

Internship Report

On

An Analysis of Deposit Schemes of Rupali Bank Limited:

A Study on Fatullah Branch, Narayanganj.





Daffodil
International
University

Internship Report on

**An Analysis of Deposit Schemes of Rupali Bank Limited:
A Study on Fatullah Branch, Narayanganj.**

Supervised By

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Submitted By

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Submission Date: 08-11-2022

Letter of Transmittal

Date: 08-11-2022

Mr. Mohammad Shibli Shahriar
Associate Professor
Department of Business Administration
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Subject: Submission of Internship report on “An Analysis of Deposit Schemes of Rupali Bank Limited: A Study on Fatullah Branch, Narayanganj.”

Dear Sir,

With due respect, I would like to submit my internship report on “**An Analysis of Deposit Schemes of Rupali Bank Limited: A Study on Fatullah Branch, Narayanganj**” as a condition for finishing my Masters of Business Administration (MBA) program. This report has provided me the opportunity to gain practical experience through this internship program on Rupali Bank Limited. I’ve made an honest effort to collect all the possible information which was needed to complete the report. I learned a lot about the banking industry during my three months of employment at Rupali Bank Limited, Fatullah Branch, Narayanganj.

Therefore, I would like to thank you and convey my heartiest gratitude for your guidance and support. I hope this report satisfies your standards of judgement.

Sincerely Yours,



Maksuda Akter Nishad
ID: 213-14-3380
Major: Human Resource Management
Department of Business Administration
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Letter of Declaration

I am Maksuda Akter Nishad, bearing ID: 213-14-3380 student of Daffodil International University of MBA program. My major was in human resource management and I hereby declare that the report entities **“An Analysis of Deposit Schemes of Rupali Bank Limited: A Study on Fatullah Branch, Narayanganj”** is prepared by me.

I also confirmed that this report is formulated after completion of my 3 months internship program at Rupali Bank Limited, Fatullah Branch, Narayanganj.

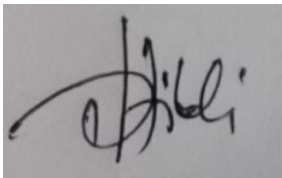


Maksuda Akter Nishad
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Letter of Approval

This is to certify that Maksuda Akter Nishad, ID: MBA 213-14-3380, a student of Daffodil International University of MBA program has completed the internship report titled “**An Analysis of Deposit Scheme of Rupali Bank Limited: A study on Fatullah Branch, Narayanganj**” under my supervision. I’m pleased to state that she has worked hard in preparing this report and she has been able to present an honest picture of the concerned organization. The information and findings presented within the report seem to be authentic.

I wish her every success in life.



.....
Mohammad Shibli Shahriar

Associate Professor

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

I would like to begin by thanking Allah for granting me the ability and opportunity to finish the study on schedule.

A special thanks to my supervisor Mr. Mohammad Shibli Shahriar, Associate Professor, Faculty of Business & Entrepreneurship, Daffodil International University for providing helpful tips and recommendations to finish the report. Also, I wish to publicly thank all of the RBL executives and officers for providing numerous figures.

I am also grateful to my beloved family for inspiring me to achieve prosperity in life. Last but not least, I'd like to thank each one who assisted directly or indirectly.

Executive Summary

The report, "Deposit Schemes of Rupali Bank Limited," primarily emphasis on various deposit product schemes, what advantages customers can obtain from these schemes, specifics regarding the most well-liked scheme among customers, how those deposit collection schemes contribute to the bank's value, and so forth. Along with a summary of the bank's overall operation, a distinct idea has been focused regarding the deposit schemes offered by the branch. Then, the remaining knowledge and details that are shown in the report come from my internship work experience and the bank's website. The report starts with introduction, background of the report, objectives, origin, significance, and methodology and limitation statement of the bank in the first part. After that the organizational part starts with bank's historical background, vision, mission, core values, strategic objectives and managerial hierarchy of the branch. Then, project part started with general banking activities, deposits, deposit schemes, type of accounts, deposit products, accounts opening/closing, cash & clearing section. After then, the data regarding the bank was analyzed and its findings were interpreted. Here, I have done an analysis on some deposit schemes and their growth rates of the branch with the aid of the analysis of the data from last five months. Then, The following section was examined by the study's overall recommendations and conclusions. In the end, the paper was concluded via referencing.

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Chapter - 01

Introduction

1.1 Introduction

Banks have an extensive and affluent narrative. It was brought about by a necessity for the people. And over time it has been helpful in meeting the immediate demands of businesspeople and more. The banking industry is offering a number of cutting-edge services with fundamental features to reduce the complexity as it grows more and more sophisticated every day.

At present, modern banking evaluated as result of changing economic activities and ways of life. Right now , the aim of commercialized banks is to maximize their profits. Therefore, it should lend money to industries where it will earn a better return. However, the commercial banks that have been nationalized now operate in a different purpose.

The main goal is to maximize social benefit in addition to financial gain. Commercial banks offer a wide range of additional services to its customers, including remittance options, credit data information, financial counseling & fees or along with others. In addition, banks' offer numerous favors for clients. Those facilities might be personal care, where managing real state in the name of consumers, pension plans for businesses, which allow withdrawal benefits of its staffs, or corporate trust services, which are related to the issuance of bonds.

