INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

IJRCM

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,
Open J-Gage, India [link of the same is duly available at Inflibnet of University Grants Commission (U.G.C.)],
Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3480 Cities in 174 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

http://ijrcm.org.in/

CONTENTS

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography: Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** ***anytime*** in ***M.S. Word format*** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website (***FOR ONLINE SUBMISSION, CLICK HERE***).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____________

THE EDITOR
IJRCM

Subject: **SUBMISSION OF MANUSCRIPT IN THE AREA OF .**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '____' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:
Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:
a) The whole manuscript is required to be in ***ONE MS WORD FILE*** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
b) The sender is required to mentionthe following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/ Engineering/Mathematics/other, please specify)
c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
d) The total size of the file containing the manuscript is required to be below **500 KB**.
e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE**: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS**: The author (s) **full name**, **designation**, **affiliation** (s), **address**, **mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT**: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

6. **MANUSCRIPT**: Manuscript must be in ***BRITISH ENGLISH*** prepared on a standard A4 size ***PORTRAIT SETTING PAPER***. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.

7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.

8. **SUB-HEADINGS**: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.

9. **MAIN TEXT**: The main text should follow the following sequence:

   INTRODUCTION

   REVIEW OF LITERATURE

   NEED/IMPORTANCE OF THE STUDY

   STATEMENT OF THE PROBLEM

   OBJECTIVES

   HYPOTHESES

   RESEARCH METHODOLOGY

   RESULTS & DISCUSSION

   FINDINGS

   RECOMMENDATIONS/SUGGESTIONS

   CONCLUSIONS

   SCOPE FOR FURTHER RESEARCH

   ACKNOWLEDGMENTS

   REFERENCES

   APPENDIX/ANNEXURE

   It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed ***5000 WORDS***.

10. **FIGURES &TABLES**: These should be simple, crystal clear, centered, separately numbered &self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.

11. **EQUATIONS**:These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.

12. **REFERENCES**: The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:

- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (**ed.**) for one editor, and (**ed.s)** for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

ROLE OF SCB's IN REACHING THE UNREACHED THROUGH FINANCIAL INCLUSION: AN INDIAN OVERVIEW

PRAVEEN A. KORBU
ASST. PROFESSOR
DEPARTMENT OF COMMERCE & MANAGEMENT
GOVERNMENT FIRST GRADE COLLEGE
HALIYAL (U.K) KARNATAKA

ABSTRACT

Financial Inclusion is about delivery of banking services at an affordable cost to vast sections of disadvantaged, first step in FI is to facilitate people in getting basic facilities like food, shelter and clothing and then comes the provision of bank account, wherein they can save whatever little they can. For this purpose, how the SCBs are equipping themselves to surve vast section of the society? Further, bank infrastructure development in reaching the unreached through financial inclusion i.e. number of branches, population per branch, ATMs, services, Business Facilitators (BFs) and Business Correspondents (BCs), Swabhimaan Campaign, Ultra Small Branches (USBs), USSD Based Mobile Banking etc. To strengthen the Banking Infrastructure Steps taken by Reserve Bank of India like Direct Benefit Transfer (DBT), Expansion of ATM Network etc, are analyzed. It is found that, financial Inclusion of the unbanked & unprivileged masses is to be reached through the SCBs infrastructure development. Thus, it needs to identify the untapped potential of Indian economy which can begin revolution of growth & prosperity.

KEYWORDS

Financial Inclusion & exclusion, SCB's, Development of Bank infrastructure, ATM, RBI.

INTRODUCTION

The broader concept of financial inclusion is delivery of banking/financial services at an affordable cost to the vast sections of disadvantaged and low income groups. These banking/financial services are savings/deposits, loan/borrowings and, payment/settlement and remittance facilities. The insurance services come under savings facilities. Out of these three above mentioned important services if any one of the service is absent the entire concept will be considered as incomplete/insufficient financial inclusion. Commercial Banks, RRBs, Cooperatives, Government, M.F.I.s, SHGs, Post offices, NBFCs, NGOs, etc. are the provider of financial services and these have either adequate or inadequate presence in rural areas of the country.

