

6. Digitalization Banking in India: Current and Future Prospectus

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Abstract

Digitalization is a very powerful tool in today's world, and financial institutions are the backbone of the Indian economy. Indian Banking Industry today is in the midst of a digitalization revolution. Nearly, all the nationalized banks in India are going for digitalization based solutions. The application of IT in Banks has reduced the scope of traditional or conventional banking with manual operations. Digitalization will bring fundamental shift in the functioning of banks. It would not only help them bring improvements in their internal functioning but also enable them to provide better customer.

With the advancement of digitalization and to derive the inherent advantages of its implementation, there was a long felt need to give recognition to the electronic means as an alternative to paper based banking practice in India. The evolution of banking digitalization has been mainly driven by changes in distribution channels as automated teller-machine (ATM), phone-banking, mobile-banking, pc-banking and most recently internet banking etc. In the traditional banking system a person had to go to a bank branch to deposit or withdraw money and get a bank statement book manually updated by a teller over the counter. With the introduction of computer networks, a networked printing machine started replacing the manual update of statements. Then automated teller machines (ATMs) were introduced to facilitate withdrawals, deposits and even transfers accommodating mobility in much wider geographical areas. Phone banking was a revolutionary concept in banking since it made banking accessible from anywhere as long as phones were available. With the successful diffusion of mobile phones, phone banking is moving into a next phase of development. However, one of the most substantial changes in banking technology is the recent introduction of internet banking.

Keywords: financial institutions, phone-banking, mobile-banking, pc-banking.

Introduction

Financial sector plays important role in the economic growth of a country. Banks are withal considered the most paramount part of the financial sector in India. Economic growth & development of any country is mainly influenced by the advancement of the banking industry in that particular nation. In the present era of technology demand of financial services is transmuting at a very expeditious haste. To meet these ordinate dictations accept of incipient advanced technology and digitalization in banking sector is obligatory to accommodate subsisting customer and to magnetize more customers withal. The banking sector is increasingly growing which facilitate the opportune utilization of financial resources, immensely colossal flow of investment, intermediation activities as well as operating in a rapidly innovating industry to facility its customers.

Objectives of the Study

1. To identify various Digitalization banking services/products provided by Indian banks.
2. To study and analyze the progress made by Indian banking industry in adoption of technology to provide technology based digital services.
3. To analyses the future prospects of the Digitalization banking services of the Indian Banking Industry.
4. To study the challenges faced by Indian banks in adoption of Digital technology and make recommendations to tackle these challenges.

Conceptual Framework

The term “digital banking”, just like any new buzzword, means different things to different stakeholders in a service organization. For instance, for customers, it can mean myriad new services and products resulting in a pleasurable buying/spending experience. For the decision-making team in the organization, it could mean setting up of state-of-the-art ICT infrastructure coupled with a good dose of analytics in order to provide an excellent customer experience, which is a precursor to having sustained and profitable customer relationships. For the regulator or third party, it could mean the ability to provide accurate and reliable information on the fly.

Why to Go Digital – Advantages of Becoming A Digital Bank

Worldwide, the trends have been very clear and consistent:

- Customers are becoming increasingly comfortable with transactions on digital channels –whether for product purchases or services
- FinTech platforms and services have responded to e-commerce and mobility with disruptions across the board – resulting in loss of opportunities and value for the traditional banks
- The cost of meeting tough regulations has eaten into the allocations for investment in business and IT, which then makes banks less competitive, eventually affecting their bottom line even more.

Expanding Digital Banking Generates Even Greater Opportunities:

Clearly, offering full-featured digital banking services can increase customer satisfaction for Financial Institutions (FIs), but doing so can also help them reach other business goals. One of the most immediate advantages is reduced costs. With the High Networth Individual (HNIs) customers placed (sited) on online and mobile channels, FIs have a rare opportunity to make investments that can increase customer satisfaction, loyalty and control costs. Another important business goal is customer acquisition. Well-developed digital channels create opportunities for FIs to address this challenge as well as increase their share of wallet and expand their market share. The foundation of these opportunities is the data that digital channel transactions generate on customer behavior, such as buying habits. This data, which is objective and gathered without human intervention, can show how customers behave throughout all channels. When data from multiple channels is combined, FIs can see a clearer, more complete picture of their customers. With an improved understanding of their customers, FI can personalize the customer experience and recommend new products and services, both of which aid customer retention. These advancements can, in turn, drive adoption of digital banking services, thereby improving FI efficiency, and attract new customers, especially those in younger demographics.

Findings

- The most formal threat faced by the banking sector is that the customers do not consider digital banking services safe and secure all the time. They celebrate that there may be loss of data/money due to technical defaults.

- Banks are facing business challenges and problem also. For the transactions made through internet, the service charges are very low. Unless an astronomically immense number of transactions are routed over the Web, the digital banks cannot celebrate of profit.
- There is short of preparedness on the part of both i. e. Banks and customers in the adoption of incipient technological changes.
- There is short of congruous infrastructure for the installation of e-delivery Channels.

Recommendations and Conclusion

Banks are making earnest efforts to popularize the Digital banking services and products. Younger generation is commencing to optically discern the convenience and benefits of banking. In years to come, Digital banking will not only be customary mode of banking but will be chosen mode of banking. No doubt Indian banks are making sincere efforts for the adoption of advanced technology and for installation of Digital delivery channels but still masses are wary of the concept and still there are many challenges cognate to the safety and security of the money and information so some special arrangements should be made by banks to ensure full security of customers' funds. Technical defaults should be evaded by employing well trained expert technicians in field of computers, so that loss of data can be avoided. Seminars and workshops should be organized by the banking professionals on the salubrious utilization of e-banking services especially for those who are ATMs or computer illiterate. E-banking services should be customized on basis of age, gender, vocation etc. so that needs and requisites of people can be rewarded accordingly. Government should magnify investments for the construction of well furnished building and infrastructure.

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7. A Study on Different versions of Generic Medicines Available in Indian Pharmaceutical Market

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Abstract

There are different versions of generic medicines available in Indian pharma market. The basic idea of introducing generic medicines into the market is to give a more economical and affordable choice to the patients and healthcare professionals as compared to the expensive Originator brands. But not necessarily all versions benefit the patients in reducing their healthcare expenditure. Pharma industry is one of the biggest industry in India comprising of more than 33 billion US dollars. But still there is a dilemma in minds of healthcare professionals, pharmacists and consumers regarding the use of generic drugs/brands and their role in reducing healthcare expenditure. Apart from INNOVATOR BRAND, the various versions of generic medicines available and prevalent in Indian Pharma market are-

- Branded generics
- Generic generics
- Propaganda brands
- Purely generic drugs

This study is aimed at understanding the different versions of generic medicines available in Indian pharmaceutical market. This paper will also give an insight about the proportion of use and utility of these different versions of medicines prevailing in Indian pharmaceutical market.

Key Words- Innovator Brands, Healthcare expenditure, Branded Generics, Propaganda Brands, Purely Generic Drugs

Introduction

The term "Generic Drug" or "Generic Medicine" can have varying definitions in different markets, however the term is commonly understood, as defined by the World Health Organization (WHO), to mean a pharmaceutical product which is usually intended to be