



Role of banking Customer Service Points towards the impact on the improvement of standard of living to the rural and remote rural people in India : A case study of Dhanbad District

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Abstract:

Improvement in Standard of living through banking CSPs, have proved to be a boon for the rural population in India. An attempt has been made in the present chapter to analyze the position of standard of living and the role of banking CSPs in improving the standard of living in rural population in India. The journey of financial inclusion through banking CSPs in India has been critically appraised. Some of the important outcomes that can be highlighted are increased standard of living of rural population in past few years together with the huge expansion in banking infrastructure through banking CSPs in rural areas. The Government of India has been transformed the financial assistance for the improvement of standard of living with the banking CSPs. The journey of improvement of standard of living to the rural and remote rural population on the wheels of banking CSPs is still in search of the ultimate destination, and it will take miles to achieve its destiny.

Key Words : Rural people, Banking CSPs

Introduction:

India depends on agriculture and agriculture depends on rural India, but the standard of living of rural people was not good before this decade. Maximum rural people have not any bank account, In another word they haven't access to the bank. This situation we can say the financial exclusion. The main reason of this situation was the unavailability of banks and banking facilities in the rural regions in India. Now to overcome this problem BC model was developed by RBI. In 2006 the RBI governor Y. V. reddy promulgated the BC model to banking access to the last mile, where branches of banks not available or banking access can't success.

Banking CSPs operated by the BCs who are appointed by the banks. They provide the banking services to the last mile of the people. It is a small place where gathering those people who haven't access to the bank.

Objective of the study:

The Objective of my research is to find out the improvement of standard of living through banking CSPs to the rural people in India

Research Hypothesis

H_0 : There is not any impact on improvement of standard of living of the rural people in India through banking CSPs

H_1 : There is a significant impact on improvement of standard of living of the rural people in India through banking CSPs

