

Analytical Study of Education Loan Schemes of Nationalised Bank with Reference to Punjab National Bank

Amol Dinesh Ramteke and Dr. Vikram Dongre

Jhulelal Institute of Technology, Nagpur, India

Abstract: Banks play an important role in the economic development of a country. They are the lifeblood of modern and have control over a large part of money supply. A bank is a financial intermediary that accepts deposits and channels them into lending activities. It plays a vital role in the marketing of new type of deposits and advance schemes. The operational efficiency, service quality and managerial effectiveness are the main areas to observe the performance of a bank. The financial performance of a bank can be measured as the achievement of the bank in terms of profitability position, service quality, customer satisfaction and other relevant aspects. The profitability of a bank denotes the efficiency with which a bank deploys its total resources to optimize its net profits and thus serve as an index to the degree of asset utilization and managerial effectiveness. At present the Indian banking system faces a number of difficult challenges. In such a scenario, the present study is an attempt to measure the financial performance of the second largest public sector bank of India i.e. Punjab National Bank. This study is entirely based on secondary data and different ratios have been applied to evaluate the financial performance of the bank along with regression analysis with the help of SPSS 20.0. The study concluded that the selected bank has performed well on the sources of growth rate and financial efficiency but profitability position has been found poor during the study period.

Keywords: Punjab National Bank, Indian banking, SPSS

I. INTRODUCTION

FINANCIAL MANAGEMENT

The term "Management" refers to the optimum utilization of available resources to achieve the desired objectives or goals. "Financial Management" as a name it suggests, refers to management of 'Finance'. Every organization, whether business or non business, needs funds to exist, but to grow, it needs the optimum utilization of these funds. Thus Moneys or Funds/Finance is the most resource and Financial Management deals with optimum utilization of it. In other words, Financial Management is that Managerial activity which is concerned with planning and controlling Financial Resources.

Financial Management is a science as well as an art. In fact, it is neither a pure science nor a pure art. It is regarded as a science as it has provided various statistical and mathematical models for solving the financial problems of a firm. It is also an art because the finance manager has to apply his skills while implementing the models and techniques given by Financial Management. Thus, Financial Management is not a science but also an art.

CONCEPT

Customer satisfaction refers to the level of contentment or fulfillment experienced by customers after interacting with a product, service, or overall brand experience. It is a measure of how well a business meets or exceeds customer expectations and addresses their needs and desires. Customer satisfaction is typically influenced by factors such as product quality, customer service, pricing, convenience, and overall customer experience. Satisfied customers are more likely to repeat purchases, recommend the business to others, and contribute to the company's long-term success.

DEFINITION OF 'EDUCATION LOAN'

Money borrowed to finance education or school related expenses. Payments are often deferred while in school and for a six-month grace period after graduation. Sallie Mae is the largest source of education loans and handles the two major types, the Stafford loan and the Perkins loan. One of the major benefits of these types of loans is that they come with low interest rates and do not require collateral or a credit check

OBJECTIVES OF THE EDUCATION LOAN SCHEME

The educational loan scheme is meant to provide need-based assistance to meritorious students in pursuing higher education. Since the word “meritorious” is a relative term it would be necessary for banks to specify parameters for defining the term meritorious.

OBJECTIVES AND HYPOTHESIS

- To study the Educational Loan procedure of Banks & analyze its importance.
- To analyze the features of loan and required eligibility
- To analyze the best possible scheme which would keep the bank ahead of completion
- To know satisfaction level of preferred education

II. RESEARCH METHODOLOGY

Methodology is a systematic way to solve the research problem. Research is essentially a systematic inquiry seeking facts through objective verifiable method in order them broad principle or laws. Research covers the search for and retrieval of information for a specific purpose. Research has many categories from medical research to literacy. Research is essentially a fact finding process which influences decision making. It is a careful search or inquiry into any subject matter, which is an endeavour application or utilization

DATA COLLECTION

In any research project data collection is one of the important steps as proper data can only give the desired result. Generally the data to be collected is primary and secondary which is following.

PRIMARY DATA COLLECTION

There are two different ways to collect primary data for survey. For this research the research have to collect primary data by using observation method. The sources of market information for primary data are;

staff members
Customers
Students

SECONDARY DATA COLLECTION:

Secondary data is that data which already exists & collected by someone else. The researcher goes through the secondary data for getting some previous information related to the topic. The sources of market information for secondary data are;

Web sites
Annual report
Newspapers

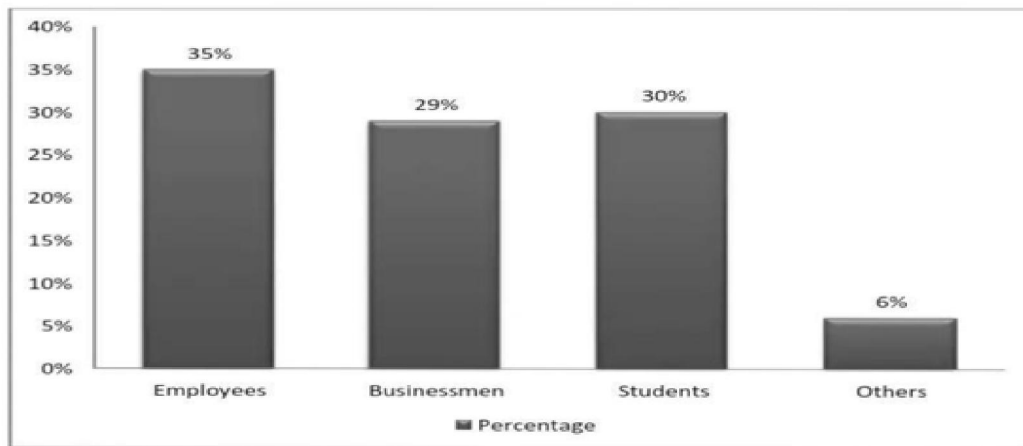
Sample Size:-

The sample size chosen for these study is 100 respondents

III. RESEARCH ANALYSIS AND INTERPRETATION

Professionals	No. Of respondents	Parentage
Employees	35	35%
Business man	29	29%
Student	30	30%
Others	6	6%
Total	100	100%

1 . What types of professionals using smart phone?



