

Report On
E-Banking Services and Customer Behavior Analysis of Agrani Bank Ltd

By

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17104096

An internship report submitted to the BRAC Business School (BBS) in partial fulfillment of
the requirements for the degree of
Bachelors of Business Administration (B.B.A)

BRAC Business School (BBS)

Brac University
May, 2022

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Declaration

1. The dissertation that I have turned in is an original piece of work that I have been working on since my time spent studying at Brac University.
2. The content of the thesis has not been previously published and was not produced by a third party, despite the fact that it has been properly referenced using an exhaustive and correct referencing system.
3. The chapter does not contain any content that was previously proposed or submitted for consideration toward the completion of any other degree or certificate at a university or any other institution.
4. We have identified all of the primary avenues for assistance.

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LETTER OF THE Transmittal

10, June, 2022

To,

Mr. Feihan Ahsan

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Subject: Application for the Submission of the Final Internship Report on “E-Banking Services and Customer Behavior Analysis of Agrani Bank Ltd “.

Dear Sir,

An "E-Banking Services and Customer Behavior Analysis of Agrani Bank Ltd" is the title of the document that I have included as an exhibit in this report.

This is an essential component of the BBA program that must be completed. I count it as a blessing that I am in a position to participate in the internship program at BRAC Business School under your skilled direction since it has given me the chance to gain significant experience. I find it to be both a thrill and a challenge for me to work under your supervision, which is something that can never revert from my commitment to you as it is something that I am obligated to do.

Working at Agrani Bank as a "General and E-Banking Intern" was a really enjoyable experience for me. My application for the selection and recruiting procedure was sent to the Principal Branch of Chittagong, which was then sent to the Human Resources Department (Headquarters) in Dhaka. After that, they should have shown interest, and I was required to submit a letter from OCSAR and BRACU to them. In the end, I was required to go to the Supervisor of the HR division in Dhaka with the documents that were necessary and a letter of recommendation. Once there, I was required to give two choices of the branches I want to work in, sign an official

document, and finally submit a document that was provided by the Office Supervisor to the branch that I had been designated to work in.

In conclusion, I would be grateful if you would give me the chance to express my sincere appreciation for the help you provided in producing the report, and I will do my best to clarify any questions or concerns you may have on this matter. I have done all in my power to complete the report with the necessary information and the suggested solution in a way that is as meaningful, concise, and all-encompassing as is humanly feasible.

Regards,

Soumithra Biswas

17104096

BBA Program, BRAC Business School

Major in HR

Minor in Marketing

Non-Disclosure

This agreement has been made and is being entered into by and between Agrani Bank Limited and the student Soumithra Biswas of Brac University, who has signed below. The Non-Disclosure Agreement between the Company and the Student can be found on this page.

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BBA Program, BRAC Business School

June, 10, 2022

Bypassing existing establishments Sign, Date,
and Time of Closure

Acknowledgement

Without their guidance, assistance, and effort, I would not have been able to finish my report, so it is with great pleasure that I take this opportunity to express my gratitude to the individuals who are well-informed and to whom we have expressed our appreciation.

I would like to express my gratitude to my esteemed faculty member, Mr. Feihan Ahsan, as well as Mr. Zaheed Husein Mohammad Al-Din of BRAC University in Bangladesh, for providing in-depth insight and direction with regard to the work that was done. He has been very helpful in supplying us with important recommendations that we can use to finish this assignment.

We should also mention some additional names, such as the Internet, a large number of publications, research papers, and BBA students from a variety of institutions, because it would be impossible for us to obtain some essential facts without them. They were kind enough to spare us some of their time and effort, going to the trouble of recording specifics, so that we could finish our evaluation. Additionally, we recognize and appreciate their assistance and cooperation, which is very much appreciated.

Abstract/ Executive Summary

This report is the culmination of a three-month internship that was fulfilled as a requirement for the Bachelor of Business Administration degree at BRAC Business School, which is located within BRAC University in Dhaka.

