Thesis Report
on
General Banking Activities of Commercial Bank: A Case Study on NRBC Bank PLC.

Submitted by:

Nargis Akter

ID: EMBA2302029012

Major: Finance

Semester: Spring

Sonargaon University (SU)

Submitted to:

Department of Business Administration

Sonargaon University (SU)

Submitted for the Partial Fulfillment of the Degree of Executive Master of Business Administration



Sonargaon University (SU)

147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: May 05, 2024

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Shahbub Alam

Lecturer

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Letter of Transmittal

May 05, 2024

Md. Shahbub
Alam Lecturer
Department of Business
Administration Faculty of Business
Sonargaon University

Subject: **Submission of Thesis Paper**

Dear Sir,

I now inform you, with utmost respect, that I have successfully completed my thesis Report on organizational attachments at NRBC BANK PLC.

Working with amazing colleagues in the general banking services of NRBC BANK PLC has greatly enhanced my Report experience. In this report, I have tried to express my position experience and other relevant matters in line with your requirements.

I expect that the report meets your expectations. I am willing to provide a comprehensive explanation on any essential matter that may be required.

Thank You

Sincerely yours,

Nargis Akter
ID: EMBA2302029012
Program: Executive Master of Business Administration
Major: Finance
Department of Business Administration
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Student's Declaration

I declare that I prepared the Report report titled "**General Banking Activities of Commercial Bank: A case study on NRBC Bank LTD**." using my own experiences gained during my Report at NRBC Bank PLC. The report is authentic and has not been previously used for any academic undertaking. I acquired and arranged the specified informative data. I take full responsibility for any inaccuracies or exclusions in the facts or information presented in this article. This report is being submitted to the Department of Finance at Sonargaon University as part of the requirements for the Executive Master of Business Administration degree.

Nargis Akter
ID: EMBA2302029012
Program: Executive Master of Business Administration
Major: Finance
Department of Business Administration
Sonargaon University

Certificate of Supervisor

This is to certify that the Report **General Banking Activities of Commercial Bank: A case study on NRBC Bank LTD**." report has been prepared as a part of the completion of the EMBA program from the Department of Business Administration, Sonargaon University (SU), carried out by **Nargis Akter**, bearing ID: EMBA2302029012 under my supervision. The report or the information will not be used for any other purposes.

Md. Shahbub Alam
Lecturer
Department of Business
Administration Sonargaon
University (SU)

Executive Summary

This Report report provides a comprehensive overview of the general banking services offered by one of the leading financial institutions in Bangladesh. Being a finance student, I consider myself fortunate to have had the chance to do a Report and get valuable knowledge from a very reputable and successful organization like NRBC Bank PLC. NRBC Bank PLC is a prominent privately-owned commercial bank that commenced operations under the Bank Company Act 1991 on April 2, 2013. With its nationwide network of 103 branches and647 Sub branches (as of 31.12.2023), This organization known as pioneer of sub branches network of the banking industry in Bangladesh. Throughout my comprehensive study, I have made a diligent effort to thoroughly evaluate the General Banking services offered by NRBC Bank PLC. General banking includes activities such as account initiation, Remittance Service, pay order, fees collection, and cheque processing The General Banking division provides these services in a more efficient and improved manner.

This report is divided into five sections. The main section will provide an overview of the report, including its purpose, objectives, and scope. The next section will introduce the Bangladesh Banking Industry. The paper will discuss selected challenges in the financial industry and provide information on NRBC BANK PLC, where I finished my internship program. The third section pertains to my comprehension of entry-level employment experience at NRBC Bank PLC. The fourth portion focuses on the ways in which the internship has contributed to the enrichment of both my personal and professional life, as well as enhancing my learning and personal development. Furthermore, in the last section, I provided my suggestions and recommendations for improvement in the future operation of general banking services based on my key findings during this Report report program at NRBC Bank PLC.

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Chapter One
Introduction

1.1 Introduction

The essential job of this report is to get an idea with respect to the exercises of NRB Bank Limited Principle Branch NRB Bank, a second-age bank of the country and make an examination on the Customer Satisfaction on keeping cash territory of Bangladesh. Wherever all through the world the estimation of Banking has been changing rapidly in light of Deregulation, Technological improvement and Globalization. Dealing with a record in Bangladesh needs to keep pace with the overall change. By and by Banks must fight in the business focus both with neighborhood establishments and moreover outside ones. To endure and thrive in such an engaged setting aside some cash world, two basic necessities are enhancement of fitting budgetary establishment by the national bank and progression of "Buyer dependability" in the sentiment of making dealing with a record section. To display capable Banker, simply speculative data in the field of dealing with a record ponders isn't sufficient. An educational course of the examination has an inconceivable regard when it has sensible application, in fact, condition.

Thusly, I require real utilization of my understanding to get some benefit by my theoretical data make it progressively reasonable. In a fundamental word, Excellence is the Capacity of conveying needed result. Along these lines, Excellence of customer is, the methods by which customers see organizations, how they study whether they have experienced quality organizations and whether they are satisfied or not.

When it implies Excellence of customer, we expect that the estimations of organizations and the habits by which customer evaluate organizations are tantamount where the customer is internal and outside of the affiliation.

1.2 Objectives of Report:

1.2.1 General Objective

The main objective of this report is to provide comprehensive information on the general banking services provided by NRBC Bank PLC.

1.2.2 Specific Objective

➢ To understand and learn the general banking services marketing techniques of NRBC Bank PLC.

➢ To acquire knowledge about the fundamental structure of the NRB Commercial Bank Ltd.

To be aware of the services NRBC Bank offers to its customers to maintain relationships with them.

➢ To provide recommendations that would benefit this bank in the future.

1.3 Scope of the Report:

This report seems to provide a comprehensive overview of NRBC Bank PLC's general banking services, daily activities, organizational structure, and customer perception. It aims to give the readers a brief yet complete idea about the bank's general banking system, as well as its approach and execution of the financial system. It appears to be a useful resource for clients who want to learn more about NRBC Bank PLC.

1.4 Background of Study

Banks are financial entities that provide a wide array of banking services to both people and organizations. They provide consumers with the option to deposit or withdraw cash, along with providing loans, house mortgages, investment prospects, and several other financial items. Banks serve as intermediaries in financial transactions and provide companies and individuals the means to get funds, therefore playing a crucial role in the economy. Government bodies are responsible for creating legislation in the majority of nations. The Bangladesh Bank, as a central bank, is subject to certain restrictions regarding the issuance of money, including the amount of money to be released at any particular moment and the specifications for banknotes and coins. The bank must adhere carefully to the regulations set out by the Bangladesh Bank. I am now acquiring a new banking institution in Bangladesh known as NRBC Bank PLC. NRBC Bank PLC, specifically the actively engages in distinct commercial operations throughout the country. The regulatory

authority, Bangladesh Bank (BB), carefully supervises and controls NRB Commercial Bank, a privately-owned commercial bank in Bangladesh. The bank is classified as a non-residential institution because of its receipt of foreign currency via channels such as Western Union and RIA. The bank strives to provide comprehensive services that cater to clients' requirements and diligently work towards satisfying their expectations.

For an EMBA student, it is crucial to demonstrate proficient leadership skills to meet the Report Program's expectations. The primary goal is to acquaint students with the actual working conditions and circumstances in the real world. This report provides a thorough review of NRBC Bank PLC's overall financial operations for the Report program the application of knowledge in real-life situations has more significance than theoretical understanding. Considering this, a Report program is an essential part of the EMBA education system. The objective of this study is to give students a glimpse into an authentic work setting and give them the chance to use their academic knowledge. There is often a disparity between theory and practice

1.5 Methodology

This is a descriptive type of research that briefly explores the overall banking activities of NRB Bank Limited Mohammadpur. It has been prepared by collecting both primary and secondary data.

