

# Atm card project

[Finance](#), [Banking](#)



The completion of every task needs the guidance support & cooperation of many people. This is the opportunity to thank all those who had directly or indirectly helped me in completing this work. First and foremost I am grateful to my project guide Mr. Rahul Deo whose kind guidance, help & motivation helped me to complete this project. I express my sincere gratitude to Dr.

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J. R. Bhatti of Shri Vaishnav Institute Of Management for providing proper facilities in the college. I would also like to thank all the respondents and wholesaler/retailer/distributor for giving me their precious time and relevant information , without which this Project would have been a different story. Last but not the least I am grateful to my parent, family& friends who have supported and encouraged me during my work. PRAVIN PAHADIYA MBA IV SEM(PT) SVIM, INDORE. ATM CARD : A VITAL FACILITY & ITS IMPACT ON ECONOMY WITH SPECIAL REFERENCE TO ICICI & IDBI INTRODUCTION: ATM the fastest and convenient way to access your account anytime anyway whether you are in your home town or around the world.

It is convenient and safe to carry and place of lacks of rupees while traveling or anywhere ATM's now having a wide impact on economy too. HISTORY OF ICICI & IDBI: INDUSTRIAL CREDIT & INVESTMENT CORP. OF INDIA LTD. (ICICI). It was set-up as a Development Finance Institute in 1955 under the Indian

Companies Act 1913 with the support of Govt. of India and active involvement of the World Bank. INDUSTRIAL DEVELOPMENT BANK OF INDIA (IDBI).

It was established in July 1964. The bank is intended to serve reservoir from which the existing financial institutions can draw. It seeks to cover the gaps left by the numerous state institutions working in the field of Industrial Finance. OBJECTIVE OF PROJECT: 1. To find its impact on economy. 2. Satisfaction of ATM users.

STUDY AREA: ICICI & IDBI, Indore METHODOLOGY: 1. Sampling: Sampling technique: Random Sampling. SOURCE OF DATA: ) Primary Data 2)

Secondary Data LIMITATIONS: ? Sample restricted to Indore City Only. ?

Biasness of respondents. ? The entire study and analysis are based on the responses obtained from structured questionnaire. ATM - A VITAL FACILITY & ITS ITS IMPACT ON ECONOMY INTRODUCTION ATM (AUTOMATIC TELLER MACHINE) is the easiest & the fastest way to access your account any time, any where through any of the ATM's across the country even out of country. Now , the money is accessible by any person 24 hours a day, 7 days a week & 365 days a year.

It is also known as “ ANY TIME MONEY”, it means that banks never closed. All of us carry some form of “ Plastic Money” with us whether it is Debit card, ATM card, Smart card or Credit card. The International Debit Card allows you to purchase goods at Merchant Establishments and also gives you the freedom to withdraw cash from ATMs in India and abroad. ATM Card gives you the freedom of making purchases without the hassles of paying in cash. No need to carry cash, no paying bills at the end of the month...your

purchases will be debited to your account instantly. We can withdraw from 15, 000 to 2, 00, 000 rupees in a day from different bank's ATM machine & deposit up to 30 notes at one time even we can also deposit cheques through the ATM. Operate multiple account with a single ATM card of the bank.

#### INTRODUCTION INDUSTRIAL CREDIT & INVESTMENT COOPERATION OF INDIA

(ICICI) bank is India's second-largest bank with total assets of about Rs. 106, 812 crore and a network of about 450 branches and offices and about 1700 ATMs. ICICI was set up as a Developed Financial Institution in 1955, under the Indian Company Act, 1913 with the support of the Government Of India ; active involvement of the World Bank. ICICI Bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialised subsidiaries and affiliates in the areas of investment banking, life and non-life insurance, venture capital, asset management and information technology. ICICI Bank's equity shares are listed in India on stock exchanges at Chennai, Delhi, Kolkata and Vadodara, the Stock Exchange, Mumbai and the National Stock Exchange of India Limited and its American Depositary Receipts (ADRs) are listed on the New York Stock Exchange (NYSE). ICICI Bank was originally promoted in 1994 by ICICI Limited, an Indian financial the initiative of the World Bank, the Government of India and representatives of Indian industry. The principal objective was to create a development financial institution for providing medium-term and long-term project financing to Indian businesses.

