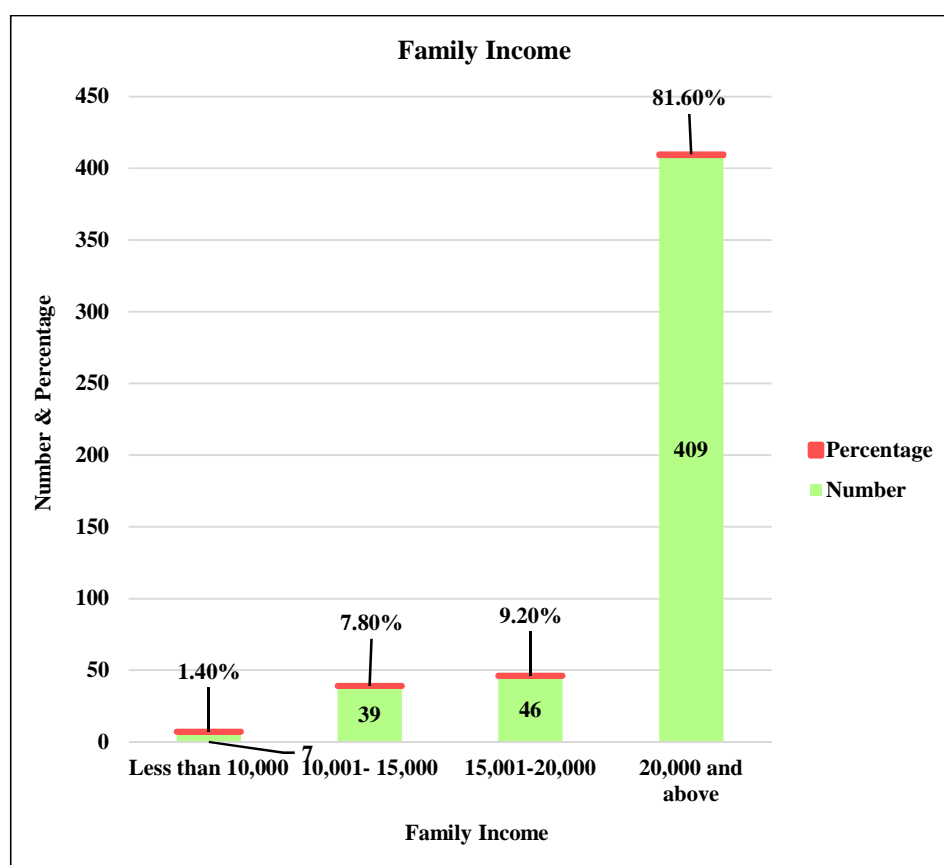
Table number 5.13 shows details of individual income of respondents giving answer of question asked by researcher. Individual Incomes are the main criteria for Financial inclusion. Only 136 women gave details of their income. 428 women did not give their income information. Out of 136 respondent 93 or 68.4% women are earning more than 20000 rupees per annum. 11.8% women are getting 15 to 20000 per annum. 13.9% women are getting 10 to 15000 per annum. Only 5.9% are getting less than 10,000 per annum. Other women were not giving details of their income as so many of them are home makers. So many women do not have any idea about their income yearly. they are unable to calculate.

**Table 5.14**  
**Family Income**

Sr.no	Family income	Number	Percentage
1.	Less than 10,000	7	1.4%
2.	10,001- 15,000	39	7.8%
3.	15,001-20,000	46	9.2%
4.	20,000 and above	409	81.6 %
	Total	501	100 %

Source- Primary Data

**Figure 5.14(a)**



**Figure 5.14(b)**

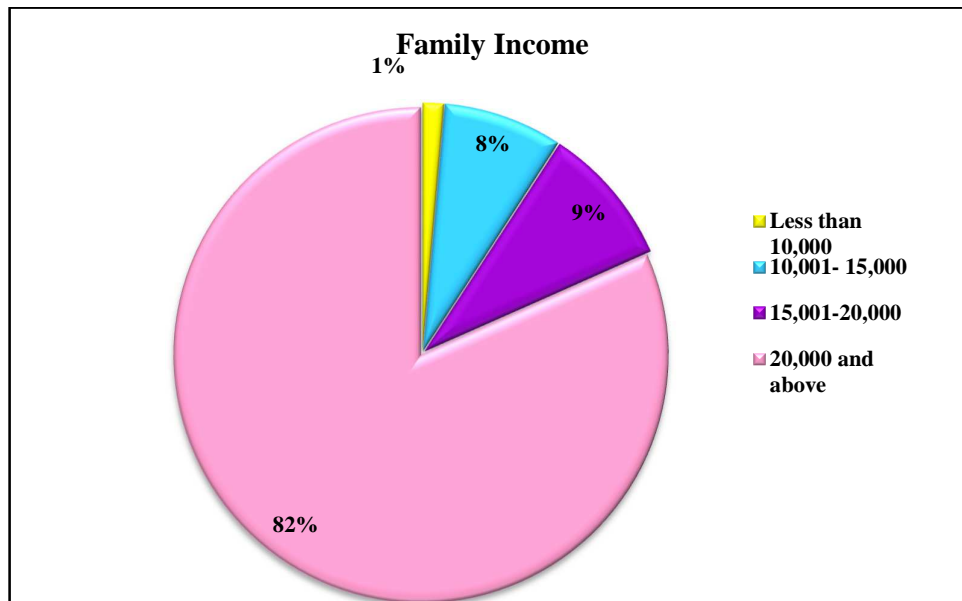


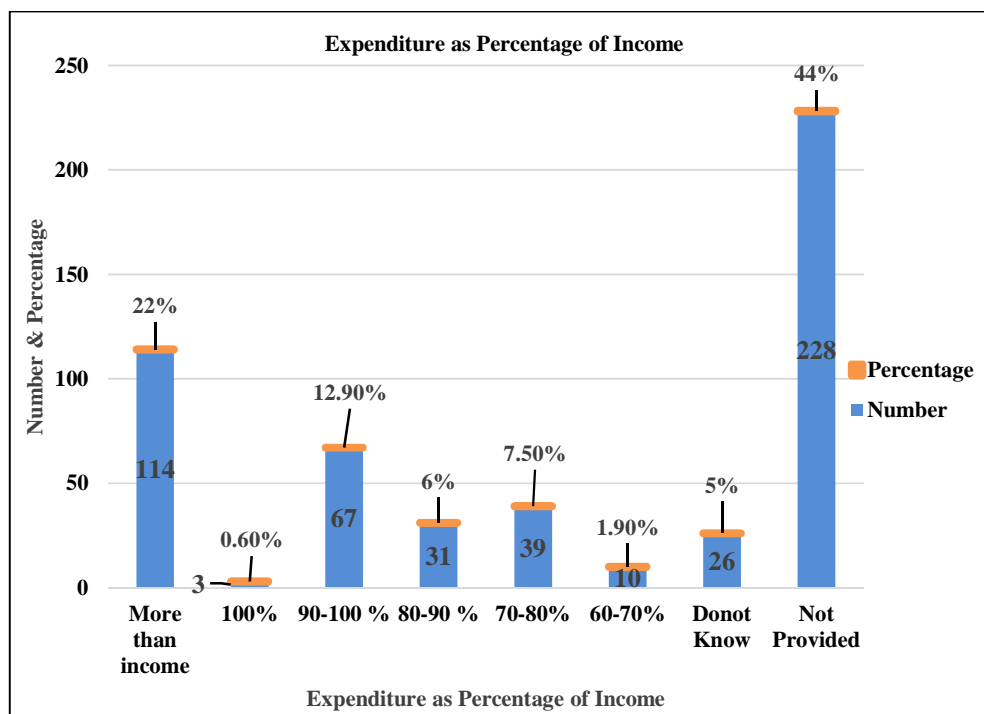
Table number 5.14 shows details about family income asked by researcher. In the structured questionnaire researcher asked about the family income. Family income support in the financial status of the women. Family member positively helpful in women financial background. 501 women gave answer. 81.9% or 409 women's family are getting more than 20000 rupees per annum. 9.2% or 46 family income was 15 to 20000 per annum. 7.8% or 39 families are getting 10 to 15000 rupees per annum. seven families or 1% sample women are getting less than ten thousand per annum.

**Table 5.15**  
**Expenditure as Percentage of Income**

Sr.No	Expenditure as percentage of income	Number	Percentage
1.	More than income	114	22%
2.	100 %	3	0.6 %
3.	90-100 %	67	12.9%
4.	80-90 %	31	6 %
5.	70-80%	39	7.5%
6.	60-70%	10	1.9%
7.	Donot Know	26	5 %
8.	Not Provided	228	44%
		518	100%

Source-Primary Data

**Figure 5.15(a)**



**Figure 5.15(b)**

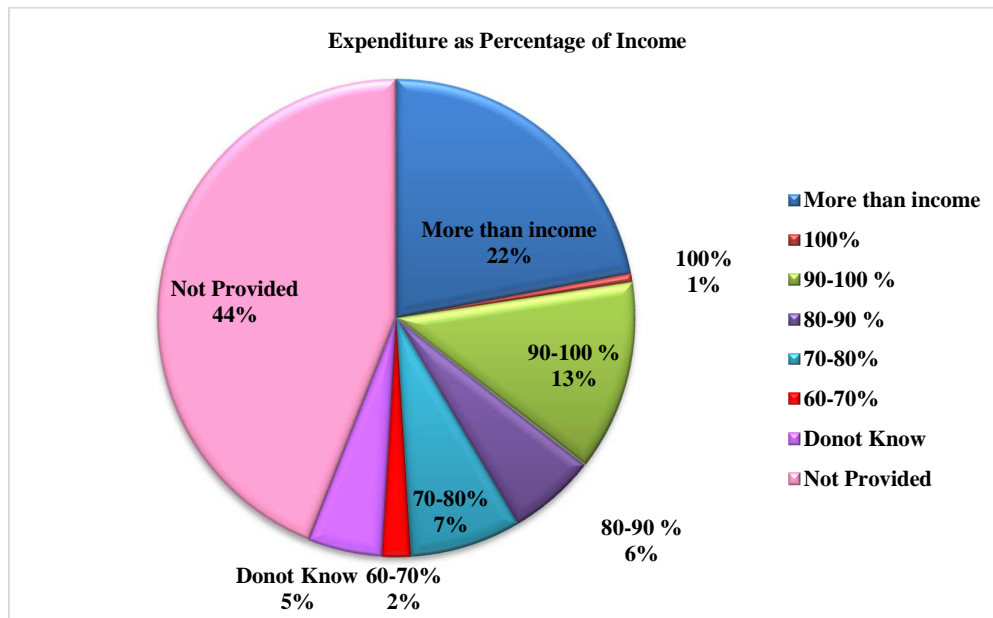


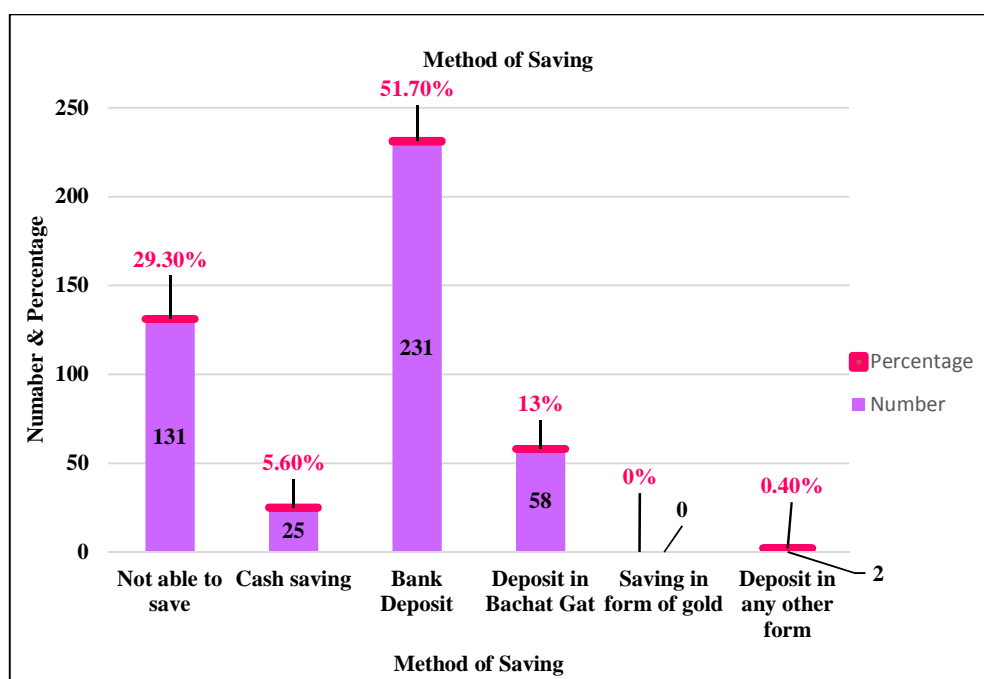
Table number 5.15 shows answer given by respondent about their expenditure as percentage of income. After expenditure women can save and take advantage of financial inclusion. Out of 518 women only 290 women gave response on the question. very few women were able to give correct ratio. after asking concern calculations by the researcher, got the approximate expenditure. 228 women or 44% of respondent did not provide the expenditure percentage of as income. 26 or 5% women did not know about their expenditure. 10 or 1.9% women spend 60-70% of their income. 39 or 7.5% women spend 70-80% money from their income. 31 or 6% women spends 80-90 % of their income. 67 or 12.9% women spend 90-100 % of their income. 3 or 0.6% women spend their whole income. 114 or 22% women have their expenditure more than their income.

**Table 5.16**  
**Methods of Saving**

Sr,No	Method of Saving	Number	Percentage
1.	Not able to save	131	29.3%
2.	Cash saving	25	5.6%
4.	Bank Deposit	231	51.7%
5.	Deposit in Bachat Gat	58	13%
6.	Saving in form of gold	0	0%
7.	Deposit in any other form	2	0.4%
	<b>Total</b>	<b>447</b>	<b>100%</b>

Source- Primary Data

**Figure 5.16(a)**



**Figure 5.16(b)**

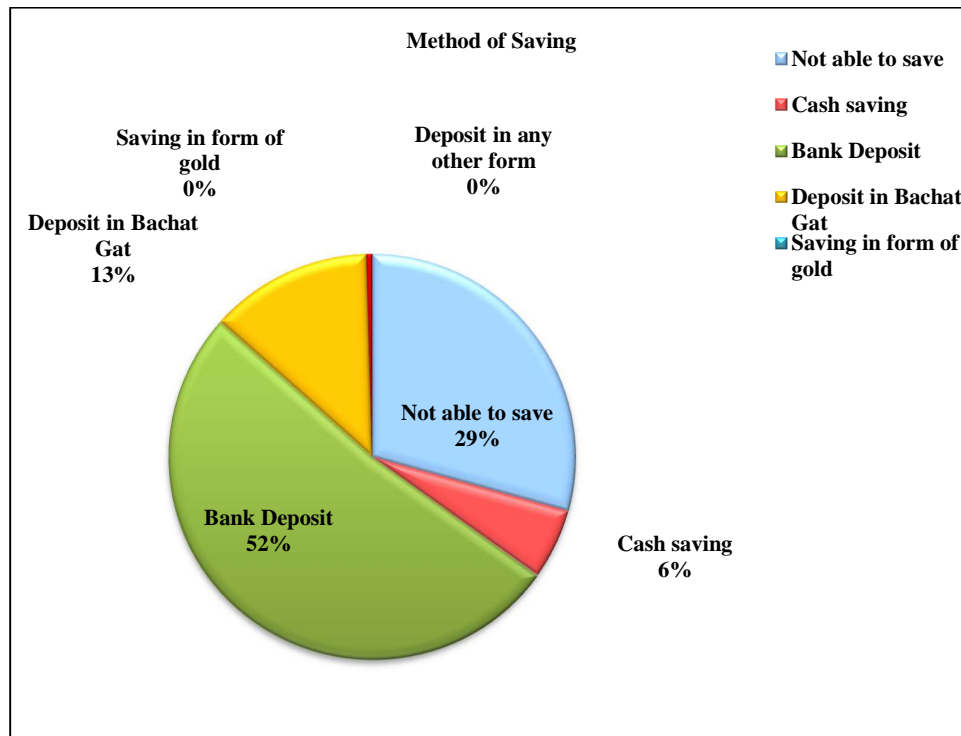


Table 5.16 reflects answer of question about method of savings of the sample. As researcher is trying to get role of Mann Deshi Bank for financial inclusion of rural women. This question is fulfilling the first basic objective of formal financial inclusion that how many women are saving in bank deposits. Out of 447 women 131 or 29.3% women are not able to save. 25 or 5.6% women save in cash form. 231 or 51.7% women save in form of bank deposit. 58 or 13% women save in bachat Gat.

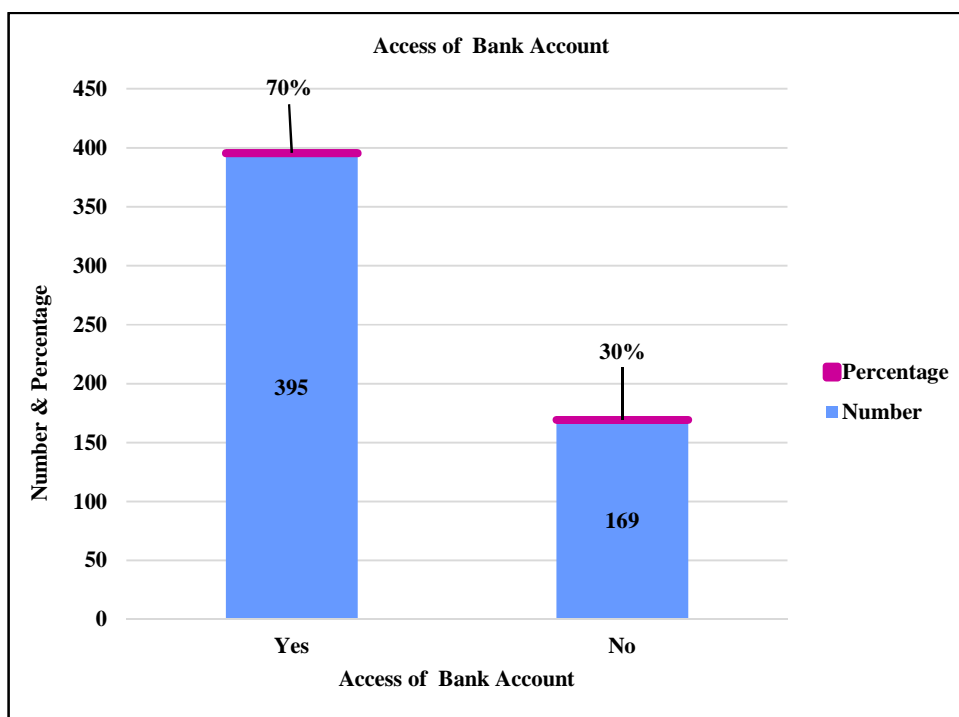


**Table-5.17**  
**Access of Bank Account**

Sr.No	Having bank Account	Number	Percentage
1.	Yes	395	70%
2.	No	169	30%
	<b>Total</b>	<b>564</b>	<b>100%</b>

Source- Primary Data

**Figure 5.17(a)**



**Figure 5.17(b)**

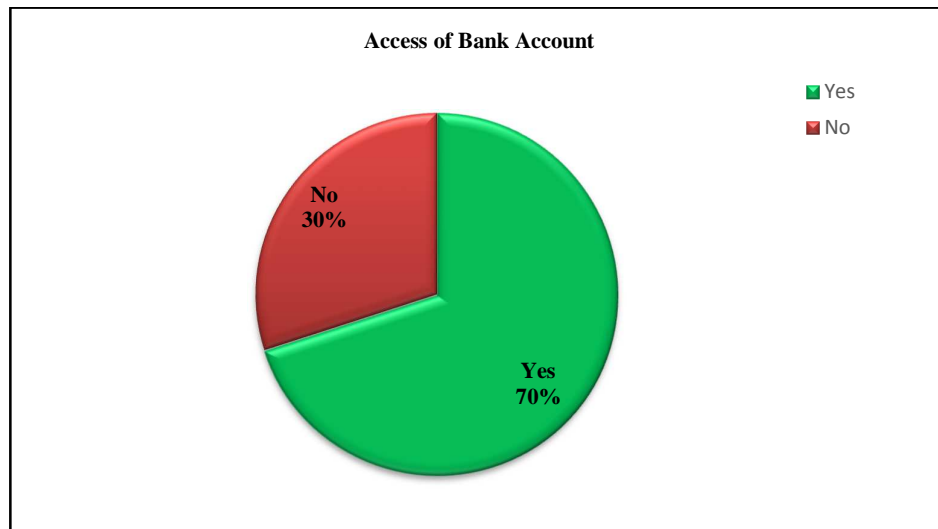


Table number 5.17 reflects answer of question about bank account of sample women. Above question is related with first basic objective and first hypothesis that dominant role of Mann Deshi bank in formal financial inclusion. Out of 564 sample 395 or 70% women having access of bank account and only 169 or 30% women not having bank account. We can say 70% of our sample women are included in formal financial institution. 70% women from sample size have formal bank account in any bank. This table reflects that 70% women are getting formal financial services.

**Table 5.18**  
**Name of The Bank**

Sr.No	Name of the Bank	Number	Percentage
1.	Nationalized Commercial Bank	80	20.5%
2.	Mann Deshi Bank	261	66.8%
3.	Credit Co-operative society	83	21.2%
4.	R.R.B	9	2.3%
5.	Private Bank	2	0.5%
6.	Bachat Gat	11	2.8%
7.	Post office	1	0.3%
	Total	447(391)	114.4%

Source-Primary Data

**Figure 5.18**

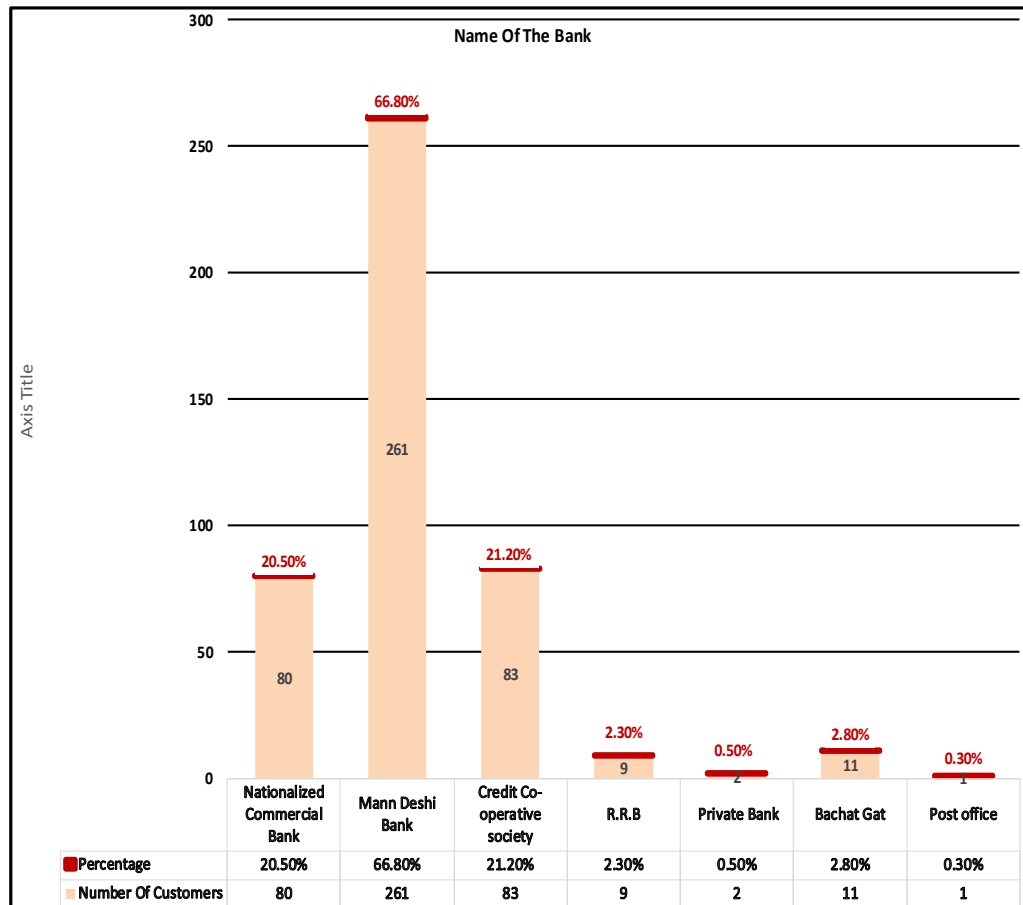


Table number 5.18 giving information about the name of the bank where respondent accounts exists. This question is fulfilling the objective of to get the role of Mann Deshi Mahila Sahakari Bank Ltd (MDMSB) for Financial inclusion of rural women and find out extent and reach of MDMSB services. Out of all bank account holders MDMSB customers are in maximum number. This shows that MDMSB is playing dominant role in financial inclusion of rural women. There are 395 account holders on which MDMSB account holder women are 261 in maximum number. than cooperative bank and nationalized commercial bank account holders. private bank and other bachet gat account holders numbers are very nominal.

Researcher has analyze these three banks MDMSB, Nationalized and Co-operative bank performance separately from the Customer point of view.

## 5.7 Analysis related to Mann Deshi Bank Customers

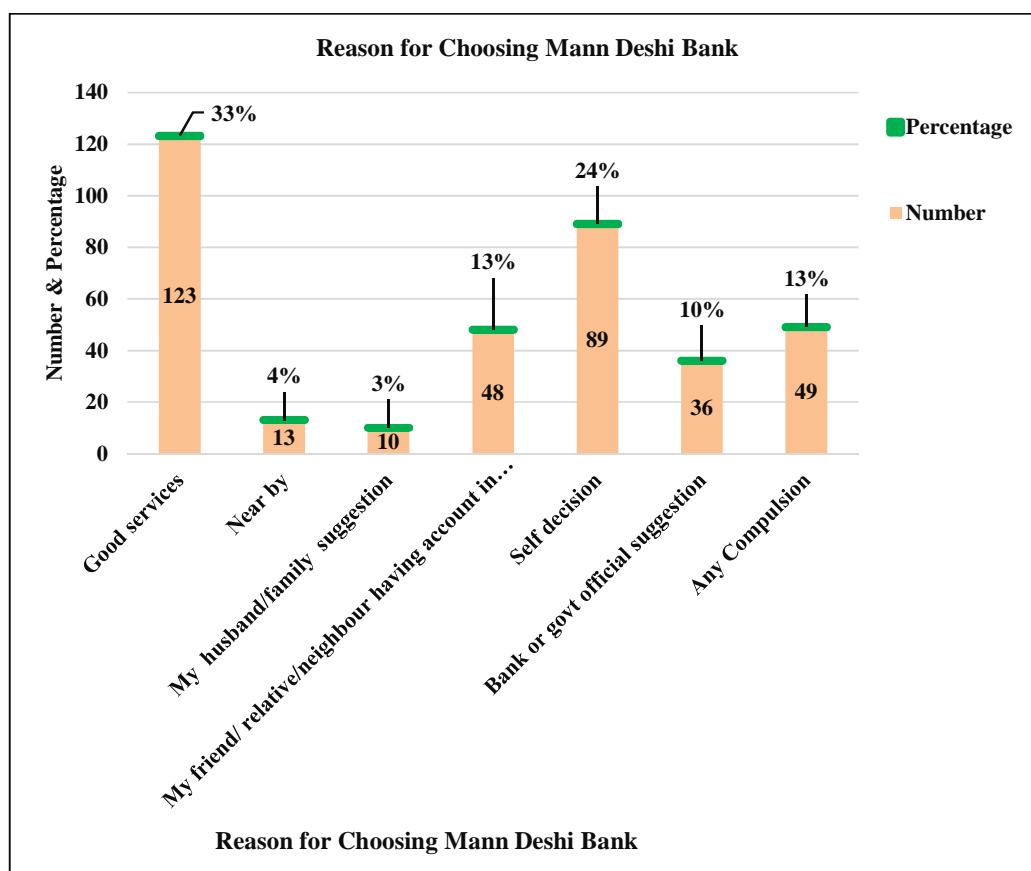
Table 5.19

### Reason for Choosing Mann Deshi Bank

Sr.No.	Reason for Choosing Mann Deshi Bank	Number	Percentage
1.	Good services	123	33%
2.	Near by	13	4 %
3.	My husband/family suggestion	10	3 %
4.	My friend/ relative/neighbour having account in this bank	48	13%
5.	Self decision	89	24%
6.	Bank or govt official suggestion	36	10%
7.	Any Compulsion	49	13%
	Total	368	100%

Source- Primary Data

Figure 5.19(a)



**Figure 5.19(b)**

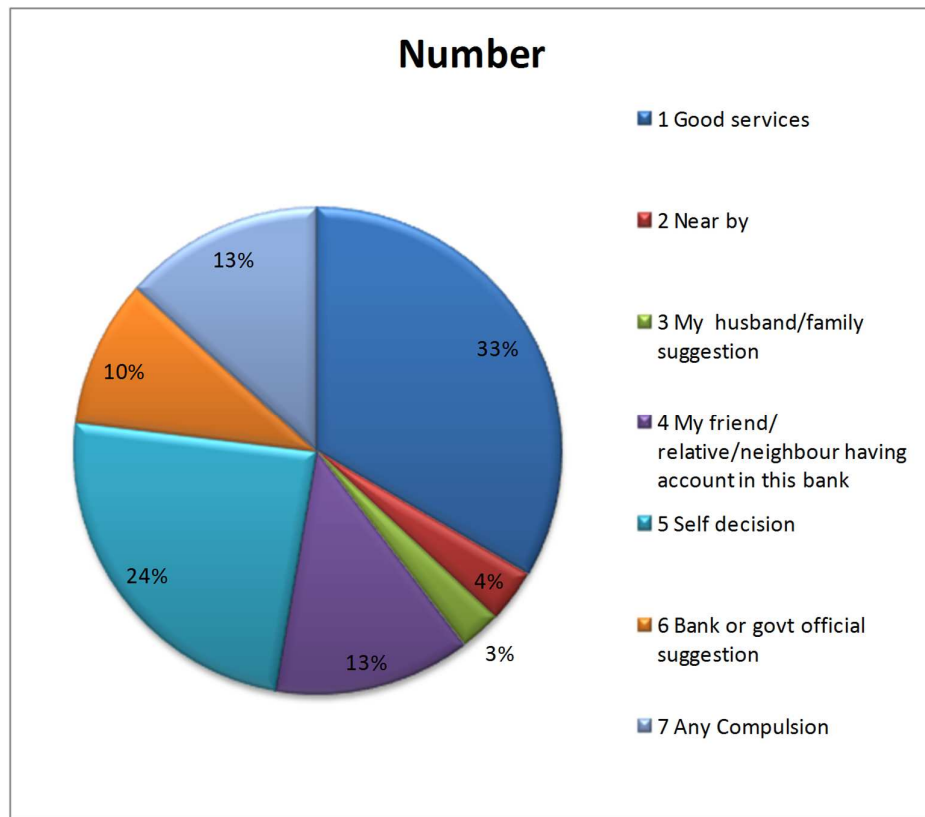


Table 5.19. is showing the answer of question sample women that why they choose Mann Deshi Mahila Sahakari Bank (MDMSB). In this answer women do not have single reason for opening account in this bank. they have multiple reason. Maximum number of customers opted MDMSB because of its good services. 33% or 123 women have taken choice of MDMSB because of good service. 89 or 24 % women choose MDMSB as their self decision. 48 women or 13% women opt this bank because their relative or family members accounts are in this bank. Again 49 or 13% women opened account because of any compulsion. 36 women or 10 % were open account due to bank official suggestions. 10 or 3 % women because of husband or family member suggestion opened account. 13 or 4 % women opened account because their branch is nearby.

**Table 5.20**

**Recommendation For MDMSB**

Sr.No.	Recommendation for the MDMSB	Number	Percentage
1.	Yes	181	69.3 %
2.	No	64	24.5 %
3.	No response	16	6.1 %
	Total	261	

Source -Primary Data

**Figure 5.20(a)**

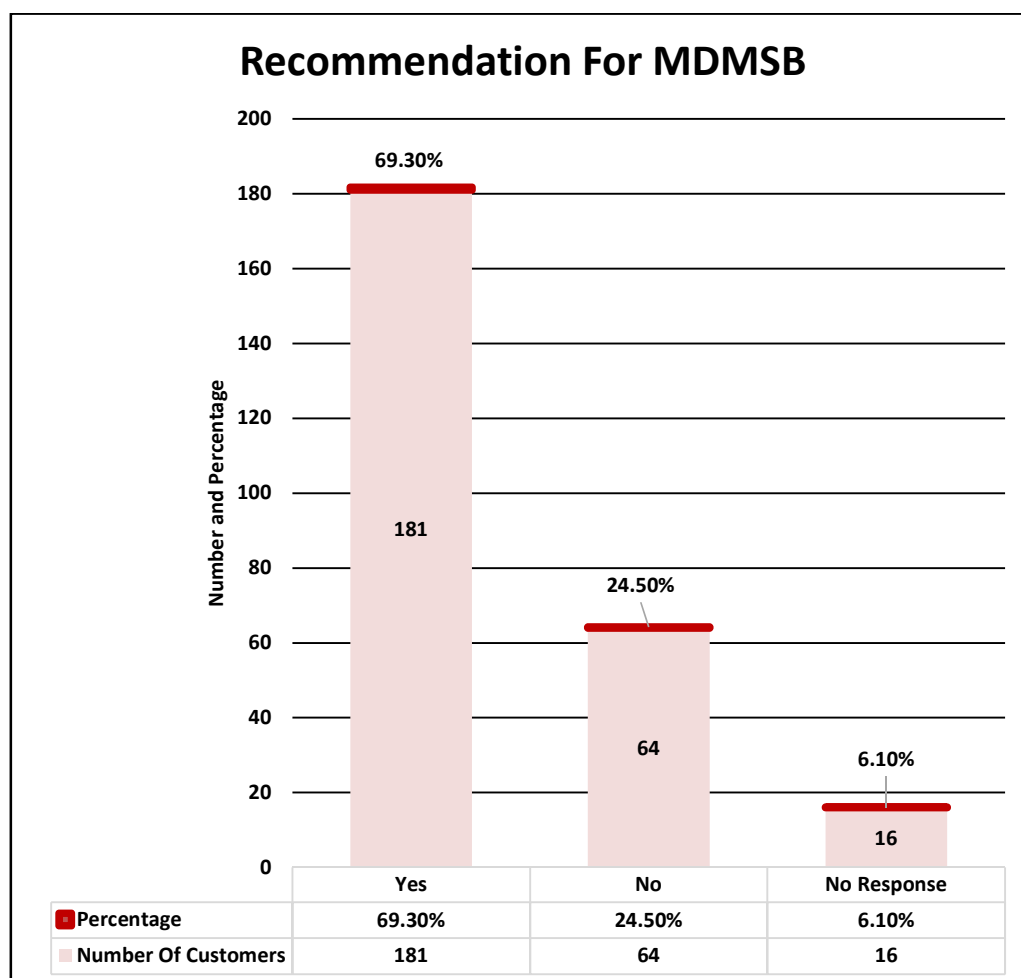


Figure 5.20(b)

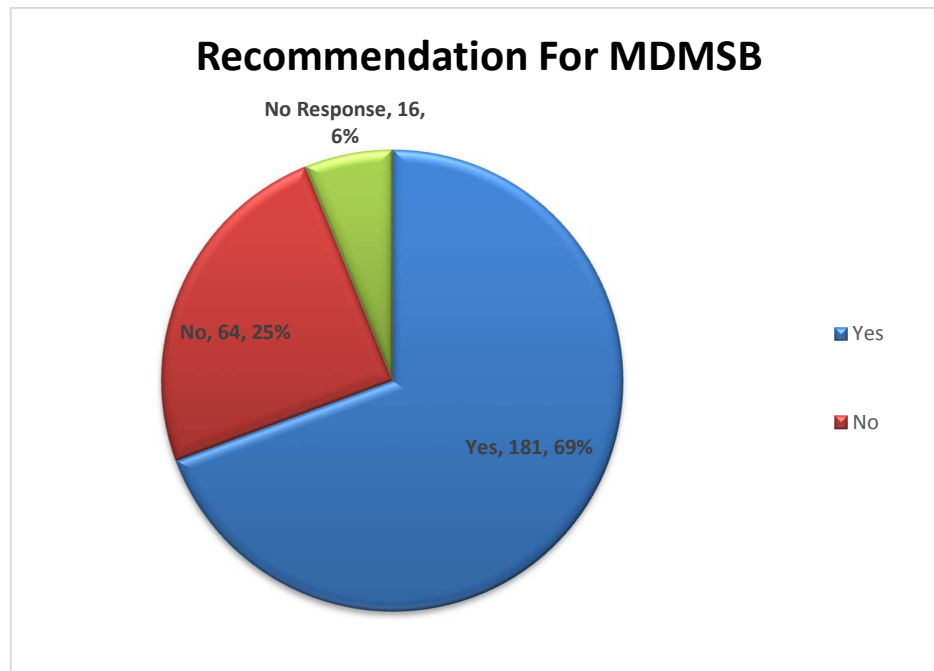


Table 5.20 gives idea of answer about recommendation of MannDeshi Bank to other people. Out of 261 respondents 181 or 69 % women recommended to other people for opening bank account in Mann Deshi Bank. That means 181 women are completely happy with the MDMSB, so they are recommending its name to relatives and friends. 64 or 24 % women did not recommend to open account in MDMSB.

