



## **Role of information technology in the development of mahila urban co-operative banks in Rajasthan**

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### **Abstract**

Today's world is Information Technology (IT) world. The life is passing through the era of IT. The IT must be an important part of our life and organization and business strategy. Today most of the banking happens while you are sipping coffee or taking an important call. ATMs are at your doorstep. Banking services are accessible 24x7. A huge part of this change is due to advent of IT. Banks today operate in a highly globalized, liberalized, privatized and a competitive environment. In order to survive in this environment banks have to use IT. The study reveals that role of information technology in the development of Mahila Urban Co-Operative banks of Rajasthan. IT is playing very important role in the development of Mahila Urban Co-Operative banks of Rajasthan. Many banks exist in the Rajasthan regarding access to information technology. Information Technology is the contentment associated with development of Mahila Urban Co-Operative banks. The competition among the banks has led to the increasing total banking automation in the banking industry, so information technology creates favorable or unfavorable condition for competition with which Mahila Urban Co-Operative banks can develop their work. So the study focuses on the role of information technology in the development of Mahila Urban Co-Operative banks of Rajasthan. The study concludes Information Technology Mahila Urban Co-Operative banks.

**Keywords:** information technology (IT), highly globalized, liberalized, privatized, competitive environment

### **Introduction**

Indian Banking sector has made rapid strides in reforming and align itself to the new competitive business environment. Indian banking industry is the midst of IT revolution. Technology infrastructure has become an indispensable part of the reform process in the banking system, with the gradual development of sophisticated instruments and innovations in market practices.

Indian banking industry, today is in the midst of an IT revolution. The bank which will use the right technology to supply timely information will see productivity increase and thereby will gain a competitive edge. To compete in economy which is opening up, it is imperative for the Indian banks to observe the latest technology and modify to suit their environment. Not only banks need greatly enhanced use of technology to customer friendly, efficient and competitive existing services and business, they also need technology for providing newer products and newer forms of services in an increasingly dynamic and globalized environment information technology offers a chance for banks to build new system that address a wide range of customer needs including many that may not be imaginable today.

Internet Banking (E-Banking): Internet banking or E-Banking means any user with a personal computer and a browser can get connected to his bank's website to perform any of the virtual banking system, the bank has centralized database that is web-enable. All the services that bank has permitted on the internet and displayed in menu. Any service can be selected and further interaction is dictated by the nature of service. The traditional branch model of bank is now giving place to an

alternative delivery channels with ATM network. Once the branch offices of bank are interconnected through terrestrial or satellite links, there would be no physical identity for any branch.

### **Present Situation of Mahila Urban Co-Operative banks of Rajasthan**

Mahila Urban Cooperative Banks of Rajasthan are unique financial institutions. Nowhere in the world is such exclusive financial institutions of women managed by women for the women exist. The Mahila Urban Cooperative Banks, as the name itself suggests work exclusively for the economic development of women. The objective of Mahila Banks is to promote the women for doing something for women. Women from 50 percent of the population of India though the constitution of India provides for equal opportunities to women, employment opportunities for them are less because of social, physical and biological factors. There is a need for total involvement of women in the process of change at social, political and economic levels. Having been subjected to social and cultural injustice for long, women will first have to be helped to acquire self confidence before they can take on the role of agents of change and it is through their economic empowerment that women can gain self-confidence and become part of mainstream of national development. For promoting self-employment, among women the most crucial requirement is allocation of credit and mahila banks are playing a commendable role in catering to the financial needs of women.

**Table 1:** Location of Mahila Urban Co-operative Banks in Rajasthan

S. No.	Name of Mahila Urban Co-operative Banks	Place
1.	Bhilwara Mahila Urban Co-operative Banks Ltd.	Bhilwara
2.	Kota Mahila Nagrik Sahakari Bank Ltd.	Kota
3.	Raj lakshami Mahila Urban Co-operative Bank Ltd.	Jaipur
4.	Rajputana Mahila Urban Co-operative Bank Ltd.	Jaipur
5.	Udaipur Mahila Samridhi Urban Co-operative Bank Ltd.	Udaipur
6.	The Udaipur Mahila Urban Co-operative Bank Ltd.	Udaipur

Source: Web

### Need of Technology Trends in Mahila Urban Co-operative Banks

IT Considerations Since the early nineties, each Indian bank has done some IT improvement effort. The first and foremost compulsion is the fierce competition. The requirements of the banks are different individually depending upon their nature and volume of business; focus on a particular segment, spread of branches and a like. Many a time's banks do have the required information but it is scattered. The operating units seldom know the purpose of gathering the information by their higher authorities.