In the 1990s, ICICI transformed its business from a development financial institution offering only project finance to a diversified financial services group offering a wide variety of products and services, both directly and through a number of subsidiaries and affiliates like ICICI Bank. In 1999, ICICI became the first Indian company and the first bank or financial institution from non-Japan Asia to be listed on the NYSE. After consideration of various corporate structuring alternatives in the context of the emerging competitive scenario in the Indian banking industry, and the move towards universal banking, the managements of ICICI and ICICI Bank formed the view that the merger of ICICI with ICICI Bank would be the optimal strategic alternative for both entities, and would create the optimal legal structure for the ICICI group's universal banking strategy. The merger would enhance value for ICICI shareholders through the merged entity's access to low-cost deposits, greater opportunities for earning fee-based income and the ability to participate in the payments system and provide transaction-banking services. The merger would enhance value for ICICI Bank shareholders through a large capital base and scale of operations, seamless access to ICICI's strong corporate relationships built up over five decades, entry into new business segments, higher market share in various business segments, particularly fee-based services, and access to the vast talent pool of ICICI and its subsidiaries. In October 2001, the Boards of Directors of ICICI and ICICI Bank approved the merger of ICICI and two of its wholly-owned retail finance subsidiaries, ICICI Personal Financial Services Limited and ICICI Capital Services Limited, with ICICI Bank. The merger was approved by shareholders of ICICI and ICICI Bank in January 2002, by the High Court of

Gujarat at Ahmedabad in March 2002, and by the High Court of Judicature at Mumbai and the Reserve Bank of India in April 2002.

Consequent to the merger, the ICICI group's financing and banking operations, both wholesale and retail, have been integrated in a single entity. Anywhere Banking ICICI Bank is the second largest bank in the country, serves a customer base of more than 5 million customer accounts through a multi-channel access network. This includes more than 400 branches and extension counters, over 1000 ATMs, Call Centre and Internet Banking. Thus, one can access the various services ICICI Bank has to offer at anytime, anywhere and from anyplace. Do'S & Do not 1. Sign on the card immediately on receipt. Unsigned cards are invitations for misuse.

2. Keep the card in a prominent place in wallet / vault. This will help you to notice if any of your cards is missing. 3. Ensure that the card you got back after the transaction is yours before putting in the wallet. 4. Keep all card number, expiry date and contact number of the issuing bank at a secure place for ready reference.

It has to be kept in a different place than where you normally keep cards. 5. Inform issuing bank immediately if you lose the card or it is loss/stolen from you. 6. Memorize PIN and destroy the mailer PIN is an important validation of your identity. The use of PIN along with card is considered as your authentic signature. 7.

Inform change of address to card issuing bank immediately. Inform postal authorities also about the forwarding address. 8. Keep all charge slips till you

get statement from bank. Check all charge slips against the statement. If there is a mismatch immediately contact the issuing bank. 9.

If going abroad, make note of the card company's (Visa/ MasterCard/ Amex) emergency number abroad. 10. Do not give your debit card number over the phone or on the Internet. 11. When using your card in a merchant establishment, only your signature is needed. Never disclose any other personal details about yourself, be it your address or phone number. 12.

Never sign an incomplete sales slip. Make sure it is totaled. Basic Features  
ICICI Bank and HPCL bring you the " Fuel" Debit Card. A debit card designed with just our convenience in mind. Just hand it over at any HPCL pumps and SAVE on our fuel purchases. In fact you can use the card for all your shopping, dining and traveling needs, so we spend with total control. Combining the acceptability of a credit card and the prudence of an ATM Card, the ICICI Bank Ncash Debit card is a most convenient accessory for us.