**5.7.1 Rating of Banking Services of Mann Deshi Bank-** The researcher asked about rating of different banking services to the customers. Scale of rating is given below table. There are three types of bank customers. MDMSB, nationalized commercial bank and co-operative bank. Researcher took 13 types of financial services of the banks and rates of these services from the customers. Out of 395 bank account holders 261 were from MDMSB, 60 from cooperative society, 56 from nationalized commercial bank. So, rating of 13 services from these three bank customers collected separately. These tables figure is given further.

### 5.7.1 Rating of Customers of MDMSB On Thirteen Financial Services

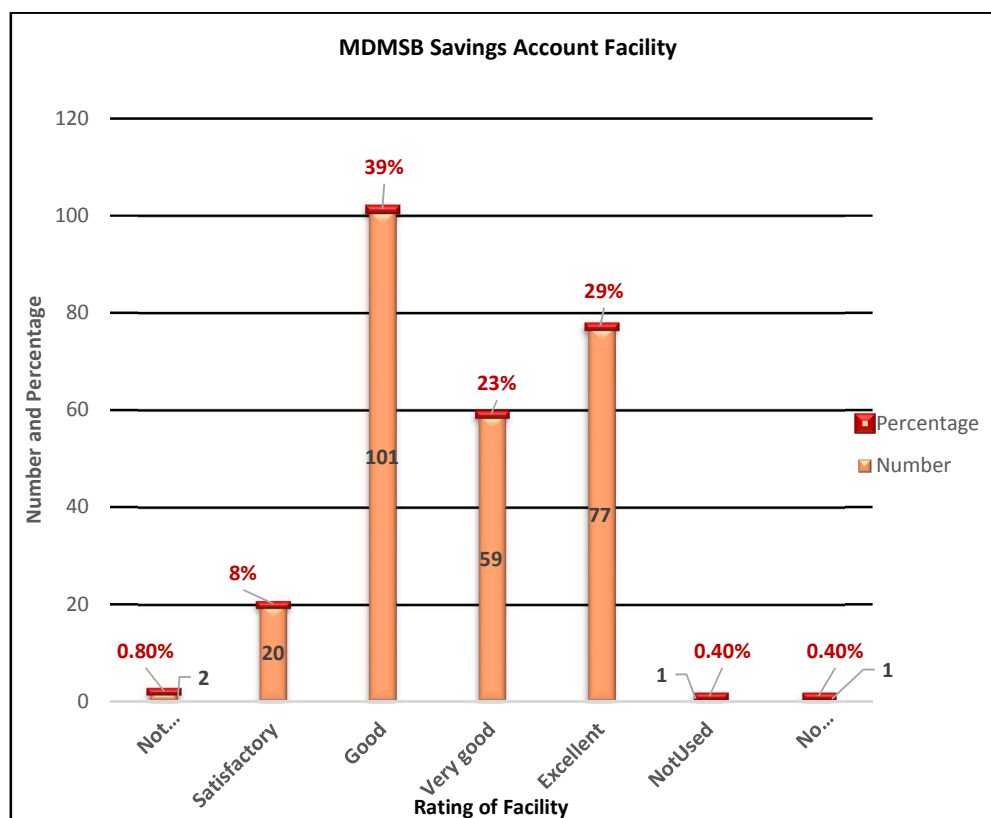
**Table 5.21**

**Saving Account Facility Mann Deshi Bank**

Sr. no.	Saving account facility	Number	Percentage
1.	<b>Not satisfactory</b>	2	0.8
2.	<b>Satisfactory</b>	20	8
3.	<b>Good</b>	101	39
4.	<b>Very good</b>	59	23
5.	<b>Excellent</b>	77	29
6.	<b>not used</b>	1	0.4
7.	<b>No response</b>	1	0.4
	<b>Total</b>	261	

Source- Primary Data

**Figure-5.21(a)**





**Figure-5.21(b)**

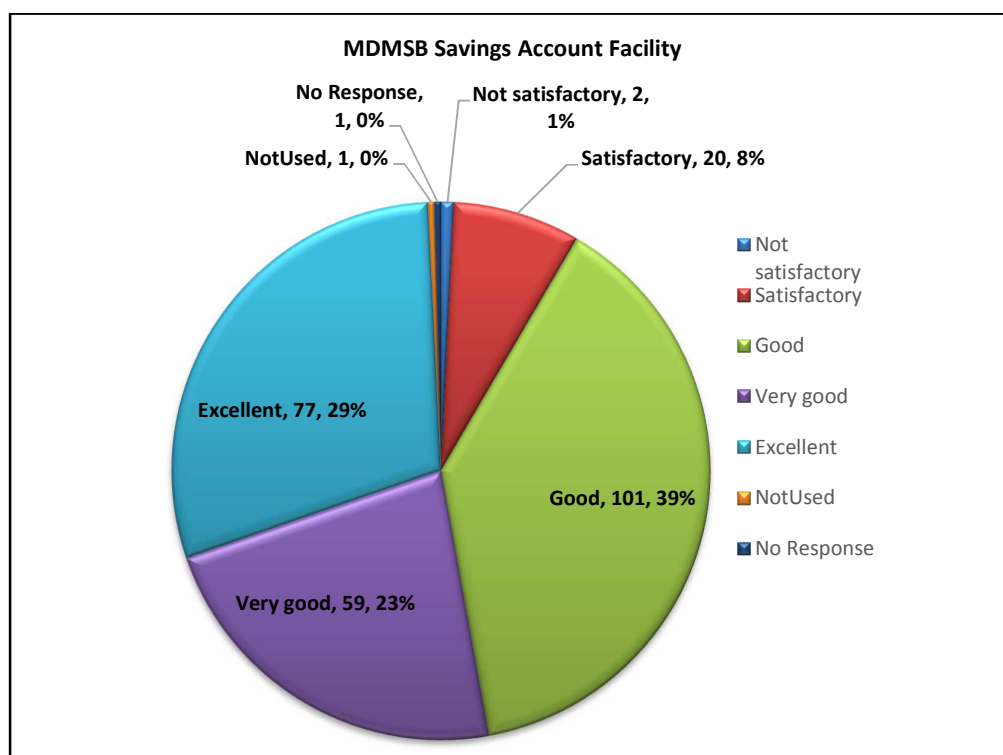


Table 5.21 indicates the answer given by customer on the question number 15 rating given by customers of Mann Deshi Bank. This question ask about rate of banking services Table 5.21 reflects rate of saving account facility. 101 or 39 % of women gave rating good to saving account facility. 77 or 29 % women gave rate of saving account facility as excellent. 59 or 23 % women gave rate as very good service. 20 or 8% women gave rate satisfactory. only 2 women gave rate of saving as not satisfactory.

Table -5.22

## Loan FacilityMannDeshi Bank

Sr.No	Loan facility	Number	Percentage
1.	Not satisfactory	4	1%
2.	Satisfactory	12	5%
3.	Good	70	27%
4.	Very good	42	16%
5.	Excellent	58	22%
6.	Not used	69	26%
7.	No response	6	3%
	Total	261	

Source-Primary Data

Figure 5.22(a)

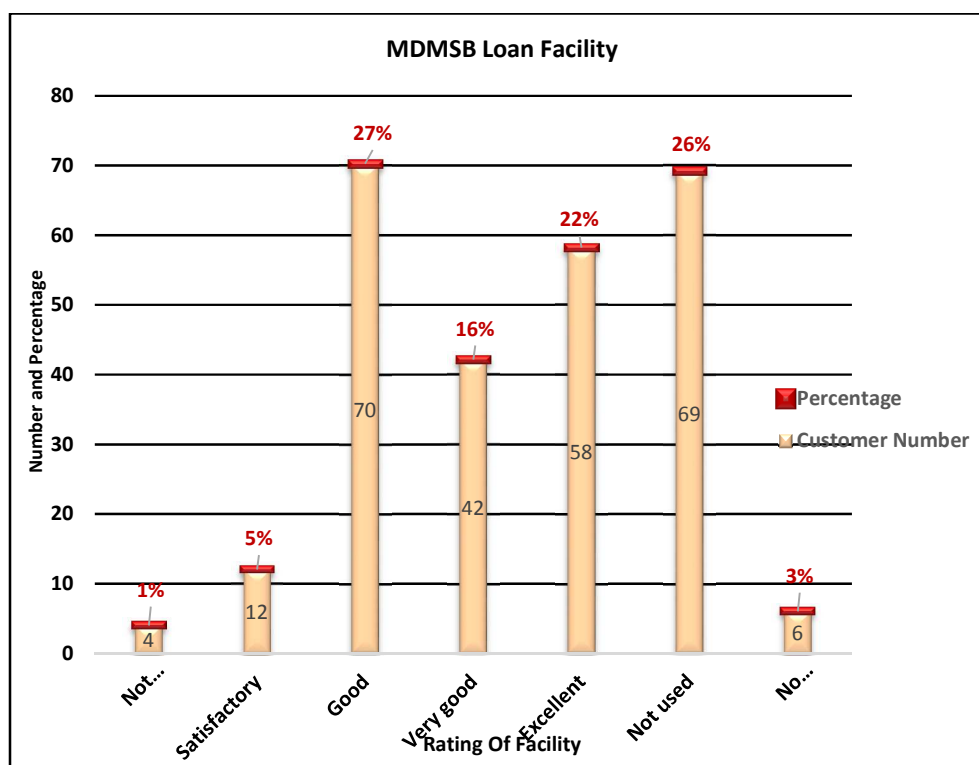


Figure 5.22(b)

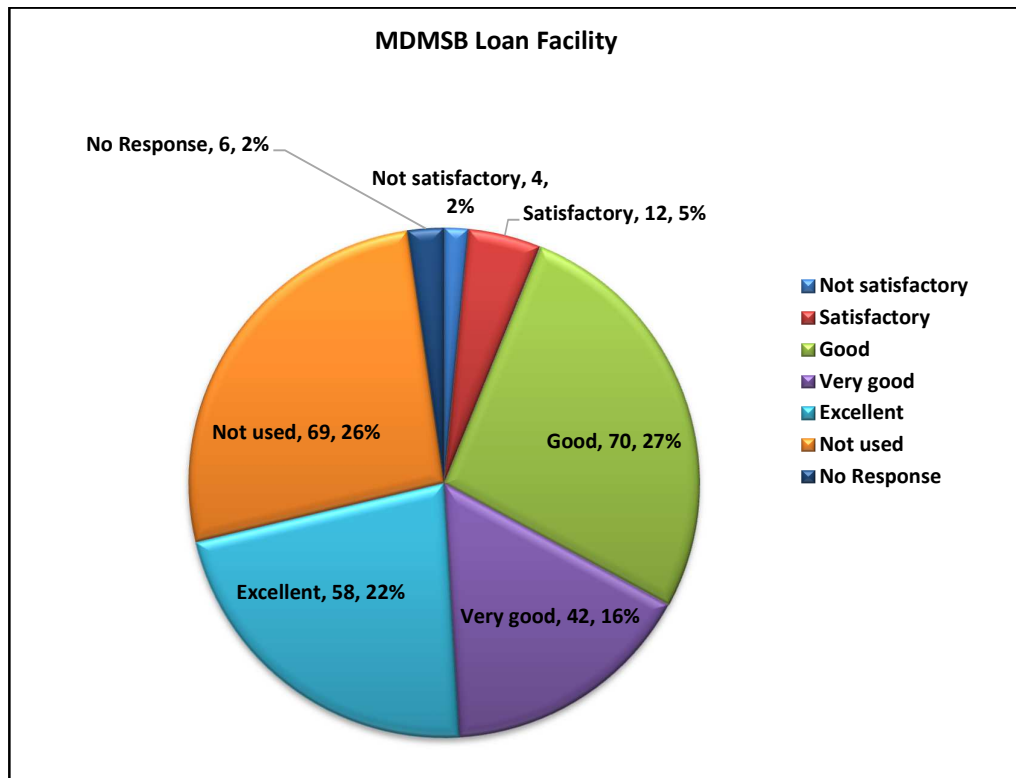


Table 5.22 indicates the answer given by customer on the question number 15 rating given by customers of Mann Deshi Bank. This question ask about rate of banking services Table 5.22 reflects loan facility. 70 or 27% of women gave rating good to loan facility. 58 or 22 % women gave rate of loan facility as excellent. 42 or 16 % women gave rate as very good service. 12 or 5% women gave rate satisfactory. only 4 women gave loan facility as not satisfactory. 69 or 26% did not use loan facility.

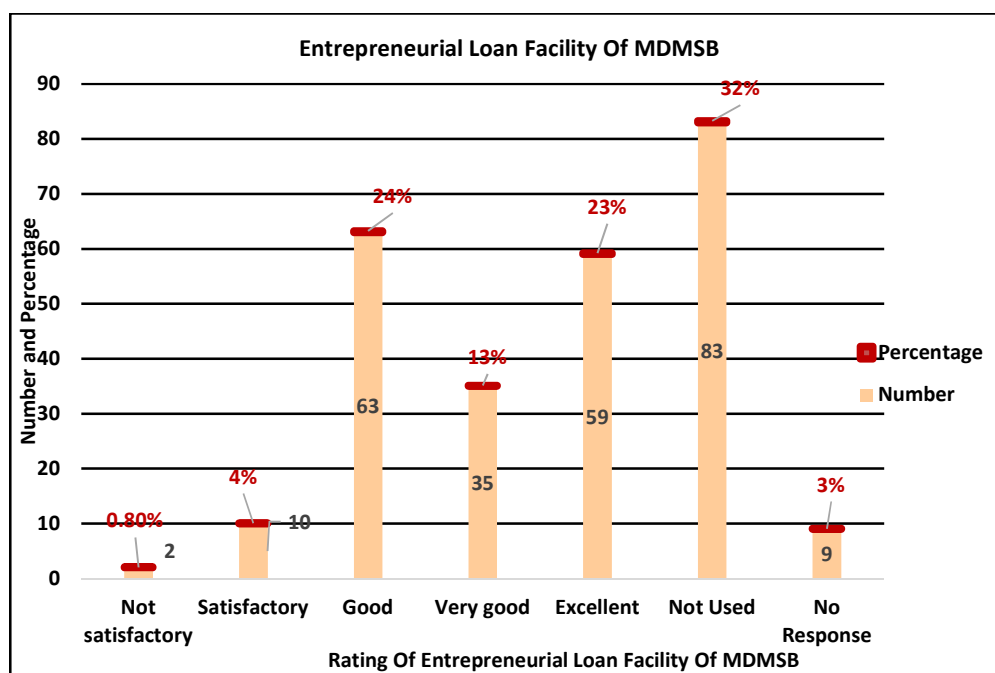
Table 5.23

## Entrepreneurial LoanMannDeshi Bank

Sr.No	Entrepreneurial loan	Number	Percentage
1.	Not satisfactory	2	0.8%
2.	Satisfactory	10	4%
3.	Good	63	24%
4.	Very good	35	13%
5.	Excellent	59	23%
6.	not used	83	32%
7.	No Reponse	9	3%
	Total	261	

Source- Primary data

Figure 5.23(a)



**Figure 5.23(b)**

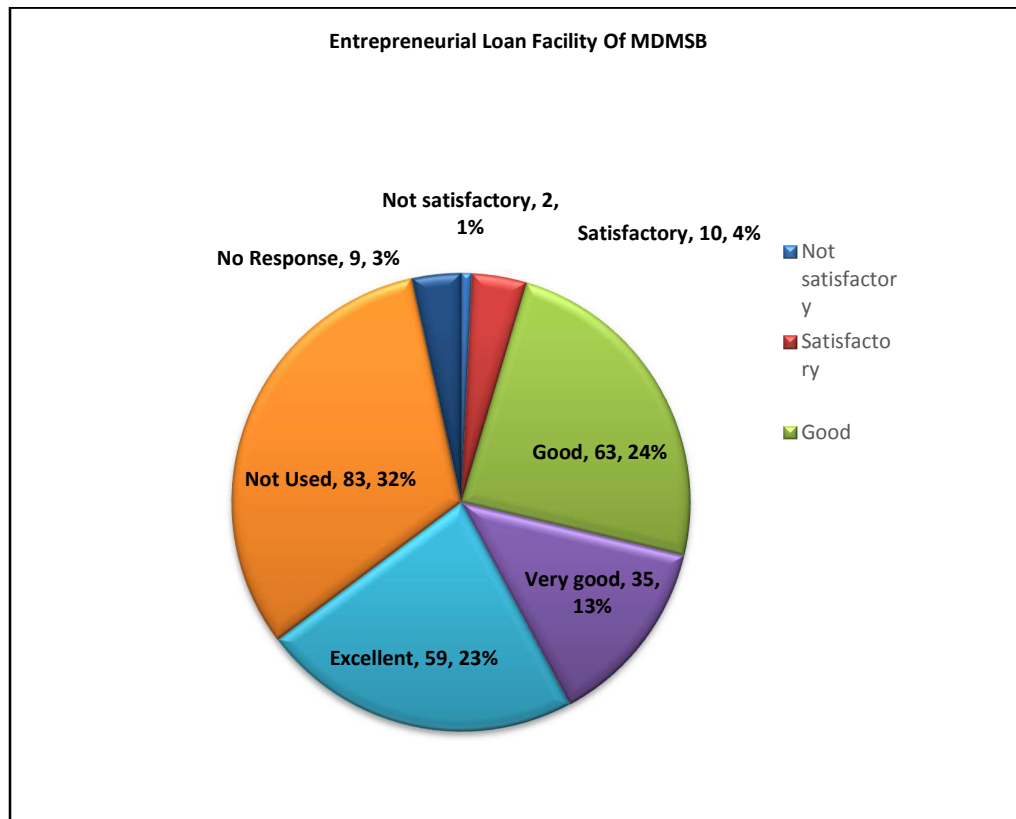


Table 5.23 reflects answer of question number 15 part 3 about entrepreneurial loan from MDMSB. Eighty-three or 32 % women did not take entrepreneurial loan, while sixty-three or 24% women gave good rate to this service. fifty-nine or 23 % women gave excellent rate to entrepreneurial loan service. Thirty-five or thirteen percent women gave very good rating to entrepreneurial loan service. Ten women or 4 % women were satisfied with entrepreneurial loan facility. Nine or 3% women did not give any response.

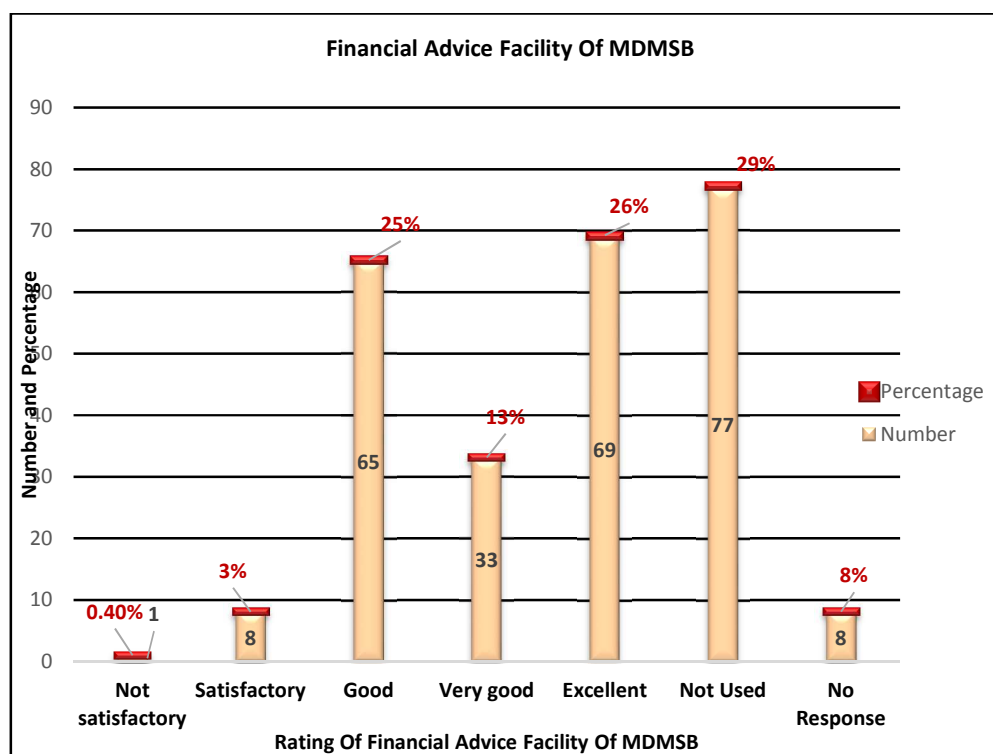
**Table-5.24**

**Financial Advice- Mann Deshi Bank**

Sr.No	Financial Advice	Number	Percentage
1.	<b>Not satisfactory</b>	1	0.4%
2.	<b>Satisfactory</b>	8	3%
3.	<b>Good</b>	65	25%
4.	<b>Very good</b>	33	13%
5.	<b>Excellent</b>	69	26%
6.	<b>Not used</b>	77	29%
7.	<b>No response</b>	8	3 %
	<b>Total</b>	261	

Source- primary Data

**Figure -5.24(a)**



**Figure -5.24(b)**

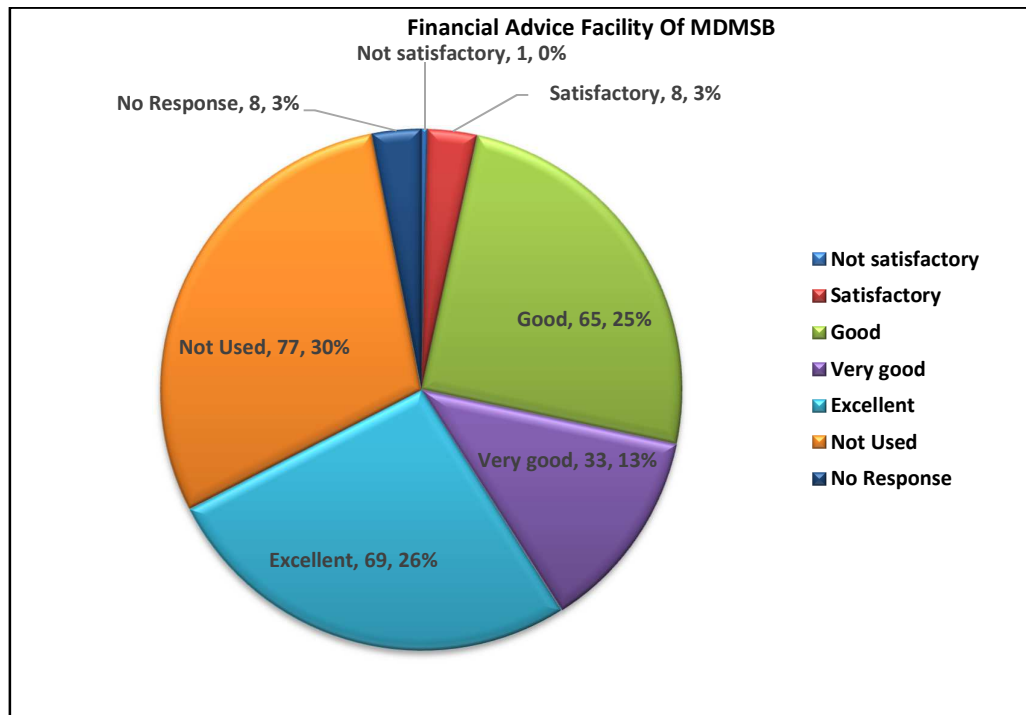


Table 5.24 tell about answer of question number 15 part 4 for rating of financial advice of MDMSB. Out of 261 responses 77 or 29% women did not used financial advice facility of MDMSB. 69 or 26 % women gave excellent rating to financial advice. 65 or 25% women gave good rating to financial advice. 33 or 13 % women gave very good rating to financial advice facility. 8 or 3 % women did not give response and same 8 women were satisfied with financial advice facility. MDMSB is giving financial advice to customers. Bank is trying to give all essential information on financial sector. As only opening account is not sufficient for financial inclusion. Specially rural women should know how to manage finance and small savings, repayment of loans.

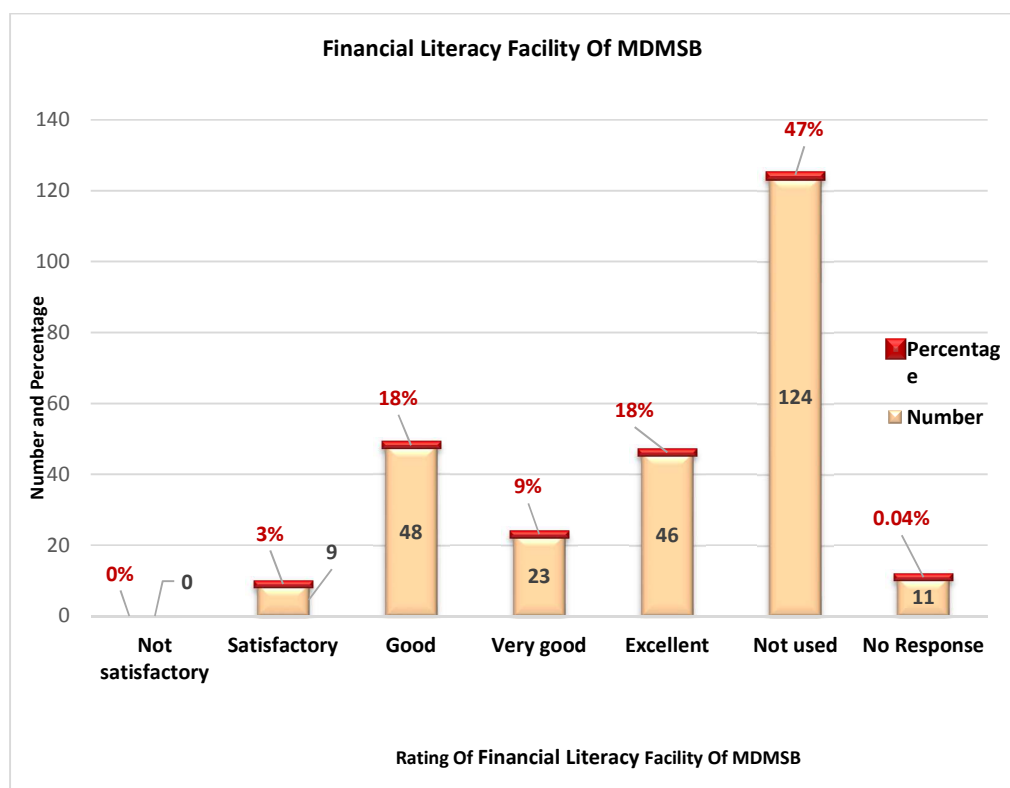
**Table 5.25**

**Financial LiteracyMann Deshi Bank**

Sr.No	Financial Literacy	Number	Percentage
1.	Not satisfactory	0	0 %
2.	Satisfactory	9	3%
3.	Good	48	18%
4.	Very good	23	9%
5.	Excellent	46	18%
6.	Not used	124	47
7.	No response	11	4%
	<b>Total</b>	261	

Source- Primary Data

**Figure 5.25(a)**





**Figure 5.25(b)**

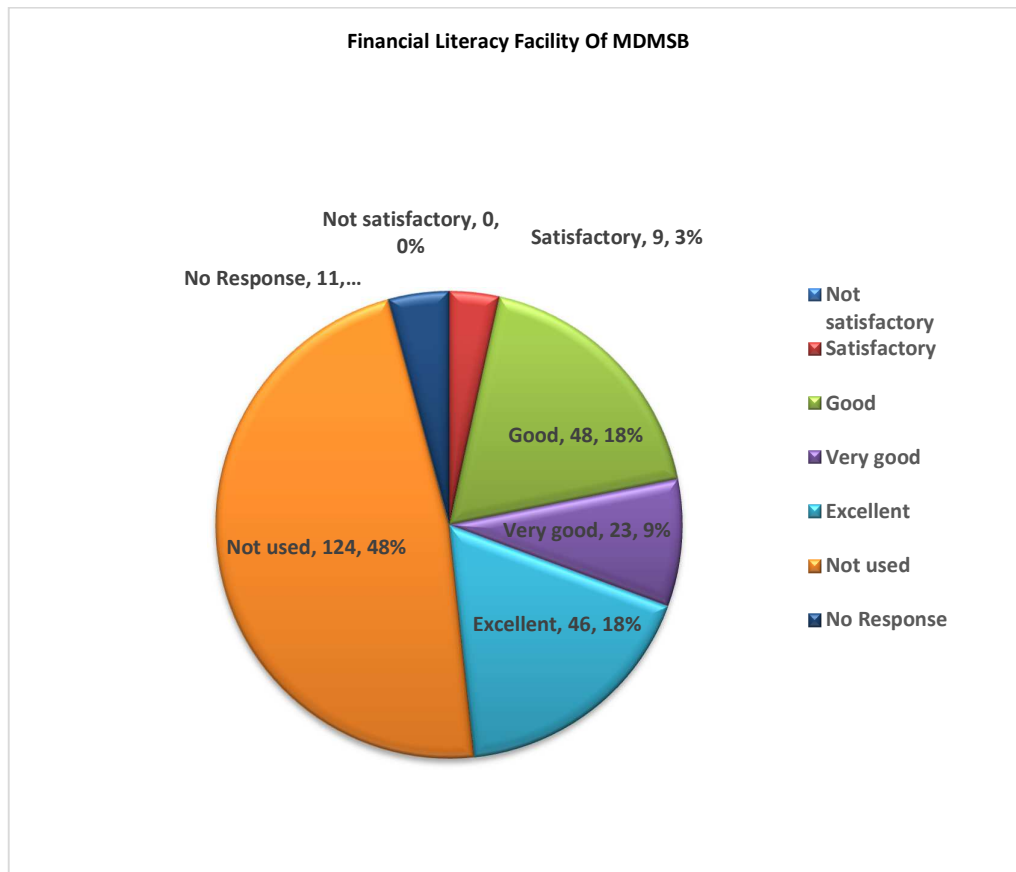


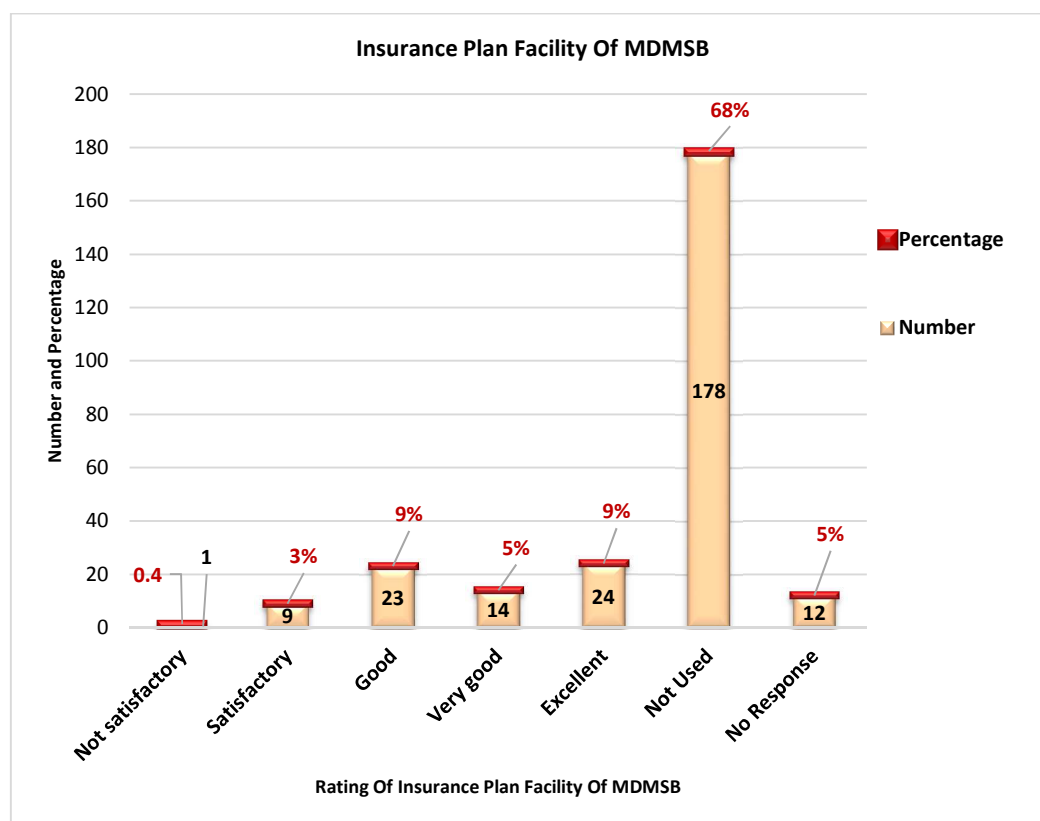
Table 5.25 reflects answer of question number 15 part 5 for rating of financial literacy programme of MDMSB. 124 or 47 % did not use financial literacy programme. 48 or 18 % women gave good rating to financial literacy programme of MDMSB. Again 46 or 18 % women gave excellent rating to financial literacy programme. 23 or 9 % women gave very good rating to financial literacy programme. 11 or 4% women did not give any responses. MDMSB is running financial literacy programme on three stages. First basic level is providing information about loan and savings. Advance financial literacy programme provides information about insurance and pension. Third type of business financial literacy programme provides literacy debt management, budgeting and financial negotiation. Every borrower from MDMSB are perfectly aware about loan repayment mode. They are paying back loan timely and taking again loan.

**Table 5.26**  
**Insurance Plan Mann Deshi Bank**

Sr.No	Insurance Plan	Number	Percentage
1.	Not satisfactory	1	0.4
2.	Satisfactory	9	3 %
3.	Good	23	9 %
4.	Very good	14	5%
5.	Excellent	24	9%
6.	not used	178	68%
7.	No response	12	5%
	<b>Total</b>	261	

Source-Primary Data

**Figure 5.26(a)**



**Figure 5.26(b)**

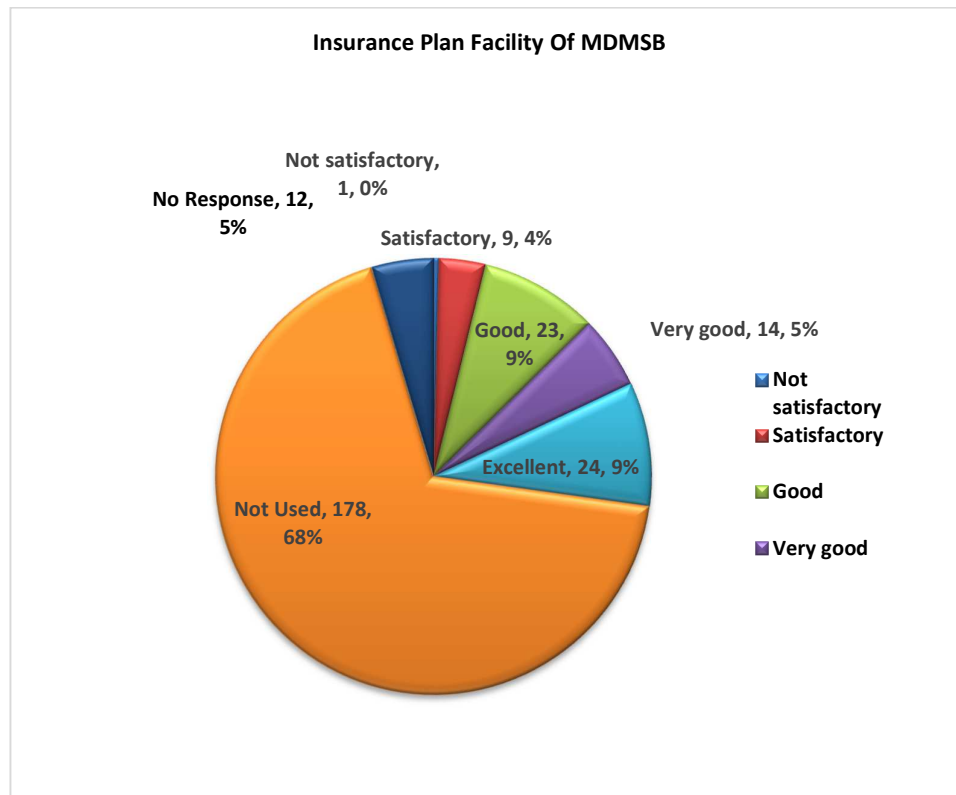


Table 5.26 shows answer of question number 15 part 6, rating of service of Insurance plan of MDMSB. Out of 261 responses 178 or 68 % women did not use insurance facility. 24 or 9% women gave rating excellent to insurance services of MDMSB. 23 or 9 % women gave rating good to insurance services of MDMSB.

9 or 3 % women gave satisfactory remark on insurance services of MDMSB. 12 or 5% women gave no response on this question. Only one woman was not satisfied with insurance plan.