Even the non-issuance of the pass-books to the small customers of savings bank account by the bank can indirectly lead to their financial exclusion (RBI 2006). There are several reasons for financial exclusion. In remote hilly, desert and sparsely populated areas the physical and communication infrastructure are insufficient. As a result access to financial services/institutions is severely restricted. The barriers of financial inclusion on demand side are illiteracy, lack of awareness and financial literacy, low income, pre-owned collateral/assets and social exclusion. The reasons for exclusion from the supply side are long distance of branch from the residence, un-adjustable timings of the branch, complicated procedure and intricacies of documentation, unfamiliar language, unsuitable products and staff attitudes.

The requirements of documentary proof of identity and residential address are the most important barrier in opening not only the bank account but also in post offices for availing the financial services. The most sufferers are newly married women and migrants in rural areas. The women cannot borrow from the bank due to lack of pre-owned collateral (as the women do not have the property rights) despite having the bank account. Even an account holder in the bank cannot borrow if he fails to mobilize a guarantor. These are the numerous constraints of financial inclusion.

OVERVIEW OF BANKING AND FINANCIAL INSTITUTIONS

The banking system in India is significantly different from that of other Asian nations because of the country's unique geographic, social, and economic characteristics. India has a large population and land size, a diverse culture, and extreme disparities in income, which are marked among its regions. There are high levels of illiteracy among a large percentage of its population but, at the same time, the country has a large reservoir of managerial and technologically advanced talents. About 30 and 35 per cent of the population resides in metro and urban cities and the rest is spread in several semi-urban and rural centers.

In order for the banking industry to serve as an instrument of state policy, it was subjected to various nationalization schemes in different phases. As a result, banking remained internationally isolated (few Indian banks had presence abroad in international financial centers) because of preoccupations with domestic priorities, especially massive branch expansion and attracting more people to the system. Moreover, the sector has been assigned the role of providing support to other economic sectors such as agriculture, small-scale industries, exports, and banking activities in the developed commercial centers (i.e., metro, urban, and a limited number of semi-urban centers).

FINANCIAL INCLUSION – PATH TOWARDS FUTURE

Though our country's economy is growing around 9 Per cent, still the growth is not inclusive with the economic condition of the people in rural areas worsening further. One of the typical reasons for poverty is being financially excluded. Though there are few people who are enjoying all kinds of services from savings to Net Banking, but still in our country around 40% of people lack access to even basic financial services like savings, credit and insurance facilities. So an inclusive sector should not only serve the bankable clients, but also integrate the "un-bankable" clients by making them "bankable". Many actions taken by the government like Nationalizing of Banks, 40% of credit targets to priority sector, opening of RRBs and LABs etc., for past three decades are one form of financial inclusion, but still around 80% of rural households do not have access to credit from a formal source.

So as a last door step to Financial Inclusion, RBI came up with an initiative of launching National pilot project on Financial Inclusion in Puducherry in 2005. The specialty of this Financial Inclusion project is that accounts are opened by the bank officials at the doorsteps of households without insisting on any minimum balance or deposits.

ROLE OF FINANCIAL INCLUSION IN BANKING SECTOR

Banking/financial services are in the nature of public good. Every citizen of India has right to have access to banking and financial services. The main objective of the public policy is to make available the banking and payment services to the entire population of the country without any discrimination. The open and efficient society emphasizes that there should be unrestrained access to public good and services by the population of the country. The consistent efforts are being made to examine the causes of financial exclusion and strategies are also adopted to ensure financial inclusion of the poor and underprivileged at international level. The reasons of financial exclusion vary from country to country and the strategies are also varied.

