



ISO 9001:2015, 14001:2015,5001:2011 by NAAC with 'B' Grade
GOVT. DEGREE COLLEGE
AVANIGADDA-521121. KRISHNA DT.
DEPARTMENTS OF ECONOMICS

“National Unity Day” was celebrated On the occasion of the birth anniversary of Sardhar Vallabhai Patel in Local Government Degree College, Avaniigadda.Vice principal Dr.K.V.Shantha Kumari presided over the programme.K.Shankara Rao, Manager of Indian Bank, was the Chief Guest of the programme. Earlier in the program flowers were presented to the portrait of Sardar Vallabhbhai Patel. Subsequently, they took the pledge of national unity. Vallabhbhai Patel's life events and the process of amalgamation of Swadeshi states were explained by Political science lecturer Dr. K. Ravi Teja, History lecturer Dr. D. Rajya lakshmi.

An awareness programme on "Banking Services-Modern Trends in Banking Sector" was conducted under the guidance of Ardhashastra faculty A.Veera Kumari. K.Shankara Rao, Manager of Indian Bank, was the Chief Guest of the programme.He delivered speech about 75 Digital Banking Units, Jana Dhan Yojana, Block Chain, Artificial Intelligence, N26 policies in Europe. Such a good program was organized by the Arts Department, was praised by other lecturers &Principal Dr.D. Uma Rani.

Introduction

Modern **banking in India** originated in the mid of 18th century. Among the first banks were the Bank of Hindustan, which was established in 1770 and liquidated in 1829–32; and the General Bank of India, established in 1786 but failed in 1791.The largest and the oldest bank which is still in existence is the State Bank of India (SBI). It originated and started working as the Bank of Calcutta in mid-June 1806. In 1809, it was renamed as the Bank of Bengal. This was one of the three banks founded by a presidency government, the other two were the Bank of Bombay in 1840 and the Bank of Madras in 1843. The three banks were merged in 1921 to form the Imperial Bank of India, which upon India's independence, became the State Bank of India in 1955. For many years, the presidency banks had acted as quasi-central banks, as did their successors, until the Reserve Bank of India was established in 1935, under the Reserve Bank of India Act, 1934.In 1960, the State Banks of India was given control of eight state-associated banks under the State Bank of India (Subsidiary Banks) Act, 1959. However the merger of these associated banks with SBI went into effect on 1 April 2017. In 1969, the Government of India nationalised 14 major private banks; one of the big banks was Bank of India. In 1980, 6 more private banks were nationalised.] These nationalised banks are the majority of lenders in the Indian economy. They dominate the banking sector because of their large size and widespread networks

Services of Banks

Following are the few services which bank provides

- Advancements of loans

- Cheque payments
- Discounting on bills of exchange
- Collecting and paying the credit instruments
- Guarantee by banks
- Consultancy
- Credit cards
- Funds remittance
- Debit cards

RECENT TRENDS IN BANKING

1) Electronic Payment Services – E Cheques

Now-a-days we are hearing about e-governance, e-mail, e-commerce, e-tail etc. In the same manner, a new technology is being developed in US for introduction of e-cheque, which will eventually replace the conventional paper cheque. India, as harbinger to the introduction of e-cheque, the Negotiable Instruments Act has already been amended to include; Truncated cheque and E-cheque instruments.

2) Real Time Gross Settlement (RTGS)

Real Time Gross Settlement system, introduced in India since March 2004, is a system through which electronics instructions can be given by banks to transfer funds from their account to the account of another bank. The RTGS system is maintained and operated by the RBI and provides a means of efficient and faster funds transfer among banks facilitating their financial operations. As the name suggests, funds transfer between banks takes place on a 'Real Time' basis. Therefore, money can reach the beneficiary instantaneously and the beneficiary's bank has the responsibility to credit the beneficiary's account within two hours.

3) Electronic Funds Transfer (EFT)

Electronic Funds Transfer (EFT) is a system whereby anyone who wants to make payment to another person/company etc. can approach his bank and make cash payment or give instructions/authorization to transfer funds directly from his own account to the bank account of the receiver/beneficiary. Complete details such as the receiver's name, bank account number, account type (savings or current account), bank name, city, branch name etc. should be furnished to the bank at the time of requesting for such transfers so that the amount reaches the beneficiaries' account correctly and faster. RBI is the service provider of EFT.

4) Electronic Clearing Service (ECS)

Electronic Clearing Service is a retail payment system that can be used to make bulk payments/receipts of a similar nature especially where each individual payment is of a repetitive nature and of relatively smaller amount. This facility is meant for

companies and government departments to make/receive large volumes of payments rather than for funds transfers by individuals.

5) Automatic Teller Machine (ATM)

Automatic Teller Machine is the most popular device in India, which enables the customers to withdraw their money 24 hours a day 7 days a week. It is a device that allows customer who has an ATM card to perform routine banking transactions without interacting with a human teller. In addition to cash withdrawal, ATMs can be used for payment of utility bills, funds transfer between accounts, deposit of cheques and cash into accounts, balance enquiry etc.