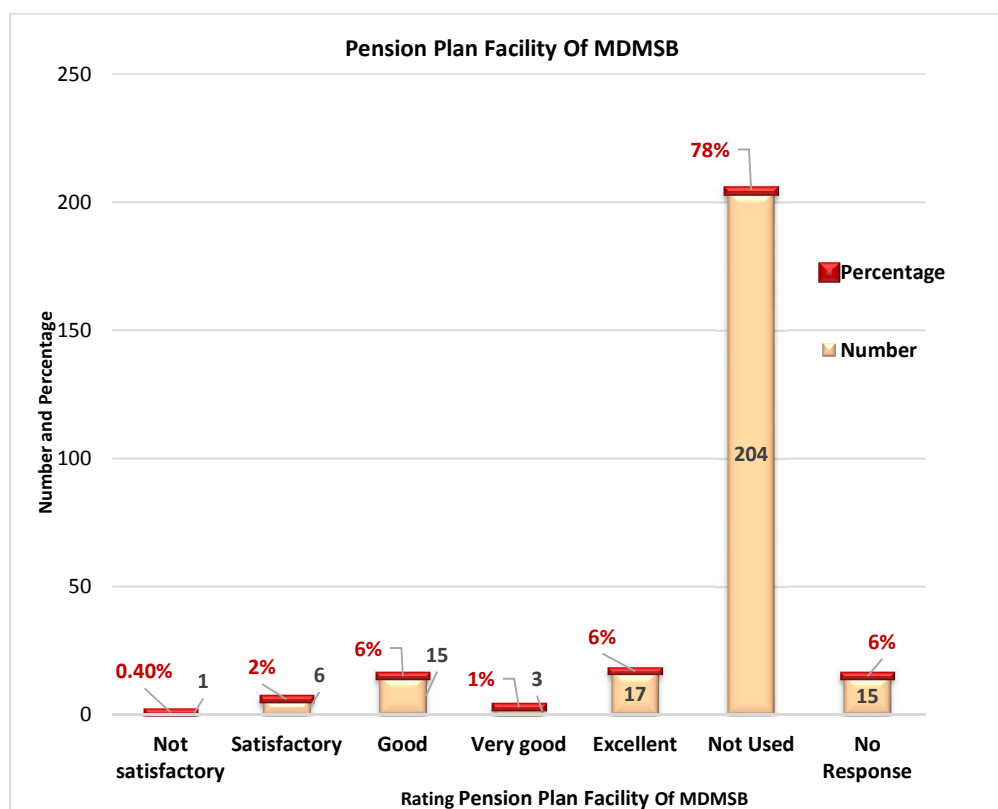
**Table 5.27**

**Pension Plan Mann Deshi Bank**

Sr. No	Pension Plan	Number	Percentage
1.	<b>Not satisfactory</b>	1	0.4
2.	<b>Satisfactory</b>	6	2 %
3.	<b>Good</b>	15	6 %
4.	<b>Very good</b>	3	1 %
5.	<b>Excellent</b>	17	6 %
6.	<b>not used</b>	204	78 %
7.	<b>No response</b>	15	6 %
	<b>Total</b>	261	

Source-Primary Data

**Figure-5.27(a)**



**Figure-5.27(b)**

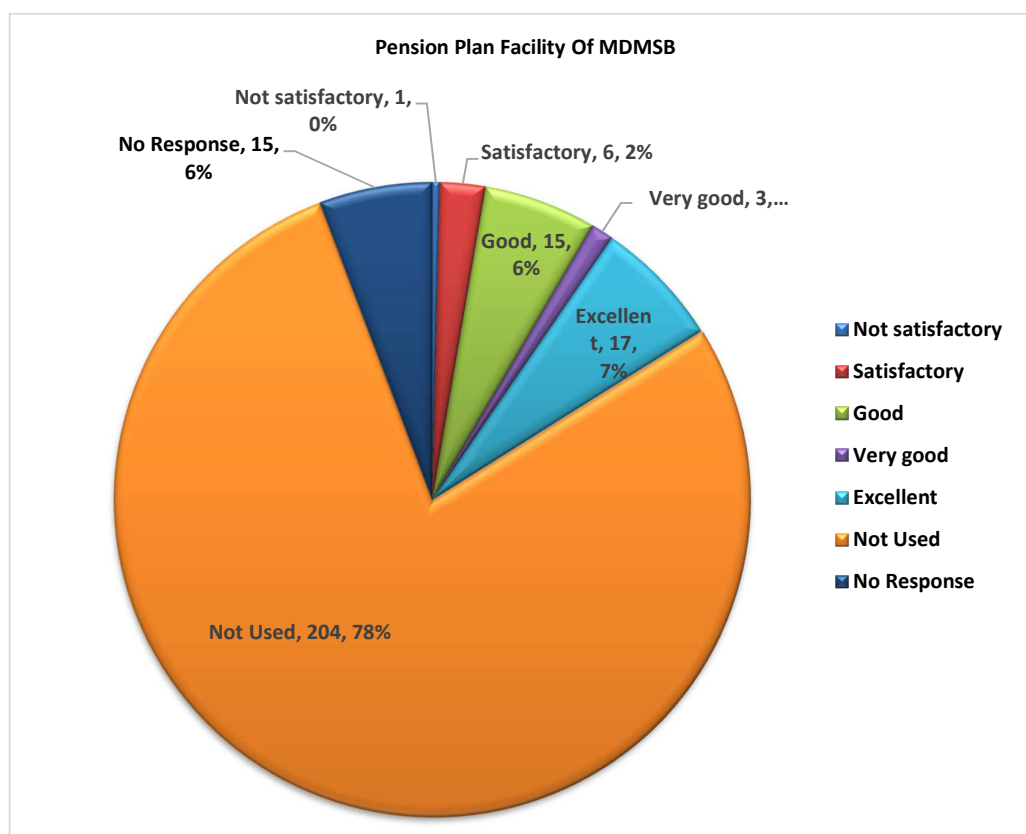


Table 5.27 shows the answer of question number 15 part 7, rating of service of pension plan of MDMSB. Out of 261, 204 or 78 % women did not use pension plan of MDMSB. 17 or 6% women gave excellent rating to pension plan of MDMSB. 15 or 6 % women gave good remark for pension plan of MDMSB. 15 women or 6% women did not give response on this question. 3women or 1 % women gave very good rate for pension plan. Only one woman was not satisfied with pension plan of MDMSB.

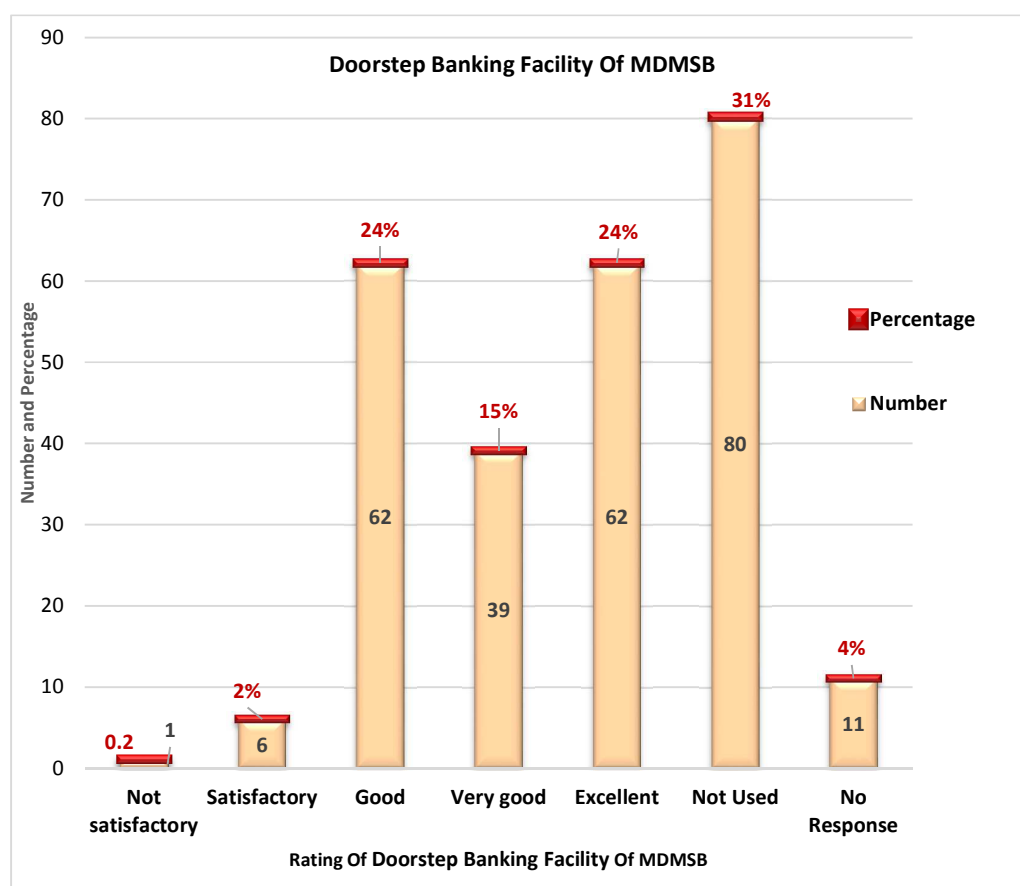
Table-5.28

## Doorstep Banking Mann Deshi Bank

Sr.No	Doorstep Banking	Number	Percentage
1.	Not satisfactory	1	0.2 %
2.	Satisfactory	6	2 %
3.	Good	62	24 %
4.	Very good	39	15 %
5.	Excellent	62	24 %
6.	not used	80	31 %
7.	No response	11	4 %
	<b>Total</b>	<b>261</b>	

Source-primary Data

Figure-5.28(a)



**Figure-5.28(b)**

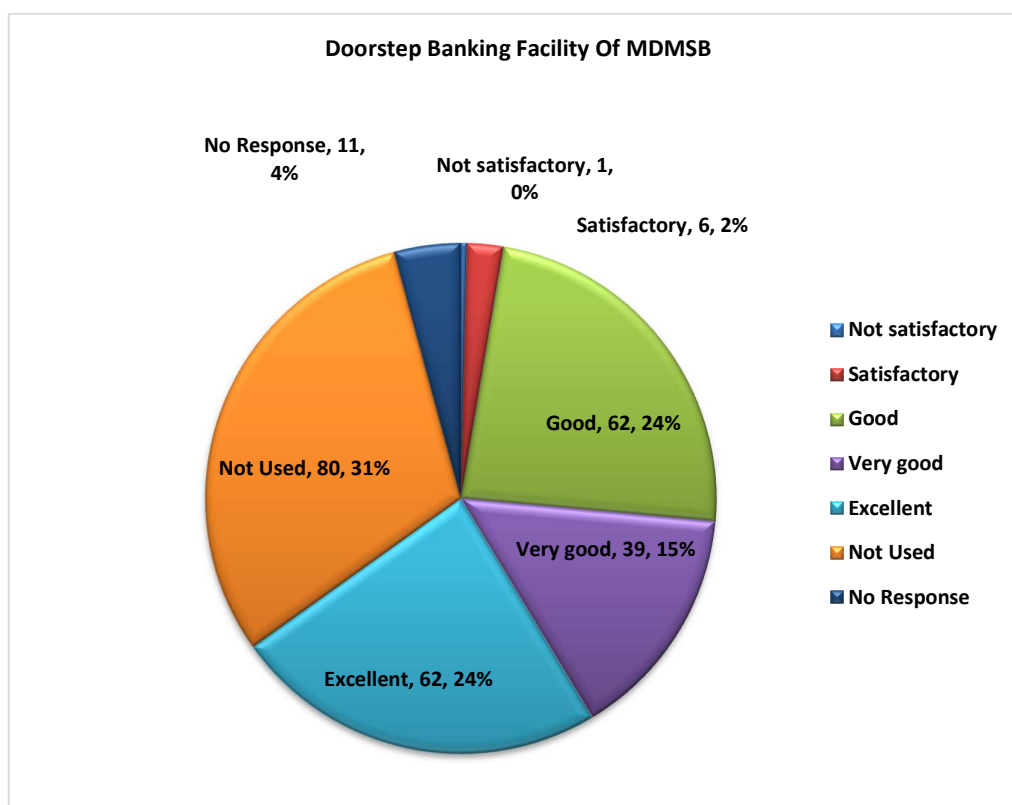


Table 5.28 reflects answer of question number 15 part 8, rating of door step banking services provided by MDMSB. out of 261, 80 or 31 % women did not used this facility. 62 or 24 % women gave excellent rate for door step banking services. 62 or 24 % women gave good rate to door step banking services. 39 or 15% women gave very good rating to door step banking services. 11 or 4% women did not give any response. 6 or 2 % women were satisfied. Only one woman was not satisfied with door step banking services.

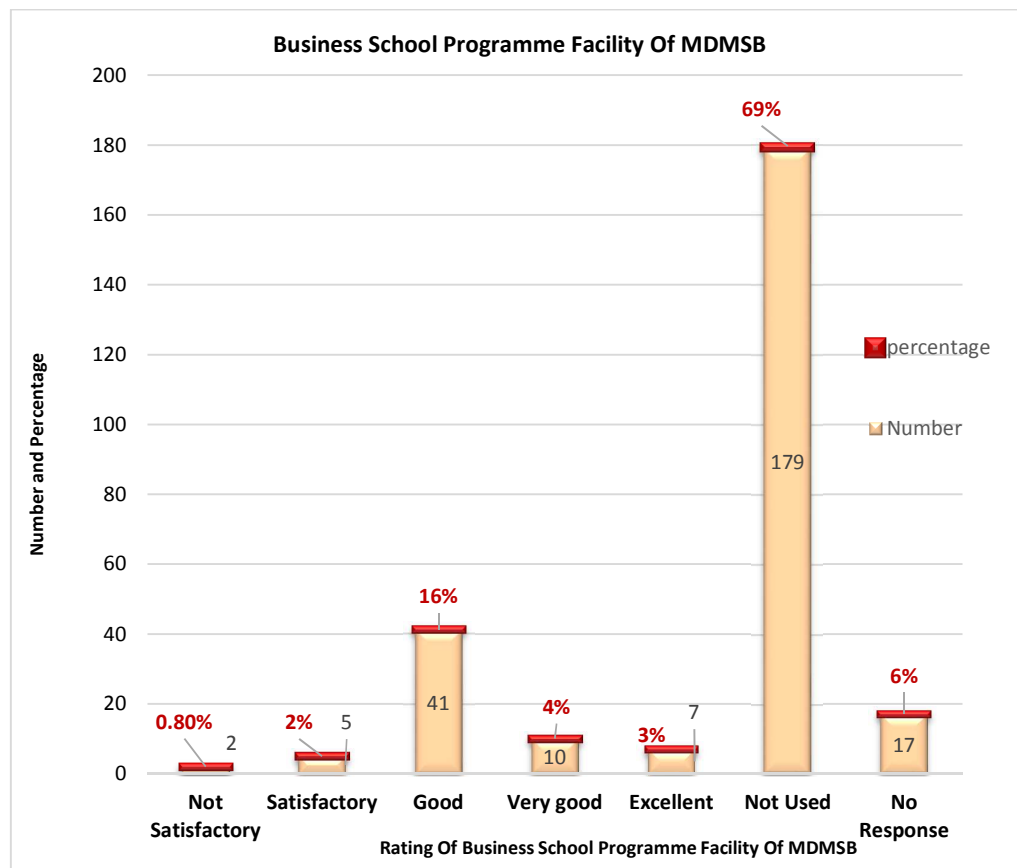
**Table 5.29**

**Business school Programme Mann Deshi Bank**

Sr.No	Business school Programme	Number	percentage
1.	Not satisfactory	2	0.8 %
2.	Satisfactory	5	2 %
3.	Good	41	16 %
4.	Very good	10	4 %
5.	Excellent	7	3 %
6.	Not used	179	69 %
7.	No response	17	6 %
	<b>Total</b>	<b>261</b>	

Source- primary Data

**Figure 5.29(a)**





**Figure 5.29(b)**

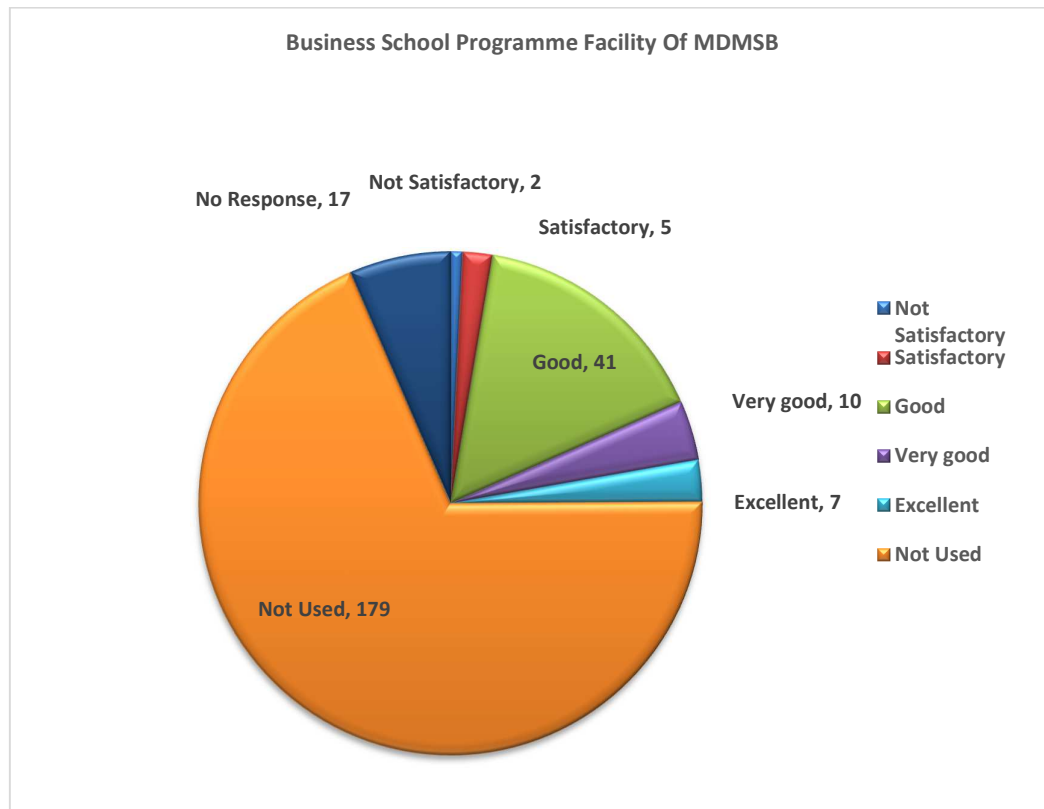


Table 5.29 reflects answer of question number 15 part 9, rating Business School Programme of MDMSB. Out of 261, 179 or 69 % women did not attend Business School Programme. 41 or 16% women gave good rating to Business School Programme. 17 or 6% women did not give any response. 10 or 4% women gave very good rate to Business School Programme. 7 or 3% women gave excellent rate for Business School Programme. Five women were satisfied with business school. Only 2 women did not satisfied with Business School Programme of MDMSB.

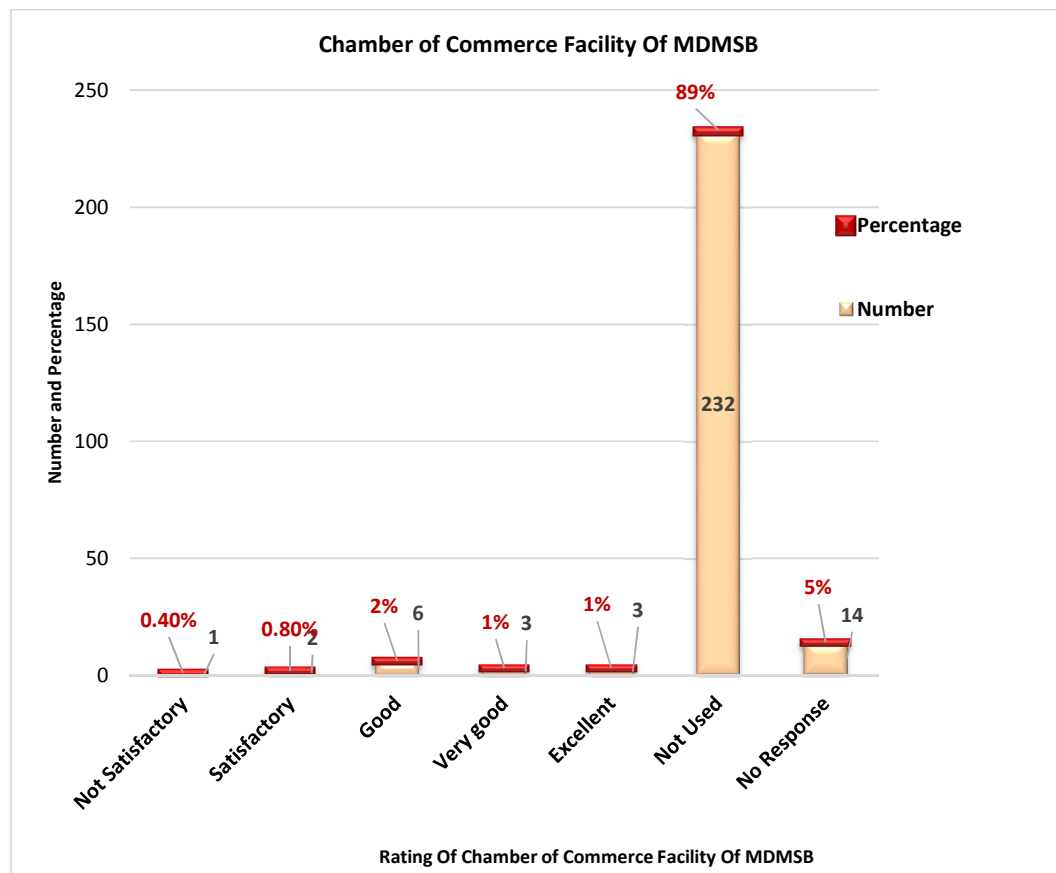
**Table 5.30**

**Chamber of Commerce Mann Deshi Bank**

Sr.No	Chamber of Commerce	Number	Percentage
1.	Not satisfactory	1	0.4
2.	Satisfactory	2	0.8
3.	Good	6	2 %
4.	Very good	3	1 %
5.	Excellent	3	1 %
6.	not used	232	89%
7.	No response	14	5 %
	<b>Total</b>		

Source- Primary Data

**Figure 5.30(a)**



**Figure 5.30(b)**

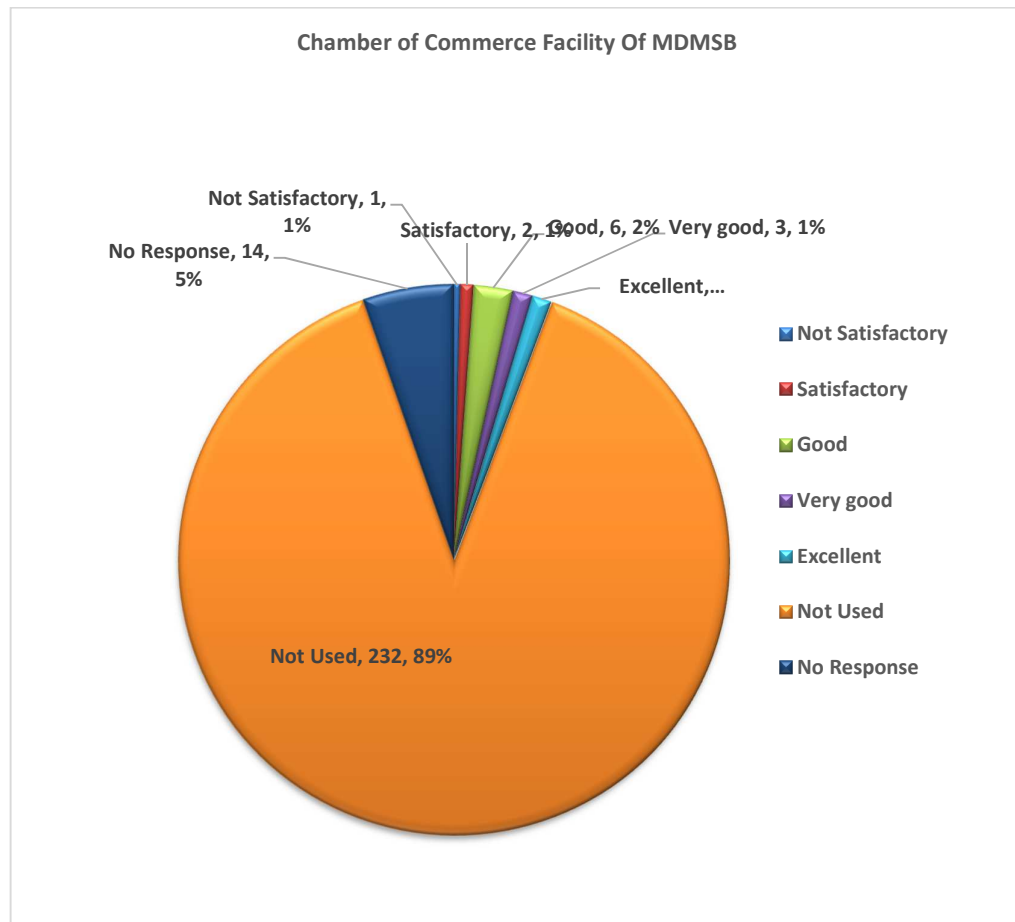


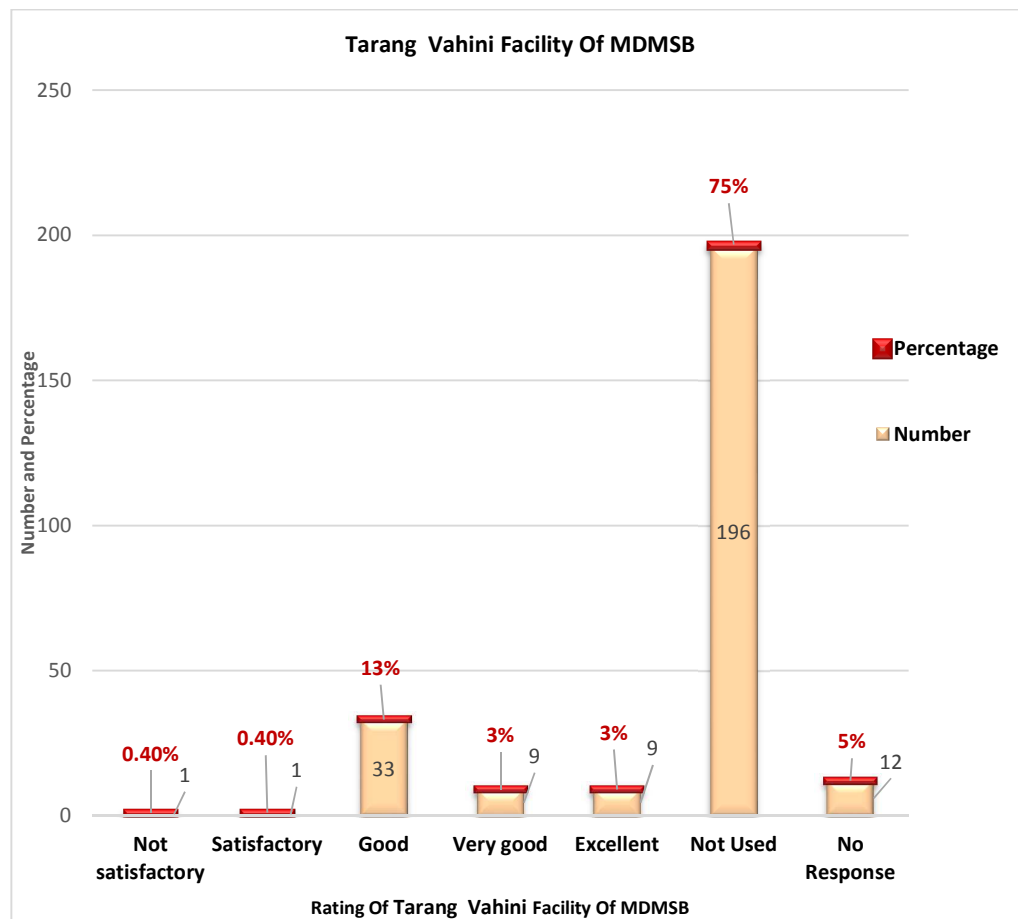
Table 5.30 reflects answer of question number 15 part 10, rate of performance of chamber of Commerce. Out of 261, 232 or 89 % women did not become member of Chamber of Commerce. 14 or 5% women did not give any response. 6 or 3 % women gave good rate to Chamber of Commerce. 3 or 1 % women gave good rate to Chamber of Commerce. Again 3 or 1% women gave excellent rate for Chamber of Commerce. 2 women were satisfied with Chamber of Commerce. Only one women was not satisfied with Chamber of Commerce.

**Table-5.31**  
**TarangVahini Mann Deshi Bank**

Sr.No	TarangVahini	Number	Percentage
1.	Not satisfactory	1	0.4 %
2.	Satisfactory	1	0.4 %
3.	Good	33	13 %
4.	Very good	9	3 %
5.	Excellent	9	3 %
6.	Not used	196	75 %
7.	No response	12	5%
	<b>Total</b>	<b>261</b>	

Source-Primary Data

**Figure 5.31(a)**



**Figure 5.31(b)**

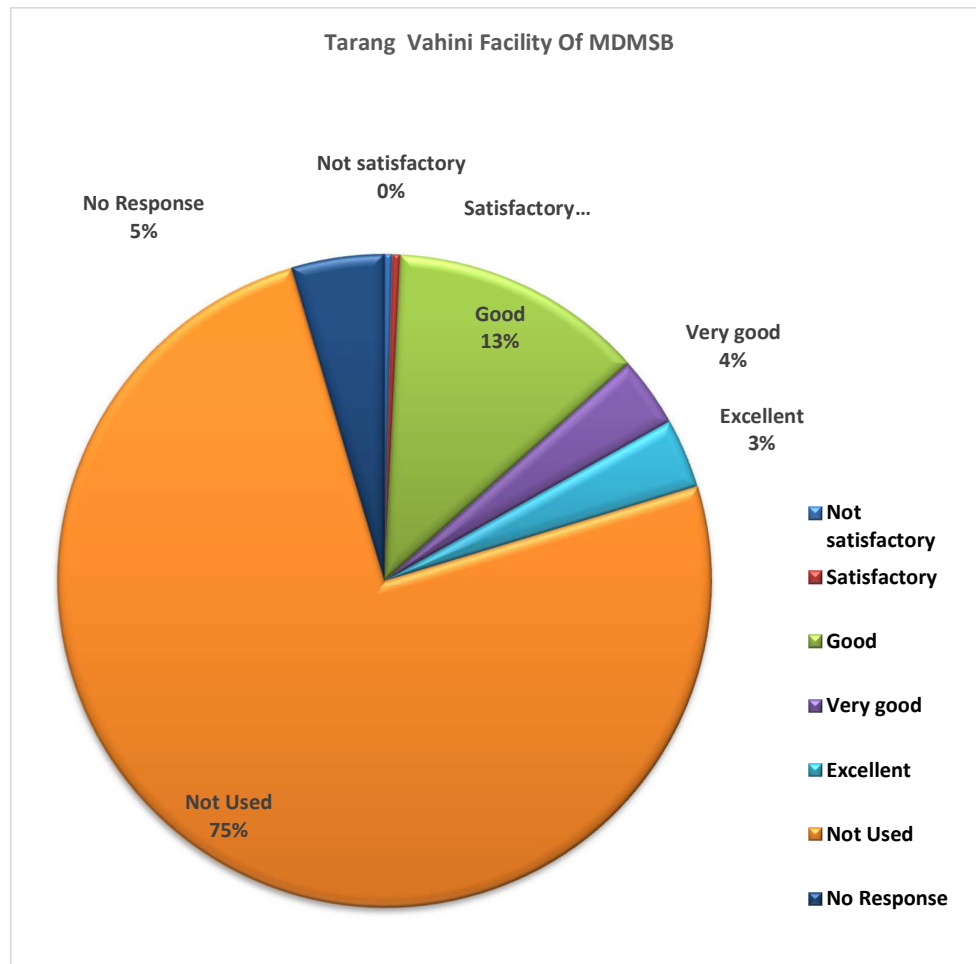


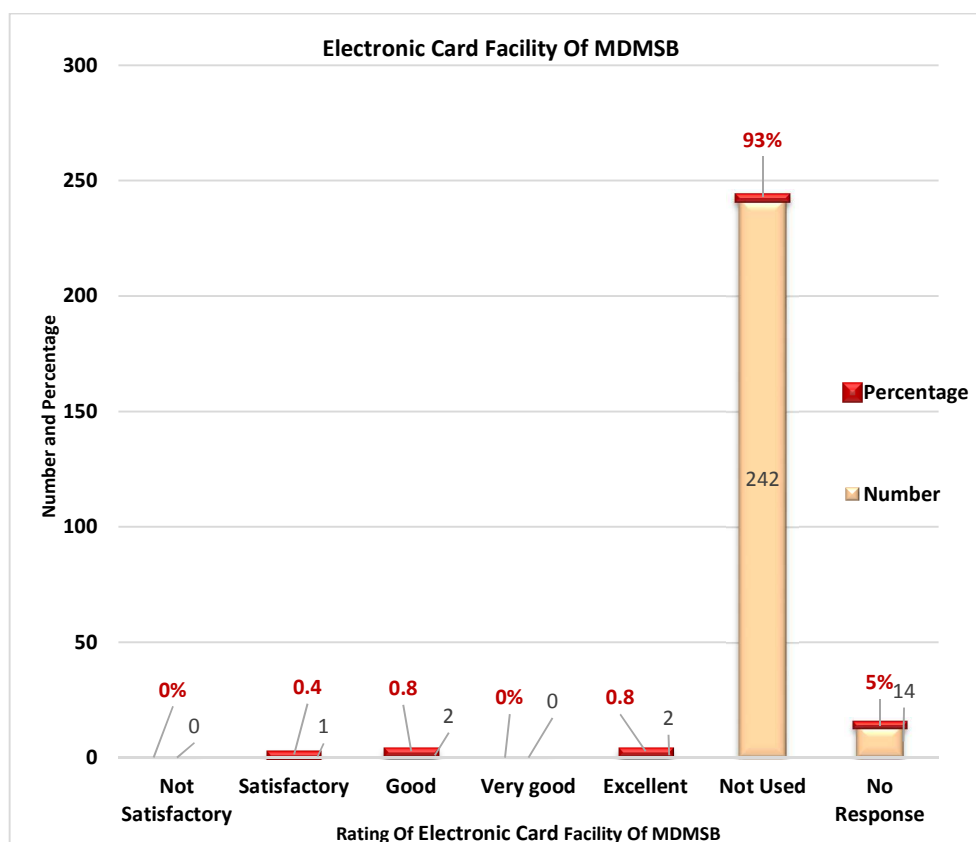
Table 5.31 shows answer of question number 15 part 11, rate of TarangVahini (Radio Service) of MDMSB. out of 261,196 or 75 % women did not listen radio service Tarangvahini of MDMSB. 33 or 13 % women gave rate good service to Tarangvahini of MDMSB. 12 or 5% women did not give any response. 9 or 3% women gave excellent rate to Tarang Vahini. 9 or 3% women gave good rate to TarangVahini. One woman was simply satisfied and one woman was not satisfied with TarangVahini services.

**Table 5.32**  
**Electronic Card Mann Deshi Bank**

Sr.No	Electronic card	Number	Percentage
1.	Not satisfactory	0	0 %
2.	Satisfactory	1	0.4
3.	Good	2	0.8
4.	Very good	0	0 %
5.	Excellent	2	0.8
6.	not used	242	93 %
7.	No response	14	5 %
	<b>Total</b>	<b>261</b>	

Source-Primary Data

**Figure 5.32(a)**



**Figure 5.32(b)**

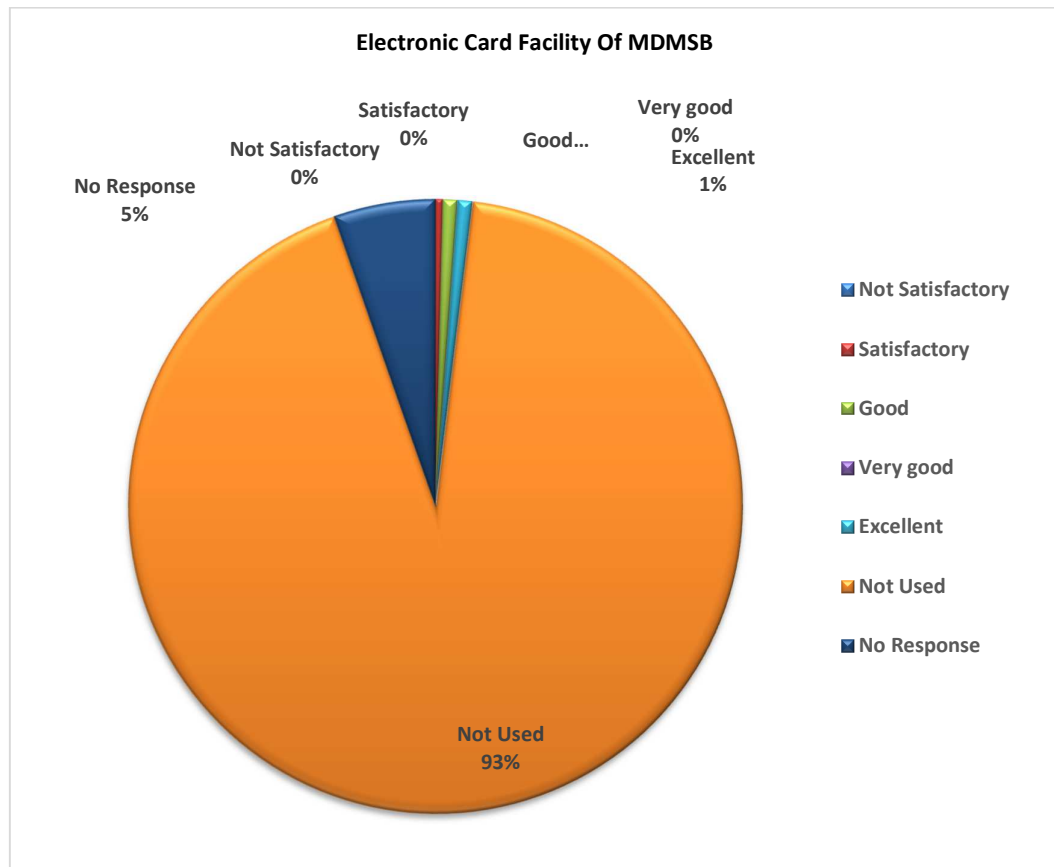


Table 5.32 shows answer of question number 15 part 12, Rate of using electronic card. 242 or 93 % women did not use Electronic card. 14 or 5% women did not give any response on this question. 2 or 0.8% women gave good rate for Electronic card service. 2 or 0.8% women gave excellent rate to Electronic card service of MDMSB.