1.2 Background of the Report

As a student of Masters of Business Administration (MBA), everybody must complete a practical orientation at any organization in order to fulfill the criteria of 3 months internship program. The fundamental objective of the programs' is to open the understudies to this present reality circumstance. The preparation of this report—which includes an in depth study of Rupali Bank Limited's deposit schemes—is a requirement of the MBA students' internship program. This analysis's purpose is to introduce students to the organizational workplace and give them with a chance to put what they learn in class into practice.

1.3 Origin of the Report

This analysis was initially a partial fulfillment of Masters in Business Administration (MBA) from Daffodil International University tasked me with performing as intern at Rupali Bank Limited. This analysis titled as “An Analysis of Deposit Schemes of Rupali Bank Limited: A study on Fatullah Branch, Narayanganj.” suggested and supervised by Mr. Mohammad Shibli Shahriar, Associate Professor, Faculty of Business and Entrepreneurship, Daffodil International University. I am thankful to his assistance or outstanding direction.

1.4 Objective of the Report

Identifying the best report-writing practices is the paper's vital objective. Our respected supervisor instructor gave the task of writing this paper so that we may represent our university in a positive way on the job market.

Broad Objective:

- The broad objective of the report is to examine overall Deposit Scheme system of Rupali Bank Ltd.

Specific Objective:

- To analyze various deposit schemes of Rupali Bank Ltd.
- To examine the deposit appraisal procedures followed by Rupali Bank Ltd.
- To find out some problems of deposit schemes.
- To make some suggestions to overcome the problems.

1.5 Significance of the Report

The program helps me to comprehend managerial standards, institutional society, expenditure selection and clients' happiness of an organization as well as bank's different kinds of products. This study is based on Analysis of Deposit Scheme of Rupali Bank Limited.

1.6 Methodology of the Report

The process of methodology is how a problem solved methodically. I did some prior research then I started writing my report by reading various publications and articles. However, the paper is based in larger part on knowledge and expertise I gained while interning at Rupali Bank Limited, Fatullah Branch, Narayanganj.

Sources of Data collection: The study has been conducted through collecting data from both primary and secondary sources.

I. Primary sources of Data:

- Practical desk work.
- Observing daily activities.
- Working in general banking units of Rupali Bank Limited.
- Having discussion with the respective Officers, colleagues and employees.

II. Secondary sources of Data:

- Annual report of Rupali Bank Limited.
- Different publications of the bank.
- Various file and documents of the bank.
- Website of the Rupali Bank Limited.
- Daily learnings from the bank.

1.7 Limitation of the Report

Each and every effort has its own limitations and the study was not out of it. Here are some potential issues:

- One of the major limitations is inadequacy of data, which the report desperately needed.
- Bank policy is not publishing certain information for various reasons. They are restricted by password.
- Because of a Govt. bank, the website's information isn't always correct and most of it doesn't express correctly.
- One of the major limitations of the study is that this is the first time I have conducted a study of this kind.
- Although a temporary employment program has been designed for three months, so there is a limited ability to learn.
- It hurts; they don't provide monetary support/additional benefits for interns.

Chapter - 02

An overview of Rupali Bank Limited

2.1 Historical Background of Rupali Bank Limited

Rupali Bank Ltd. was formed through the merger of 3 (three) former commercial banks i.e. Muslim Commercial Bank Ltd. Australasia Bank Ltd. and Standard Banks Ltd. operated in the then Pakistan on March 26, 1972 under the Bangladesh Banks (Nationalization) Order 1972 (P.O. No. 26 of 1972). This included all of their assets, advantages, rights, powers, authorities, privileges, liabilities, borrowings and debts. Until December 13, 1986, Rupali Bank operated as a nationalized commercial bank.

On December 14, 1986, Rupali Bank Limited became the largest Public Limited Banking Company in the nation.

Present Capital Structure:

Authorized Capital: Tk. 7000 million (US\$ 88.66 million)

Paid up Capital : Tk. 2760.39 million (US\$ 35.39 million)

Break up of paid up Capital:

Government shareholding: 90.19%

Private shareholding: 09.81 %

Present Share Structure:

Total Number of share (Each TK 10): 276038812

Share Demated by shareholders as on 25.07.2016: 275452502

Number of Branches:

Rupali Bank operates through **586** branches.

It is linked to its foreign correspondents all over the world.

Number of Employees:

The total number of employees is 5490.

Chief Executive:

The Bank is headed by the Managing Director & CEO who is a reputed professional Banker.

2.2 Corporate Vision

The vision of RBL is “Expand our customer base by being known as the financial partner of choice that constantly exceeds expectations”.

It indicates that RBL is dedicated to utilize proper high-tech to meet the various demands of its consumers in an ethical manner, also offering prompt service to ensure sustainable growth, return on investment and a contribution to the development of the nation with a motivated and qualified workforce.

