

**Report**

**On**

Borrowers' Satisfaction at Grameen Bank

**Submitted by:**

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## Acknowledgement

All praise to Allah, the almighty, and the merciful. Without his blessing and endorsement this report would not have been accomplished. Then my heartiest gratitude goes to my parents who always encouraged and supported me to continue the study.

It was difficult to me complete my report if the following great person don't help by providing information. That's why; thank all of those kind hearted people who have contributed to prepare this report. There are of course some very special people who cannot go without mention.

At the outset, I would like to give special thanks my supervisor **Dr S M Sohel Rana**, Associate Professor & Associate Head Department of Business Administration, Daffodil International University, for his proper guidance, advice and encouragement during the whole period of the work.

I express my heartiest gratitude to **Mr. Zakaria**, Co-ordinator international department of Grameen Bank who firstly give basic idea about microcredit and Grameen Bank and also provide other kinds of necessary information which is relate my study.

I express my heartiest gratitude to **Mr. Tofazzal Hosen** , Branch Manager, Grameen Bank Auk Para Branch . He helped me to get the opportunity to complete my internship program.

I also express my heartiest gratitude to **Mr. Anwar Zahid**, Second Officer(Grameen Bank Auk Para Branch) . He also support and help me by providing special kinds of information about these Branch which was require my internship program.

Finally, I would like to mention, **Kamal Uddin & Zahid Hasan**, both are center officer in Bank Auk Para Branch. They have great contribution for introducing with members and they also personally give intern supportive information.

Having received enormous support from my course teacher, my family and friends, I have made a great deal of effort to accomplish this research. Thanking to all.

.....  
Mohammad Ismail Hossain

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Major: Marketing

## **Declaration**

I do hereby declare that this report entitled “**Borrowers’ Satisfaction at Grameen Bank**” submitted by me to for the degree of Bachelor of Business Administration is an original work.

Basically, all sorts of information in this document have been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all materials and results that are not original to this work.

.....  
Mohammad Ismail  
Hossain  
ID: 152-11-234  
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Major: Marketing,  
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Daffodil international university

## Supervisor certificate

This is to certify that the internship report on '**Borrowers' Satisfaction at Grammen Bank**' for the degree of Bachelor of Business Administration (BBA) major in Marketing from Daffodil International University carried out by **Md. Ismail Hossain**, Student **ID No: 152-11-234** under my supervision. He has completed the practical internship Program at the Grameen Bank, successfully under my supervision.

No part of the internship report has been submitted for any degree diploma, title, or recognition before. I recommend the report for submission to the Department of Business Administration, Daffodil International University, for consideration of the internship committee.

.....

DR S M Sohel Rana

Associate Professor

& Associate Head

Department of Business Administration

Daffodil International

University, Permanent Campus

## Letter of Transmittal

Date: September, 2019

Dr SM Sohel Rana

Associate Professor&

Head

Department of Business Administration

Daffodil International University, PC

**Subject:** Submission of Internship Report on, “**Borrowers’ Satisfaction at Grameeenn Bank**”.

Dear Sir,

It is an immense pleasure for me to submit the internship report on **Borrowers’ Satisfaction of Grameeenn Bank**, for fulfillment of BBA program, Major in Marketing Department of Business Administration, Daffodil International University. I have tried my best to depict my ideas findings as articulately as I could within the time and resource constraints.

I sincerely expect that it will come up to your expectations.

Sincerely Yours

.....

Mohammad Ismail Hossain

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BBA (Major in Marketing)

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## Executive Summary

The main reason behind this study is to know how much borrowers are satisfied with the services of Grameen Bank (Auk Para) branch. How this branch is contributing to members, for this reason they are satisfied. Members are satisfied on GB Auk Para branch which researcher understands by directly talk to with members.

This study is based on the secondary & primary source of information. To collect primary data, it required to collect data by using a structured questionnaire from the total 30 (thirty) respondents of the GB. A likert scale questionnaire was used. After collection of data, some descriptive statistical tools like percentage, tabular and graphs presentation were used to present the findings.

The main part of the study shown member's demographic information. Their surrounding conditions. How they spending their life like Grameen Bank members are taking Basic loan for agriculture, vegetable farming, grocery store, and tea stall etc, Micro-Enterprise for small business, clothing store, cow farming, furniture store, house rent, stationary shop and housing loan for build house. The findings of the study demonstrate that the borrowers are quite satisfied with GB. They are trying to improve this side more in future and taking new era by using new technology.

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## **Chapter- I**

### **Introduction**

#### **1.1 Statement of the problem:**

The main reason of this study we know all over the sector these type of study are the most important part to about customer's satisfaction. So which places customers are satisfied toward Grameen Bank find out that variable is my concentrated part.

This study is important to me because everywhere involve issue of satisfaction. We don't have any place where don't have any need of satisfaction. Satisfaction level is flexible not still. Any time go on from customers mind. So these types of sensitive variables we require more and more study.

These studies help policy planner of Grameen Bank to inform about which's the customer's satisfactions variable how they can implement those variables on their policy. How they can improve customer satisfaction.

#### **1.2 Literature Review:**

Customer satisfaction is collective outcome of precipitation, evaluation and psychological reactions to the consumption experience with a product or service (Yi, 1990). According to Kotler (2000. P.36) 'satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product perceived performance or outcome in relation to his or her expectations.'" Early concept of satisfaction research has typically defined satisfaction as a post choice evaluation judgment concerning a specific purchase decision (Churchill and Sauprenant, 1992; Oliver, 1980). Yang and Fang, (2004) believe that customers still demand many services available through traditional channels even if they choose pure suppliers with basic customer services. Establishing and achieving customers satisfaction is the main goal of businesses nowadays, because is a strong relationship between the qualities of product customer satisfaction and profitability (Fecikova, 2004).

There are two principal interpretations of satisfaction within the literature, satisfaction as a process and satisfaction as an outcome (Parker and Mathews, 2001), Salomon. (1991) recognized customer's satisfaction as the overall attitude of the individual toward the bought product. Also customer satisfaction is defined as a customer's overall evaluation of the performance of an offering to date. This overall satisfaction has a strong positive effect on customer loyalty intentions across a wide range of product and service categories (Gustafsson. 2005).

Customer service is an organization's ability to supply their customer's needs and wants and improving customer service involves learning both what customer's needs and wants are, and also developing action plans and process to give customers what they really want and need

(Hanson, 2002) state that customer perception of service quality are drawing a major concern by both business managers and researchers.

### **1.3 Objectives of the Study:**

The objectives of the study may be viewed as:

- To analyze the borrowers' satisfaction level at GB.
- To suggest ways and means to improve borrowers' satisfaction of the branch.

### **1.4 Scope of the study:**

The scope of the study is concentrated mainly on the variable like branches in the rural area, weekly payment system, bank activities at their home, no collateral or legal document, opportunity to paid instalment at their home, to get 30% profit yearly, low interest rate similar other microcredit institution, etc.

