



Inspiring Excellence

BUS-400 (Internship)

Internship report

**Topic: BANKING PROCESS AND SOCIAL INTERACTION OF
SOUTHEAST BANK LIMITED**

Prepared for

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Internship Report

**“Banking Process and Social Interaction of Southeast Bank
Limited”**



Southeast Bank Limited
a bank with vision

Letter of Transmittal

30th April 2019

The Supervisor

Md. Shamim Ahmed

Lecturer and Assistant Coordinator

BRAC Business School

BRAC University, Bangladesh

Subject: **Submission of the internship report.**

Sir,

I am a student of BRAC business school and my ID-14204131 and I have done my majors in Human Recourse Management and Marketing. This is my great opportunity to present the internship report titled “Banking process and social interaction of southeast bank limited.” I have completed my assigned practical training from shyamoli branch of southeast bank limited from 15th January to 15th April as a part of my BBA program. I have observed intently and examined various details of the Banking condition in southeast bank limited. While doing the study I have attempted with the best of my capacity to provide data and significant issues as much as possible and give my best effort to follow your given guidelines.

I hope this study will help you with having a positive edge of perception upon me. I will be glad if you could kindly go through the report and accept this effort.

Sincerely Yours,

.....

AdibaTasnim

ID-14204131, BRAC Business School

Letter of Endorsement

The internship report entitled “Banking process and social interaction of southeast bank limited” has been submitted in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA), Major in Human Resource Management and Marketing, Faculty of Business Administration on April 2019 By Adiba Tasnim, ID-14204131. The report has been accepted and may be presented to the Internship Defense Committee for Evaluation.

(Any opinions, suggestions made in this report are entirely that of the report. The University does not Condone nor reject any of these opinions and suggestions)

.....

Md. Shamim Ahmed

Lecturer and Assistant Coordinator

BRAC Business School

BRAC University

Acknowledgement

This Internship Report is on "Banking Process and Social Interaction of Southeast bank Limited." Which has been set up based on 03 months of internship program in southeast bank limited, shyamoli branch, Dhaka.

Firstly, gratitude goes to my internship adviser, **Md. Shamim Ahmed**, Lecturer and Assistant Coordinator (BBA Program) of BRAC Business school who gave me his kind assistance and help me to complete this report and make this report beneficial.

I am highly obliged and would like to express my gratitude to **Mr. RashedulHaque**, Vice President and Head of Branch, Southeast Bank Ltd, shyamoli branch who allowed me to conduct my internship in this big organization.

I am especially delighted for the warm cooperation conveyed by the executives, officers and staffs of Southeast Bank Ltd, shyamoli branch, Dhaka. My deepest thanks to **Mr. Rubayet Arefin Rony**, Executive officer, **Mr. Mahbubur Rahman**, Executive officer, **Mr. RaihanAftab**, Head of Foreign Exchange for their kind heart help.

Lastly, I want to thank my supervisor of the bank, **Ms. Janantun Nym Mishi**, Junior Trainee Officer, Southeast Bank, shyamoli branch. I probably won't able to write down this report without his warm help and support to adjust in a new culture of work.

Executive Summary

Bank is that the meeting place where many individuals who need to borrow cash meet those who supply that money. A bank acquires cash from lenders, and recompenses interest. The bank permits this cash to the receiver and permits borrowers and lenders of varied sizes to fulfill. Social interaction refers the communication with one another. Social interactions may embrace the relations and dealings among families, business establishments, academic establishments or bureaucracies that are designed to fulfill up the requirement of making order at intervals the interaction itself. The banking activities of SEBL is divided into three basic eminent fields – 1) general banking (two types, conventional and Islamic). 2) Credit service, 3) Foreign trade. This report has been written in the perspective of southeast bank limited, shyamoli branch, therefore within the report I've got tried to specialize in various product/ schemes and how clients reacts to these. In the deposit theme they need offered savings account (SB), current account (CD) mounted deposit receipt (FDR), double profit theme, and special notice deposit (SND) and have a deposit with increasing profit rate. Southeast bank limited contains Islamic banking services which provides all the schemes of conventional banking for the soul follower Muslim clients who strictly follows the laws of Islam. Additionally, there's a theme for saving cash to perform pillar of Islam, journeying to Mecca for hajj.

Banking system is established to help the clients for savings as well as for borrowing money. So clients are the principal element of banks. Southeast bank believes that fast and good customer service is the utmost priority of their banking system and proper interaction is the key to provide good client service. Engagement of social media benefits SEBL in order to know about the current market place of the organization, helps to get a good conception what competitors are doing and many more. Social media interaction allows bank to keep the existing customer in hand and also helps to attract potential new customers.

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Chapter: 1

Introduction

Bank is a financial institution which pays interest on pre-defined rates, accepts deposits, clears checks, makes loans to the clients etc. Besides this, often acts as an intermediary in financial transactions. It also provides other financial services to their customers.

Origin of Bank: Birthplace of banking policy can be identified to the Roman realm during the Babylonian time frame. It was being rehearsed on an exceptionally little scale when contrasted with present day days banking and the structure was not efficient that time.

Present day banks manage banking exercises on a bigger scale base and pursue the principles made by the legislature. The legislature assumes a critical job with its command over the financial framework. This calls for bank the executives, which further guarantees quality administration to clients and a success win circumstance between the client, the banks and the legislature. In 1972 when Bangladesh turned into an autonomous nation, the Banking division was in terrible situation. Branches of various bank offices during the war period were scorched and destroyed. In perspective on the above mentioned, legislature of the recently free Bangladesh needed to take some fast choices and a national Bank in particular Bangladesh Bank had made. There are roughly 6 state claimed business banks, 3 particular banks, 41 private business banks and 9 outside business banks in Bangladesh and Southeast bank is one of them.

Among the mentioned list Southeast bank restricted is a private area bank having a little piece of the overall industry of the business.

1.1 Rationale of the Study

The purpose of this report is to provide a brief knowledge about the banking system and the social interaction process of Southeast Bank

Limited. The major sectors of transections, strategic units, operation executive etc. Besides this, the social interaction process and the effectively is another concern of this report.