No more fear of overspending. No more searching for the nearest ATM. Only more comfort and convenience! With the ICICI Bank Ncash Debit Card you can shop using VISA Electron's on-line debit program, and debit your ICICI Bank account directly when transacting at any VISA accredited member establishment or ATM across the world! Accepted at over 40, 000 merchant establishments, more than 1, 200 ICICI Bank ATM's and more than 2, 500 VISA ATMs all over India. International Card, offering deposit access at over 11 million merchant establishments VISA . Your ICICI Bank HPCL Debit Card comes packed with the following features: 1. Direct On-line debit to your ICICI Bank account. 2.

Refund of surcharge for fuel purchases at HPCL pumps. 3. Accepted at over 40, 000 shops, more than 1, 200 ICICI Bank ATM's & 2, 500 VISA ATMs all over India. 4. International card offering deposit access at over 11 million shops and & VISA ATM's all over the world. 5. 24 Hour Customer Care Center. 6. Speed-O-Miles Rewards Programme. 7. Itemized billing on your bank statement. 8. Lost card insurance. Fee ; Charges: No transactions charges at ICICI Bank ATMs.

Transactions charges at Non ICICI Bank ATMs : Rs. 50/- for cash withdrawal ; Rs. 25/- for balance enquiry. Lost Card Insurance: In case our card is lost or stolen, we just need to call our 24 Hour Customer Care Centre . A new card will be issued on request and sent to you within 1 week of reporting this loss. We are protected from any financial liability arising from any purchase transactions done on our card, from the time you report the loss.

INTRODUCTION INDUSTRIAL DEVELOPMENT BANK OF INDIA was established in July 1964, to serve as a reservoir from which the existing Financial Institutions can draw.

It seeks to cover the gap left by the numerous state institutions working in the field of industrial finance. The bank is expected to combine commercial, promotional ; re-financing activities. It took place after RBI issued guidelines for entry of new private sector banks in January 93. Subsequently, IDBI as promoters sought permission to establish a commercial bank and retained KPMG a management consultant of international repute to prepare the groundwork for establishing a commercial Bank. The Reserve Bank of India conveyed it's in principle approval to establish IDBI bank on February 11th,



1994. Thereafter the Bank was incorporated at Gwalior under Companies Act on 15th of September 1994 (Registration No. 0-08624 of 1994) with its Registered Office at Indore.

The Certificate for Commencement of Business was received on 2nd of December 1994. The Future IDBI bank looks confidently into the future to face and thrive in the intense competitive environment that is emerging. The bank has now gained experience and has in place the strategies required for gaining a leadership position. With cutting edge relevant technology, aggressive marketing, innovation, tight control over costs and with its motivated workforce, the bank is all set to emerge as a model global corporate citizen in the days ahead. IDBI, the tenth largest development bank in the world has promoted world class institutions in India. A few of such institutions built by IDBI are The National Stock Exchange (NSE), The National Securities Depository Services Ltd. (NSDL), Stock Holding Corporation of India (SHCIL) etc.

IDBI is a strategic investor in a plethora of institutions which have revolutionized the Indian Financial Markets. IDBI promoted IDBI bank to mark the formal foray of the IDBI Group into commercial Banking. This initiative has blossomed into a major success story. IDBI bank, which began with an equity capital base of Rs. 1000 million (Rs. 800 million contributed by IDBI and Rs. 200 million by SIDBI), commenced its first branch at Indore in November 1995.

Thereafter in less than seven years the bank has attained a front ranking position in the Indian Banking Industry. IDBI bank successfully completed its

public issue in February 99 which led to its paid-up capital expanding to Rs. 1400 million. The promoters holding consequent to this public issue stood reduced to 71% with IDBI holding 57% and SIDBI 14% of the paid up capital of IDBI Bank. This is in line with the requirement of RBI which stipulates that eventually the promoters holding should be brought down to 40%. IDBI ATM's IDBI bank, which in recent times has rapidly expanded its ATM network to 258 ATMs across 68 cities, has always been at the forefront of using the latest technology to introduce new services for its customers. IDBI bank was the first Bank to implement the latest and most flexible ATM switch technology in India called IST from Oasis Technologies.