Types of data:

Mainly two types of data are used:

Primary data:

Primary data is data, which is collected by the researcher directly by observation and experience. For example, if the researcher conducts a survey for the collection of data that it is known as primary data.

Secondary data:

Secondary data is the data taken by the researcher from secondary sources, internal or external. That means the data, which was collected and used previously for another purpose is called secondary data.

Sources of data:

Sources of data of this can be divided into two categories:

Primary Sources:

A. Through observation and face-to-face conversation.

Secondary Sources:

A. Annual report of NRB Bank Ltd.
B. Different textbooks.
C. Web base support from the internet.

1.6 Limitations of the Report

➢ Limited number of data sources can make it difficult to prepare a comprehensive report.

➢ Three months might not be enough time to fully understand all the activities related to a bank's general banking services.

➢ It's understandable that due to the deficiency of the bank's data, some of the data in the report is based on my perception.

➢ Time management is crucial when it comes to collecting data and properly writing a report

Chapter Two
Literature Review

2.1 Literature Review

According to Rasem N. Kayed, M. Kabir Hassan (2013) Based on extensive original research amongst small and medium sized enterprises in Saudi Arabia, it shows how businesses are started and how they grow in the context of an Islamic economy and society. It argues that as specific Islamic approaches to a wide range of economic activities are being formulated and implemented, there is indeed a particular Islamic approach to entrepreneurship.

According to Syed Ali-Mumtaz H. Shah (2009) The finance sector in Bangladesh remains at an early stage of development. It needs to be strengthened and invigorated so it can fulfill its dual role of reducing poverty and promoting economic growth. This book presents a comprehensive analysis of the finance sector in Bangladesh and pinpoints areas of weakness in its subsectors. Broad reforms to the sector and complementary parallel reforms are set out.

According to Roland Benedikter (2011) Featuring innovations and initiatives in banking from Europe, Canada, and the United States, Roland Benedikter presents an alternative to traditional banking practices that are focused exclusively on profit maximization. He argues that social banking is not about changing the system, but about improving some of its core features by putting into use the "triple bottom line" principle of profit-people-planet. Important lessons can be learned by the success of social banks that may be useful for the greater task of improving the global financial system and avoiding economic crises in the future.

According to Frank J. Fabozzi (2002) Comprehensive exploration of the revolutionary developments occurring in the world's financial markets and institutions i.e., innovation, globalization, and deregulation with a focus on the actual practices of financial institutions, investors, and financial instruments.

According to Prakash Saha (2013) Banking, Stock Exchanges, Insurance, Accounting, grade: none, course: Green Banking Products, language: English, abstract: Banks which have not involved key environmental stakeholders or which have not adopted a learning-organization approach to business (e.g. risk taking and outward looking), will find that adopting a green mindset

is difficult. The new generation Banks and financial institutions in Bangladesh are particularly embracing environment protection with every passing day, in some cases with a missionary zeal to protect the mother earth.

According to Thorsten Beck, Mohammad Habibur Rahman (2006) While Bangladesh has embarked on a path to reform its financial system, most prominently by privatizing its government-owned banks, the Nationalized Commercial Banks (NCBs), a sustainable long-term expansion of the financial system requires a more substantial change in the role of government. Using recent research and international comparisons, this paper argues that the government should move from its role as an operator and arbiter in the financial system to a facilitator role.

According to Shahidur R. Khandker, M. A. Baqui Khalily, Zahed H. Khan (1995) The progress made by the countries of Central and Eastern Europe in privatizing state-owned enterprises has created millions of new shareholders. But for the citizenry to buy and sell shares, these countries must develop stock markets and related institutions such as brokerages, clearing and settling organizations, and regulatory agencies. This paper examines the role of capital markets in the new market economies of Central and Eastern Europe and to what extent governments in the region should encourage the development of such markets.

According to Business and Management in Asia: Digital Innovation and Sustainability (2022) Managers and policy makers rely on digital technologies to face the region’s sustainability challenges and solve sustainability problems. From business perspective, sustainability is defined as the adoption of business strategies, activities, and operations that meet the needs of the firm and its stakeholder today while protecting, sustaining, and enhancing the human and natural resources that will be needed in the future. Digital innovation refers to the application of digital technologies to existing business problems as well as the development of the firm’s strategy, culture, and human resources talent to deal and use digital technologies to solve sustainability issues.

Chapter Three

Organizational Overview

3.1 Company Analysis:

In order to promote economic growth in the nation, the people of Bangladesh expressed their desire for the establishment of a new financial institution that would facilitate the country's economic progress via the provision of foreign loans. The increasing need for a new bank among non-resident Bangladeshis (NRBs), coupled with the expectation of more domestic foreign investment and interest from diverse international investors, provides a solid basis for consideration. The bank's full name is Non-Resident Bangladeshis stands for NRB and C stands for Commercial Bank. This is a public limited commercial bank classified as a fourth-generation private commercial bank. The bank commenced its commercial activities on April 18, 2013, at its main location. The bank operates a total of 103 branches, and 641 sub-branches, with 09 of them designated as authorized Diller branches. This financial institution has a total of 45 automated teller machines (ATM) and 563 agents all over the country. Additionally, it has a customer call center. The financial sector is flourishing. Some examples of banking services include SME banking, Online banking (Via App), Corporate Banking, retail banking, Green financing, agent banking, SMS banking, and. The authorized capital of the company is TK 16000 crore. The capital (equity) amounts to 875 crores. Non-resident Bangladeshis want to establish a bank to capitalize on the economic growth of their homeland. Non-resident Bangladeshis are an invaluable resource for our nation, and NRBC Bank strives to fulfill their financial requirements to maintain their allegiance. The bank is dedicated to maintaining its service quality, attitude, behavior, and technology to the most current standards while guaranteeing precision in its financial procedures to assure client contentment. To enhance the flow of inbound foreign remittances, it is not sufficient to just send our workforce abroad. They must be adequately

trained and skilled to compete with workers from other countries. A bank, such as the NRB, might play a crucial role in accomplishing this objective. Furthermore, given the current state of banking operations in Bangladesh, it is crucial for the new bank to effectively compete with existing banks by using innovative risk management strategies and establishing a strong portfolio of assets to ensure the organization's financial stability. Based on the aforementioned concerns, Bangladesh Bank accepted applications for the desired bank and issued a Letter of Intent (LOI) to qualifying businesses. (NRB Commercial Bank Corporate Information, n.d.)

3.2 Vision:

To become a leading bank in terms of providing efficient and innovative banking services, safeguarding depositors' interests, meeting shareholders' expectations, and promoting the economic growth of the country. Our main focus is to facilitate the smooth transfer of foreign remittances from Bangladeshi expatriates working overseas and attract idle and less profitable funds held by affluent non-resident Bangladeshis.

3.3 Mission:

➢ The bank aims to instill trust in Bangladeshi expats by providing them with desired services, appealing profitability, and safe investment opportunities via our diverse range of financial products.

➢ The bank will provide exceptional prospects for prospective wage earners to get employment overseas via our trustworthy and trusted intermediary services.

➢ The bank will organize a targeted and efficient training and education program for prospective foreign currency wage earners from Bangladesh, to provide them with the necessary skills to compete with workers from other nations.

➢ The bank will provide exceptional service by offering both current and novel products in a cost-effective and timely way to all of its retail and business clients.

➢ The bank will continuously prioritize and oversee the evolving requirements and desires of its clients to innovate and improve the service delivery process.

➢ The bank must consistently exercise vigilance to keep banking business risks within acceptable limits to safeguard the interests of depositors and maximize returns for shareholders.

➢ The bank will lead in utilizing innovative funding methods like asset securitization and mutual fund issuance to cater to the financial requirements of emerging sectors such as SME financing, factoring, microfinance, IT-based

products, and housing financing. This will contribute to the overall economic development of the country.

➢ The bank will establish a conducive atmosphere, embrace and cultivate and e a collaborative culture in which individuals will be incentivized to embrace banking difficulties and compete with other rivals. (NRBC bank PLC. - Pioneer in sub branch network, n.d.)