This report will help to find out how the organization functions systematically. Moreover, this report will help to develop analytical skills and scholastic attitude to the business graduates.



1.2 Origin of the Report

The Report which is entitled as “Banking process and Social Interaction of Southeast Bank Limited” has been prepared to achieve Bachelor of business administration (BBA) degree, approved by BRAC Business School of BRAC University.

Banking is a vital business now a days. If we notice, over the last few years Banking business has been going through a lot of changes and grown a lot. As a part of the economic alteration, banking industry has been very competitive. New competitions have been adding as a continuous basis to the competition and the number is increasing. Revolution of information technology has made the banking process easy and flexibility for the customers as it take less time to respond to the customers.. Besides this, advance technology makes the competition sturdier in the business and every single identity requires a lot of efforts to sustain in the market. However, due to disclosure to global movements after information explosion led by Internet, customers - both Individuals and Corporate - are now demanding better and faster facilities with diverse service offerings from the banks. Basically, the concept of this report is depending on the facts covering the process of how banks interacts with their customer in accounts, cash, clearing, loans and credit sector. Besides this, this report will also focus on how southeast bank limited performing in the social market along with the benefits and challenges of using social media in the banking process. It will cover the wide world of advertising, its phone based services, website, and the role played by the bank in the field of social responsibilities. All in all, this paper is going to focus on everything that are related with the interaction of banks with public directly as well as indirectly.

1.3 Objectives of the Report

There are two different objectives of this report, those are given below:

General Objective: The primary objective of this report is to acquire ideas regarding basic operations of Southeast Bank Limited-a third-generation bank in our country and make an industry analysis on the banking sector of Bangladesh.



Specific Objective:

- Get an overall idea about the bank.
- Relate hypothetical learning with the real-life circumstance.
- Find out the current position of Southeast Bank Limited in banking industry of Bangladesh
- Finding out how present strategy of SEBL is working.
- Analyze the SEBL's performance in some key areas.
- Categorize restraints to operational efficiency.
- Provide details about“bank’s social responsibility”



Chapter: 2

Organization Overview

2.1 Company Overview

Southeast Bank Limited is a third generation commercial bank in the private banking sector established under the ambit of Bank Company Act, 1991 and incorporated as a Public Limited Company under Companies Act, 1994 on March 12, 1995 of Bangladesh. Southeast Bank limited started their commercial banking operations on May 25, 1995. Within this short amount of time the Bank is flourishing in positioning itself as a progressive and dynamic financial organization of the country. The bank had been wide acclaimed by the businessmen, from tiny entrepreneurs to massive traders and industrials, as well as the top-rated company borrowers for its forward - trying business outlook and innovative and attractive monetary solutions. During this terribly short amount of time, southeast bank limited has been able to produce a picture of actual bank and earn vital name within the country's banking sector as a Bank with correct Vision. Southeast Bank limited has been authorized by the govt. of Bangladesh as a commercial bank

Within the non-public sector in pursuance of the policy of alleviation of banking and financial services and facilities in Bangladesh. Southeast bank not more than ten years of its operation, achieved a noteworthy success and met up capital adequacy requirement of Bangladesh Bank.

Southeast Bank Limited is a quickly developing present day banking organization having an extraordinary corporate culture and agreeable workplace which joins people towards accomplishing great outcomes in each part of Bank's activities. Southeast Bank Limited is a third era driving private business Bank in the nation with a dream to be the main monetary foundation in the nation by having of deliberately customized client friendly items and finance related administrations in the Bank which unites the clients and results in constant development in each part of Banking activity.

SBL is the outcome of a successful group of prominent investors whose vision was to contribute to the country's economy through commercial banking. The founder and chairman of SEBL was



Mr. M. A. Quasem who was an eminent businessperson of the country. The first ever managing director (MD) was Mr. Syed AnisulHaque and the present MD is M Kamal Hossain. Both of them are very well known in the domain of business of the country. The present Chairman is Mr. AlomgirKobir who is respectable personnel not only in the local business community but at the international level as well. Southeast bank offers wide range of financial services to its customers and corporate customers, mostly to the corporate clients. The Bank isn't relying solely on interest earning rather it works laborious to go for fee-based financial gain from non-fund activities of the bank. This sort of business includes capital market operations like underwriting, mutual fund management, investor's account, portfolio management, moreover as a commission-based business-like Letter of Guarantee, foreign remittance, inland remittance etc.

There are total 134 branches of Southeast Bank Limited located in 34 different districts in Bangladesh. Besides this there are in total 136 ATM booths in Southeast Bank Limited situated in 30 districts in Bangladesh. In Dhaka division they have 65 brunches, in Chittagong 35, in Rajshahi 09, in Syllhet 12 brunches, in Khulna 08 brunches, Rangpur 02 brunches, Mymensing has 02 brunches as well and lastly Barisal only one brunch.

Principal Brunch

Address: 52-53, Dilkusha C/A (Level - 2,3& 16), Dhaka – 1000.

Telephone: (88-02)9571115, 7160866, 9555466, 7173793

Telex: 632425 SBANK BJ

Fax: 88-02-9550093

E-Mail:info@sebankbd.com

Website:www.sebankbd.com



Organizational Structure of Southeast Bank Limited

Like every other local bank, SBL has a strong organizational structure. A corporate Officials conduct a meeting on a weekly basis, the committee is termed the executive Committee. The committee contains chairman, vice chairman (VC), and the group of Directors, managing director (MD), deputy managing Director (DMD), and company Secretary.

Executive committee includes, MR. Alamgir Kabir (chairman), M.A Kashem (member), Azim Uddin Ahmed (member), Md. Akikur Rahman (member), and M Kamal Hossain (member). Audit committee contains, A. H. M. Moazzem Hossain (chairman), Rehana Rahman (member), Duluma Ahmed (member), Jusna Ara Kashem (member), and Dr. Quazi Mesbahuddin Ahmed (member). Besides this risk management committee belongs, MR. Alamgir Kabir (chairman), M.A Kashem (member), Azim Uddin Ahmed (member), and A. H. M. Moazzem Hossain (member).