2.3 Corporate Mission

- To build strong relationships.
- To provide excellent customer service.
- To exhibit professionalism and teamwork.
- To maintain corporate and business area.
- To lead the banking industry as the first bank.
- Attract and retain quality human resources.
- Balance growth strategy.

2.4 Core values

The core values of RBL are based on ‘SPIRIT’. The initial attribute of the core values is represented by the first letter of the word also, conveys equivalent significance

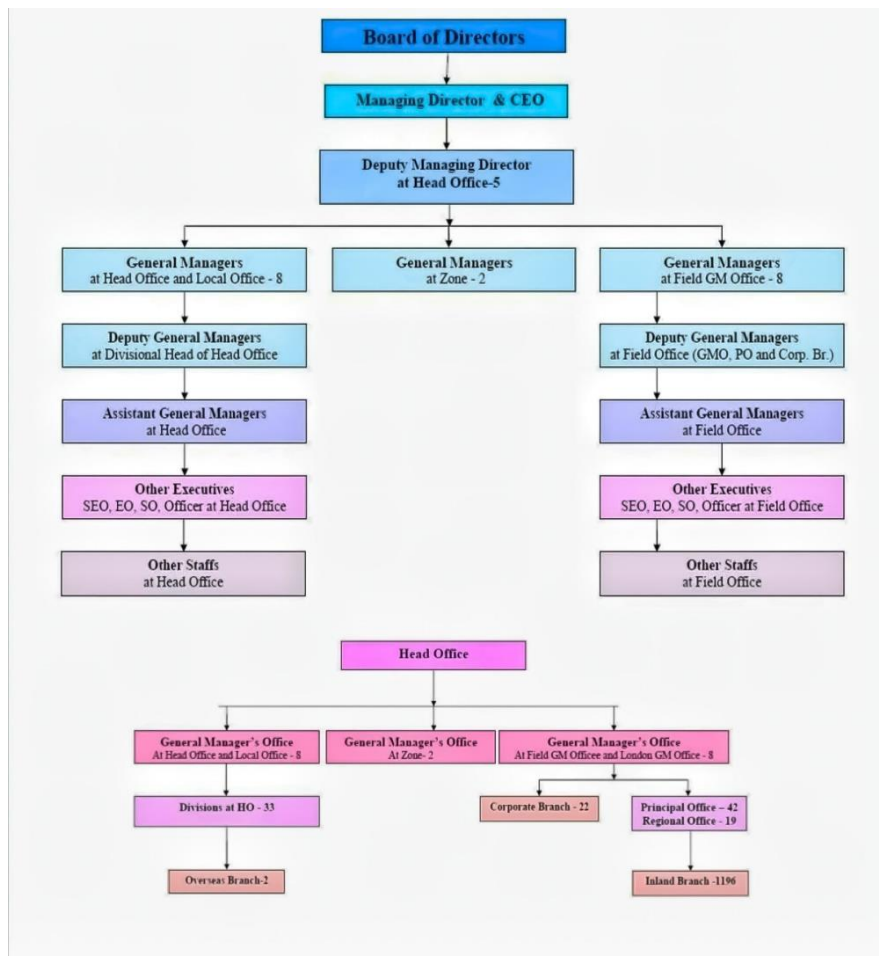
- Social Responsibility- taking responsibility.
- Performance- honoring the exhibition and accomplishments.
- Integrity- Supports moral principles.
- Respect- being respectful towards people.
- Innovation- empowering imagination.
- Teamwork- achieves success through cooperating.

2.5 Strategic Objectives

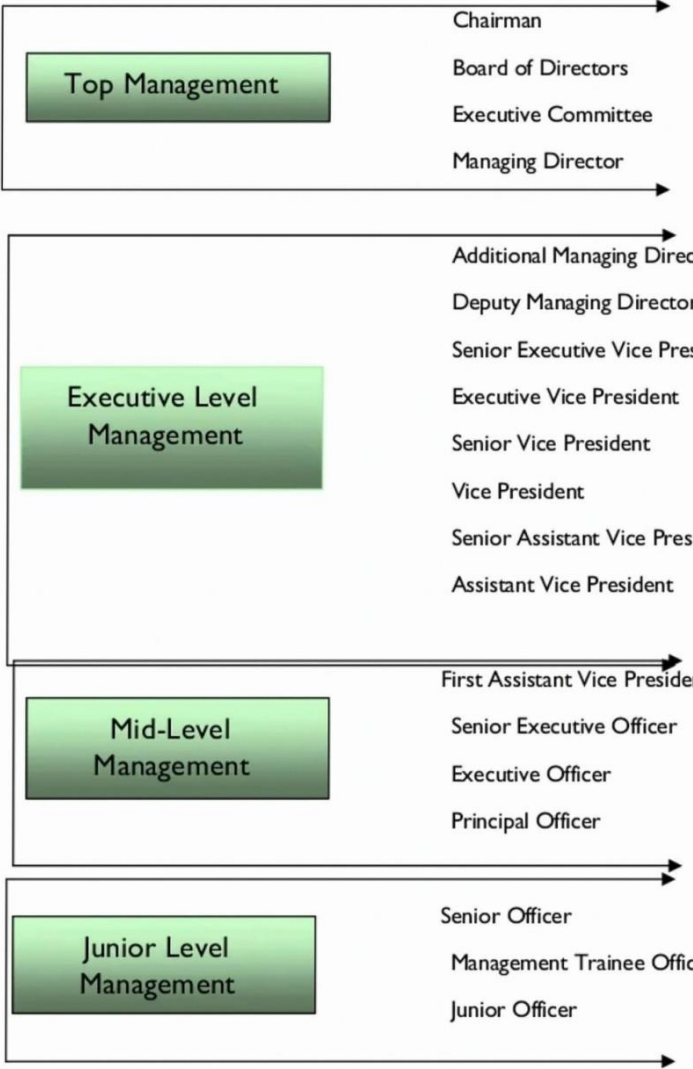
- ✚ Develop a customer oriented service culture.
- ✚ Emphasis on customer care.
- ✚ Gain market share with a successful growth strategy.
- ✚ Cost effective operations and efficient MIS.
- ✚ Develop innovative products and services.
- ✚ Attract target customers and capture target market sectors.
- ✚ Maintain high quality assets portfolio.
- ✚ Strengthen the bank's brand recognition.