**Table 5.33****Step for Name On Property Deed Paper Mann Deshi Bank**

<b>Sr.No.</b>	<b>Step for inclusion of name on Property deed paper</b>	<b>Number</b>	<b>Percentage</b>
1.	<b>Not satisfactory</b>	<b>0</b>	<b>0 %</b>
2.	<b>Satisfactory</b>	<b>1</b>	<b>0.4%</b>
3.	<b>Good</b>	<b>1</b>	<b>0.4%</b>
4.	<b>Very good</b>	<b>0</b>	<b>0 %</b>
5.	<b>Excellent</b>	<b>0</b>	<b>0 %</b>
6.	<b>Not used</b>	<b>242</b>	<b>93 %</b>
7.	<b>No response</b>	<b>17</b>	<b>6 %</b>
	<b>Total</b>	<b>261</b>	

Source-Primary Data

Table 5.33 reflects answer of question number 15 part 13, rate of step of name on property deed. Out of 261 242 or 93 % women did not include their name in property deed of their house.17 or 6% women did not give any response.Only one women give rate of satisfactory. Actually out of 261 sample women of MDMSB no one was capable or including their name in property deed.



**Figure 5.33 (a)**

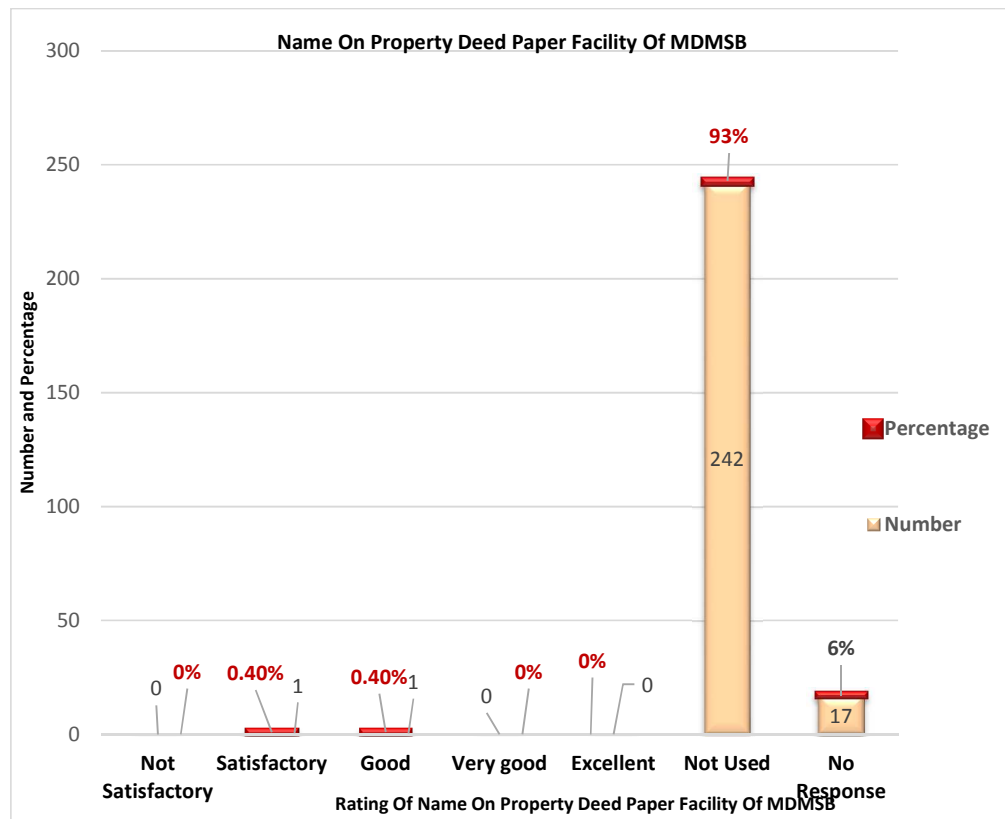


Figure 5.33(b)

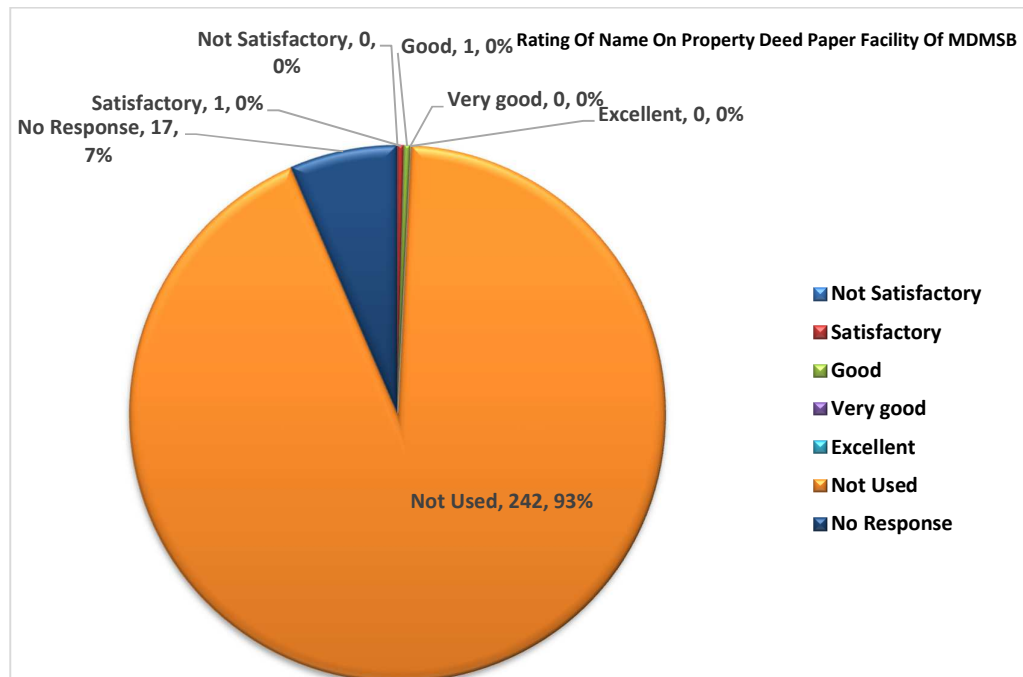


Table 5.34 and Figure 5.34

### Rating of All Facilities Of MDMSB

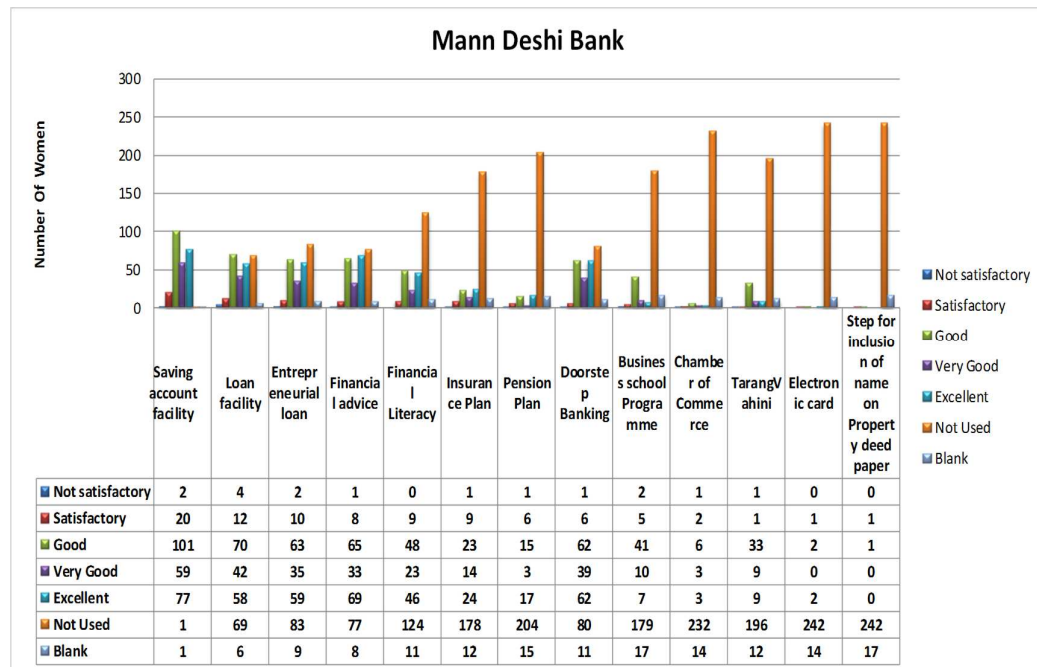


Table number 5.34 giving complete picture of responses given by customers against question number 15 and its sub-parts. all kinds of banking facility provided by MDMSB. Bar diagram is also attached with it.

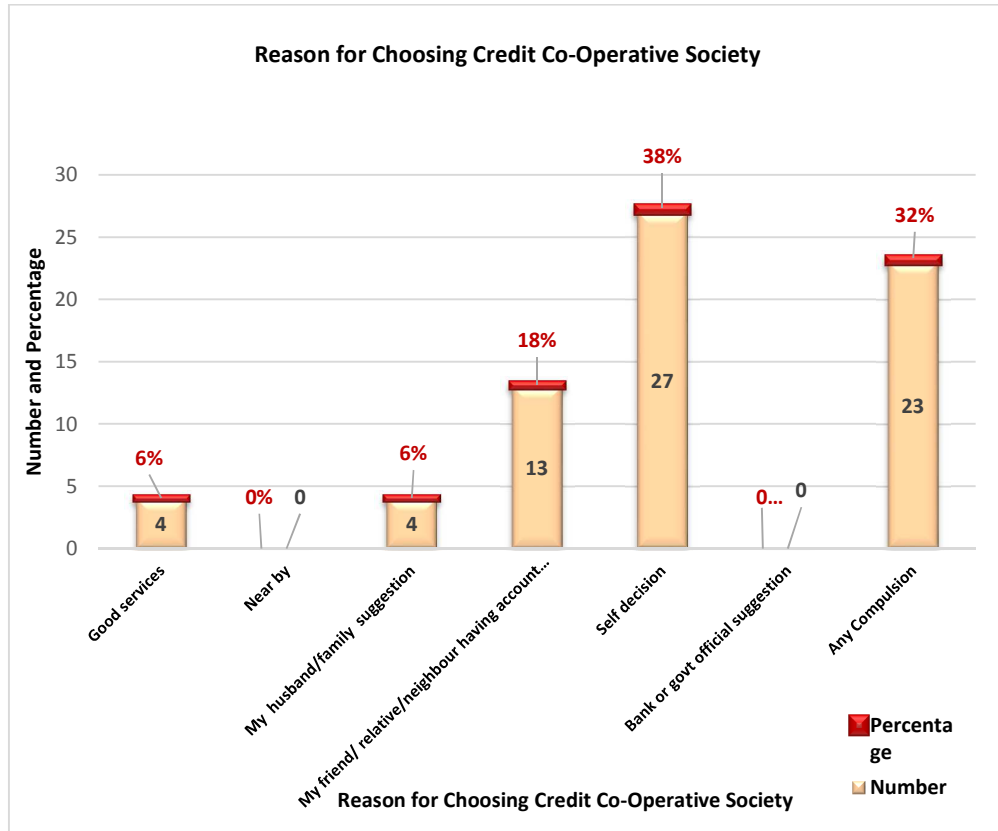
**5.8 Analysis related to co-operative Bank customers** Table 5.29 and bar-diagram is showing the responses given by the customer of about who have account in Credit co- operative society .

**Table 5.35**  
**Reason for choosing Credit Co-operative Society**

<b>Sr. No.</b>	<b>Why Co-operative society</b>	<b>Number</b>	<b>Percentage</b>
<b>1.</b>	<b>Good services</b>	<b>4</b>	<b>6%</b>
<b>2.</b>	<b>Near by</b>	<b>0</b>	<b>0 %</b>
<b>3.</b>	<b>My husband/family suggestion</b>	<b>4</b>	<b>6 %</b>
<b>4.</b>	<b>My friend/relative/neighbor having account in this bank</b>	<b>13</b>	<b>18%</b>
<b>5.</b>	<b>Self-decision</b>	<b>27</b>	<b>38%</b>
<b>6.</b>	<b>Bank or govt official suggestion</b>	<b>0</b>	<b>0%</b>
<b>7.</b>	<b>Any Compulsion</b>	<b>23</b>	<b>32%</b>
	<b>Total</b>	<b>71</b>	<b>100%</b>

Source-Primary Data

Figure 5.35(a)



**Figure 5.35(b)**

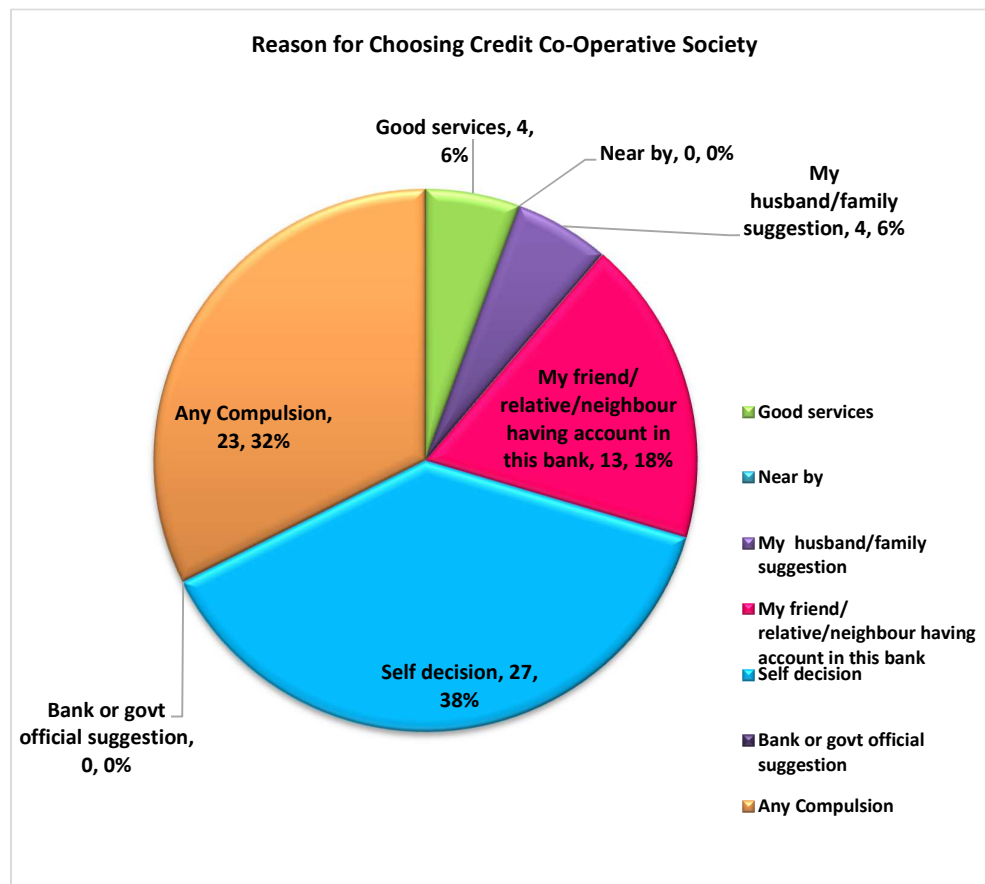


Table 5.35 showing answer of the question number 13 why women have chosen co-operative society- In the Case of cooperative society maximum women are opting by self-decision. 27 or 38 % women are choosing cooperative bank by their self-decision. 23 or 32% women are taking choice of co-operative Bank for any kind of compulsion. If women are getting any kind of money transfer from the government, they have to open account in specified bank. 13 or 18 % women open account in co-operative bank because friend, neighbor or relative have bank account in this bank. 4 or 6% women account because of husband and family suggestion. 4 or 6% women choose co-operative bank because of good services.

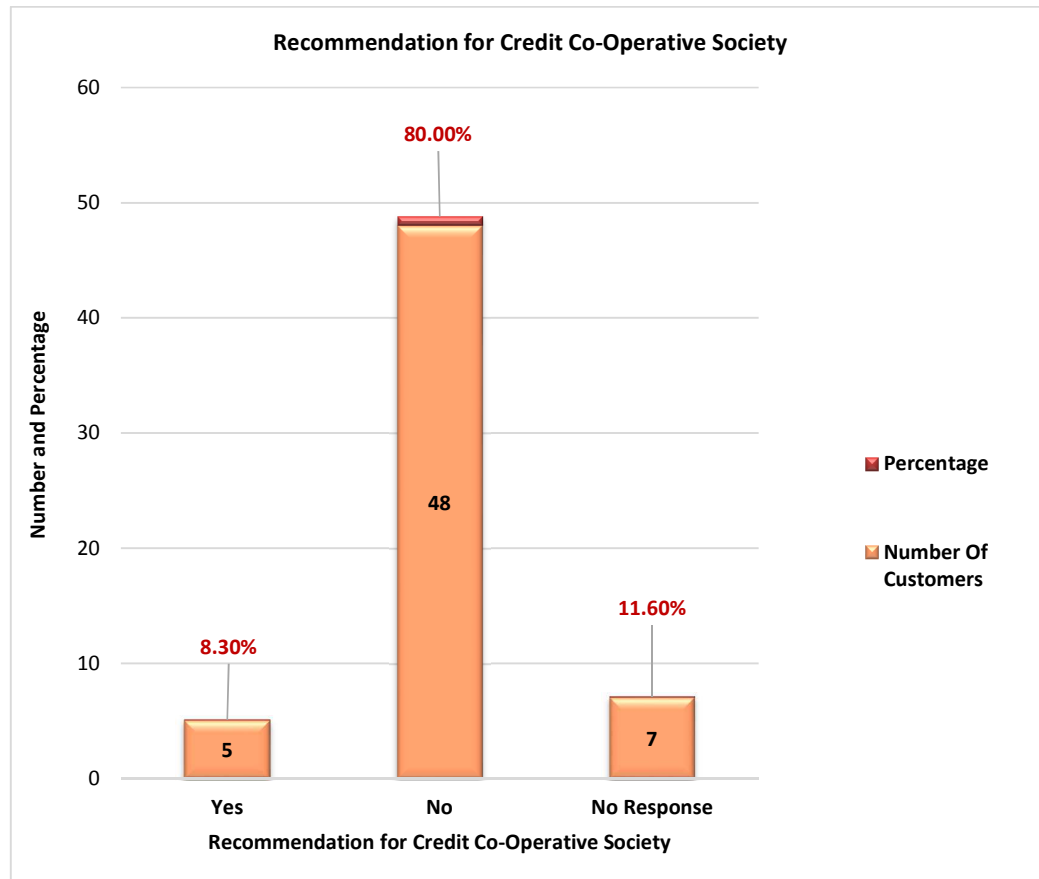
**Table 5.36**

**Recommendation for Credit co operative society**

Sr, No.	Recommendation for cooperative society	Number	Percentage
1.	Yes	5	8.3%
2.	No	48	80%
3.	No response	7	11.6 %
	Total	60	

Source- Primary Data

**Figure 5.36(a)**



**Figure 5.36(b)**

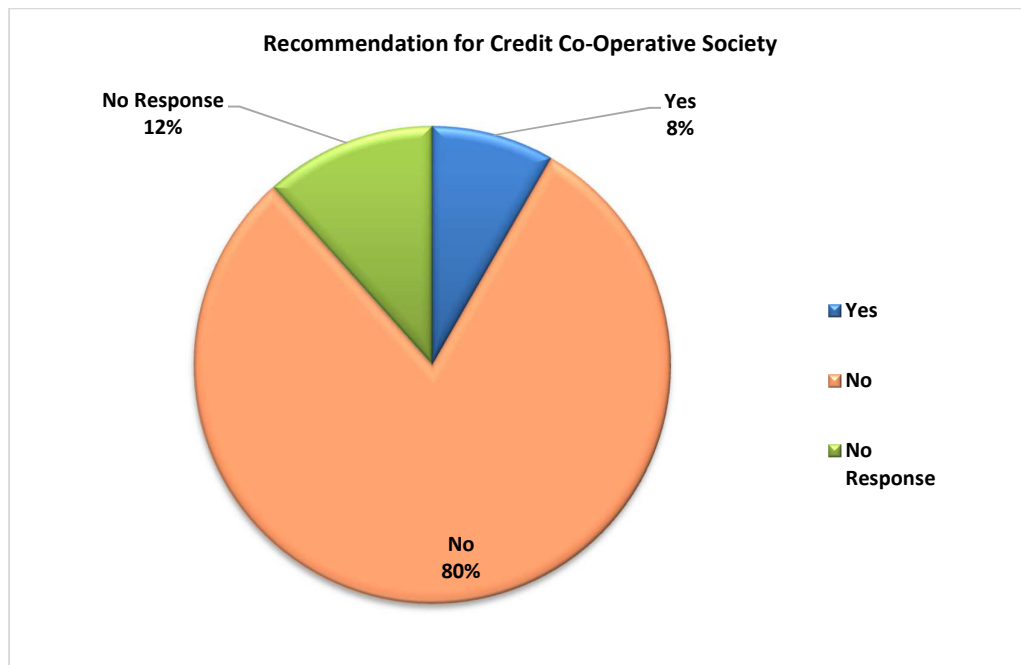


Table 5.36 shows answer of question for whether customers of co-operative society have recommended to other people or not. Only 5 women recommended other people for opening account in cooperative bank. 48 or 80 % women did not recommend cooperative bank to others.

### 5.8.1 Rating of Customers of co-operative Bank on Financial Services

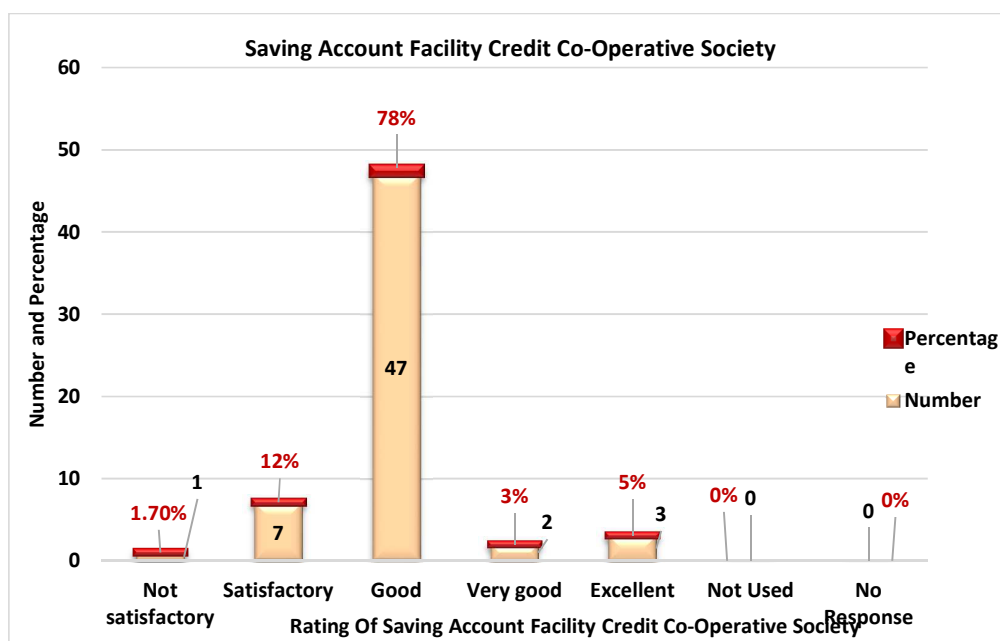
Table 5.37

#### Saving Account Facility Credit co-operative Society

Sr. no.	Saving account facility	Number	Percentage
1.	Not satisfactory	1	1.7 %
2.	Satisfactory	7	12 %
3.	Good	47	78%
4.	Very good	2	3%
5.	Excellent	3	5%
6.	not used	0	0 %
7.	No response	0	0 %
	<b>Total</b>	<b>60</b>	

Source -Primary Data

Figure 5.37(a)





**Figure 5.37(b)**

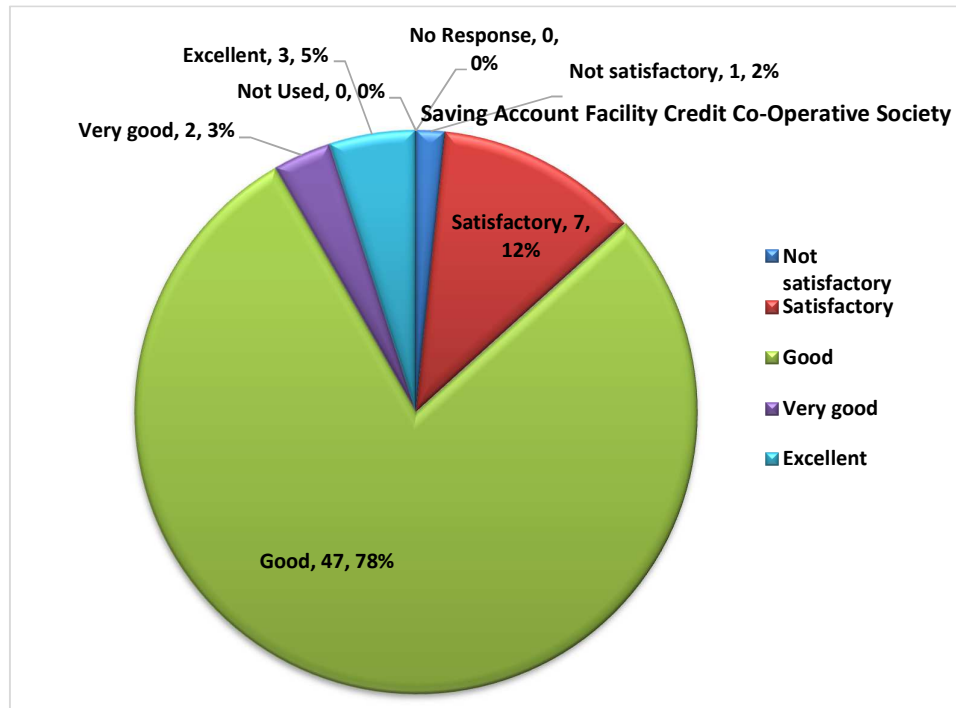


Table number 5.37 reflects the answer given by customer on the question number 15 part 1 ,rating given by customers of co-operative bank. This question ask about rate of banking services Table 5.31 reflects rate of saving account facility. 47 or 78% women gave good rate for co- operative society. 7 or 12% were satisfied.3 or 5% women gave excellent rating to saving account facility.

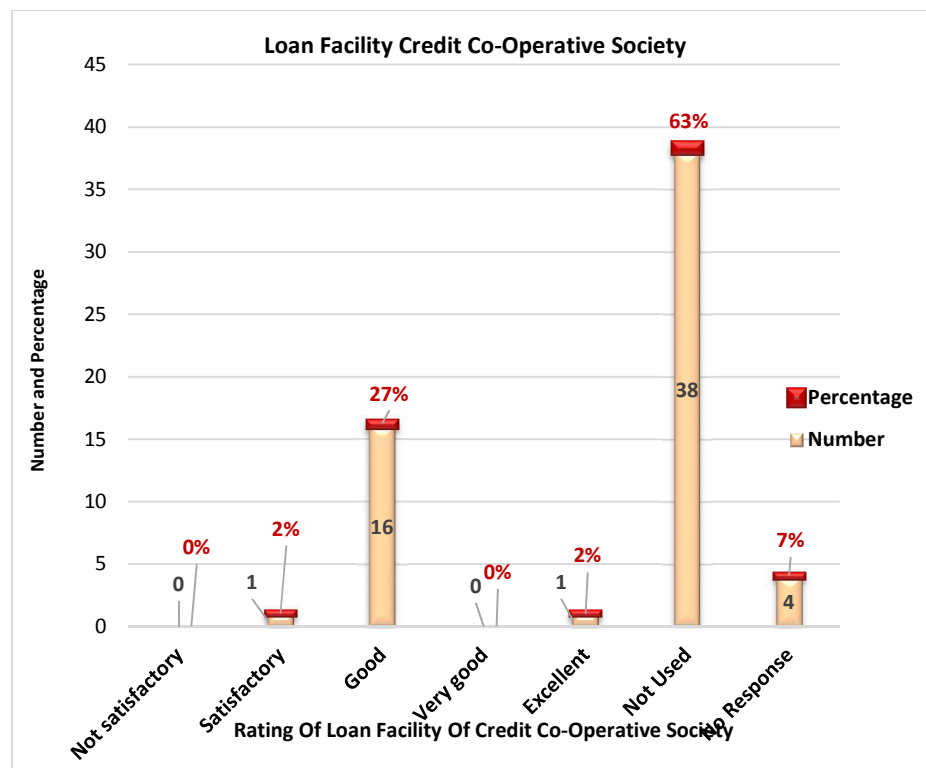
**Table 5.38**

**Loan facility Co-operative Society**

Sr.No	Loan facility	Number	Percentage
1.	<b>Not satisfactory</b>	0	0 %
2.	<b>Satisfactory</b>	1	2 %
3.	<b>Good</b>	16	27 %
4.	<b>Very good</b>	0	0 %
5.	<b>Excellent</b>	1	2 %
6.	<b>not used</b>	38	63 %
7.	<b>No response</b>	4	7 %
	<b>Total</b>	60	

Source- Primary Data

**Figure 5.38(a)**



**Figure 5.38(b)**

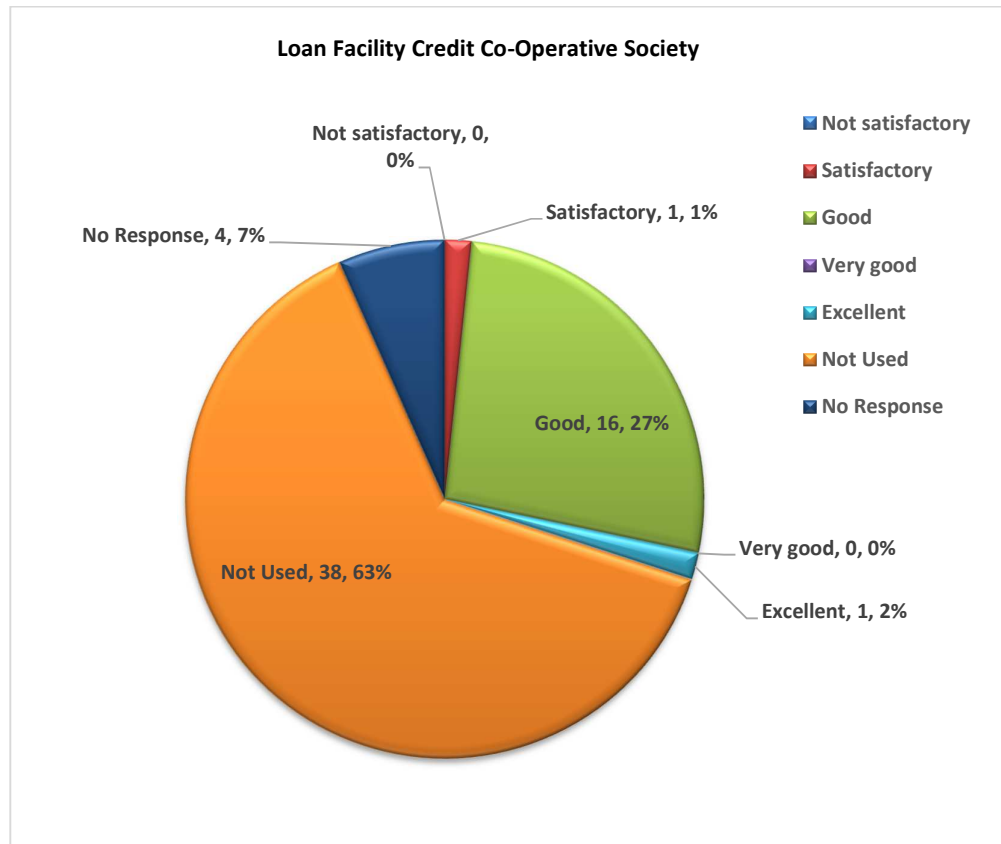


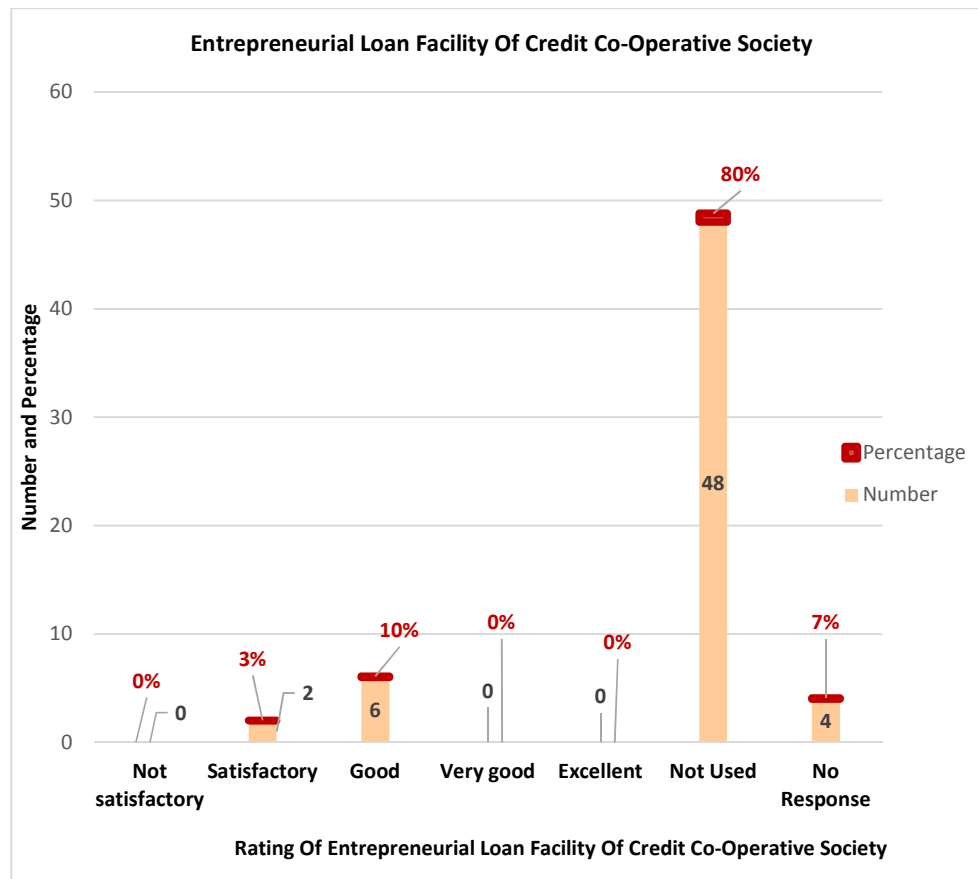
Table 5.38 reflects answer of question number 15 part 2, rate of loan facility provided by co-operative bank. Out of 60 customers 38 or 63% women did not use loan facility of co operative bank. 16 or 27 % women gave good rate for loan facility of co-operative bank. 4 or 7 % women did not give any response of this question. Only 1 or 2% women gave excellent rate to loan facility. 1 or 2% women gave satisfactory to loan facility.