It is also the only Bank in India where its entire ATM network is on the latest NDC based operating system from NCR Corporation. IDBI bank launches Easy Fill, the First Online Instant Mobile Refill ATM Service in India, IDBI also bank opens its 97th Banking office in Dum Dum, Kolkata. IDBI bank launches Easy Fill, the First Online Instant Mobile Refill ATM Service in India, IDBI bank launches ATM Next, the next generation ATM service:- IDBI bank, one of the youngest and fastest growing private sector banks in the country, launched the futuristic next generation ATM service called ATM Next, at a well-attended press conference here in Mumbai today. The innovative new service allows the ATM to download any information from a central web server. With the help of this new technology, IDBI bank's customers can now check the latest cricket scores live on the ATM, as well as read the latest news headlines. The ATMs also provide online information on the latest movies running with a complete list of theatre and show timings as well as daily horoscopes, a list of emergency services telephone numbers and on the

lighter side, fortune cookies. The service, which was launched initially in Mumbai, also enables the ATMs to provide audio instructions to customers, as well as comprehensive information on its products and services.

The Bank proposes to extend this facility to other cities shortly, as part of a phased roll out. Speaking at the press conference, Ajay Bimbhet, Country Head - Retail Banking, IDBI bank said “ We have always believed in using technology to add value to the services we provide to our customers. We believe that technology must constantly redefine service and this exciting new service, will make the ATM experience far more exciting and enriching for our customers”. The Bank has tied up with Rediff. om as its exclusive content provider for this service, says Shameek Bhargava, Head ATMs, Cards and Merchant Acquiring “ We have successfully exploited the technology at our disposal to create a truly superior customer experience. This is the first time that such a service has been launched in India. The application was show cased at a recent Banking conference at Singapore, where it was a huge success.

Its informative, its different, its futuristic and its fun. ” IDBI bank offers following services: 1. Fabulous Discounts at various Merchant Outlets . 2. LoyaltyPoints with Great Rewards . . Enhanced access to over 8.

5lakh ATMs and 10 million establishments worldwide. 4. Promotional programmes with exciting prizes. 5. Zero lost card liability insurance. Eligibility 1. Customer Over 18 years of age .

2. Savings Account holders . 3. Current Account holders . 4. Corporate Payroll Account holders . Security In a borderless world spinning on the axis of the Internet, Internet Banking assumes a special and sophisticated significance.

Mindful that the ultimate access could be through the Internet, we set out to sew together a globally benchmarked Internet initiative. With Internet Banking, your bank travels with you around the world. You have on-line, real-time access, bank call it 24. 7. 365 (HH/WW/DD) banking. Admittedly, such a service requires security of the highest nature and complete privacy protection. To that end, bank provide a completely secure environment, using 128-bit encryption Secure Sockets Layer (SSL), digitally certified by Verisign.

128-bit SSL. This guarantees world-class security for Internet and e-commerce. Customize Features 1. Change of login and transaction passwords . 2. Creation of Nicknames for Accounts . 3.

Date and Amount format choices . Online Payment Services The Internet Banking facility of IDBI Bank, i-netbanking offers online payment facility linked with merchant websites/e-shops serving as a payment gateway. The bank offers this facility to any agency requiring online payment services such as Online Shopping Malls, Online Share Trading Agency, an AMC selling Online Mutual Funds or registering/subscribing for internet connection with ISP. This service is available to IDBI bank account holders (savings, current, fixed deposit accounts). It will soon be available to Demat account holders also. Currently, internet banking is available to all first account holders

(except minors). It is also available to proprietors of firms in their Current Account for Proprietorship firms.

In all cases applicant should have authority to operate account with full permission. All the joint account holders must sign application for all accounts wherever applicant is first account holder. Transfer funds to your near and dear ones at the click of a mouse. Eye - popping features: The Electronic fund transfers could take place to your own bank accounts of your choice instantly the bank account of any other person within any of the IDBI bank's branches instantly. The bank account of any other person in over 8000 branches of any bank within the 14 cities -Mumbai, Delhi, Calcutta, Chennai, Bangalore, Ahmedabad, Kanpur, Hyderabad, Jaipur, Nagpur, Chandigarh, Patna, Bhubaneswar, Thiruvananthapuram. The user shall not use or attempt to use i-net banking for funds transfer - as and when the facility is made available - without sufficient funds in the relative i-net banking -account or without a pre-existing arrangement with the bank for the grant of an overdraft. Internet Banking Services (i-net banking) Bank' refers to IDBI bank limited, a banking company incorporated in India under the companies act 1956 and having its registered office at chaturvedi mansion, 2nd floor, 26/4, old palasia, A.