The developed countries and the developing country like India are making effort for financial inclusion in order to improve the financial condition and standards of lives of the poor and disadvantaged. The more developed the society the greater is the thrust on empowerment of the common person and marginal income groups in the lower strata of the society. In France it is a statutory right of the every citizen to have bank account. The financial inclusion Task Force in UK has identified three priority areas for the purpose of financial inclusion these are (i) access to banking (ii) access to affordable credit and (iii) access to free face–to–face money advice. Financial inclusion fund is established in UK in order to promote financial inclusion and assigned responsibility to banks and credit unions to remove the barriers of financial exclusion.

The nationalization of Banks changed the banking scenario in the country. There was paradigm shift from class banking to mass banking. The purpose of creating Regional Rural Banks to take the banking service to the marginalized sections of society especially for priority sector lending. The branches of commercial banks and RRBs have increased from 8321 in the year 1969 to 68,282 branches at the end of March 2005. The average population per branch office has decreased from 64000 to 16000 during the same period. Bihar, Orissa, Rajasthan, Uttar Pradesh, Chhatisgarh, Jharkhand, West Bangal and North-Eastern states are the under-banked states. The average population per branch office is quite high in comparison to national average in these states. In India 31, 59 per cent of population and adult population respectively have bank accounts. In other words 61, 41 per cent of population respectively is excluded from the coverage of banking services.

EXPANSION OF BANKING INFRASTRUCTURE

The banking system has had to serve the goals of economic policies enunciated in successive five year development plans, particularly concerning equitable income distribution, balanced regional economic growth, and the reduction and elimination of private sector monopolies in trade and industry.

TABLE-1: UTILIZATION OF BANKING SERVICES BY RURAL AND URBAN HOUSEHOLDS

Households	As per census 2001			As per census 2011		
	Total number of households	No. of households availing banking service	Per cent	Total number of households	No. of households availing banking service	Per cent
Rural	13,82,71,529	4,16,39,949	30.1	16,78,26,730	9,13,69,805	54.4
Urban	5,36,92,376	2,65,90,693	49.5	7,88,65,937	5,34,44,983	67.8
Total	**19,19,63,935**	**6,82,30,642**	**35.5**	**24,66,92,667**	**14,48,14,788**	**58.7**

Source: *Financialservices.gov.in/banking*

As per Census 2011, 58.7% households are availing banking services in the country. There are 1,02,343 branches of Scheduled Commercial Banks (SCBs) in the country, out of which 37,953 (37%) bank branches are in the rural areas and 27,219 (26%) in semi-urban areas, constituting 63 per cent of the total numbers of branches in semi-urban and rural areas of the country. However, a significant proportion of the households, especially in rural areas, are still outside the formal fold of the banking system. To extend the reach of banking to those outside the formal banking system, Government and Reserve Bank of India (RBI) are taking various initiatives from time to time some of which are enumerated below:

(a) Opening of Bank Branches: Government had issued detailed strategy and guidelines on Financial Inclusion in October 2011, advising banks to open branches in all habitations of 5,000 or more population in under-banked districts and 10,000 or more population in other districts. Out of 3,925 such identified villages/habitations, branches have been opened in 3,402 villages/ habitations (including 2,121 Ultra Small Branches) by end of April, 2013.

TABLE-2: NUMBER OF BRANCHES OF SCHEDULED COMMERCIAL BANKS AS ON 31ST MARCH, 2013

Bank Group wise number of branches as on 31st March, 2013					
Bank Group	**Rural**	**Semi – Urban**	**Urban**	**Metropolitan**	**Total**
Public Sector Banks	23,286	18,854	14,649	13,632	**70,421**
Private Sector Banks	1,937	5,128	3,722	3,797	**14,584**
Foreign Banks	8	9	65	249	**331**
Regional Rural Banks	12,722	32,228	891	166	**17,007**
Total	**37,953**	**27,219**	**19,327**	**17,844**	**1,02,343**

Source: *Financialservices.gov.in/banking*

(b) Each household to have atleast one bank account: Banks have been advised to ensure service area bank in rural areas and banks assigned the responsibility in specific wards in urban area to ensure that every household has at least one bank account.