2.6 Hierarchy of Rupali Bank Limited

Organizational structure of the bank



Managerial hierarchy of the branch



Chapter - 03

*Deposit Schemes of Rupali Bank
Limited*

3.1 General Banking Activities

The center of all banking operations is regarded as general banking department. This is one of a branch's busiest and main departments because cash reserves; money exchanges; clearance; remittance and financial tasks take place here. Daily general banking activities are also known as 'retail banking' because banks are only allowed to offer these services. In the main/primary office of RBL. Under general banking, the following sections are found:

1. Account opening section
2. Deposit section
3. Cash section
4. Clearing section
5. Accounts section

Every banking facility and service is available to customers through Rupali Bank Limited. The Bank has 586 branches around the nation, providing a very extensive network and services to both urban and rural areas.

3.2 Deposits and Deposit Schemes

➤ Deposits

1. Current Deposit (CD)
2. Call Deposit (CDR)
3. Special Notice Deposit (SND)
4. Savings Deposit (SB)
5. Savings Deposits from Foreign Remittance (SB)
6. Fixed Deposit (FDR)

✓ Durations of the Deposits-

- 3 months or more but at least 6 months
- 6 months or more but at least 1 year
- 1 year or more but at least 2 years
- 2 years and more but at least 3 years

➤ Deposit Schemes:

- Rupali Deposit Pension Scheme (RDPS)
- Rupali Deposit Pension Scheme-2 (RDPS-2)
- Rupali Deposit Scheme (RDS)
- Rupali Monthly Earning Scheme (RMES)

❖ Interest Rates

SL NO	TYPES OF DEPOSIT	INTEREST RATE
1	SAVINGS DEPOSIT	1.20%
2	SHORT NOTICE DEPOSIT	3.50%
3	TIME DEPOSIT: 1. 3 MONTHS TO 6 MONTHS 2. 6 MONTHS TO 1 YEAR 3. 1 YEAR TO 2 YEAR 4. 2 TO 3 YEARS OR MORE	7.50% 7.75% 8.00% 8.50%
4	DEPOSIT FROM FOREIGN REMITTANCE	6.00%
5	RUPALI BANK DEPOSIT PENSION SCHEME	6.50%

*The rates of interest are changeable according to the market competition

3.3 Types of Accounts & Deposit products

In RBL, there are typically four main categories of accounts-

1. Current account (CD Account)
2. Savings Deposit (SB Account)
3. Fixed or Time Deposit (FDR)
4. Other Types of Deposit or Skims

1. Current Account

Simply, a current account is a demand deposit account. There is no limitation on withdrawal amount. When money needs to be collected and handed out frequently, it is generally justifiable.

There are a few key points:

- Tk. 5000 minimum opening deposit is mandatory, however in exceptional cases, Tk. 1000 may be used instead.
- There is no withdrawal limit.
- There is neither lesser or additional interest is paid.
- Profit margin is 0.00%.

2. Savings Account:

This deposit is mostly intended for modest savers. Consequently, there is a limitation on withdrawals every month. Heavy withdrawals are only allowed with advance notice.

There are a few key points:

- The minimum opening deposit is Tk.1000/=
- The maximum withdrawal amount is 1/4th of the total balance at a time.
- The maximum withdrawal limit is twice in a month.

3. Fixed Deposit:

Fixed deposits are also issued by the local remittance section of Rupali Bank Limited. Other names for them are 'time deposits'. These deposits are made with the bank for a fixed period, specified in advance. It is not required to keep cash reserves for them because the banks gives a bigger profit margin on these deposits'.

✓ Opening of fixed Deposit Account:

The depositor must complete an account form, which includes the name(s) to which the fixed deposit receipt will be issued, the amount of the deposit, and the period for the deposit is to be made. When there is a joint name, Rupali Bank Ltd. also follows the directions for deposit maturity payments. The banker also takes a sample fixed deposit account, which is later delivered to the depositor as confirmation of receipt of the indicated amount. Additionally, it includes the approximate profit rate and the deadline for paying the deposit.