As stated earlier the banks have most of the needed data but are distributed. Further the cost of collection of data and putting the same to use is prohibitively high. The accuracy and timeliness of data generation becomes the causalities in the process. Best of the intentions on computerization are wished away because there is an invisible reduction in cost/efforts/time required for the required data gathering. Addressing to rising customers expectations is significant particularly in the background of increased competition. In case bank A is unable to provide the required service at a competitive price and in an accurate manner with speed. There is always a bank IT at its next-door waiting to hire the customer. Awareness of customers about the availability of services and their pricing as also available options have brought into sharp focus the issue of customer satisfaction.

### Challenges of Mahila Urban Co-operative Banks for Not-adopting Technology

- High cost of technology
- Limited business operations
- Limited geographical area
- Customer treat services offered by bank as Convenience banking
- Shortage of skilled human resource
- Fear of security threats
- Infrastructural barriers are one of the challenges for implementation and development of e-banking in Mahila Urban Co-operative Banks.
- Knowledge barriers are one of the challenges for implementation and development of e-banking in Mahila Urban Co-operative Banks.
- Legal and security issues are one of the challenges for implementation and development of e-banking in Mahila Urban Co-operative Banks.
- Social and cultural barriers are one of the challenges for implementation and development of e-banking in Mahila

Urban Co-operative Banks.

- Economic factors are one of the challenges for implementation and development of e-banking in Mahila Urban Co-operative Banks.
- Management and banking issues are one of the challenges for implementation and development of e-banking in Mahila Urban Co-operative Banks.

### Objectives of the Research

The proposed study has following objectives:-

1. To study the various factors that influence customers for online banking in Mahila Urban Co-operative Bank.
2. To identify customers' perception towards online banking in Mahila Urban Co-operative Bank.
3. To find out customers' satisfaction with online banking in Mahila Urban Co-operative Bank.
4. To study the impact of demographics on customer satisfaction towards online banking in Mahila Urban Co-operative Bank.
5. To suggest measures to improve customer satisfaction towards online banking in Mahila Urban Co-operative Bank.

### Study Area

6 Mahila Urban Co-operative banks from 4 districts of Rajasthan is the study area. Rajasthan is multi-linguistic, multi-ethnic, multi-religious and multi-cultural. This diversity makes it more attractive for this research. Besides, the Rajasthan, though big in geographical area, has branches of all leading commercial and private banks.

### Research Methodology

Data collected through structured questionnaire from 281 valid respondents remaining 19 respondents are invalid out of 300 selected from Mahila Urban Co-operative 6 banks of 4 districts.

### Analysis and Interpretation

#### Availability of Information Technology in Mahila Urban Co-operative Banks

Majority of respondents (Percentage=53.20) are satisfied with availability of Information Technology and 39.60% respondents are highly satisfied. 4% respondents are neither satisfied nor dissatisfied while 3.20% respondents are dissatisfied with the availability of E-banking. The average score (2.412) has projected high satisfaction of respondents.

**Table 2:** Availability of Information Technology

Response	N	Percentage
Highly Dissatisfied	0	0.00%
Dissatisfied	9	3.20%
Neutral	12	4.00%
Satisfied	149	53.20%
Highly Satisfied	111	39.60%
Total	281	100.00
Mean Score	2.412	
Standard Deviation	0.389	
Result	Highly Satisfied	

Source: Statistical Analysis

**Degree of Expectation fulfilled in Mahila Urban Co-operative Banks**

Every customer has some pre expectation so respondents were asked that does Mahila Urban Co-operative Banks fulfill their expectations and results received are presented in table 4.7.2. The average score is received as 1.716 which projects that respondents don't have any clear opinion on this issue.