3.4 NRBC Bank PLC at a Glance

Name of the Bank by registration	NRBC Bank PLC
Industry Name	**Banking Industry**
Bank Type	**Public Limited Company**
Establishment date	**2ND APRIL 2013**
Head Office Address	**114 Motijheel C/A, Dhaka-1000**
Chairman	**Mr. Parvez Tamal**
MD & CEO	**Golam Awlia**
Total Branch's	**103**
Total Ad Branches	**09**
Total ATMS:	**45**
Total Agent Points	**563**
Total SUB Branches	**641**
Logo	প্রবাসীর স্বপ্ন এনআরবিসি ব্যাংক NRBC BANK
Slogan	**প্রবাসির স্বপ্ন**
E-mail address	chinishpur@nrbcommercialbank.com
Website Address	https://www.nrbcommercialbank.com

Table 01- Organizational Information

3.5 Organogram of NRBC BANK PLC

Managing Director (MD) & CEO
Additional Managing Director (AMD)
Deputy Managing Director (DMD)
Senior Executive Vice President (SEVP)
Executive Vice President (EVP)
Vice President (VP)
First Vice President (FVP)
Assistant Vice Precedent (AVP) (Executive level)
Fast Assistant Vice Precedent (FAVP)
Principal Officer
Senior Executive Officer
Executive Officer
Officer
Assistant Officer
Junior Officer
Trainee Junior Officer

Table 02:
Organogram of the bank

3.6 Services Provided by NRBC BANK PLC:

3.6.1 Bill Collection process:

NRB Commercial Bank is collecting several types of utility bills. All the components of NRB Commercial Bank and agent banking facilities are now capable of assembly for DESCO bill collection. All branches of NRBC Bank nationwide collect DESCO (Dhaka Electric Supply Company Limited) invoices. In addition, NRBC Bank Account users enjoy the advantage of conveniently paying their bills directly from their bank account using Internet banking, avoiding the need to physically wait in lengthy queues. Customers can pay DPDC invoices at any of the 61 NRBC branches. In addition, NRBC Bank account holders get the advantage of being one of the few banks that receive BRTA (Bangladesh Road Transport Authority) levies and fees. It collects and consolidates vehicle expenditures and levies from BRTA via all its branches nationwide. The NRBC Bank offices collect fees for various services like car registration, health insurance, charge tokens, annual costs, course awards, driving licenses, relocations, ownership changes, and late fees. Titas Gas customers have the option to pay their bills at any of the branches of NRBC Bank. NRBC Bank is one of the few banks that receive Titas Gas invoices. NRBC Bank assembles both metered and non-metered invoices. All branches of NRBC Bank around the nation collect WASA invoices. In addition, NRBC Bank Account users enjoy the advantage of conveniently paying their bills directly from their bank account using Internet banking, avoiding the need to physically wait in lengthy queues. NRBC Bank Limited has sent a letter expressing gratitude for doing a customer address verification. Send a formal letter expressing gratitude and extending an invitation to individuals in the region who have records and have been nurtured. The customer service representative presented a letter of thanks to the customers, and then I retrieved and submitted it

to the outbound mail register. At that point, I anticipated assigning such tasks to the dispatch area, concerned with delivering the letter to the designated locations.

3.6.2 Remittance Service:

NRB Commercial Bank receives multiple forms of remittance. The following are provided below for Western Union: The recipient of the funds must personally visit one of our branches or agency locations and provide the management official with the 10-digit MTCN (Money Transfer Control Number). The beneficiary of the cash must provide an original copy of a valid picture identification card, preferably a national ID, passport, or driving license, for verification purposes. The individual should complete the approved TRM (To Receive Money) form and sign it according to the instructions of the management official. The collector may get the funds from the cash counter after completing the payment disbursement process. RIA: The individual responsible for collecting the cash must personally visit one of our branches or agent stations and provide an 11-digit PIN to the management official. The remaining procedures are identical to those of the Western Union process. MoneyGram requires the receiver to personally visit one of our branches or agent sites and provide the management official with an 8-digit reference number (which should not start with '0'). The remaining procedures are identical to those of the Western Union process.

3.6.3 Internet Banking:

Internet Banking at this bank allows clients to securely access and manage their accounts, including seeing account balances and statements, managing liquidity, opening accounts, making RTGS transfers, initiating fund transfers via BEFTN, making utility bill payments, requesting

check books, and stopping cheque payments. Education Remittance: Students who want to avail themselves of this bank's guidance remittance service for studying abroad. This bank guarantees the settlement of unfamiliar assets for research purposes inside this association.

3.7 Branch Operation process

The operational progressive system of NRBC Banks Branch is outlined below.

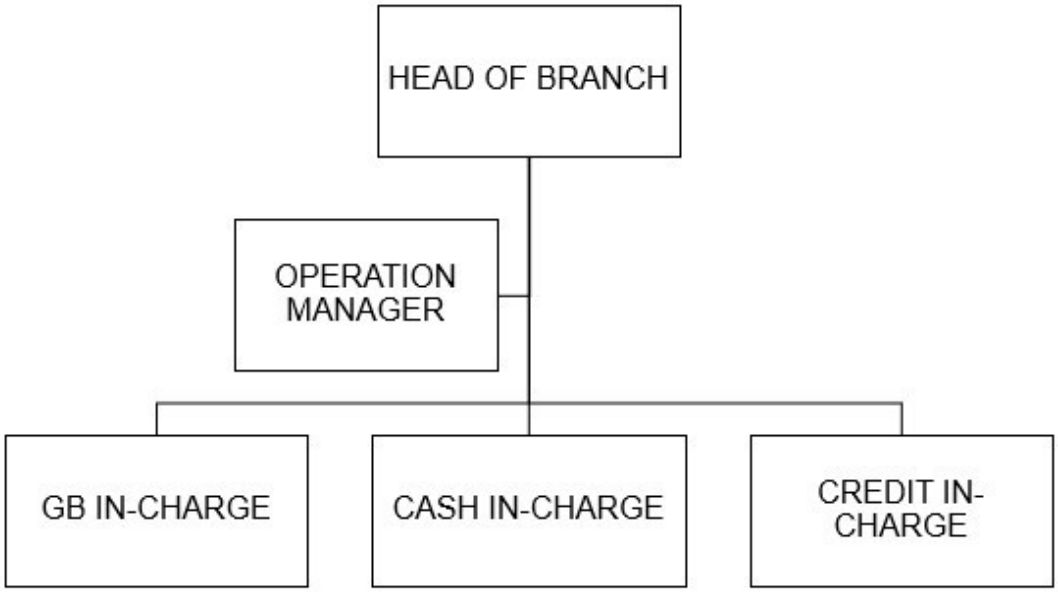


Figure 01: Branch operation model

3.8 7Ps of NRBC BANK PLC

3.8.1 Product:

The success of an organization depends only on the quality and value of the products and services it provides in comparison to its rivals. It is the primary means of attracting clients. Banks operate in the service industry, and their profitability depends on their ability to provide high-quality services to customers at a fair price. NRBC Bank, like many other banks in Bangladesh, offers a wide range of services and products. Here are the following items:

NRBC DEPOSIT ACCOUNTS

NRBC Shikkhaguru Account
NRBC Savings Account
NRBC Scheme Account
NRBC FDR Account
NRBC Current Account
NSBC Student Account

DIGITAL BANKING

Planet Mobile Apps
Planet Plus Internet Banking
Green Pin
NRBC SMS Banking
NRBC Missed Call Service

NRBC CARDS Service

NRBC VISA Debit Cards
NRBC Credit Cards
NRBC Dual Currency Cards
NRBC Health
NRBC Current Account

LOAN ACCOUNT

NRBC Education Loan
NRBC Lifestyle Loan
NRBC Teachers Lifestyle Loan
NRBC CC HYPO
NRBC Higher Purchase Loan
NRBC EGP Finance
NRBC SME Loan
NRBC Auto Loan

3.8.2 Price

The price varies depending on the kind of goods, and the rates of the product also fluctuate. Based on the ranking methodology, the items are listed below:

NRBC Savings Account

The interest rate for this account is 4.25%.