4. Other Types of Deposit

Besides above three, Rupali bank also engages in other types of deposit skimming. They are called 'Term Deposits'. The duration could be either short or long. These rates are not negotiable. Customers receive that from the bank for a specific period of time. These are given below:

- **SND:** Short Notice Deposits are based on daily bank deposits. In the month of June and December, it pays 5.5% interest annually, twice.
- **RFDS:** It is a very unique creation of Rupali Bank by thinking about festivals in mind. For holidays such as 'Eid, Pooja, Christ-Mas day, Pahela Baisakhi, Buddha Purnima and other family gathering/festivals, it's a kind of savings. It provides 0.50% higher annual percentage rate.

- **RSSA:** It's a student savings. There is no service charge and also the students' files are free. The students can open it only with TK100. They will also get rewards when opening an account. There are 2 interest payments per year, with an 8% interest rate.
- **RMSS:** Rupali Monthly Saving Scheme is known as RMSS. The duration is of 3, 5 and 8 years. The periodic installments are BDT 500, BDT 1000, BDT 2000, BDT 2500, BDT 5000, BDT 10000, BDT 20000 and BDT 50000.
- **RKDS:** RKDS represents Rupali Kotipoti Deposit Scheme. For this scheme, there are two sorts of duration. Those are of for 7 and 20 years, respectively. The installment is paid each month BDT 25000. The annual interest rate for this scheme is 5%
- **RQPS:** RQPS stands for Rupali Quarterly Profit Scheme. The duration is three years. This method uses concurrent deposits'. BDT 100000, BDT 200000, BDT 400000, BDT 500000 and BDT 1000000 are the amount of simultaneous deposits. For this scheme, the annual interest rate is 5%. In exchange for BDT 100,000 in interest, BDT 1250 will be distributed quarterly.
- **RMDS:** RMDS is known as Rupali Millionaire Deposit Scheme. The interest rate for RMDS is 7.50%. The duration can be for (5, 10, 15 and 20) years.

Following the chart that shows RMDS monthly installment amounts based on different time periods-

<u>Years</u>	<u>Amount (bdt)</u>
5	14100
10	5900
15	3250
20	2000

Special Benefits:

1. Debit cards are issued without charge in connection with savings account settlement.
2. First-time settlement to the savings account includes a free cheque book.
3. Free SMS alert service.

- **RMBSC:** RMBSC represents Rupali Monthly Benefit for Senior Citizen. The duration is 3-5 years. The rate of interest is 8%. The interest is given monthly. The total interest is BDT 666.67 in BDT 100000 per month. The minimum deposit is BDT 100000 and its multiples. The maximum deposit allowed is BDT 5000000. There is an age limit for opening a RMBSC account. RMBSC can be opened by the citizens of 60 years old or above.

Special Benefits:

1. RMBSC doesn't charge any service fees.
2. Free notification service.
3. Free debit card issuance for savings account settlement.
4. First time settlement of a savings account includes a free cheque book.
6. Loan amount's is only 2% higher compared to the stated annual percentage rate.

- **RSCSS:** RSCSS is referred as Rupali Senior Citizen Savings Scheme. The interest rate for RSCSS is only 1% more than the Savings Account. RSCSS is open to citizens who are at least 60 years old. The amount of the deposits is not determined. But at least BDT 1000 is needed to deposits'. Service charge is same as Savings Account.

Special Benefits:

1. Interest is given twice a year, in the months of June and December.
2. Free issue of debit card.
3. Free cheque book provided (1st time only).
4. Free SMS alert service.

Pothoful: Rupali Bank Ltd. is now offering additional fresh item. There are 10/= opening fee. It is free of service charge. In the months of June and December of each year, interest is paid. This loan has an 8% interest rate.

ATM: Customers have access to 24-hour cash withdrawals from ATM at Rupali Bank as well as ATMs located throughout the country.

The Benefits of Rupali Bank ATM:

- Cash withdrawals are available at all times from Rupali Bank or others booths.
- Users of Q-cash can top off their phones from ATMs.
- Through POS, the merchant outlets are available for customers to shop.
- Customers' may pick up a statement of the latest 10 transactions/activities and also visits ATM to check the balance.

3.4 Account Opening & closing Section

When a customer opens an account, the connection between a bank and a client officially arise. All accounts are initially started with a deposit from the customer, which is known as deposit accounts. Usually, a person must open an account before using its services. One can only use a limited number of the bank's services without creating an account. Thus, the financial process starts by beginning of a record.

➤ **Formalities for opening an account:**

Step 1

Anyone who wants to create an account must submit an application in the specified format. The applicants' forms should have completed and signed.

Step 2

Applicants' must have include the references, which often known as "introducer information," on the application form so that the banker can contact them to get more information about the applicants' personality, morality, and decency

Step 3

Any consumer has been required at least one sample of their signature to their banker. These signatures are recorded on cards that the banker keeps, and the applicant's signature has to match the signatures in the samples.

Step 4

After finishing the procedures, In the name of the applicant, the bank officer establishes an account. Typically, a small amount is needed which is Tk. 100.