**Table 5.39**  
**Entrepreneurial Loan Co-operative Society**

Sr.No	Entrepreneurial loan	Number	Percentage
1.	<b>Not satisfactory</b>	0	0 %
2.	<b>Satisfactory</b>	2	3 %
3.	<b>Good</b>	6	10 %
4.	<b>Very good</b>	0	0 %
5.	<b>Excellent</b>	0	0 %
6.	<b>not used</b>	48	80 %
7.	<b>No response</b>	4	7 %
	<b>Total</b>	60	

Source- primary Data

**Figure 5.39(a)**



**Figure 5.39(b)**

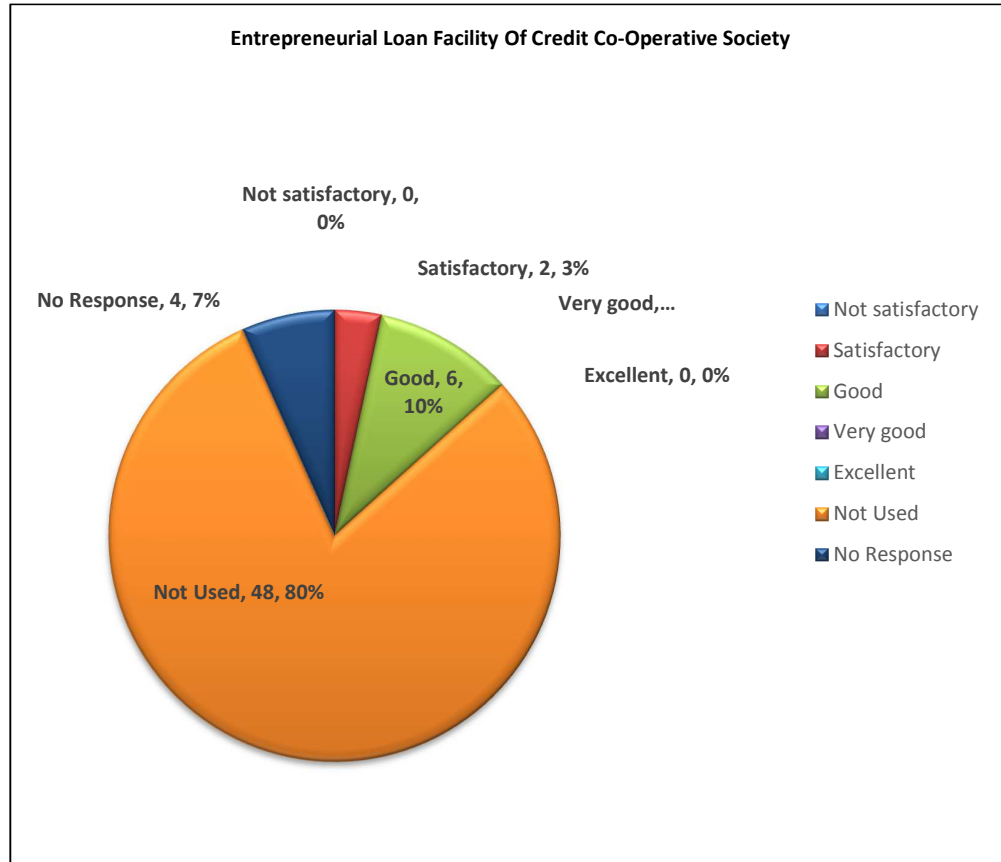


Table 5.39 reflects answer of question number 15 part 3, rate of Entrepreneurial loan facility provided by co-operative bank. Out of 60 customers 48 or 80% women did not use Entrepreneurial loan facility of co operative bank. 6 or 10 % women gave good rate for Entrepreneurial loan facility of co-operative bank. 4 or 7 % women did not give any response of this question. Only 2or 3% women gave satisfactory to Entrepreneurial loan facility.

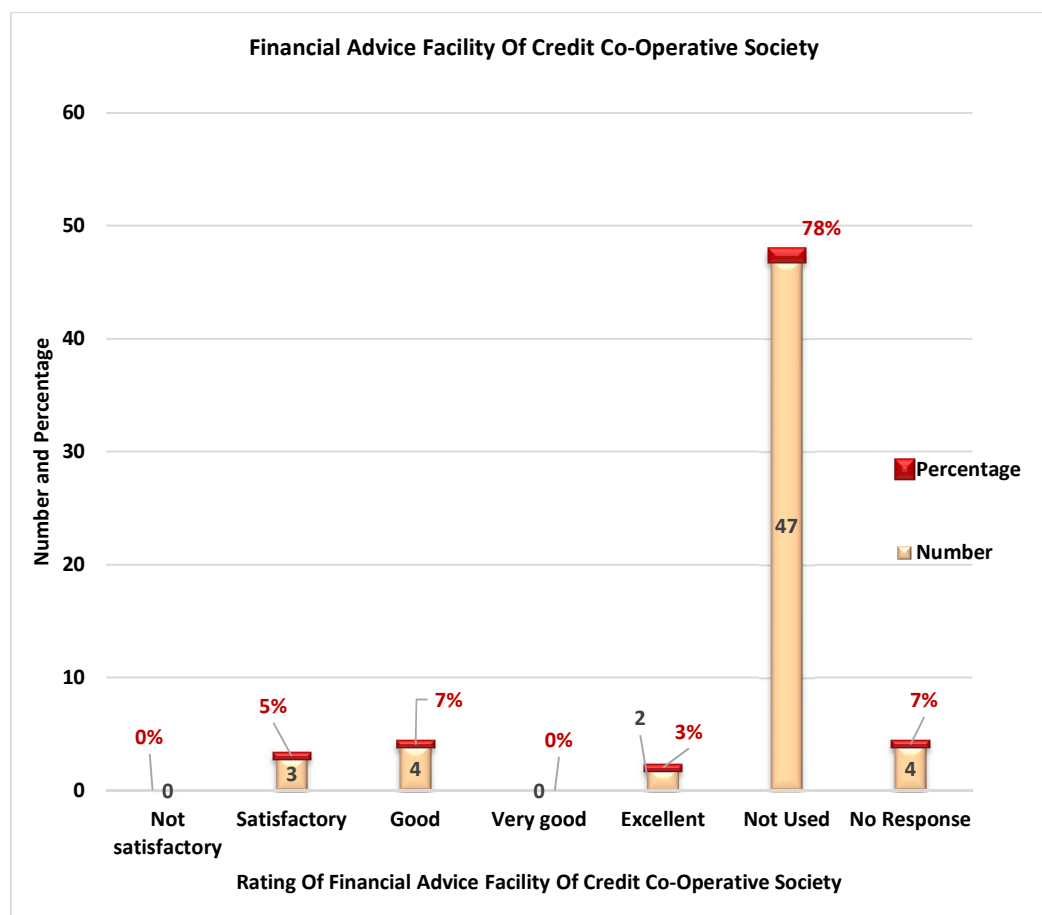
**Table 5.40**

**Financial Advice- Co-operative Society**

Sr. Sr.No	Financial Advice	Number	Percentage
1.	<b>Not satisfactory</b>	0	0 %
2.	<b>Satisfactory</b>	3	5 %
3.	<b>Good</b>	4	7 %
4.	<b>Very good</b>	0	0 %
5.	<b>Excellent</b>	2	3 %
6.	<b>Not used</b>	47	78 %
7.	<b>No response</b>	4	7%
	<b>Total</b>	60	

Source- Primary Data

**Figure 5.40(a)**



**Figure 5.40(b)**

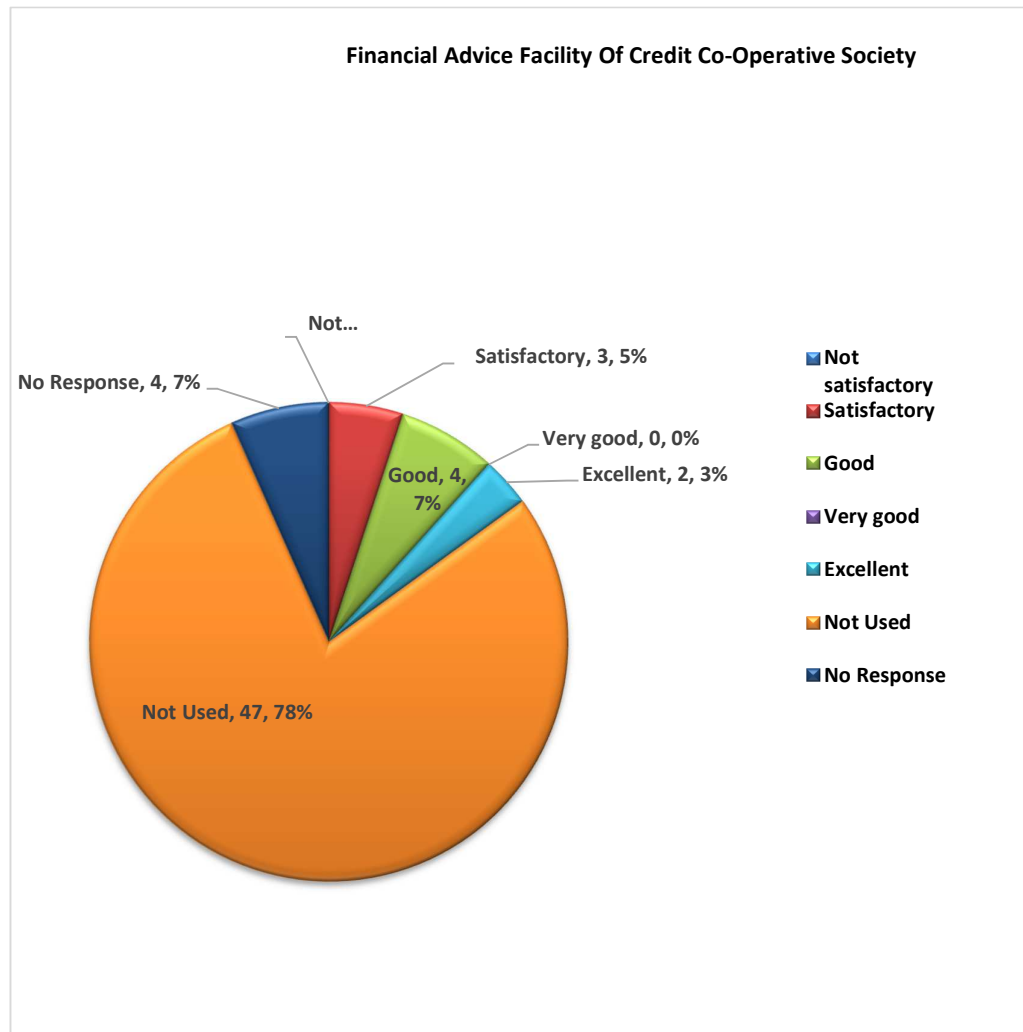


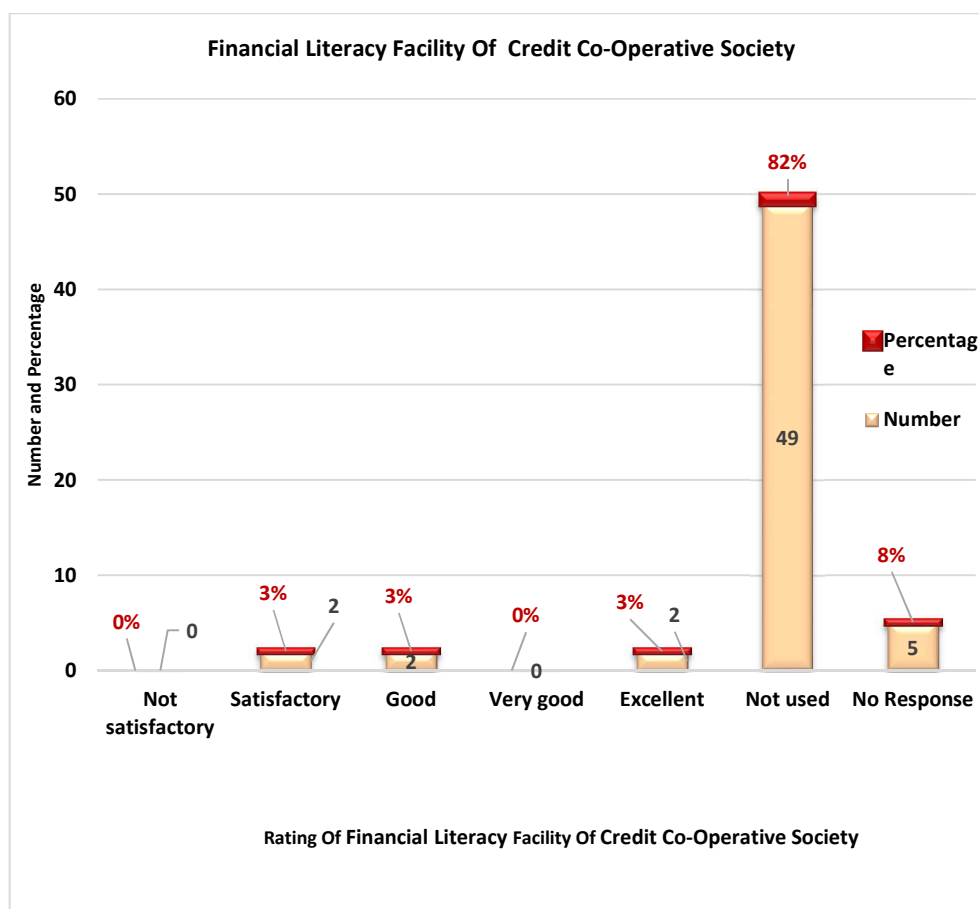
Table 5.40 tell about answer of question number 15 part 4 for rating of financial advice of co-operative bank. Out of 60 responses 47 or 78% women did not used financial advice facility co-operative bank. 2 or 3 % women gave excellent rating to financial advice. 4 or 7% women gave good rating to financial advice. 3 or 5 % women gave satisfactory rating to financial advice facility. 4 or 7 % women did not give response.

**Table 5.41**  
**Financial Literacy Co-operative Society**

Sr.No	Financial Literacy	Number	Percentage
1.	<b>Not satisfactory</b>	0	0 %
2.	<b>Satisfactory</b>	2	3 %
3.	<b>Good</b>	2	3 %
4.	<b>Very good</b>	0	0 %
5.	<b>Excellent</b>	2	3 %
6.	<b>not used</b>	49	82 %
7.	<b>No response</b>	5	8 %
	<b>Total</b>	60	

Source-Primary data

**Figure 5.41(a)**





**Figure 5.41(b)**

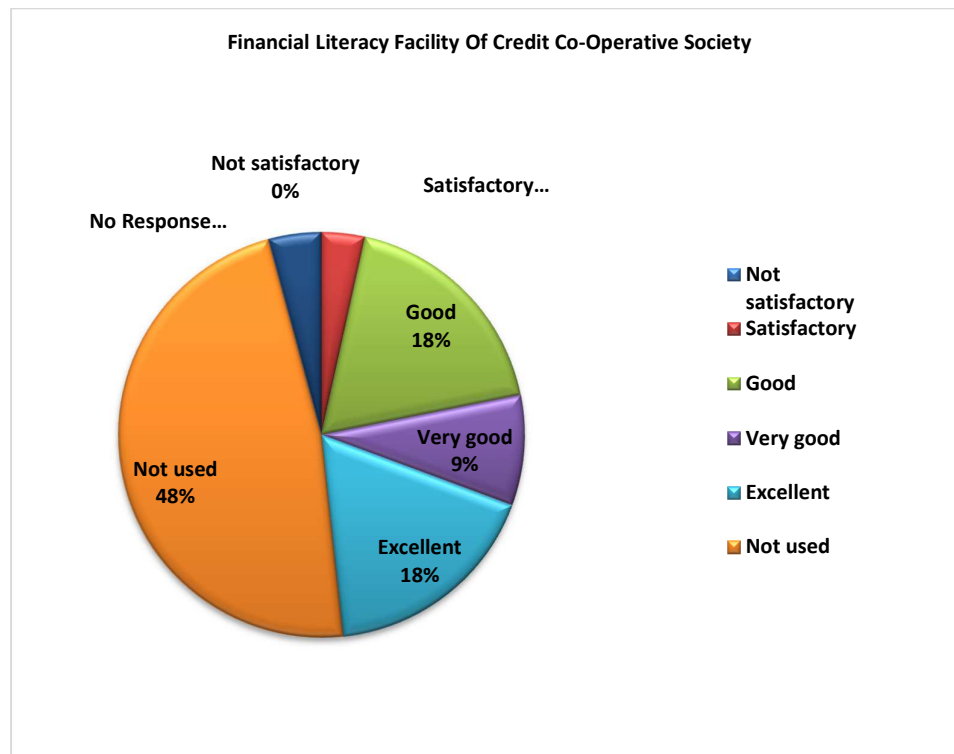


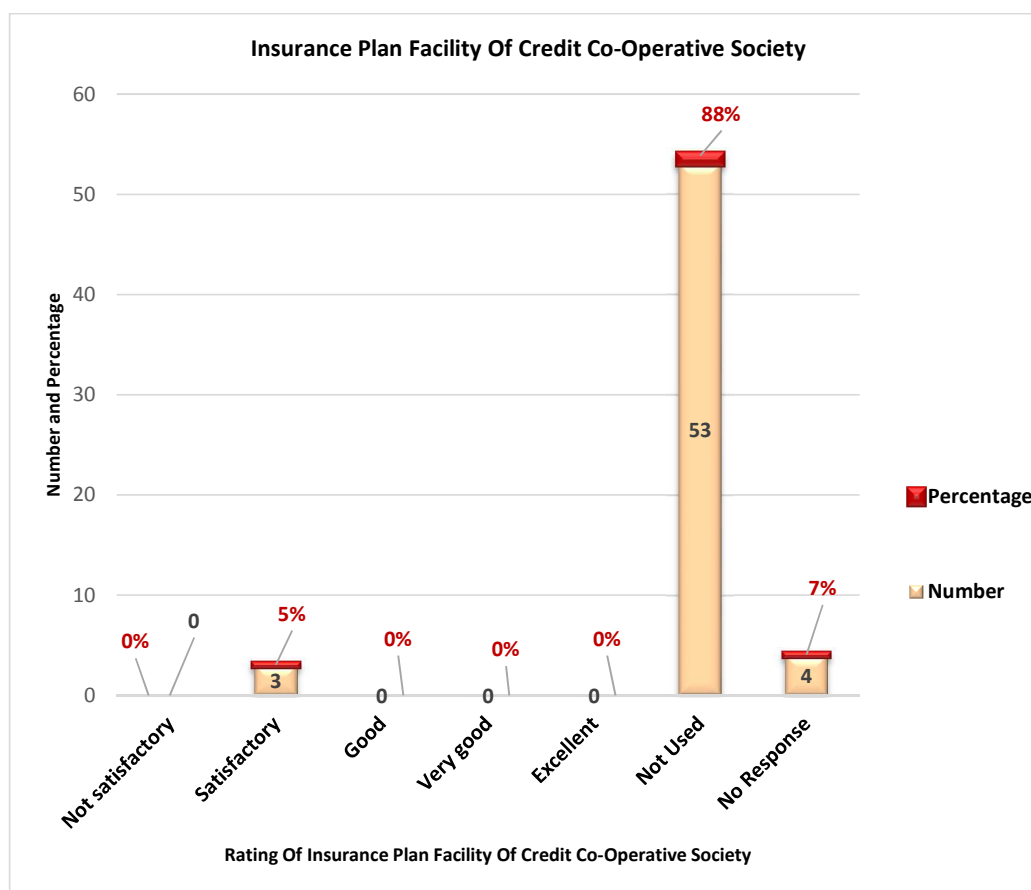
Table 5.41 a& b tell about answer of question number 15 part 5 for rating of financial literacy. Out of 60 49 or 82% did not use this financial literacy program of cooperative society. 5 or 8% women did not give any response. 2or 3 % women give good rating.2 or 3 % women gave excellent rating to this services of co-operative society. 2 women were satisfied with service.

**Table 5.42**  
**Insurance Plan Co-operative Society**

Sr.No	Insurance Plan	Number	Percentage
1.	<b>Not satisfactory</b>	0	0 %
2.	<b>Satisfactory</b>	3	5 %
3.	<b>Good</b>	0	0 %
4.	<b>Very good</b>	0	0 %
5.	<b>Excellent</b>	0	0 %
6.	<b>not used</b>	53	88 %
7.	<b>No response</b>	4	7%
	<b>Total</b>	60	

Source-Primary Data

**Figure 5.42(a)**



**Figure 5.42(b)**

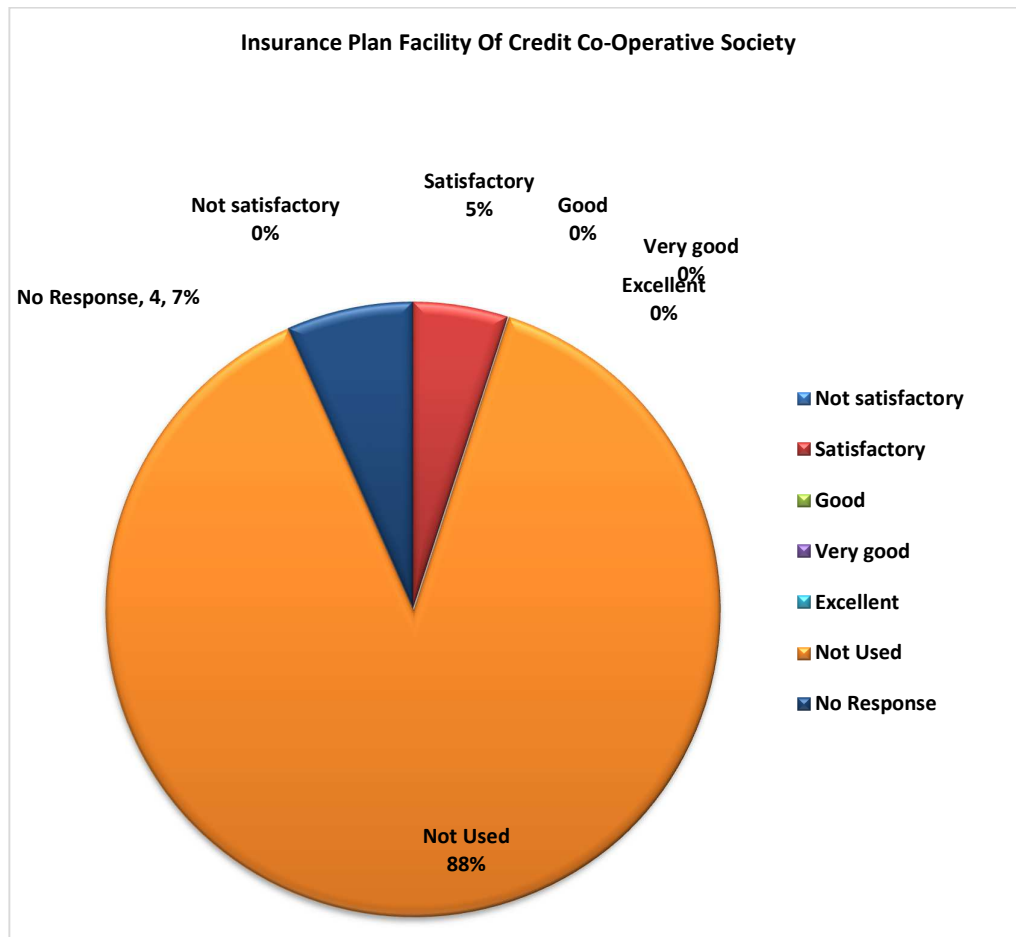


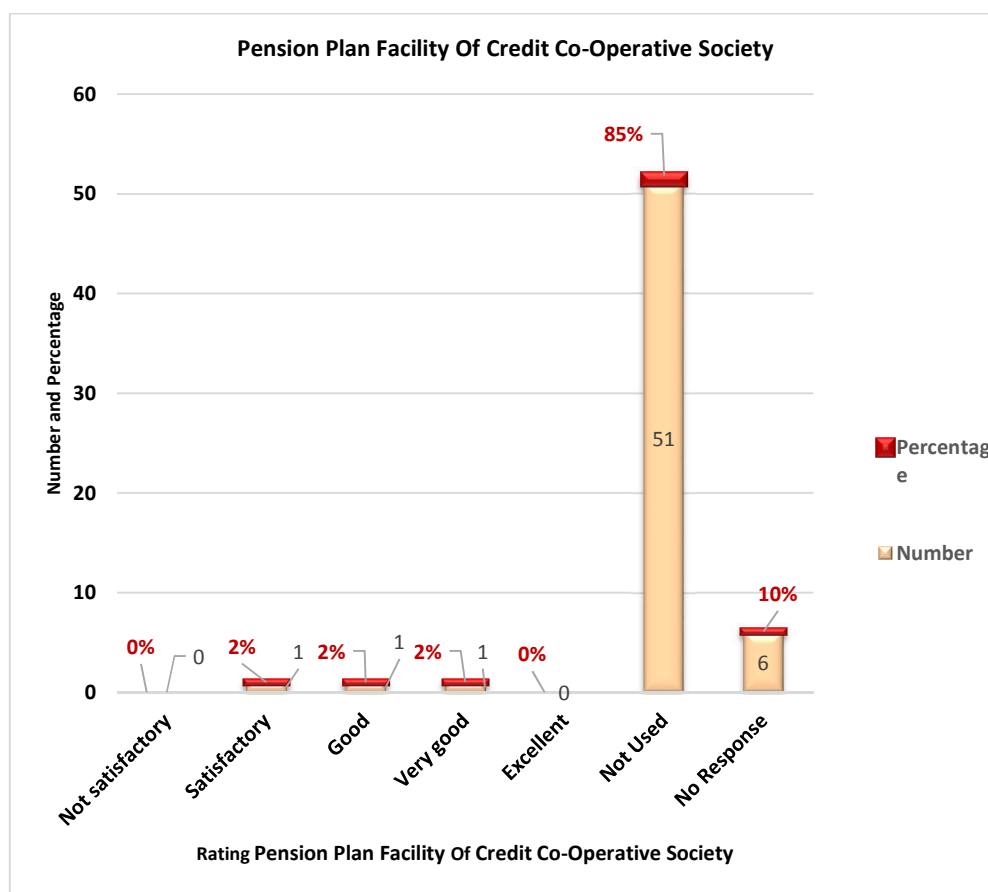
Table 5.42 reflects the answer of question 15 part 6 , rating of insurance plan of co-operative society. Out of 60 53 or 88 % women did not used this insurance plan .4 or 7 % women did not give any response. Only 3 or 5% women were satisfied with insurance plan of co operative society.

**Table 5.43**  
**Pension PlanCo-operative Society**

Sr.No	Pension Plan	Number	Percentage
1.	<b>Not satisfactory</b>	0	0 %
2.	<b>Satisfactory</b>	1	2 %
3.	<b>Good</b>	1	2 %
4.	<b>Very good</b>	1	2 %
5.	<b>Excellent</b>	0	0 %
6.	<b>not used</b>	51	85 %
7.	<b>No response</b>	6	10 %
	<b>Total</b>		

Source- Primary Data

**Figure 5.43(a)**



**Figure 5.43(b)**

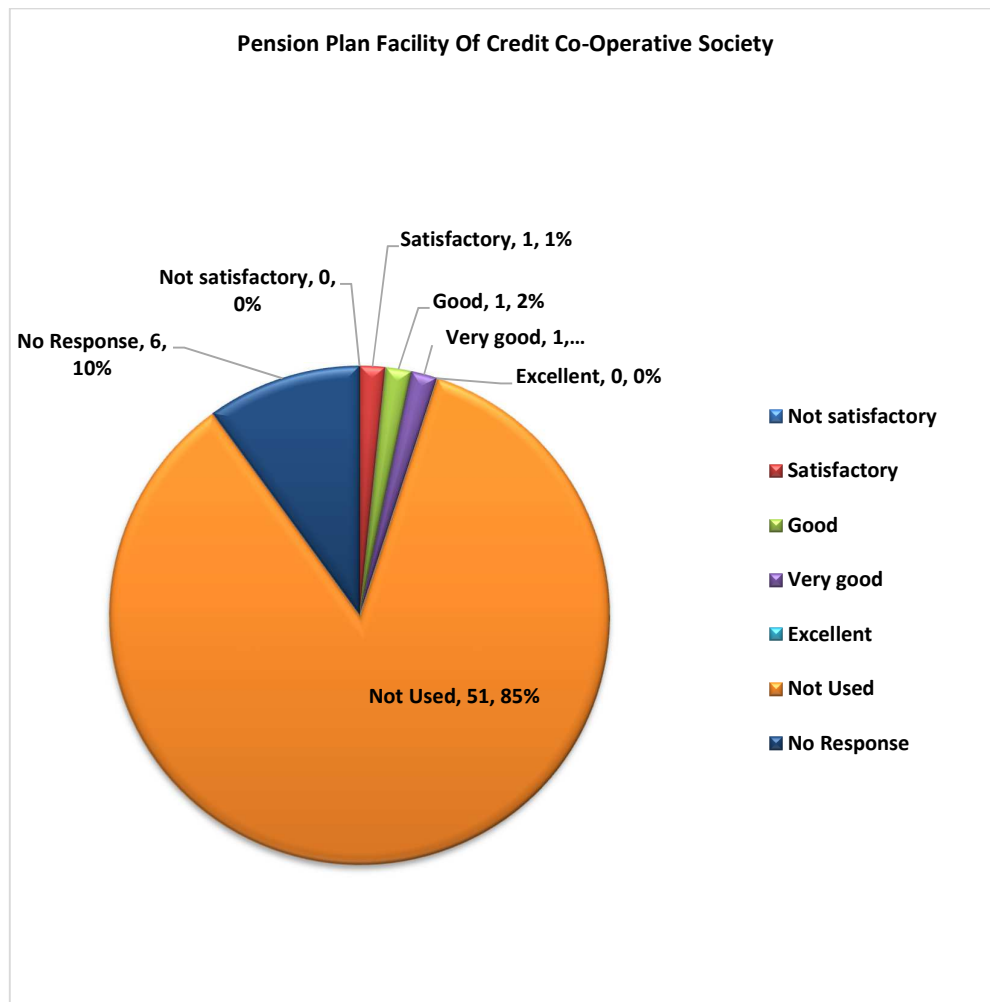


Table 5.43 shows answer of question number 15 part 7, rate of pension plan of co operative Society. 51 or 85 % did not use pension plan of co operative society. 6 or 10 % did not provide any response on rating of pension plan. one or 2% women gave good, very good and excellent rate respectively.

**Table 5.44 Figure 5.44**

**Rating Of All Facilities By Credit Co-operative Society**

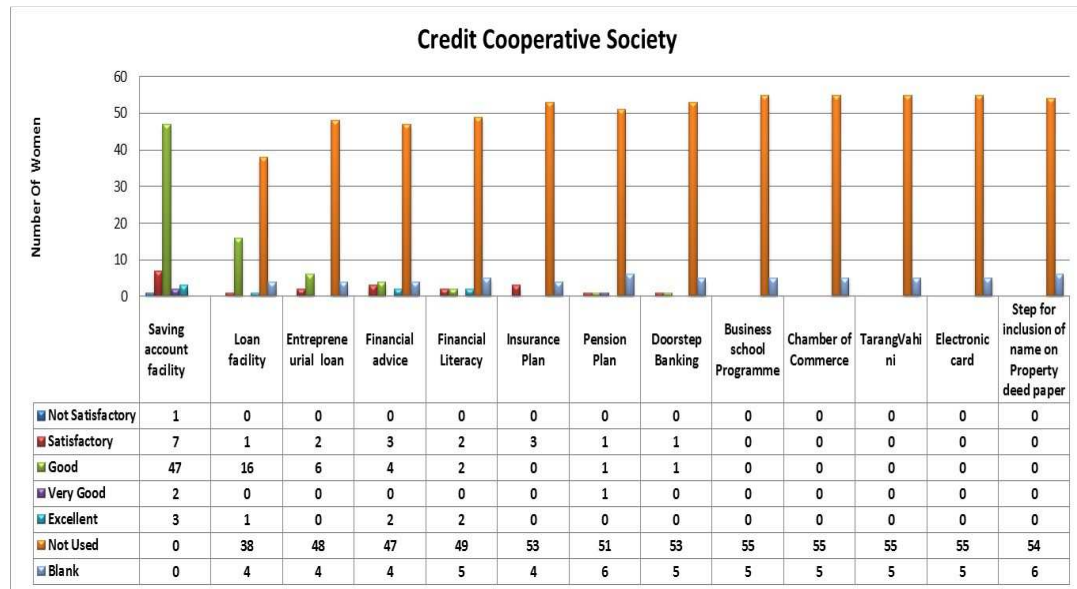


Table 5.44 is providing complete picture of credit co-operative societies. It is showing rate of service given by the women customers.

## 5.9 Analysis related to nationalized commercial bank customer

**Table 5.45**

**Reason for choosing Nationalized Commercial Bank**

Sr. No.	Why this bank	Number	Percentage
1	Good services	22	33%
2	Near by	1	1%
3	My husband/family suggestion	8	12%
4	My friend/ relative/neighbour having account in this bank	7	11%
5	Self decision	16	24%
6	Bank or govt official suggestion	3	4%
7	Any Compulsion	9	14%
	Total	71	100%

Source - Primary data

Figure 5.45(a)

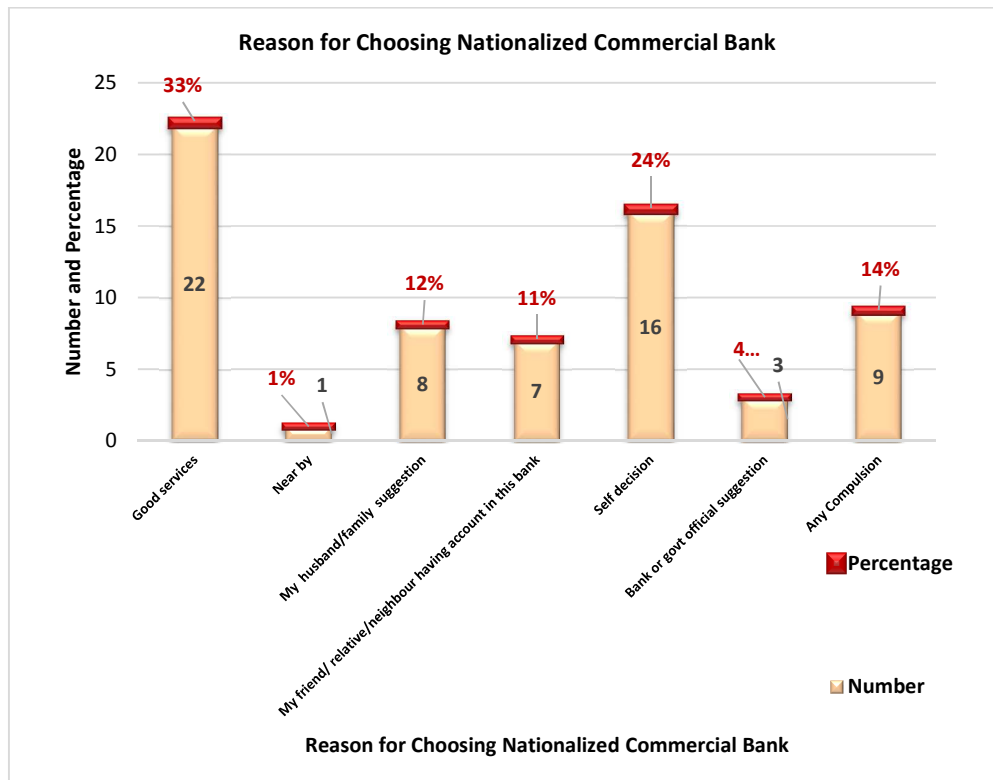


Figure 5.45(b)

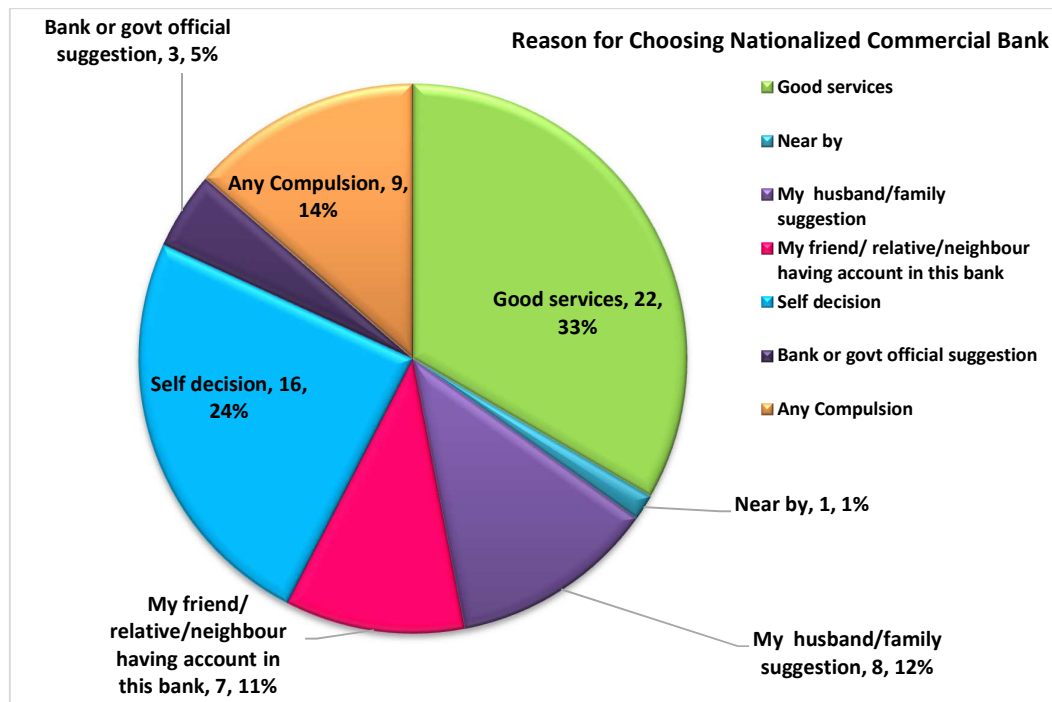


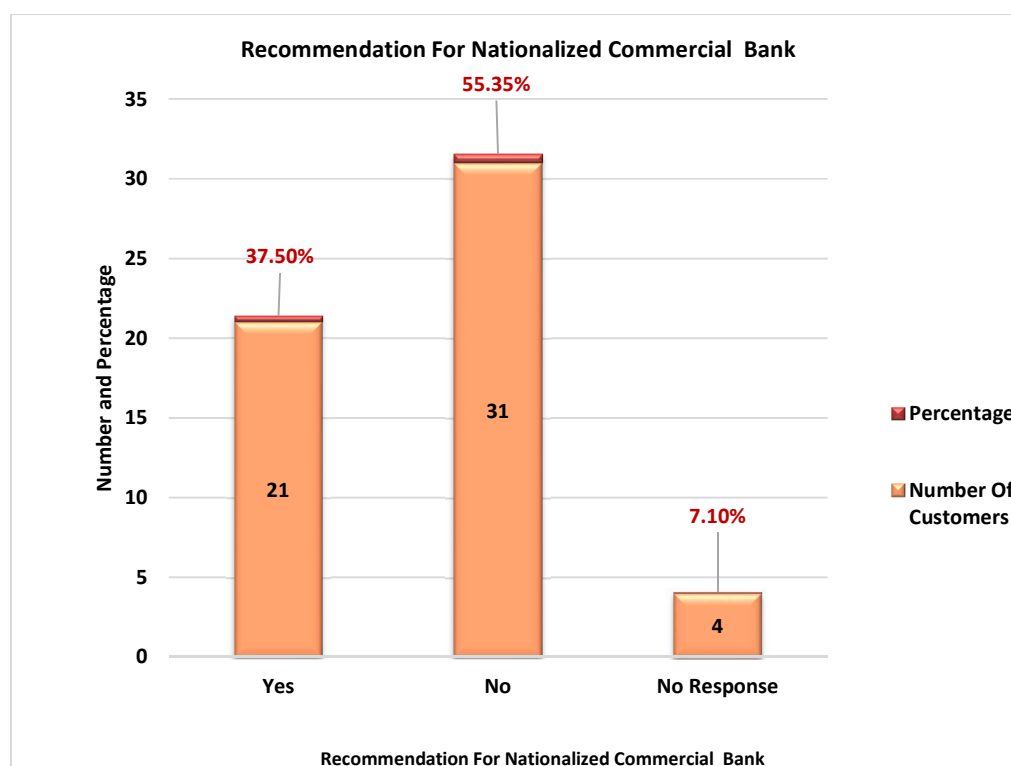
Table 5.45 reflects the answer of question why customer choose national commercial Bank. maximum customers 22 in number and 33% women choose commercial bank because of good service. Second category 16 or 24% women opted by self decision. 8 or 12 % women opened account because husband and family suggestion. 7 or 11% women opened account because of friend , relative or neighbourhaving account in this bank.In the case of nationalized bank again women are opening account for its good services

**Table 5.46**  
**Recommendation for Nationalized Commercial Bank**

<b>Recommendation for Nationalized Commercial Bank</b>	<b>Number Of Customers</b>	<b>Percentage</b>
<b>Yes</b>	<b>21</b>	<b>37.50%</b>
<b>No</b>	<b>31</b>	<b>55.35%</b>
<b>No Response</b>	<b>4</b>	<b>7.10%</b>

Source- Primary Data

**Figure 5.46(a)**





**Figure 5.46(b)**

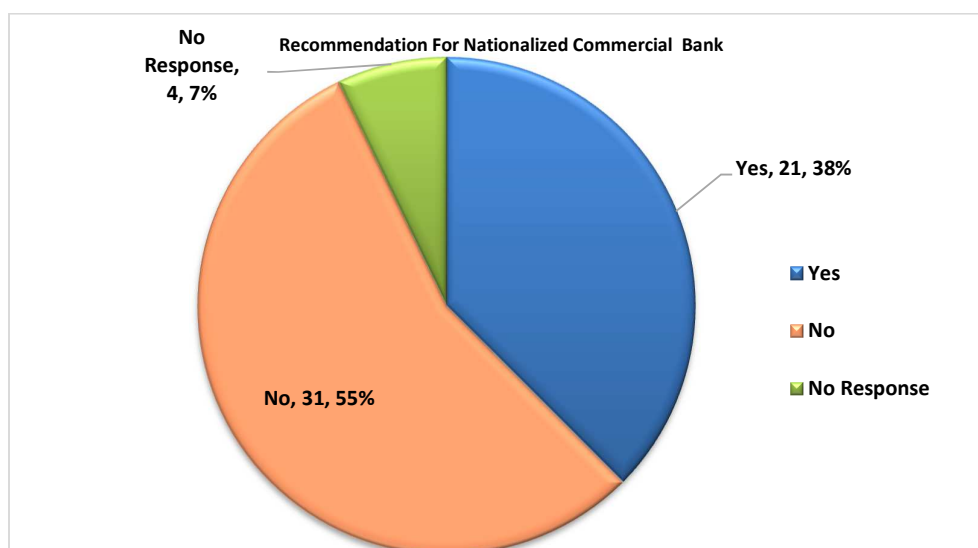


Table 5.46 shows answer of question for whether customers of Nationalized commercial bank have recommended to other people or not. Only 21 or 38% women recommended other people for opening account in nationalized commercial bank. 31or 55% women did not recommended Nationalized commercial bank to others.4 or % women did not give any response.