### **1.5 Limitations of the Report:**

Since this is a new kind of topic for me and it is quite difficult to sustain the expectation level from my side. However, I try to give my best effort to prepare my internship report extensive as detailed as possible. Here are some limitations of this study which is short described by following. Such as:

- These Branch 100 percent was woman respondents. So they are feeling shy to give question answer to me.
- Respondents also don't have enough time to detail discuss with us. This time they were busy with cooking.
- Obtaining information from some respondent was inconsistent with researcher opinion.
- Don't opportunity to go respondent house. Because all are woman.

- The given time for conducting the survey was not enough.

## **Chapter-II**

### **Methodology of the Study**

This methodology part is an important portion of the study. This is planned in such a way so that it can to achieve the objective of the study. It includes sampling procedure, data collection procedure, and also procedure of analysis the data. The information prepare this report has been collected from both primary source that has been collected formal way and secondary source that has been collected from annual reports, articles and online which together provided more extensive information.

#### **2.1 Data source**

Data for this report has been extracted from **primary sources** as well as **secondary sources**.

##### **2.1.1 Secondary Data Collection:**

To complete my report along with primary data need some secondary data related with my topic. Relevant literature like published and unpublished thesis, previous report, books, reports of Grameen Bank etc have been reviewed with a view to increase the knowledge and regarding the issue. Above all the storehouse of knowledge, “the internet” will also be big part of the literature review. Majority of the data will be collected from Annual Report, brochures, Grameen Bank official web sites. .

##### **2.1.2 Primary Sources:**

**Study Area:** GB Auk Para Branch, Ashulia is considered as the study area of this research.

##### **2.2 Study Sample:**

### **2.2.1 Selection of the Study Area:**

**Study Area:** GB Auk Para Branch, Ashulia is considered as the study area of this research.

### **2.2.2 : Selection of the study sample**

A total of 30 respondents were selected randomly from that branch. They are all interviewed through a structured questionnaire.

### **2.3 : Method of Data Collection:**

The method of data collection will be:

- Form of Questionnaire
- Personal Interview

## **Chapter-III**

### **An overview of Grameen Bank, Auk Para Branch**

#### **3.1 Short History of Grameen Bank:**

Muhammad Yunus, the bank's founder managing director, earned a doctorate in economics from Vanderbilt University in the United States. He was inspired during the terrible Bangladesh famine of 1974 to make a small loan of US\$27.00 to a group of 42 families so that they could create small items for sale without the burdens of predatory lending. Yunus believed that making such loans available to a wide population would have a positive impact on the rampant rural poverty in Bangladesh.

The Grameen Bank (literally, "Bank of the Villages", in Bengali) is the outgrowth of Yunus's ideas. The bank began as a research project by Yunus and the Rural Economics Project at Bangladesh's University of Chittagong to test his method for providing credit and banking services to the rural poor. In 1976, the village of Jobra and other villages surrounding the University of Chittagong became the first areas eligible for service from Grameen Bank. The Bank was immensely successful and the project, with support from the central Bangladesh Bank, was introduced in 1979 to the Tangail District (to the north of the capital, Dhaka). The bank's success

continued and it soon spread to various other districts of Bangladesh. By a Bangladeshi government ordinance on October 2, 1983, the project was transformed into an independent bank. Bankers Ron Grzywinski and Mary Houghton of ShoreBank, a community development bank in Chicago, helped Yunus with the official incorporation of the bank under a grant from the Ford Foundation. The bank's repayment rate was hit following the 1998 flood of Bangladesh before recovering again in subsequent years. By the beginning of 2005, the bank had loaned over USD 4.7 billion and by the end of 2008, USD 7.6 billion to the poor.

The Bank today continues to expand across the nation and still provides small loans to the rural poor. By 2006, Grameen Bank branches numbered over 2,100. Its success has inspired similar projects in more than 40 countries around the world and has made World Bank to take an initiative to finance Grameen-type schemes.

The bank gets its funding from different sources, and the main contributors have shifted over time. In the initial years, donor agencies used to provide the bulk of capital at very cheap rates. In the mid-1990s, the bank started to get most of its funding from the central bank of

Bangladesh. More recently, Grameen has started bond sales as a source of finance. The bonds are implicitly subsidised as they are guaranteed by the Government of Bangladesh and still they are sold above the bank rate.

### **3.2: Factors influencing to Grameen Bank for customers satisfaction.**

#### **3.2.1 Branches in the Rural Area:**

'Grameen' means "rural" or "village" in Bangla. Grameen Bank branches are located in the rural area, unlike the other commercial bank which tries to locate themselves as close as possible to the business districts and urban centers. First principle of Grameen is that the clients should not go to the bank, it is the bank which should go to the people instead. Grameen Bank has 2,565 branches, works in 83,566 villages with 23,445 staff.

#### **3.2.2 Low Interest Rates:**

Government of Bangladesh has fixed interest rate for government-run microcredit programmes at 10% at flat rate. It amounts to about 20% at declining basis. Grameen's interest rate is lower than government rate. There are four interest rates for loans from GB 20% for income generating loans(so-called "Basic Loan"), 8% for housing loans, 5% for student loans, and interest-free loans for beggars. All interests are simple interest, calculated on declining balance method. If a borrower takes a basic loan, and pays back the entire amount within one year in weekly instalments, borrower will pay a total amount of principle, and equivalent to 10% interest for the year.

#### **3.2.3 Weekly Repayment System:**

For the weekly repayment system members can opportunity to back their debt of small portion of total debt. That's why it is not so hard for them to clear their debt without major facing major problems. This type of money if necessary then they also collects money from their neighbours. If it is big deal no one gave them that lump sum of money.

#### **3.2.4 Bank activities at their home:**

Very easy to pay their instalment and don't facing any problems like to go far away place. We know they are poor so they have lot work his or her maintaining their family. So this is easy for

them because of bank activities at their home .They don't face major loss of their work within that's short period of time.

### **3.2.5 Owner of Grameen Bank:**

Grameen Bank members is owner of Grameen Bank.At present time 70 percent share under members remaining 30 percent share are Government.Yearly members getting 30 percent profit of his or her share. One account open is meaning of purchase one share.

