

Customer's Perception towards Retail Risk Management of Eastern Bank Limited



Internship Report On

**Customer's Perception towards Retail Risk Management of
Eastern Bank Limited**

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Submission Date: 3rd September, 2018

3rd September, 2018

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Dear Madam,

With due respect, I would like to let you know that it gives pleasure in preparing this internship report, which was assigned to us in fulfillment of our internship requirement.

This report is valuable as it reflects my practical exposure at *Retail Risk Department of Eastern Bank Limited*. It is a great pleasure for me to present you this report under the head of “**Customer’s Perception towards Retail Risk Management of Eastern Bank Limited**”. I have learned how a real business organization operates such as pre-screening all the documents, putting all necessary information in the system, observing all loan profiles, checking all personal loans as well as SME loans and many more services which are actually done by the department. I studied more to know regarding all the procedure of the department so that I can take deep knowledge overall.

It is pleasure to mention here that I am extremely grateful to you for your valuable guidance, tireless effort, and attention when required in accomplishing the report. I have invested the best effort I can to prepare this report if any clarification required, I would be gladly proving them as best as I can.

Md. Shafayat Rahman

Acknowledgement

First of all, I want to give my thanks to almighty Allah for giving me the chance to do my intern in a top-level organization in our country. Without the help of almighty it is not possible for me to submit the report on time. I am also very much thankful to my intern supervisor Rahma Akhter madam. She helped me a lot to complete this report properly. I would like to thank mister Sheikh Mohammad Faruk Hossain sir, Head of Retail Risk Department, EBL. I profoundly grateful to the G.K. Salauddin Ahmed sir Senior Manager of Retail Risk Department, EBL. I am also thankful to mister Nafis Estiak sir officer of Retail Risk Department, EBL. They helped me a lot and answered my all question related to the EBL. Without their helpful behavior it is not possible for me to know many things about EBL. I wish to heartily thank all other employees of EBL those were frankly, dynamic and helped me seriously and given me their valuable time. They were always very polite to answer my questions and gave their time in busy hour too. At last, my sincere apology goes to the readers for any kind of unwanted mistakes.

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Executive Summary

Eastern Bank Ltd. (EBL) started its trip in 1992 with a dream to become the bank of decision, what's more to be the most important money related brand in Bangladesh. Throughout the years EBL has built up itself as a main private business bank in the nation with undisputed authority in Corporate Banking and a strong consumer and SME development banking. EBL's desire is to be the number one monetary administrations supplier, making enduring an incentive for its demographic, investor, and representatives or more for the network it works in.

The topic of my report is " Customer's Perception towards Retail Risk Management of Eastern Bank Limited". My focal point of the report is essentially on Eastern Bank's Retail Risk Management and general brief on the overall working sequence of the bank. At first, I concentrated on the background of Eastern Bank Ltd. At that point I attempted to give brief thought regarding Eastern Bank Ltd the corporate vision as well as mission. In the project part here, I wanted to make a different type of observation to find out the customer satisfaction. Here I Just recorded some data by observation and ask a few questions to the customers. And Found out some recommendation. The main point I found out that of employees collaborate each other and provide dedicated personnel for customer service than waiting time and service time could be easily reduced and must increase the level of customer service.

CHAPTER: 01

Organization Part

1.1 Background of Eastern Bank Limited:

The development of Eastern Bank Limited in the private area is an imperative occasion in the managing an account industry of Bangladesh. Eastern Bank Limited began its business as an open constrained organization on August 8, 1992 with the essential goals to carry on a wide range of saving money business in and outside Bangladesh and furthermore with a view to protect the enthusiasm of the investors of Bank of Credit and Commerce International (BCCI).

The bank has booked business Bank under private part settled inside the ambit of Bank Organization Act, 1991 and was consolidated as an Open Restricted Organization on August 08, 1992. Eastern Bank Constrained began business saving money activities from August 19, 1992. A colossal open reaction has empowered the Bank to keep up the arrangement of extending its system. Inside a traverse of twenty-four years the bank has possessed the capacity to convey administrations to its clients through eighty branches. As far as benefit the bank has beat its companion banks.

As a completely authorized business bank, Eastern Bank Ltd. is being overseen by a profoundly proficient and devoted group with long involvement in managing an account. They always center around understanding and envisioning client needs. As the managing an account situation experiences changes so is the bank and it repositions itself in the changed economic situation. Eastern Bank Ltd. offers a wide range of Business Corporate and Individual Keeping money administrations covering all portions of society inside the system of Banking Company Act and administers and directions set around our national bank. Broadening of items and administrations incorporate of Corporate Banking, Retail Banking and Consumer Banking also an account ideal from industry to horticulture, also, genuine state to programming. Eastern Bank Ltd., since its start has joined more significance in innovation incorporation. With a specific end goal to hold aggressive edge, interest in innovation is dependably a best plan and under steady core interest. Keeping the system inside a sensible point of confinement, our technique is to serve the clients through limit working crosswise over multi conveyance channels.

1.2 Vision:

To end up the most profitable brand in the monetary administrations in Bangladesh making durable esteem for our partners or more just for the network we work in by changing the way we work together and by conveying manageable development.

1.3 Mission:

1. We will convey benefit greatness to every one of our clients, both inside and outer.
 2. We will guarantee to boost investors' esteem.
 3. We will always challenge our frameworks, strategies and preparing to keep up a strong furthermore, proficient group with a specific end goal to accomplish benefit greatness.
 4. We will make an empowering domain and grasp a group-based culture where individuals will exceed expectations.
-
1. We enthusiastically drive client enchant.
 2. We utilize consumer loyalty to quicken development.
 3. We have confidence in change to acquire convenient arrangement.
 4. We share strategy for success.
 5. We support two-way correspondences.
 6. We perceive accomplishments, praise comes about.
 7. We tend to each other.
 8. We share information.
 9. We engage our kin.
 10. We know our guide.
 11. We have confidence in nonstop change.

12. We do our errand before we are told.
13. We say what we have confidence in.
14. We regard each relationship.
15. We are against mishandle of data control.
16. We are impose standing national.
17. We advance assurance of the earth for our kids.
18. We fit in with all laws, rules, standards, feelings and estimations of the land.