### 5.9.1 Rating of Customers of Nationalized Bank on Financial Services

**Table5.47**

#### **Saving Account FacilityNationalised Commercial Bank**

Sr. no.	Saving account facility	Number	Percentage
1.	Not satisfactory	0	00 %
2.	Satisfactory	6	11
3.	Good	37	66
4.	Very good	7	12
5.	Excellent	6	11
6.	not used	0	0 %
7.	No response	0	0 %
	Total		

Source- Primary Data

Figure 5.47(a)

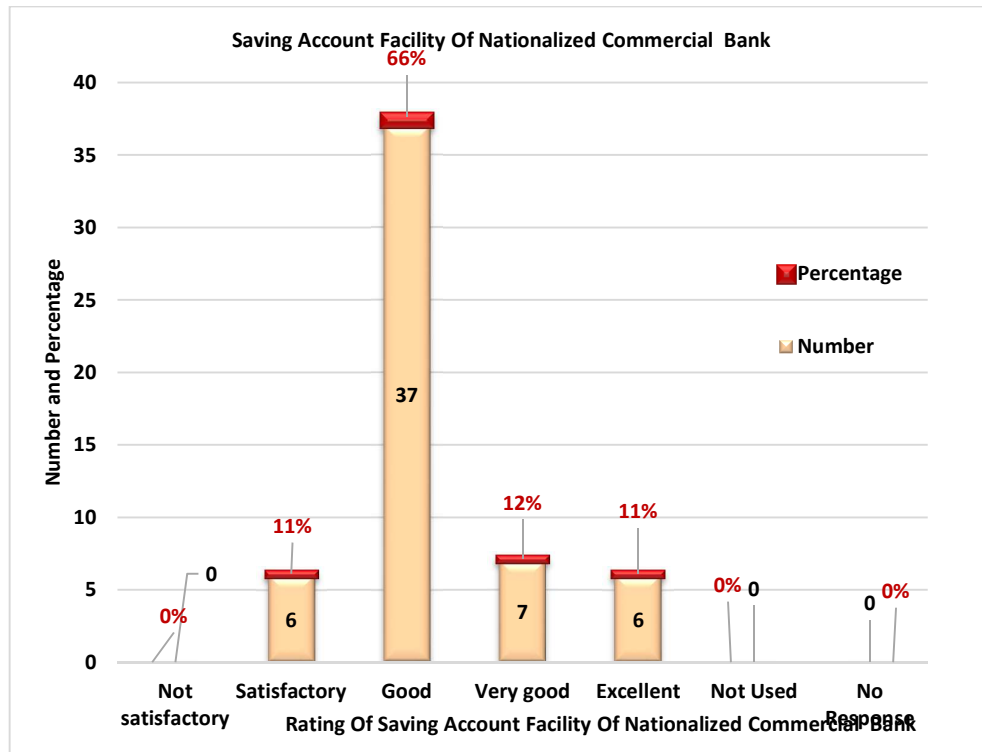


Figure 5.47(b)

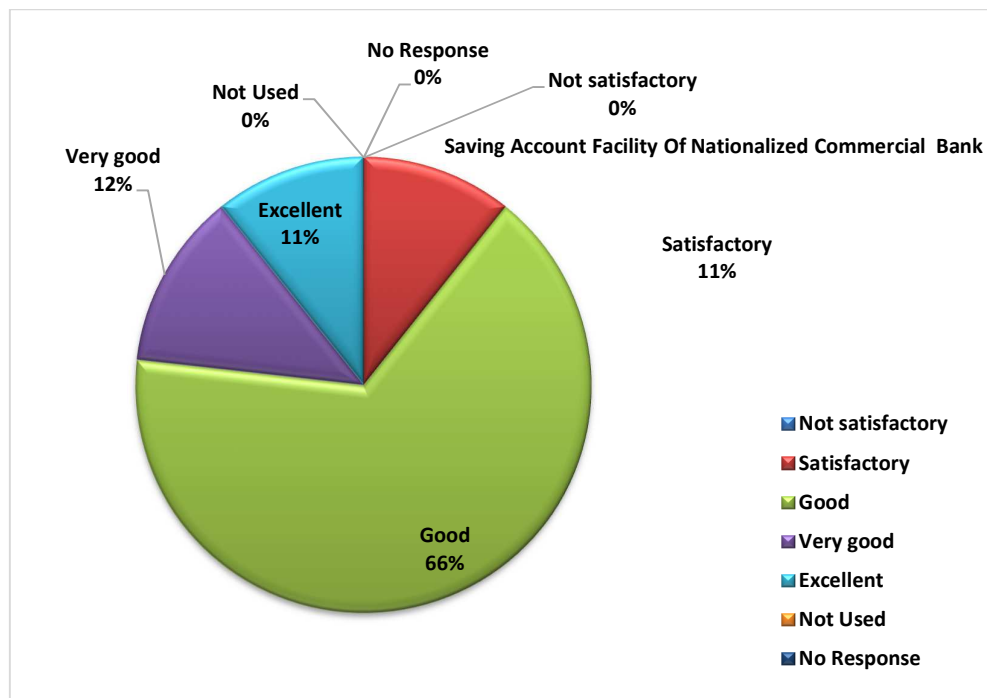


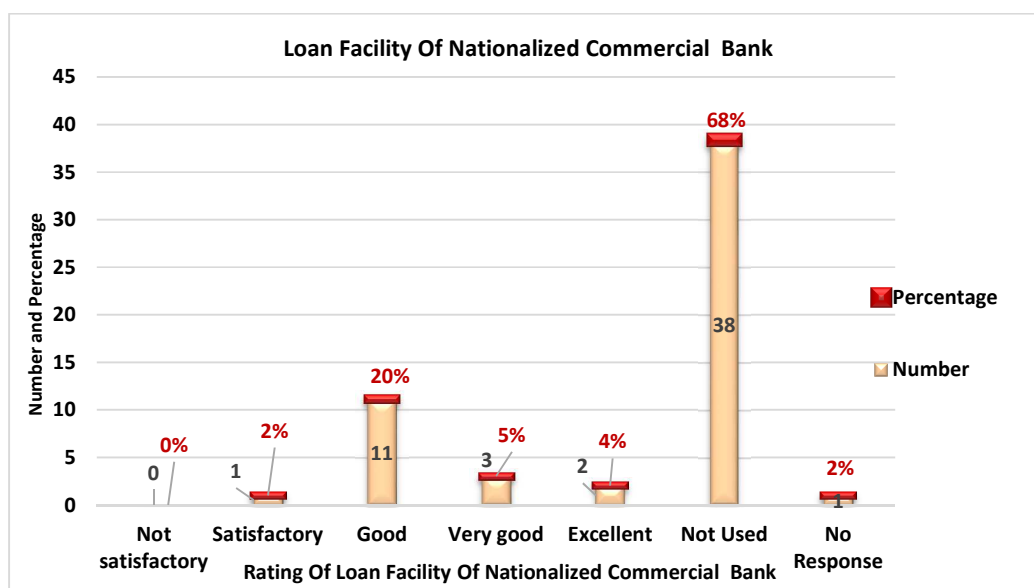
Table number 5.47 reflects the answer given by customer on the question number 15 part 1 ,rating given by customers of Nationalized commercial bank. This question ask about rate of banking services rate of saving account facility. 37 or 66% women gave good rate Nationalized commercial bank. 6 or 11% were satisfied.6 or 11% women gave excellent rating to saving account facility. 7 or 12% women gave very good rating.

**Table 5.48**  
**Loan facility Nationalized Commercial Bank**

Sr.No	Loan facility	Number	Percentage
1.	<b>Not satisfactory</b>	0	0 %
2.	<b>Satisfactory</b>	1	2 %
3.	<b>Good</b>	11	20 %
4.	<b>Very good</b>	3	5%
5.	<b>Excellent</b>	2	4 %
6.	<b>not used</b>	38	68 %
7.	<b>No response</b>	1	2%
		56	

Source- Primary Data

**Figure 5.48(a)**



**Figure 5.48(b)**

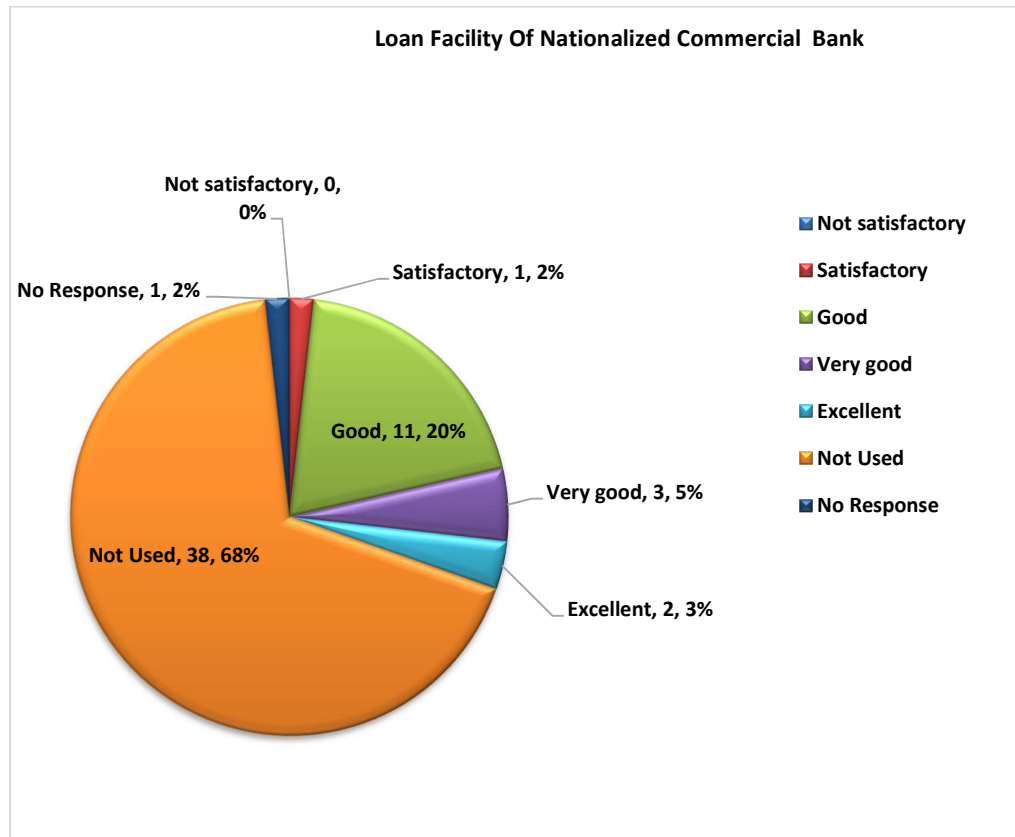


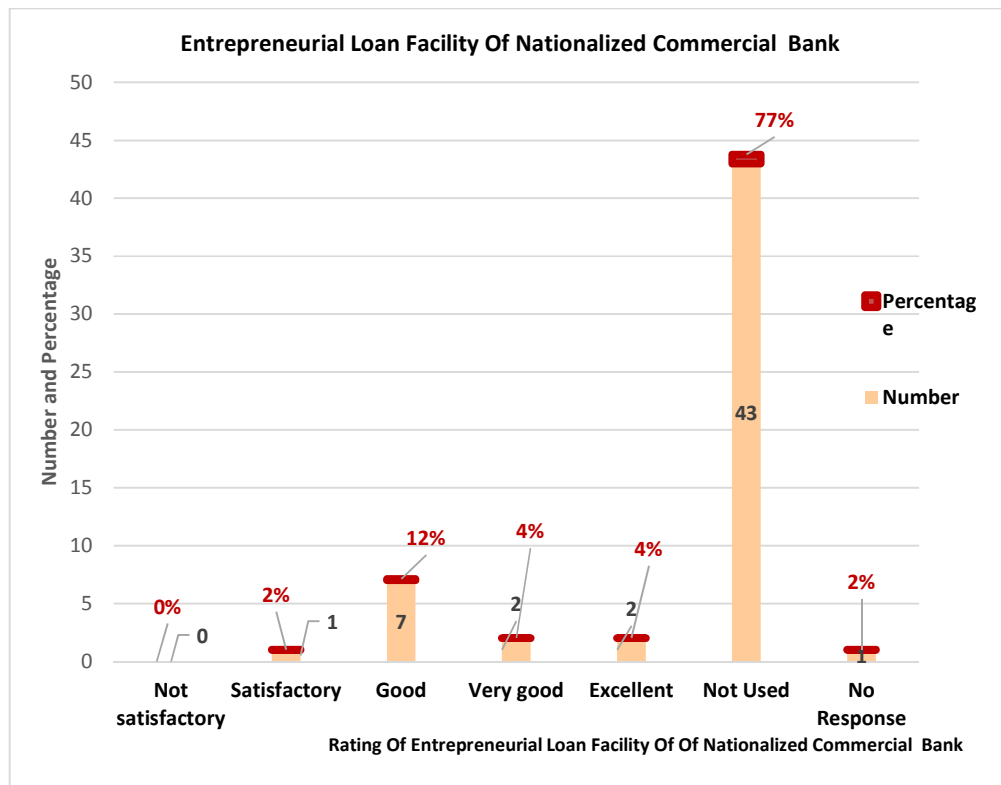
Table 5.48 reflects answer of question number 15 part 2, rate of loan facility provided by Nationalized commercial bank. Out of 56 customers 38 or 68% women did not use loan facility of Nationalized commercial bank. 11 or 20% women gave good rate for loan facility of Nationalized commercial bank. 1 or 2% women did not give any response of this question. Only 2 or 3% women gave excellent rate to loan facility. 3 or 5% women gave very good rating to loan facility. 1 or 2% women gave satisfactory response.

**Table 5.49**  
**Entrepreneurial Loan Nationalized Bank**

Sr.No	Entrepreneurial loan	Number	Percentage
1.	Not satisfactory	0	0 %
2.	Satisfactory	1	2 %
3.	Good	7	12 %
4.	Very good	2	4%
5.	Excellent	2	4%
6.	not used	43	77 %
7.	No response	1	2 %
	<b>Total</b>		

Source- Primary Data

**Figure 5.49(a)**



**Figure 5.49(b)**

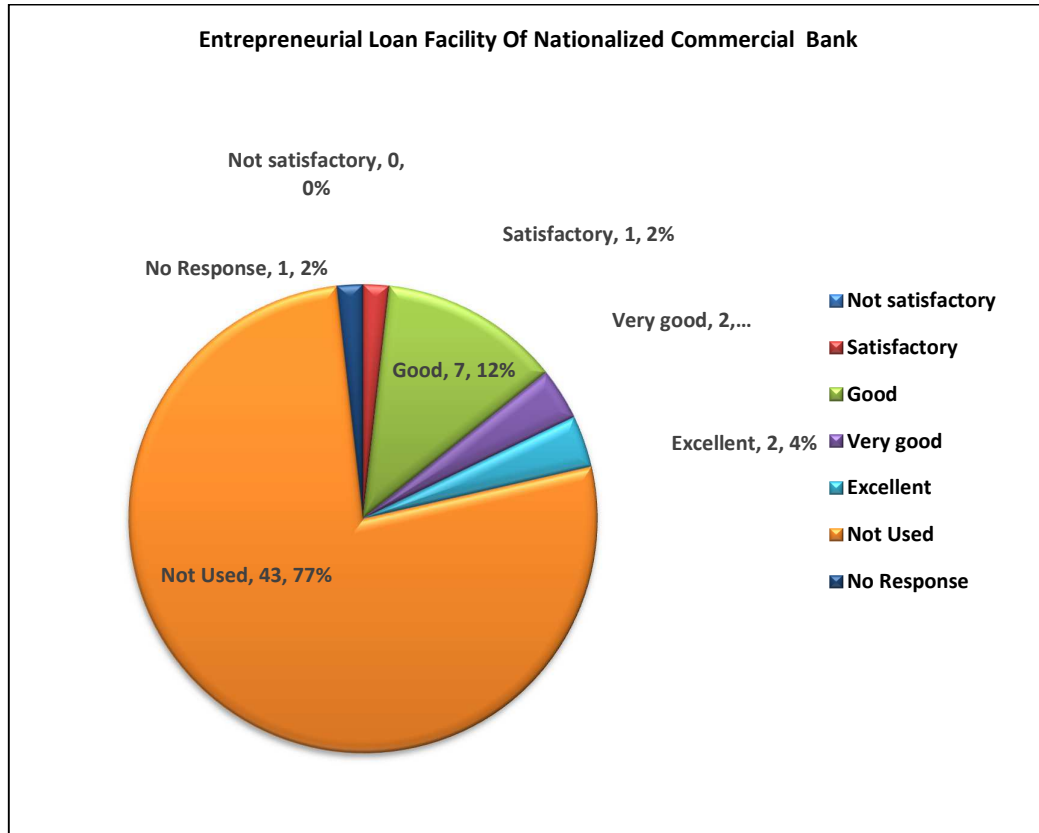


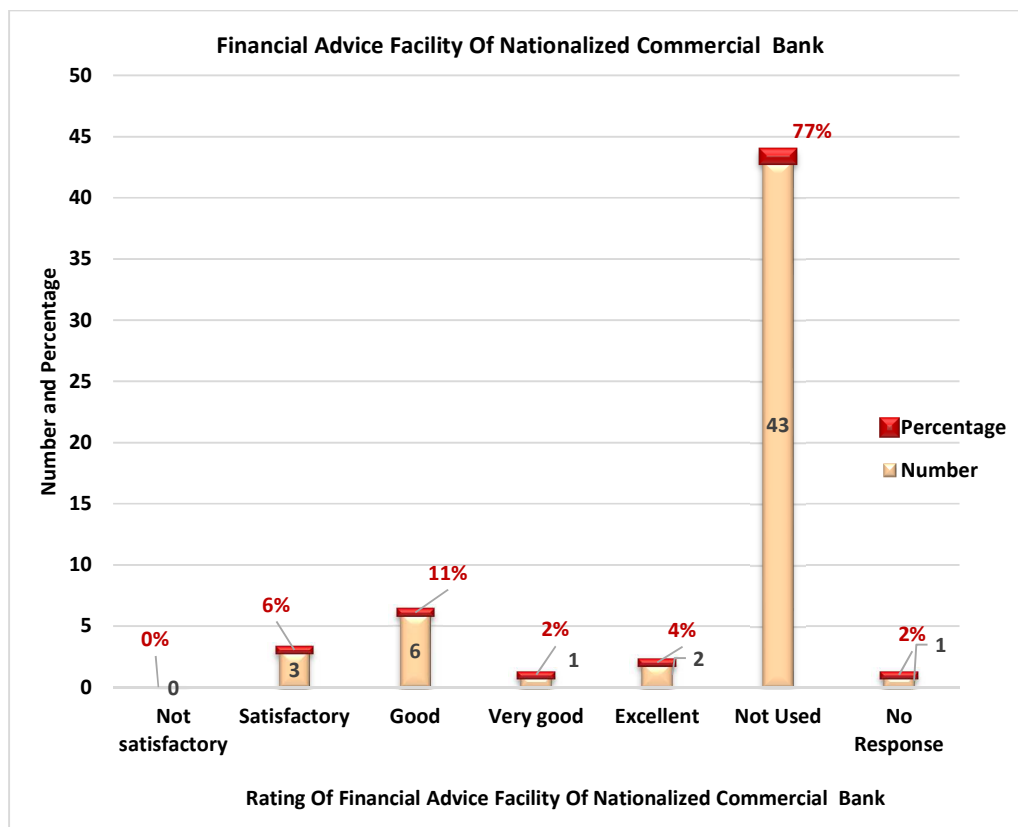
Table 5.49 reflects answer of question number 15 part 3 about entrepreneurial loan from Nationalized commercial bank. Forty three or 77% women did not take entrepreneurial loan ,while seven or 12% women gave good rate to this service. Two or 3 % women gave excellent rate to entrepreneurial loan service. Two or 3% or women gave very good rating to entrepreneurial loan service. One or 2% women were satisfied with entrepreneurial loan facility. One or 2% women did not give any response.

**Table 5.50**  
**Financial Advice- Nationalized Bank**

Sr. Sr.No	Financial Advice	Number	Percentage
1.	Not satisfactory	0	0 %
2.	Satisfactory	3	6 %
3.	Good	6	11 %
4.	Very good	1	2 %
5.	Excellent	2	4 %
6.	not used	43	77 %
7.	No response	1	2 %
	<b>Total</b>	<b>56</b>	

Source- Primary Data

**Figure 5.50(a)**



**Figure 5.50(b)**

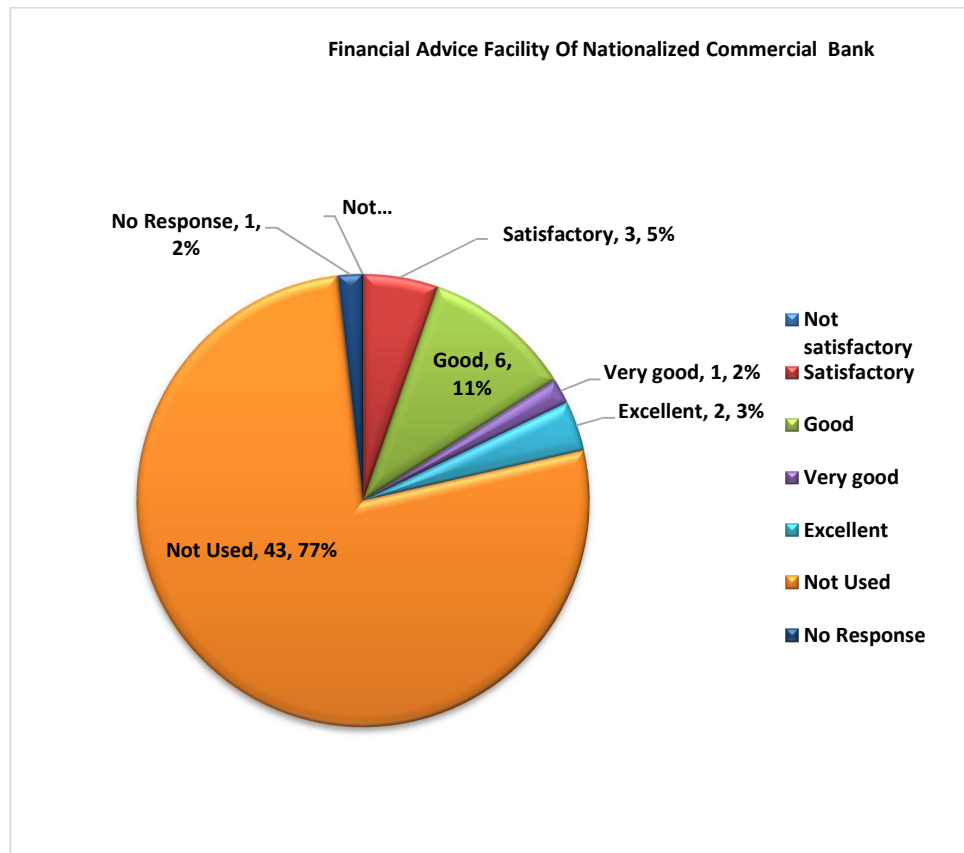


Table 5.50 tell about answer of question number 15 part 4 for rating of financial advice of Nationalized commercial bank. Out of 56 responses 43 or 77% women did not used financial advice facility of nationalized commercial Bank. 2 or 4 % women gave excellent rating to financial advice. 6 or 11% women gave good rating to financial advice. 1 or 2 % women gave very good rating to financial advice facility. 1 or 2 % women did not give response.

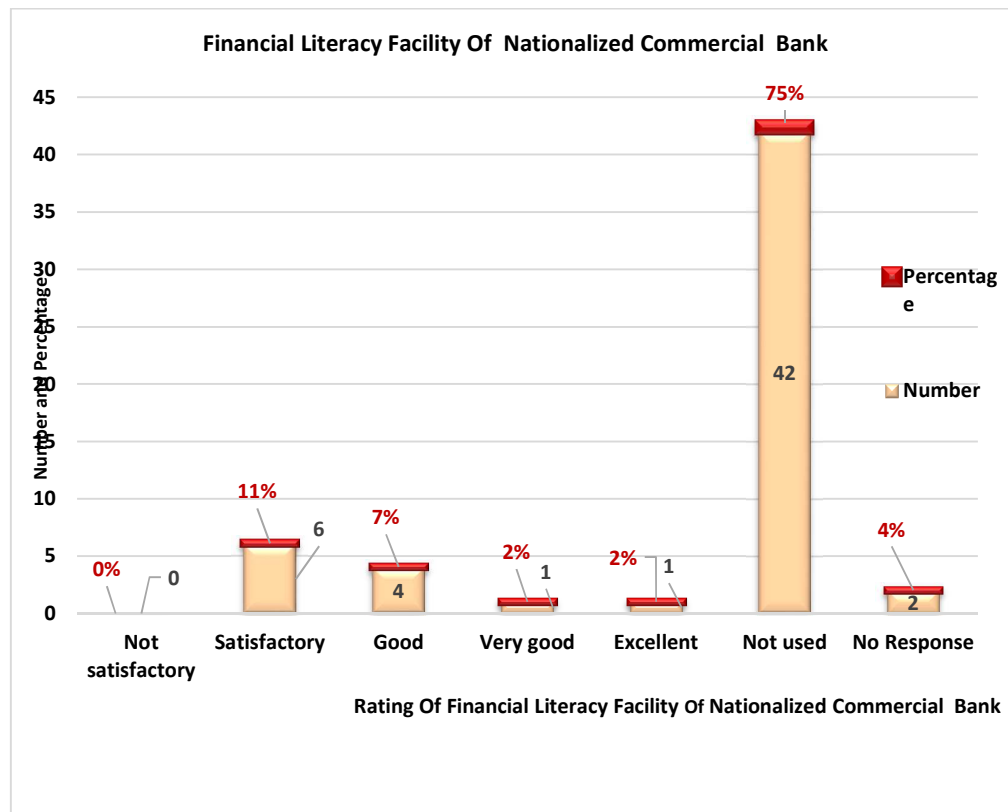


**Table 5.51**  
**Financial LiteracyNationalized Bank**

Sr.No	Financial Literacy	Number	Percentage
1.	Not satisfactory	0	0 %
2.	Satisfactory	6	11 %
3.	Good	4	7 %
4.	Very good	1	2 %
5.	Excellent	1	2 %
6.	not used	42	75 %
7.	No response	2	4 %
	<b>Total</b>	<b>56</b>	

Source- Primary Data

**Figure 5.51(a)**



**Figure 5.51(b)**

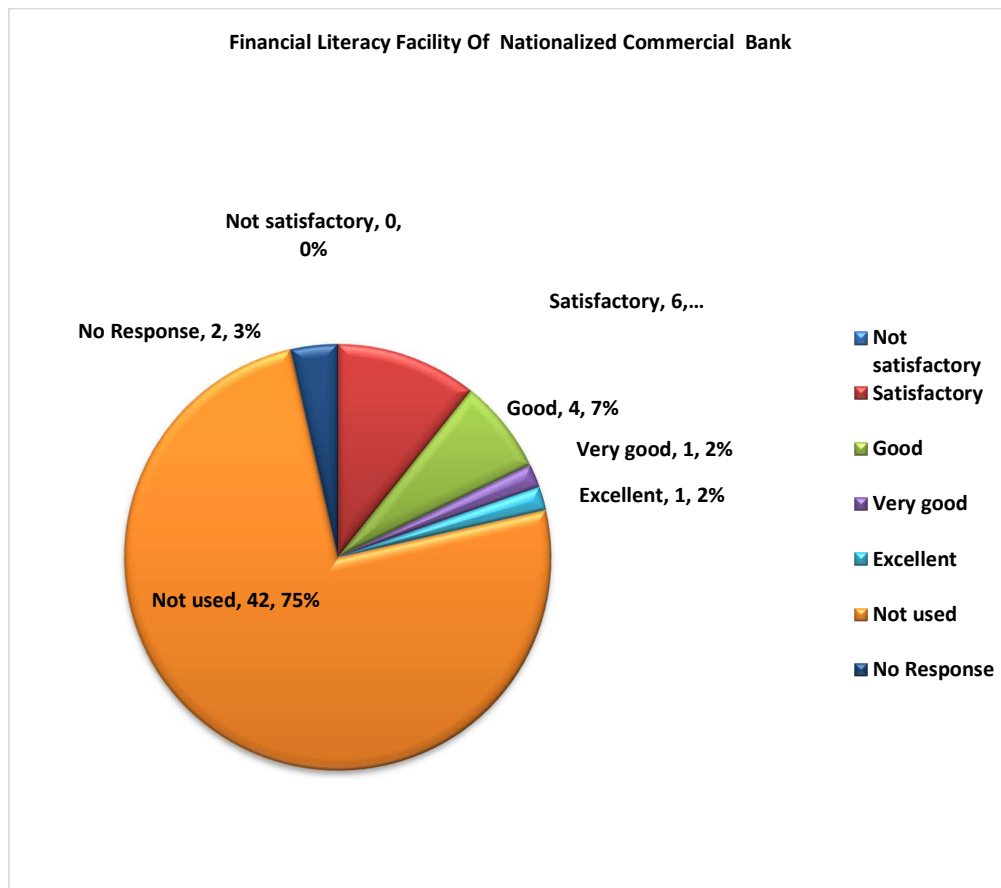


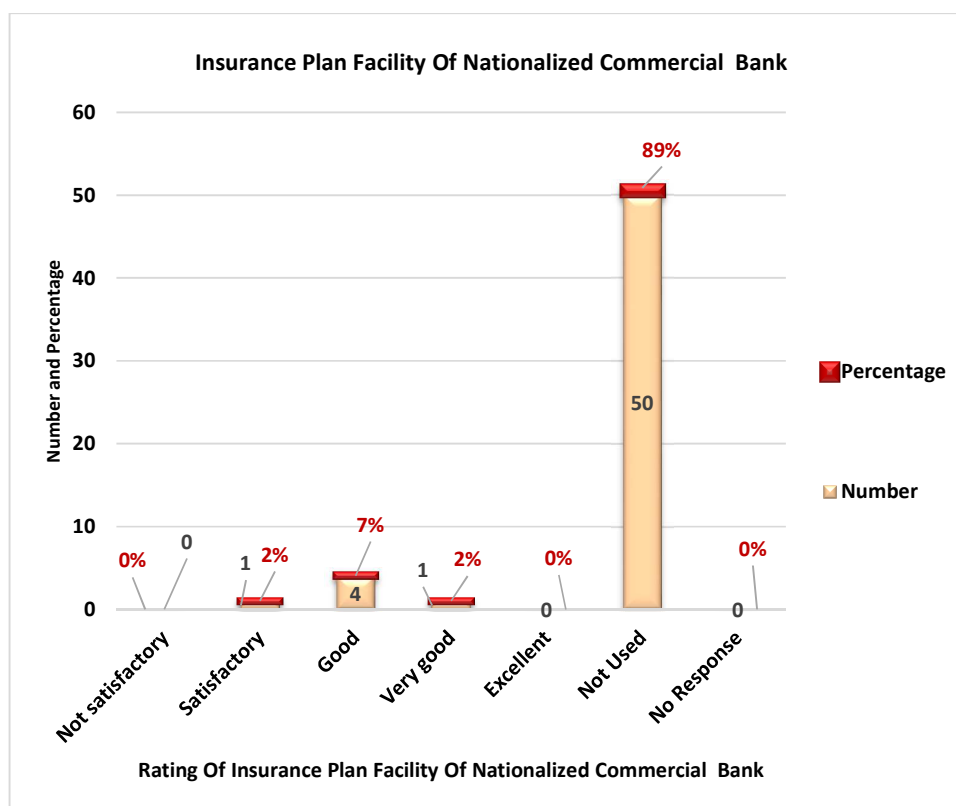
Table 5.51 reflects answer of question number 15 part 5 for rating of financial literacy programme of Nationalized commercial Bank. 42 or 75% did not use financial literacy programme. 4 or 7 % women gave good rating to financial literacy programme Nationalized commercial Bank. Again 1 or 2% women gave excellent rating to financial literacy programme. 1 or 2 % women gave very good rating to financial literacy programme. 2 or 43% women did not give any responses.