Step 5

The bank may provide the customer with a pay in slip that is either loose or in book form to help simplify the receipt of credit goods they have paid in. When depositing money at the bank, the consumer must fill out a pay slip. Upon receiving payment, the cashier will give the applicant check stub with his or her initial and stamp.

Step 6

Additionally, the bank will issue the customer a cheque-book to facilitate payments and withdrawals for their parties. To obtain a checkbook, it is noted that the applicant's must complete and submit a cheque request from the bank.

➤ **Formalities for closing an account:**

Step 1

If a customer wants to close an account, they can do so by giving written notice about their intent to the bank.

Step 2

Account holders are required to file a request for account closure to the branch in charge. When the application for account closure has been submitted, the manager will comment.

Step 3

Customer must obtain a nil balance certification from the account holder and draw a check for the whole amount.

Step 4

The unused cheque leaves should be recovered and take part in “Broken cheque book register”

Step 5

When a banker notices since long time there was no activity on an account, they may call the account holder to close it.

3.5 Cash section

The most delicate area of every branch is cash section because it handles a wide range of money transactions. This section starts with the depository money. The cash officers receive daily transfers of cash from the vault which is part of the opening cash balance. The opening cash balance is increased by the net amount of these cash receipts and payments. The figure is known as the closing balance. Then the vault is updated with the closing balance. And this represents the bank's total cash balance at the end of any particular day.

3.6 Clearing House

In order to exchange checks, drafts, pay orders, and other demand instruments drawn on each other and received from their respective customers for collection, locally active scheduled banks participate in clearing house. Every working day at the scheduled hour, the house's convenes by the management of two national bankers along with representatives by and large, and works inside the guidelines outlined hence based on prevailing banking practices. Bangladesh has usually 2 different sorts of banking systems, including-

- Between branches, inwardly or internal clearance.
- Between banks, outwardly or external clearance.

Chapter - 04

Analysis and Findings

4.1 Analysis of Deposit Status of RBL

RBL has several deposits but there are only four types of deposits available in the branch. These are savings account (SB), current account, fixed deposit (FDR) and RMSS. Analysis of these deposits using data from the most recent five months that reveals ups and downs throughout various time periods. I must use the information from my internship period since the financial statement for the year of 2022 has not been released yet.

1. Savings Account(SB):

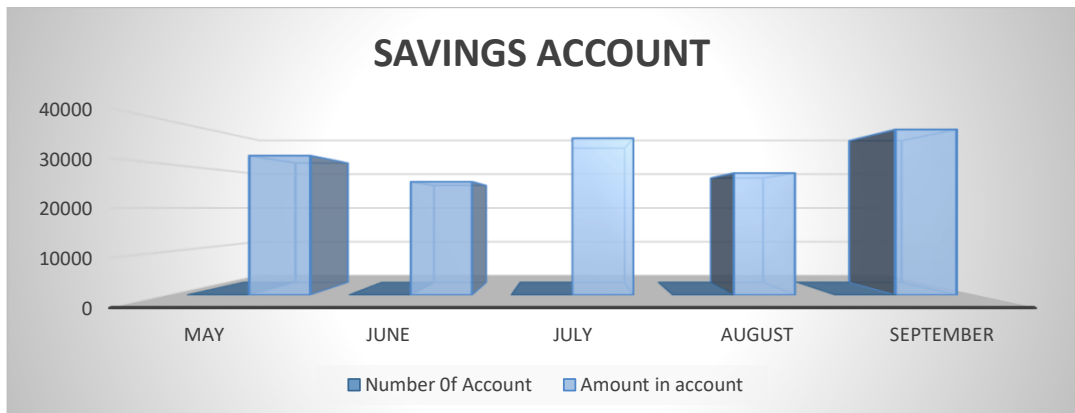
Five month Number of SB Account information are-

Month	Number of Account	Amount in account
May	16	32000.00
June	13	26000.00
July	18	36000.00
August	14	28000.00
September	19	38000.00

Tabel-01(Savings Account)

(Source –Branch Information)

Graphical presentation of Savings Account:



The above graphs show that the numbers of Savings Deposit Accounts, their growth rates as well as the amount of last five month of accounts. In the month of June 2022, Growth Rate of Savings Account was fall and in the month of September 2022, Growth Rate of Savings Account was increased.