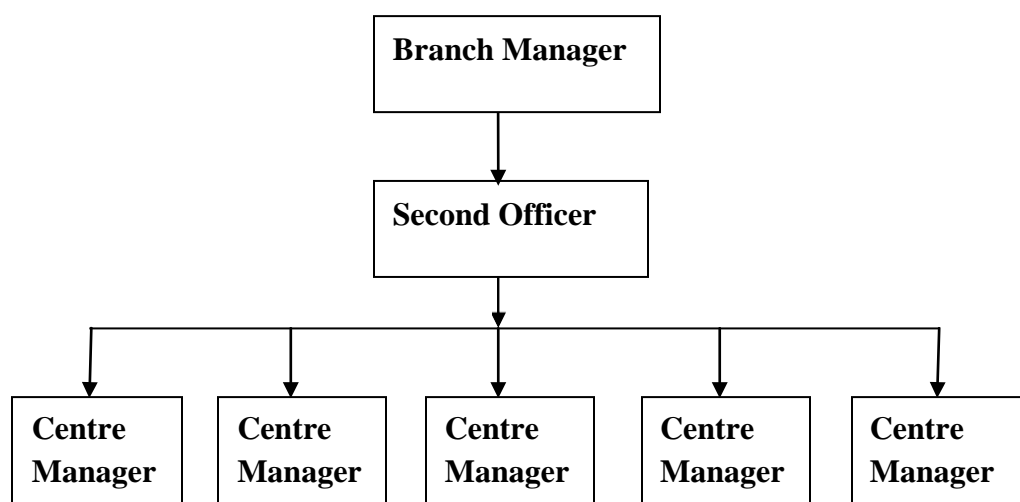
### **3.2.6 No Collateral:**

Grameen Bank not requires any collateral against its micro-loans. Another commercial bank is required collateral, the principle that the more you have, the more you get. It is also issues of satisfaction where another banks need different kind of mortgage. But here no need mortgage.

### **3.2.7 No Legal Instrument:**

Grameen Bank don't go the court that if any borrower is incapable of repayment their borrow money. Borrower does not require any sign to legal instrument. Where another banks go into punishment mode when a borrower is taking more time in repaying the loan. Grameen Bank allows such borrowers to reschedule their loans without taking any legal enforcement.

### **3.3 Organogram of Branch Office:**



### **3.4 Branch Profile:**

<b>Sl. No.</b>	<b>Particulars</b>	<b>Name/Years</b>	<b>BDT TK/ Amount</b>
1	<b>Branch Name</b>	<b>Auk Para Branch</b>	
2	<b>Established</b>	<b>10<sup>th</sup> July 1997</b>	
3	<b>Branch Code</b>		<b>1090-0797</b>
4	<b>Manager</b>	<b>Tofazzal Hossen</b>	
5	<b>Second Officer</b>	<b>Anwar Zahid</b>	
6	<b>Total Employees</b>		<b>7</b>
7	<b>Village</b>		<b>35</b>
8	<b>Group</b>		<b>630</b>
9	<b>Centre</b>		<b>54</b>
10	<b>Non members</b>		<b>1738</b>
11	<b>Male Members</b>		<b>0</b>
12	<b>Female Members</b>		<b>100%</b>
13	<b>Higher Education Loan:</b>		
	<b>Male:</b>		<b>7</b>
	<b>Female:</b>		<b>4</b>
14	<b>Struggling Members</b>		<b>0</b>
15	<b>Micro Enterprise Loan</b>		<b>94</b>
16	<b>Loan Outstanding</b>		<b>72232000 till July 16</b>
17	<b>Saving Outstanding</b>		<b>152394000 till July 16</b>
18	<b>Expense</b>		<b>7866305 till July 16</b>
19	<b>Profit</b>		<b>4146749 till July 16</b>
20	<b>Recovery Rate</b>		<b>99.20% till July 16</b>



Source: Branch Manager,(GB)Auk Para Branch.

### **3.5 Respondent**

#### **Socio economic characteristics of the study Area of the study Sample**

**3.5.1 Study Area:** Auk Para Branch.

**3.5.2 Population:** The total population of both village approximately 10,000.

**3.5.3 Roads:** 1 High way, 10 concrete road, 6 culverts, no Bridge.

#### **3.5.4. Education institution:**

<b>Institutions</b>	<b>Quantity</b>
Madrasha	6
School	2
High School	0
College	0

#### **3.5.5. Agriculture:**

**Crop :** 55%

**Poultry :** 10%

**Livestock:** 20%

**Fisheries:** 15%

#### **3.5.6. Economic activities of the poor people:**

House Rent	Furniture Store
Tea Stall	Stationary shop
Vegetable plant	Clothing Store
Grocery Store	Hotel business
Cow rearing	Other business
Nursery	

**3.6.1. Study sample: Study sample 30.**

**3.6.2. Population characteristics:**

**3.6.3. Age:**

20-30	30-40	40-50	50-60	60-70
14	9	6	0	1

**3.6.4. Education:**

1-5	6-10	11-12
60%	30%	10%

**3.6.5. Income: Monthly basis.**

1-10 thousands	10-20 thousands	20-30 thousands	30-40 thousands	40-50 thousands
50%	20%	15%	10%	5%

**3.6.6. Occupation:**

Rent house	Nursery Business	Cow rearing	Goat rearing	Clothing business	Hotel business	Grocery shop	Cultivate vegetable on yard
7	4	4	1	2	1	3	8

**3.6.7. Ownership of land: Count of land by hundred of parts.**

0-10	10-20	20-30	30-40	40-50	50-60	60-70	70-80	80-90	90-100	100-120
23	3	2	0	0	1	0	0	0	0	1

**3.6.8. Other Asset position: Auto Rickshaw, Dish equipment, Library, Mini bus.etc**

### **3.6 Case Study:**

Ismat Ara whose age is 30 years old. Her joining age of Grameen Bank was nine years 2007. Husband name is Md Anwar Hossen. Their family member is three, those are Ismat Ara himself collecting own rent house money from rented, husband doing job and only one son read in class eight. Husband house is situated Ashulia and father house Kuna Bari. They have total land is 17 hundred of parts within that 10 hundred of parts which is got from inheritance and remaining 7 hundred of parts was purchased after joining Grameen Bank.

Their first time when she don't remain member of Grameen Bank those time they faced a serious illness condition of family. Because that's time her husband doesn't joined his job. They always fought with poverty. Her neighbours don't respect them. They look them narrow eye sight. Husband look after their own agriculture land and she remains house wife rearing her child and doing household work. She joined Grameen Bank through influenced by old GB members. Firstly she took some loan 15000 TK and starting renting house business. When she realized day by day she was increasing ability repayment borrows money. Then gradually she took more amount of money from GB. Bank also gave money with confidence for her previous record. By this money she rented place for 9-10 years and build iron sheet house on purpose of rent business. She was clearing all previous loans now she takes 80000 Tk of Special investment loan. Without all cost her income remains 40000 TK including her husband salary.

Now she was build standard building house on her place. Surrounding her house remains green and healthy environment also with natural beauty. Any type of work husband and wife consult each other and taking successful decision. They have good enough mutual understanding and also respect one another opinion. Previous time they have poor house now they have standard building house. Before time, for their lacking don't bought nutrition food but now they will take nutrition food and well enough strong & confident .Because of that they fall various kind of disease and malnutrition. Now they fill free and taking good enough nutrition and minimize disease.

Her future plan is purchase many place and build many house in the purpose of rent house. If build house on rent place then after a certain period of time they broken those house .It is also a matter of harmful that's why they wanted to purchase their own place beside opening another business related with era.. Because these areas are industrial place so, lot of demand rent house.

Day by day she going to far away. Their present condition is very good than before .Now she looking dream for go to top position .They lead standard living of life than before .Grameen Bank change their life and society also respect them .When they(society) saw gradually they improve on their business and they also influenced to go to joined Grameen Bank. Neighbours introducing various type of loan and take different suggestion. Sometime man can purchase respect through money.