**Table 5.52**  
**Insurance PlanNationalized Bank**

Sr.No	Insurance Plan	Number	Percentage
1.	<b>Not satisfactory</b>	0	0 %
2.	<b>Satisfactory</b>	1	2 %
3.	<b>Good</b>	4	7 %
4.	<b>Very good</b>	1	2 %
5.	<b>Excellent</b>	0	0 %
6.	<b>not used</b>	50	89 %
7.	<b>No response</b>	0	0 %
	<b>Total</b>	56	

Source- Primary Data

**Figure 5.52(a)**



**Figure 5.52(b)**

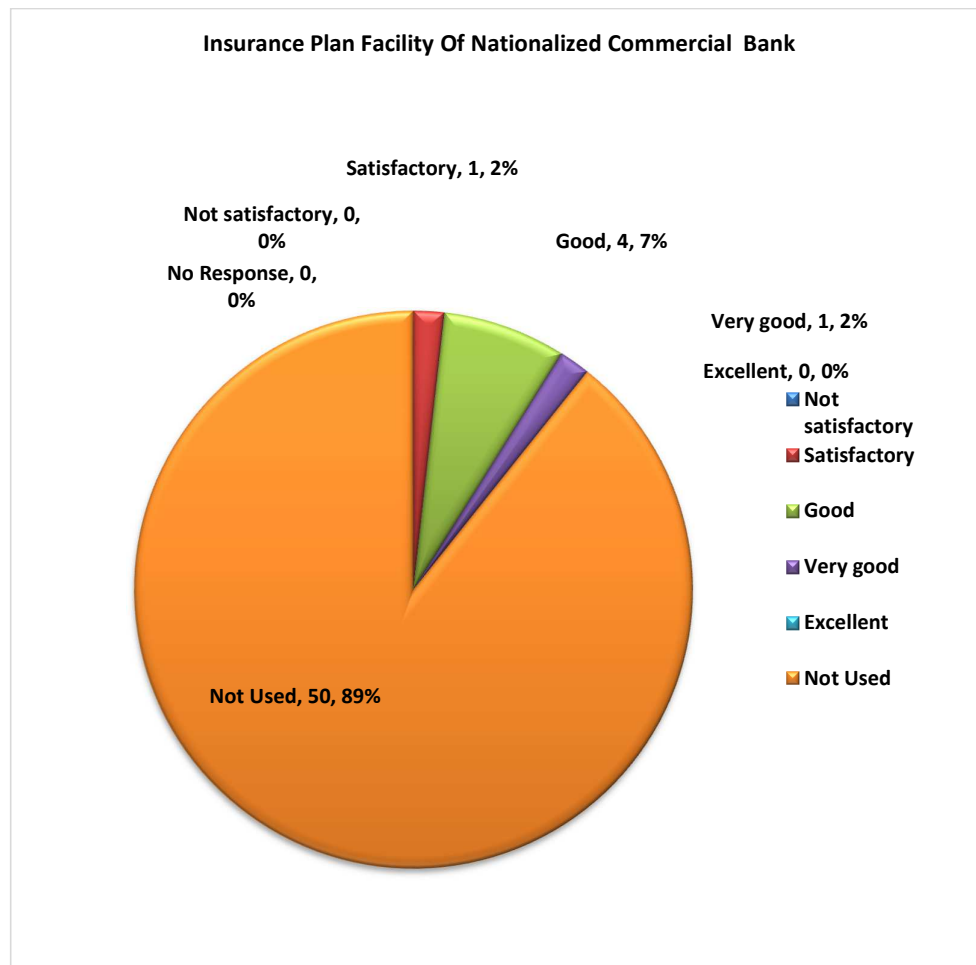


Table 5.52 shows answer of question number 15 part 6, rating of service of Insurance plan of Nationalized Commercial Bank. Out of 56 responses 50 or 89% women did not use insurance facility. 4 or 7% women gave rating good to insurance services of Nationalized commercial Bank. 1 or 2 % women gave satisfactory remark on insurance services of Nationalized commercial bank. 1 or 2% women gave very good response on this question.

**Table 5.53**  
**Pension Plan Nationalized Bank**

<b>Sr.No</b>	<b>Pension Plan</b>	<b>Number</b>	<b>Percentage</b>
<b>1.</b>	<b>Not satisfactory</b>	<b>0</b>	<b>0 %</b>
<b>2.</b>	<b>Satisfactory</b>	<b>0</b>	<b>0 %</b>
<b>3.</b>	<b>Good</b>	<b>0</b>	<b>0 %</b>
<b>4.</b>	<b>Very good</b>	<b>0</b>	<b>0 %</b>
<b>5.</b>	<b>Excellent</b>	<b>0</b>	<b>0 %</b>
<b>6.</b>	<b>not used</b>	<b>56</b>	<b>100</b>
<b>7.</b>	<b>No response</b>	<b>0</b>	<b>0 %</b>
	<b>Total</b>	<b>56</b>	

Source- Primary Data

Table 5.53 giving answer for rating of pension plan of nationalized commercial bank.  
All the customer are not using this facility.

**Table 5.54**  
**Electronic card Nationalized Bank**

<b>Sr.No</b>	<b>Electronic card</b>	<b>Number</b>	<b>Percentage</b>
<b>1.</b>	<b>Not satisfactory</b>	<b>0</b>	<b>0 %</b>
<b>2.</b>	<b>Satisfactory</b>	<b>0</b>	<b>0 %</b>
<b>3.</b>	<b>Good</b>	<b>2</b>	<b>4 %</b>
<b>4.</b>	<b>Very good</b>	<b>0</b>	<b>0 %</b>
<b>5.</b>	<b>Excellent</b>	<b>0</b>	<b>0 %</b>
<b>6.</b>	<b>not used</b>	<b>54</b>	<b>96 %</b>
<b>7.</b>	<b>No response</b>	<b>0</b>	<b>0 %</b>
	<b>Total</b>	<b>56</b>	<b>100</b>

Source- Primary Data

Figure 5.54(a)

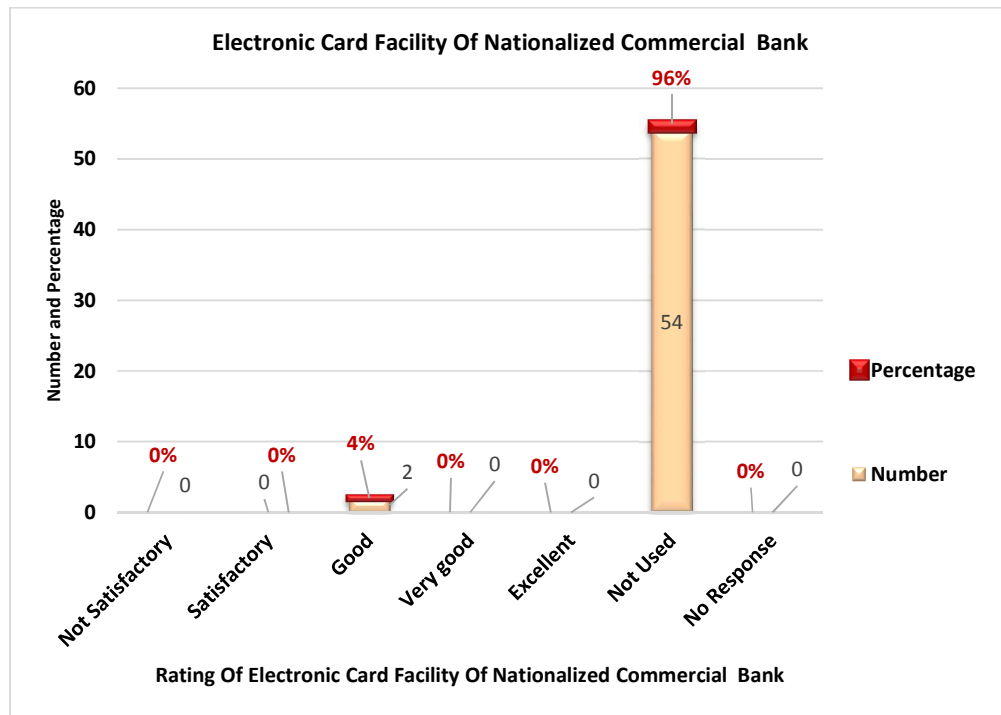


Figure 5.54(b)

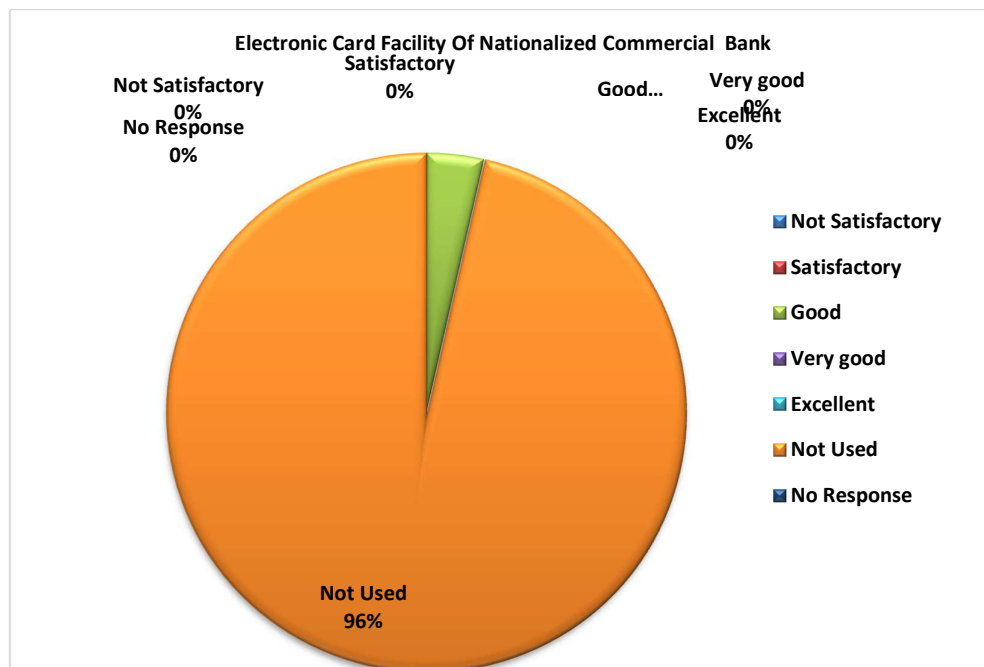
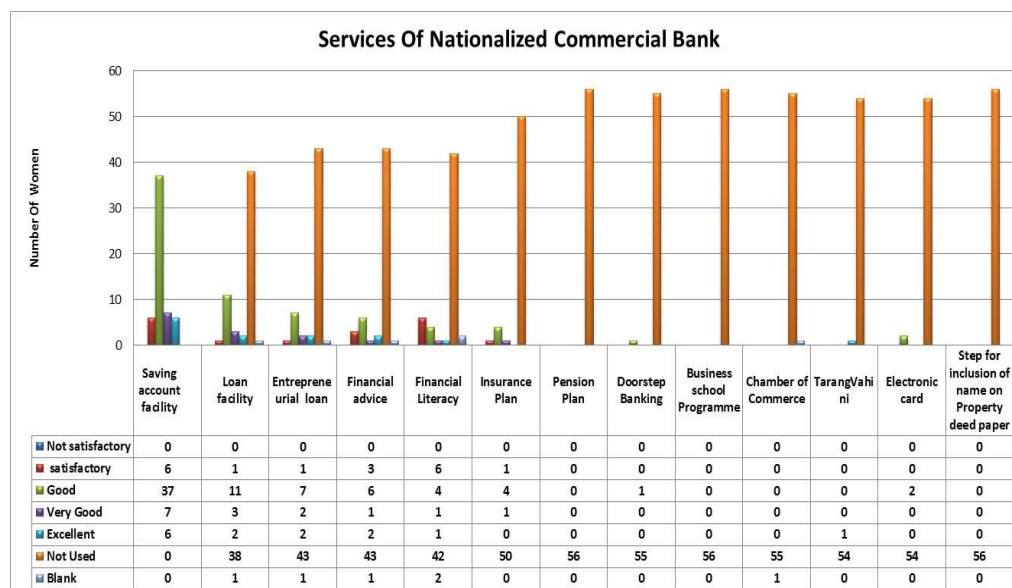


Table number 5.54 is reflecting the answer of question number 15 part 12, rating of service of electronic card of Nationalized Commercial Bank. Out of 56 responses

54 or 96% women did not use electronic card facility. 2 or 4% women gave rating good to electronic card facility of Nationalized commercial Bank.

**Table 5.55 And Figure 5.55**

**Rating of All Facilities by Nationalized Bank**



In the case of nationalized bank again women are opening account for its good services.

Table 5.55 is showing all the response of women customers of nationalized commercial Banks for all the services

**Table 5.56**  
**Reasoning for not having Account**

Sr.No		Number	Percentage
1.	There is no bank in this area.	1	0.6 %
2.	Not aware	15	9.1%
3.	Feels that Bank services are not trustworthy	2	1.2 %
4.	Hesitation for taking help	2	1.2 %
5.	Procedural problem.	5	3 %
6.	Not able to save	82	50%
7.	Not Required	57	34.8%
	Total	164	

Source- Primary Data

**Figure 5.56**

Reason for not having saving account.

164 responses

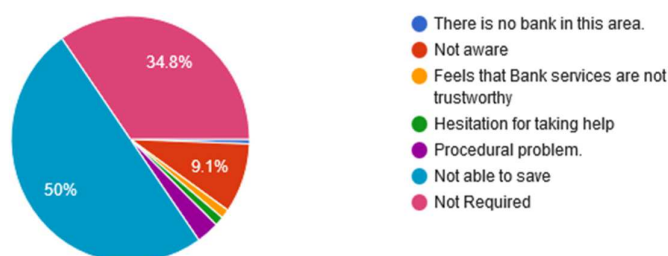


Table 5.56 shows answer of the question number 16, what are the reason for not having account in bank. Out of 164 respondent for this question 82 or 50% women were not able to save .so they are unable to open account in any formal institution. 57 or 34.8% women did not required any formal bank account. 15 or 9% women are not aware about the bank account facilities. 2or 1 % women feeling hesitation for taking help.2 or 1 % women feels that banks are not trustworthy. Five or 3% women are facing procedure problem.



**Table 5.57**  
**Reason for Non-eligibility**

Sr.No	Reason for non-eligibility	Number	Percentage
1.	Use spouse's account	14	50%
2.	No ID	1	3.6
3.	Previous bad credit history/in debtedness	1	3.6
4.	Not lived here long enough - no credit history	0	0 %
5.	Don't know	12	42.9 %
	Total	28	

Source- Primary Data

**Figure 5.57**

If not eligible , then reasons for non-eligibility

28 responses

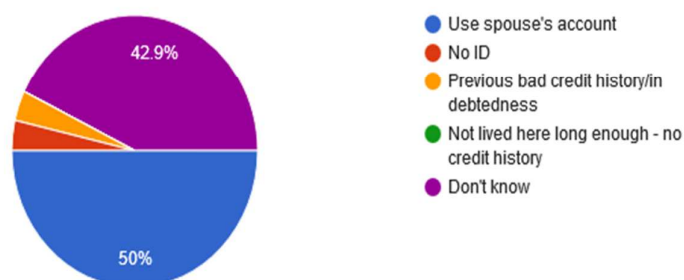


Table 5.57 is providing answer for question number 17 reason for non-eligibility. Out of total 28 respondent 14 or 50% women are using spouse's account. 12 or 43 % women do not know the reason for non eligibility.

**General observation-**The Researcher has contacted rural women of Mhaswad village. She has used structured questionnaire and has filled the data personally. The data collected is as follows: In Mhaswad, the positive point is that 24 ladies are self-employed. These ladies are self reliant. they are doing their own small business. This makes them confident. They are now making the financial decisions on their own

without any influence by male family members. This also makes them to participate in the social activities of the town.

It connotes that there is a high level of financial inclusion which has a positive effect on their social status. Out of these women account holder, eight women have opened account in nationalized bank. Twenty two women have account in co-operative Mahila Mann Deshibank. Mann Deshibank is leading bank in this area. So many women are becoming member of Mann Deshi bank specially customer of mann Deshi have taken loan for 2-3 times. Women are able to pay back their loan as given schedule. These means that they have now gained a credit-worthiness, and one of the sign of empowerment. They have availed the loan facility repeatedly. Actually the respondents are financially literate. Mann Deshi Bank is providing training facility of financial literacy. This is much beneficial for rural women. Women are becoming aware about their financial status and importance of paying loan on time.

Quite a good number of women are members of bachatgat and pigmy. In this area system of pigmy is very popular. The representative of bank collects small amount of money from customers. Women are keeping small savings. This area Mann Deshi bank customers are dominating. The bank collects 10-20 rupees to maximum 2000 rupees as pigmy. Even some are not able to fulfil basic requirement, but they are keeping small savings in pigmy. Maximum women understand the importance of saving. They are saving money as their own decision. So we can conclude women are financial decision maker. Even not very educated but can handle their financial matters.

Every woman is sending her child for education. Housewives are supporting their husband in running shops. With access to financial services (bank accounts, loans, etc.) women's bargaining power in society increases as they are equipped with the tools that help them earn and maintain a living. Additionally, studies overwhelmingly show women are more likely to save, allocate, and invest money in order to be protected against unexpected expenses, and in their children's education; giving an opportunity for a better livelihood to the next generation.

Financial inclusion, managed properly, can increase the level of empowerment of women in a number of ways. **Firstly**, having access to resources on their own account and to the tools that help them to earn a living can increase women's bargaining power within households and their influence over how money and other resources are used. **Secondly**, financial inclusion can help increase women's opportunities to earn

an income or control assets outside the household. **Thirdly**, it is reducing women's vulnerability, allowing them to insure against risk or borrow to meet unexpected expenses, such as medical treatments. These are all key factors for economic empowerment

Even Housewives are strongly supporting their husband for running business and small shops. So many women customers of Mann DeshiBank are member of bank. They are getting their dividend. Feeling of shareholder of a bank is becoming social status of rural women. So many women are forming bachat Gat. They are leading with leadership and group development qualities. They are perfectly aware about that bachat gat money is their own money and they are getting it on 1% or no interest rate.

The Researcher has contacted 50 women from Lonand village near bus stand. Maximum women are from small vendors or low-income group. 42 women having bank account in their name. only 8 women do not have bank account in their name. that can be concluded that maximum women have financial inclusion. 13 women are employed with any organization. Only two women are house wife. Thirty-five women are self-employed. Mostly self- employed women are fruits and vegetable vendors and doing business of small articles, pickles, papad etc. Eleven women have account in nationalized bank, like IDBI or Bank of Baroda etc. Thirty women have bank account in MannDeshi bank. Mann Deshi Bank is leading bank in this area. Mann Deshi bank is co-operative bank for rural women. So many women have taken loan from manndeshi bank. 27 women are saving in bachatgat. Almost are aware of financial status. They know the importance of saving. Socially women are becoming strong. They are capable of taking decision. Even housewives have taken loan for running the husband business. Some Case were for rearing goats and greacing in vehicles. The reseacher has found so many cases of the taking loan for husband micro business and again paying back on time. The way they are helping hand in running business of their husband.

Women are taken economically self decision for taking loan, instalments calculation of repayment. They are strongly standing with their male counterpart. Women are aware about virtue of saving whatever their economic condition, maximum women are saving in bachat gat.

In this village normally, weekly market occurs. Maximum women vendor pays their installments in market only. Even they save small amount in pigmy. Pigmy system is very population in village. Women are taking responsibility of running their business, economic decisions. Even the researcher some male member is not working but female are taking care their household responsibility.

Women are making their own bachat gat. They are aware that money of bachat gat is their own money. Women have ability to lead the group and come together for common goal. They have able to take decision about all economic matter. Women are aware about property rights. Good number of women ;become entrepreneur. They are making papad, pickle, and other things professionally and selling in the market. Mann Deshi bank is providing Training to women in Mann Deshi Foundation, Women have opened their tailor shop, beauty- parlour. They are running small self business .

Mann Deshibank is leading bank in this area. So many women are becoming member of Mann Deshi bank specially customer of manndeshi have taken loan for 2-3 times. Women are able to pay back their loan as given schedule. Again they took more loan. They have good idea regarding loan facilities and repayment. Mann Deshi Bank is providing financial literacy. This is advantage for women. Women are becoming aware about their financial status and importance of paying loan on time.

So many women are members of bachat gat and pigmy. In this area system of pigmy is very popular. The representative of bank collects small amount of money from customers. Women are keeping small savings. This area MannDeshi bank customers are dominating. The bank collects 10-20 rupees to maximum 2000rupees as pigmy. Even some are not able to fulfill basic requirement, but they are kept small savings in pigmy. Maximum women understand the importance of saving. They are saving money as their own decision. So we can conclude women are financial decision maker. Even not very educated but can handle their financial matters.

## **CHAPTER VI**

### **HYPOTHESIS TESTING**

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6.1 Hypothesis # 1

6.2 Hypothesis # 2

6.3 Hypothesis # 3

## HYPOTHESIS TESTING

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### 6.1 HYPOTHESIS 1:

#### Box 1

	HYPOTHESIS 1	ACCEPTED/REJECTED
H <sub>0</sub>	Mann Deshi Mahila Bank does not play dominant role regarding financial inclusion of Women in rural areas of Satara district.	Rejected
H <sub>1</sub>	Mann Deshi Mahila bank plays dominant role in financial inclusion of Women in rural areas of Satara district.	Accepted

**TABLE NUMBER 6.1**  
**ACCESS OF BANK ACCOUNT**

Sr. No	Having Bank Account	Number	Percentage
1.	Yes	395	70%
2.	No	169	30%
3.	Total	564	100%

Source- Primary Data

Table number 6.1 shows the number of account holders in the sample of 564. So 395 women having account in any of the bank. 169 women do not have any formal account. Table number 6.2 shows name of the bank. As some account holders have more than one account. Table shows 447 account holders in all. Actually out of 564 women only 395 women have account in any formal institution.

**TABLE NUMBER 6.2**

**NAME OF THE BANK**

Sr.No.	Name of the Bank	Number	Percentage
1.	Nationalized Commercial Bank	80	17.9
2.	Mann Deshi Bank	261	58.4
3.	Credit Co-operative society	83	18.6
4.	Regional Rural Bank	9	2.0
5.	Private Bank	2	0.4
6.	Bachat Gat	11	2.5
7.	Post office	1	0.2
8.	Total	447	100.0

Source -Primary Data

**Z Test For Proportion:**

Let X denote number of women using the Mann Deshi Mahila Bank Ltd

X= 261

n=sample size= 395

Let p denote proportion of women using the Mann Deshi Mahila Bank accounts.

$p = X/n = 261/395 = 0.660$

$q = 1 - p = 1 - 0.660 = 0.34$

Test statistics under  $H_0$  is

$$Z = \frac{p - P_0}{\sqrt{\frac{P_0 Q_0}{n}}} = \frac{0.660 - 0.5}{\sqrt{\frac{0.5 \times 0.5}{395}}} = 6.3668 \text{ -----calculated value}$$

Where  $Q_0 = 1 - P_0 = 1 - 0.5 = 0.5$

Z table value=1.64 at 5% level of significance.

**Decision Rule :** If  $Z_{cal} > Z_{tab}$  , we reject  $H_0$  . Otherwise Accept  $H_0$ .

Here observed that ,  $Z_{cal} > Z_{tab}$  hence we reject  $H_0$ .

We accept alternative Hypothesis  $H_1$  That Mann Deshi Mahila Bank Ltd plays dominant role in financial inclusion of women in rural areas of district Satara

**Conclusion:** Here we conclude that Mann Deshi Mahila Bank Ltd plays dominant role in financial inclusion of Women in rural areas of Satara district.

## 6.2 HYPOTHESIS 2 :

### BOX 2

	Hypothesis 2	Accepted/ Rejected
<b>H<sub>0</sub></b>	All the branches of Mann Deshi Mahila Bank are not profitable and thus the Model of Mann Deshi Bank is not economically viable for financial Inclusion of rural women.	Rejected
<b>H<sub>1</sub></b>	All the branches of Mann Deshi Mahila Bank are profitable and thus the Model of Mann Deshi Bank is economically viable for financial Inclusion of rural women.	Accepted

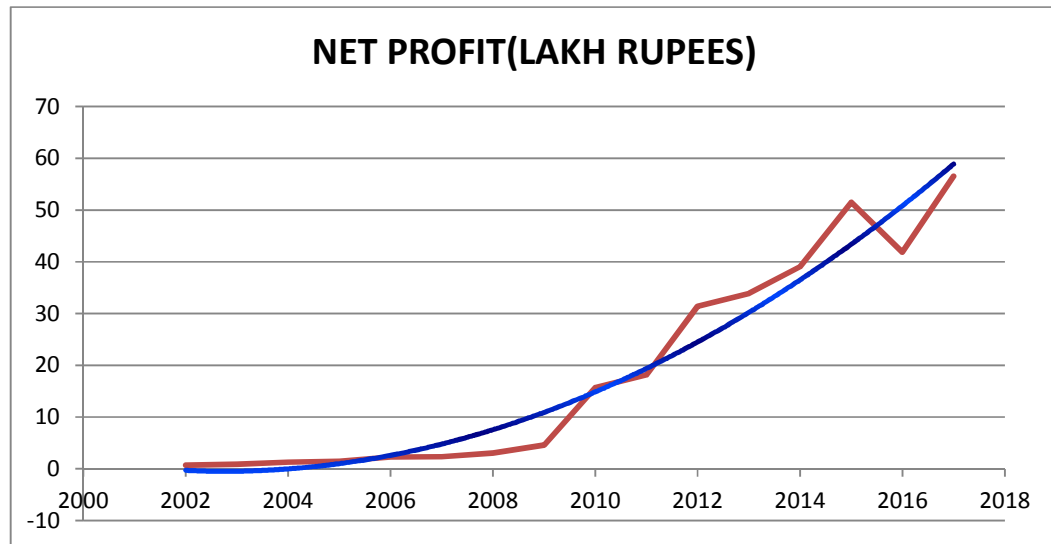
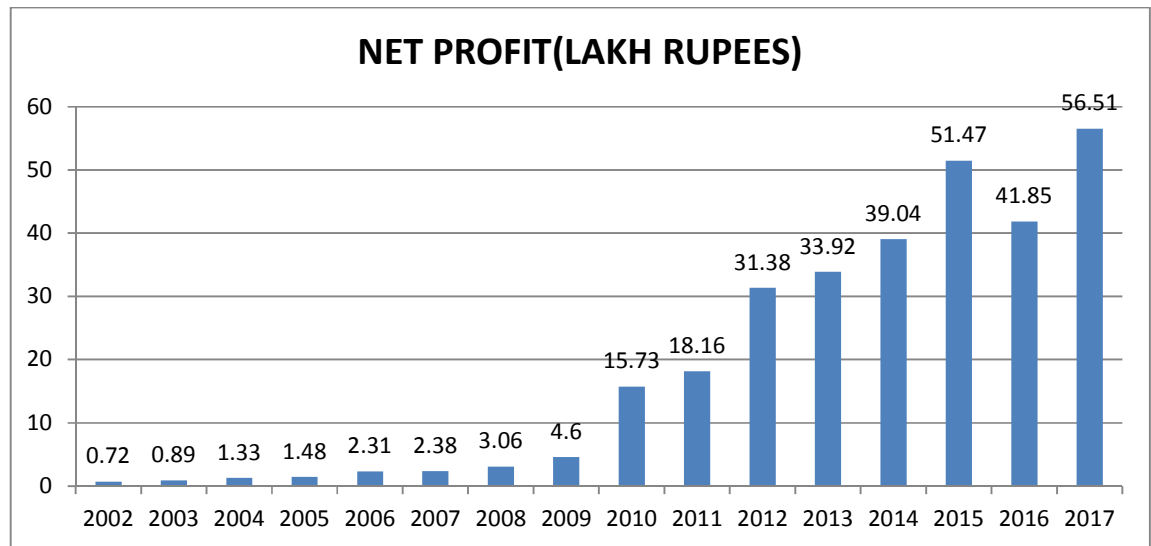
TABLE NUMBER 6.3

### PROFIT OF MANN DESHI MAHILA BANK

Year	Net profit (lakh rupees)
31-03-2002	00.72
31-03-2003	00.89
31-03-2004	01.33
31-03-2005	01.48
31-03-2006	02.31
31-03-2007	02.38
31-03-2008	03.06
31-03-2009	04.60
31-03-2010	15.73
31-03-2011	18.16
31-03-2012	31.38
31-03-2013	33.92
31-03-2014	39.04
31-03-2015	51.47
31-03-2016	41.85
31-03-2017	56.51



Figure 6.1



**Note:-**

1. **Redline represents actual values of profit per year.**
2. **Blue line represents estimated/predicted values of profit.**

Here we have observed that second degree equation  $Y = a + bX + cX^2$  is suitable for this data. Hence ANOVA Table is as follows:

**Here we use F- Test**

ANOVA Table

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	2.00	5777.35	2888.68	128.41	0.00
Residual	13.00	292.43	22.49		
Total	15.00	6069.79			

From ANOVA Table,

Calculated value of F is 128.41.

Table value of F is 3.80.

Here calculated value of F (128.41) is larger than Table value of F (3.80) and

P-value is also 0.

Hence we reject null hypothesis( $H_0$ ) and Accept  $H_1$ .

So we accept alternative hypothesis that all the branches of Mann Deshi Banks are profitable and thus Model of Mann Deshi Bank is economically viable for financial inclusion of rural women.

Conclusion: All the branches of Mann Deshi Mahila bank are profitable and thus the Model of Mann Deshi bank is economically viable for financial Inclusion of rural women.

**Further we propose the equation which can be used for future prediction/estimate of profit as follows:**

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>
Intercept	<b>1174594.09</b>	253409.69	4.64	0.00
X: Year	<b>-1172.97</b>	252.21	-4.65	0.00
X^2	<b>0.29</b>	0.06	4.67	0.00

### **Proposed Profit Prediction Model:**

$$Y = 1174594.09 - 1172.97X + 0.29X^2$$

Where X is value of a year for which you want to predict/estimate profit.

### 6.3 HYPOTHESIS 3

**Z test for proportion:**

**BOX 3**

	<b>HYPOTHESIS 3</b>	<b>Accepted /Rejected</b>
H <sub>0</sub>	<b>The Mann Deshi Bank account holders do not delighted to recommend their family and friends the Mann Deshi Bank.</b>	<b>Rejected</b>
H <sub>1</sub>	<b>The Mann Deshi Bank account holders delighted to recommend their family and friends the Mann Deshi Bank.</b>	<b>Accepted</b>

**TABLE 6.4**

#### **RECOMMENDATION FOR MDMSB/NATIONALIZED /CO-OPERATIVE BANK**

	<b>Banks</b>	<b>Mann Deshi Mann Deshi</b>		<b>Cooperative bank Cooperative bank</b>		<b>Nationalized</b>	
		<b>number</b>	<b>Percentage</b>	<b>number</b>	<b>%</b>	<b>Number</b>	<b>%</b>
<b>1.</b>	<b>Yes</b>	<b>181</b>	<b>69.3%</b>	<b>5</b>	<b>8.3%</b>	<b>21</b>	<b>37.50%</b>
<b>2.</b>	<b>No</b>	<b>64</b>	<b>24.5%</b>	<b>48</b>	<b>80%</b>	<b>31</b>	<b>55.35%</b>
<b>3.</b>	<b>No Response</b>	<b>16</b>	<b>6.1%</b>	<b>7</b>	<b>11.6%</b>	<b>4</b>	<b>7.10%</b>
	<b>Total</b>	<b>261</b>		<b>60</b>		<b>56</b>	

Table 6.4 shows numbers of women recommending that particular Bank to their friends and Proportion of Mann Deshi Mahila Bank customers are high to recommend their bank. 69% of Mann Deshi Bank Customers delighted to recommend MDMSB while in case of Nationalized bank it is 37% and in case of the co-operative banks It is only 8% women recommend to their friends and relatives.

H<sub>0</sub>: P=0.5 against H<sub>1</sub>: P>0.5

Let X denote number of account holders recommend their family and friends Mann Deshi bank.

$$X = 181$$

$$n = \text{sample size} = 261$$

Let p denote proportion of account holders recommend their family and friends Mann Deshi bank.

$$p = X/n = 181/261 = 0.693$$

$$q = 1 - p = 1 - 0.693 = 0.307$$

Test statistics under  $H_0$  is

$$Z = \frac{p - P_0}{\sqrt{\frac{P_0 Q_0}{n}}} = \frac{0.693 - 0.5}{\sqrt{\frac{0.5 \times 0.5}{261}}} = 6.2388 \text{ -----calculated value}$$

$$\text{Where } Q_0 = 1 - P_0 = 1 - 0.5 = 0.5$$

Z table value = 1.64 at 5% level of significance.

**Decision Rule:** If  $Z_{cal} > Z_{tab}$ , we reject  $H_0$ . Otherwise Accept  $H_0$ .

Here observed that,  $Z_{cal} > Z_{tab}$  hence we reject  $H_0$ .

So We accept alternative hypothesis that Mann Deshi account holders delightedly recommend their family and Friends the Mann Deshi Bank.

**Conclusion:** Here we conclude that the Mann Deshi account holders delightedly recommend their family and Friends the Mann Deshi Bank.

Extent Of Objective Achievement-As first objective of thesis was

## **CHAPTER VII**

### **FINDINGS AND SUGGESTIONS**

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7.1 Introduction

7.2 Special Findings

7.3 General Findings

7.4 Conclusions

7.5 Suggestions

7.6 Limitations

7.7 Scope for the further study

7.8 Model of Mann Deshi mahila sahakari bank

## FINDINGS AND SUGGESTIONS

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### 7.1 Introduction

Researcher collected information based on the structured questionnaire from the rural women of Satara. Some specific findings observed by the researcher and some general findings got by the investigator.

### 7.2 Specific Findings

1. Out of 564 respondents, 194 or 34.4% of total respondents are from 36-45 age group. This age group is highest at productivity and are also looking after the household requirements. Second largest group is between ages 26-35, which stands 29.6% of total respondents. 12.4% women means 70 women are from 46-55 age group. 6.9% women were between 18-25 age group. There are 0% respondents under 18 years of the age. Major active age of women is between 26 to 45 age group which comprises 64% of total respondents. One important observation is that 55 and above group of women are also very active. Their share in total respondents is 16.7%, which is very remarkable.

2. 496 women are married, that is 87.9% of the total sample. Maximum respondents are married. Researcher observed that married women are not only active in household management but taking care of income resources of family also. Only 11 women or 2% women are unmarried. 57 women or 10.9% of respondents are Widows or left by their husbands. Marriage is an integral part of the Indian society. Any adult is not given a respectable status in the society specially in the case of women. This shows marriage is very important institution in village community.

3. Out of 564 respondents, 63 women or 11.2% of respondents are graduate and above. 133 women or 23.6% are 10th, 11th or 12th pass. 208 Women got education less than 10th. Percentage of this group is highest. 36.9% women are educated less than 10th. Out of 564 respondents 157 women are illiterate that is 27.8% of total

sample. less than 1 % women can sign only. Approximately 71 % of sample women are literate.

4. Out of 564 respondents 237 or 42% are from other backward caste, 53 or 9.4% women belongs to schedule tribe and 23 or 4.1% women are from schedule caste. 216 women or 38.3 % of sample women belong to the open category. Caste also plays a very important role in Indian society, especially in the rural area. Indian Government has given special preferences to schedule caste, schedule tribe, other backward castes to join them in main stream in Indian economy. Manndeshi Bank has special feature, that it has highest customers from these backward castes.

5. 89 women or 16% women are employed in some other organisation. 475 women are not working for other people. 115 women or 20% women's family members are working with other people, while 449- or 77%-women's family members are not employed with others. 166 women or 29% women are engaged in agriculture in self farm, others remaining 398 women, or 71% women are not engaged in agriculture in self farming activities. 27 women or 5% are working in other people's farms. Remaining 527 or 95% women are not working on other farms. Only 12 women or 2% women of sample have employed other persons in their farm. 404 women or 72% women are self-employed remaining 28% of sample women are not self-employed. only 8 women or 1% women have employed other people from other than their family. All respondents are not getting income from any tenant. It can be said that all the sample women do not have any rental income.

6. Only 136 women gave details of their income. 428 women did not give their income information. Out of 136 respondent 93 or 68.4% women are earning more than 20,000 rupees per annum. 11.8% women are getting 15,000 to 20,000 per annum. 13.9% women are getting 10,000 to 15,000 per annum. Only 5.9% are getting less than 10,000 per annum. Other women were not giving details of their income as so many of them are home makers. So many women do not have any idea about their income yearly. They are unable to calculate.

7. 501 women gave answer for family income. 81.9%- or 409-women's family are getting more than 20,000 rupees per annum. 9.2% or 46 family income was 15,000 to

20,000 per annum. 7.8% or 39 families are getting 10,000 to 15,000 rupees per annum. Seven families or 1% sample women are getting less than ten thousand per annum.

8. Out of 518 women only 290 women gave response on the question of expenditure. Very few women were able to give a correct ratio. After asking with concerned calculations by researcher got the approximate expenditure. 228 women or 44% of respondents did not provide the expenditure percentage of as income. 26 or 5% women did not know about their expenditure. 10 or 1.9% women spend 60-70% of their income. 39 or 7.5% women spend 70-80% money from their income. 31 or 6% women spends 80-90% of their income. 67 or 12.9% women spend 90-100 % of their income. 3 or 0.6% women spend their whole income. 114 or 22% women have their expenditure more than their income.

9. Out of 447 women 131 or 29.3% women are not able to save. 25 or 5.6% women save in cash form. 231 or 51.7% women save in form of bank deposit. 58 or 13% women save in bachat Gat.

10. Out of 564 sample, 395 or 70%-women having access of bank account and only 169 or 30% women were not having bank account. We can say 70% of our sample women are included in formal financial institution. 70% women from sample size have formal bank account in any bank. This table reflects that 70% women are getting formal financial services.