2. Current Account:

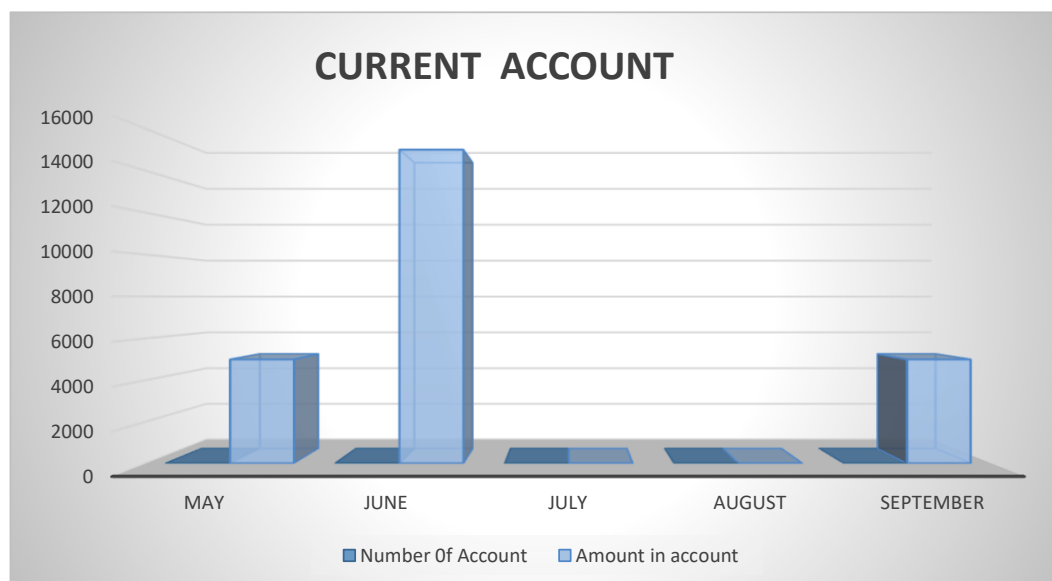
Five months number of Current Accounts are-

Month	Number of Account	Amount in account
May	1	5000.00
June	3	15000.00
July	0	0.00
August	0	0.00
September	1	5000.00

Tabel-02(Current Account)

(Source –Branch Information)

Graphical presentation of Savings Account:



The above graphs show that the numbers of Current Deposit as well as the amount of accounts. The graph shows that in the months of July and August (2022), the growth rate was nil and the month of July (2022), the growth rate was increased.

3. Fixed Deposit Rate (FDR):

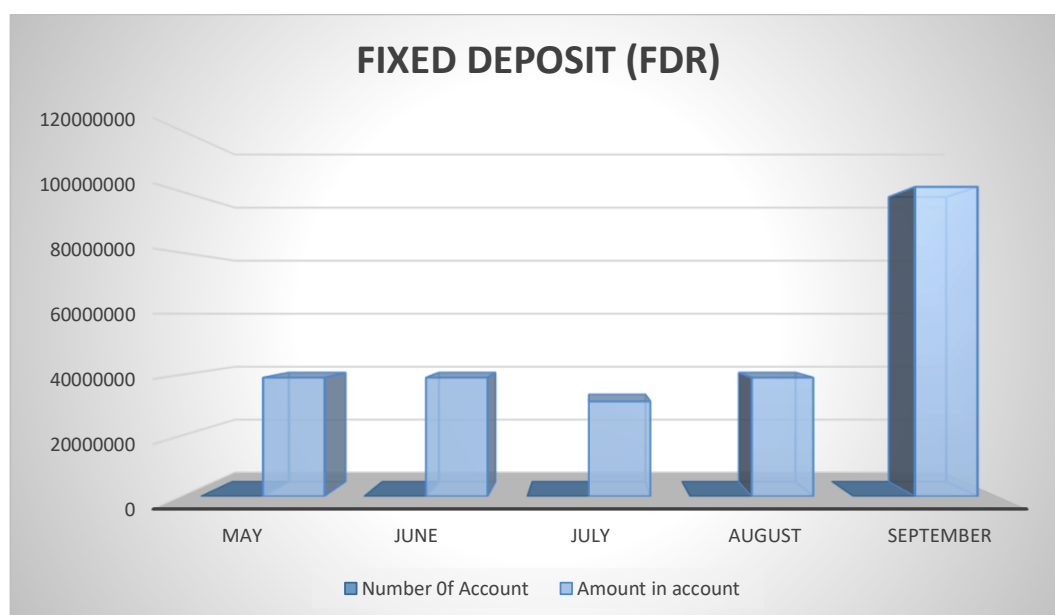
Five months number of Fixed Deposit accounts are-

Month	Number of Account	Amount in account
May	15	39062500.00
June	15	39062500.00
July	12	31250000.00
August	15	39062500.00
September	39	101562500.00

Tabel-03(FDR Account)

(Source –Branch Information)

Graphical presentation of Savings Account:



The above graphs show that the number of FDR accounts as well as the amount of accounts. Accounts are increasing comparatively because FDR rate is increasing every month that's why FDR Account growth rate was also High. In the month of September (2022), growth rate was the highest.