NRBC Shikkhaguru Account:

The interest rate for this account is 4.50%.

NRBC Current Account:

The interest rate for this account is 1.00%.

NRBC Scheme Account

The interest rate for this account is 7.75 to 8.25 %.

NRBC FDR Account

The interest rate for this account is 5.75 to 9.00 %.

NRBC Loans Account

The interest rate for borrowing money from the account is Smart Rate (six month moving average rate of treasury bill) + 3.00

3.8.3 Place:

Branch networks are distributed all over the country by different types of branches, sub branches and booths.

Number of Branches	**103**
Number of SUB Branches	**641**
Number of Agent Points	**563**

Table 03: List of branches and sub branches

3.8.4 Promotions:

It is essential to establish the presence of this bank in people's minds. Promotional activities are essential for the company. This bank participated in many promotional initiatives as well as engaged in charitable activities. NRBC Bank PLC engaged in promotional efforts by using desk calendars, wall clocks, and other items that attracted buyers.

3.8.5 People:

The "people" aspect recognizes the vital role that individuals play in the provision of banking services. Within this particular framework, the term "people" includes individuals engaged in providing services to customers. In the context of banking, it refers to the workers who work in banks. Customers rely extensively on bank personnel who provide them services. NRBC Bank PLC ensures its proper services are provided by highly trained and qualified employees to meet customer needs.

3.8.6 Process:

The primary focus of the study is the delivery methods of the processes and procedures. The study examines how corporate protocols provide services, the methods they employ, the extent to which they minimize queues in the branches, and the provision of 24/7. It refers to those working in banks within the banking sector. NRBC Bank PLC is present in both digital and conventional ways to provide smooth services to its customers, whether by debit present in the bank or by ATM, CRM machine, and Planet App.

3.8.7 Physical Evidence:

Physical proof encompasses both the service delivery environment and tangible items, such as wallets or documents, associated with the service. Most individuals classify physical evidence into two distinct types. Firstly, auxiliary evidence refers to supplementary information that the consumer may get but has little inherent worth, such as a checkbook. Furthermore, there is essential evidence that the consumer is unable to get yet has inherent value, such as a bank branch. NRBC Bank has more than 1300 outlets to communicate with its customers, and they believe that presenting in more places will help them get closer to the customers.

3.9 SWOT Analysis of NRBC Bank PLC:

SWOT analysis enables a company to get insight into their position as compared to its competitors. It provides a company with an understanding of how to enhance its state. The following are the internal strengths and weaknesses, as well as the external opportunities and threats:

3.9.1 Strength

Strong and dependable brands: Though NRBC is a 4th generation bank, in the current market, they have a strong position. In terms of deposit and loan provisions in the last 10 years, they have ensured one of the 5th positions in the current market. Which indicates a strong position for the brand. On the other hand, a very low number of NPLs (non-performing loans) creates a dependable brand as well.

Efficient Management: To be a powerful brand, efficient management is one of the core characteristics of the company. NRBC Bank always ensures efficient management through the proper voting of its shareholders. As the number of shareholders is almost 54 and all of them are nonresident Bangladeshis and are already running many companies outside of the country, they create efficient management through a proper voting system.

Global Networking: This bank operates on a wide scale, both locally and internationally. Additionally, it is effectively managing its branches. While interning, I saw that customers could receive money from their international acquaintances and also transfer money to their international acquaintances via the online service provided by NRBC Bank. Additionally, the remittance partners include Western Union, RIA, and other such entities. The financial condition of NRBC Bank is remarkable. When customers want immediate credit, this bank may promptly provide them with a loan.

Human resources with expertise and proficiency: NRBC Bank provided a proper training system to its employees. Every employee of the bank goes through at least four physical trainings per year and a total of 10 trainings per year, including online training. On the other hand, they also go through tough situations in the branch, as in the sub branches they only have 2-3 people to

handle the huge pressure of the customer, and they perform it very well.: The financial condition of NRBC Bank is remarkable. When customers need credit unexpectedly, this bank may promptly provide them with a loan. In terms of deposits and loans, NRBC is currently in the 5th position in the banking industry as well.

Advanced Technology: NRBC Bank is a technologically advanced bank, providing both online and manual banking at the same time. People can easily access banking through their app, called NRBC Planet. Within this app, the client can perform any of the banking services without coming to the bank. People outside of the country can also do banking through this app and internet banking. The website app and the internet banking of this bank are very up-to-date with the times.

A competitive provider offering a higher interest rate: The interest rate offered by NRBC Bank is consistently high. Consequently, some individuals choose to create several accounts due to the attractive interest rates offered. During my internship, I saw a significant level of customer interest in creating 18 scheme accounts. Due to the many types of schemes available, consumers are very interested in opening an account. Most consumers are attracted to investment schemes that provide high interest rates, such as the open money maker program and monthly benefit scheme.

3.9.2 Weakness:

The absence of job rotation: The branch lacks job rotation. The personnel at this bank lack a strong sense of direction, which often leads to demotivation. During my internship, I learned that the reps achieve parity after one year. Occasionally, a representative might be transferred or shifted from one branch to another branch. The previous customer may have discomfort while trying to

Communicate with other employees since their designated representative has been transferred to a different branch

Scarcity of ATMs: There are very low (54) accessible ATMs available at the branch of NRBC bank, which leads to customers associating this bank with other banks. This negatively impacts the reputation of the branch. Occasionally, consumers may tend to postpone their visit to that particular branch. They are seeking another branch of this bank that features automated teller machines (ATMs).

Insufficient labor supply: The ratio between the customer and employee is not good enough in this bank. Most of the rural branches have too many customers. This bank is already running many government services like A-Challan, BRTA Fee and so many other government fees, so the branch is always overcrowded by people, but the employee force is very strong, according to their customers. In the sub-branches, only 3–4 people are running the business, and most of the branches are in shortage of manpower.

Diverse workforce: There are workers with different backgrounds and skills working here. Each worker's behavior is unique; therefore, occasional misunderstandings may arise. During my internship, I saw that a worker's perspective differs from that of other employees in various situations. Misconceptions arise, resulting in wasted time and effort.

3.9.3 Opportunity:

SME & Retail Banking are growing in our country day by day: As a developing country, the business of small and medium categories is increasing day by day**.** Here, we handle all aspects of financial management for small and medium-sized enterprises, including strategies to increase their revenue and attract additional customers. It is evident that the clientele at that branch is

increasing steadily due to the exceptional support they get from the bank for their small to medium-sized enterprises

Bangladesh Bank provides refinance facilities with 4th generation banks like NRBC: Bangladesh Bank provides credit facilities to small and medium entrepreneurs who are innovative and who need bank loans to make their businesses bigger. It is challenging for the central bank to assess the market at the grassroots level and identify the actual beneficiaries in need of this type of facility. So, they offer the bank to those who are already at the root level. So, it can be one of the easiest ways for the bank to have sources of money at a low interest rate, do some business, and help the country with some economic development.

NFC Cards will contribute to making a Cashless society. NRBC Bank is offering its cards in NFC mode. As the government is planning to create a cashless society within the next 5–10 years, an NFC (near field communication) card could help the customer shift through it. NRBC Bank provides all the cards like debit cards, credit cards, health cards, and dual currency cards in

NFC form. NFC helps the customer pay at the counter without giving a pass or swapping. It is a very easy way to use the card—just a simple tab or just a proximity to the payment hub. It could be another reason to shift to their cards, as NFC provides very selective bank cards**.**

Expanding branches outside of the country: NRBC Bank is planning to run its branches outside of the country. So that they can run the business outside of the country smoothly. As this bank was created by most of the NRBs (nonresidential Bangladeshis), it already has a good condition outside of the country. On the other hand, it will help the bank generate more remittances from outside of the country as the people who live abroad are seeking to end money from abroad, but because of the very low number of proper channels, they failed to do so. This initiative will help the bank

grow shortly.