(c) Business Correspondent Model: With the objective of ensuring greater financial inclusion and increasing the outreach of the banking sector, banks were permitted by RBI in 2006 to use the services of intermediaries in providing financial and banking services through the use of Business Facilitators (BFs) and Business Correspondents (BCs).

TABLE-3: NUMBER OF FUNCTIONING BRANCHES OF SCHEDULED COMMERCIAL BANKS DURING LAST FIVE YEARS

As on	Rural	Semi – Urban	Urban	Metropolitan	Total
March 31, 2009	31,476	19,126	15,223	14,325	**40,200**
March 31, 2010	32,493	20,855	16,686	15,446	**85,480**
March 31, 2011	33,905	23,114	17,599	16,419	**91,037**
March 31, 2012	36,356	25,797	18,781	17,396	**98,330**
March 31, 2013	37,953	27,219	19,327	17,844	**1,02,343**

Source: *Financialservices.gov.in/banking*

Business Correspondents are retail agents engaged by banks for providing banking services at locations other than a bank branch/ATM. BCs and the BC Agents (BCAs) represent the bank concerned and enable a bank to expand its outreach and offer limited range of banking services at low cost, particularly where setting up a brick and mortar branch is not viable. BCs as agents of the banks, thus, are an integral part of the business strategy for achieving greater financial inclusion.

Banks had been permitted to engage individuals/entities as BC like retired bank employees, retired teachers, retired government employees, ex-servicemen, individual owners of kirana/medical/fair price shops, individual Public Call Office (PCO) operators, agents of Small Savings Schemes of Government of India/Insurance Companies etc. Further, since September 2010, RBI had permitted banks to engage for profit companies registered under the Indian Companies Act, 1956, excluding Non Banking Financial Companies (NBFCs), as BCs in addition to the individuals/entities permitted earlier. According to the data maintained by RBI, as in December, 2012, there were over 1,52,000 BCs deployed by Banks. During 2012-13, over 18.38 crore transactions valued at Rs.16533 crore had been undertaken by BCs till December 2012.

(d) Swabhimaan Campaign: Under “Swabhimaan” - the Financial Inclusion Campaign launched in February 2011, Banks had provided banking facilities by March, 2012 to over 74,000 habitations having population in excess of 2000 using various models and technologies including branchless banking through Business Correspondents Agents (BCAs).

Further, in terms of Finance Minister’s Budget Speech 2012-13, the “Swabhimaan” campaign has been extended to habitations with population of more than 1000 in North Eastern and hilly States and to habitations which have crossed population of 1600 as per census 2001. About 40,000 such habitations have been identified to be covered under the extended “Swabhimaan” campaign.

(e) Setting up of Ultra Small Branches (USBs): Considering the need for close supervision and mentoring of the Business Correspondent Agents (BCAs) by the respective banks and to ensure that a range of banking services are available to the residents of such villages, Ultra Small Branches (USBs) are being set up in all villages covered through BCAs under Financial Inclusion.

TABLE-4: NUMBER OF SCHEDULED COMMERCIAL BANKS OPENED DURING LAST FIVE YEARS

Year	Rural	Semi – Urban	Urban	Metropolitan	Total
2008-09	706	1,290	1,046	953	**3,995**
2009-10	1,021	1,729	1,417	1,139	**5,306**
2010-11	1,422	2,258	919	981	**5,580**
2011-12	2,453	2,686	1,186	982	**7,307**
2012-13*	1,596	1,422	546	451	**4,017**

Source: *Financialservices.gov.in/banking****Provisional***

A USB would comprise of a small area of 100-200 sq. feet where the officer designated by the bank would be available with a lap-top on pre-determined days. While the cash services would be offered by the BCAs, the bank officer would offer other services, undertake field verification and follow up the banking transactions. The periodicity and duration of visits can be progressively enhanced depending upon business potential in the area. A total of over 50,000 USBs have been set up in the country by March, 2013.