4. RMSS/Rupali Monthly Savings Scheme:

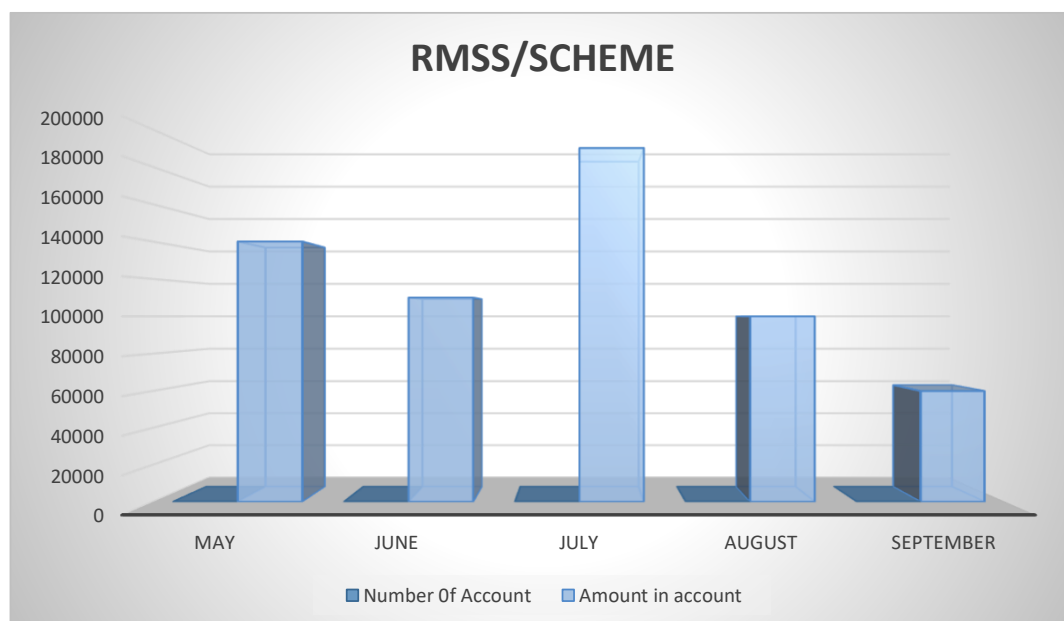
Five months number of RMSS or Scheme are-

Month	Number of Account	Amount in account
May	14	140000.00
June	11	110000.00
July	19	190000.00
August	10	100000.00
September	6	60000.00

Tabel-04(RMSS Account)

(Source –Branch Information)

Graphical presentation of RMSS:



The above graphs show that the numbers of RMSS Accounts as well as the amount of last five month of accounts. The graph also shows the growth rate of the Scheme. In the month of September 2022, Growth Rate of RMSS Account was fall and the month of July 2022, Growth Rate of Savings Account was increased.

4.2 Findings:

I discovered some important findings while preparing the report most of them in connection with Fatullah Branch. Most of them are rely on the collecting of deposited schemes-

- One of Fatullah Branch's most well-liked programs is RMSS. Nearly 40% of applicants like the RMSS plan. A large number of the applicants may be from the middle class, which could be the primary cause of this program. As a result people choose this plan to save regularly from their monthly income.
- Several least active product schemes exist in Fatullah Branch, Narayananj, due to lack of advertising. Such as RKDS, RQPS, RMBSC, RMDS, and RCCS. As a result, the target customers unaware of it.
- After a predetermined amount of time, each scheme's revised interest rates are published online in a circular, which the staff prints out for customers so they may stay current on the most recent interest rates and time frames.
- Despite the SMS alert service being turned on, I've found a common problem with many customers: they don't receive the SMS alert of their account balance. From a broad perspective, it appears that since they are not receiving the SMS, there must be a technical issue, possibly with the program.
- One of the most well-liked services that Rupali Bank Ltd. provides is ATMs. But RBL have inadequate ATM services. For this reason, customers use the ATMs of different banks.
- Throughout my investigation, I also found that majority of the employees are not knowledgeable about all aspects of their branch. Due to the lack of on job training. Like an employee of general banking department don't know the work of clearing department.

Chapter - 05

Recommendations and Conclusion

5.1 Recommendations:

- RBL should provide better service in deposit schemes because of the higher attention from the customers. So, banks need to improve their deposit policy.
- Bank deposit also needs to be more diversified.
- The procedure of deposit accounts opening and closing should be more flexible.
- RBL needs to introduce online deposit scheme for the betterment of the company.
- RMSS is very popular deposit schemes among the customers.
- RBL should raise the interest rate for the customers demand.
- RBL should hire more efficient manpower to provide the service more effectively.
- RBL must use the latest innovation to assure customers need.
- RBL should increase ATM booths for the sake of customers.
- This branch should increase official equipment so that employees have time to do other things.
- RBL needs more skilled employees to handle daily tasks due to the high volume of customers.

5.2 Conclusion:

As the country's economy develops, financial institutions including banks are incredibly essential. We all know that RBL is the most promising bank. Because of substantial assets, it has a broadened portfolio to handle any unpredictability. Rupali Bank Limited can quickly adjust to the environment with ease. In the recent past, RBL made huge progress towards the computerized system and internet banking. The deposit product schemes have a significant impact on Rupali Bank Ltd., which brings us to the project's theme. As a result RBL should make greater effort for improving their deposit schemes. Promotional activities do not exist at RBL. But RBL must promote to establish a solid reputation by advertising the deposit products that are being offered. RBL need to improve the deposits collection product policy. Additionally, to reach their goal, they can employ some professionals who can offer product advice. And also to conduct the necessary research on deposit schemes, track their performance, and evaluate their effects on deposit schemes across the board, it is important to put together a strong team with the right combination of knowledgeable and experienced workers. The banking sector of Bangladesh is well served by Rupali Bank Ltd. The employees of RBL have put in a lot of effort to achieve the organization's mission. Through ethical banking and its implementation can help to meet expectations and grow assets in the future.

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