Research Methodology

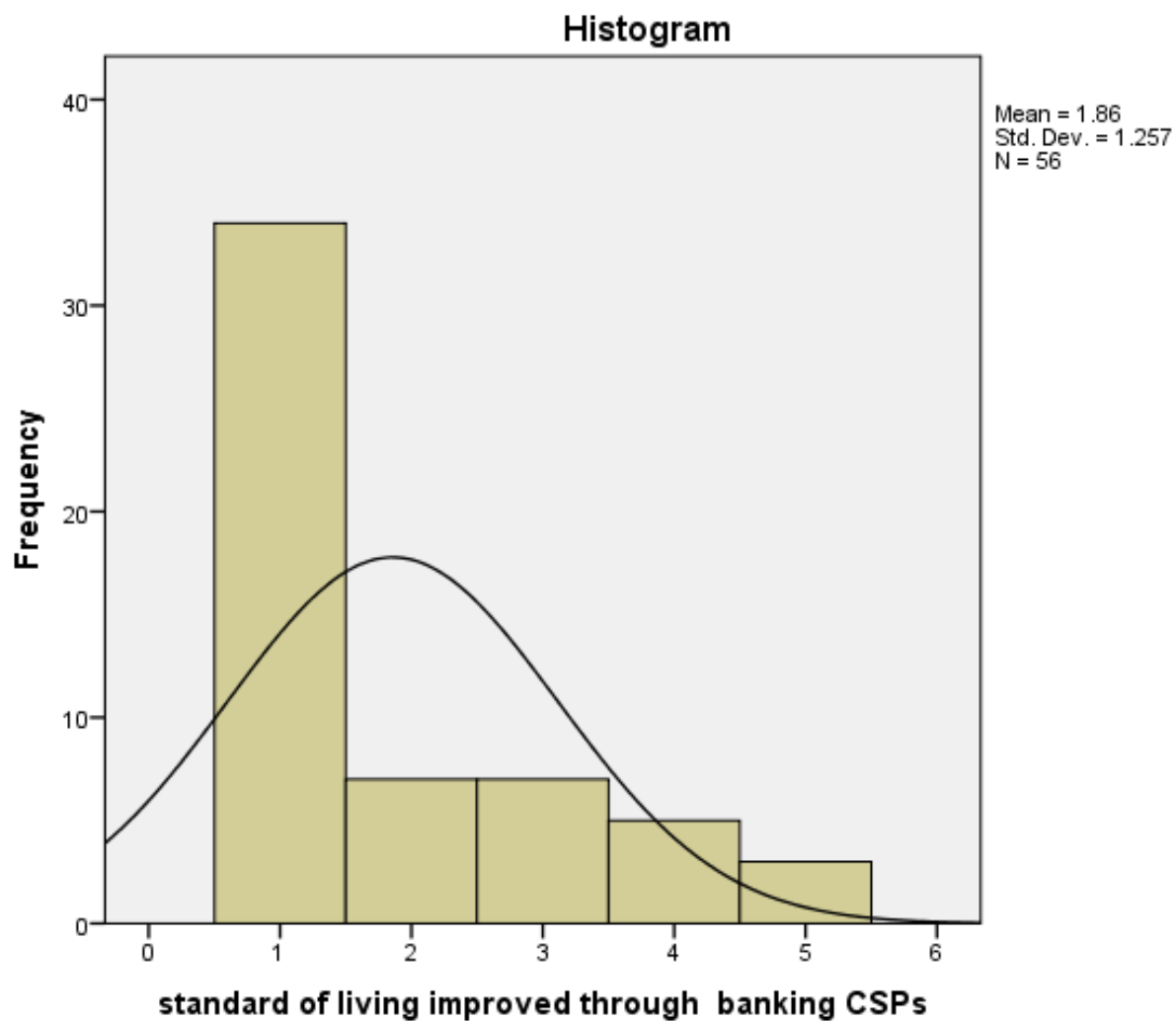
This research is based on Primary data. Personal interaction and questionnaire based data collection is made from the rural area of Dhanbad District. For the questionnaire five point Likert style format is used 1 is stands for strongly agree, 2 is stands for agree, 3 is stands for neither agree nor disagree, 4 is stands for disagree and 5 is stands for strongly disagree. For this research 56 respondents responded while 150 questionnaire distributed.

Sampling method :

For the collection of primary data , random sampling method is used.

Before implementing the hypothesis test , I am verifying that the data are normal or not by help of SPSS-22.

The following result came out on the data collected :



The above histogram shows that the curve is positively skewed. Therefore it can be said that the data are not normally distributed.

As per rule when data are found not normally distributed, then non-parametric test will be applicable. So hence using Chi-Square Test for testing hypothesis

Data analysis:**Frequency table**

standard of living not improved through banking CSPs			
	Observed N	Expected N	Residual
Strongly Agree	3	11.2	-8.2
Agree	5	11.2	-6.2
Neither Agree Nor Disagree	3	11.2	-8.2
Disagree	9	11.2	-2.2
Strongly Disagree	36	11.2	24.8
Total	56		

The above table shows that the opinion on standard of living not improved through banking CSPs. 3 persons Strongly agree, 5 persons agree, 3 persons Neither Agree Nor Disagree, 9 persons Disagree and 36 persons Strongly Disagree with the statement.

Chi- square test

Test Statistics	
	standard of living not improved through banking CSPs
Chi-Square	70.786 ^a
df	4
Asymp. Sig.	.000

Above table depicts a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 11.2. Therefore it rejects the null hypothesis.

Conclusion:

After analysis of the objective, we can conclude that the Banking CSPs assists in the improvement of standard of living. Before availability of banking CSPs the rural population keeps their money in the mori (a container of rice made straw of paddy) . Several time those notes were munched on by rats and the rural population could not keep the notes safe. Due to which most of the villagers used to spend money even in liquor. Now they can kept safe their money in the bank with the help of banking CSPs and improve their standard of living.

They can transacts through the banking CSPs available at the rural and remote rural areas. By this way they can save from the exploitation of the money lenders.

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