1.5 Priority:

1. Sending adaptable business technique in confronting developing difficulties with a specific end goal to stay on maintained development way.
2. Investigating strategically pitching openings through enhanced coordination and multi-ability improvement.
3. Guaranteeing capable administration through congruity with the laws and by directing all our exercises truly, capably and morally.
4. Making a corporate culture in which execution is compensated evenhandedly.
5. Seeking after adjusted development through specific loaning and by offering incentive.
6. Aligning the mentalities and objectives of our kin with the necessities of our customers and the general economy.
7. Utilizing accounting report administration through enhanced profitability, recuperation and cost justification.

1.6 Directory

1.6.1 Name of the Company: Eastern Bank Limited

1.6.2 Legal Form: An open restricted organization joined in Bangladesh on 08 August 1992 to complete a wide range of keeping money organizations in and outside Bangladesh. Having assumed control over the organizations, resources, liabilities and misfortunes of past Bank of Credit and Commerce International (Abroad) Restricted according to BCCI Reproduction Plan 1992 of Bangladesh Bank, the Bank started its tasks on 16 August 1992.

1.6.3 Ownership:

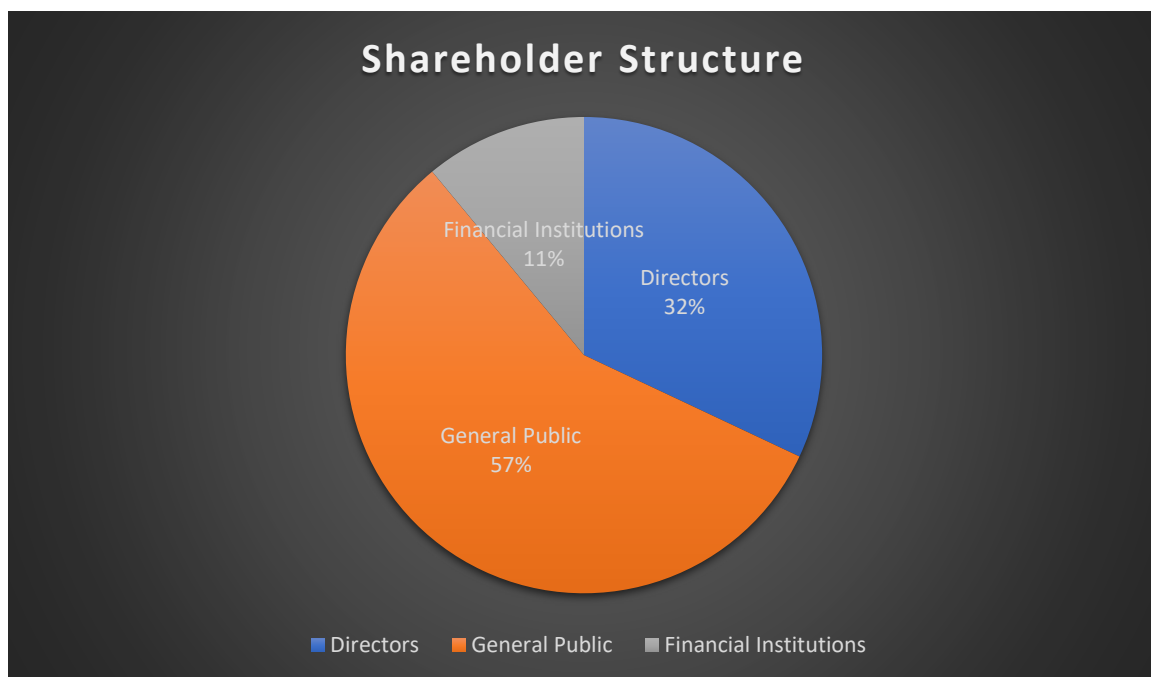


Figure: Shareholder Structure

1.6.4 Core Business:

Throughout the years EBL has set up itself as a main private business bank in the nation with set up initiative in Corporate Banking and developing spotlight on SME and Consumer Business. The Bank offers an extensive variety of safe, advance and card items and an assortment of administrations to provide food for all intents and purposes for each client section. The item crate is wealthy in content including diverse sorts of Investment funds and Current Records, Term and Persistent Credits, Individual Advances, Charge/Mastercard, Web-Banking, Sky-Banking, Organized Fund, Treasury and Syndication administrations and so on.

1.6.5 Network:

Buyer Managing an account client are served through a system of 80 Branches, 197 ATMs, 72 Bills Pay Machines and 15 need focuses countrywide. The bank has its quality in major urban areas/towns in the nation SME Managing an account client are served through 57 SME focuses found the nation over.

1.7 Divisions:

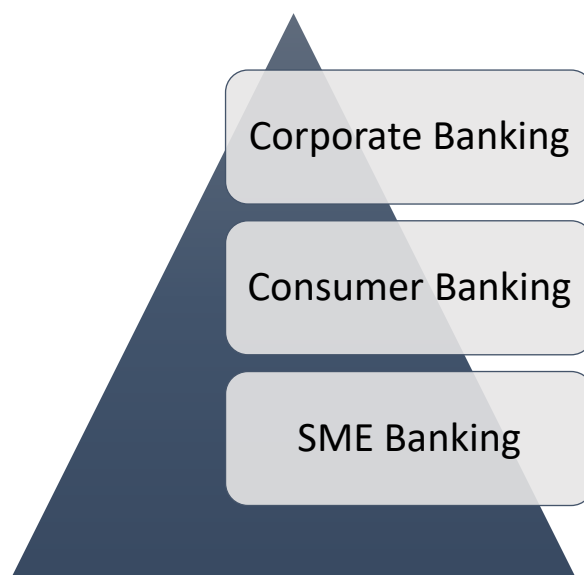


Figure: Banking Divisions

The Corporate Banking division has 11 relationship units; 7 of them are positioned in appropriate business area in Dhaka and the rest 4 are in Chittagong. To encourage and bolster business units they have three items particular arrangement-based units i.e. Structured Finance Unit (SFU), Transaction Banking (TB) and Product and Portfolio Support Unit (PPSU). Exchange Saving money is bolstered by 3 specific Units i.e. Cash Management Unit (CMU), Trade Sales Unit (TSU) and Financial Institutions (FI) Unit. EBL Corporate Managing an account is topographically concentrated in Dhaka and Chittagong, yet it utilizes across the country EBL branches, reporter banks and subsidiary systems worldwide to serve the huge corporate managing an account customer of the nation.