(f) Banking Facilities in Unbanked Blocks: All the 129 unbanked blocks (91 in North East States and 38 in other States) identified in the country in July 2009, had been provided with banking facilities by March 2012, either through Brick and Mortar Branch or Business Correspondents or Mobile van. As a next step it has been advised to cover all those blocks with BCA and Ultra Small Branch which have so far been covered by mobile van only.

TABLE-5: NUMBER OF VILLAGES AND AVERAGE POPULATION PER BRANCH (APPB)

Number of Villages in India as per the 2001 Census	6,00,000 (Approx)
Average population Per Bank Branch (APPB) as on 31st March,2013	12,100

Source: *Financialservices.gov.in/banking*

(g) USSD Based Mobile Banking: The Department through National Payments Corporation of India (NPCI) worked upon a "Common USSD Platform" for all Banks and Telcos who wish to offer the facility of Mobile Banking using Unstructured Supplementary Service Data (USSD) based Mobile Banking. The Department helped NPCI to get a common USSD Code *99# for all Telcos. More than 20 Banks have joined the National Uniform USSD Platform (NUUP) of NPCI and the product has been launched by NPCI with BSNL and MTNL. Other Telcos are likely to join in the near future.

USSD based Mobile Banking offers basic Banking facilities like Money Transfer, Bill Payments, Balance Enquiries, Merchant payments etc. on a simple GSM based Mobile phone, without the need to download application on a Phone as required at present in the IMPS based Mobile Banking.

Steps taken by Reserve Bank of India (RBI): To strengthen the Banking Infrastructure,

(a) RBI has permitted domestic Scheduled Commercial Banks (excluding RRBs) to open branches in Tier 2 to Tier 6 Centres (with population upto 99,999 as per census 2001) without the need to take permission from RBI in each case, subject to reporting. SCB's also permitted to open branches in rural, semi urban and urban centres in North Eastern States and Sikkim without having the need to take permission from RBI in each case, subject to reporting. Domestic SCBs have been advised that while preparing their Annual Branch Expansion Plan (ABEP), they should allocate atleast 25% of the total number of branches proposed to be opened during the year in unbanked Tier 5 and Tier 6 centres i.e. (population upto 9999) centres which do not have a brick and mortar structure of any SCB for customer based banking transactions.

TABLE-6: NUMBER OF BANK BRANCHES OF SCHEDULED COMMERCIAL BANKS (SCBs) OVER THE YEARS

Number of Scheduled Commercial Banks Branches as on 31st December, 1969.	8,826
Number of Scheduled Commercial Banks Branches as on 31st March,1990	59,762
Number of Scheduled Commercial Banks Branches as on 31st March,2013	1,02,343

Source: *Financialservices.gov.in/banking*

(b) Regional Rural Banks (RRBs) are also allowed to open branches in Tier 2 to Tier 6 centres (with population upto 99,999 as per Census 2001) without the need to take permission from the Reserve Bank in each case, subject to reporting, provided they fulfill the following conditions, as per the latest inspection report: CRAR of at least 9%; Net NPA less than 5%; No default in CRR/SLR for the last year; Net profit in the last financial year; & CBS compliant. RRBs have also been advised to allocate at least 25 percent of the total number of branches proposed to be opened during a year in unbanked rural (Tier 5 and Tier 6) Centres).

(c) New private sector banks are required to ensure that at least 25% of their total branches are in semi-urban and rural centres on an ongoing basis.