Shariah supervisory committee contains, Professor Maulana Mohammad Salah-Uddin (chairman), M.A Kashem (member), Maulana Mohammad Kafiluddin Sarkar (member), M. Kamaluddin Chowdhury (member), MR. Alamgir Kabir (member) and M Kamal Hossain (member).

For better understanding here is a diagram of the hierarchy of the southeast bank limited:

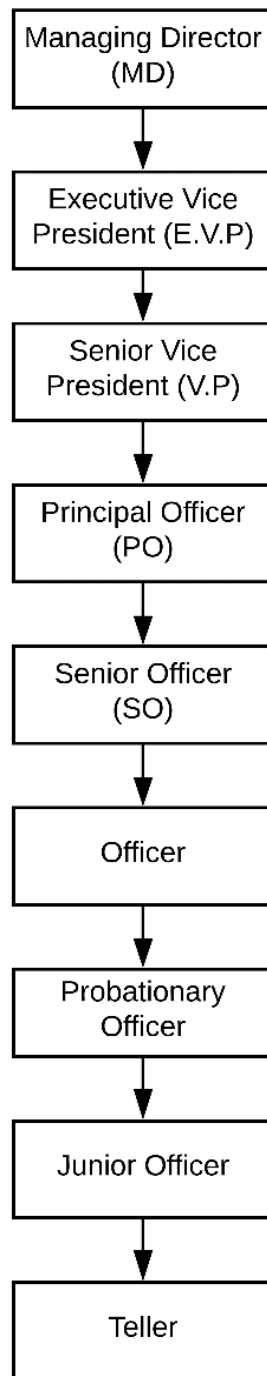


Diagram: Position Hierarchy of Southeast Bank Limited



Board of directors of Southeast Bank Limited

Name	Designation
1. Mr. AlamgirKabir, FCA	Chairman
2. Mrs. Duluma Ahmed	Vice Chairperson
3. Mr. M. A. Kashem	Director
4. Mr. Azim Uddin Ahmed	Director
5. Mrs. JusnaAraKashem	Director
6. Mr. MdAkikur Rahman	Director
7. Mrs. Rehana Rahman	Director
8. Mrs. Sirat Monira	Director
9. Mr. Syed Sajedul Karim	Independent Director
10. Dr. Quazi Mesbahuddin Ahmed	Independent Director
11. Mr. Zakir Ahmed Khan	Advisor
12. Mr. M. Kamal Hossain	Managing Director

2.2 Vision, Mission and Objectives of SEBL

Raynor (1998) defined vision as, “A statement of the desired future state of the organization within the arena of competition defined in the mission” So it is very important to have a proper, self-explanatory vision for every organization to achieve its future goals. Southeast bank holds strong vision statement which is helpful to design good business model to sustain in the banking industry.

Vision of the Southeast bank limited

“To be a premier banking institution in Bangladesh and contribute significantly to the national economy”.

In order to achieve any broad term vision, small missions are required to achieve it. Raynor stated that, “the mission should emerge from a broad understanding of a company’s core competencies, but applied in a way consistent with the company’s value” (1998:371).



Mission of the Southeast bank limited is given below:

- High quality financial services with state of the art technology
- Fast customer service
- Sustainable growth strategy
- Follow ethical standards in the business
- Steady return on shareholders 'equity
- Innovative banking at a competitive price
- Attract and retain quality human resource
- Commitment to Corporate Social Responsibility

Objectives of the Southeast bank limited are given below:

- SEBL always try to provide different services with high degree of expertise and use of recent technology.
- Southeast Bank Limited believe in mutual trust based long term customer-service provider relationship
- Responding customer within time and accuracy
- Share their values and beliefs
- Organization grows according with the growth of their customers.
- Try to offer products and services at competitive value.
- Ensure proper safety and security of customers.

Strategic priorities of Southeast Bank Limited:



Southeast Bank Limited have lots of strategic properties from various sectors, for example- performance leadership, service discipline, digital transformation, target growth, workforce revolution etc.

Among those properties some basic strategic properties are given below

- Become Bangladesh's best performing bank
- Mobilizing retail and institutional client base sustainable low cost deposit.
- Integrated marketing development by creating a customer-focused culture
- Making customer experience seamless across all channels
- Ensuring quality customer service on primary distribution channels like Branch and developing alternative delivery channels to enhance customer experience
- Fostering opportunities for efficiency through digitization and system consolidation.
- Paying attention on stronger growth, wealth and assets in small and medium-sized enterprises.
- Enabling employees to drive innovation, provide new and improved ways to work and respond to change.

2.3 SWOT Analysis of SEBL

“SWOT analysis is a commonly used method for analysing and positioning an organization's resources and environment in four regions: Strengths, Weaknesses, Opportunities and Threats” (Semejima, Shimizu, Akiyoshi&Komoda, 2006).

Strength:

- SEBL follows fast and transparent decision-making method
- Always conduct training sessions to make employees efficient to provide quality service to the clients.
- Satisfied customers are the major strength of SEBL especially corporate customers.
- Qualified risk management team, IT support team.
- SEBL maintain unique corporate culture in every brunch.



Weakness:

- Promotion strategy of SEBL isn't effective in any respect.
- Market share of SEBL is not that big.
- High concentration on corporate clients and less for individual clients.
- Insignificant capital acceptability.
- SEBL doesn't pay necessary attention to promotional activities like other competitors
- Absence of full-scale automation (doesn't incorporate fully green banking process, automatic token generation)
- paying more concentration on large loans comparing small scale loan

Opportunity:

- Regulatory atmosphere advocates personal sector development.
- Increasing interest in international business to do better business.
- Establishment of mastercard and telecash(mobile banking)
- Value addition in services can attract more customers' especially individual customers.

Threat:

- Solid competitors are increasing day by day.
- Risk of bad debt.
- Fraudulent activities of some staffs have put a negative impact on the image.
- Global and local unstable political situation.