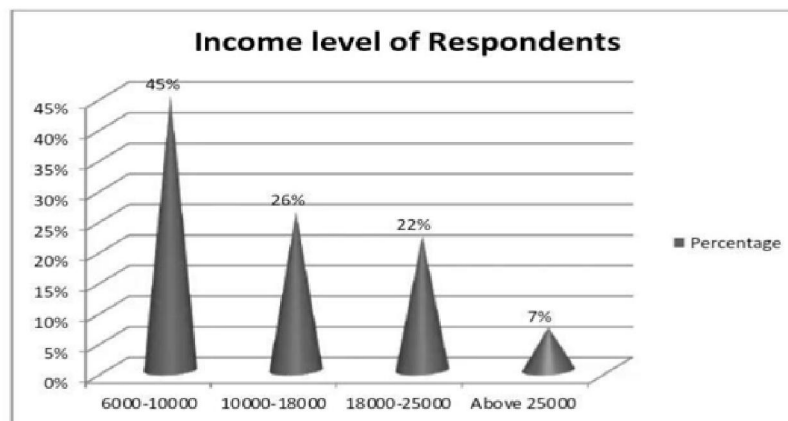
Interpretation:

From the Above table it indicate that the different type of professional using Smartphone 35%, Businessman using Smartphone 29% , students 30% and others 6%. It shows that

2. of respondents who are using smart phone?

Income levels	No. Of respondents	Percentage
6000-10000	45	45%
10000-18000	26	26%
18000-25000	22	22%
Above 25000	7	7%
Total	100	100%

Fig.1.2

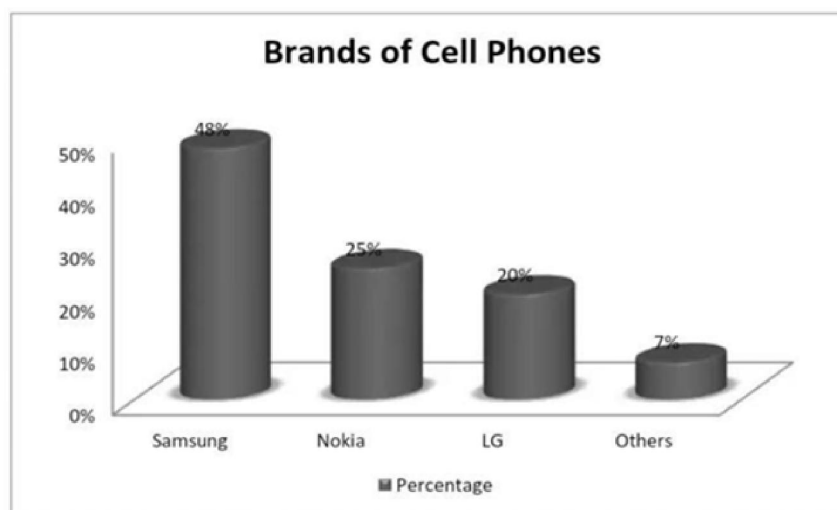


Interpretation:

The above table indicates that the majority of respondents with the income level 6000-10000 using mobile are 45(45%) and then move down to 10000-18000 the 26 (26%) of respondents using mobile then 18000-25000 22% of respondents using mobile and above 25000 7% of respondents are using mobile

3. Which brand cell phone you have?

Brand	No. Of respondents	Percentage
Samsung	48	48%
Nokia	25	25%
Lg	20	20%
Others	7	7%
Total	100	100%



Interpretation: according to about table it is indicate that 48% of respondents are using Samsung cell 25% of respondents are using Nokia and 20% of his family using them turn and 7% of fit is calling using other like Chinese. It means the market of Samsung is good that compared to other competitors such as Samsung & LG etc

IV. CONCLUSION

Human beings are no more constraint to the basic necessities in their lives. Their needs have diversified through the ages placing an increase demand on resources. The economic boom in the country has wide open the new challenges and opportunities to the people. This has necessitated timely and easy availability of funds to meet the requirements of institutions and individuals in meeting their goals. Thus to keep up with the pace of this increasing demand, the banking industry have come forward with the credit portfolio to provide funds on relatively easier terms and conditions. Today, banks are committed towards providing more and more number of people with finance with a view to make their lives better. The ever increasing demands of the customers have forced the banking sectors to emerge with new retail products bearing new unique features in them. The competition among the banks cannot be neglected. They have been supplying loans for the purpose of purchase of vehicles, pursue of higher education, or to meet their other personal requirements. The banking industry is witnessing a boom at present boosted by the increasing demand for retail loan products. The demand has arisen as a result of genuine individual needs. From an overall view point demand for retail loans is ever rising and the same would be reflected on the demand for funds. Hence the profitability of this particular industry is expected to take a positive track in the future ahead