Agrani Bank Ltd. Press Club Branch, Chittagong. The writing of the report was given as an assignment to Mr. Feihan Ahsan and Mr. Zaheed Husein Mohammad Al-Din of the BRAC Business School. In addition, I would like to convey my deepest gratitude to Mr. Towhid Newaz Akash for mentoring me as though I were his younger brother.

From January 28, 2022, saw the beginning of the association relationship being formed. The title of the study is “E-Banking Services and Customer Behavior Analysis of Agrani Bank Ltd” and its focus is on digital marketing strategies. This is the kind of feedback that the section is hoping to get from students who have already begun working for a company after finishing the theoretical portion of the BBA program.

Keywords: Agrani Bank Ltd, E-Banking, Online Services, Customer Behavior, Customer Satisfaction,

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List of Acronyms

ABB Any Branch Banking

ABL Agrani Bank Limited

ABTI Agrani Bank Training Institute

ACR Annual Confidential Report

ATM Automated Teller Machine

BACH Bangladesh Automated Clearing House

BACPS Bangladesh Automated Cheque Processing System

BB Bangladesh Bank

BIBM Bangladesh Institute of Banking and Management

BSC Bankers Selection Committee

CBS Core Banking Solution

CIB Credit Information Bureau

CPTU Central Procurement and Tendering Unit

CSR Corporate Social Responsibility

e-GP Electronic Government Procurement

EPS Earnings per Share

IBA International Banking Association

ICC Independent Control Committee

IHRM Integrated Human Resources Management

LSIS Legal Suit Information System

MAN-COM Management Committee

NID Card National Identity Card

ROA Return on Asset

ROE Return on Equity

RTGS Real-Time Gross Settlement

SMEs Small and Medium-sized Enterprises

SMS Short Message Service

SWIFT Society for Worldwide Inter-bank Financial Telecommunication

WAN Wide Area Network

Chapter 1: Internship Overview

1.1 Information on Internship:

1.1.1 Date, Company Name, Department/Division, and Address

I was stationed at Agrani Bank Press Club Branch, Chittagong, from January 28, 2022, which got Clarence from January 30 2022 to April 30, 2022, at departments in E-Banking, General Banking, and Loans, and Advances

1.2.2 Information about the Internship Company's Supervisor: Name and Position

Work Supervisor's Name: Sajiv Nandi, Principle Officer

Email: Br9986@bangla.net

Mobile_no: 0181806868302

1.2.3 Job Description/Duties/Responsibilities

As part of the internship, I was given the opportunity to work at the Agrabad Press Club Branch of Agrani Bank Ltd. During the entirety of the internship, I assisted the majority of the staff with the desk and clerk duties they were responsible for. I was exposed to a variety of aspects of banking, such as customer service, advances, and loan collection, which all contributed to my education. In addition, I assisted clients with online banking registration and the configuration of pending applications. Business applications for Internet Banking were processed, including verification of owners and system configuration. When there was less pressure at work, taking a tea break was perfectly acceptable behavior. Because of these advantages, I decided to look for work in the government. On the other hand, in this circumstance, the supervisor at my place of employment made certain that I was educated on all aspects of the banking culture and procedures, and the other employees were also extremely helpful.

Moreover, during my three-month internship program, my main task was to recheck account opening documents that clients had filled out to create a bank account. My role was to ensure that

they had signed everything, notably the signature card, cellphone number, and NID cards, and to provide seals where officials and managers signed. Because every bank transaction does not occur in a single step, authorization from other bankers is required . In addition, I was ensuring efficient communication throughout the deployment of services, training of end users, and marketing of the features and advantages of bank goods and services by working closely with consumers and bank personnel. Offer expert help to clients about internet access to goods and services and data security industry standards.