3.9.4 Threats:

The market is dominated by intense competition: Occasionally, customers negotiate to a significant amount to reduce the interest rate policy. They become very sensitive at that time. During my internship, I saw that customers who acquire a tender often have the ability to anticipate a reduction in interest rates. They engage in a dispute with the representatives over the rationale for the significant amount of money being deducted for that offer.

New bank: Due to its recent establishment, some consumers are unfamiliar with NRBC bank and so choose to conduct their transactions with a more well-known bank. The bank's plan lacks coordination with the strategies of other institutions. Several disparities are evident at that stage. Furthermore, they also assert that this bank lacks some advantages that other banks provide. Clients often compare the strategy of this bank with the strategy of other banks, which is not beneficial for this bank since it is distinct from other banks. Here, we are doing financial management for small and medium enterprises, specifically aimed at increasing their public revenue and so encouraging greater customer engagement. The number of customers is increasing steadily at that branch due to the exceptional help provided by the bank for their small to medium- sized enterprises.

There is a significant amount of job pressure, yet the employee's actions are limited. Each representative is competent in their respective task, which differs from one another. One individual is accountable for EGP work, another one is accountable for general work, and another individual is responsible for the card division, among other responsibilities. Occasionally, there may be an opportunity for customers to purchase an excessive number of tenders in a single day, which might be challenging for a worker to do within that timeframe. There is a significant amount of strain around him/her at the moment. During my internship, I saw that there are instances when a worker is required to do a significant amount of work, necessitating overtime, especially for EGP-related tasks.

Server issue: Occasionally, this bank has problems with its server. Such a high number of stalled works poses a potential risk to this bank. During my internship, I saw that when a customer desired to acquire a tender on the same day, the representatives were unable to process the request owing to workforce constraints and server issues. Therefore, consumers may get disenchanted due to that factor.

Frequently sensitive client about cost: As already in the banking industry, the total number of banks is 64, so the market is very sensitive and people can easily switch to competitors, so customers are very sensitive about the cost. So, the bank must set the cost in a sensitive way to deal with the customer. Most banks change their cost policies frequently to attract new customers from the other banks, so customers are very sensitive about the cost policy. (The Marketing Study Guide, 2019)

Chapter Four

Job and Responsibilities

4.1 Position, Duties and Responsibility:

4.1.1 Position:

I have decided to announce my work as my Report report for the last three months for the fulfillment of the EMBA degree at Sonargaon University. I am employed as a client service representative in several departments of that branch, mostly focusing on the General Banking area.

4.2 Duties and Responsibilities:

Throughout my Report, I was responsible for fulfilling several responsibilities and tasks for the bank regularly. During the last time, I have undertaken the following tasks and responsibilities:

4.2.1 Providing Information to Customers:

During the period I worked in a beginner position, my primary responsibility was to assist clients and provide information while effectively addressing any issues or inquiries that came. When faced with difficulties in accessing a record, I had to assist the customer by determining the necessary documents, identifying the most suitable savings account based on their deposit and age, and addressing any other related concerns. I provided them with a very appreciated letter, a checkbook, and a debit card. Additionally, I assisted with updating their mailing address, modifying their signature, replacing their photographs, changing their phone number, enrolling them for push-pull SMS and online banking, canceling the account, and updating their DPS information.

4.2.2 Opening Account:

There are different types of accounts for different types of people. During my work, I need to first understand the customer category and their demands. According to their demand and category, I first prepared a unique ID for them if they were new customers. If they are existing customers, I don't need to create any IDs as they are already in the bank database. After creating the ID, I asked what kind of account they wanted to open, and according to their opinion, I suggested the best product from the bank and offered to open that particular account. During that account opening period, I collected the required documents from them that were necessary to open the account. There are different types of account products at the bank, and they are savings accounts, current accounts, SND accounts, different types of scheme accounts, and FDR accounts. I was responsible for opening all of the above accounts according to customer demand.

4.2.3 Clearing:

The clearing division is the most sensitive location in the GB department of the bank. I was responsible for the position at the branch, and I spent much time with the in-charge on that site so that I could do it by myself. There is a machine in the GB department called the MICR machine that reads the check that is used in this process. The last time the cheque goes through this process is at 11 a.m. This process is used to collect the money from the other banks by cheque. In this process, one bank is the requested bank, and the other bank is the payee bank in the middle. The middleman role is played by Bangladesh Bank, which takes the request from the requesting bank and asks the payee bank to pay the requested amount. Bangladesh Bank generated the report at 3.30 PM, showing the result of the request. I was also responsible for disbursing the money to the requested account if the report went positive. As it is an interbank

transaction, the person involved in this process needs to be very qualified and have proper training to run this operation; otherwise, serious problems could happen. Therefore, I always strive to deliver my best performance whenever I am performing this task. He takes the request from the requesting bank and asks the payee bank to pay the amount that is requested. The Bangladesh Bank generated the report at 3.30 PM, showing the result of the request. I was also responsible for disbursing the money to the requested account if the report went positive. As it is an interbank transaction, the person involved in this process needs to be very qualified and have proper training to run this operation; otherwise, serious problems could happen. Therefore, I always strive to demonstrate my utmost performance whenever I am executing this task.

4.2.4 Front Desk:

The front work area is often called the heart of the bank. Typically, this division is the most active area of the bank compared to other departments. I have mostly dedicated my attention to the GB area, where I have acquired extensive knowledge from the employees who primarily oversee this sector. Based on this, I assist customers in accurately completing their account application form. If they were unable to comprehend how to complete this form, I accurately filled out their form to get information about them. Typically, I am responsible for organizing the checkbook and recording all relevant details about each cheque in the registration book. Similarly, make the necessary arrangements for the debit card as well.

4.2.5 Pay order:

A pay order is known as a bank check, as it is the bank's responsibility to pay the amount to that particular entity. In my branch, I am responsible for issuing the pay order. Before I issue any pay order, I need to see if the account holder has that much money in his or her account or not, as

once the pay order is issued, the bank must pay the amount to the payee of that pay order. If the particular person doesn't have an account with my branch or bank, I request that he or she deposit the money into the pay-order account at our branch. So, I need to be very careful during the process.

4.2.6 Giving Thanks Letter:

NRBC Bank Limited has sent a letter expressing gratitude for the customer's address verification. Send a formal letter expressing gratitude and extending an invitation to individuals in the local area who have records and have been nurtured. The customer service professional presented a letter of gratitude to the customer area, and subsequently, I retrieved and submitted the letter to the outbound mail register. At that point, I anticipated assigning them to the dispatch area concerned with delivering the letter to the corresponding addresses.

4.2.7 Remittance Service:

As I am a full-time employee in the bank, I am involved in all the important tasks a banker must go through. As remittance is one of the major operations in the general banking department, I also include myself in that particular section. NRB Commercial Bank receives multiple forms of remittance: Western Union, Ria Money, Trans-Fast, Provhu Money, MoneyGram, etc. I need to provide almost all the apps during my internship period. To get the services, the beneficiary of the cash must provide an original copy of a valid picture identification card, preferably a national ID, passport, or driving license, for verification purposes. After the verification, I provide the beneficiary with a voucher to place at the cash counter to collect the money.

4.3 Working Hour:

As I am already working in a permanent position in the bank, I need to work at the same time a worker needs to. I came to the office at 9.45 a.m. to work till 6.00 p.m., but for the temporary intern program, would start at the same time but end at 5.00 p.m.