Direct Benefit Transfer (DBT) - The objective of DBT Scheme is to ensure that money under various developmental schemes reaches beneficiaries directly and without any delay. The scheme has been launched in the country from January, 2013 and has been rolled out in a phased manner, starting with 26 welfare schemes, in 43 districts. The scheme is now being extended to additional 78 districts and additional 3 schemes from 1st July, 2013 and would be extended to the entire country in a phased manner.

The Government has also started the transfer of cash subsidy for domestic LPG cylinders to Aadhaar linked bank accounts of the customers with effect from 1st June 2013, in 20 pilot districts. About 75 lakh beneficiaries would be benefitted in these districts.

Banks play a key role in implementation of DBT and this involves four important steps, viz. (i) Opening of accounts of all beneficiaries; (ii) Seeding of bank accounts with Aadhaar numbers and uploading on the NPCI mapper; (iii) Undertaking funds transfer using the National Automated Clearing House - Aadhaar Payment Bridge System (NACH-APBS). (iv) Strengthening of banking infrastructure to enable beneficiary to withdraw money.

Banks are ensuring that all beneficiaries have a bank account. All Public Sector Banks (PSBs) and RRBs have made provision for Aadhaar seeding in the CBS. All PSBs have also joined the Aadhaar Payment Bridge of National Payments Corporation of India (NPCI). Banks have also started action for strengthening banking infrastructure and providing business correspondents in areas, which were so far unserved.

Further, advised to provide an onsite ATM in all the branches in identified districts and a Debit Card to all beneficiaries to enable him/her to withdraw the money as per his ease and convenience. Issuance of a Debit Card to all beneficiaries to enable him/her to withdraw the money as per his ease and convenience will also strengthen the withdrawal infrastructure.

Expansion of ATM Network: Pursuant to Budget announcement 2013-14, Banks are required to ensure an onsite ATM in all the branches. Out of 34,668 onsite ATMs thus identified to be installed by Public Sector Banks, 1,097 ATMs have been installed by end of April, 2013.

TABLE-7: NUMBER OF ATM IN THE COUNTRY AS ON 31ST MARCH, 2013

Bank Group	Rural	Semi – Urban	Urban	Metropolitan	Total
Public Sector Banks	8,552	18,445	22,518	20,137	**69,652**
Old Private Sector Banks	768	2,760	2,354	1,684	**7,566**
New Private Sector Banks	2,214	6,484	10,995	15,842	**35,535**
Foreign Banks	30	21	244	966	**1,261**
Total	**11,564**	**27,710**	**36,311**	**38,629**	**1,14,014**

Source: *Financialservices.gov.in/banking*

Ministry of Finance, Govt. of India is also playing a pivotal role for the greater financial inclusion in the country. In 2007-08 the Government had set up two Funds i.e., Financial Inclusion Fund (FIF) and Financial Inclusion Technology Fund (FITF) with a corpus of Rs. 500 crore each under NABARD. The purpose is to extend banking services to the unbanked areas. In the recent budget of 2009-10 the Government has further contributed rupees 100 crore to each of these funds in order to strengthen the pace of development of financial inclusion. The contributors to these funds are Government of India, RBI and NABARD. Many countries have developed financial inclusion index in order to check the progress/status of financial inclusion. The Finance Ministry had also asked the nationalized banks to submit their financial inclusion plan by 31st March, 2010. The Ministry is going to introduce financial inclusion index from June, 2010 onwards in order to assess the progress of financial inclusion after the end of every quarter and in the various regions of the country.

CONCLUSION
Financial inclusion is the key to empowerment of poor, underprivileged and low skilled rural households. SCBs with better infrastructure can truly lift the financial condition and improve the standards of lives of the poor and the disadvantaged. Access to affordable financial services, especially credit and insurance, enlarges livelihood opportunities through adoption of different economic activities. Better financial inclusion would lead to increasing economic activities and self/wage employment opportunities for rural households. As a result rural households will earn greater return/disposable income. A higher disposable income at the hands of rural households would lead to greater savings and would provide a wider deposit base to banks and other financial institutions to be helpful in undertaking variety of economic activities. Thus, financial inclusion policy of SCBs provides monetary fuel for economic growth and it is considered critical for achieving inclusive growth.