1.3 Internship Results and Outcomes:

1.3.1 Contribution of the student to the business organization

As part of the installation, I was required to regularly provide service to customers. Interns in customer service assist customers in filling out paperwork associated with opening new accounts, transferring money, and applying for credit cards. She also assists customers who require checkbooks by providing them with checkbooks that are ready to use, documentation, and guiding them to specific counters in the store.

My typical duties consisted of filling out all of the information fields on the server pertaining to the customer and then uploading it to Bangladesh Bank's in-query system. This was necessary because loans required a CIB, which stands for a credit information bureau. This has been of great assistance in the fight against financial fraud.

Furthermore, database updates and registration, Vouchers were used in the accounting department to fill ledgers and account registers.

1.3.2 Student Advantages and Benefits

During this internship program, I had the opportunity to acquire professionalism, punctuality, discipline, formal communication, and flexibility. I've learnt to work in any difficult circumstance, and I never believed I'd be able to work in one before. Most employees assist their coworkers when they are having financial difficulties, and they also make the workplace a pleasant place to work.

All I knew about banking prior to my internship was what I learnt in school. Working at the front desk has given me the opportunity to improve my practical understanding of banking. Improving

my communication abilities has tremendously enhanced my interactions with people from different walks of life and socioeconomic backgrounds.

Before I started my internship, the only thing I knew about banking was what I had picked up in class. My experience at the front desk has provided me with the opportunity to develop my knowledge of banking in a more hands-on manner. My interactions with people of varying social classes and backgrounds have been significantly enriched as a result of my efforts to improve my communication skills.

Modern Banking Understanding In the modern world, banking is becoming more and more reliant on various forms of technology. Any Branch Banking (ABB), check clearance, services for ATM cards, cash deposits, and cash withdrawals are all managed by software on a computer. On the other hand, it is strictly forbidden for children to use the program on their own.

Attending office hours was a requirement for me to fulfill my role as an intern. In the event that I had to leave the bank earlier than expected due to personal obligations, I was required to obtain permission from my supervisor. Not only will they help me with the work I do at the bank, but also with the work I do in the future. In addition, I came to understand the relevance of a bank's dress code.

1.3.3 Difficulties/Problems (faced during the internship period)

In spite of the challenges I was experiencing at the time, I was able to finish the work that was given to me throughout the duration of my internship without any problems. Doing academic research and working a real job are two whole different things, which is something that I've learned from my experiences. During this time period, I am confident that I was supervised by understanding individuals in a variety of settings, including the business world as well as the academic world. This is due to the fact that they were always courteous, making it easy for me to open up to them about any challenges or concerns I was facing at the time.

1.3.4 Suggestions (to the company on future internships)

Applying for internships as soon as possible is recommended as a best practice in most cases. Identification cards ought to be provided to interns by the bank they work for. The office manager ought to have contingency plans in place for dealing with this situation. It is essential to provide interns with training in how to work effectively under pressure and with large groups of people. A

digital planning platform will be beneficial to interns as they work on their application materials. For example, a significant number of interns do not possess the necessary identification card, which makes it difficult for them to comply with safety regulations. If that is not the case, getting training can be difficult.

Chapter 2: Organization

2.1 Introduction

On May 17, 2007, the Companies Act 1994 authorized the establishment of Agrani Bank Limited (ABL) in the capacity of a state-owned commercial bank (ABL, 2020). In response to the Bangladesh Banks (Nationalization) Order 1972, the President of Bangladesh issued Presidential Order No. 26 in 1972, which designated Agrani Bank as a Nationalized Commercial Bank (ABL, 2022). According to the Annual Report 2020, ABL has established 960 branches across a wide geographic range and is a leader in the field of technology.

- **Slogan**

"Dedicated to serving the nation"

- **Vision and Mission Statement Agrani Bank Limited**

- Agrani Bank aspires to be the finest state-owned commercial bank in Bangladesh.
- They want to achieve this aim through meeting worldwide standards of efficiency, quality, and customer service. It also intends to raise its liquidity value.
- Agrani Bank is also committed to operating under a stable regulatory framework based on morally sound standards. They want to encourage open policies and procedures while running the bank.