SWOT analysis will help to let SEBL know about their weak points and helps them to solve it. Besides this, threats are very dangerous to perform profitable business, so this analysis also help them to make strategies to tackle the threats

2.4 Different Banking System of SEBL

Southeast Bank Limited have conventional banking system as well as Islamic banking system.

Conventional Banking System: The functions and operating modes of conventional banking are based on totally man-made principles.

Islamic Banking System: The functions and operating modes of conventional banking are based on Islamic shariah. Now a days this banking system is getting popular among Muslims who want to get banking services in proper shariah way. Annual report of Southeast bank limited (2017) says that, SEBL have 05 Islamic banking brunches in total and an active member of central shariah board of Islamic banking and Islamic bank’s consultative forum.

Difference between conventional banking and Islamic banking is given below:

Conventional Banking	Islamic Banking
1. The investor is guaranteed of a predetermined rate of interest.	1. It functions by sharing risk between capital provider and the user of capital.
2. Aimis to maximizing profit without any restriction.	2. Aims to maximizing profit by following Shariah law.
3. Lending capital and getting the money back with interest is the basic function of the conventional bank.	3. The fundamental function of the Islamic banking is to establish participation in partnership.
4. Bank's own interest get prioritize.	4. Give importance to the public interest.
5. Conventional bank guarantees all its deposits.	5. Islamic bank only guarantees deposits for deposit account, which is based on the principle of al-wadiah.



2.5 Different Banking Division of SEBL

Southeast bank has various functional divisions in their all branches. Each division has their own task to perform.

Board Division

- Maintaining different Board affairs
- Sending variety of documents to the Board of Directors
- Conducting company's share concerned affairs like issuance, settlement, right share issuance etc.

Finance and Accounts Division

- This division makes financial plans along with budget preparation and observance for different project finance, export finance, trade finance, working capital finance, real estate etc.
- Preparing salary payment of staffs.
- Monitor and control inter-branch transactions.
- Constructing monetary reports and annual reports for audit.
- Review of returns and statements
- Conservation of gratuity, provident funds
- Reconciliation

International Division

- Foreign remittance
- Issuance of power of attorney.
- Agency agreement and credit line with correspondent banks.
- Compile and disseminate the foreign exchange circulars (for example- daily exchange rates, special instruction etc.) of the branches.
- Managing check key and approved Signature.



Credit and Loan Division

- Loan administration and disbursement.
- Evaluating projects.
- Arranging different credit facilities.
- Handling and accepting credit proposals of the branches.
- Providing associate statements to the Bangladesh Bank.

Human Resource Division

- Hiring employees as per as the result of “employee need assessment”
- Providing proper guidance in terms of training for ensuring better performance of employees
- Remuneration, different employee benefits, leaves etc.
- performance appraisal of employees
- Promotional campaign and press release
- Preparing related reports

Marketing Division

- New product development and marketing analysis of the new product, schemes
- Broadcasting media, electronic media, press, information media, radio etc. management and maintenance.
- Making improved marketing strategies to support business model properly.

Information Technology (IT) Division

- Updating software and regular monitoring.
- Expanding existing network of software
- Member banks reconciliation
- Data entry and processing



Control and Inspection Division

- Controls different functional operations of the branch and identifying future need of new addition.
- Administering regular audit and inspection (internal)
- Ensuring compliance with Bangladesh Bank, monitoring Bangladesh Bank's inspection

Card Division

- ATM card and preservation
- SWIF operation
- Credit card operation
- Sending regular text of transactions to improve client-vendor relationship.

2.6 Different Product and Schemes of SEB

Deposit Schemes under conventional Banking

1. Saving Account (SB): Savings account is a basic type of account to save clients more and allows anytime withdrawals. The tagline is “Save money and build a better tomorrow” for this scheme.

2. Current Account (CD): The tagline of this scheme is “Your wallet at the Bank”. Basically this account is for corporate use.

3. Fixed Deposit (FDR): This scheme is for those clients who wants the chance to save a fixed amount of money for a predetermined period of time with a fixed interest. Client holds the power to reinvest the money for another period. SEBL use tagline for promoting this scheme is “An umbrella for uncertain future”.

4. Special Notice Deposit (SND): SND scheme is an interest-bearing deposit scheme which is generally for firms or corporates to open financial institutions. Tagline for this is “A scheme to give steady returns”



5. Monthly Savings Scheme (MSS): This is Southeast banks one of the special scheme with a message “Your dreams may turn into reality through Southeast bank's Monthly

Savings Scheme (MSS)”. Any time the account holder can close the account before the maturity of the deposit.

6. Double Benefit Scheme (DBS): Double Benefit Scheme is a very beneficial deposit scheme for customers where the deposited amount will be two times on maturity. Basically, clients have to deposit an amount of Taka 10,000 or its multiple and deposited amount will be doubled after 6 years.

7. Millionaire Deposit Scheme (MDS): The slogan of this scheme is “Be a Millionaire”. So the tagline is self-explanatory that this scheme allows client 1 million on maturity time. This scheme has fixed matured period and client can take 4\5\6\7\8\9\10 year’s scheme by personal preference and deposit can be completed monthly installments.

8. Pension Savings Scheme: The motto behind this scheme is to offer clients a protection for their future by saving their hard-earned money every month. Due to this SEBL have come up such a worthy slogan, “Save every month for a secured life”. Most lucrative feature of this scheme is loan of maximum 80% against the lien of the PSS amount deposited can be availed.

9. Education Savings Scheme: SEBL have education scheme for parents to save money for their children's future education purpose. They can deposit any amount starting take 500 and can fixed it for 5 or 10 years.

10. Project Finance Scheme: This is basically a loan scheme facility offered by the Bank for purchasing fixed assets and machinery for any Project.