6) Point of Sale Terminal

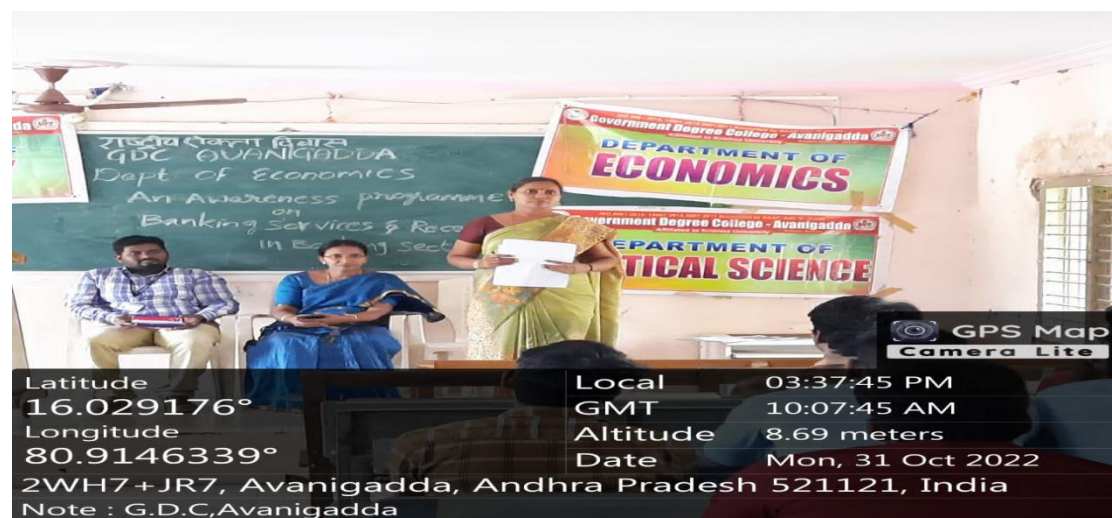
Point of Sale Terminal is a computer terminal that is linked online to the computerized customer information files in a bank and magnetically encoded plastic transaction card that identifies the customer to the computer. During a transaction, the customer's account is debited and the retailer's account is credited by the computer for the amount of purchase.

7) Tele Banking

Tele Banking facilitates the customer to do entire non-cash related banking on telephone. Under this device Automatic Voice Recorder is used for simpler queries and transactions. For complicated queries and transactions, manned phone terminals are used.

8) Electronic Data Interchange (EDI)

Electronic Data Interchange is the electronic exchange of business documents like purchase order, invoices, shipping notices, receiving advices etc. in a standard, computer processed, universally accepted format between trading partners. EDI can also be used to transmit financial information and payments in electronic form.







జాతీయ ఐక్యతా దినోత్సవం

అవనిగడ్డలోని ప్రభుత్వ డిగ్రీ కళాశాలలో సర్దార్ వల్లభాయ్ పటేల్ జయంతి సందర్భంగా "జాతీయ ఐక్యతా దినోత్సవ" వేడుకలు చరిత్ర మరియు పౌరశాస్త్ర విభాగం ఆధ్వర్యంలో సోమవారం ఘనంగా జరిగాయి. వైస్ ప్రెసిపిట్ డా. కె. వి. శాంతకుమారి అధ్యక్షతన జరిగిన ఈ కార్యక్రమానికి ముఖ్య అతిథిగా అవనిగడ్డ ఇండియన్ బ్యాంక్ మేనేజర్ కె. శంకర రావు విచ్చేసారు.

కార్యక్రమంలో ముందుగా సర్దార్ వల్లభాయ్ పటేల్ చిత్రపటానికి పుష్పగుచ్ఛాలు సమర్పించారు. తదనంతరం జాతీయ ఐక్యత ప్రతిజ్ఞ చేశారు. రాజనీతిశాస్త్ర అధ్యాపకులు డా. కె. రవితేజ, చరిత్ర అధ్యాపకులు డా. డి. రాజ్యలక్ష్మి వల్లభాయ్ పటేల్ జీవిత ఘట్టాలు, స్వదేశీ సంస్థానాలు విలీనం చేసిన విధానం వివరించారు. అర్ధశాస్త్ర అధ్యాపకులు వీరకుమారి ఆధ్వర్యములో "బ్యాంకింగ్ సేవలు - బ్యాంకింగ్ రంగములో ఆధునిక పోకడలు" అనే అంశం మీద అవగాహన కార్యక్రమం జరిగింది.

75 డిజిటల్ బ్యాంకింగ్ యూనిట్స్, జన ధన్ యోజన, బ్లాక్ చైన్, ఆర్టిఫిషియల్ ఇంటెలిజెన్స్, యూరోప్ లోని ఎన్ 26 విధానాలు గూర్చి వివరించారు. ఇలాంటి మంచి కార్యక్రమం ఏర్పాటు చేసిన ఆర్ట్స్ విభాగాన్ని ప్రెసిపిట్ డా. డి. ఉమారాణి, ఇతర అధ్యాపకులు ప్రశంసించారు.