4.4 Reporting:

In our branch, all the employees are responsible for reporting to our honorable HOB, Mr. Sayed Ahmed, but in different departments, there are different people in charge. So, the people from each department first report to their respective in charge in charge of work, problem, and solution. Different departments are responsible for their respective employees' work. The manager's role in operations is to run the branch with the help of all the employees, especially the in-charges. I am working in the GB department, so I reported to the GB in charge.

4.5 Software and network system:

NRBC Bank PLC uses the software named **BANK ULTIMUS**. That was developed by Leads, which is a Bangladeshi company. That software is used for basic banking functions. The bank also uses some specific software to run different functions of the bank; for example, to prepare credit-related work, they use **LPS (Loan Processing System);** for cards, they use the support of VISA and Q-Cash network; and many more software and network are used by the bank.

4.6 Incentives policy:

As I am a full-time employee, I get paid by the organization according to their payment policy as a junior officer, but for the temporary program, the organization also provides a three-month incentive program by the HO. They provide TK 6,000 per month for a temporary internship

position, and evening snacks are provided by the branch.

4.7 Training:

NRBC Bank Limited is a fast-growing bank that now has a favorable position. I was fortunate to have the opportunity to undertake a temporary employment there. Since the very first day of my 3-month internship, I have encountered several novel experiences and acquired a multitude of new skills. Although I have not had any formal training, they promptly addressed all of my inquiries and resolved all of my confusion. They consistently provided me with all the essential information that I needed to be aware of. All of the employees have been very helpful and have shown admirable personalities over the duration of my three-month observation period. I acquired a laid-back approach to training from them, which I can confidently state today. I possess a substantial amount of data on the operations and transactions of a bank. Throughout my whole internship, I had the chance to acquaint myself with many persons and acquire skills in managing diverse personalities and handling unique situations. Thus, I can assert that my internship term was really beneficial and served as a valuable educational experience for me.

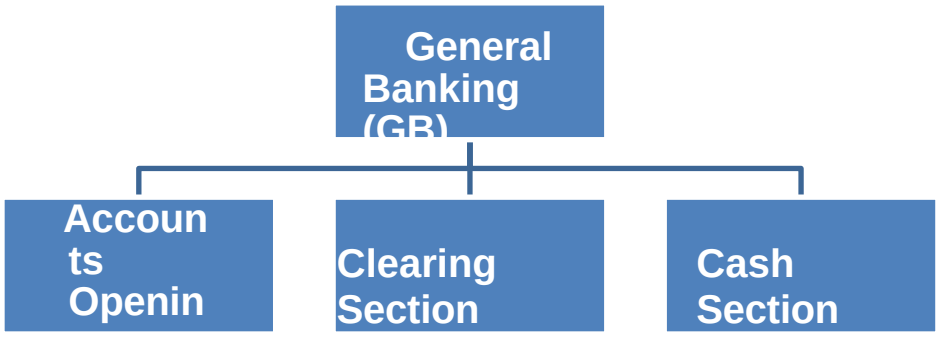
Chapter Five

General Banking Activities

5.1 General Banking Activities

Banking financial institution is a monetary establishment which works as a negotiator or mediator between two parties: borrower and lender. This negotiator or mediator is done by taking money from various forms of lenders and lending them to other several forms of potential investors. Different forms of accounts and special savings schemes under general banking are provided by the bank. Several sections are created to functions banking operations properly and to provide better customer service.

Different parts of general Banking of NRB Bank Ltd:
General Banking Department constitutes of the following sections:



Everyday transaction of banking is the main operation which is handled by general baking sector. It has to meet the customers demand for cash and to receive investments from them. It opens new accounts; forwarding customers money from one place to another through issuing bank draft, pay order, endorsement, collects all bills like cheque collection, inward and outward bills collections for customers. General banking is also known as Retail Banking. In NRB Bank Ltd Mohammadpur, departments under general banking sections are:

1. Account opening section
2. Cash Section
3. Deposit Section
4. Remittance Section

5. Accounts Sections
6. Clearing Section
7. Other Customer Service Section

5.2 Account Opening Section

Responsibility of the customer service starts with opening of account in the name of the customer. This is the starting point of the client and the bank relationship. By opening an account, the bank bridge it's customer to avail the facilities provided by the bank. This is the most important sections of a branch, because by opening accounts bank mobilizes funds for investment. Many rules and regulations are followed and various documents are taken while opening an account. NRB bank has several types of deposit accounts for its customers.

Job Descriptions

- Opening different types of accounts
- Handling operations of different types of accounts
- Responsible for issuing cheque banks
- Transferring and closing different types of accounts
- Giving account statements to the clients
- Making different vouchers regarding above transactions
- Giving support to the valued clients of the Bank and so on.

Types of Accounts:

1. Savings Account
2. Current Accounts
3. Fixed deposit
4. Short Term Deposit
5. Foreign Currency

5.3 Cheque

It is a written, dated and signed instrument that contains an unconditional order from the drawer

that directs a bank to pay a define sum of money to a payee. In legal terms, a cheque is a bill of exchange where the drawer is a bank. This is signed by the account holder directing a certain person to pay certain amount of money only to or to the order of certain person or to by barer of the instrument, a cheque is always supposed to be drawn against the funds in the persons account in the bank. At the time of opening an account, a person is required to sign a "Cheque Book Requisition Slip". If the account is written is cash leaf of the cheque book and in it requisition slip. The name and account number of the client is also entered in the Departmental cheque books issued register against the particular cheque book series and it is also recorded in the computer lastly the requisition slip is preserved as voucher.

5.3.1 Clearing Section

Clearing a cheque means processing it so that funds are deducted from the payer's account and put into the payee's account. NRBBL go through the process of settling transactions between banks. Because so many transactions take place between banks on a given day, bank clearing exists to process what each party owes or is owed in a central location so the least amount of money actually changes hands.

Job Descriptions

- Issuing cheques
- Giving 3 clearance seals on cheques (1 crossing seal and 2 endorsement seals)
- Categorizing cheques according to high value (5lac-above 5lac) and regular value (below 5lac) allocation
- Giving posting in the system software
- Dishonoring cheques if any specific reason comes across.
- Passing cheques if after declaration of Bangladesh Bank (Central bank of Bangladesh)
- Giving account statements to the clients if he or she wants to know.

5.3.2 Inward Cheques

It means what are sent to the outsides. Outward clearing cheques are own banks cheques which are presented on the other concerned banks for collection through clearing house of Bangladesh

Bank.

5.3.3 Outward Cheques

It means what are receives from the outside. Outward clearing cheques are those ones which have drawn from the other banks which will be cleared/ honored through internal clearing system of NRBBL.

5.3.4 Clearing Seal

There are three necessary seals without which cheque cannot be either accepted or passed. They are- Crossing seal and Endorsement seal. In crossing seal, the name of NRBBL is written. On the other hand, one endorsement seal is known as clearing seal where date and clearing must be given. In another authorization and issuance of the cheque.

5.3.5 Cash Section

Cash is one of the most important sections of general banking department because it deals cash. This department in mainly engaged with cash receipt and cash payment.

Job description

1. Receiving cash
2. Paying Cash
3. Issuing Cash
4. Keeping Record of Receipts

Receiving of cash deals with receipt of cash is the source of cash at branch. It may be from customer, from central bank, from any other bank or any other branch of the same bank.

Receiving Process

- Checking of deposit vouchers account word and figures
- Count of Cash if possible manually or by the counting machine.
- Check the notes- Mutilated, Mismatched or forged
- Put signature in the deposit voucher including counter foil
- Pass on the credit voucher with counter foil to receiving cashier
- At the close of business hours sum up the register and tally it with the receiving registers

- Totaled the entries and match it with the receiving total.
- Count the number of vouchers
- Checked by officer and countersigned

Cash is used by bank for the payment to its customer and the surplus cash is remitted to cash feeding branch.