B. Road, indore 452 001. The term includes the successors and assigns of the IDBI bank limited. I-net banking is the trade name of the bank's internet banking service which provides access through the internet to account information, account transaction, other products and services as advised by the bank from time to time to the bank's customers. I-net banking

serviceThe bank shall endeavor to provide to the user through i-net banking, services such as enquiry about the balance in his i-net banking account(s), details about transactions, statement of account, request for issue of cheque-books, request for transfer of funds between accounts of the same user, from user's account to another person's account, bill payment and such other facilities as the bank may decide to provide from time to time. These facilities shall be offered in a phased manner at the discretion of the bank. The bank may also make additions/ deletions to the services offered through i-net banking at its sole discretion.

The availability/ non-availability of a particular service shall be advised through email, web page of the bank or writtencommunication. The bank shall take reasonable care to, ensure the security of and prevent unauthorized access to the i-net banking service using technology reasonably available to the bank. The user shall not use or permit to use i-net banking or any related service for any illegal or improper purposes.

Minimum balance and charges The user shall maintain, at all times, such minimum balance in i-net banking account(s), as the bank may stipulate from time to time. The bank may, at its discretion, levy penal charges and/or service charges for non-maintenance of the minimum balance. In addition to the minimum balance stipulation the bank may levy service charges for use of i-net banking at its discretion. The user authorizes the bank to recover all charges related to i-net banking as determined by the bank from time to time by debiting one of user's i-net banking accounts.

**Accuracy of information** The user is responsible for the correctness of information supplied to the bank through the use of i-net banking or through any other means such as electronic mail or written communication. The bank accepts no liability for the consequences arising out of erroneous information supplied by the user. If the user suspects that there is an error in the information supplied to the bank by him, he shall advise the bank as soon as possible. The bank will endeavor to correct the error wherever possible.

**Termination of i-net banking service** The user may request for termination of the i-net banking facility any time by giving a written notice of at least 15 days to the bank. The user will remain responsible for any transactions made on his i-net banking account(s) through i-net banking prior to the time.

**Technology and Tech Initiatives** Keeping in line with its policy of leveraging technology to drive its business, IDBI bank deployed Finacle, the e-age banking solution from Infosys to consolidate its position, meet challenges and quickly seize new business opportunities.

Entire Finacle rollout was remarkable considering the fact that it was implemented across all branches in a record time frame of 5 months. Finacle will provide the critical technology platform to propel the bank's new thrust and direction. Achievement of these significant milestones is consistent with IDBI bank's continued focus to create customer and shareholder value through deployment of superior technology. Investments in technology is part of the plan to put in place building blocks for creating the right organizational infrastructure which will help IDBI bank in consistently delivering superior products, convenient access channels and efficient service to our retail and corporate customers. Of the total investments of

over Rs. 75 crs, large investment has been made in back-end technology to strengthen processes, systems and control. This, in the long run, propelled by a top quality management team will clearly set IDBI bank apart from its competitors.

Stronger Capital Adequacy Capital Adequacy ratio of IDBI bank is well above the RBI norm of 9% and as on 30th June 2001 stood at 12. 01%. IDBI bank has adopted Governance standards based on best practices prevalent internationally. It has a structure of governance which meets with the requirements prescribed by the Kumarmangalam Birla panel and fully meets the recommendations by internationally acclaimed and recognized norms of governance addressed by the Cadbury, Greenbury and Meryn King committees. Employee Contribution IDBI bank has more than 1000 talented and highly motivated employees as on date. The average age of the employee at IDBI bank is 31 yrs. 85% of the employees are MBAs/CAs/ Professionally Qualified Bankers.