అవనిగడ్డ


A.R. Prasad

11 నిమిషాల క్రితం 64 వీక్షించారు

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27/10/22

Department of Economics ~~will be organised~~
will be organised an awareness programme
on "Banking Services & Recent Trends in
Banking" on 31/10/22. So all the students
must attend the programme.



Principal

GOVT. DEGREE COLLEGE
AVANIGADDA, Krishna Dt. 521101I BA II BA III BA 



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**GOVT. DEGREE COLLEGE
AVANIGADDA-521121.KRISHNA DT.(A.P).**



28/10/2022,
Wednes day.

TO
Sri.K.shankara Rao
The Branch Manager,
Indian Bank,
AVANIGADDA.

SUB: GDC Avanigadda -Economics Department -requesting for guest
lecture -reg.

Our college Economics Department planning "An Awareness Programme On
Banking Services And Recent Trends In Banking Sector" for benefit of our
students. so we request you to deliver a guest lecture on that topic. we
are waiting for your conformation please accept our request.

Thanking you.

Yours truly,

D. [Signature] 28/10/22

Principal

**GOVT. DEGREE COLLEGE
AVANIGADDA, Krishna Dt. 521121.**

Received & accepted.





GOVT. DEGREE COLLEGE
AVANIGADDA-521121. KRISHNA DT. (A.P.)

28/10/22,
Wednesday.

Subject: Permission Letter to Arrange Awareness Programme on Recent Trends in Banking

Dear Principal,

I am writing to seek your permission to organize an awareness programme on recent trends in banking for the students of our College. This programme aims to provide valuable insights into the evolving landscape of banking, including digital banking, fintech innovations, and online security measures. We believe this initiative will enhance the students' knowledge and understanding of the modern banking industry.

Thanking you

Yours sincerely,

ಶಾಲಿಷಿ ಪದವಿ ಪರೀಕ್ಷೆ ನವೆಂಬರ್ 2022
 139
 0ct 31/2022

ಬಹು ಪದಕೆತೆ ಪರಾಂತೆ ಪೆರಾಂತೆ ವೆನೆ ಪ್ರವೀಣ್ DR
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 ಪರಾಂತೆ.

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 ಅಂತೆ ಪಾಲ್ಕು Indian Bank Branch manager
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S No	Name	Class	Sign
1.	B. yogyatha	1st B.A	B. yogyatha
2.	V. Parasanthi	1 st B.A	V. Parasanthi
3.	K. Gayatri	P. B.A	K. Gayatri
4.	K. Hima Bindu	I. BA	K. Hima Bindu
5.	K. Nancharamma	1 st BA	K. Nancharamma
6.	V. Nagalakshmi	I st BA	V. Nagalakshmi
7.	P. Prasaanna	I. BA	P. Prasaanna
8.	Ch. Bala Nagasri	I st B.A	Ch. Bala Nagasri
9.	D. Sandhya	1 st B.A	D. Sandhya
10.	P. Bala	1 st B.A	P. Bala
11.	K. Hemasri	2 nd B.A	K. Hemasri
12.	A. Jhanvi	2 nd B.A	A. Jhanvi
13.	Ch. Rani	2 nd B.A	Ch. Rani
14.	J. Hema	2 nd BA	J. Hema
15.	Ch. Ammulu	2 nd BA	Ch. Ammulu
16.	B. Arthi	2 nd B.A	B. Arthi
17.	A. L. S. Gayatri	2 nd BA	A. L. S. Gayatri
18.	Ch. Bhavani	2 nd BA	Ch. Bhavani

19. Ch. Prasanthi	II nd B.A	Ch. Prasanthi
20. K. Bhuvaneshwari	II nd B.A	K. Bhuvaneshwari
21. N. Pasdhu	I st B.A	N. Pasdhu
22. G. Sai Teja	I st B.A	G. Sai Teja
23. I. Siva Sankar	II nd B.A	I. Siva Sankar
24. Ch. Venkat Rao	II nd B.A	Ch. Venkat Rao
25. B. Venkateswarao	II nd B.A	B. Venkateswarao
26. M. Vamsi	II nd B.A	M. Vamsi
27. P. Lalith Leelakumar	II nd B.A	P. Lalith Leelakumar
28. V. Kiran	II nd B.A	V. Kiran
29. K. Yuvraj	II nd B.A	K. Yuvraj
30. V. Balasairam	II nd B.A	V. Balasairam
31. M. Tulasi Ram	II nd B.A	M. Tulasi Ram
32. K. Dinesh Sai	I st B.A	K. Dinesh Sai
33. P. Ajay Kumar	I st B.A	P. Ajay Kumar
34. P. Ashok	II nd B.A	P. Ashok
35. A. Krishna Prabhakar	II nd B.A	A. Krishna Prabhakar
36. N. Vamsi	II nd B.A	N. Vamsi
37. M. Anand Kumar	II nd B.A	M. Anand Kumar