Payment of Cash Process

- Every payment must be paid in due course
- Analysis of the instrument believe payment
- Passed for payment by cancelling officer
- Amount, date, endorsement/order/bearer
- Obtain bearer signature on the backside of the instrument
- Verify signature with the same obtained at the time to token
- Write value on backside of the instrument
- Entry the figure of the instrument in paying cashier book number
- Return the un-paid instruments
- Total the entries and balance it with the token and tally total
- Write in word the total amount and put signature
- Release of paid instrument from the paying cashier book
- Send the voucher to the respective department

Cash balancing

- All employee related to cash must ensure the balancing of cash has done correctly on daily basis. For balancing of cash following works have to perform:
- All cash register must be totaled and duly written in words and signed
- Balancing them with each other
- All register must be duly counter signed by checking officer
- Balancing the register with the physical cash
- Pass voucher if any surplus or short cash
- Prepare cash position memo
- Write cash balancing book
- Ensure accounting of balance is correct

- Prepare cash cum Day Book

5.4 Account Closing Procedure

To close account, a customer has to provide a written application. After submitting the application, he has to submit the final cheque to withdraw full amount from his account. Bank charge will be deducted and after submitting unused chequebooks, his “account opening” form will be rubber stamped and identified as closed then.

5.5 Issuance of new Cheque Book

A customer need a cheque book to open account, especially for savings account and current account holders. Thus, he can withdraw money whenever needed. A cheque book requisition slip is prepared and signed by the client; a new book is issued after that. The number of pages in the cheque book will differ according to the customer’s request and the type of his account. Every single page of the cheque book will be signed by
authorized party of the bank. On the cover of the cheque book, account holders name will be written. Current savings, CC and SND etc. account holders will get cheque book.

5.6 Issuance of Deposit Slip

If a customer decides to deposit money, he has to collect a deposit slip from the customer service department of the bank.

5.7 Deposit Sector

Deposit is the main function of bank. From the beginning of banking system, it is known to us that deposit collection is the main operation of the bank.

5.8 Types of Deposits

The most vital standard functions of commercial bank are accepting deposits as there are no businesses without deposits. The types of deposits NRBBL accepts are given below:

a) Monthly Benefit Scheme: Monthly Benefit scheme is a term deposit scheme that offers

monthly return on term deposit.

- Minimum Amount BDT 100000 to any amount
- Overdraft credit facility against the term deposit (MAX 90% of the value is available)

b) My Double Benefit/Triple: Is a time specified deposit scheme for customers where the deposit amount will be double or triple on maturity.

- Deposit amount starts from BDT 100000 or its multiple max BDT 5000000
- Overdraft Loan facility

c) Term Deposit: Term deposit is a smart solution to get more out of long-term investments with choice of tenure option.

- Tenure 1months, 3months, 6months, 1years or 2years
- Overdraft credit facility against the term deposit (Max 90% of the value is available)
- Minimum opening amount is BDT 100000
- Auto Renewal options with/without interest

d) MY DPS: My DPS is a deposit recurring monthly savings scheme

- Minimum Deposit BDT 500 & Maximum of 20000
- Tenure 3/5/7/10 years is available

My DPS Customers can avail the overdraft loan facility after 2years of payment

Chapter Six

Working Areas

6.1 Position Evolution

As a regular employee at the bank, I consistently performed my duties with precision, although I sometimes made a few mistakes. I devoted my whole attention to my job, and my efforts have been acknowledged and valued by everyone. Although my work was not formally evaluated, I received favorable feedback about it, which serves as a source of inspiration for me, even if I made any mistakes.

Commencing with the GB division of NRBC Bank PLC, the management intended to transfer me to the credit department after a certain duration. However, this plan could not be executed due to time constraints. However, daily when I am not occupied with work, I visit the credit department to get knowledge about the intricacies of loan processing. The credit officer in charge consistently assists me in understanding all aspects of this procedure. They consistently value my inquisitiveness about the job. Regardless, I possess extensive knowledge in almost all categories. They value my contributions as I diligently worked alongside them, helping to expedite their tasks. The evaluation I received from the authorities was inspiring.

6.2 Personal and professional growth:

Before joining as an intern, I had some expectations for personal and professional growth. After completing the Report with NRBC Bank PLC, most of them were fulfilled. I had expectations to learn about corporate culture and environment. After completing the Report, I learned how corporate people communicate with each other and how they deal with different environments with different people. This characteristic will help me in the future to first adopt the corporate culture, as I already know some of them. So, this led to an increase in my professional growth.

However, I learned how to deal with different people in different situations, even in temperament, which will help me in the future to deal with people in both my personal and professional lives, as dealing with temperament is one of the best skills for personal growth. I had expectations to learn time management at the workplace, as it is one of the core values that we need to learn most before joining any organization. NRBC Bank taught me how to deal with time for both personal and professional life. In a personal way, they set the time for me to join the office at 9.45 and leave within 6.00. So, working in the bank for 90 long days makes routine work help me to make my life in a time frame that will help in the future in my professional life for work boundaries. They also set time for me to finish my assigned tasks, which helps me manage my time in my personal life.

6.3 Most significant accomplishment during working:

During the internship, the most significant achievement of my career was the job confirmation offered by the organization. Working with one of the leading banks in the 4th generation was challenging and exciting at the same time. In these three months, working with corporate culture was the most challenging job, as I had no previous experience working in corporate culture. The most exciting aspect of this internship program is the person in charge of daily learning and achievement recognition. The person in charge always inspires me by saying this, as I am a quick learner, which helps me boost my energy in the double line in the workplace. And learning new things is always an exciting part of life, so I enjoyed the full period of my internship. According to them, my eagerness to learn new things, quick learning, and punctuality led them to offer me the job confirmation. I am very happy about this accomplishment, and I chose to select it as the most significant achievement of my Report.

6.4 Improvement of work ethics:

Before joining the Report, I only read about work ethics in books, but after joining the program, it helped me relate my bookish knowledge to the real world. Before that, I did not understand as well how characteristics are shaped by the work ethical culture as well. Bank is one of the best examples of using the integrity of someone's character. People who are working in the bank need to prove the highest level of integrity in their character. The bank deals with money directly, and the product of the bank is money. Although banking is a service industry, the physical product of a bank is money. Working directly with money is one of the toughest jobs for someone if he or she is maintaining the highest level of integrity. Doing a job in the bank helps me improve and examine my integrity level. Now I can confidently say that money won't affect me until and unless I know that this money belongs to me. I directly handle the financial transactions of many people, and during this month, I have already proven and developed the highest level of integrity in both my personal and professional life.

6.5 Learning about leadership and team player capability:

In the Report program, I played both a leader and a team player role. After playing, l learned that I needed to improve more in the leading role rather than as a team player. In this program I worked under the general banking manager in charge, Mr. Nayeem Sarkar Rajib. When he provided me with any task, I executed it immediately. If it's a new task for me first, I try to learn it from him or someone in the general banking division who is already good at it. And after learning about that particular task, I immediately implemented it. That already proves my team- playing capability. But in the next few days, when people came to me to ask for help, I got a

little bit nervous about providing the services when I was alone at the help desk. but the last few days of my Report were quite improving, and I believe I need to improve more in that leading role to boost my upcoming career. Leadership skills are one of the cores values a good employee should learn for his or her career.

6.6 New skills development:

There are so many new skills I have learned during my Report; they are communication, time management, interpersonal, networking, teamwork, critical thinking, and so on.

The first and most important skill I have learned from the bank is communication, as this is the most powerful skill that helps to build a strong relationship. Without communication, we can't express ourselves, so this is an essential skill to develop. Time management is one of the core values for us. NRBC Bank helps me properly learn time management. Completing various tasks assigned to me within the timeframe helps me manage my time. By doing different tasks for the bank, I can positively develop my interpersonal skills. Working with the bank employees and the employees of different people who come to the bank helps me to develop and increase my networking day by day. Solving difficult tasks assigned by the bank, helps me to think critically, which helps me to develop my critical analysis skills. Workplace stress, which I anticipate will provide significant advantages in the future. I dedicated a substantial amount of time to my profession, during which I acquired the ability to effectively operate under high levels of stress. • Collaborating with an exceptional marketing intern team has greatly enhanced my aptitude for collaboration.