1.8 Card Facilities:

SkyMiles Reward Program: A reward program packaged with a universe of movement benefits. Clients can gain miles against their card buys on their EBL Mark and Platinum Credit Cards.

EBL Zip: An equivalent regularly scheduled payment design enabling cardholders to change over their high-volume retail buy exchanges at accomplice outlets into a portion conspire with no intrigue.

HIPO: EMI anticipate EBL credit cardholders, which can be issued from the unused adjust of Visa as Pay arrange, EBL to EBL Record exchange, or exchange to different bank's Records through EFTN.

Debit EMI: Charge cardholders are offered EMI office interestingly in Bangladesh. Through a connected settled store with their Present Record or Investment account can appreciate high volume buy at select trader outlets and payback in portions of 3 to a year.

EBL CAS: Purchaser Validation benefit went for anchoring customers internet business exchanges by verifying customers character before approval process, including an intense layer of assurance against misrepresentation.

EBL Acquiring: EBL is giving getting administrations to the dealers. With EBL POS, traders can offer acknowledgment of VISA and MasterCard charge, credit and prepaid cards issued locally and internationally to clients. Moreover, EBL POS machines encourage acknowledgment of both attractive strip and EMV chip cards.

1.8.1 Digital Banking & Payments:

Sky Banking: Sky Banking, a total versatile application based saving money benefit available through advanced mobile phone or tab from anyplace whenever is intended to give the clients all the fundamental keeping money administrations, for example, financial records data or charge card points of interest, paying service bills, exchanging asset and portable best up, getting to item data, need saving money, advantage accomplice list, ZIP accomplice list, EBL area, message focus, reaching EBL and some more.

Internet Banking: Separation, time or area is never again any issue for EBL clients as EBL offers 24 hours managing an account benefit through its Web Saving money office. Packaged with highlights like service charge installments, moment portable best up, subsidize exchange (even in

other ledgers) and numerous other saving money administrations, EBL Web Saving money Administration enables extreme comfort to the clients.

EBL (365): Having an across the nation system of 197 ATMs (marked as EBL 365) open for 24X7 also, 365 days multiyear, EBL influences its clients to feel never far from the bank.

EBL Dropbox: EBL has 72 Money Store Machines (marked as EBL Dropbox) in its armada making it the second biggest keep money with the most stretched out system of Trade Store Machines out the nation enabling the clients to pay bills and store money and check, which are gathered and settled two times per day. EBL is the main nearby bank to offer this administration.

Contact Center (EBL): Outfitted with cutting edge innovation furthermore, full arrangement of IVR administrations, EBL Contact Center goes about as the “one stop solution” for different sorts of managing an account administration to its esteemed clients on 24X7X365 premise via telephone. Only a call to 16230 or 8332232 satisfies a great deal of managing an account need. EBL SMS Managing an account and SMS Ready Administration EBL SMS keeping money furnishes its clients with access to EBL items and administrations while SMS Alarm Administration sends moment notices to the customers’ cell phones for any use of their particular record or charge card.

1.9 Corporate Banking:

Eastern Bank Limited is the pioneer in offering redid corporate banking items, administrations what's more, answers for its esteemed customers including expansive local corporate, multinational, Advancement associations, Budgetary Organizations, Non-bank Money related Foundations and open companies. They serve in excess of 2,000 customers including a large number of the business pioneers through our committed relationship groups, industry masters and item specialists. EBL Corporate Banking is resolved to convey the full range of keeping money arrangements, from basic value-based items to complex organized fund that in the long run causes the client to accomplish their monetary objective.

1.9.1 Cash Management Solutions:

These arrangements go for overseeing clients' business liquidity viably and productively through broadening broad scope of items and administrations. Some basic store items like Current Store, Short Notice Store, Settled Store, Superior Record and so on are offered to corporate clients.

Nationwide Collection Services (NCS): Nationwide Collection Services (NCS) is planned to encourage gathering day by day subsidizes through EBL claim branch arrange and comparing bank arrange and attributing the same to the single accumulation account kept up with EBL which will encourage substantial corporate by giving quicker supports accessibility in a financially savvy way.

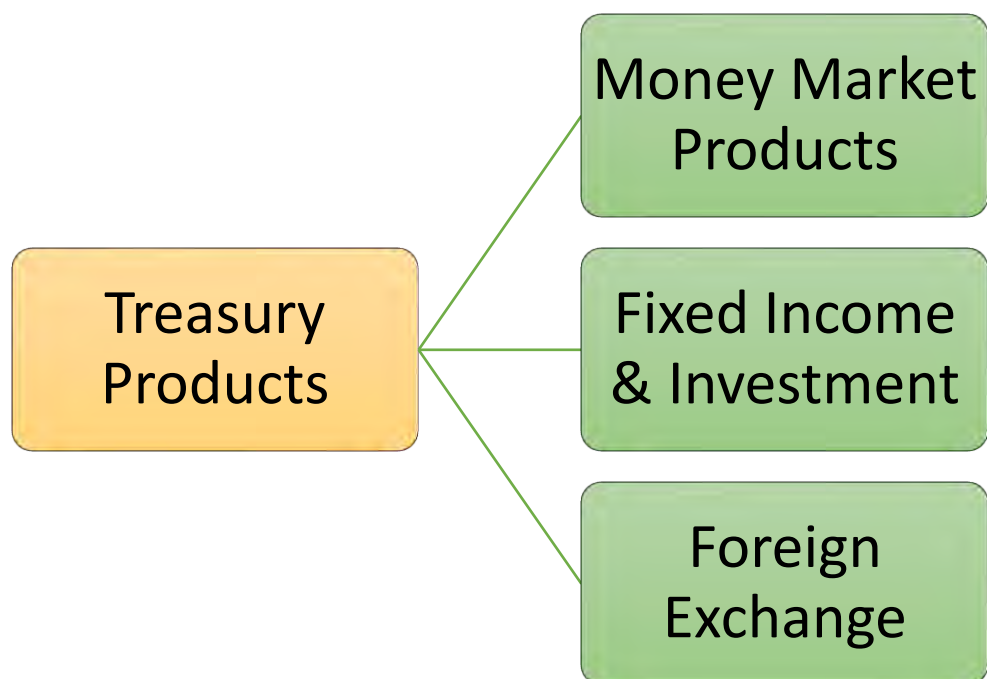
Payment Transfer Services (PTS): Eastern Bank's Payment Transfer Services (PTS) is detailed to encourage associations to exchange assets to their individual Branch Workplaces through EBL possess branches and furthermore through Bangladesh Electronic Fund Transfer

Network (BEFTN) the nation over which encourages the corporate customers by giving speedier store move arrangement in a practical way.

EBL Chq Pro: EBL Chq Pro is extremely easy to understand programming which encourages the readiness, printing, recording and compromise of Eastern Bank Constrained checks and produces various types of MIS.

Cash Pick-up & Delivery Service: Cash Pick-up & Delivery Service is intended for money get from the assigned EBL branch and to be conveyed in the workplace premises of the customer and the administration gave through enrolled security organization of the Bank.

1.10 Treasury Products:



1.11 SWOT analysis of EBL:

A SWOT analysis is "a procedure for coordinating authoritative qualities and shortcomings with ecological openings and dangers to decide the organization's right specialty". SWOT analysis is an imperative apparatus for assessing the company's Strengths, Weaknesses, Opportunities what's more, Threats. It encourages the association to recognize how to assess its execution and sweep the full-scale condition, which thusly would assist association with navigating in the turbulent sea of rivalry. With this device, we will have the capacity to decide, however not splendidly, since we are definitely not inward individuals from this association, the interior qualities and shortcomings of EBL and the openings and difficulties that the changing outer condition gives.



SWOT

Strengths:

- Eastern Bank has a solid budgetary move down on the business. Adequate wellspring of back implies it is in a superior position to serve the market with its items and likewise it has the money related assets to develop its business.
- Eastern Bank Constrained is giving expanded item and administrations to the market.
- It has an immense labor and system everywhere throughout the Bangladesh that causes Eastern Bank to thump at the entryway of a few clients which were out of saving money contact.
- Propelled Claim oversaw Cards Programming and Generation Framework.
- Granted “Super brand” by super brands Inc. for the period 2009-2011.

Weaknesses:

- Absence of Bank Offices and ATM Stalls.
- Higher enthusiasm than some other business private bank in Bangladesh is another feeble purpose of Eastern Bank Ltd.
- Absence of Capital.
- Lower development rate.

Opportunities:

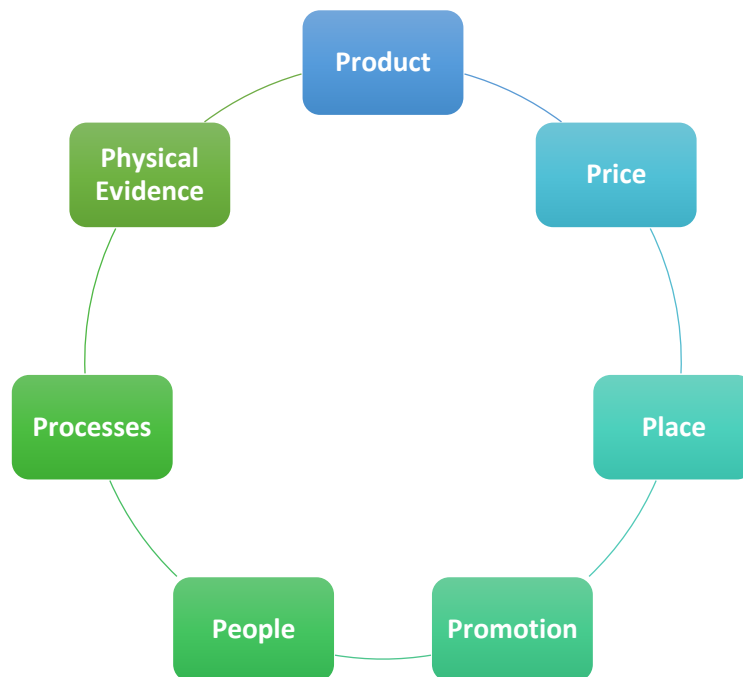
- Developing economies.
- The Visa Segment.

Threats:

- Opponent Banks are becoming speedier.
- The current programming isn't that much skilled to discover the keep running as indicated by its position.

Marketing 7Ps on the context of EBL:

Marketing is a ceaselessly developing order and accordingly can be one that organizations wind up left particularly behind the opposition in the event that they stop for a really long time. One case of this advancement has been the crucial changes to the essential Marketing blend. Where once there were 4 Ps to clarify the blend, these days it is all the more normally acknowledged that a more created 7Ps includes a genuinely necessary extra layer of profundity to the Promoting Blend with a few scholars going not withstanding going further.



Product: Corporate Banking satisfies different banking needs of extensive Corporate Houses, and in addition Monetary Foundations and Smaller scale Credit Associations. Simultaneously, EBL has picked up the certainty of the corporate world and set up a one of a kind brand pictures of sound productivity and quick conveyance. They are currently present in key business areas of the nation serving both neighborhood and multi-national corporate houses, with prepared access to their group of relationship supervisors, item and segment masters. Their item collection ranges from the start and now financing of everyday business activities to long haul advances for extension of others business. They work with consumers to comprehend their particular needs and configuration custom fitted and organized answers for different business.

Price: The Item ought to dependably be viewed as speaking to great incentive for cash. This does not really mean it ought to be the least expensive accessible; one of the fundamental precepts of the showcasing idea is that clients are generally cheerful to pay somewhat more to something that works extremely well for them. EBL attracts the customers through various pricing strategies.

Place: The item ought to be accessible from where the objective buyer thinks that its simplest to shop. This might be High Road, Mail Request or the more present choice by means of web-based business or an online shop. EBL has their ATM as well as Branches in nearby local places, from where consumers can easily get the service.

Promotion: Advertising, PR, Sales Promotion, Personal Selling and, in later circumstances, Social Media are for the most part key specialized apparatuses for an association. These devices ought to be utilized to put over the association's message to the right groups of onlookers in the way they might most want to hear, regardless of whether it be useful or engaging their feelings. EBL does these things on a regular basis to catch more customers.

People: All organizations are dependent on the general population who run them from cutting edge Deals staff to the Overseeing Executive. Having the opportune individuals is basic since they are as much a piece of your business offering as the items/administrations you are putting forth. From EBL's point of view, they complete all the necessary steps as well.

Process: The conveyance of the administration is normally finished with the client show so how the administration is conveyed is by and by part of what the customer is paying for. EBL follows very fast process to serve their customers by providing necessary help.

Physical Evidence: All administrations incorporate some physical components regardless of whether the main part of what the shopper is paying for is elusive. For instance, a hair salon would furnish their customer with a finished haircut and an insurance agency would give their clients some type of written word. Regardless of whether the material isn't physically printed (on account of PDFs) they are as yet accepting a "physical item" by this definition. As these examples EBL also keeps physical evidence of their deals with the customers.

Chapter: 02

Project Part

2.1 Introduction:

Banking Industry is a standout amongst the most encouraging ventures of our nation. The significance of the division uncovered through its commitment in the financial development of the nation. This division quickens financial development through preparing reserves from surplus unit to the shortage unit. Banking Industry is moving towards fast changes because of mechanical advancement and enhanced requirements of its clients. As the pace of globalization rivalry in banking division is expanding quick. Banks are ending up more clients arranged and offer Cutting edge redone items to its objective market to hold the market. Our central bank dependably keeps checking banks exhibitions. Singular banks likewise need to evaluate their own particular execution to fulfill the gatherings those are identified with its development.

2.2 Problem Statement:

In banking areas steadfastness comes after quite a while accomplishment. In any case, this long-haul accomplishment could pulverize if the customers did not get the best possible help from the association. It could be happening if there is any absence of straightforwardness and additionally security or long holding up time. So, association need to build their administration effectiveness to diminish the holding up time. Deliberately scarcely any difficulties that it benefits chief need to confront. As an administration association banks administrator what's more, officers need to confront those issues and difficulties. Right off the bat pictures to comprehend the client point of view and they need to deal with numerous customer continuously in a similar time they need to arrange other division. Next to that it is vital to supervisors and officers of the bank illuminate the customer about change and in addition developments of the association for illustration if there is any new item is accessible or not, how customer can be get more advantage from the bank and so forth.

2.3 Objective of the study:

- To introduce a diagram of Eastern Bank Limited.
- To introduce the vital exercises of Eastern Bank Limited.
- To assess the execution of Eastern Bank Limited.
- To recognize the issues of Eastern Bank Limited.
- To recommend medicinal measures of improvement of Eastern Bank Limited.

2.4 Methodology:

Both the primary and secondary data are used to make the report more rich and informative.

2.4.1 Primary Sources:

- Face to face communication with the on-site supervisor and employees of Eastern Bank Limited.
- Open ended and close ended questions with borrowers.

2.4.2 Secondary Data:

- Official Website of the Bank and bank records.
- Different books, training papers, manuals etc. related to the topic.
- Different websites and publications, newspapers.

2.5 Scope:

This study is actually focused on the overall performance of EBL, especially Retail Risk Management. This study also focuses on the bank's past history and the overall performance mechanism.

2.6 Limitations:

In each program or exercises, one needs to confront various limitations. The imperatives that have been amid the planning of this report are:

1. Time is a major limitation for my exploration. I needed to go under my everyday activity obligation that I should do as such. So, I could get couple of more opportunity to spend in gathering information for setting up my entry level position report.
2. Information deficiency restriction is the fundamental requirement in the improvement of the report.
3. This report did exclude the entire Retail Risk of Eastern Bank Ltd. it is a section.

2.7 Retail Risk Department:

Retail Risk Department was set up on 15 Walk 2004 to influence the loaning to process more sorted out and straightforward. It used to call CFC (Consumer Finance Centre) toward the beginning of its voyage however later on it renamed as Consumer Risk. From 2018, it has been rebranded as Retail Risk Department.



The aim of this department was to make the lending process faster and more accurate. As the bank adopted central banking policy, it was inevitable to form an independent department that will assess the loan files and make recommendations in favor of acceptance or decline.

At the time, this department used to do both file assessment and disbursement. Initially this department was formed with only four members but by the passing time and increasing demand it has grown to a huge family of sixty-six members. Over time the role of Retail Risk Department has changed significantly. Previously CAD was a part of Retail Risk but now CAD itself is another department. There are several teams or unit in Retail Risk starting from Card analyst, Consumer loan analyst, SME analyst, MIS team, CIB team, CPV team. Those teams work with one another in a harmony so that the whole department runs smoothly.

Significance of this department is very obvious as the department ensures minimum non-performing loan. Missing a single detail about clients or applicants can cause financial and reputational harm to our organization so every individual is very much devoted to their task. Last few years business has grown exponentially as a result the number of loan applicants has increased as well. Retail Risk Department is managing all these application with very minimal number of personnel. Though the personnel number is minimal, the quality has not compromised at all. Rather we have seen per individual productivity and effectiveness has increased impressively.

2017 was a remarkable year for Retail Risk Department. In this year, this department has assessed over 59,000 files which is most for a year in the history of this department. All this could happen only because of clear and precise guideline of managers and heartiest dedication of every employee. The department arranged different campaign, event, competition and reward to motivate every individual to set a new standard of performance. It was a collective effort that brought such result. We determined to keep improving our standards in following years as well.

2.8 Internal Process of Consumer Risk Department:

Retail Risk Department follows a very organized process to evaluate all the loan application files. This department is comprised of few teams. Every team perform some specified task. Step by step teams complete their assigned task and pass it to the next team. The harmony among teams is very smooth and efficient.

Front Desk: At the very first step the front desk receives loan files from messenger and courier service and keeps track of all files. They maintain both softcopy and hardcopy of the tracker. After receiving the file, they send the file to MIS Team for further process.

MIS Team: When the file arrives to the MIS team, they pre-screen all the documents to make sure every document is in order. They put all necessary information in system and generate unique code for each file. MIS team is comprised of CIB team and CPV team. After generating the unique file number, the file reach to CIB team to complete the CIB report. The members of CIB team download CIB repeat from Bangladesh bank and attach to the respective file. Then the CPV team keep photocopy of some essential documents to complete CPV report and pass it to the analysts. In the process, every documents and information about applicant is physically verified and the report is attached to the loan application.

Analyst: When analysts receive the file, they recheck all the documents. Analysts verify all information and evaluate the credit worthiness of the applicant. Almost every applicant is interviewed over telephone by the analyst. In some cases, analyst pays a visit to applicant at his or her workplace to have an elaborated understanding about the applicant. Analysts follow the PPG

rules for guidance but often they need to make subjective judgement to evaluate application. Some time they feel some support document or clarification is needed so they send queries to the respective RMs'. After a thorough assessment they recommend the application for approval or decline to their respective manager. After managers' approval, MIS team sends the files to CAD for disbursement.

2.9 Performance Comparison:

The main function of retail risk department is to assess the credit proposal of retail banking division. There are around 39 analyst and 7 managers along with 19 application management team headed by **Sheikh Mohammed Faruk Hossain** in retail risk department. In analyzing the performance of the department, we have considered different dimensions. Let's have a quick look.

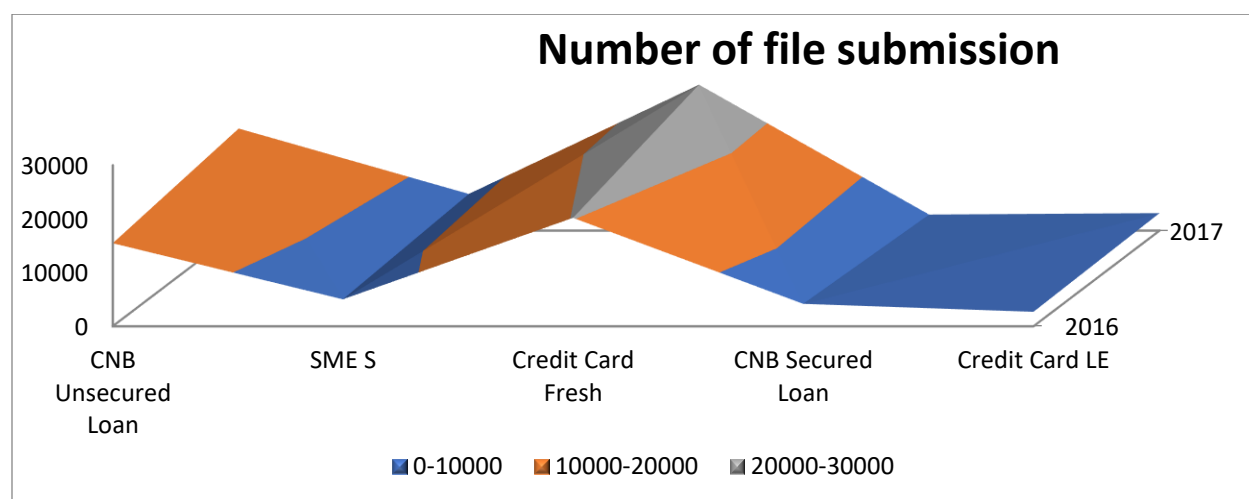


Figure: Number of files submission in 2016 & 2017

The above graph shows the comparison of number of files submitted to three departments in 2016 and 2017. In all the parameters we can see that the number of files is rising except CNB secured loan. The business is growing and EBL is growing bigger that's why our asset size is also growing. CNB secured loan falls by 28.53% in 2017 shows that we are having healthy asset in retail segment because secured loans get closed quickly.

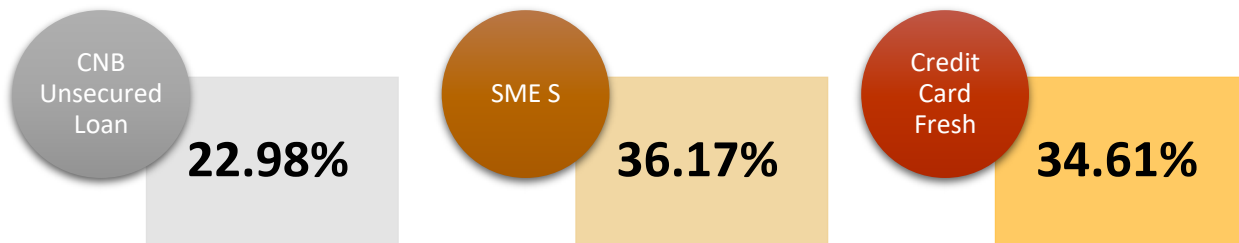


Figure: Growth rate in file submission in 2017

From the above picture we can get that SME S file submission grows at 36.17% and for credit card it grows to 34.61%. We had very high SME S and credit card target in 2017 that's why file submission grows rapidly. CNB unsecured loans also grows dramatically. Number of analyst does not grow that much from 2016 to 2017 which means per employee productivity of retail risk department is very high.

2.10 Approval Ratio:

We receive the loan proposals but we can't approve bad proposals. The assessment of the loan proposal is the vital part of the department and analyst team does it vigilantly. The following figure shows the approval ratio of major three segments of retail loans which are CNB unsecured, SME and credit card.

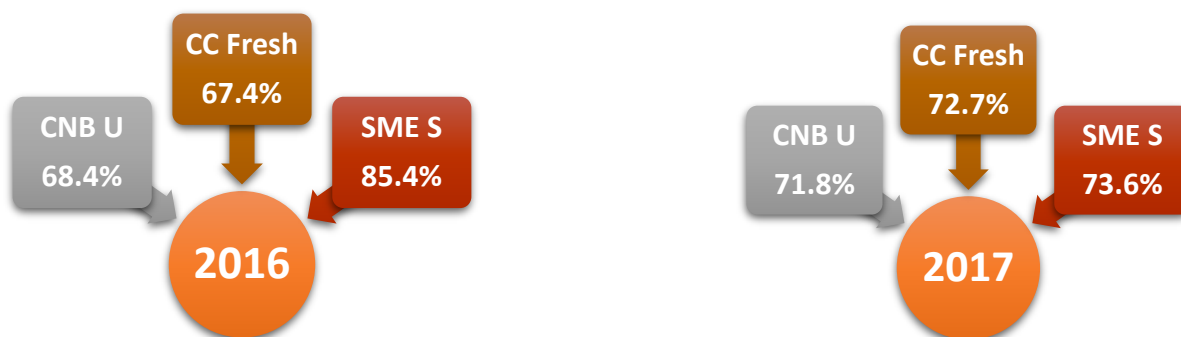


Figure: Snapshot of Approval Ratio of the department in 2016 & 2017

For CNB unsecured loan (CNB U) 71.8% of assessed files has been approved. For card it is 72.7% and for SME S it is 73.6%. Compared with 2016 both CNB unsecured loan and credit card approval ratio rises indicating that we are assessing and disbursing healthy loan proposals which will ultimately lower our NPL.



Figure: Approval Ratio Growth Rate

For CNB unsecured and credit card the approval ratio has increased but for SME S the ratio is negative. From 2017 SME S segment has been incorporated in our EBL branches. Retail banking RMs also source SME files with less knowledge about the product and customer base resulting more declined files. In the upcoming year we hope learning curve will help our business unit to source more healthy SME S proposals. Proper training and workshop can add value in this regard.

2.11 GL Growth:

Through approval and disbursement of retail and SME S loans GL of the bank has grown significantly. The following graph delineates it.

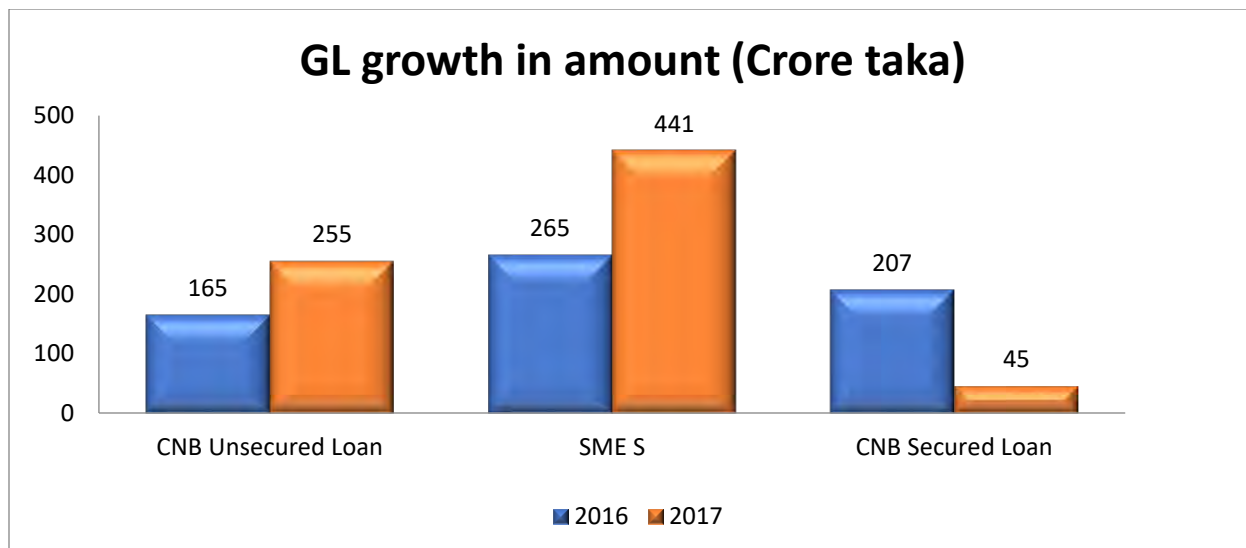


Figure: GL Growth in amount (Crore Taka)

CNB unsecured loans grows from 165 crore takas to 255 crore takas in 2017. It grows **55%** in 2017. SME S loans grows **66%** in 2017 from 265 crore takas in 2016 to 441 crore takas in 2017. Secured loan grows negatively (**78%**) in the last year due to fewer secured loan proposal. But it also ensures healthy loan portfolio because of less stability of secured loans.

2.12 Projects:

Currently there is an automation project going on. We are developing a software; “LAPS” which will be ultimately used in assessment, data key-in, reporting and archiving all the activities we perform in the department. It’s a one stop solution for the department. Currently we are using LAPS for CNB loan assessment, ECRIM for credit card assessment, access for database management and excel for SME S file assessment. There is duplication of work, difficulties in data management, possibility for data manipulation, storage cost and inconvenience for users. That’s why we are going to introduce single software for all the activities of the department. The new software will be user friendly, secured, up-to-date database, accessible for stakeholders and easy to supervise.

Chapter: 03

Lessons learned from the Internship Program

3.1 Introduction:

During the Internship program I had adapted a few exercises that are extremely critical to be a creative human in this focused world. It will most likely help me in my future profession.

3.2 Literature Review:

In this part I will discuss how retail risk department of EBL actually works as a core point for the credit risk management division of eastern bank limited. During my internship program I worked closely with credit risk management of EBL. I have already mentioned regarding the working way of overall retail risk department of EBL, from receiving the file till the last decision of giving loans or cards to the consumers. The service of retail risk department is quite different because the department needs to think about both loan holders and cardholders before providing service. Decrease in the service quality reflects negatively impact on both the sides.

Service providers: CRM department officers are the main service providers as they deal directly with the cardholders and merchants giving them assistance in issues related with credit facilities and transactions.