11. Shanchaypatro: SEBL offers shanchaypatro facilities as per as Government's rules for their clients.

12. SEBL Cards: Southeast bank limited offers various card facilities to the clients. Visa credit card (dual) contains exclusive feature of allowing transactions for both local and international use in a single card and one of the most issued card of southeast bank limited. However, one may use different cards if he/she discovers the equal benefit besides this. It is widely recognized at merchants & ATMs worldwide. It contains competitive annual fee. Besides the credit card SEBL



offers debit card to their account holder with minimal annual charges. Moreover, people who have no account with the bank can enjoy SEBL express card anytime by depositing only taka 500 which will all the facilities like debit card. Cardholders often complain that the amount of ATM booth of southeast bank is less in number, and besides this, they have also complained that, cards often get stuck while withdrawing the money from ATM booth. Southeast bank paying attention to these complains and started taking action to solve the problems.

Islamic Banking Schemes

1. Mudaraba Savings Scheme: SEBL offers mudaraba savings scheme can be get by opening an account and this account is opened underneath the mudaraba principal of Islamic shariah. Mudaraba savings accounts are principally meant for non-trading customers who holds a small savings. One or more persons can open and operate the account if the account holder is a minor one legal guardian is required to operate the transactions.

2. Mudaraba Special Notice deposit Scheme: Mudaraba Special Notice Deposit is a profit holding deposit where advance notice (7-30 days) is needed for the withdrawal and this scheme is so alike to CD account scheme.

3. Mudaraba Double benefit Scheme: Mudaraba Double Benefit Scheme is a time-fixed scheme in which the deposited money will be two times when it will be stepped on maturity time.

4. Mudaraba Term Deposit Receipt Scheme: Mudaraba Term Deposit Receipt is a profit bearing account that offers returns by depositing cash for mounted amount of time supported mudaraba thought. These deposits are due subject to an amount of notice and thus called time deposits or time liabilities which means thereby that these are withdraw able subject to a phase of time and not on demand.

5. Mudaraba Hajj SanchayProkalpa: Hajj SanchayaProkalpa is to accumulate fund to conduct Hajj by small savings on monthly basis for the interested clients. Tagline for this scheme is “Scheme to perform Hajj”.

6. Mudaraba Monthly Savings Scheme: This scheme is as like as the conventional monthly savings scheme.

7. Mudaraba Millionaire Deposit Scheme: This scheme is similar to the conventional millionaire deposit scheme.

8. Mudaraba Millionaire Deposit Scheme: This scheme is as same as the millionaire deposit scheme but follows shariah law.

2.7 Appraisal of Principal Activities of SEBL

All the Branches of Southeast Bank Ltd provides some facilities to their customers.

This are explained in below:

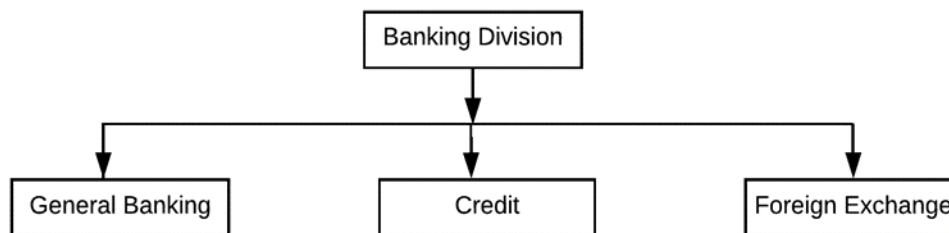


Diagram: Various Banking Division of Southeast Bank Limited

- 1. General Banking:** General banking is the very basic and day to day activities of southeast bank limited like any other banks. It also considered as the direct customer service center. There are different departments,

- Account opening
- Cash Department
- Clearing
- Remittance
- Audit Trial
- Other Services



Account Opening

Opening different types of account is the basic task of General banking department. There are different types of deposit scheme offered by SEBL.

Current Account (CD):SEBL offers current account for the individual, joint current account, proprietorship current account, partnership current account, and limited company current account. There is no interest for CD account. Account is a kind of transactional account where there is no limitations on number of transactions in the account.

Savings Deposit Account (SB):This type of accounts are basically for the low to moderate-income groups who generates limited and have the habit of savings to meet their future need and willing to earn from their savings as this scheme allows interest. Saving Account provides 5%-9% interest is given by the SBL (varies time to time). here is no restriction on withdrawal of any number but if a customer windrow more than twice in a month then there is no interest is given in that particular month. Moreover, minimum Balance 2,000 taka is required.

Requirements of opening an account

1. Copy of Birth certificate/ Passport / national I.D. Card (most preferred) / Driving License of the account holder and nominee
2. Two copies of the current passport size picture for both account holder and nominee.
3. Certified document(s) of source of earnings (ex-job I.D copy, appointment/joining letter).
4. Tax indication number (TIN) Certificate photocopy (if any)
5. Introducer- who have an active account in any branch of Southeast bank.

Cash Department

Transaction of cashes are taken care by this department. Depositing cashes and withdrawals of cashes are the main responsibility of this department. Task of this department is highly risky, so the employee requires to be attentive all the time with enough security guard for protection. All



the cash of the bank stored in the vault and Southeast bank never carry excesses cash in the vault as it is highly risky, so they send back the excess money to the Bangladesh bank to stay in safe side.

Clearing

Main responsibility of the clearing department is to collecting different cheque from different clients and then send it to the Bangladesh Bank Clearing house to honor the Cheque.

Remittance

Bangladesh has attained a record quantity of foreign remittal and exported second highest number of labor to the Middle Eastern countries.

Southeast Bank Limited is always pay high attention to their remittance business by serving quality services through a network of likely banks and exchange houses around the world within quickest possible time. Like other banks, SEBL receives and transfers variety of bills through remittance inside and outside of the country. Like other banks, southeast bank claims commission on the basis of bill amount. There are some forms of remittance, those are- pay order (PO), demand draft (DD), telegraphic transfer (TT), mail transfer (ML).

Southeast bank limited offers quick money withdrawal facility with the help of 600 branch centers of NGO's. Besides this, there is no extra service charge incurred from the beneficiaries from Bangladesh side. Assurance of confidentiality of transaction is always maintained by SEBL. Moreover, quick respond to customer complain is another attracting feature of remittance which makes remittance service easy and comfortable.

Audit Trial

Like every other bank, one or more employees are assigned to check all the transactions of a day in SEBL (currently one). These employee checks all the transaction and make or ask for adjustments if needed. This is some sort of internal Audit in order to maintain internal control.



