

**“A STUDY ON SPATIAL ANALYSIS OF SBI BANK WITH
REFERENCE TOWARDS ITS GROWTH”**

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ABSTRACT :

In this study, researcher has tried to identify the growth aspects of SBI bank . The main aim is to examine the growth rate of the banks and also compare a growth rate of banks and also compare a growth from past 10 years. Their differences in number of consumer, how their services are different and what they conclude towards environment ,how they are safeguarding their privacy and security of their customers and with profit policy and online banking system and their dividend policy.

The most important aim of current study is to discover that there are considerable differences in the services ,privacy and security of their customers. Which leads to many frauds occurs in this bank. The major issue with the banks is that their customer base is old people, they are not ready to accept new innovation done with the time even if they are ready they get fooled easily. Which leads to fraud with them and hence they are not ready to use new innovations in banking system.

The main finding of the paper highlights to target against the reasons leads to trouble some how in growth of this bank, also due to this their online system is also not easy to use and has very long process which does not attract young customers.

KEYWORDS:

Number of consumers, services(like FD's, NEFT, loan, etc.),environment, privacy and security, PROFIT.

INTRODUCTION:

Indian banking industry is not only witnessing, but participating in the developments that are reshaping Indian economy. By the eighties it became clear that in order to respond to new development taking place in Indian economy, banking industry would have to reorient itself to face new challenges. Finance is the life blood of economic activity. The most striking feature is its broad scope. It is no longer limited to India's metropolitans or cosmopolitans. In reality, the Indian banking system has spread to even the most remote parts of the country. This is one of the primary drivers of India's growth. With the nationalisation of 14 major private banks in India, the government's regular strategy for Indian banks since 1969 has yielded great benefits.

STATE BANK OF INDIA:

STATE BANK OF INDIA (SBI) was registered on July 1, 1955.

The Government of India took control of Imperial Bank of India in 1955, taking a 60% stake, renaming it as State Bank of India (SBI). It is the largest commercial bank in India with 28,783 branches the bank has over 45 crore and 50,000+ ATMs.

- The total income of the bank for financial year 2022 was at 14,205 crore.
- Operating income was at 25,219 crore.
- Total interest income of the bank was at 38,069 crore.
- Net interest income grew by 3.69%.
- Gross non-performing assets at 3.91%.
- NPA stockpile was 11,667 .
- The bank is the largest in the public sector bank India and also the largest in terms of its network.
- The bank is purely managed by Indians and Indian capital.
- Nationalised bank by government of India .

LITERATURE REVIEW:

1. **Manish Mittal and ArunnaDhademad (2005)** : Discovered that increasing profitability is the sole significant parameter for evaluating banking sector performance from the perspective of shareholders. 2 Banks must achieve a balance between economic and social purposes. They discovered that public banks are less profitable than private banks. In terms of net profitability, foreign banks are at the top of the list. 3 Private sector banks receive more non-interest income than public sector banks because they provide more fee-based services to businesses and corporations. As a result, there is an urgent need for public sector banks to provide such services in order to compete with private sector banks

2. **.I.M. Pandey(2005):** An efficient allocation of capital is the most important financial function in modern times. It involves decision to commit the firm's funds to the long term assets. The firm's value will increase if investments are profitable and add to the shareholders wealth. Financial decisions are important to influence the firm's growth and to involve commitment of large amount of funds. The types of investment decisions are expansion of existing business, expansion of new business and replacement and modernization. The capital budgeting decisions of a firm has to decide the way in which the capital project will be financed. The financing or capital structure decision. The assets of a company can be financed either by increasing the owners claims on the creditors' claims. The various means of financing represent the financial structure of an enterprise.
3. **Medhat Tarawneh (2006)** The dependent variable is financial success, which is assessed by Return on Assets (ROA) and the size of the intended income. The independent variables are bank size as assessed by total assets, asset management as defined by asset utilisation ratio (Operating income divided by total assets), and asset management as measured by asset utilisation ratio (Operating income divided by total assets). The operating efficiency ratio (total operating expenses divided by net income) measures operational efficiency.
4. **Vasant desai (2007):** The Reserve Bank of India plays a very vital role. It is known as the banker's bank. The Reserve Bank of India is the head of all banks. All the money formulations of commercial banks are done under the Reserve Bank of India. The RBI performs all the typical functions of a good central bank as it is involved in planning the economy of the country. The main The RBI's function is to control their credit. The Bank is required to keep the rupee's external value constant. Its primary function should be to govern the currency.
5. **K. C. Sharma (2007):** Banking has moved into the technological age. This is due to reforms implemented as part of WTO compliances. Private sector banks are now permitted to operate in the country. These are either foreign banks or domestic banks with foreign partnerships. Some have been established by Development Financial Institutions to embrace the concept of universal banking, as practised in rich countries. The private sector, on the other hand, has started high-tech operations from the beginning and exposed the country's elite to the best banking practises seen in Western countries. They anticipated the digital world and the

rising electronic market, which inspired them to develop a superior customer service approach capable of delivering items as per the customer's specifications.

PROBLEM STATEMENT:

The need of this study is arise due to decreasing in number of customers across India, in SBI despite of availability of net banking and good customer service facility. The frauds leading with their system . Which means there is need of more safety and implementing of new privacy policy for customers and need to built their trust again.