## Chapter-IV

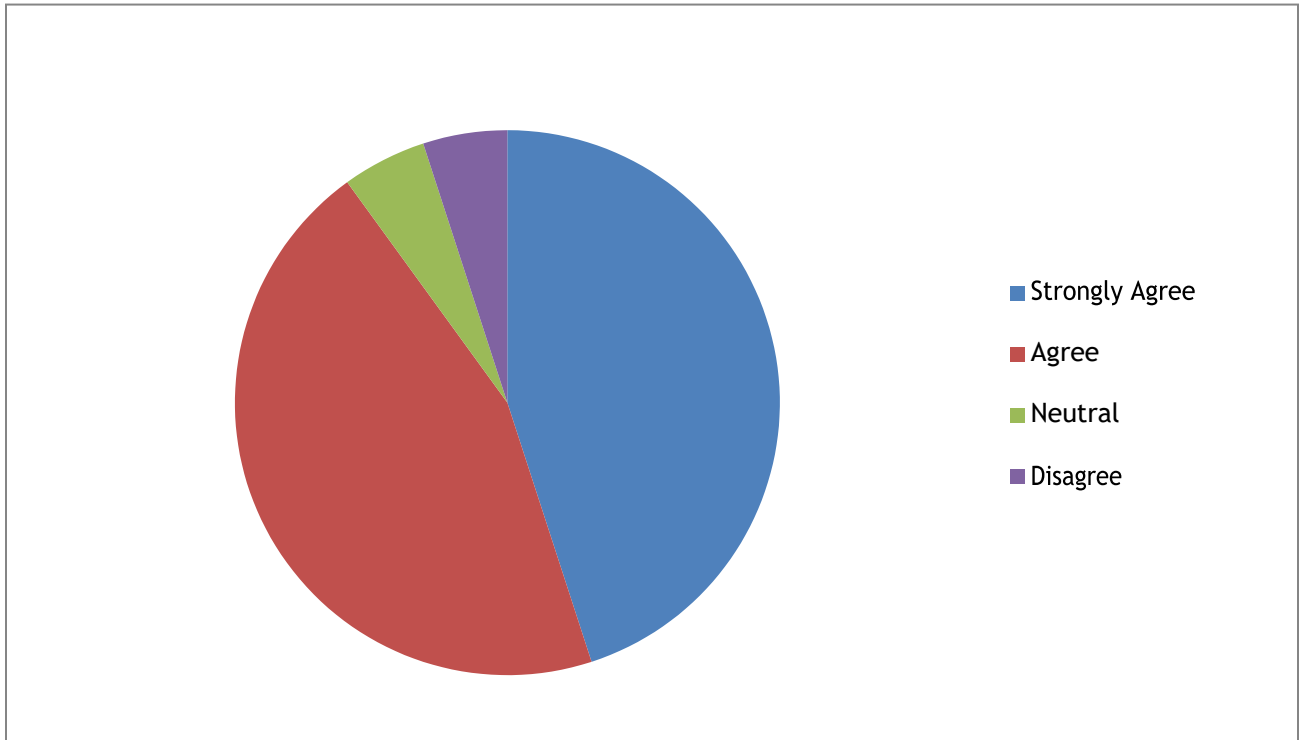
### SURVEY FINDINGS & ANALYSIS

#### Analysis of Borrowers' Satisfaction in Grameen Bank (GB):

##### 4.1 Q.1. Do you think it is effective to solve your problem?

	Frequency	Percent	Valid percent	Cumulative Percent
Strongly agree	13	45%	45%	45%
Agree	13	45%	45%	90%
Neutral	2	5%	5%	95%
Disagree	2	5%	5%	100%
Total	30	100%	100%	

##### 4.1 Q.1. Do you think it is effective to solve your problem?



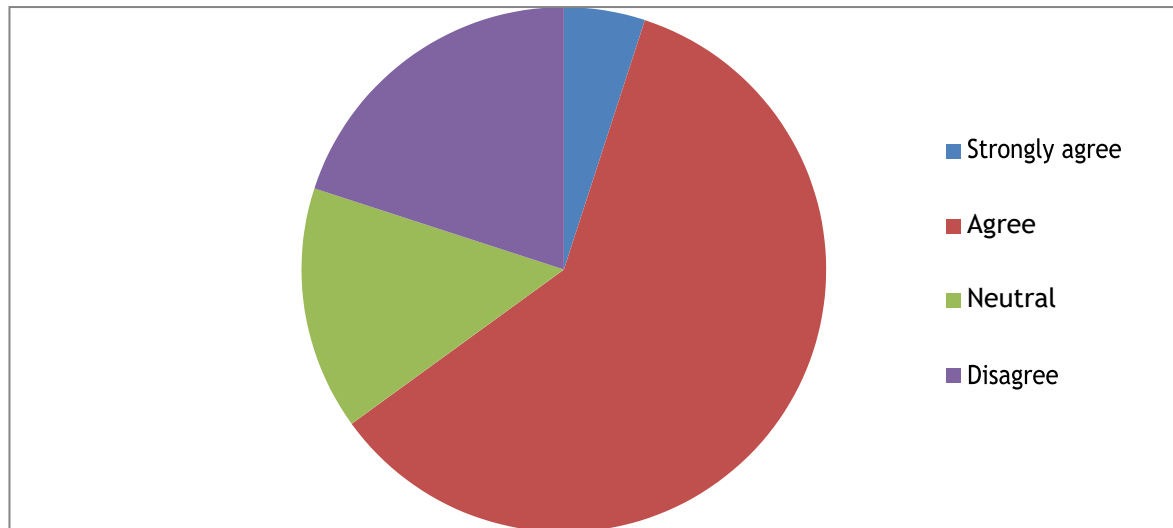
**Explanation:**

The most of the customer of the GB microcredit banking think that all the products or services of the GB microcredit banking are effective to solve the problem. From this analysis I found that the 45% of the responded are strongly agreed and 45% of the customer or responded agreed. And 5% responded are neutral and the 5% of the responded is disagreed, it shows that the GB Microcredit banking is effective for solving customers problem.