Audit trial helps to maintain regular transaction process error free and helps to make final audit process conducted by Bangladesh bank easy.

Other Services

Besides all the above mentioned products and services, Southeast bank offers lockers for the account holders. SEBL offers different sizes (small, medium and large) of lockers with subsequent charges to their customers. Along with this, the bank manages inbound logistics and outbound logistics. Inbound logistics is to keep the supply of pen, pencil, paper, air freshener, folders, punch machine, calculator, and food etc. and the outbound logistics mainly refers to letters.

2. Credit Department:

SEBL offers different types of loans by this division. Staff loan, continuous loan, term loan, demand loan, bank guarantee etc are some kind of loans that this division controls.

SEBL offers different types of credit facility

Funded Business	Non-Funded Business
1.Industrial Finance and other Project Loans 2.Consumer Credit Scheme (CCS) 3.Different Types of Overdrafts 4.Advance against Import Bills (BLC) 5..Advance against imported merchandise (LIM) 6.Advance against trust receipt (R) 7. Advance against Export Bills.	1.letter of credit 2.letter of guarantee

Some of the funded business credit forms are discussed below:-

Industrial finance and different project loans are provided for-



- Setting up of various industries and to meet working capital
- Modernization, Replacement and Expansion (BMRE) of existing industries.
- Construction of residential buildings / commercial building/warehousing etc.

Customer credit scheme (CCS) are provided for

Purchasing essential households for example- Refrigerator / Deep Freeze, television, home theater, motor Car / motor cycle, Air – Conditioner, personal computer, washing machine, sewing Machine etc.

Different Types of Overdrafts:

Arranged Overdraft: customers are allowed to borrow capital on the basis of prior arrangements overdraw his/her current account by drawing checks for amounts exceeding the balance up to an agreed limit within a certain period of time not exceeding one year.

Overdraft against Pledge of Goods: Credit facility is granted to the borrower against the security of pledge of goods or produce in the form of raw materials or finished products.

Advance against Import Bills (BLC) -This credit is against Bills under Letter of Credit are originated from shipping documents received from foreign banks against letter of credit established by the bank.



3. Foreign Exchange:

Southeast Bank has established both export and import banking services. SEBL is always prepared to provide time to time services to their clients regarding all types of banking needs associated to export- import businesses.

Export: SEBL deals with a wide scale of export services. With the help of skills and experience, Southeast Bank Limited can make and alter particular necessities for instance – export packing credit, export LC advising and negotiation of export bills and many others.

Import- Southeast Bank Limited provides the comprehensive series of import services. Process of SEBL is given below:

Step-01: First of all, the importer must obtain Import Registration Certificate.

Step-02: After that, the importer has to communicate with the seller outside the country to get proforma invoice.

Step-03: After accepting the proforma Invoice, importer creates a purchase contract with the exporter with details of terms and conditions.

Step-04: Next is making the purchase contract, importer settles the means of payment with the seller.

Step-05: Finally appeal the concerned bank (issuing bank) to open an LIC on behalf of importer favoring the exporter

Remittance Service: Southeast Bank Limited contains remittance service for the immigrant who lives and works in outside of the country. Earning persons are allowed to open account in SEBL and can receive the money online to the account in any branch of the bank. Besides this, receiver can also get the money over cash counter of any branch. There are no service charges being deducted from recipients.

Foreign remittance of SEBL works with- inward foreign remittance, outward foreign remittance, opening foreign currency, issuing travel cheque, opening student files and many more.



Chapter-03

Banking System and Social Interaction

3.1 Social Interaction and types

Social Interaction refers to the way of communicate on a social basis by peoples. Interacting method may be any type for example - direct, indirect, internet, and radio or through any visual or non-visual media. Interaction directly with words is the basic type of interaction which employees of bank conduct with customers. Analysis of present relationship between monetary establishments and their stakeholders on the social networks in terms of company social responsibility. However, study shows that, conventional banks communicate but failed to maintain proper interaction with the clients.

When a customer enters in a bank various kind of interaction with different department can take place according to the need of customer. Different types of customer-department interactions of a bank are discussed below –

1. Customer interaction with the General Banking Sector: General banking sector this is the most common place for almost every clients who wants to take services from. Services that this place provides are, accounts opening, Activation of dormant account, checking account's balance, closing accounts, solvency certificate providing, account statement check book/ debit card/i-banking requisitions, check Book/Debit card entry providing and many more. In southeast bank limited there is an information desk (called front desk) to help the clients. In the front desk some junior officers are their along with marketing officers to answer the quarry of the clients. Clients who are intended to open a account are warmly assist by the junior officers. Junior officers help them o fill-up the form and make them understand other necessary points in order to open a account. Officers are trained properly to attain any type of client with patience and provide related services.

2. Customer interaction with Cash Division: Customers usually come to deposit cash and withdraw cash in the cash department of the bank. Besides this, payment of electricity bills, water bills are taken as well. Though the cashiers (4/5 cashiers are present to give service to the



clients) remain very busy all the time of banking hour (10am-4pm) nevertheless, they respond to the customers about any questions and help them properly. Cash counters stays very busy with multiple questions of customers all the day long.

3. Customer interaction with Clearing Division: Basically, this department deals with checks from other banks, Customers come this place with their checks received from different sources. The officer in charge of this department greets the client with respect and adjusts their checks properly, take necessary seal and signature on papers and ask them if they have any other queries or not. Customers are sometimes called to ask whether their checks have been cleared or not.

4. Customer interaction with loan Division: Loan department is one of the important interaction places of client and employee. Clients come to this department with a ton of queries regarding take a lone. The always concerned about the interest they have to return on their taken money and also ask a variety of questions regarding time duration of returning the money. When a client visit for a loan, it is not merely enough to examine their papers and authorize the loan. Officers require to sit with the customer, find out all the necessary information they want, then they search for any external information regarding them. Officers also need to observe client's behavior, gesture to gather information about the client whether they are trustworthy or not. According to Southeast bank officials, it is not the only way which supports customers to get a loan, the most important thing is the customers 'generosity to return. Sometimes the borrower of the loan, interacts with the bank officials by personally visiting the bank or calling them to ask about the changing rate of the loan scheme or how what amount is left to pay back the taken loan, the amount of interest they need to pay and many other information. The actual agreement come to work when the borrower is incapable of returning the loan within the due date. Southeast bank dislike to grab hold of the loan taker's property and up the property for auction. SEBL always take more than one attempt to communicate with the borrower and politely tell them to pay back. Either the bank offers them a date for later bay back or discuss about any other appropriate way which helps them in repaying the due if nothing works at all only then bank have to take the step of the auction.



5. Customer interaction with the promotional activities: Promotional activities is very effective to grab the attention of potential clients every now and then. This method works well in order to interacting with customers with their preferred channels. Southeast Bank Limited uses attractive bill boards all over the country, and posters, leaflets to drag the concentration of the customers towards their variety of products, services and schemes.

6. Social Interaction: Now a day's people are most active in social sites and promoting the brand in the social sites is a very profitable option. Facebook, twitter, Instagram are some prominent social networking sites which are now being used to communicate and grab the attention of the customers by SEBL. Southeast Bank have their official website to help the clients from home. They also announce the various collaborations, campaign in their social sites so that people can know about their good works and get interested to associate with them.

3.2 Social Media policy

Southeast bank limited has adopted the means that to travel beyond banking and connect in a bigger extent by providing heterogeneous merchandise and services. Now a days banks are rapidly incorporating modern technology with the help of mobile, analytics and social media in order to fulfill customer needs and serve them more efficiently. Banks are using the Facebook and Twitter platform, not just to brand themselves, but are also offering real-time banking facilities and money transfer facilities on these sites. Southeast bank also uses social media to serve their clients effectively and efficiently. There are lots of competitors in the banking sector who follows this technological innovation religiously so SEBL also do the same to sustain in the market. SEBL is not only promoting their products through the social media platform, but also using this sector to promote their events, campaign, let their customers know about the latest developments of their bank, helping customers by solving queries and coming up with announcements on the progress of the bank, results and so on. SEBL recently incorporate I-banking to the service sector and advertise this new addition to social medias to let potential customer know about it and keep the existing customer who are in need of this service.



3.3 Benefits of SEBL from Social Medias

Understanding the Market

It is very necessary to know about the current market to conduct any business. As banking business is one kind of business so it is a must to know the present market situation, the target market of SEBL. Using social media platform is one of the convenient and effective way to know about the customers. Different social media help effectively in rising customer's response. Considering the continuous changing market it is necessary for SEBL to be updated with the latest trends, technology, fashion and choice of the customer so that SEBL can develop and modify their offerings based on these components. For example, by taking the help the help of social media marketing analytics, SEBL can find out what is the share for different product/services types – debit cards, credit cards, salary accounts, loans etc. (according the customer preferences). Organization can notify what short of area are being discussed by the users beneath differenttype of product line. Data from the result of analysis will helps SEBL in categorizing completely different users into separate target segment and therefore can design customized offers/schemes accordingly.

Finding the potential customers

“Social network monitoring tool” help SEBL to know about their potential customer and connect them easily before the business competitors. SEBL can take help from the online discussions group whichallows them to know about customer preferred or suggested product and then organization can target them accordingly. Sometimes people might be seek help about which bank is best for taking loan, or which bank provides better interest rates and through the discussion SEBL can identify their potential customer as well.

Analyze the Competition

Banks are working hard to get customers as this industry is getting competitive day by day. Due to this huge amount of money is spending in tracing out the activities of the clients. SEBL



previously pay attention to corporates accounts but now a days realizing the importance of single account so they are paying attention toward analyzing competitor's activity. Nowadays with the assistance of social media, customer observance has become little easier. Social media selling facilitates not only chase online activities that are happening around however, it can even help in order to monitor competition's online activities.

3.4 Target of SEBL of their social media efforts

Sustaining Present Customers

The most basic and important target of SEBL is to hold their present customers as long as possible as existing clients are big corporate clients who transacts huge money. SEBL looks after loyal customers and to build loyal customers they try to provide different banking opportunities to the community.

Attracting New Clients

Second target is to getting new customers from various advertisement, campaign etc. SEBL always looking forward to new clients and their media exposers basically conduct due to attracting the new customers with their interesting and attractive marketing policy.

Following the Trend

Now a days every other promising financial institutions are using social medias to conduct their banking services as per client's choice. SEBL is not exception, they are also using social sites to increase their intersection with more customers. Southeast bank limited follows their regular queries that come in their Facebook page to know about what type of service/products are basically popular among customers and makes and modify their product line accordingly.



3.5 Challenges of using social medias in banking sector

Bad word of mouth

Getting reviews is one of the functioning factor of social media in banking sector. People spread their experience through reviews, rating and it is difficult to know about exact experience through writing. If anyone faces any difficulties with SEBL he/she might end up with negative reviews which might be create confusion among potential customers.

Innovation

Innovation might be the biggest challenge among rivals in order to interact in various social Medias. Clients prefer constantly new, innovative and easy way of interaction in the social sites so it is very important for SEBL to maintain innovation in their social interaction.

Imitation of Strategy

As all the activities conducted in an open platform, it is quite easy for the rivals to copy the campaign/ offer strategy in social media. So keeping offers constantly unique and maintaining confidentiality is one of the biggest challenge of using social medias in banking sector.

Increasing Cost

Besides conducting banking business in the previous way, addition of social media in banking service requires more expense. Organization requires more work force who need to be active all the time to provide online services instantly, solve client's problems and many more



Chapter 4

Activates Undertaken

Data collection

I have gathered essential information for writing this report basically by the direct examination of various records, papers, available documents, operational procedure of diverse faculty. Also, an organized poll has been utilized conducted by the bank to know about customers overall perception about SEBL. Data in regards to office exercises of the bank has been gathered from discussion with different banking divisions.

Data Collection Method

Valid data's are required to complete a good report, i have tried to incorporate both the primary and secondary source of data to complete this report as due to confidentiality was lacking some needed information. Primary and secondary data sources are explained below:

Primary Data Source- The primary information was collected by personally meeting and discussion with officers of Southeast Bank, under whom I worked along with this face to face oral communication with the staffs of southeast bank limited also conducted. Besides, I received additional help from those people connected with southeast bank limited and also who have done an internship over there.

Secondary Data Source- For conducting the report I have actually extract knowledge from some secondary sources in addition those are:

- Different manuals of Southeast Bank
- Circulars of Southeast Bank
- Files and documents of the Branch and Bangladesh bank report
- Web site of Southeast Bank
- Different papers on Southeast Bank restricted available in the internet.
- Collect information from social media specially facebook
- Gather experience from relatives who have an account in the bank.
- Annual report of Southeast bank limited (2017)



Chapter 5

Challenges of Writing the Report

Southeast Bank Ltd. is one of the influential banks in the financial part in Bangladesh. The shyamoli branch of SEBL is a very small branch among all the branches of SEBL with exceptionally cordial, helpful employees. Regardless of this, it was not an easy task to discover such a significant number of things within this small duration of time of the internship program. So there are some

Limitations of writing this report are given below:

- ❑ I was advised by my supervisor to write a research based internship report for my BBA degree, but it was very difficult to come up research based topic regarding this organization as the scope of doing research is very limited here. Besides this, innovative research topics (for example, fintech, green banking) are not introduced properly within the organization and associates were unable to provide necessary data regarding this.
- ❑ Basically, there are such a significant number of factors have seen before writing this internship report. Most of the needed data to write the report up are private and it is difficult for me to check all the available data within just three months. So, the time frame for this study is really inadequate, I believe.
- ❑ I have come to know about the pattern of organizational culture from a single source so it is not fully dependable as the number of source is only one.
- ❑ Gathering of knowledge concerning the competitors is tough in order to social interactions.



- ❑ Privacy of information was another significant hindrance that was looked during conducting the study. Each association has their very own mystery that isn't uncovered to other people. While gathering information on SEBL, employees did not unveil enough data for secrecy of the association.

- ❑ Several operational actions were related directly with the operations conducted by the highest management level/executive committee and reaching that level was not possible for me which additionally cause a number of limitations.

- ❑ Most of the banking concern has its own fashionable, made and affluent collection of giant and varied sorts of banking connected books, magazines, journals, various publishedpapers, case studies, term papers, assignment etc. however the library of southeast bank is poor and isn't well decorated.



Chapter-6

Lessons learned from the Internship Program

1. General Banking is the beginning stage of all the banking operations and it is obvious to know about different operations of GB at first while working in a bank. So it is important to know the basics of banking sector and i have come to know that how different accounts (SB, CD, MSS, PSS, SND etc.) are open and how to fill up those blank section that clients are unable to fill-up due to the time constraint.
2. I have also learned different types of requirements that are very much needed during opening accounts for example, account holder's photography, client's signature, national id card or passport, nominee's information, nominee's photography etc.
3. Besides this, i have also come to know about the importance of cash book issuing and different types of cheque book issuing and the receiving process along with maintaining cheque book register. Cheque book register is very important to track the delivered amount of cheque books.
4. During this internship period, I have also developed my skills in the application of different theory and book based knowledge to practical work situations, to cope with new environment, new culture and also understand interpersonal relationship for some extend.
5. Most importantly I have come to know about how to deal with client pressure and provide proper service calm and quietly. This experience cannot be achieve I was not able to work in information desk under southeast bank limited.



6. As I was basically assigned to assist the front desk officers, I had to communicate a lot of clients and help them to resolve their problems. So, it develops my communicating skill and problem-solving power.
7. I have learned to update account opening form in the server and also the process of scanning the form.
8. Along with this sometimes I worked with the cash department and learned how to accept a deposit and the withdrawal as well.
9. I have also learned how to provide different types of cards (debit card, credit cards, express card) to the clients by giving them the respective application form and notify them when their cards are ready to deliver.
10. Closing procedure of any MSS/PSS account is another major part of my learning as many people open this type of account for 2, 3, 4,5,6,8,10 years.



Conclusion

Banking area is assuming an essential sector of financing monetary advancement. Additionally, the pattern of banking sector prompts the expansion in financial development rates in any economy. Banking area of Bangladesh is portrayed as an exceedingly aggressive in order to competition. With a decent number of banks as of now in operation and a couple of additional in the pipeline, the market is ending up progressively aggressive step by step. With the worldwide rising challenge, the business banks are always searching for approaches to build up their market and nature of administration and item to stay in front of others. For this reason, they are worried about getting learning about their customer's observation on their exercises. In this way, each business bank needs to produce information on client's recognition on its everyday exercises. Customers are considered as the vital source of doing business of any bank. Bank gets a great deal of cash for further speculation from these customers by the bank account and fixed store given by the customers. Along these lines, it is profoundly required that bank deals with its significant customers and renders administration so that satisfies the necessity of the customers. So, in order to do so Southeast bank limited requires to pay a good attention to their employee-customer relationship so that customers feel always welcomed and comfortable to take services from the bank. Each business bank is attempting to give a superior support of its clients to make due in this focused business condition. As the exercises of general banking department is legitimately related with the purchasers, the greater part of the banks is cognizant with the exercises of this division.

While working under southeast bank limited for near 3 months, I discovered that SEBL contains proper strategic plans to be one of the vital banks of Bangladesh yet it neglected to accomplish that situation due to lack of achieving public attention. The primary concern on which they have to SEBL may focus a little more to their social networking system as often clients complain about late reply to their Facebook pages as well as official website. Besides this some customer even complained not to receiving service request calls timely. Customer service in social stage is now a days very convenient. The more they will concentrate on social cooperation with clients, the more they will pick up for return.

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Appendices

1. SEBL-Southeast Bank Limited.
2. CD-Current Account.
3. SB-Savings Account.
4. MSS-Monthly Savings Scheme.
5. GB-General Banking.



6. Telecash related services and play store app.