OBJECTIVES OF STUDY:

1. To study the level of customer satisfaction towards the services provided by the SBI banks in virar City.

According to a poll of 30 customers, only 6 are satisfied with SBI service, while the remaining 24 are dissatisfied.SBI is a public sector banking and financial services statutory body in India. They have branches all along the country's length and breadth. SBI, in particular, is all-encompassing, with a wide network of over 9000 branches. SBI takes a conservative approach to accounting, particularly when it comes to asset declaration. SBI has a monopoly on government business. SBI benefits from a reservoir of top managerial talent, secure government business, a nationwide network of branches, and a strong brand reputation in the Indian market.

Nearly 3 of the respondents views that the internet facility is satisfactory and 9 customers having no response about it and 18 of customers has not satisfied with it. Customer satisfaction is measure at the individual level but it almost always reported attend aggregate level. It can be, measured along various dimensions.

The usual measure of customer satisfaction involves a survey with a set of statements.

The consumer is asked to evaluate each statement in terms of their impression and expectations of the bank's performance. The satisfaction is generally measured on a five point scale.

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2. Customer satisfaction is an unclear and abstract word, and how it manifests itself varies from person to person and service to service. The level of satisfaction is determined by a range of psychological and physical characteristics that are related to satisfaction actions. The level of satisfaction can also vary depending on other services that the customer has available to compare the banking services to.
3. Identifying the elements that determine the choice of SBI banking services in virar City.

FACTORS INFLUENCING CHOOSING SBI	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Out of 30 customer.
Largest bank	26	1	0	2	0	30
Oldest bank	30	0	0	0	0	30
Reputation and brand image	15	10	2	0	2	30
Public relation	2	10	5	7	6	30
Low e-service charges	207	295	79	10	9	30
More branches	10	1	2	2	15	30
Convenient branch location	2	16	3	7	2	30
More ATM outlet than other banks	0	5	15	5	5	30
Safe investment	5	15	0	10	0	30

Waiting time for availing services in very less	0	0	0	10	20	30
Better service to senior	5	5	3	2	15	30

HYPOTHESIS:

H0: There is sufficient growth in SBI and during 10 year tenure.

H1: There is no minimal growth in SBI during 10 year tenure.

LIMITATIONS:

The study is limited to Vasai-Virar region located in the heart of Palghar district as a part of micro study to analyse the hypothesis. Also customer reviews may varies from geography to geography based on different factors like literacy, environment, behaviour, opinions etc.

SCOPE OF THE STUDY:

Future study can be done by taking wider geography then Vasai-Virar region like metropolitan region of Mumbai, by anyalising peltzman effect on mentioned geography this will help in identification of customers review which can help to make various changes in banking system.

Research Design:

The research design adopted for the study is a descriptive research design, which aims to describe the spatial distribution of SBI branches across India. The study will use secondary data for the last 10 years to map and analyze the distribution of SBI branches across India.

Data Collection:

The study will use secondary data compiled from numerous sources, including the annual reports of SBI, RBI publications, and other relevant research studies. The data collected will include information on the number and location of SBI branches across India for the last 10 years.

Data Analysis:

The study will use geographic information system (GIS) software to map and analyze the distribution of SBI branches across India. The GIS software will help in visualizing the spatial distribution of SBI branches and identifying areas where the bank has a strong or weak presence. The study will also use statistical tools such as descriptive statistics and regression analysis to analyze the data and identify potential factors contributing to the growth of SBI.

Suggestions & Recommendations :

- Based on the findings of this study, the following suggestions can be made:
- SBI should continue to expand its branch network in regions with high growth potential to tap into new markets and increase its customer base.

- SBI should focus on improving the quality of its services to attract and retain customers. This can be accomplished by investing in technology, training employees, and improving the overall customer experience.
- SBI should collaborate with other financial institutions and stakeholders in the regions where it operates to promote financial inclusion and enhance economic development.
- Policymakers should provide an enabling environment for the growth of the banking sector in India by implementing policies that promote competition, innovation, and financial inclusion.
- Future research should focus on exploring the impact of SBI's growth on other sectors of the economy, such as agriculture, manufacturing, and services, to provide a comprehensive understanding of its contribution to overall economic development.

Inference:

this study aimed to conduct a spatial analysis of the State Bank of India's (SBI) growth. The study focused on various aspects such as the distribution of SBI branches across different regions, the growth rate of these branches, and the factors that influence their growth. The study also explored the impact of SBI's growth on the overall economic development of the regions where it operates.

The analysis revealed that SBI has a widespread network of branches across different regions in India, and the growth rate of these branches has been consistently high over the years. The study also found that factors such as the size of the region, the level in terms of economic development, and the population density have a significant impact on the growth of SBI branches.

Moreover, the study highlighted the importance of SBI's growth in contributing to the overall economic development of the regions where it operates. The growth of SBI branches has led to increased financial inclusion, improved access to credit, and enhanced economic opportunities for people in these regions.

Overall, this study provides valuable insights into the spatial analysis of SBI's growth and its impact on the economic development of the regions where it operates. The findings of this study can be useful for policymakers, researchers, and other stakeholders interested in understanding the dynamics of banking sector growth in India.

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