- **Agrani Bank Limited's Values**

Agrani Bank's values are as follows: Integrity, Transparency, Accountability, Diversity, Growth, and Professionalism. The bank expects all of its employees to uphold these principles at all times, especially when working with clients and stakeholders.

2.2 Organizational Overview

Under the terms of the Companies Act of 1994, Agrani Bank Limited (ABL), which began operations on May 17, 2007, was established as a state-owned commercial bank. After then, it became a Nationalized Commercial Bank as a result of the Bangladesh Banks (Nationalization) Order 1972, which was implemented by President's Order No. 26 of 1972. This order resulted in the rebranding of the previous Habib Bank Limited and Commerce Bank Limited as the Agrani Bank. The Agrani Bank Limited (ABL) was first created as a State-owned Commercial Bank by the Companies Act of 1994. (ABL, 2022). As a result of a vendor's agreement that was signed on November 15, 2007, between the Ministry of Finance of the People's Republic of Bangladesh and the Board of Directors of ABL, the operations, assets, liabilities, rights, and duties of Agrani Bank were taken over by ABL as of July 1, 2007. This took place as a result of ABL's acquisition of Agrani Bank on July 1, 2007. ABL was an early adopter of new technologies and now operates a comprehensive distribution network. Additionally, the corporation provides real-time internet banking services at each and every one of its branches. In addition, ABL runs five of its own businesses under separate names in the countries of Singapore, Malaysia, and Canada. These subsidiaries include a merchant bank, a financing company that caters to small and medium-sized enterprises (SMEs), and a remittance house. (SMEs stand for small and medium-sized businesses.) At ABL, we are committed to creating a good influence on the lives of our stakeholders and the nation as a whole, and we think that the best approach to accomplish this objective is to be a responsible supplier of financial services. We are devoted to aiding our clients in the prudent management of their finances and the expansion of their enterprises, and we will continue to promote the socioeconomic growth of Bangladesh over the long term (ABL, 2022).

Agrani Bank Limited is now being directed by the Board of Directors, which is comprised of the Chairman, five Directors, the Managing Director, and the Chief Executive Officer. The Managing Director and Chief Executive Officer is responsible for guiding the bank, while the Deputy Managing Directors and General Managers provide support to this individual in the performance of their tasks. The bank maintains operations in 11 Circle offices, 53 zone offices, and 37 divisions

located in various parts of the nation in addition to its headquarters office. Because each of its locations is equipped to support real-time online banking, ABL is a leader in the banking industry when it comes to technological innovation. The financial institution operates 962 branches dispersed around the United States, with 36 corporate and 43 AD (authorized dealer) locations among them. In addition to that, we have five subsidiaries that are located in Malaysia, Singapore, and Canada. A remittance house, a lending firm that serves the needs of small and medium-sized enterprises (SMEs), and a merchant bank are all included in these subsidiaries (ABL, 2022)..

Agrani Bank Limited (ABL), the first state-owned commercial bank in Bangladesh, was the institution that presented the concept of agent banking to the local population. There are now 400 agent booths located all over the rural areas of Bangladesh, and these booths are used for activities related to agent banking. A total of 15 Islamic banking windows have been operational at Agrani Bank Limited ever since the 28th of February in the year 2010, when the bank began operating an Islamic banking system. The Agrani Bank Limited is committed to servicing the needs of both the local community and the nation as a whole (ABL, 2022).

2.3 Management Techniques

Currently the bank is under the management of the executive committee, which consists, Dr. Zaid Bakht as Chairman, Mr. Kashem Humayun as Director Member, Tanjina Ismail as Director Member.

