



**A study of Enactment of Electronic Banking Services & its Distribution Channels in the
Indian Banking System**

***Prof. (Dr.) Om Prakash Agrawal,
Ex. Dean, Faculty of Commerce,
Head, PG Dept of Commerce and Business Management,
V.K.S. University, ARA, Bihar – 802301**

Abstract

Data upheaval prompted development of web, which lead to Internet-based banking went on by advancement in Indian Banking System. It is a big development in the field of Banking. Banking is presently now not generally pertain to the branches in which one desires to transport toward the department head to head, to tug out cash or save a test or solicitation an declaration of statistics. internet banking, therefore, presently is, even more, a widespread in place of an exemption in many created nations because of the manner that it is the least high-priced approach to giving economic administrations. the quick advancement of E-banking administrations conveys takes a danger along side advantages. This exam paper will acquaint you with e-banking giving the significance, abilities, types, advantages and problems in reception of e-banking. It moreover targets providing some different approaches for making e-banking fruitful in a non-commercial country like India.

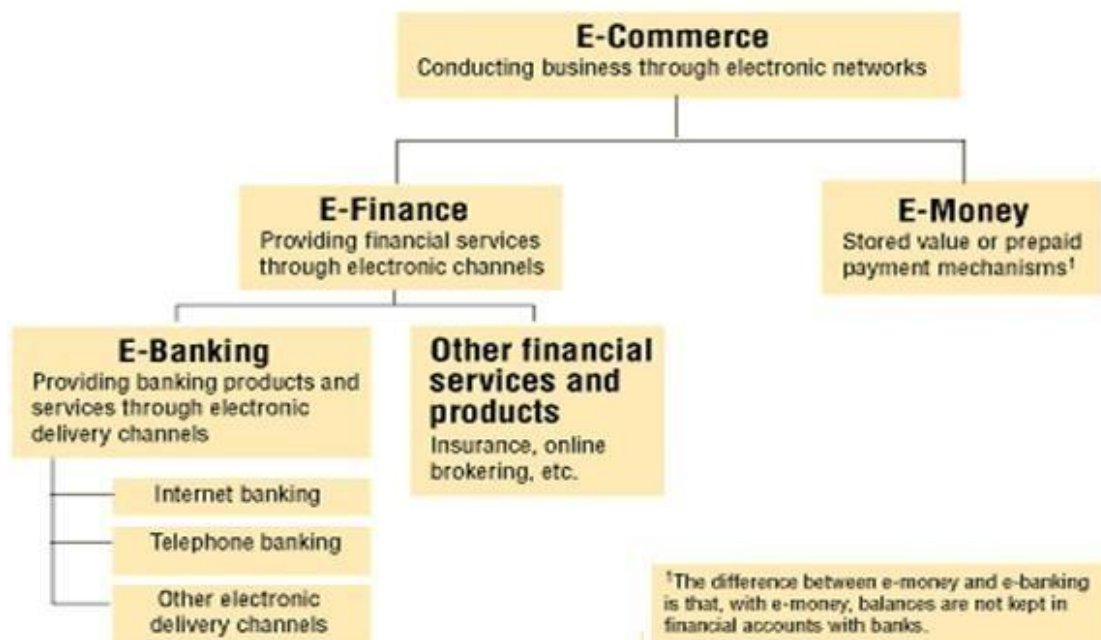
Keywords: Electronic banking / Virtual Banking, Internet Banking, Information Technology and Electronic Transfer.

*Ex-Dean, Faculty of Commerce, Head P.G. Dept. of Commerce and Business Management, V.K.S. University, ARA, Bihar.

Introduction:

With the short development of innovation, the internet assumes a big element in changing the monetary state of affairs. It offers a web-based stage to exclusive financial exchanges via which it offers one-of-a-kind administrations like internet-based installment, online asset circulate, online stock changing and net primarily based shopping, and so forth. The usage of net as a conveyance channel for banking administrations is expanding normally in monetary vicinity. net banking offices empower monetary corporation and clients to get to their information, exchanges and getting records on economic objects and administrations. currently a day's the great majority of the business banks have sent off one of a kind administrations through internet banking together with most current assist like opening internet saving statistics and hobby for those administrations is expanding quick.

What is electronic banking?



E-banking is characterized because the robotized conveyance of latest and standard monetary items and administrations straightforwardly to clients via electronic, intuitive correspondence channels. E-banking carries the frameworks that empower financial basis customers, human beings or organizations, to get to debts, execute commercial enterprise, or get records on financial items and administrations via a public or private enterprise, together with the web. clients get entry to e-banking administrations making use of an intelligent digital device. As per Indian banking system – Indian Banks offer their customers following e-

banking products and services: “Automated Teller Machines (ATMs), Internet Banking, Mobile Banking, Phone Banking, Telebanking, Electronic Clearing Services, Electronic Clearing Cards, Smart Cards, Door Step Banking and Electronic Fund Transfer such as Banking at your convenience from anywhere, 24x7 service- Bank online services is provided 24 hours a day, 7 days a week and 52 weeks a year and Automated teller machine (ATM)”.

Review Literature:

Kaushik D., (2016) has diagnosed the shortcomings of ordinary banking and investigates the buyer mindfulness, use examples, achievement and tendencies of E-banking and commonplace structure of banking.

Jindal S., (2015) electronic banking is highly demanded by customers. It provides ease of banking from anywhere in the world. The customer feels safe and secure while using plastic money.

Sharma M., (2015) innovations in electronic banking play great role in Indian economy. It gives strength to the country. The Indian banking system focusing on some more options in electronic banking for the customers.