REFERENCES
1. Atonu Chatterjee (April 2013), “Swabhimaan-A Significant Beginning” Kurukshtra, pp-38-42.
2. Cole, S., Sampson, T. & Zia, B. (2009), “Money or Knowledge? What drives demand for financial services in emerging markets?” Harvard Business School Working Paper 09-117.
3. Dr. K. Martina Rani, “Mobile banking a tool of financial inclusion for India”, Electronic Copy Available at: http://ssrn.com/abstract=1674328.
4. Dr. K. Ravichandran & Dr. Khalid Alkhathlan, “Financial Inclusion- A Path towards India’s Future Economic Growth”, Electronic Copy Available at: http://ssrn.com/abstract=1353125.
5. Dr. K.B.Rangappa, Miss. Renuka Bai, Mr. Sandesh. A.L “SHG-Bank Linkage Programme and Financial Inclusion:Rural Household Study in Davangere District of Karnataka.
6. Dr. M. Rajarajan & Mr. V. Palanisamy, (Jan-2013), “Microfinance and Cooperative Strategy in India”, Indian Cooperative Review, pp-167-172.
7. ‘Financial Inclusion in India’, Electronic Copy Available at: http://ssrn.com/abstract=1745467.
8. Ghosh, A. (2007), “Financial Inclusion through Micro Finance in India and Emerging Role of POSB: An Analysis”, http://ssrn.com/abstract=1655737.
9. Government of India (2008), “Report of the committee (Chairman: C Rangrajan) on the financial inclusion”, January 2008.
10. Gupta, D. & Gupta, P. (2008), “Mother Tongue Friendly e-Delivery Banking Channels in India -Ultimate Solution for its Popular Usage”, http://ssrn.com/abstract=1147382.
11. Handoo, J. (2010), “Financial Inclusion in India: Integration of Technology, Policy and Market at Bottom of the Pyramid”, http://ssrn.com/abstract= 1628564.
12. Madurai, K. (2011), “Financial Inclusion in India”, http://ssrn.com/abstract=1745467.
13. Mahajan, V. & Laskar, S. (2010), “Transition and Innovation in Rural Finance in India - A Call for Action in this Golden Decade”.
14. N Santosh Ranganath, Dr. G Tulasi Rao (2011) “Financial Inclusion in Indian Banking Sector – Emerging Models. RJSITM, Vol. 1 No.2, Dec-2011.
15. N. Santosh Ranganath & Dr. G. Tualsi Rao, (Dec-2011) “Financial Inclusion in India Banking Sector: Emerging Models, The International Journal’s RJSITM, Volume-02, Number-02, pp: 28-37.
16. Pal, K. & Sura, J. (2006), “Efficacy of Regional Rural Banks (RRBs) in India: A Conventional Analysis”, *The Journal of Indian Management and Strategy*, **11**(4), 4-12.
17. Ravichandran, K. & Alkhathlan, K. (2009), “Financial Inclusion - A Path towards India's Future Economic Growth”, http://ssrn.com/abstract=1353125.
18. Reddy, A. (2010), “Rural Banking Strategies for Inclusive Growth”, http://ssrn.com/abstract=1532226.
19. Reshma Kumari Tiwari, Dr. Debebrata Das, (2011) “Making Finance Accessible Through Financial Inclusion: Evidence from Assam”. IJRCM, Vol. No.2 Issue No. 6, June, 2011
20. Suresh Chandra Bihari, (2011) “Financial Inclusion for Indian scene”, SJIM, Vol-VIII, No-III, July-Sept 2011 pp: 5-16.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you tosupply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail**infoijrcm@gmail.com** for further improvements in the interest of research.

If youhave any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals