

Internship Report  
On  
TARA a Comprehensive solutions for women's  
banking by BRAC Bank Limited



**BRAC BANK**

আসসা আবিচল



**Internship Report**  
**On**  
**TARA a Comprehensive solutions for women's banking by BRAC**  
**Bank Limited**

**Course Code: BUS400 | Internship**

**Submitted To:**

Riyashad Ahmed  
Assistant Professor &  
Coordinator, EMBA Program  
BRAC Business School  
BRAC University

**Submitted By:**

Farhana Shahjahan  
ID: 14304066  
BRAC Business School  
BRAC University

**Date of Submission: 30<sup>th</sup> April, 2019**

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*Letter of Transmittal*

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30<sup>th</sup> April, 2019

To

Riyashad Ahmed

Assistant Professor &

Coordinator, EMBA Program

BRAC Business School

BRAC University

**Subject: Submission of Internship Report on “TARA a Comprehensive solutions for women's banking by BRAC Bank Limited”**

Dear Sir,

I am writing this letter in order to submit my internship report on “**TARA a Comprehensive solutions for women's banking by BRAC Bank Limited**”, which was pre-requisite part of the B.B.A program. During internship time period, I got the opportunity to learn numerous facts about the corporate culture and operations.

To make this report an accurate and widespread one I have tried heart and soul. In this report, I have tried my level best to portray the women’s customers’ insight about BRAC Bank TARA and tried to elaborate how TARA account is facilitating the banking sector by minimizing the gap between women and banking structure.

I am indebted to you as you have given me this precious opportunity of working on this topic. Working on this report under your supervision has been a magnificent experience. Therefore, for your kind judgments and valuable recommendations, I would like present my work on BRAC Bank TARA.

Sincerely Yours,

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Farhana Shahjahan  
ID: 14304066  
BRAC Business School  
BRAC University

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## *Acknowledgment*

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At the very beginning, I would like to express my gratefulness to Almighty Allah (SWT) for the strength and propensity he has given me to finish this report on the right time.

Opportunity of internship at BRAC Bank Limited (BBL) was a blessing for me. By doing internship at this bank I gained a real life experience of corporate world. From this internship opportunity I mostly learnt about the professional dealings.

I would like to express my sincere gratitude to my academic supervisor faculty **Mr. Riyashad Ahmed, Assistant Professor & Coordinator, EMBA Program**, BRAC Business School, BRAC University, for his massive support and direction throughout the whole internship time period. I consider myself a lucky one that I got him as my supervisor faculty. His constant help and support from the very beginning inspired me to finish the report accurately and efficiently. He helped me to choose a topic which will create value to my internship report. Till completion of report he directed and showed me the right path to finish report successfully.

Then, I want to thank my on-site supervisor **Mr. Anwar Jahid, Unit Head, Deposit Origination, Account Services**, BRAC Bank Limited. Throughout the internship period he guided and supervised me persistently. From him I have learned various things of banking industry. I would like to thank him as he gave me important facts and material which were very important for my report completion.

Moreover, I must thank **Mr. Rubel Kanti Barua, Associate Manager, Deposit Origination, Liability Operations**, BRAC Bank Limited, for managing me as an intern of Account Services department during the internship time period. Also I want to thank **Mr. Md. Shaukat Hossain, Officer, Account Services**, BRAC Bank Limited, for giving me with valuable information and guideline regarding my work which helped me a lot.

As a final point, I want to acknowledge BRAC University for assisting me to acquire knowledge and skillset throughout my university lifetime which facilitated me throughout my internship time frame.

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## *Executive Summary*

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BRAC Bank Limited started its operation as a commercial bank back to 2001 and with the phase of time it has become a renowned bank of Bangladesh. BRAC Bank Limited is changing the banking business with its numerous products and services. To become a customer friendly bank BRAC Bank Limited is continuously working and introducing new features.

BRAC Bank Limited has come up with an investment and financial solution for the women of Bangladesh so that they can engage the women with the conventional banking system. BRAC Bank TARA is the comprehensive banking solution for the women by which a woman can get all the banking facilities. In my report I have worked for this comprehensive women's banking solution of BRAC Bank Limited, How this banking solution is connecting the Bangladeshi women with the banking system.

This report starts with BRAC Bank Limited's compressed view. After a short introduction about BRAC Bank Limited I described my activities in BRAC Bank Limited as an intern. After that, I presented an overview about BRAC Bank TARA, so that one can know about the offered products and services of this women's banking solution. Following this I outlined my introduction about the report/study where I covered rationale of the study as well as the problem statement, scope and delimitation of the study, objectives of the report and research questions. In literature review I included some reports, journals information regarding the women empowerment and financial position of women in our country. Afterwards I talked about the methodology of data collection, for the research purpose both primary and secondary data I have collected. I conducted a survey to know what a customer thinks about BRAC Bank TARA and how this banking system is involving women with the banking system. My survey helped me to know the perception of customer about this banking solution. In my analysis part I analyzed based on the survey result, I used Microsoft Excel for the descriptive statistics. After the analysis part I talked about the major findings. Lastly, I gave some recommendations based on my study and research and concluded the internship report.

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## *Organizational and Divisional Overview*

### **Profile of the Organization:**

Back in 2001 BRAC Bank Limited (BBL) started its journey in Bangladesh and their starting was not like other commercial bank. Sir Fazle Hasan Abed KCMG (founder and chairman of world's leading non-governmental development organization, BRAC) established BRAC Bank Limited with a vision of helping the Small and Medium Enterprises (SME) entrepreneurs by assisting them with financial support so they can enrich their businesses.



**Figure 01- BRAC BANK Limited's Foundations**

BRAC Bank Limited always focused on its performance that's why in each of the activity has a solid value. In Global Alliance for Banking on Values (GABV) has only one Bangladeshi member in their list and the name of that member is BRAC Bank Limited. Under the Global Alliance there are 46 financial institutions presents across the world, these institutions are serving 41 million customers and holds combined assets of USD 127 billion of and 48,000 employees are helping to boost the network power. Currently, this leading commercial bank has 186 branches all over the country, Premium Banking Lounges which number is 16, ATMs in a number of 447, 90 CDMs and 457 SME Unit offices in Bangladesh. Also, by the help of over 6,500 employee's team, BRAC Bank Limited is offering its banking solutions to more than 1,500,000 customers.



### Credit Rating:

According to Moody's which is famous for credit rating all over the world, rated BRAC Bank Limited BA3. Besides, Bangladesh credit rating agency (CRAB) has given AA1 to BRAC Bank Limited. BRAC Bank is offering various kinds of Visa and Master cards to its customer's which are persistently adding significance in the customer's lifestyle.



### Company Philosophy:

As a member of GABV BRAC Bank Limited follows 3P philosophy which means that 'People, Planet & Profit'. BRAC Bank believes that they have responsibility to those people with whom they work also to the places they operates their business.



**Figure 02- 3P Philosophy: People, Planet & Profit**

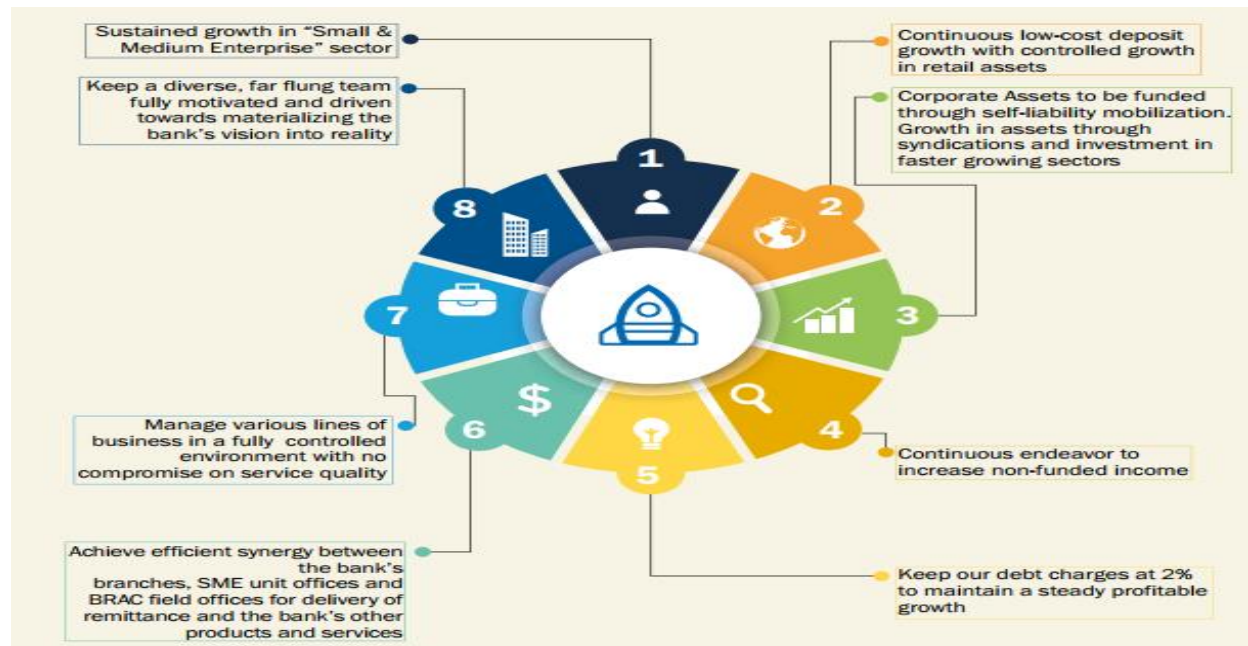
BRAC Bank Limited is reaching the large amount of population all over the country. Also this bank believes that if they are concerned where their money actually going, what the effect of the money in the nature this can become the drivers of sustainable evolution. , Profits of BRAC Bank Limited generating through money investing with the purpose of serving the communities in which they work.

**Corporate Vision:**

Building a profitable and socially responsible financial institution focused on market and business with growth potential, thereby assisting BRAC and its stakeholders build a just, enlightened, healthy, democratic and poverty free Bangladesh.