**4.1 Q. 2. Are you satisfied about the communication of Grameen Bank?**

	Frequency	Percent	Valid percent	Cumulative Percent
Strongly agree	2	5%	5%	5%
Agree	18	60%	60%	65%
Neutral	4	15%	15%	80%
Disagree	6	20%	20%	100%
Total	30	100%	100%	

**4.1 Q. 2. Are you satisfied about the communication of Grameen Bank?**



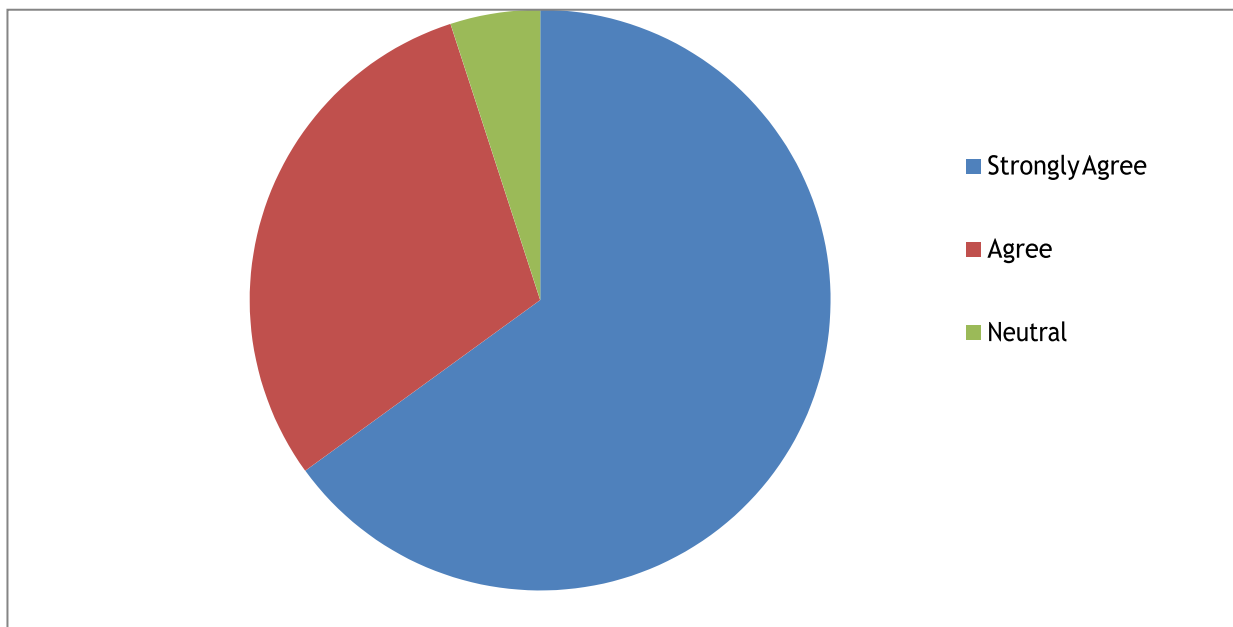
**Explanation**

In microcredit banking Customer wants the frequent communication from the bank, and in this point the GB customer is satisfied about the frequent communication. From the analysis I found that the 5% of the customer is strongly agreed and 60% of the customer are agreed and 15% are neutral and only few number of customers are disagreed like 20% of responded. As a result the communication of the GB is effective.

#### 4.1 Q.3. Do you get proper response from GB when you need them?

	Frequency	Percent	Valid percent	Cumulative Percent
Strongly agree	19	65%	65%	65%
Agree	9	30%	30%	95%
Neutral	2	5%	5%	100%
Total	30	100%	100%	

#### 4.1 Q.3. Do you get proper response from GB when you need them?



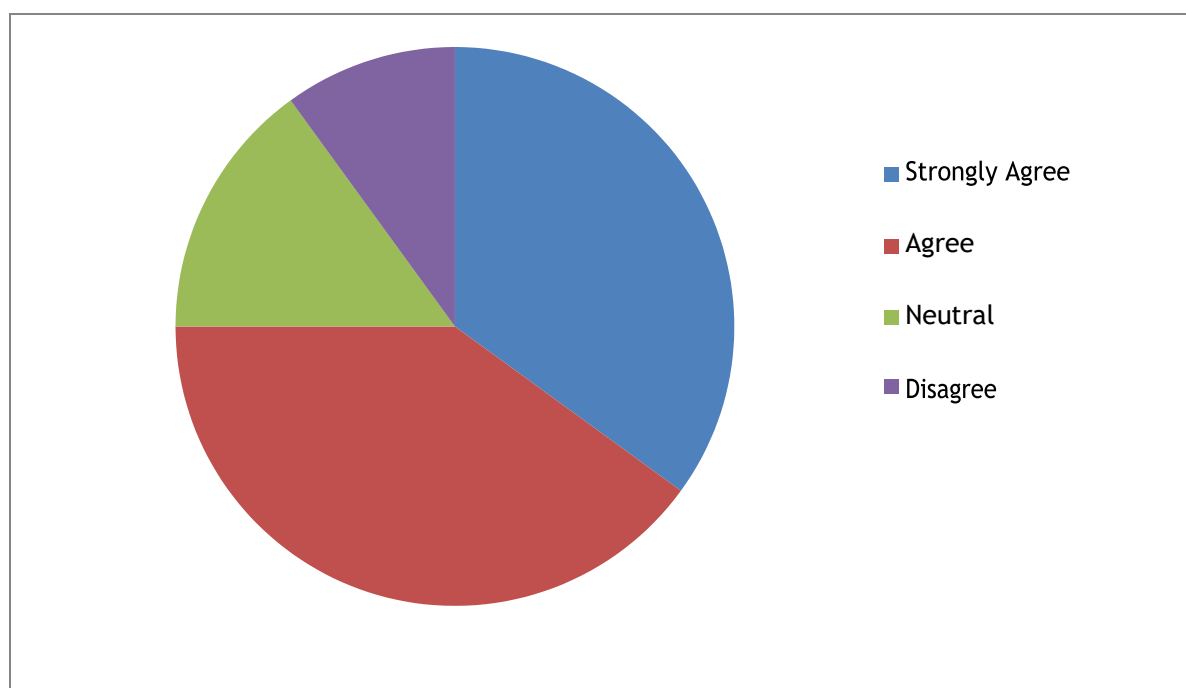
#### Explanation

In any problem or confusion borrowers want the solution or proper response from the bank and in this situation the 65% responded are strongly agreed and 30% of responded agreed and only 5% of the customer are confused about it. From this analysis we found that as there is no complain and most of the borrower is getting proper response from the GB. So GB is very concern about their customers.

#### 4.1 Q.4. Are you satisfied with their service?

	Frequency	Percent	Valid percent	Cumulative Percent
Strongly agree	11	35%	35%	35%
Agree	12	40%	40%	75%
Neutral	4	15%	15%	90%
Disagree	3	10%	10%	100%
Total	30	100%	100%	

#### 4.1 Q.4. Are you satisfied with their service?



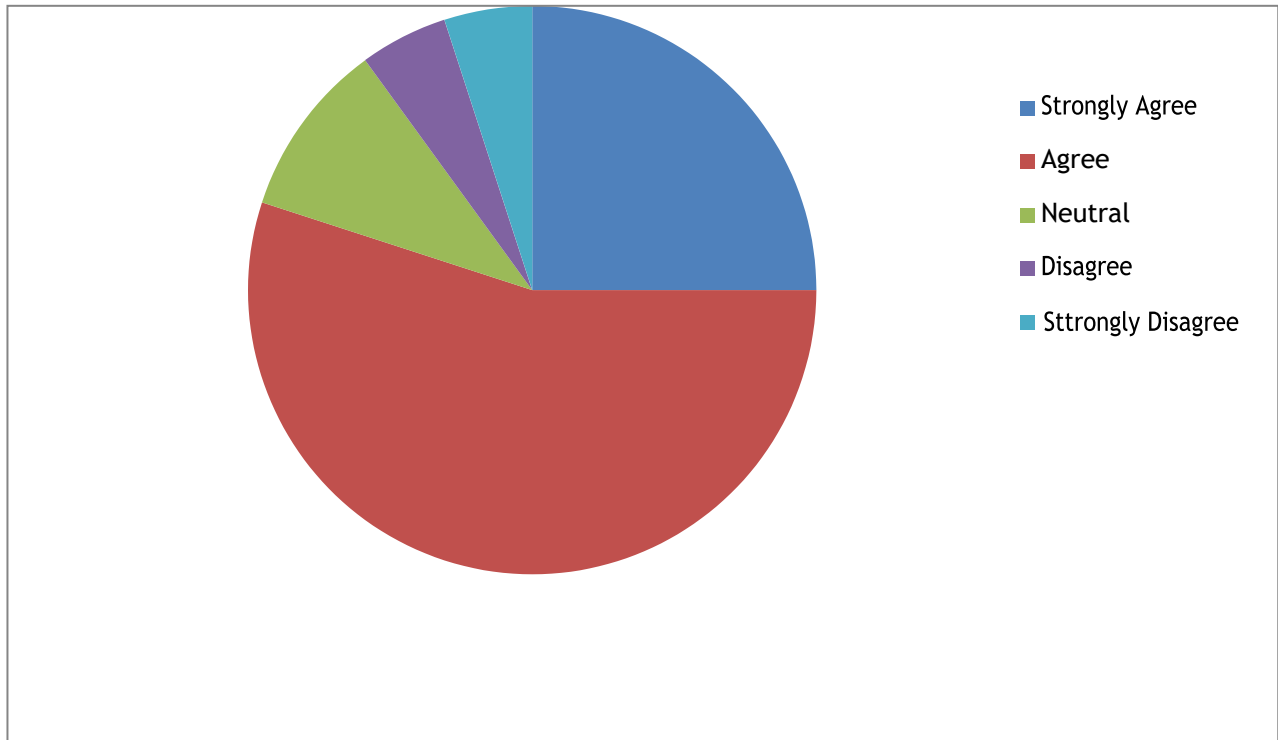
#### Explanation

From this analysis we found that the satisfaction level of the GB of microcredit banking is very high. Here the 35% of the customer is strongly agreed so they are delight and 40% of the customer agreed so they are satisfied and 15% are neutral they neither satisfied nor dissatisfied. However the 10% of the customer is disagreed so they are dissatisfied for some reasons. As, in this analysis the satisfied customer is more than the dissatisfied, so customers satisfaction is high to GB microcredit banking.

**4.1 Q.5. How satisfied are you with the quality of micro-credit banking service?**

	Frequency	Percent	Valid percent	Cumulative Percent
Strongly agree	7	25%	25%	25%
Agree	16	55%	55%	80%
Neutral	3	10%	10%	90%
Disagree	2	5%	5%	95%
Strongly Disagree	2	5%	5%	100%
Total	30	100%	100%	

**4.1 Q.5. How satisfied are you with the quality of micro-credit banking service?**



**Explanation**

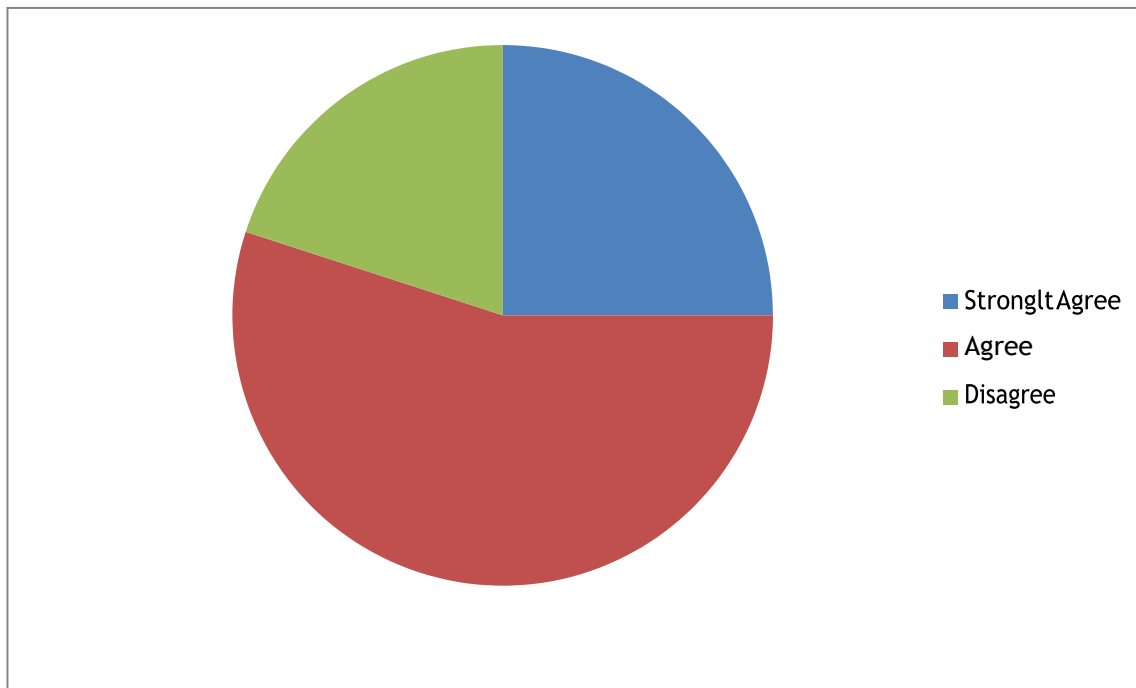
When I want to know the satisfaction level of the customer about the service giving by the GB I found that the 25% of the responded are strongly Agree and 55% of the customer are agreed and 10% of the customer are neither satisfied nor dissatisfied and 5% of the responded is disagree and very few only 5% responded are strongly disagree about the service of GB microcredit banking.