The user's text is a bullet point. One grasps professional ethics only when faced with a real-life scenario, and that is precisely what happened to me. I acquired insights into workplace indolence, pretexts, and professional job principles.

The user's text is a bullet point. Efficient time management is essential in the workplace, as it is not feasible to dedicate the whole day to a single activity. It is important to maintain a high level of productivity. • Although our level of responsibility may not be as significant as in our profession, it still exists. Previously, I had significant accountability for overseeing PSRs since any mistakes had the potential to create significant turmoil.

6.7 Report influence in carrier goal:

As a marketing student, most of us never think of starting our career in the bank. Most of us have the wrong conception that there is no opportunity for marketing students in the banking sector. I had the same idea about banks before joining the Report program. However, after joining the bank, I understood that banks need the highest level of marketing students for smooth operation. As there is no barrier to joining the banking sector from disciplines other than business, as a service industry, banks suffer the most to let the opportunity open for all. So, the banks need to provide them with training and time to adopt the service. Where marketing students are already feet for it. On the other hand, currently, 64 scheduled banks are operating their businesses in the market. All the banks offer the same type of facilities to their customers. So, the major point is how we can attract customers. The answer is very simple: developing a good relationship with them, or proper relationship management, is the key factor for us to attract new customers as well as retain existing ones. So, from my point of view, this job can be done easily by the

marketing student, so more marketing students should join the banking sector to make this service sector smoother.

6.8 Skills applied.

During my Report at the Bank, I effectively used my talents to do a diverse range of tasks, which encompassed:

6.8.1 Marketing skills help me to attract new customers and retain the existing customer

6.8.2 Over the course of the full three months, there was a consistent display of exceptional communication skills.

6.8.3 My Convincing skills help me to manage people during my internship.

6.8.4 I possess good research skills, enabling me to gather extensive knowledge on any given issue. This proficiency proves advantageous while doing assignments.

6.8.5 Having leadership qualities helps me to take on different responsibilities.

6.8.6 I found it simple to generate daily reports due to my proficiency in Microsoft Word, PowerPoint, Excel, and other software applications.

6.8.7 My ability to adapt proved advantageous throughout my internship, despite its unfamiliarity, since I managed it with expertise.

6.8.8 Customer knowledge skills help me to differentiate the customers and provide services according to their type.

6.8.9 Teamwork skills help me to work with totally different team and deal with them.

6.9 Report added value

A Report is a temporary employment opportunity that serves as an introduction role. Report's may be either remunerated or voluntary, with the primary objective being for the intern to a Report is a temporary employment opportunity that serves as an introduction role. Report may be either remunerated or voluntary, with the primary objective being for the intern to acquire practical knowledge and skills. Report provide us with invaluable professional experience, meet academic prerequisites, and provide us with content to enhance our curriculum vitae. Undertaking a Report serves as a means to enhance our proficiency as interns and develop our job-specific competencies. Additionally, Report's may provide us with exposure to all facets of full-time work, enabling us to delve into our passions and shape our professional aspirations.

Job experience: Job postings often include prerequisites such as educational qualifications and required professional experience. As newcomers to the workforce after college or vocational study, it is probable that we lack the necessary experience. An internship is an ideal opportunity to bridge that gap.

Perform different tasks in different departments: While some internships, such as those in a laboratory setting, may include daily assignments focused on a single task, other internships in office environments may provide opportunities to interact with individuals from other departments and roles. We may assist senior management by attending meetings, carrying out little work for projects, or observing the everyday operations of the office.

Mentorship: Excellent mentor relationships often originate from a personal connection that enriches the experience for both the mentor and the mentee. Being an intern provides us with the opportunity to organically encounter a possible mentor and develop a connection that may assist in shaping our professional trajectory.

Professional networking: Networking with professionals in our industry who can provide recommendations is often the most effective approach to job seeking. Internships provide a pragmatic means of broadening our professional connections. The experts we will encounter might perhaps be the most important link to our future employment opportunities.

Confidence buildup: The shift from college to full-time job might evoke a mixture of exhilaration, apprehension, optimism, and drive simultaneously. An internship provides an excellent opportunity to use the period of transition by engaging in work that aligns with our long-term career aspirations. It may alleviate the burden of swiftly securing a permanent employment and let us to apply the skills and information we have learned to a real scenario.

Permanent Job opportunity: If our Report proves to be a favorable experience for both ourselves and the individuals we work with, there is a possibility of being offered a permanent job at the firm. Hiring managers often use internships as an evaluative mechanism to ascertain the suitability of interns for available roles.

Chapter Seven

Findings

7.1Findings

During the completion of my Report in General Banking Services at NRBC BANK PLC, I have identified some noteworthy issues encountered by consumers. The following findings are provided:

➢ When consumers open a new account, they often fail to provide all the required paperwork, which may cause difficulties for the officers.

➢ Many times, the forms are incompletely filled out, leading to issues in the future.

➢ The bank's server sometimes experiences downtime, causing inconvenience to both personnel and clients seeking fast updates on their account status.

➢ The loan recovery mechanism lacks the strength to expedite the retrieval of funds from defaulting borrowers.

➢ Numerous borrowers acquire loans with the deliberate goal of not returning them on time.

➢ Customers express discontent with the credit and debit card amenities, and the availability of the ATM booth is severely restricted.

➢ There is a shortage of workers, which hinders the effective maintenance of all banking operations.

Chapter Eight

Recommendations and Conclusion

8.1 Recommendations for Improvement of Departmental Activities:

Having completed a Report in general banking services at NRBC BANK PLC, I have identified certain deficiencies in their operations that I recommend to address.

- NRBC BANK PLC should advertise in newspapers and on television to ensure that all of the bank's efforts and unique facilities reach clients directly.
- NRBC BANK PLC should provide additional training programs for newly appointed employees to enhance their skills and improve their understanding of the banking sector. There is no text provided.
- NRBC Bank PLC should priorities enhancing their client services rather than only focusing on generating profits. Their process for delivering cheque books is too protracted. It typically takes 5-7 days to get a cheque book after expressing interest in obtaining one.
- The bank should provide dedicated workstations for the interns to ensure their comfort and productivity.
- IT staff should address the issue of frequent server slowdowns.
- The bank should Increase and arrange for the repair of their ATM machines. While working at the front desk, I often noticed clients complaining about the machines being unavailable for extended periods of time.
- The management should provide more staff to the branches, since the bank gets too packed during peak hours.

8.2 Conclusion

The success of every bank in entering the market and generating profits greatly relies on its capacity to establish well-structured key divisions. NRBC Bank PLC endeavors to preserve its financial stability by successfully and efficiently managing its internal operations. Ranked as the NRBC Bank PLC in Bangladesh based on the CAMEL rating, it is widely recognized as one of the foremost banks in terms of commercial performance. The General Banking, Credit, and Foreign Exchange sections of NRBC Bank PLC significantly contribute to the bank's total income. These fundamental components collaborate to effectively attract and convince potential consumers, while also delivering exceptional value and service to current clients. NRBC Bank PLC is failing to allocate a significant amount of its profits to fulfil its financial obligations. NRBC Bank PLC should use a more conservative approach in financing its debt in order to reduce the amount of risk. Loans should be disbursed in a manner that effectively contributes to the economic development of the nation. It is impossible to expect to make a meaningful organizational transformation within a little.

Nevertheless, I have made every effort to gather as much data as possible. Once again, it is difficult to evaluate the overall correlation due to the limitations imposed on a branch by the Head Office. In my report, I can only display a single branch and its corresponding exercises. The scale of my entry-level employment program is substantial due to it being my first foray into genuine work experience. The significance of my temporary employment report is enhanced by the inclusion of my own observations and my efforts to validate our banking sector using my academic knowledge.

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