**Corporate Mission:**

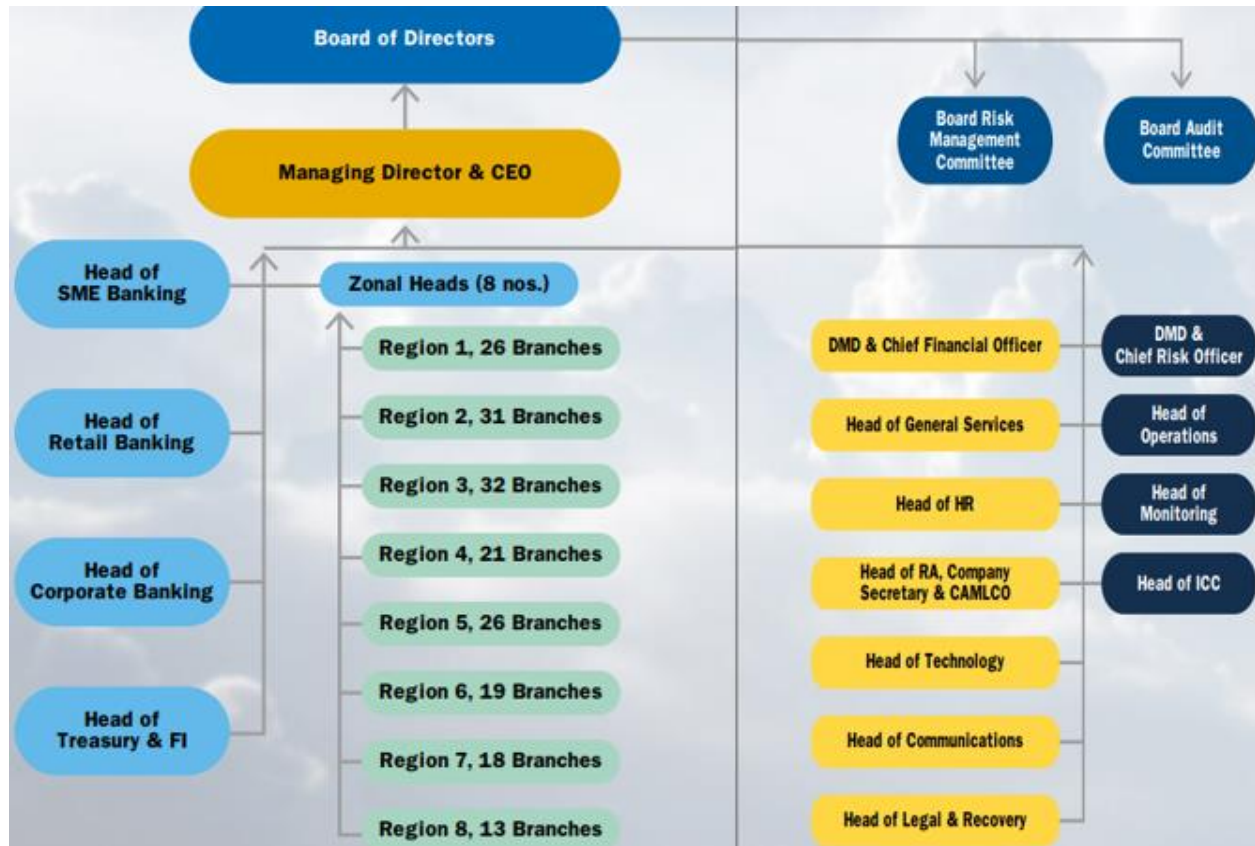
- ❖ Sustainable growth in Small & Medium Enterprise sector;
- ❖ Continuous low-cost deposit Growth with controlled growth in retail assets;
- ❖ Corporate Assets to be funded through self-liability mobilization;
- ❖ Growth in Assets through syndications and investment in faster growing sectors;



**Figure 03- Corporate Mission**

- ❖ Continuous endeavor to increase non-funded income;
- ❖ Keep our debt charges at 2% to maintain a steady profitable growth
- ❖ Achieve efficient synergies between the bank's branches, SME unit offices and BRAC field offices for delivery of remittance and the bank's other products and services;
- ❖ Manage various lines of business in a full controlled environment with no compromise compliance and on service quality;
- ❖ Keep a diverse, far flung team fully motivated and driven towards materializing the bank's vision into reality.

**Organogram of BRAC Bank Limited:**



**Figure 04- Organogram of BRAC Bank Limited**

**Subsidiaries of BRAC Bank Limited:**

❖ **bKash Limited**

1<sup>st</sup> March 2010, bKash Limited a leading and popular mobile financial service of Bangladesh debuted in the financial sector. Most of the people of Bangladesh knows about this Mobile Financial Services (MFS) because of its availability. bKash is playing a significant role in the financial industry of Bangladesh by improving the access to formal financial / banking services. During 2017 the customer base of this company increased by a significant number.



❖ **BRAC EPL Investments Limited**

BRAC EPL Investments Limited (BEIL) is recognized company of Bangladesh which is public limited company in nature. This company which launched its procedure officially under a fresh management team on October 01, 2009 as a merchant bank. BRAC Bank Limited grips 76 percent of the total equity of BEIL, the remainder being held at country and overseas by a different group of international fund managers and capital market institutions. BRAC EPL Investments Limited (BEIL) is a successful merchant bank as they have a widespread investment banking solution



❖ **BRAC EPL Stock Brokerage Limited**

If anyone ask about the prominent stock brokerage house of Bangladesh BRAC EPL Stock Brokerage Limited (BESL) will be the topmost one. This company provides brokerage services not only to domestic institutions but also international institutions. Along with individual clients, Bangladeshis who are non-resident (NRBs) can avail the services of this company. By assisting foreign portfolio investments in Bangladesh it has become the leader in this sector.



❖ **BRAC SaaJan Exchange Limited**

BRAC SaaJan Exchange Limited is known as an exchange company also it is a subsidiary of BRAC Bank Limited. It integrated in England and Wales back to 10<sup>th</sup> January, 2008. This company largely offers remittance service to those large Bangladeshi people who live out of the country. Other than the remittance services this Company also provides the support of NRBs through BRAC Bank Limited (parent organization).



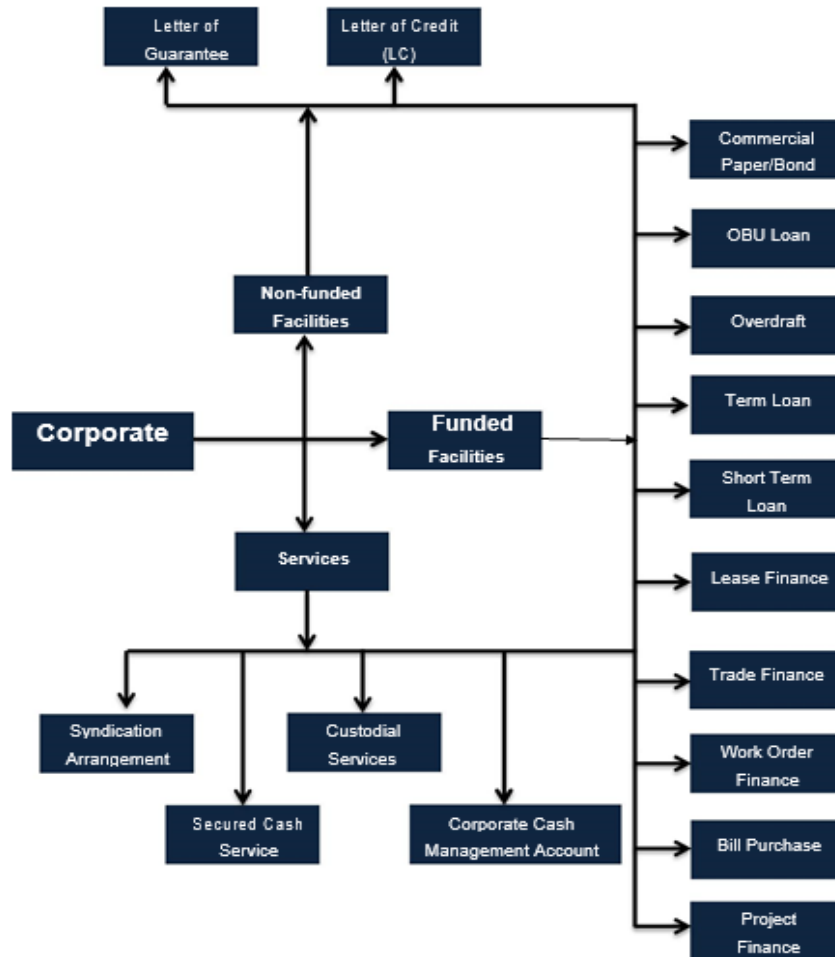
### **Divisional Overview:**

Major divisions through which BRAC Bank Limited provide the services are- **Corporate, SME and the Retail Banking Division.**

#### **❖ Corporate Banking Division**

The Corporate Banking Division of BRAC Bank Limited provides a complete set of services to its corporate customers. BRAC Bank Limited delivers the one-stop banking shop service to its entire group of corporate customer. In 2009, the Corporate Banking division of BRAC Bank Limited launched the main procedures and with the phase of time annual growth rate of the portfolio has reached to 9 percent, this is among the firmest progress rates in Bangladeshi banking sector. Their main aim is to offer corporate clients with banking services such as financing for the working capital, credit syndication, project financing and other corporate solutions over its consolidated operations in Dhaka, Chattogram and nine other corporate branches so that BRAC Bank Limited can offer banking services at those geographical localities that are problematic to reach by their centralized corporate banking squad. Under this segment there are three products-

1. **Non-funded facilities**
2. **Funded facilities**
3. **Services**



**Figure 05- Corporate products and services**

❖ **SME Banking Division**

SME (Small medium enterprise) Banking division of BRAC Bank Limited was prompted with the formation of the bank back to 2001. The predominant goal of the division was nation - building by including the small and medium sized enterprises in the systematized financial system, also helping the SME business holder so that they can create a balance in their business and can give job to other people. The division of SME Banking of BRAC Bank Limited distributed into various parts, including businesses which are small in nature, financing for the agriculture purpose lastly the evolving corporates. These services are delivered nationwide to the customers through 457 SME unit offices. The following are SME Division Products-

Under Loan Segments the products are-

1. **NIRMAN**- It is a loan facility under the Equated Monthly Installment (EMI) for the purpose of build or renovate the residential or commercial complex.
2. **BAHON**- Help to purchase new or reconditioned vehicle(s) for the purpose of business.
3. **SHOHOJ**- It is a Fixed Deposit (FDR), Deposit Pension / Premium Scheme (DPS) and Wage Earners Development Bond (WEDB) loan facility for the business which are small or medium in nature.
4. **ANONNO**- Unsecured tenure loan
5. **APURBO** - This a form of loan which are Secured.
6. **TARA SME Loan**- Women who want to do a business, this segment is for them. Basically the women entrepreneurs can avail this loan.

Under Deposit Segments the products are-

1. **Prapti Current Account**- Regular deposit and withdrawal service for any sort of enterprise.
2. **Prachurjo Fixed Deposit**- Fixed deposit option for any sort of SME.
3. **Shonchoy SME Deposit**- This is a deposit program which serves in a monthly basis for any kind of small and medium enterprises.

#### ❖ **Retail Banking Division**

This division's main moto is to deliver individual customers services apart from the business units. Retail sales team who are working for BRAC Bank Limited can be addressed as Bangladesh's leading sales force. More than 800 employees presently working in retail sales team all over the country. Products of retail banking division can be distinguished in three parts, one is Loan another one is Deposit and the last one is the cards.



Under Loan Segments the products are-

1. **Home Loan**
2. **Personal Loan**
3. **Auto Loan**
4. **Holiday Loan**

Under Deposit Segments the products are-

1. **Saving Account**
2. **Current Account**
3. **Term Deposits**

Under Cards Segments the products are-

1. **Credit Card**
2. **Debit Card**
3. **Prepaid Card**

Also there is a segment which is called premium banking where a certain criterion is needed for availing those services. As a customer of premium banking one will get excellence services along with special privileges.

Apart from these major three divisions, there are some other division. They are-

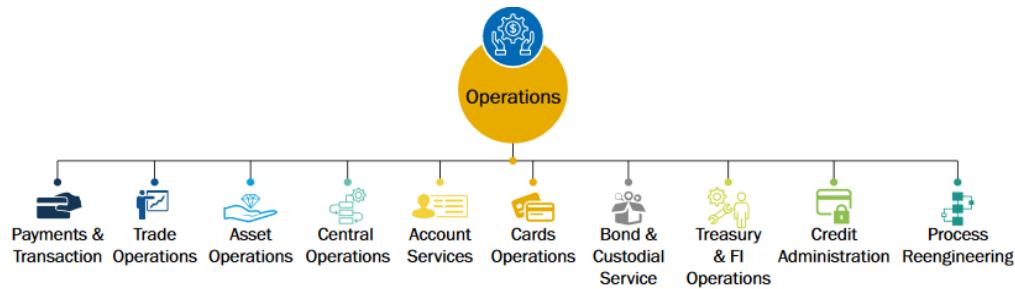
#### ❖ **Cash Management and Custodial Service**

By this division BRAC Bank helps the corporates in terms of funds collecting and managing by innumerable products. Services those are included in this division are-

1. Solution for payment transfer
2. Facility regarding deposit
3. Transactional Banking Services
4. Pick up Services for cash
5. Cash Service which are secured
6. Custodial Service
7. Fund Management (Initial Public Offering)
8. Nationwide Collection Service

❖ **Operations Division:**

BRAC Bank Limited has a consolidated operating method which ensure an organized delivery of service to customers. In addition, there are nationally located Regional Operating Centers (ROC) to ensure faster delivery. At present, BRAC Bank Limited's nine ROCs are carrying out the activities of more than 60% of SMEs and activities which remain undone those are usually managed by the head office.



**Figure 06- Operations Division**

❖ **Credit Risk Management**

This division controls the risk of lending that could result in financial damage if the customer is unable to accomplish the undertaking.

❖ **Treasury and Financial Institutions Division**

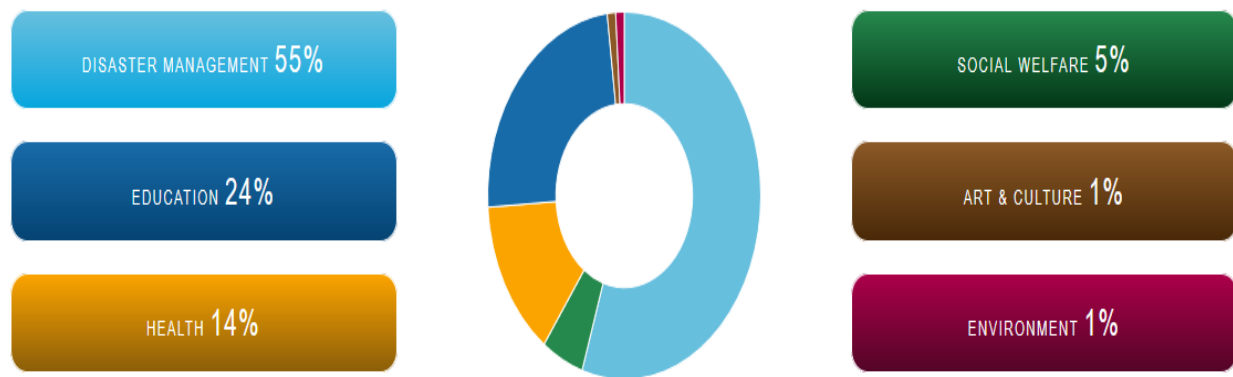
The main resolution of this division is to serve the both external and internal clients with treasury solutions which includes the requirements for regulatory, supervision the fund and liquidity handling services.

❖ **Information Technology Division**

In order to take a decisions efficiently and effectively, along with that to achieve competitive advantage, an organization has to embrace new technologies rapidly. In this team of BRAC Bank Limited there are skilled people to maintain the division properly.

### Corporate Social Responsibility (CSR) Activities:

For BRAC Bank Limited long term programs are the main priority of BRAC Bank Limited not the short term ones, that’s why this bank emphasizes on societal impact which are sustainable. BRAC Bank Limited is not only concerned about their corporate goals also they think about the social welfare. For the CSR purpose BRAC Bank Limited has various areas to serve. By help of the below chart one can easily understand in which sectors this bank is serving for as a part of the CSR activates.



**Figure 07- Key areas of CSR**

In recent times, for helping the Rohingya refugees BRAC Bank Limited donated an amount of BDT 50 million to the Prime Minister’s Relief and Welfare Fund. Apart from this BRAC Bank Limited along with Prothom Alo trust introduced “Adamya Medhabi Scholarship” back to 2010 for supporting those meritorious students who belongs to insolvent families, this scholarship is an opportunity for them which can leads them to pursue the higher education. Moreover, BRAC Bank Limited is working for the disabled people. Alongside BRAC Bank Limited provides help to the Diabetic Association of Bangladesh and Bangladesh Thalassemia Hospital. Taramon Bibi Bir Protik a freedom fighter of Bangladesh got the Life-time support from BRAC Bank Limited. Furthermore, back to 2011 BRAC Bank and Samakal introduced an award named “**BRAC Bank-Samakal Shahitya Puroshkar**” in order to in to motivate the community of writers of Bangladesh. For the environmental sustainability BRAC Bank Limited is working for green

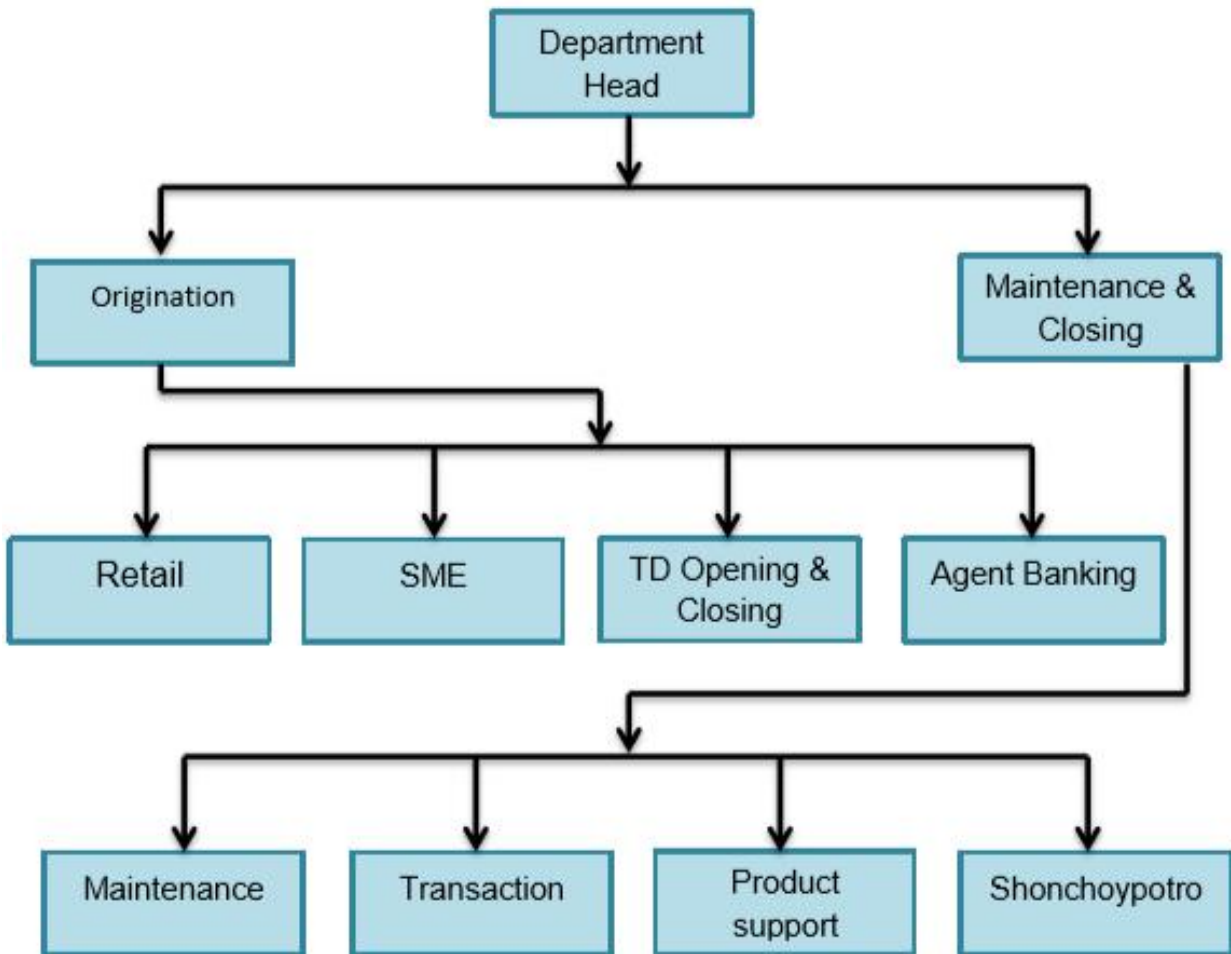
banking, this bank is creating awareness among the customers regarding green banking. Beside the bank employees of BRAC Bank Limited also contribute keenly to many social inventiveness like DOUR- The annual fundraiser marathon, programs of flood relief, distribution of warm clothes, and donation of blood. From financial year 2016 to 2017 the amount of CSR investments increased by a significant amount, which shows the importance of CSR activities to BRAC Bank Limited. Additionally, BRAC Bank Limited got an award for the CSR activates from the Hong Kong-based publication Asiamoney.



**Figure 08- CSR Investments of BRAC Bank Limited**

**Assigned Department and Internship Activities:**

On 1<sup>st</sup> January, 2019 I started my three months long internship journey at the head office of BRAC Bank Limited. For that three months long internship program I worked for the Account Services department. Account services department is a segment of the Operations division. In Account Services there are eight teams who are working for this department.



**Figure 09- Organogram of Account Services department**

This three months long internship program helped me to learn different kinds of banking activities which will help me a lot if I choose banking as my career. My journey in BRAC Bank Limited will play a vital role for my future endeavor. My internship activities were-

### ❖ **Term Deposit**

This department handles all fixed deposits and DPS. The actual copy of the deposit comes from all branches to the head office. I basically worked for the term deposit opening team. Here they deal with the original copy and scanned copy of a deposit. I checked both the original copies and scanned copies of term deposit with the excel file they given to me. With the original and scanned copies account number, account title and amount I matched the excel file's account number, account title and amount. After checking I used to write the archive serial number on top of the each original and scanned copy. I got the serial numbers from the excel file. After writing the serial number, I used to sort the copies ascending to descending order. Moreover, for the original copies I used to write '**AOF received**' in the excel file so that the team can find out easily which deposit form they did not receive yet.

### ❖ **CIF Creation**

I created retail and corporate CIF (Customer Identification File) number during my internship period. Each account of BRAC Bank Limited consist of sixteen number, first five are the SOL number (Branch Code), the next eight are the CIF number and lastly rest of the three indicates the number of accounts of a client. For creating the CIF digit all I need to do was inputting all the required information about the customer and corporate and then submit it. For creating the CIF number BRAC Bank Limited use Finacle (core banking) software.



### ❖ **CTR Project**

'CTR Project' was one of the major tasks I have done during my internship period. The abbreviation of CTR is '**Cash Transaction Record**' and this is a project of Bangladesh Bank. For this project banks have to keep detail information of a customer. Information those are required by Bangladesh Bank regarding a customer but not available in the system I updated those information. I updated those missing information of customers in the system through the Finacle (core banking) software. Mainly I updated the general and demographic information of a customer. I used to take information from the AOF (account

opening form) and there was an excel file which contained which field I have to update. In Finacle (core banking) software I used to enter the CIF number for updating the missing value.

❖ **Return Statement MIS**

Return statement MIS project was another important task I did as intern.. Here I checked and updated information of those customer whose account statement returned to BRAC Bank Limited because of the wrong mailing address. I checked and updated those customers information, basically the addresses (present, permanent and mailing), phone number, email address, introducer, trade license number, TIN number, NID number nominee and nominee's address. Apart from the mailing address they asked me to check and update the other information fields because these are also important for an account. There was an excel file where the system information were given. I checked the system information with the AOF (account opening form). After checking the information I used to update the information if it required.

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## *BRAC Bank TARA*

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### **About BRAC Bank TARA:**

Back to 2016 a women's forum 'TARA' was established by BRAC Bank Limited for the women bankers of the bank. BRAC Bank Limited established this forum so that the women bankers can share their experience and create network among themselves. The forum's main goal was to build BRAC Bank Limited Bangladesh's most woman friendly bank. As a follow up of this women's forum, in May 2017 BRAC Bank Limited launched a banking solution for



women with comprehensiveness. The structure was launched to empower, enthuse and associate women throughout the country to meet their financial and lifestyle needs. By using this banking solution women can achieve the economic freedom which will help them to achieve their own goal. For BARC Bank Limited TARA is not just a banking invention, it is a solution which recognize every woman's potentiality. TARA is filled with higher rate of interest for the savings account, women entrepreneur's current account, privileged rates for both business and retail loans, discounted processing fees, and much extra. Moreover in every branches of BRAC Bank Limited a TARA account Holder will get an enthusiastic desk and cash counters for them.

### **TARA Products:**

BRAC Bank TARA has three products to serve the women customers. TARA has the deposit option, lending option and the SME loan option for the women customers.

#### **❖ TARA Deposit**

Under this segment there are four types of accounts. They are-

1. **TARA TBS Account-** TARA TBS (Triple Benefits Savings) Account is a deposit system where a woman can save their money monthly. This account deals the uppermost savings yields than regular account of any other banks in this country. This TBS account privilege women with a debit card that completely waives the first year annual fee. 18 years or above aged woman can create TBS account. The required



- opening amount is BDT 10,000 but the branches situated at Dhaka required BDT 50,000. The account can run Singly/Jointly/Either or Survivor. The interest rates are higher than the regular BRAC Bank Triple Benefits Savings Account. There are fast track services of TBS account where a woman customer can avail services like SMS and internet banking, facility of ATM (Automated Teller Machine), customer care service, e-statement facilities. Also there is a chance to win maximum BDT 500 of cash back if the customer use debit card of TARA.
2. **TARA Flexi DPS-** TARA Flexi DPS is another deposit method where a woman client can save money minimum 1 year to maximum 3 years per month. BDT 500 is the minimal amount to start this DPS. It is very easy to run this Flexi DPS account, moreover there is no hassle of organization fee. 18 years and above woman can open this account if she has a savings or current account. The account can run Singly/Jointly/Either or Survivor. Also, in compare to the usual Flexi DPS account this DPS carry a higher rate of return. When the deposited amount will be 50,000 BDT and the duration of the DPS reach to 2 years the particular account holder can avail the overdraft or term loan facilitates where the deposited amount will play as a collateral. Fast track services like the TBS account is also available here. For this account the interest rates are different for different duration. First year the interest rate will be 4 percent, in second year rate of interest will be 5 percent and for the last year interest rate for DPS will reach to 6 percent.
  3. **TARA Business Account-** For the business purpose a woman can use this TARA Business Account. Any woman who are using SME Prapti Account can enjoy the TARA account features as well as the business debit card designed especially for TARA accounts. Through the Prapti Current Account a customer can get various lending products for the SME business. This account holder will enjoy the TARA Business Debit Card which play the role of VISA card for SME business. This card is for the women customers of Prapti Current Account and for the women who have sole business.

4. **TARA Premium Banking-** This premium banking service of BRAC Bank TARA comes along with unique premium features. This account is a way to provide premium service to its customers. TARA Platinum Debit Card is a way to avail distinguish facilities which are allocated for the premium customers. This premium service is also concerned about the health issue of the women customers. For annual checkup of health women can go to Apollo and United hospital where they can get free health checkup service. Moreover, various buffet offers are available for the premium banking customers in many places.

#### ❖ **TARA Lending**

Under this segment there are three types of accounts. A customer can take loan for personal purpose, for buying the vehicle and for the mortgage purpose. TARA realizes how much one's family means to them, TARA has designed unique loan offers for women in society. All of these three lending accounts provides same kinds of facility. Here the loan amount approve by the authority quicker and the interest rates are also discounted. Also the TARA customer can avail the maximum loan tenor. Furthermore it offers Credit card facility with an annual fee of 30% and an additional 10% discount if the card is bundled with products for retail loans. For saving the customer can use TARA TBS account. In addition, TARA lending has exclusive links with vendors of cards and developers of real estate. Also, the customer can get BRAC Driving School's exclusive discount on driving lessons.

#### ❖ **TARA SME Loan**

The following facilities are included in this segment. They are-

1. **Term Loan-** Women who wants a hassle free way by which they can collect money for their business, term loan is for them. There are options of both unsecured and secured loan. Loan limit for the unsecured one differs from minimum BDT 2 lac to maximum 25 lac where the customers need to provide interest rate of 9% and the loan duration is for minimum 12 months to maximum 18 months. When the loan is partially secured customers can get minimum BDT 5 lac and maximum BDT 50 lac with the same 9% interest rate for 12 months to 60 months. For the Secured loan, a customer

can get minimum BDT 10 lac and maximum 5 Crore with an interest rate of 9% and the duration will be 12 to 60 months. A business which operated for at least 1 year or more with a trade license can avail this loan. Sole proprietorship and partnership business can enjoy this service. For secured loan a customer has to mortgage a property.

2. **Overdraft-** Through the overdraft which is basically for the business purpose give the facility of the liquidity elasticity as well as it provides the chance of cash access when a woman customer need it. It helps a woman customer to handle every cash flow changes. Loan limit for this fluctuate from BDT 10 lac to 5 Crore where 9% rate of interest is fixed and the timeline is for 12 months with trimestral interest expense. A business which operated for at least 1 year or more with a trade license can avail this overdraft service. Moreover, Sole proprietorship and partnership business can enjoy this service. For avail this a customer has to mortgage a property.
  
3. **Single Installment Loan-** A single installment loan facility can be used if the cash flow of a business is based on a specific business cycle or if the business is festival oriented. Loan limit for this unsecured single installment loan starts from BDT 2 lac and ends to BDT 15 lac and for this a customer have to provide 9% rate of interest and length is for 3 months to 9 months. For the secured one limitation of loan is BDT 10 lac to 5 Crore with a duration of 3 months to 9 months. And the interest rate is 9%. A business which operated for at least 1 year or more with a trade license can avail this loan. The Sole proprietorship and partnership business owners can enjoy this single installment loan service. For avail the secured loan a customer has to mortgage a property.
  
4. **Revolving Loan-** This loan allow customers to use the money whenever they need it up to an agreed credit limit. After a customer do not owe any money to BRAC Bank Limited, she can take the money again. The lowest loan amount is BDT 10 lac and the highest amount is BDT 5 Crore and interest rate associated with it is 9%. Loan duration

depends on the business criteria. The Sole proprietorship and partnership businesses can enjoy this loan service. For avail the secured loan a customer has to mortgage a property.

5. **TARA SME Entrepreneurial Support Services-** If a woman becomes an entrepreneur or business owner still she has to manage her family and it is not easy to run both of them at the same phase. BRAC Bank Limited could feel this state of all women that's why they came up with this service where a woman can get various agents who are experts in different fields of SME business. A business woman can make many thing done by this support service.

### **TARA Cards:**

BRAC Bank TARA has four cards to serve the women customers. They are -**TARA Debit Card, TARA Premium Debit Card, TARA Business Debit Card and TARA Platinum Credit Card.**

#### **❖ TARA Debit Card**

Features of this card are given below.

1. For the very first year there will be no annual debit card fee
2. Once-a-month Cash Back on every consumption from grocery stores with TARA Debit Card
3. Every Tuesday a customer can get double reward points by using this card.
4. Aarong's membership card available if the user of this card Purchase only BDT 1,000 as an alternative of Taka 10,000 via TARA Debit Card and 5% extra reward points is available if a customer purchase up to Taka 10,000 on the first purchase
5. User of this card can avail Persona's membership card by purchasing the value of 500 taka instead of Taka 3,000
6. Widespread variety of discounts in the Lifestyle, Restaurant, Health Care and BIG1 partners category with different merchant outlets



❖ **TARA Premium Debit Card**

Features of this card are given below.

1. TARA Premium Debit Card is for those women customers who fall under the premium banking service.
2. Like the debit card this card has no fee for the first year
3. Monthly Cash Back on all purchase from the grocery store with TARA Premium Debit Card
4. Free Balaka Lounge access when traveling abroad with one's TARA Premium Debit Card
5. Dedicated relationship officer maintained with so that the customer can get premium banking service



❖ **TARA Business Debit Card**

Features of this card are given below.

1. TARA SME account includes TARA Business Debit Card
2. There is no annual fee in the first year
3. Every Tuesday, while shopping with this card, a customer can achieve double reward points
4. variety of discounts is available in the Lifestyle, Restaurant, Health Care and BIG1 partners category with different merchant outlets



❖ **TARA Platinum Credit Card**

Features of this card are given below.

1. A women who earns minimum 20,000 BDT can avail this TARA platinum credit card
2. BARC Bank Limited offers Pre - evaluated TARA platinum credit card for the Premium Banking Customer
3. Any woman who is an account holder of BRAC Bank TARA can get the VISA platinum credit card which a woman can use with a 30 percent less cost



4. Customers can use the priority pass given for this TARA platinum credit Card
5. From Agora a customer can get a voucher which cost is BDT 2500

### **TARA Services:**

There are two categories of services which the BRAC Bank TARA provides for its customers. One is known as **TARA SME Entrepreneurial Support Services** and another one is known as **TARA Home Banking Service**.

#### **❖ TARA SME Entrepreneurial Support Services**

It is quite difficult to run both the family and business for a woman, as they have to maintain both with an equal attention. That's why BRAC Bank Limited started this service.

#### **❖ TARA Home Banking Service**

It is a way to get the banking service from home instead of going to BRAC Bank Limited's branch. For any question, TARA customer can contact to the call center agents by which they will get all kinds of support over the phone. This service's key objective is to deliver emergency banking services at the doorway of the customer. In the website of BRAC Bank Limited there are some numbers by which a customer can easily connect with the authority.

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## *Introduction to the Report/Study*

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### **Rationale of the study:**

This study is all about BRAC Bank TARA a comprehensive banking solution for women of our country. How this all-inclusive banking solution is connecting the women of our country with the banking system. Previously men used to take all the financial decision of a family, they used to take care of all the financial activities of their family. But with the phase of time things are changing and now women are taking financial decision along with men. In these days women are giving their opinions regarding investment, saving and spending. As women are taking part in financial decision BRAC Bank Limited came up with a women's banking system. Through the all-inclusive women banking system TARA BRAC Bank Limited is trying to comfort women with the banking procedure. BRAC Bank Limited is trying to bring close the women and banking system. There are many features in BRAC Bank TARA account that are connecting women with the conventional banking system. A woman can deposit in the TARA account along with that a woman can take loans for personal and business purpose. Mostly BRAC Bank Limited is promoting the women empowerment through this banking system. By this newly launched TARA account BRAC Bank is trying to involve women with the banking system. Therefore by this study anyone can get a clear view about BRAC Bank TARA account. Also by this study one can easily understand what women are thinking about this comprehensive banking solution along with its features.

### **Statement of the problems:**

The main problem with the banking sector of Bangladesh is less women involvement. Few banks are dealing with the women's banking solution and BRAC Bank TARA is among those few women's banking solution. BRAC Bank TARA has brought a comprehensive banking solution to connect women with the banking system. My research will give answer to the question that, through the comprehensive women's banking solution is BRAC Bank TARA connecting the unbanked Bangladeshi women with banking system.

### Scope and delimitation of the study:

Through this study about BRAC Bank TARA one can find out the effectiveness of BRAC Bank TARA in the women customers banking life. How actually BRAC Bank TARA is involving women in the banking system with their products and services. This study will deliver the scope of knowledge regarding the BRAC Bank TARA's products and services and the customer's mindset regarding this banking solution. Also this report is not free of constraints, I have faced some difficulties to make this report. The limitations are given below-

- ❖ Time limitation was the main limitation while making this report. As my internship period was for three months that's why along with my regular office activities I had to work on this report. For this reason completing this report within the given timeframe was challenging.
- ❖ I was an intern of that organization for this reason I could not avail some information regarding my report. I could not manage some important information for its confidentiality. Some policies regarding information sharing created this limitation.
- ❖ There are many account holders of BRAC Bank TARA all over the country. But for my research I have used 70 respondents for time constraints. So this was another limitation of my report.

### Objectives of the report:

The objective of the report can be classified into two parts. One is **Broad Objective** and another one is **Specific Objective**.

#### ❖ **Broad Objective**

"TARA a Comprehensive solutions for women's banking by BRAC Bank Limited" this internship report is predominantly designed so that meet the prerequisite given by BRAC Business school for a Bachelor of Business Administration (B.B.A) degree of BRAC University.

#### ❖ **Specific Objective**

1. To provide an overview of BRAC Bank Limited's processes
2. To give a broad explanation regarding BRAC Bank TARA
3. To give idea about the related products and services of BRAC Bank TARA.



4. To discover the TARA account holder's perspective regarding the products and services of BRAC Bank TARA
5. To give an idea about the overall banking process of BRAC Bank TARA
6. To Specify how BRAC Bank TARA is involving women with the banking system

### **Research Questions:**

My basic research questions of this research are-

- ❖ How actually BRAC Bank TARA is involving women with the banking system by their comprehensive banking solution?
- ❖ Does this banking solution is connecting women with the baking system?
- ❖ What the account holder think about the BRAC Bank TARA's products and services?

For acquire the answer of these research questions I have made a set of questionnaire for my survey which consist of 16 questions. I have asked about the TARA's products and services, what a customer thinks about this banking system and lastly the demographic questions.

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### *Review of Related Literature*

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Bangladesh has been going through a period of time where it has more producers than consumers. It means due to the declining rate of both fertility and mortality, the rate of working Age Population (15-59) is increasing heavily. Which, in other words, referred to as “Demographic Dividend”. Moreover, the ratio of both males to female in Bangladesh is nearly 50:50. So it is evident that both the women and men are liable to make a contribution to our economy. However, the Female group is not participating fully in the economy. One of the fundamental reasons is that they do not get much funding from different banks. According to **Moniurzzaman** (October 23, 2018), to ensure economic stability it is predominantly important to that different Banks, Mobile Financial Services(MFS), Fintech companies have to change their mindset by implementing different strategies to introduce various financial products or redesigning the existing ones for women. He also added that it is essential in all aspects for us to figure out ways by collaborating partnership with both the Government and Private sector to ensure women’s participation at a large scale in the financial sector.

Financial inclusion is another buzzword lately in this developing country Bangladesh. Financial inclusion refers to the availability and equality of opportunities in accessing financial services. As per **Gincherman** (September 13, 2018), vice president for Strategic Partnerships at Women's World Banking, it is fundamentally important that we solve the growing gender gap in Financial Inclusion so as to see an even more secured and well-off future for women, their families and the community. She also stressed on other points by praising Bangladesh’s recent milestones. She said, although Bangladesh has made momentous progress in various aspects/indicators of financial inclusion in recent years, an inclusive financial system cannot be built without the active participation of women group. She made these remarks in a workshop called “Making Finance Work for Women”.

In order to address such dire need of participation of women in our economy, BRAC Bank came up with an idea of involving women to a greater extent in the financial services. As a result, BRAC Bank TARA came into light to empower the women group. It enables women to feel precious that they have an exclusive banking service for them. TARA has become a name of strength to millions of women all over Bangladesh currently. Through this women can run a business by taking loans

which ultimately enabling them supporting their families. On the other hand, the other surplus group who wants to put their money in a safe and secured place, they can deposit their money safely with a wider range of lucrative deals. As a whole, TARA has an impact over the economy by making this neglected group involved in our economy, at the same time a good sign for financial inclusion as well.

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### *Methodology of the Study*

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For completing this report in a standards way I have used both the primary and secondary data. For the primary data collection I have conducted a survey. For the survey I made a questionnaire which consist of 17 questions. I did the survey so that it helps me to progress my research as quickly, adaptably, economically, precisely and competently as possible by accumulating maximum information by the survey. For conducting the survey my target population were those women who have an account of BRAC Bank TARA. It was an impossible task for me to gather the response of all TARA account holders, for this reason I could not conduct survey over the entire population. I therefore went to the procedure of sampling. 70 BRAC Bank TARA account holders were surveyed, so here the sample size is 70. In my survey questionnaire there were 16 questions in total. All of these were structured and close - ended questions and I asked questions which have multiple choices. I used nominal, ordinal and Likert scale for my survey questionnaire. As my survey was for BRAC Bank TARA, all the respondents were female. The age groups of the respondents varied from 18 to 55 years and occupation of the respondents have variation. For data analysis I have used Microsoft Excel, through this software I have analyzed my data. So, for the primary data collection I did a survey and it is the main source of my research data. Along with the primary data I used the secondary data too. I used the BRAC Bank Limited website mostly for collecting various information about the bank. Moreover, I used the ‘Annual Report-2017’ of BRAC Bank Limited. There were many articles in the newspaper regarding the BRAC Bank TARA and the women’s banking, I collected data from there too.

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*Analysis and Interpretation of the Data*

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**Descriptive Statistics:**

For finding the descriptive statistics I have used the Microsoft Excel. I inserted my survey result in Microsoft excel then converted my non-numerical survey data to the numerical one. After converting I went to the “**Data Analysis**” too and from there I used the “**Descriptive Analysis**” for my further analysis. In below I have given the important output of my survey result. I extracted these value from Microsoft Excel and putted them together in these tables.

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
1. Do you have any account in BRAC Bank Limited? (If your answer is “NO” please do not continue)	1	1	1	0	0	1	1

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
2. Are you a BRAC Bank TARA account holder? (If your answer is “NO” please do not continue)	1	1	1	0	0	1	1

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
3. What is your TARA account duration?	2.6	3	2	0.75	0.57	1	4

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
4. By which medium you have learned about BRAC Bank TARA?	2.4	2	2	1.18	1.40	1	4

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
5. Among the 3 TARA products which one is more beneficial as per you?	2.01	2	3	0.91	0.83	1	3

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
6. Branch support for TARA accounts is adequate.	3.34	3	3	0.51	0.26	2	4

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
7. Do you agree that BRAC Bank Tara is actually diminishing the gap between females and banking method?	3.7	4	4	0.69	0.47	3	5

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
8. Fees & charges associated with BRAC Bank TARA are economical.	3.4	3	3	0.60	0.36	2	5

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
9. The features of TARA Cards satisfy your needs.	3.56	3.5	3	0.69	0.48	2	5

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
10. What do you think regarding the TARA service's banking procedure (deposit procedure, loan procedure and customer service)?	3.79	4	4	0.68	0.46	3	5

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
11. There is enough information regarding TARA in BRAC Bank Website and TARA'S Facebook page.	3.84	4	4	0.63	0.40	3	5

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
12. Benefits given for TARA account holders are effective.	3.63	4	4	0.68	0.47	2	5

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
13. Will you recommend TARA service of BRAC Bank to your family, friends and known one's, please expresses your opinion on the scale of 1 to 5(1 represents lowermost and 5 represents uppermost).	3.64	4	4	0.68	0.46	2	5

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
14. Which of following the age group do you fall into?	2.7	3	3	0.92	0.85	1	4

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
15. What is your income per month?	2.86	3	3	1.30	1.69	1	5

Question	Mean	Median	Mode	Standard Deviation	Variance	Minimum	Maximum
16. What is your occupation?	2.93	3	2	1.07	1.14	2	5

**Frequencies:**

**1. Do you have any account in BRAC Bank Limited? (If your answer is “NO” please do not continue)**

Answer	Frequency	Percent
Yes	70	100

**2. Are you a BRAC Bank TARA account holder? (If your answer is “NO” please do not continue)**

Answer	Frequency	Percent
Yes	70	100

**3. What is your TARA account duration??**

Answer	Frequency	Percent
Less than 1 month	4	5.7
6-12 months	30	42.9
1-6 months	29	41.4
More than 1 year	7	10
Total	70	100

**4. By which medium you have learned about BRAC Bank TARA?**

Answer	Frequency	Percent
BRAC Bank website	20	28.6
Social Media	22	31.4
Newspaper	8	11.4
Friends or Family	20	28.6
Total	70	100



**5. Among the 3 TARA products which one is more beneficial as per you?**

Answer	Frequency	Percent
TARA Deposit	28	40
TARA Lending	13	18.6
TARA SME Loan	29	41.4
Total	70	100

**6. Branch support for TARA accounts is adequate.**

Answer	Frequency	Percent
Disagree	1	1.4
Neutral	44	62.9
Agree	25	35.7
Total	70	100

**7. Do you agree that BRAC Bank Tara is actually diminishing the gap between females and banking method?**

Answer	Frequency	Percent
Neutral	30	42.9
Agree	31	44.3
Strongly Agree	9	12.9
Total	70	100

**8. Fees & charges associated with BRAC Bank TARA are economical.**

Answer	Frequency	Percent
Disagree	3	4.3
Neutral	37	52.9
Agree	29	41.4
Strongly Agree	1	1.4
Total	70	100

**9. The features of TARA Cards satisfy your needs.**

Answer	Frequency	Percent
Disagree	2	2.9
Neutral	33	47.1
Agree	29	41.4
Strongly Agree	6	8.6
Total	70	100

**10. What do you think regarding the TARA service's banking procedure (deposit procedure, loan procedure and customer service)?**

Answer	Frequency	Percent
Neutral	25	35.7
Simple	35	50
Very Simple	10	14.3
Total	70	100

**11. There is enough information regarding TARA in BRAC Bank Website and TARA'S Facebook page.**

Answer	Frequency	Percent
Neutral	20	28.6
Agree	41	58.6
Strongly Agree	9	12.9
Total	70	100

**12. Benefits given for TARA account holders are effective.**

Answer	Frequency	Percent
Disagree	3	4.3
Neutral	25	35.7
Agree	37	52.9
Strongly Agree	5	7.1
Total	70	100

**13. Will you recommend TARA service of BRAC Bank to your family, friends and known one's, please expresses your opinion on the scale of 1 to 5(1 represents lowermost and 5 represents uppermost)**

Answer	Frequency	Percent
2	2	2.9
3	27	38.6
4	35	50
5	6	8.6
Total	70	100

**14. Which of following the age group do you fall into?**

Answer	Frequency	Percent
18-25 years	8	11.4
26-35 years	19	27.1
36-45 years	29	41.4
46-55 years	14	20
Total	70	100

**15. What is your income per month?**

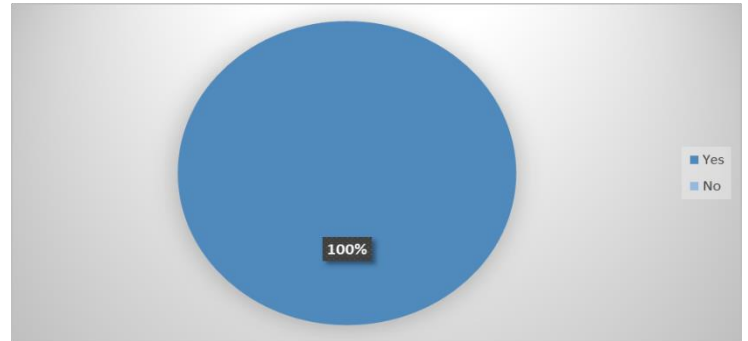
Answer	Frequency	Percent
BDT 0- 10,000	14	20
BDT 10,001- 20,000	14	20
BDT 20,001-30,000	18	25.7
BDT 30,001-40,000	16	22.9
More than BDT 40,000	8	11.4
Total	70	100

**16. What is your occupation?**

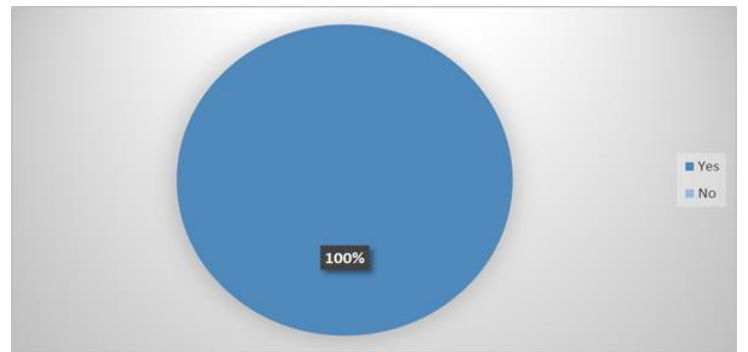
Answer	Frequency	Percent
Service Holder	34	46.6
Homemaker	15	21.4
Entrepreneur	13	18.6
Others	8	11.4
Total	70	100

**Survey Results with Interpretation:**

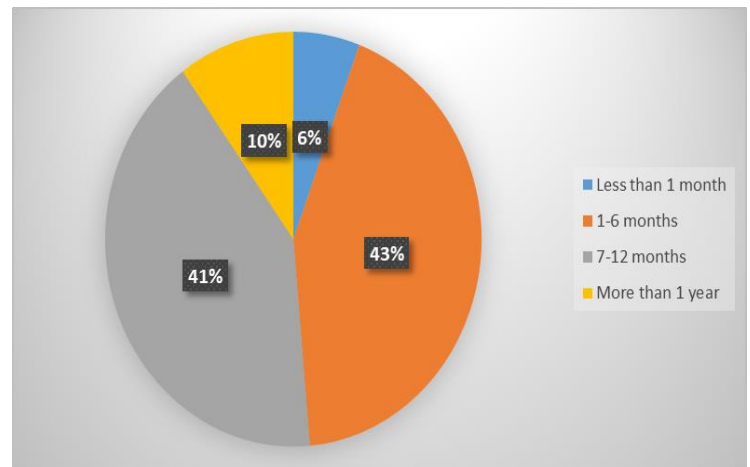
❖ In the first question the respondents were asked about their BRAC Bank Limited’s account and all the respondents said that they have an account in BRAC Bank Limited. 100 percent of the respondents answered in a positive way.



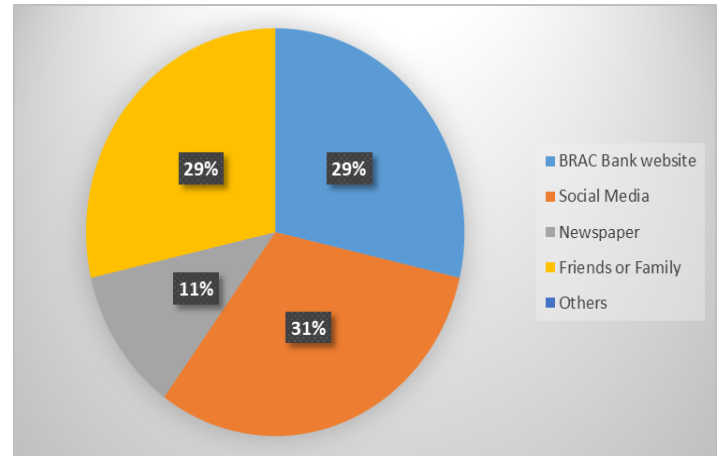
❖ Here the question was regarding the BRAC Bank TARA account and 100 percent of the respondents said that they have a BRAC Bank TARA account.



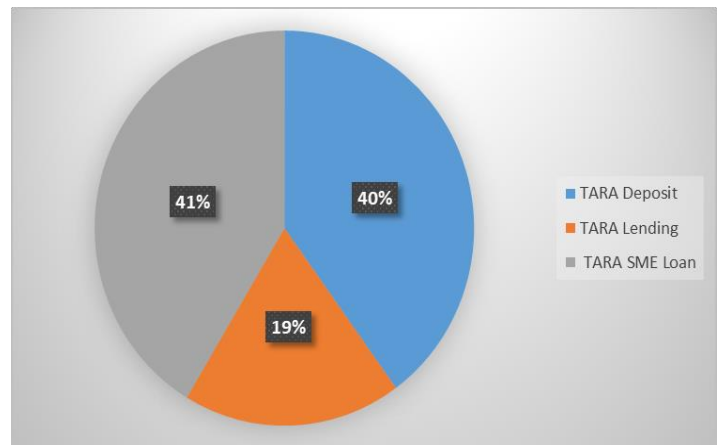
❖ Later on I asked the respondents about the duration of their BRAC Bank TARA account. Around 43 percent respondents said that they have this account for 1-6 months, 41 percent respondents have their account for 7-12 months, 10 percent have their account more than 1 year and lastly 6 percent respondents said that their BRAC Bank TARA account duration is less than 1 month.



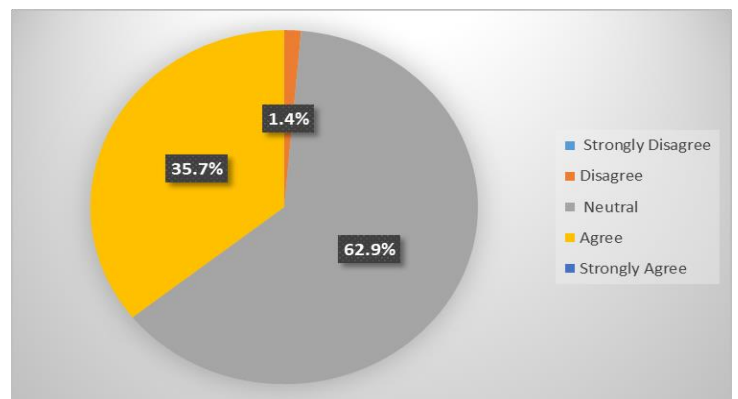
❖ In this question I have asked about the medium by which respondents learned about BRAC Bank TARA. 31 percent respondents learned about BRAC Bank TARA through social media, 29 percent respondents learned about BRAC Bank TARA through the website of BRAC Bank and another 29 percent learned about BRAC Bank TARA from their friends or family.



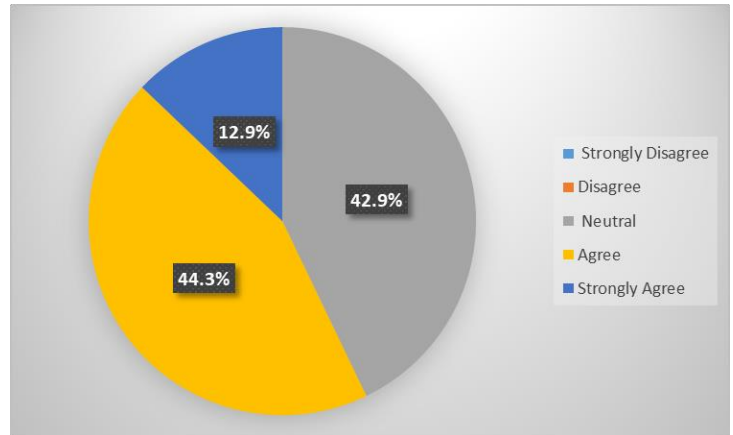
❖ BRAC Bank TARA has three different kinds of products, in this question the respondents were asked which TARA products seems beneficial to them. 41 percent respondents elected TARA SME loan, 40 percent elected TARA deposit and 19 percent elected TARA lending. TARA SME loan is helping women of our country to enrich their SME business.



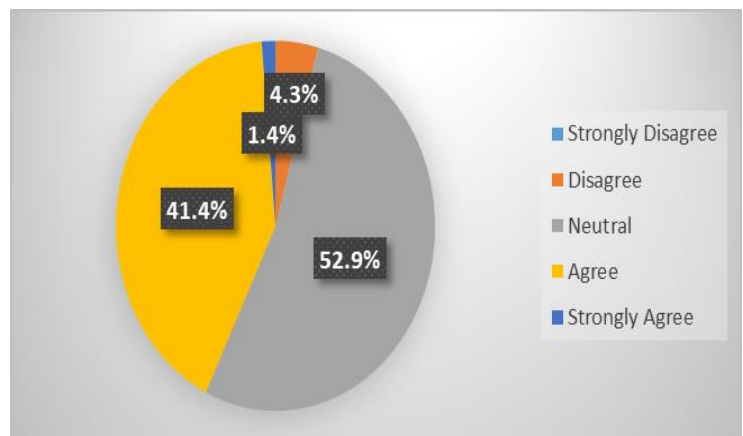
❖ In this stage the respondents were asked about the branch support, is the support is adequate. 62.9 percent respondents were in a neutral position, 35.7 percent agreed about the adequate branch support and 1.4 percent disagreed with this statement.



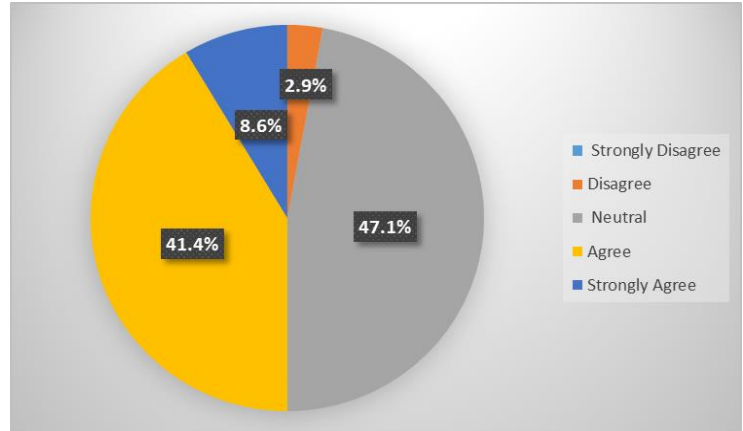
❖ In this part the respondents expressed their opinion for the question that do they agree that BRAC Bank Limited is reducing the loophole between the women and the existing banking method. 44.3 percent of the total respondents agreed that by women’s banking solution TARA BRAC Bank Limited is actually reducing it, 42.9 percent were neutral about this statement and 12.9 percent respondents highly agree that this banking system is bringing the women closer to banking system.



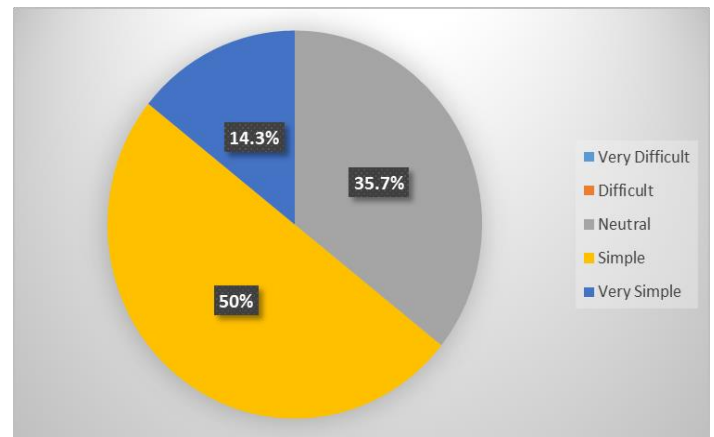
❖ Respondents of this survey regarding TARA got a question regarding fees and charges of this account, are the fees and charges are economical. 52.9 percent of the respondents putted their vote on neutral option. 41.4 percent respondents agreed about the competitiveness of the fees and charges. 4.3 percent respondents disagreed in this matter and 1.4 percent respondents expressed that they are highly agree with this competitiveness. The fees and charges of BRAC Bank TARA is quite economical which would help them to capture a bigger market.



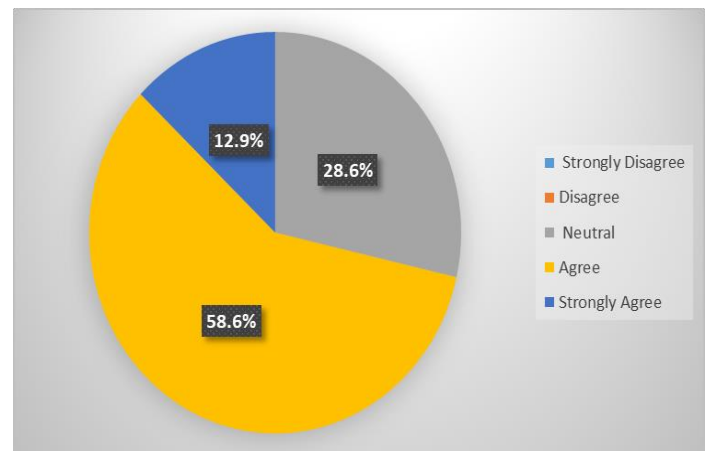
❖ BRAC Bank TARA has a wide range of cards to serve the women clients with highest comfort. Here the respondents were asked about the card features. 47.1 percent of the total respondents express their opinion in neutral position. 41.4 percent respondents agreed that features are really satisfying for them. 8.6 percent respondents highly agreed with this matter and rest of the 2.9 percent respondents disagreed with this statement.



❖ Here respondents were asked about the banking procedure of BRAC Bank TARA, is it simple or difficult. 50 percent of the respondents said that banking procedure of BRAC Bank TARA is simple. 35.7 percent remained neutral and 14.3 percent said that the banking procedure is very simple.



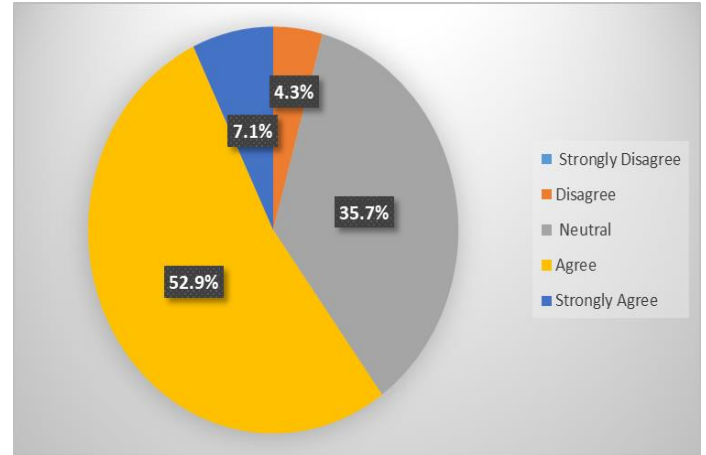
❖ Website and social media sites are really important for a company. That is why I asked the respondents about the website and Facebook page, do the customers get proper information there, 58.6 percent respondents agreed that there are proper information in the website of BRAC Bank Limited and TARA’s Facebook page. 28.6 percent respondents remained neutral and rest of the 12.9 percent respondents strongly agreed regarding this matter. By this one can



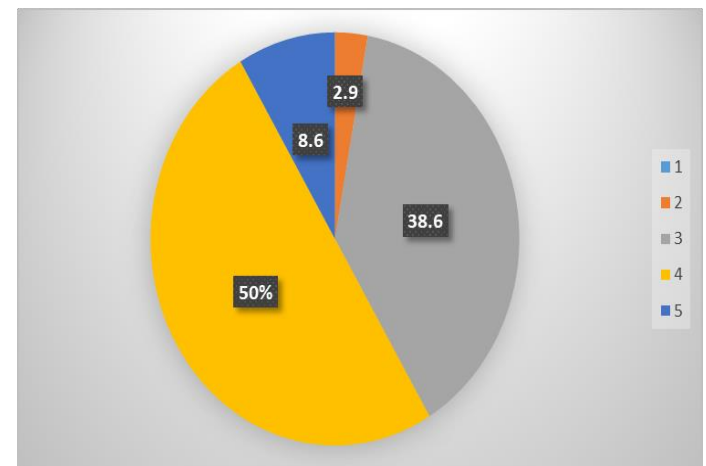


easily understand that the website and Facebook page deliver the information to its customers.

- ❖ As a TARA account holder a customer get several benefits. I asked the respondents about the effectiveness of these benefits. 52.9 percent respondents agreed that the benefits are effective, 35.7 percent remained neutral, 7.1 percent strongly agreed regarding the benefits effectiveness and remaining 4.3 percent respondents disagreed regarding the benefits effectiveness.

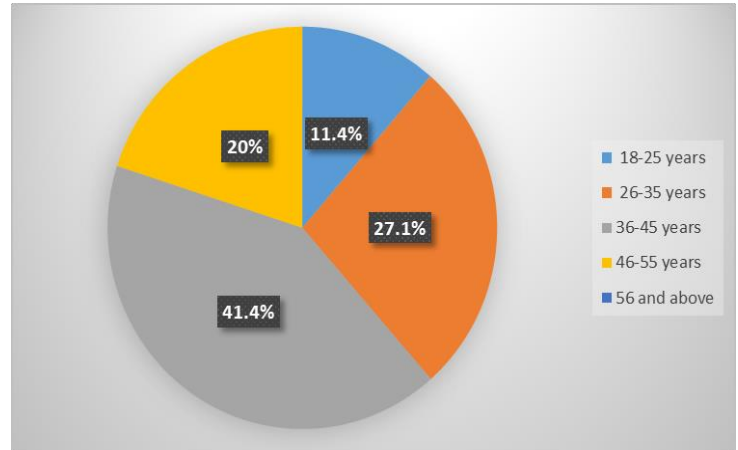


- ❖ On the scale of 1 to 5 where 1 is the lowermost and 5 is the uppermost, I asked the respondents to express their opinions in terms of recommending BRAC Bank TARA to others. 50 percent respondents gave 4, 38.6 respondents gave 3, 8.6 percent respondents gave 5 and last 2.9 percent respondents gave 2. So by this answer one can easily understand that, most of them will

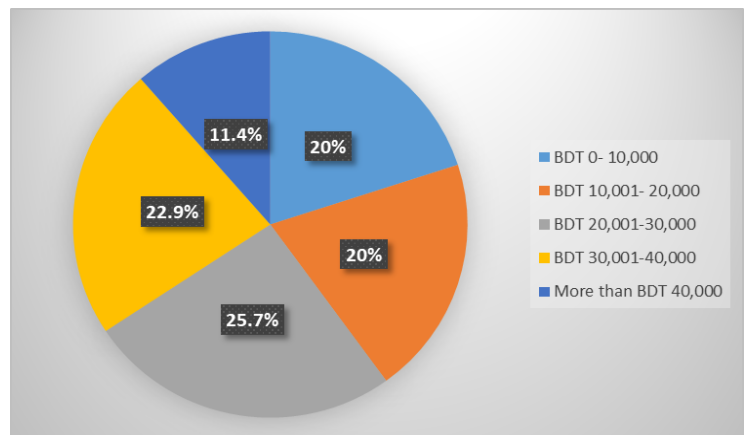


recommend it to their near and dear ones. So BRAC Bank Limited has successfully created a positive image in this women's mind.

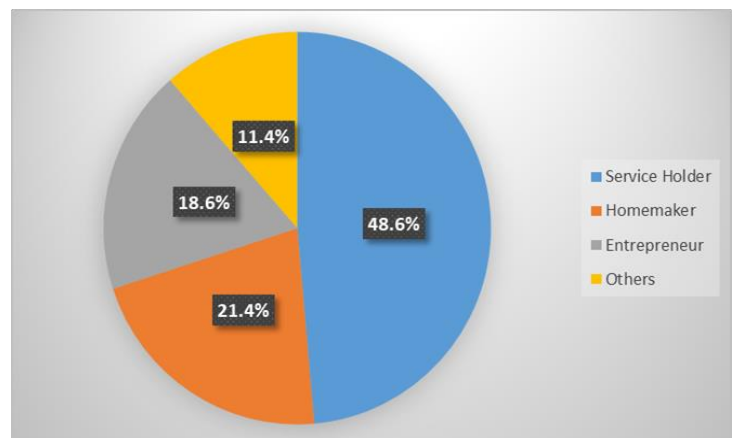
❖ Age of the respondents were in between 18 to 55 years. 41.4 percent respondents belongs to 36-45 years, 27.1 percent respondents belongs to 26-35 years, 20 percent respondents belongs to 46-55 years and lastly 11.4 percent respondents belongs to the 18-25 years age group. By this it can easily understandable that BRAC Bank TARA has successfully reached to the various age groups.



❖ Income range of the respondents varied a lot. 25.7 percent of the respondents earn in between BDT 20,001-30,000. 22.9 percent of the total respondents voted for the income range of BDT 30,001-40,000. 20 percent of the respondents have the income range of BDT 10,001-20,000 another 20 percent respondents belongs to the BDT 0-10,000 income range. Lastly 11.4 percent of the total respondents of this survey get more than BDT 40,000.



❖ 48.6 percent respondents are service holder, 21.4 percent respondents belongs to the homemaker segment, 18.6 percent are entrepreneur and last 11.4 percent of the respondents are from other occupation BRAC Bank TARA is serving various women who belongs to different occupation.



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### *Findings of Study*

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- ❖ Respondents of this survey are from various age group. Pie chart of the age distribution clearly shows that people from various age group are using this women's banking service by BRAC Bank Limited. Respondents are from 18 years to 55 years age group, which indicates that now-a-days Bangladeshi are engaging themselves into banking system at any age. Women of different ages are concerned about their financial sustainability.
- ❖ 58.6 percent of the respondents agreed that in BRAC Bank Limited's website and BRAC Bank TARA's Facebook page provides enough information regarding TARA. A major portion of the respondents agreed this statement. By maintaining the website and TARA's Facebook page with proper information BRAC Bank Limited is connecting the customers with the banking system. In this era of technological advancement woman customers can easily avail the BRAC Bank TARA related information from BRAC Bank Limited's website and TARA's Facebook page which will help them to associate with the banking system properly.
- ❖ Most of the respondents said that BRAC Bank TARA has the simple banking procedure. According to the respondents deposit procedure, loan procedure and customer service of BRAC Bank TARA is simple. By this simple banking procedure BRAC Bank TARA is helping the women to get connected with the banking system.
- ❖ 44.3 percent respondent a major portion of the respondents agreed that BRAC Bank TARA is reducing the loophole between them and the banking system. Majority of the respondents agreed that this banking solution is playing a vital role to get them closer to the banking system.
- ❖ Among the three TARA products majority of the respondents said that TARA SME loan seems more beneficial to them. By TARA SME loan a women can finance their business easily. In recent times many women are choosing business as their career and by the help

of BRAC Bank TARA SME loan they can enrich their business. By an easy loan process the women can avail loan for their SME business.

- ❖ Most of the respondents first learned about BRAC Bank TARA from social media. Social media sites played a key role as a medium. Now-a-days people are more active on the social media and they use it frequently. These women respondents heard about this women banking service of BRAC Bank Limited from the social media. BRAC Bank TARA has designed their Facebook page in a way where a customer will get adequate information regarding this banking service. Social media is a key medium by which respondents learned about BRAC Bank TARA.
- ❖ 52.9 percent of the respondents said that they believe that benefits which they are getting from BRAC Bank TARA are effective. As a TARA account holder one can get several benefits. Interest rate for the regular account of BRAC Bank Limited is lower than TARA deposit. Moreover, by using TARA debit or credit cards a customer can avail different offers from various partners of BRAC Bank TARA.
- ❖ Most of the respondents which means 50 percent will recommend this women's banking service to it near and dear ones with a level of satisfaction. BRAC Bank Limited has provided a unique banking solution to the women of Bangladesh which will drive to recommend this banking service to other women.
- ❖ Majority of the respondents are service holder. There are other respondents who belongs to different occupation but most of the respondents are service holder. Women are engaging themselves with the corporate world and for saving or loan purpose they are using this women banking solution of BRAC Bank Limited.

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### *Recommendations*

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- ❖ For attracting the potential women customers BRAC Bank Limited can arrange training session or seminars in various destination of Bangladesh. Where these women will avail the opportunity to know about this comprehensive banking solution, how this system works and how the customers will be benefited by using this banking solution.
- ❖ BRAC Bank Limited can introduce a woman Brand Ambassador for their TARA segment. A brand ambassador can help a company to increase their brand value. BRAC Bank Limited should appoint an energetic, passionate and an inspiring lady who is known by the women of our country and will help to portray the brand image among in front of the customers.
- ❖ A major portion women of Bangladesh works in the RMG (Readymade Garments) sector, according to a study around 90 percent of the garments employees are women. BRAC Bank TARA can work for these women, they can introduce an easy scheme which will help them to connect with the banking system. As these women are contributing in the economy of Bangladesh, they should get the banking privilege like deposit, loan with easy conditions. If BRAC Bank TARA works for these women, they can create a significant brand value. Moreover, by this BRAC Bank TARA can reach to a group of women who are mostly detached from formal banking system.
- ❖ BRAC Bank Limited can organize training sessions for the existing women customers on various topics. Topics of these training session can cover different aspects, it could be on professional dealings, internet learnings, anger and stress management, freelancing etc. These training sessions will help the TARA account holders in many ways by which the brand image of this comprehensive women's banking solution will rise up.
- ❖ To open a TARA TBS (Triple Benefits Savings) account the required amount of money is BDT 10,000 but branches inside Dhaka city balance required for opening an account

for TARA TBS is 50,000. This is quite expensive for the middle class women. So BRAC Bank Limited can reduce this opening balance amount of the Dhaka city.

- ❖ BRAC Bank Limited can get associated with some events which promotes the women empowerment. BRAC Bank TARA can become the title sponsor of those events which indorses women empowerment.
- ❖ Recently BRAC Bank TARA arranged a motorbike training session for the BRAC Bank TARA customers and this session did not require any fee. Like this BRAC Bank TARA can arrange a Car training session for the BRAC Bank TARA's clients by which the women customer can learn car driving. This will help the TARA customers to enhance the confidence level.

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### *Conclusion*

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BRAC Bank TARA's main motto is to reach the women of our country with the complete banking solution to unite women with the banking system. They are introducing various features to enrich this exclusive banking solution of women. Through this women's banking solution BRAC Bank Limited is stimulating the women empowerment. By using this banking solution a woman can deposit her money, borrow money for themselves or for their SME business. BRAC Bank Limited is appreciating the women involvement in the economy of Bangladesh also helping them to reach their destination through this comprehensive banking system. Though this banking system has some drawbacks still via this banking solution women are engaging themselves with the formal banking system. BRAC Bank TARA is a ray of hope for the womenfolk of our country by which they can include themselves with the banking system.

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*Appendix*

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**Survey Questionnaire regarding BRAC Bank TARA:**

SL	Questions	1	2	3	4	5
1	Do you have any account in BRAC Bank Limited? (If your answer is “NO” please do not continue)	Yes	No	-----	-----	-----
2	Are you a BRAC Bank TARA account holder? (If your answer is “NO” please do not continue)	Yes	No	-----	-----	-----
3	What is your TARA account duration?	Less than 1 month	1-6 months	7-12 months	More than 1 year	-----
4	By which medium you have learned about BRAC Bank TARA?	BRAC Bank website	Social Media	Newspaper	Friends or Family	Others
5	Among the 3 TARA products which one is more beneficial as per you?	TARA Deposit	TARA Lending	TARA SME Loan	-----	-----



6	Branch support for TARA accounts is adequate.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
7	Do you agree that BRAC Bank Tara is actually diminishing the gap between females and banking method?	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
8	Fees & charges associated with BRAC Bank TARA are economical.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
9	The features of TARA Cards satisfy your needs.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10	What do you think regarding the TARA service's banking procedure (deposit procedure, loan procedure and customer service)?	Very Difficult	Difficult	Neutral	Simple	Very Simple
11	There is enough information regarding TARA in BRAC Bank Website and TARA'S Facebook page.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
12	Benefits given for TARA account holders are effective.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

13	Will you recommend TARA service of BRAC Bank to your family, friends and known one's, please expresses your opinion on the scale of 1 to 5(1 represents lowermost and 5 represents uppermost)	1	2	3	4	5
14	Which of following the age group do you fall into?	18-25 years	26-35 years	36-45 years	46-55 years	56 and above
15	What is your income per month?	BDT 0-10,000	BDT 10,001-20,000	BDT 20,001-30,000	BDT 30,001-40,000	More than BDT 40,000
16	What is your occupation?	Student	Service Holder	Homemaker	Entrepreneur	Others