11. Out of all bank account holders Mann Deshi Bank customers are in maximum number. This shows that Mann Deshi Bank is playing dominant role in financial inclusion of rural women. There are 395 account holders on which Mann Deshi account holder women are 261 in maximum number. than cooperative bank and nationalized bank account holders. Private bank and other bachet gat account holders' numbers are very nominal.

12. In the answer of the question asked to sample women that why they choose Mann Deshi Bank. In this answer women do not have a single reason for opening account in this bank. They have multiple reason. Maximum number of customers opted Mann



Deshi bank because of its good services.33% or 123 women have taken choice of Mann Deshi Bank because of good service. 89 or 24 % women choose Mann Deshi Bank as their self-decision. 48 women or 13% women opt this bank because their relative or family members accounts are in this bank. Again 49 or 13% women opened account because of any compulsion. 36 women or 10 % were open account due to bank official suggestions. 10 or 3 % women because of husband or family member suggestion opened account.13 or 4 % women opened account because its branch is nearby.

13. Answer about recommendation of Mann Deshi Bank to other people. Out of 261 respondents 181 or 69 % women recommended to other people for opening bank account in Mann Deshi bank.64 or 24 % women did not recommend to open account in MDMSB.

14. The answer given by customer on the rating given by customers of Mann Deshi Bank. This question asks about rate of banking services, about rate of saving account facility. 101 or 39 % of women gave rating good to saving account facility. 77 or 29 % women gave rate of saving account facility as excellent.59 or 23 % women gave rate as very good service. 20 or 8% women gave rate satisfactory. only 2 women gave rate of saving as not satisfactory.

15. The question number, that is asking the rating of loan account facility provided by MDMSB. 70 or 27% women gave good rating to loan account facility. 69 or 26% women did not take loan from MDMSB.58 or 22% women gave excellent rating to loan facility of MDMSB. 42 or 16 % women gave good rating to loan facility of MDMSB. only 2 women gave not satisfactory loan facility of MDMSB.

16. In the question about entrepreneurial loan from MDMSB. Eighty-three or 32 % women did not take entrepreneurial loan, while sixty-three or 24% women gave good rate to this service. Fifty-nine or 23 % women gave excellent rate to entrepreneurial loan service. Thirty-five or 13% percent women gave very good rating to entrepreneurial loan service. Ten women or 4 % women were satisfied with entrepreneurial loan facility. Nine or 3% women did not give any response.

17. In the answer of question for rating of financial advice of MDMSB. Out of 261 responses 77 or 29% women did not use financial advice facility of MDMSB. 69 or 26 % women gave excellent rating to financial advice. 65 or 25% women gave good rating to financial advice. 33 or 13 % women gave very good rating to financial advice facility. 8 or 3 % women did not give response and same 8 women were satisfied with financial advice facility.

18. In the answer of question for rating of financial literacy programme of MDMSB. 124 or 47 % did not use financial literacy programme. 48 or 18 % women gave good rating to financial literacy programme of MDMSB. Again 46 or 18 % women gave excellent rating to financial literacy programme. 23 or 9 % women gave very good rating to financial literacy programme. 11 or 4% women did not give any responses. MDMSB is running financial literacy programme on three stages. First basic level is providing information about loan and savings. Advance financial literacy programme provides information about insurance and pension. Third type of business financial literacy programme provides literacy debt management, budgeting and financial negotiation. Every borrower from MDMSB are perfectly aware about loan repayment mode. They are paying back loan timely and taking again loan.

19. In the answer of question, rating of service of Insurance plan of MDMSB. Out of 261 responses 178 or 68 % women did not use insurance facility. 24 or 9% women gave rating excellent to insurance services of MDMSB. 23 or 9 % women gave rating good to insurance services of MDMSB. 9 or 3 % women gave satisfactory remark on insurance services of MDMSB. 12 or 5% women gave no response on this question. Only one woman was not satisfied with insurance plan.

20. In the answer of question, rating of service of pension plan of MDMSB. Out of 261 ,204 or 78 % women did not use pension plan of MDMSB. 17 or 6% women gave excellent rating to pension plan of MDMSB. 15 or 6 % women gave good remark for pension plan of MDMSB. 15 women or 6% women did not give response on this question. 3 women or 1 % women gave very good rate for pension plan. Only one woman was not satisfied with pension plan of MDMSB.

21. In the answer of question rating of door step banking services provided by MDMSB. out of 261, 80 or 31 % women did not used this facility. 62 or 24 % women gave excellent rate for door step banking services. 62 or 24 % women gave good rate to door step banking services. 39 or 15% women gave very good rating to door step banking services. 11 or 4% women did not give any response. 6 or 2 % women were satisfied. Only one woman was not satisfied with door step banking services.

22. In the answer of question rating Business School Programme of MDMSB. Out of 261, 179 or 69 % women did not attend Business School Programme. 41 or 16% women gave good rating to Business School Programme. 17 or 6% women did not give any response. 10 or 4% women gave very good rate to Business School Programme. 7 or 3% women gave excellent rate for Business School Programme. Five women were satisfied with business school. Only 2 women were not satisfied with Business School Programme of MDMSB.

23. In the answer of question, rating of performance of chamber of Commerce. Out of 261, 232 or 89 % women did not become member of Chamber of Commerce. 14 or 5% women did not give any response. 6 or 3% women gave good rating to Chamber of Commerce. 3 or 1 % women gave good rating to Chamber of Commerce. Again 3 or 1% women gave excellent rating for Chamber of Commerce. 2 women were satisfied with Chamber of Commerce. Only one woman was not satisfied with Chamber of Commerce.

24. In the answer of question, rate of TarangVahini (Radio Service) of MDMSB. Out of 261, 196 or 75 % women did not listen to the radio service Tarang Vahini of MDMSB. 33 or 13 % women gave good rating service to Tarang Vahini of MDMSB. 12 or 5% women did not give any response. 9 or 3% women gave excellent rating to TarangVahini. 9 or 3% women gave good rate to TarangVahini. One woman was simply satisfied and one woman was not satisfied with Tarang Vahini services.

25. In the answer of question, rate of using electronic card. 242 or 93 % women did not use Electronic card. 14 or 5% women did not give any response on this question. 2 or 0.8% women gave good rating for Electronic card service. 2 or 0.8% women gave excellent rating to Electronic card service of MDMSB.

26. In the answer of question, rating of the step, taken by them regarding the name on property deed. Out of 261, 242 or 93 % women did not include their name in property deed of their house. 17 or 6% women did not give any response. Only one woman give rate of satisfactory. Actually, out of 261 sample women of MDMSB no one was capable of including their name in property deed.

27. In the answer of the question why women have chosen co-operative society- In the Case of cooperative society maximum women are opting by self-decision. 27 or 38 % women are choosing cooperative bank by their self-decision. 23 or 32% women are taking choice of co-operative Bank for any kind of compulsion. If women are getting any kind of money transfer from the government, they must open account in some specific bank. 13 or 18 % women open account in co-operative bank because friend, neighbor or relative have a bank account in this bank. 4 or 6% women account because of husband and family suggestion. 4 or 6% women choose co-operative bank because of good services.

28. The answer of question for whether customers of co-operative society have recommended to other people or not. Only 5 women recommended other people for opening account in cooperative bank. 48 or 80 % women did not recommend cooperative bank to others.

29. the answer given by customer on the question, rating given by customers of co-operative bank. This question asks about rate of banking services. Table 5.31 reflects rate of saving account facility. 47 or 78% women gave good rate for co- operative society. 7 or 12% were satisfied. 3 or 5% women gave excellent rating to saving account facility.

30. The answer of question rating of loan facility provided by co-operative bank. Out of 60 customers 38 or 63% women did not use loan facility of cooperative bank. 16 or 27 % women gave good rating for loan facility of co-operative bank. 4 or 7 % women did not give any response of this question. Only 1 or 2% women gave excellent rating to loan facility. 1 or 2% women gave satisfactory to loan facility.

31. In the answer of the question number, rate of Entrepreneurial loan facility provided by co-operative bank. Out of 60 customers 48 or 80% women did not use Entrepreneurial loan facility of cooperative bank. 6 or 10 % women gave good rating for Entrepreneurial loan facility of co-operative bank. 4 or 7 % women did not give any response of this question. Only 2or 3% women gave satisfactory ratings to Entrepreneurial loan facility.

32. The answer of question for rating of financial advice of co-operative bank. Out of 60 responses 47 or 78% women did not used financial advice facility co-operative bank. 2or 3 % women gave excellent rating to financial advice. 4 or 7% women gave good rating to financial advice. 3 or 5 % women gave satisfactory rating to financial advice facility. 4 or 7 % women did not give response.

33. In the answer of question for rating of financial literacy. Out of 60 49 or 82% did not use this financial literacy program of cooperative society. 5 or 8% women did not give any response. 2 or 3 % women give good rating. 2 or 3 % women gave excellent rating to this service of co-operative society. 2 women were satisfied with service.

34. The answer of the question, rating of insurance plan of co-operative society. Out of 60, 53 or 88 % women did not used this insurance plan .4 or 7 % women did not give any response. Only 3 or 5% women were satisfied with insurance plan of cooperative society.

35. In the answer of the question, rate of pension plan of Co-Operative Society. 51 or 85 % did not use pension plan of cooperative society. 6 or 10 % did not provide any response on rating of pension plan. one or 2% women gave good, very good and excellent rate respectively.

36. In the answer of the question why customer choose Nationalized commercial Bank. maximum customers 22 in number and 33% women choose commercial bank because of good service. Second category 16 or 24% women opted by self-decision. 8 or 12 % women opened account because husband and family suggestion. 7 or 11%

women opened account because of friend, relative or neighbor having account in this bank.

37. In the answer of question for whether customers of Nationalized commercial bank have recommended to other people or not. Only 21 or 38% women recommended other people for opening account in nationalized commercial bank. 31 or 55% women did not recommended Nationalized commercial bank to others. 4 or & % women did not give any response.

38. In the answer given by customer on the question, rating given by customers of Nationalized commercial bank. This question asks about rating of banking services, rating of saving account facility. 37 or 66% women gave good rating Nationalized commercial bank. 6 or 11% were satisfied. 6 or 11% women gave excellent rating to saving account facility. 7 or 12% women gave very good rating.

39. In the answer of question rating of loan facility provided by Nationalized commercial bank. Out of 56 customers 38 or 68% women did not use loan facility of Nationalized commercial bank. 11 or 20% women gave good rating for loan facility of Nationalized commercial bank. 1 or 2% women did not give any response of this question. Only 2 or 3% women gave excellent rating to loan facility. 3 or 5% women gave very good rating to loan facility. 1 or 2% women gave a satisfactory response.

40. In the answer of question about entrepreneurial loan from Nationalized commercial bank. Forty-three or 77% women did not take entrepreneurial loan, while seven or 12% women gave good rate to this service. Two or 3 % women gave excellent rating to entrepreneurial loan service. Two or 3% or women gave very good rating to entrepreneurial loan service. One or 2% women were satisfied with entrepreneurial loan facility. One or 2% women did not give any response.

41. Table 5.44 tells us about answer of question number 15 part 4 for rating of financial advice of Nationalized commercial bank. Out of 56 responses 43 or 77% women did not used financial advice facility of nationalized commercial Bank. 2 or 4 % women gave excellent rating to financial advice. 6 or 11% women gave good

rating to financial advice.1 or 2 % women gave very good rating to financial advice facility.1 or 2 % women did not give response.

42. Table 5.45 reflects answer of question for rating of financial literacy programme of Nationalized commercial Bank. 42 or 75% did not use financial literacy programme.4 or 7 % women gave good rating to financial literacy programme Nationalized commercial Bank. Again 1 or 2% women gave excellent rating to financial literacy programme.1 or 2 % women gave very good rating to financial literacy programme. 2 or 43% women did not give any responses.

43. In the answer for rating of pension plan of nationalized commercial bank. All the customers are not using this facility.

44. The answer of question, rating of service of electronic card of Nationalized Commercial Bank. Out of 56 responses 54 or 96% women did not use electronic card facility. 2 or 4% women gave rating good to electronic card facility of Nationalized commercial Bank.

45. The answer of the question what the reason for are not having account in bank. Out of 164 respondents for this question 82 or 50% women were not able to save. So they are unable to open an account in any formal institution. 57 or 34.8% women did not require any formal bank account. 15 or 9% women are not aware about the bank account facilities. 2 or 1 % women felt hesitation for taking help. 2 or 1 % women feels that banks are not trustworthy. Five or 3% women are facing procedural problem.

46. The answer for question reason for non-eligibility. Out of total 28 respondent 14 or 50% women are using spouse's account.12 or 43 % women do not know the reason for non-eligibility.

47. Table number 5.52 clearly shows financial inclusion caused by MDMSB. In 2001 0.56 % of rural women from Satara district were member of MDMSB, while after ten years in 2011, 11% of rural women financially included by the MDMSB. The increase rate of financial inclusion caused by MDMSB is 10.44% in ten years. In

other words, we can say on average every year 1% of rural women in Satara district Financial included by MDMSB. This is a remarkable achievement.

48. Also MDMSB is successful in arresting the migration and dropout of girls from school. A combination of all the efforts by MDMSB has led to a 40% drop in migration in Mahaswad and a proportionate decrease in the dropout rates of girls going to school According to Vanita Shinde, Chief Administrative Officer of the Since 1997, “more than 600,000 women have benefited from MDF’s advocacy for women’s ownership of household property,” says group.

49. Table 5.54 and 5.55 are showing progress of MDMSB. these table are based on secondary data, (reports of MDMSB). This is observed that number of account holders , amount of advances and deposits are continuously increasing. It is remarkable achievement.

50. Table number 5.57 is showing that MDMSB has been very successful in improving the economic condition of its customers. As per the report of a study conducted in year 2006, this fact gets proved.

### **7.3 General Findings**

1. Goat rearing market is very popular in Lonand. Specially in Vadar caste (Muslim). They rear goats and after becoming a grown up, they sell on high price for meat. They rear she goat too, use their milk and after some time sell it.
2. Women can take loan for more than one time. They understand value of returning them on time.
3. Specially in the case of Mann Deshi, many women are becoming customer only for taking loans. They are taking twice thrice or even four times. They are easily rotating it.



4. Some customers want to take more loans. They are not happy with current limit. They wanted to increase loan limit.
5. Bachat gat is very popular among women. They are using pigmy bank.
6. In Lonand Main road in slum area so many families got home from Indian railways department free of cost.
7. MDMSB is taking share while providing loan to customers. On the loan of 15,000 rupees 850 rupees takes as share. This is clear that Every woman who is taking loan giving some amount as share. So many women are not aware about that.
8. As told by the Loan Officer that every loan is insured but women are not aware about that. In case of any tragedy loan will be paid by bank itself.
9. Maximum women are only concern with loans. they are not aware about MCCRW, Mann Deshi foundation.
10. In Jain joint family, ladies are graduates and post graduates. Family having Grocery store business. Males of the family not including women in financial matter. Even they do not know name of the bank. Though they are highly educated, but they are not part of economic decisions. they are just doing house hold work. They are not aware about income and expenditure of family.
11. Self-employed women are more aware about financial services. They are taking loans, paying installments on time. After repayment they are taking loan again. Researcher found so many women have taken loan for more than three, four times.
13. These ladies are self-reliant. they are doing their own small businesses. This makes them confident. They are now making the financial decisions on their own without any influence by male family members. This also makes them to participate in the social activities of the town. It connotes that there is a high level of financial inclusion which has a positive effect on their social status.
14. So many women are becoming a member of Mann Deshi bank, specially customer of Mann Deshi have taken loan for 2-3 times. Women are able to pay back their loan

as per given schedule. These means that they have now gained a credit-worthiness, and one of the signs of empowerment. They have availed the loan facility repeatedly.

15. The respondents are financially literate. Mann Deshi Bank is providing training facility of financial literacy. This is much beneficial for rural women. Women are becoming aware about their financial status and importance of paying loan on time.

16. Even Housewives are strongly supporting their husband for running businesses and small shops. The researcher has found so many cases of the wife taking loan for husband's micro business and again paying back on time. This way they are a helping hand in running business of their husband.

17. Quite a good number of women are members of Bachatgat and pigmy. In this area, system of pigmy is very popular. The representative of bank collects small amount of money from customers. Women are keeping small savings. This area MannDeshi bank customers are dominating. The bank collects 10-20 rupees to maximum 2000rupees as pigmy. Even some are not able to fulfill basic requirement, but they are keeping small savings in pigmy. Maximum women understand the importance of saving. They are saving money as their own decision. So we can conclude women are financial decision maker. Even not very educated but can handle their financial matters.

18. Every woman is sending her child for education. Housewives are supporting their husband in running shops. With access to financial services (bank accounts, loans, etc.) women's bargaining power in society increases as they are equipped with the tools that help them earn and maintain a living. Additionally, studies overwhelmingly show women are more likely to save, allocate, and invest money in order to be protected against unexpected expenses, and in their children's education; giving an opportunity for a better livelihood to the next generation.

19. Financial inclusion, can increase the level of empowerment of women in so many ways. If women will have access on their own account and to the source of earning, it can increase women bargaining power for effect on use on money and other resources. Financial inclusion increases the opportunities for earning money. It can be helpful in the time of emergency or medical treatment and reduce the level of helplessness of women.

20. So many women are forming bachat Gat. They are leading with leadership and group development qualities. They are perfectly aware about that bachat gat money is their own money and they are getting it on 1% or no interest rate.

21. Some women are employed with any organization. Some women are self-employed. Mostly self-employed women are fruits and vegetable vendors and doing business of small articles, pickles, papad etc. Mann Deshi Bank is the leading bank in this area. Mann Deshi bank is co-operative bank for rural women. So many women have taken loan from Mann Deshi bank. Women are saving in bachat gat. Almost all are aware of financial status. They know the importance of saving. Socially women are becoming strong. They are getting capable of taking decisions.

22. Some Cases were for rearing goats and greasing in vehicles. Women are taken economically self-decision for taking loan, installments calculation of repayment. They are strongly standing with their male counterpart. Women are aware about virtue of saving whatever their economic condition, maximum women are saving in bachat gat.

23. In this village normally weekly market occurs. Maximum women vendor pays their installments in market only. Even they save small amount in pigmy. Pigmy system is very population in village. Women are taking responsibility of running their business, economic decisions. Even the researcher found some male member are not working but female is taking care their household responsibility.

24. Women have ability to lead the group and come together for common goal. They are able to take decision about all economic matter. Women are aware about property rights. Good number of women are becoming entrepreneurs. They are making papad, pickle, and other things professionally and selling in the market. Mann Deshi bank is providing Training to women in Mann deshi foundation, Women have opened their tailor shop, beauty- parlor. They are running small self-business.

25. MDMSB is providing doorstep banking. Every Branch has appointed one loan officer and 6-7 field service adviser (FSA). FSA visits and does survey in the market. FSA is directly going to market and searching customers for loan. After detecting customers FSA is collecting KYC documents and are filing the application of loan.

loan Officer Checks eligibility criteria for loans. After fulfilling eligibility, MDMSB provides loan on spot.

26.MDMSB use pigmy machine. With the help of machine all the transactions for installments and disbursement of loan done in the field itself.

27.FSA's role is very important in the case of MDMSB. They are local People. Socially connected with the customers. They collect timely and weekly installments. Deposit it the same day in the bank. They do the calculations very correctly and operating Pigmy machine. All the loan customers trust them. FSA are the bridge between customers and bank. As Customers need not to visit bank for depositing money and payment of installments. Maximum customers are availing doorstep banking when they are taking a loan. So, FSAs are real role model of banks.

28. Rate of interest on loan is little bit high. If installment will not be paid on time, the burden of loan will become very high. So customers are paying on time.

29. Because of joint liability of loan, repayment rate is very high. NPA is very less.

30.Maximum women are taking loan facility. Loan facility of bank is most popular service among customers. So many women are taking multiple times of loan and paying installments on time. Customers are perfectly aware about rate of interest and repayment mode.

31. So many Families have agricultural land. Because of less rain, lands are barren, cannot be used for crop production. Although so many women having enough land they are struggling for their subsistence, doing some other kind of occupation.

32.MDMSB is providing so many types of services. Although bank is giving special literacy class for women. All the women are not aware about other kinds of facilities. Like they do not know about Pension plan, insurance, chambers of commerce, Business School, etc.

33. As MDMSB official claiming that customers are using rupay debit Card, but Researcher did not find any MDMSB customer those are using rupay debit card.

34. Women customers are not aware about chamber of commerce of MDMSB, They are not aware that their name can be included in property registration documents.

35. All the borrowers are not aware that their loan is insured, in case of any accident or emergency their loan will be paid by bank.

36. Some women are only member of the MDMSB. For membership, some membership amount has to be deposited in the bank. If a women customer opens an account in the Mann Deshi Bank for becoming a member of the bank, she has to deposit some fix amount of money in the bank. Share of profit is distributed amongst the members.

37. Maximum respondents are self-employed, on that vegetable vendor.

38. Some entrepreneurs are getting awarded as Mann Deshi Udogini award. Such kind of customers are getting appreciation.

39. MannDeshi Bank is leading bank in this area. So many women are becoming member of Mann Deshi Bank, specially customers of Mann Deshi have taken loan for 2-3 times. Women are now able to pay back their loan as per given schedule. This means that they have now gained credit-worthiness, and one of the signs of empowerment. They have availed the loan facility repeatedly. The respondents are financially literate. Mann Deshi Bank is providing training facility of financial literacy. This is much beneficial for rural women. Women are becoming aware about their financial status and importance of paying loan on time. Maximum 2000 rupees as pigmy. Even some are not able to fulfill basic requirement, but they are keeping small savings in pigmy. Maximum women understand the importance of saving. They are saving money as their own decision. So, we can conclude women are financial decision maker. Even not very educated but can handle their financial matters.

## 7.4 Conclusions

After the study of Mann Deshi Bank Researcher can summaries these statements.

1. Mann Deshi Bank has become dominant in Rural Satara. In the case of rural women account holders maximum account holders are from the MDMSB. Out sample account holder women, MDMSB account holder in maximum number. In the sample of 564 women 395 women are account holder of formal institutions, on that part 261 rural women are MDMSB account holder. This is proving dominant role.
2. Out of 261 MDMSB account holders 181 or 69% of women are recommending MDMSB to their friends and relatives. In case of nationalized bank only 37% account holders are recommending banks to their friends and relatives. Cooperative bank account holders only 8% are recommending to friends and relatives.
3. Out of 164 non-account holders' reason for not having account is that, 50% or 82 women are not able to save. So high proportion of women are economically weak. Hardly they can meet their basic requirements. In the consideration of total sample 82 means around 14% of women are very poor. They are financially not able to save money. So, we can say for improving situation of financial inclusion it is demand of the time that women income generation modes should be increased.
4. Out of 164 non-account holders 35 % or 57 women do not require an account. They do not feel that account in any bank can increase their accountability. They can save but are not aware of advantages of financial inclusion. poverty and using husband's account are the main reasons for not account in bank. Other reasons are ignorance, procedural problems, no bank in area, hesitation, lack of trustworthiness on banks, but these are not significant. Mainly poverty and lack of habit of using banking services are where needing to overcome for financial inclusion.
5. Doorstep banking and sending fielding officers on the market area is unique feature of MDMSB that is making retuned loan on time and women are taking so many times loan. This step is feasible for all the Banks.

6. Due to on spot recovery of the loan in the weekly market, the rate of repayment is very high and NPA is very less. As per the reports of MDMSB NPA is around 2% all the years. In the sample of women researcher got only one defaulter of loan from MDMSB. All the borrower of MDMSB are paying back loan on time.

7. MDMSB pigmy services helping women to save more despite low source of income. Women are saving deliberately by cutting their extra expenses. They are aware of virtue of saving more.

8. Model of doorstep banking of MDMSB can be made ideal for other banks as providing loan or cash on market spot and recovery on spot of income generation is becoming feasible. Doorstep banking of MDMSB becoming successful. especially small savings in pigmy and providing loans to the rural women. Women are taking advantages of small saving facilities.

9.BPL women are getting all types of financial services without visiting the bank.The BPL women cannot afford to miss their working schedule, which in turn will cause a financial loss to them.

10.There is no minimum limit for saving amount for BPL women. This not the case with other banks.

11. Quite a good number of women are empowered with the help of MDMSB. Mann Deshi Business is making a lot of successful entrepreneurs.

12. Due to Case of repayment option of Loan by MDMSB, women can take frequent multiple Loans. This is helping women to become economical independent.

13.MDMSB's on the spot cash credit program is helping women to increase their market share.

14. Feeling of shareholder of the Bank is making women proud. This is helping towards women empowerment.

15. The most prominent function of bank is becoming is loan facility and weekly recovery by the field officers. While taking loan, women are perfectly aware about the repayment of loan on time. they are able to calculate and can plan for next loan.

16. Reports of Mann Deshi bank reflects the fact that, number of customers of MDMSB are continuously increasing. Deposits and loans are also increasing. Number of members are increasing.

17. Based On reports of MDMSB it can be concluded that Bank is getting continuous profit. Except one year it has decreased. Every year profits are increasing. NPA is in minimum. That shows model of MDMSB is economically viable.

18. In Satara, maximum women are aware about Mann Deshi bank. So the services provided by MDMSB are known by local people.

19. As number of customers are increasing, MDMSB is covering a large part of rural population. As per 2011 census, MDMSB is covering 11% of rural women in Satara.

20. Loan of every women is insured by MDMSB.

21. MDMSB started water conservation practices.

## **7.5 Suggestions**

1. The most important problem of rural Satara is lack of rainfall. Due to less rain crop production is very less. So many families have land, but they have to depend on other occupations too. So, in rural Satara area Irrigation facility should be developed with priority basis. Water conservation practices should be followed.



2. Some women were not satisfied with the limits of personal loan. Limits should be increased.
3. As compared rate of interest on loan is high and if not paid installments on time, recovery rate is high. It should be reduced.
4. MDMSB is providing so many types of services. Although bank is giving special literacy class for women. All the women are not aware about other kinds of facilities. Awareness about all the services should be increased.
5. Women are not aware about loan insurance. Field service adviser (FSA) should give awareness about this facility. Women should be provided knowledge that their loans are insured.
6. Use of Rupay Card should be increased. Women should be motivated for use of Rupay debit card.
7. There is need of awareness about Tarang Vahini (Radio Service). So many women are not availing services of Tarang Vahini.
8. There is need of awareness about Chambers of Commerce. Women of rural Satara are not aware about Chamber of commerce. Mann Deshi Bank official should spread the information and advantages of Chamber of Commerce.
9. Women should be encouraged to join Chamber of Commerce. So maximum women can take advantage of Chamber of Commerce.
10. The Model of Mann Deshi Bank can be applied to all the banks dealing with rural population.
11. This model can be used for male account holders of the other Banks also.
12. This model can be used universally for urban and rural areas for all the adults.

13. Mann Deshi Business school Facility in all the rural area should be increased.
14. Literacy rate is low. Educational institutions should be increased. Adult education agency should be started.
15. There should be more vigilance on the workings of FSAs.
16. Besides loan facility other services should make popular.
17. Bank should motivate people to avail pension plan.
18. Bank should motivate people to take insurance plan.
19. Women should get knowledge about financial literacy. Even those women who are not taking any loan. They should get information about financial literacy and advantages of saving and investments.
20. Women should get information about property rights. They should inspire to include their name in property deed. More motivational steps should be taken to include names of women in property.
21. Number of Branches of MDMSB should be increased. So that the range of financial services can be increased.
22. Accountability of another cooperative bank should be increased. Functioning of local cooperative bank should be made more transparent and professional.
23. More branches of nationalized banks should be opened in rural area.
24. Women should be giving Marketing tips and strategy for marketing their product.

## **7.6 Limitations**

1. Out of seven branches of MDMSB, six rural branches in Satara district only. One branch is in Dhayari in Pune in urban area. So this study is limited only in rural Satara area.
2. This study is only about the financial inclusion of rural women. This study is limited only to rural women.
3. The study done only the areas surrounding of Mann Deshi Bank branches. This study selected women customers from surroundings of Mann Deshi Bank branches.
4. This study discusses about only the steps of banks for financial inclusion. This is not studying social welfare aspects of the Mann Deshi foundation. Other social activities of MDMSB are not part of the study.
5. This study is not discussing about other aspects of women empowerment like social and cultural aspects etc.
6. This study concentrates only on special features of Mann Deshi bank, that directly related with financial inclusion of rural women rather than other features.
7. This study is not discussing other basic infrastructural bottlenecks of banking services.
8. This study is not discussing about other steps of MDMSB like Business school, chamber of commerce, etc.

## **7.7 Scope for Further Study**

Evaluation of all the other schemes of Mann Deshi Mahila Bank from the customer point of view can be studied further in this area. All the sample of women customers are not perfectly aware of all the Mann Deshi Schemes. When all the customers will be using all the services then evaluation of these service can be done in this area. It can be part of further study on how the basic steps using by MDMSB should reach to all the customers. These special steps for women will be beneficial or not. We can study what kind of effect of these steps on women economic status. Success rate of all the special steps for women by MDMSB can be part of further study. Again, what kind of improvement in strategy should be adopted, Can these strategies be adopted by other banks too. It can be studied whether special steps of MDMSB will be helpful in hundred percent financial inclusion of rural women. It can be part of question that steps taken by MDMSB are fruitful or not. Every special step or doorstep banking is becoming successful in financial inclusion of rural women or not, and upto what extent. Are these steps are marking a change in the society. Is it becoming helpful in the wave of change in financial status of rural women.

## Appendix 1

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## Appendix 2

### QUESTIONNAIRE

This questionnaire will be strictly used for academic purpose. The research is under taken Savitri Bai Phule Pune University Through : Ph.D Research Centre in Economics, Modern College of Arts, Science & Commerce, Shivaji Nagar Pune- 411005 , Under guidance of Dr. (Mrs) Madhu Satam. The title of research is “Role of Mann Deshi Mahila Bank Model in Terms of Financial Inclusion of Rural Women”

I will be Thankful to you for giving your valuable Time and views and answering Questionnaire.

Name of the Researcher  
Vinita Shrivastava

Tick ( ☒ ) Appropriate Boxes

Place of Survey: \_\_\_\_\_ Date: \_\_\_\_\_

1. Name of the Respondent: \_\_\_\_\_  
2. Contact No. \_\_\_\_\_

3. Age: 4. Marital Status

1.	less than 18	4.	36-45
2.	18-25	5.	46-55
3.	26-35	6.	55 and above

1.	Married
2.	Unmarried
3.	Widow/

5. Education

1.	Not educated
2.	Can sign only
3.	Less than 10 <sup>th</sup>
4.	10 <sup>th</sup> to 12 <sup>th</sup>
5.	Graduate and above

6. Caste

1.	Open
2.	SC
3.	ST
4.	OBC
5.	Others

7. Family Income

	Yes	No
1. Are you employed ?		
2 Family Member employed		
3. Agriculture		
a. Employed in self Farm		
b. Employed in others Farm		
c. Employed other persons in your Farm		
4. Self –Employment/Business		
a. Do you have employees other than family		
5. Rent from tenant	*	
6. Any other source of income		

8. Income per annum (In Rupees)

	Individual	Family
1.Less than10000		
2.10001-15000		
3. 15001-20000		
4.20001-and above		

9. Expenditure as % of Income :10. Methods of savings :

1.	More than income	
2.	100 %	
3.	90-100 %	
4.	80-90 %	
5.	70-80%	
6.	60-70%	

1.	Not able to save	
2.	Cash Saving	
3.	Bank deposits	
4.	Deposit in bachat Gat	
5.	Saving in form of gold	
6.	Deposit in any other form	

11. Do you have any bank account?

Yes	
No	

12.whichBank do you have13. Why you have chosen above mention bank for account ?

1.	Nationalized Commercial Bank	
2.	Mann Deshi Bank	
3.	Credit Co-operative society	
4.	R.R.B	
5.	Private Bank	
6.	Bachat Gat	
7.	Post office	

1	Good services	
2	Near by	
3	My husband/family suggestion	
4	My friend/ relative/neighbour having account in this bank	
5	Self decision	
6	Bank or govt official suggestion	
7	AnyComplusion	

14.Will you recommend your friend family and neighbour for the same bank ?

1.	Yes	
2.	No	

15.What kind of financial services you have taken from bank ?Write 0 for do not know no1 for No no 2 for Yes

		MDMSB			comme rcial bank			Cooper ative bank			Region al rural Bank			Private Bank			Bachat Gat			Post office			Local money lender		
		0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2	0	1	2
.1.	Saving Account																								
2.	All kinds of commercial loans																								

[illegible]





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20. Inclusion of Women's Names on Property Stamp Papers-

A. Is there your name in your property?

	Yes	
	No	

B. If Your name Included in Stamp paper C. If No then why ?

I	Since when	Since Marriage 5 years/ 3/1 year
II	It included after MDMSB initiatives	
III	Do you feel any change after opening account in MDMSB	
IV	D'nt know	
V	No comment	

1..	Not aware	
2.	Lack of feeling of empowerment	
3.	. Family members are not supporting	
4.	Any Other	

21(MDMSB) Are you member of MCCRW(Chamber of Commerce for Rural Women in India)

A. If Yes then

A. Do you feel any advantage? B. If No

I	Yes advantage in income	
II	Yes advantage in profession	
III	Yes advantage in status	
IV	Yes mentally feel better	

1.	you want to become member of it	
2.	You don't want to become member	
3.	You don't about it	
4.		

22.MannndeshiTarangVahini ?

I	Have you heard any programme on it	
2	Have your knowledge for health. Small trade, entrepreneurship increased	
3	Have you benefitted by it ?	Yes/ No
	How you have benefitted Please specify ----- ----- -----	

22.B If no then Why ?

I. Not aware	
II. knowing but not taken facility	

23. Have you Not taken pension scheme ? Why

1	Ignorance	
2	Know but not money for it	
3	Don't want to take	
4	Person did not contact	

24. Have you gone for business school programme ?

24. A If yes

B. If No Then why?

1	Name the curriculam	
2.	Get new job opportunity	
3.	Becoming more efficient	
4	Helpful in entrepreneurship	
5.	Did not get any advantage	

1.	Not aware	
2.	Not interested	
3.	Interested but no time	
4.	Will join	
5.	Family do not support	

25. If you have face any problem while taking Loan? Please specify

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26. Any Special Comment about MDMSB Performance, Weakness or Suggestions

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## Appendix 3

## Acronyms

AFI- Alliance for Financial Inclusion

AMASY- Akshaya Mahila Sahay Yojana

APBS- Aadhar Payment Bridge System

AEPS -Aadhaar Enabled payment system

BSBDA- Basic Savings *Bank* Deposit Account

BLC - Branch Loan Committee

BF - Business Facilitators

BC - Business Correspondents

CAB - College of Agricultural Banking

CBS - Core Banking Solution

CGTMSE -Credit Guarantee Trust for Micro and small enterprise.

DBT- Direct Benefit Transfer

DLCC - District Level Consultative Committees

DWCRA - Development of women and children in rural Area

DCC - Doorstep Cash Credit

EAS - Employment Assurance Scheme

EDP- Entrepreneurship Development Programme

FSA- Field service assistants

FIF - Financial Inclusion Fund

FITF -Financial inclusion technology fund

FIAC -Financial Inclusion Advisory Committee

FIDD The Financial Inclusion and Development Department

GIZ- Deutsche Gesellschaft for International Zusammenarbeit

GCC - General Credit Card

GIPE -Gokhale Institute of Political Economy

GOI- Government of India

HSBC - Hongkong And Shanghai Banking Corporation.

IBA - Indian Banking Association

ICT - Information And Communication Technology

IIF - Institute Of International Finance

IAY- Indira Awas Yojana

IKP- Indira Kranti Patham

IMPS - Immediate Payment Service

IRD- Integrated Rural Development Programme

ISD - international Subscriber Dailling

JRY - Jawahar Rojgar Yojana

KYC - Know Your Customer

MDMSB- Mann Deshi Mahila Sahakari Bank

MSME- Micro, Small and Medium Enterprises

MUDRA- Micro Units Development and Refinance Agency

MFIs - Micro Finance Institutions

MTNL/other

MWS- Millions Well Scheme

MPLADS- Mps Local Area Development Scheme

MGNREGA- Mahatma Gandhi National Rural Employment Guarantee Act

MoRD - Ministry of Rural development

NACH- national Automated Clearing House

NGO- Non-Government Organisation

NAMCABS - National Mission for Capacity Building of Bankers for financing the sector

NPCL- National Payments Corporation of India

NSFI - National Strategy for Financial Inclusion

NPA - Non-Performing Assets

NABARD -National Bank for Agriculture and Rural Development

NEFT- National Electronic Funds Transfer

NIBM - National Institute of Banking Management

NRLM - National Rural livelihood Mission

OD- Over Draft

PMJDY- Pradhan Mantri Jan-Dhan Yojana

PSLCs- Priority Sector Lending Certificates

RIDF- Rural Infrastructure Development Fund

R.R.B- Regional Rural Bank

R.B.I-Reserve Bank of India

, RTGS - Real Time Gross settlement

SLBC - State Level Bankers' Committees

SEWA- Self Employed Women's Association

TRYSEM - Training for Rural Youth For Self- Employment

SHGs- Self Help Group

SSA - Sub Service Area

STD -Subscriber Trunk Dialling

SLBP - Self Help Group – Bank Linkage Program

UTI- Unit Trust of India

USSD- Unstructured Supplementary Service Data

UIDAI-Unique Identification Authority of India

## Appendix 4

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### Snap Shots of Visits