**4.1 Q.6. How satisfied are you about the market reputation of the Grameen bank?**

	Frequency	Percent	Valid percent	Cumulative Percent
Strongly Agree	8	25%	25%	25%
Agree	16	55%	55%	80%
Disagree	6	20%	20%	100%
Total	30	100%	100%	

**4.1 Q.6. How satisfied are you about the market reputation of the Grameen bank?**



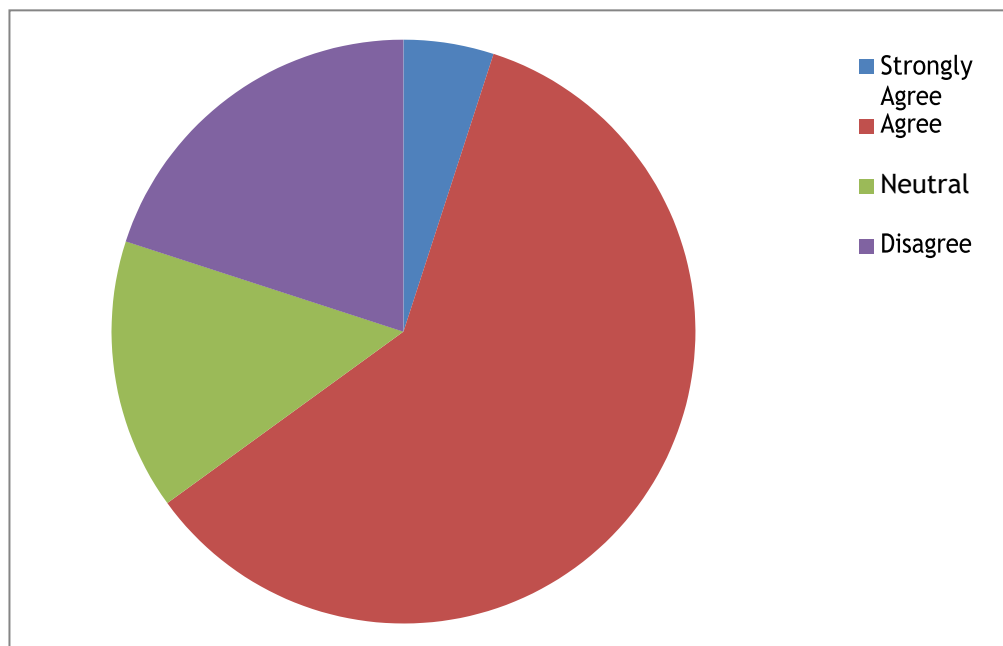
**Explanation**

Here the most of the customer is satisfied about the market reputation of GB. The 25% of the responded are delighted and 55% of the responded are satisfied and 20% of the responded are not satisfied about the market reputation of GB. So GB has good market reputations, which also increase the satisfaction level of customer.

**4.1 Q.7. Do you feel good to be a part of this micro-credit banking service?**

	Frequency	Percent	Valid percent	Cumulative Percent
Strongly agree	2	5%	5%	5%
Agree	18	60%	60%	65%
Neutral	4	15%	15%	80%
Disagree	6	20%	20%	100%
Total	30	100%	100%	

**4.1 Q.7. Do you feel good to be a part of this micro-credit banking service?**



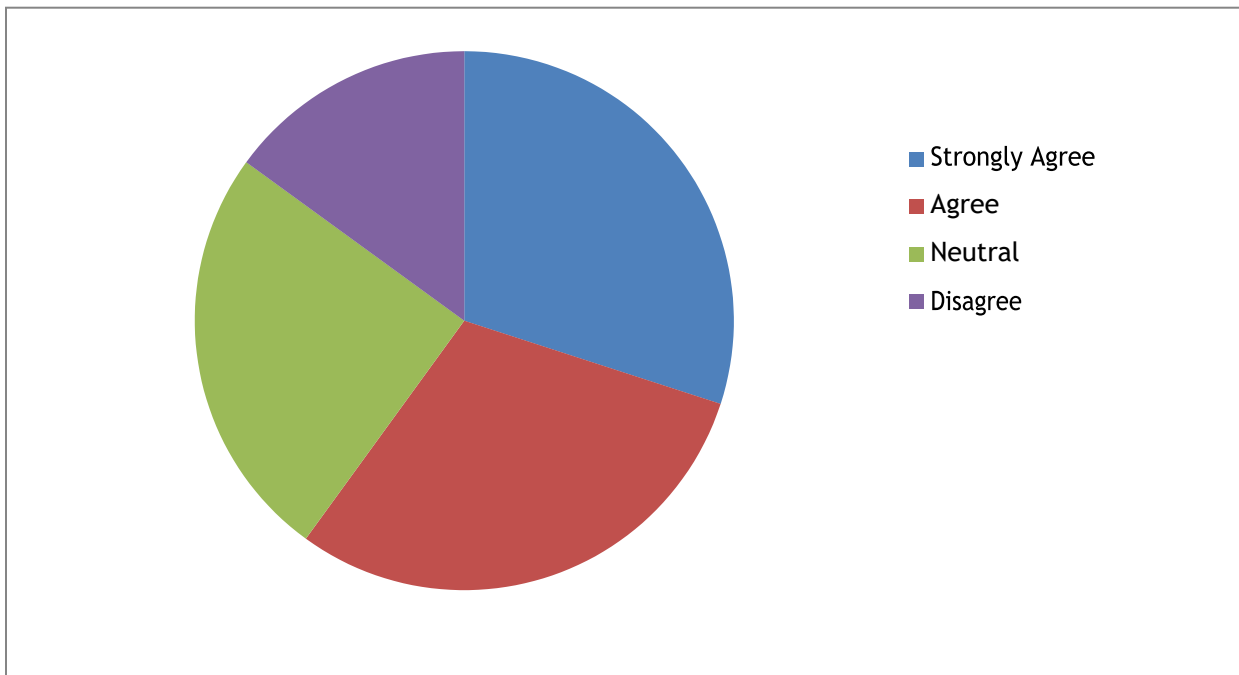
**Explanation**

As a part of the GB general banking most of the customer is happy. From this analysis 5% of the customer strongly agreed and 60% of the customer agreed and 15% are neutral and 20% are disagreed about it. So, the most of the responded are like to be a part of the GB. It is a good achievement for the organization and it increases the brand value.

**4.1 Q.8. Do you think GB has difference in their banking system than others?**

	Frequency	Percent	Valid percent	Cumulative Percent
Strongly agree	9	30%	30%	30%
Agree	9	30%	30%	60%
Neutral	8	25%	25%	85%
Disagree	4	15%	15%	100%
Total	30	100%	100%	