Consumers: Both cardholders and merchants are consumers as without the service of CRM acquiring both cardholders and merchants cannot transact through various financial cards. So, the department needs to think about both the parties while providing service.

3.3 Things which I learned:

I am not alone: In another condition it is difficult to comprehend the way of life too fast. Now and again you may feel that you are separated from everyone else. Be that as it may, the thing is extraordinary. Different representatives are particularly useful. It gives me the self-accept.

Kill the fear: It is critical to murder the dread and be certain. It encourages me to improve the situation. I took in it once again from my supervisor sir in the bank.

Group Culture: I have gained from the bank is the act of gathering society. When we used to confront any significant issue in the bank we generally attempt to tackle the issue by shaping gatherings. We have by and by framed those gatherings to take care of issues. My GB in-control dependably was a motivational figure who dependably urge us to shape gatherings and take care of those issues effortlessly. A large portion of the cases, we used to get achievement. Therefore, my bank has encouraged me a considerable measure about gathering society.

Time Management: In each progression of life this is essential. Regular each representative used to achieve office at time. I additionally took in a ton about time administration. In this way I reach at office on time.

Fitness: It is difficult to do office consistently very nearly eight hours. Once in a while you may go to outside for office work. In this way, a sound personality and figure are important to do well in work segment. For this situation everybody ought to be cognizant to keep up an adjust eat less sustenance and ought to do a few games. It will doubtlessly help in working life and I as of now got the outcome. My temporary job program showed me here as well.

Work out of comfort zone: I additionally figured out how to work out of my usual range of familiarity. A positive personality is required at first. In the event that I was intrigued to do then the entire work would be simple and other master helped me. At that point I discovered more enthusiasm for this write work which was out of my customary range of familiarity.

Devotion to Allah: On each progression we generally rely upon The Omnipotent Allah. Prior I was unpredictable on taking my supplication. In any case, in the wake of joining the bank I have completely changed. Presently I am continually taking my supplication opportune. This dedication to Allah makes us to dismiss any sort of enthusiasm on any saving money exchange. We never at any point take any enthusiasm from our customers.

Gathering Knowledge: It's a major accomplishment for me to accumulate learning through viable experience. Before Temporary job, Learning is kept on just book. So, this Temporary position opens the way to enter in the corporate world. Where getting the genuine learning. Not just that the method for various work done is pick up from this Temporary job.

Sharing: Sharing is particularly imperative I learned once again here. When I gave my best without tallying then naturally I got a considerable measure from them. It was an incredible ordeal and a lot of expected to enhance fearlessness. In one sentence, I have taken in a great deal of things through my internship program. My bank supervisor also university supervisor assumes an essential part for this situation. They helped me when I felt any issue on working time and report composing time. Without their supportive demeanor it was unimaginable for me to end the internship program effectively.

3.4 Responsibilities I performed:

During my Internship period I performed many responsibilities, which I never did before. The specific tasks which I attempted most of them are as follows:

- Found out the male-female ratio of EBL consumer loans.
- Collecting client's personal information.
- Finding out negative and watch listed organizations.
- Collecting different types of organizations information.
- Checking various company profiles.
- Finding loan repayment of various organizations.
- Finding cards repayment of various organizations.
- I used to do filing of the used, closed and pending forms.
- I checked loan repayment, payroll, categories of various companies.
- I verified various company loan profiles.
- Separating personal loans, SME loans, Cards from attached files.
- I delivered important files from individual to individual.
- I wrote positive as well as negative comments on the basis of different loans.
- Collecting client's professional information.
- I used to put my own opinion on different reports.

Chapter 04

Findings, Recommendations & Conclusion

4.1 Findings & Analysis:

In terms of retail risk management, it is difficult to get the exact picture of the company as the banks keep their information secret in different times and are well performing in different sectors. The exact data is important to judge a company's overall performance therefore I tried to find out as more as possible regarding the topic from the given information in various brochures as well as magazines of EBL.

4.2 Recommendations:

- There are a ton of banks now in Bangladesh and clients currently have loads of alternatives. So, a bank ought to do everything feasible for them to do to hold its clients.
- In the branches of EBL there ought to be more number of administration stations for pulling back and keeping cash with the goal that it lessens the client holding up time.
- There ought to be more proficient capital administration and venture examiners designated so that sit out of gear cash does not stay in the bank.
- They ought to every now and again keep their cognizant perception to screen that the ATM machines in every one of the stalls are usable and sufficient money is there.
- They should expand their ATM stalls considerably keeping in mind the end goal to rival its contenders.
- EBL should build the space in the branch workplaces as their customer measure is expanding day by day and furthermore present new branches in different spots of the nation for extension.

- With a specific end goal to stay as the market driving organization they should emphasize much on hold the existing client base and furthermore should endeavor to draw in new clients.
- A few clients said that the administration charges of Eastern Bank Ltd are similarly higher than other bank so it ought to be diminished if conceivable. Else it can be a risk for the bank in future.

4.3 Conclusion:

Eastern Bank is one of the pioneer private banks in the nation. It is one of the cutting-edge banks because of its particular and complex saving money administrations rendered to its clients. In request to stay aggressive in the market it always searches for ways and intends to make strides efficiency. Utilization of data innovation remains its backbone. EBL is assuming huge part in different field of economy, for example, industry, agribusiness, exchange and business, transportation and numerous different fields. It is assuming a vital part in human asset advancement and in making new business openings. It is likewise attempted different welfare exercises for the advancement of the general public. As per the investigation the execution of this bank is agreeable. In this investigation to assess the money related execution of this bank different budgetary parameters were considered and Eastern Bank was found as a quickly developing bank and all the while performing great in all the regions. To keep with this pace of development and change they presently should more watchful on what their clients need and ought to be more watchful while offering credits to the customers with a specific end goal to decrease the defaulter rate. The dependability of the clients on EBL is expanded immediately step by step. In EBL every one of the staffs are performing sands serving the clients untiringly. EBL keeps itself occupied to serve the society, to enhance the way of life of the general population, to build up the business condition.

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