Kyong, (2014) have said that buyers want greater banks for their banking administrations to diminish their movement costs as they have numerous ATM place's across the country.

Nagpal S., (2012) analyzed the preliminaries and chances in the Indian financial area. He viewed that as there was no critical connection among age and utilization of digital banking.

Prena (2011) tracked down that the long periods of PC use, web use recurrence and long stretches of web perusing were viewed as altogether higher among clients of banking offices when related to non-users.

Objectives of the study

- To study the electronic banking/ virtual banking system in Arrah, Bihar.
- To study the importance electronic banking in Arrah, Bihar.
- To study the challenges of electronic banking in Arrah, Bihar.

Research Methodology

Data: Secondary data has been used for the study via.,websites, newspapers' reports, magazines' reports are used to fulfill the research objectives of the study.

Year of the Study: 2016

Area of the study: Arrah, Bihar.

Findings and Discussion

Importance of electronic banking:

- **Ask approximately data of report:** The customer asks approximately the subtleties of his personal report facts just like the card's/file's equilibrium and the factor-by way of point verifiable statistics of the record and downloads the file list.
- **Card money owed flow:** The credit card and debit card facilities are available in Indian banking system for all customers for their ease of life.
- **Account Protection:** It accomplish the asset circulate among his own bank investment bills of MasterCard report and his very own capital document in the Protection enterprise. further, the consumer can ask approximately the current equilibrium at steady.
- **Client Administration:** Banks are providing safe and secure electronic banking via giving the confidential passwords during using the internet banking through debit card, credit card, and ATM etc.
- **Revealing misfortune:** In case of any misfortune, the customers can complain regarding any kind of fraud in their nearest branch.

Challenges of electronic banking:

- **Undependable and at ease:** The maximum severe danger seemed by means of e-banking is that it is not blanketed and gets continuously. There is probably lack of information because of specialized.
- **high starting up value:** E-banking requires excessive introductory starting up price. It contains internet status quo value, fee of slicing area gadget, programming, modem, desktops, cost of renovation of all laptop forms of gear, and value of reorganizational shape.
- **Absence of expert:** there is deficiency of net engineers' substance suppliers and knowledgeable specialists to perform banking physical activities thru web.

- restrained commercial enterprise: All monetary exchanges can not be accomplished electronically. Many economic physical games require person visit of clients.
- unwell-advised foundation: there is absence of legitimate framework for the establishment of e-conveyance channels.
- Inaccessibility of internet carriers: accessibility of net band width and availability isn't always uniform.
- Contest: The nationalized banks and business banks have the competition from surprising and new private location banks. rivalry in financial vicinity brings exceptional difficulties earlier than the banks, for example, object situating, innovative thoughts and channels, new market styles, strategically pitching promotion at administrative and authoritative part this framework ought to be make due, sources and comprise danger. Banks are confining their authoritative folio through changing over labor into device strength as an instance banks are diminishing manual powers and completing greatest work through system strength. talented and unique hard work deliver is for use and end result located designated team of workers may be named.

Conclusion:

It is concluded, electronic banking is an eye-catcher now-a-days. It gets great importance from banks' customers. However, there are heaps of obstacles in the method of smooth execution of E-banking and yet it has splendid future in India. It is brilliant way for banking area in banking system to augment its benefits and furthermore the client base. That is the reason where it can never be disregarded. Additionally, the suggestions gave in this exploration are helpful for the banks as well as for the customers, it seems like two side of a coin. Hence, today's Indian banking system will make due later on which will deal with the progressions according to mechanical turns of events and client necessities since fate of the banks at last stays in the possession of clients. Banks are putting forth genuine attempts to promote the e-banking administrations and items.

References:

- [1] Shaik,Shakir,andNoorBashaAbdul."E-BANKINGSERVICES-
ININDIANSCENARIO."*InternationalJournalofManagementResearchandReviews*3.9(2013):3545.

- [2] Sharma, Geeta. "Study of Internet Banking Scenario in India."(2016).
- [3] Kamath, K. V., et al. "Indian banking sector: Challenges and opportunities." *Vikalpa* 28.3(2003):83-100.
- [4] LAL, DRROSHAN, and DRRRAJNISALUJA. "E-Banking: The Indian Scenario." *Asia Pacific Journal of Marketing & Management Review*, ISSN 2319(2012):2836.
- [5] Kaushik. (2015). "A Study of Internet – Banking in Financial Development of India", *Journal of Advances and Scholarly Researches in Allied Education*, Vol. 16, No. 2, pp. 108 – 114.
- [6] Jeon, Kiyong (2014). *Essay on Banking Industry: ATM (Automatic Teller Machine)*.
- [7] Karimzadeh M. and Alam D. (2012). "Electronic Banking Challenges in India: An Empirical Investigation", *International Journal of Scientific and Research Publications*, Vol. 4, No. 2, pp. 31
- [8] Mohanasundari D and Latha A. (2015). "The Indian Scenario of the E – Banking and Future Prospects", *International Journal of Science and Research*", Vol. 6, No. 6, pp. 423-42
- [9] Prema C. (2011). "A Framework for Understanding Consumer Perceived Characteristics of Internet Banking as predictors of its Adoption", *Indian Journal of Marketing*, Vol. 41, No. 2, pp. 46-53.
- [10] Shubhara Jindal. (2015). "Study of E – Banking Scenario in India", *International Journal of Scientific and Research*, Vol. 5, No. 12, pp. 680-683.
- [11] <https://www.ijsr.net>
- [12] <https://www.dqindia.com>
- [13] <https://cio.economictimes.indiatimes.com>
- [14] <https://ignited.in>
- [15] www.bankingfinance.in