**4.1 Q.8. Do you think GB has difference in their banking system then others?**



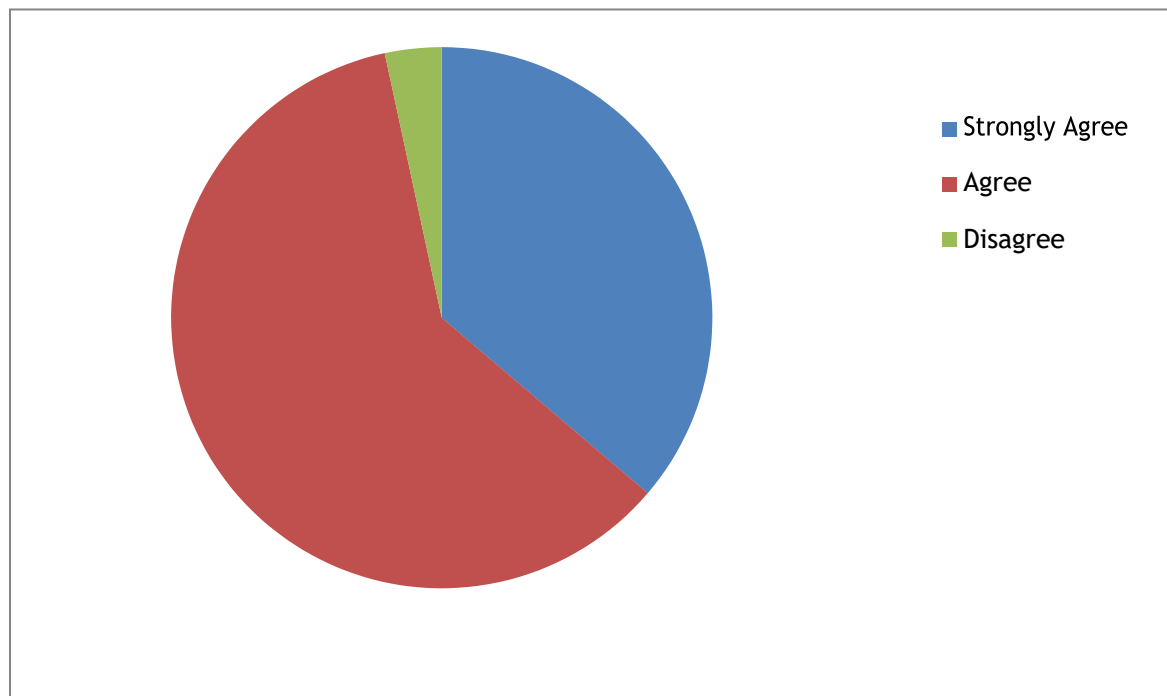
**Explanation**

From this analysis we found that GB has positive difference in their banking than others. Here the 30% of the responded are strongly agreed and 30% of the responded are agreed and 25% of the responded are neutral and only 15% responded are disagreed. So, most of the customer think the GB has positive difference in their retail banking than others bank.

#### 4.1 Q.9. Do you think they should more improve their banking system?

	Frequency	Percent	Valid percent	Cumulative Percent
Strongly agree	4	15%	15%	15%
Agree	8	25%	25%	40%
Disagree	18	60%	60%	100%
Total	30	100%	100%	

#### 4.1 Q.9. Do you think they should more improve their banking system?



#### Explanation

From this analysis we can see that the most of the responded do not want more improvement in GB banking system. Here the 15% of the responded are strongly agreed and 25% are agreed and 60% of the responded are disagreed. So most of the responded do not want any improvement in GB general banking system, it proves that most of the customers are happy with the existing banking system of GB.

#### **4.6 : Summary of Findings :**

The major findings of the analysis are as follows; ,

- The respondents or the borrowers of the Grameen Bank think it is effective to solve their problems.
- The frequent communication is very important for borrowers' satisfaction and customers of GB are satisfied about the frequent communication.
- The GB is very much responsive about the borrowers' problem. And most of the borrowers are satisfied about the response from GB.
- Existing borrowers are satisfied about service quality of GB.
- The market reputation of GB is high in micro-credit sectors that is why they are satisfied to GB.
- The borrowers think banking systems of Grameen bank is different from other banking activities.
- Existing borrowers are satisfied with the current banking process and do not want any kind of changes but if happens then it should be positive.
- GB is appropriate for the borrowers but some wants more benefits from the GB microcredit banking.

## **Chapter-V**

### **Recommendation and Conclusion**

#### **5.1 Recommendation:**

The following recommendations are made on the basis of the research findings for further improvement of the organization.

Low interest rate. Interest rate is little high to poor customers.

- Monthly payment system. Customer said if installment system is remaining it is useful for them. Because most of them poor it is too much hard weekly arrange money.
- Lack of adequate marketing effort .Their marketing system is not good. So hired expert employee for look after these sight.
- Digitalize the customer payment system like mobile banking so that customers can payment from their home.
- Arranging proper training system for employee so that their knowledge capability has increased for satisfied customers.
- More and more telecasting through mass media like, radio tv, news papers.
- Participate different welfare work and program.
- Ensuring center house for smooth transaction activities and it is build up GB own cost.
- Attracting customers doing small business by minimizing interest rate .Because their main profit comes from loan.

## **5.2 Conclusion:**

The customers satisfaction is very important issues for GB without it, it is impossible to reaching desired positions. Poor people always busy with life executing work. Their time is valuable for maintaining life. In future GB will be taken new technology for the easiest medium than before for execute bank activities. Happier news that these role model followed by many developed countries in the world. Because they follow that by this method, it is possible to satisfied the customers easily and going to be very near to root level. Whose have good expectation for doing well for poor alleviating poverty those are accept these role model of GB microcredit. This would help to achieve community development. The respective countries have achieved a great deal of success in utilizing micro credit as a tool for poverty reduction. Grameen Bank has some certain limitation such as lack of funds, lack of initiatives in creating financial institution, absence of legal regulatory framework for pertaining micro credit institution, absence o regulatory frame work, lack of conceptual clarity. Government always tries to strongly handle and overcome to these problems. Because most of the developing countries like Bangladesh, micro credit is mostly necessary and important tool for poverty reduction and to create for self employment. That's why the poor people are eager when they saw welfare of GB on their own

eyes. The government is playing a major role in development of the micro credit sector by way of operating its own micro credit program, creating micro credit support institution, encouraging bank to undertake micro credit scheme. More than 250 microfinance projects in 58 countries of the world, irrespective of their level of development, are now following Grameen Bank approach in their efforts poverty alleviation. Auk Para Branch is the most successful Branch of Grameen Bank and it is playing a vital role to acquiring customer's satisfaction in that area.

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### **Internet**

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### **❖ Documents and Material:**

1. Official documents
2. Daily note book

## Appendix

### Questionnaire

1. Name of the respondent:

Address:

2. Age:

3. Education level:

4. Household size:

Sl. No.	Name	Male	Female	Education
1				
2				
3				
4				
5				
6				
7				

5. Profession:

Major	Minor

6. Income:

Monthly Income

Yearly Income

7. Education:

8. Credit related information:

a. When you come to bank?

b. How can you define poor?

c. Criteria of beneficiary's membership.

d. Membership under center.

Ans: Auk Para.

e. Group meeting frequency at center.

f. Credit:

Sl. No	Particulars	Before	After	Recovery
1.	Amount of credit			
2.	Utilization			
3.	Repayment			
4.	Profit from the credit			
5.	At what interest			

9. Asset Formation:

10: Empowerment (Have any decision making right at their families):

11: Social Status:

12: Economic well being:

### **Customer's Satisfaction index questions:**

1. Do you think it is effective to solve your problem?
2. Are you satisfied about the communication of Grameen Bank?
3. Do you get proper response from GB when you need them?
4. Are you satisfied with their service?
5. How satisfied are you with the quality of micro-credit banking service?
6. How satisfied are you about the market reputation of the Grameen bank?
7. Do you feel good to be a part of this micro-credit banking service?
8. Do you think GB has difference in their banking system then others?
9. Do you think they should more improve their banking system?