**Table 3:** Degree of Expectation fulfilled in Mahila Urban Co-operative Banks

Response	N	Percentage
Much More than Expected	55	19.40
Equal to Expectations	21	7.40
Can't Say	100	35.80
Less than Expectations	66	23.20
Much Less than Expected	41	14.20
Total	281	100.00
Mean Score	1.716	
Standard Deviation	0.722	
Result	Can't Say	

Source: Statistical Analysis

**It's easy to online banking with Mahila Urban Co-operative Banks**

Maximum numbers of respondents are having this opinion that it is easy to online banking with Mahila Urban Co-operative Banks while only 20.80% respondents denied this statement. The average score is 1.637, of those respondents who find it easy to online banking with Mahila Urban Co-operative Banks.

**Table 4:** It's easy to online banking with Mahila Urban Co-operative Banks

Response	N	Percentage
Extremely True	77	27.60
Very Much True	36	12.80
True	60	21.00
Slightly True	50	17.80
Not at all True	58	20.80
Total	281	100.00
Mean Score	1.637	
Standard Deviation	0.840	
Result	True	

Source: Statistical Analysis

**Overall Satisfaction**

Respondents were asked to indicate their overall satisfaction with Mahila Urban Co-operative Banks online banking and

results received are presented in table 4.6.15. Majority of respondents (Percentage=66.20) are satisfied with Mahila Urban Co-operative Banks online banking, followed by 15.60% respondents who are neither satisfied nor dissatisfied. 14% respondents are highly satisfied with Mahila Urban Co-operative Banks online banking. And 4.20% respondents found dissatisfied. The average score of 2.179 along with S.D. 0.420 projects that respondents are satisfied with Mahila Urban Co-operative Banks online banking.

**Table 4:** Overall Satisfaction

Response	N	Percentage
Highly Dissatisfied	6	2.20
Dissatisfied	5	2.00
Neutral	44	15.60
Satisfied	186	66.20
Highly Satisfied	40	14.00
Total	281	100.00
Mean Score	2.179	
Standard Deviation	0.420	
Result	Satisfied	

Source: Statistical Analysis

**Findings of the Study**

This study provides an overview of the issues resulting from the development of Mahila Urban Co-operative Banks by e-banking, to describe the current state of e-banking in India. Also, various psychological and behavioral issues such as trust, security of internet transactions, reluctance to change, various level of satisfaction such as service oriented, technology oriented, technology oriented etc, expectations of the clients and bankers regarding e-banking technology and preference for human interface which appear to impede the growth of e-banking with special reference to Mahila Urban Co-operative Banks operating in Rajasthan

**Suggestions**

Mahila Urban Co-operative Banks should focus on improving their marketing and sales strategies to pull more customers into online banking. Because it is the most effective way to fulfill customer satisfaction dimensions. The firms need to place a clearly defined service policy for the customer on the online banking that could help save time and effort in the long time. Moreover a complete and approachable way of delivering knowledge to customers will help to make customer more confident about the given product and service. A proper channel and easy way of services and products could

increase customer trust and keeping the existing customer loyal but also create a good thought process that will grab the attention of new customers in long run. Due to the changing economic scenario in the globalization era and due to the improvement and advancement in science and technology new products with more utility values keep coming to the market. In order to attract the consumers the Mahila Urban Co-operative Banks should improve the quality of online banking.

### Conclusion

No doubt, Information Technology has been effectively contributing to Banks, But not in Mahila urban co-operative Banks significantly to their development in terms of getting funds for business, women empowerment and also for consumption purpose. The study found Mahila urban co-operative Banks not using Information Technology properly as compare to other banks. Maximum number of the woman having saving bank accounts in commercial banks and private banks. Awareness regarding Information Technology services being provided by the Mahila urban co-operative Banks is minimal. The dissatisfaction from various services activities followed by Mahila urban co-operative banks such as requirement of Information Technology. Inconvenient procedural formalities, and difficult service terms is also one of the major reasons for a significant proportion of the women to prefer other sources of banking. The Mahila urban co-operative Banks should introduce some proactive strategies primarily aiming at spreading more awareness of the Information Technology services available with the banks and encouraging the use of such services. Mahila urban co-operative Banks need to be regulated and supervised in order to keep them actively engaged in the Information Technology. Moreover the banks should make provision of more services under the Information Technology as per the requirements of Mahila urban co-operative Banks. Mahila urban co-operative Banks should be encouraged to take up Information Technology activities by giving them proper guidance and developing their business skills. Mahila urban co-operative Banks to a great extent depends upon the Information Technology system Information Technology of Mahila urban co-operative Banks can prove to be a very powerful instrument.

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