The bank has rolled out broad based grant of stock options covering 75% of the employees to align their interests with those of its shareholders. Benefits of ATM cards

1. Transfer funds from any place to any place.
2. Same day clearance of cheques ; money deposited by you.
3. Also provide Cheque Books for transaction.

4. Provide Mini-Statement after every transaction.
5. Account Statement by E-Mail.
6. Free Demand-Drafts ; Pay-Orders.
- 7.



Investment ; Tax advisory services. Transaction at all ATM's across the country:- 1. Withdrawal ; transfer of funds . 2. Request for a cheque book. 3. Deposit cash ; cheques.

4. Receive mini-statement. OBJECTIVES The main objective of this project is to show the need ; utility of ATM cards, different services provided by banks ; its impact on economy. Some of the others objectives are :- 1. Satisfaction of ATM user. 2. Utility of ATM cards.

3. Problem related to ATM cards. 4. Comparative study of banks ; services provided by them. 5. To collect different suggestion provided by people.

SIGNIFICANCE OF THE RESEARCH We are performing every action for the welfare of mankind to make them more productive ; more innovative.

Each ; every action in this world is performed for betterment. Significance of this research work is 1. It informs about the problem related to ATM user. 2. It provides many suggestions for the betterment of ATM services. 3. It informs about the satisfactory level of consumers.

4. This research also inform people about the services ; facilities provided by their ATM cards. 5. It shows the real purpose for using ATM. RESEARCH

METHODOLOGY Research has adoptive research design to obtain accurate information of the situation, which existed . The research aim was to find out what are the problems by the ATM users, facility ; services. It is descriptive because it obtains the complete ; accurate description of a situation, which has the precision of a problem.

It has the formal design of research ; it provides specific method for selection source of information ; also connection data from other sources. It has also a statistical study because it involves a few factors in many factors in many cases. The study basically emphasizes on the fact-finding that whether the ATM users are satisfied by the services ; facilities provided to them by banks or not. DATA COLLECTION METHOD The data collection is fully depends on Primary Data, Secondary Data ; Internet Information. 1. Primary Data:- It is conversion of original information for some specific purpose. 2.

Secondary Data:- It contain all that information which is available by different sources ? Internal Data :- Data provided by banks. ? External Data :- Data collected from outside of banks. All other data is collected through Internet i. . by their Web-sites ; questionnaires. The purpose of questionnaires is to obtained qualitative information for accuracy of project. DATA ANALYSIS AND INTERPRETATION Q.

1: Are you using ATM? Q. 2 : Which bank's ATM you are using? Q. 3 Are you aware about all facilities provided by your ATM? Q. 4 - Do you face any problem in using ATM? Q. 5 If yes, please tick:- CONCLUSION The main thing that is concluded that ATM (AUTOMATIC TELLER MACHINE) is the fastest, easiest ; safest way to access your account. ATM Cards gives us freedom to purchases without the hassles of payment. By ATM card we are free from carrying cash with us.

1. People are using ATM card for ANY TIME MONEY. 2. Maximum people are satisfied by services ; facilities provided by their banks. 3. Many people are aware about ATM cards ; their utilities. 4.

People are using ATM cards for different purposes. 5. Some people are having problems related to operational, networking, less safety, less number of outlets, etc. 6. People also want zero balance ; no transaction limit. 7. People want more facilities ; services.

RECOMMENDATIONS 1. There should be no transaction limit. . Clearance of money/cheque transaction time should be minimized. 3. Banks should increase ATM outlets. 4.

Minimum average balance should be reduced. 5. No charges for transaction with other ATM machines. 6. Interest should be given on money deposited above average balance limits. 7. More facilities ; services should be provided for customers.

LIMITATIONS 1. The main limitation related to this project is the limited area i. e. INDORE city because it is such a broad topic of research ; we are not able to represent exact data on the basis of a single city only. . Difficulty related to approach different types of people with different mentality, nature ; habit. 3.

Limitation related to time ; resource available. 4. The entire study is based on the response provided by the sample population ; analyses on the basis of questionnaires. 5. Limitation related to biased response. 6. Limited information given by banks due to security reasons.