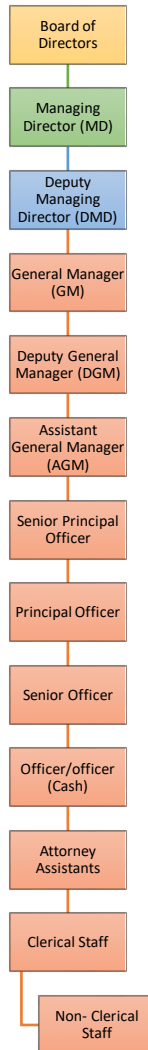


Figure 1: Organogram

Activities pertaining to human capital, such as milestone training, performance coaching and development, key talent management, work-life balance, and evaluations of human capital growth, are the focus of Agrani Bank's efforts. This division is in charge of human resources and the operations that go along with them. Discipline, complaints, and appeals are handled by the Division of Human Resources. The Planning, Deployment, and Operations Division of the Human Resources Division Research and Development of the Human Resources Division Training and Research Division of the Human Resources Division (ABL, 2020).

In accordance with the bank's human resource management strategy and policy, "remuneration" is under the control of the HR Planning, Deployment, and Operations Division, which works in

partnership with the Bank's Management Committee (MAN-COM) (ABL, 2020).

Name of Meetings	Number of Meetings
Board Meeting	55
Executive Committee Meeting	2
Audit Committee Meeting	7
Risk Management Committee Meeting	6

Table 1: Committee List

It is impossible to run a financially-focused organization efficiently and sustainably without a dedicated workforce. In order to transform our staff members into valuable assets, we provided training of the highest caliber for them. We released IHRM (Integrated Human Resources Management) Software in order to improve the quality of the analysis of human resource management. Throughout the course of the year, we offered exceptional training in all facets of the banking industry to our staff members for their personal growth and professional advancement (ABL, 2020).

The HR planning unit is in charge of human resource management. Modern businesses are increasingly concerned with making the most of their human resources. The Agrani Bank Limited service guidelines were prepared by the HR section in 2008. Our company principles of honor, enterprise, unity, and devotion govern our decisions and operations (ABL, 2020).

Agrani Bank has a good human resources information system. Every day, the HR section updates HR information. Agrani Bank has a good human resources information system. Aims to guarantee that the appropriate guy is in the exact dwelling at the exact period to maximize our profitability and to resolve any outstanding cases of retirement benefit. The Action Plan for 2021 intends to fill empty positions through promotion and direct recruiting, allowing us to maintain our productivity and service standards. They promote globally recognized human rights concepts such as non-discrimination, child labor, and forced labor. Through our whistleblowing policy, we ensure that our stakeholders may express possible concerns in a secure way without fear of repercussions. All reported cases are examined and handled as soon as possible. Group Audit monitors the status of all whistleblowing cases and reports to the Audit Committee quarterly.

Name of post	Existing as on 31-12-20
Managing Director & CEO	1
Deputy Managing Director	4
General Manager (including Head of ICC on contract)	22
Deputy General Manager	106
Chief Medical Officer & others(on contract)	3
Assistant General Manager	297
Senior Principal Officer/Equivalent	908
Principal Officer/Equivalent	1818
Senior Officer/Equivalent	3510
Officer/Equivalent	3257
Clerical	140
Non Clerical	1323
Total	11389

Table 2: Human Resource Accounting

In 1976, the Agrani Bank Training and Human Resource Development Institute, also known as ABTI, was established. In order to enhance the level of professionalism and administrative efficacy exhibited by the Bank's executives and officers, ABTI has been tasked with developing course curricula, reading materials, and course topics. The purpose of training is to improve the competence, capability, efficiency, and enactment of the executives, officers, and employees who participate in it.

The Agrani Bank Training Institute, also known as ABTI, was established in 1976 at 18 Bangabandhu Avenue in Dhaka. In 1996, in order to make room for additional training sessions, it was moved to 35/C Nayapaltan. 1,35,653 executives, officers, and staff members have been educated by ABTI through a total of 3,448 courses and workshops offered under a variety of training banners. Agrani Bank Limited operates 960 branches all over the country and has 11,389 staff members working for it. The tables that follow present data on the total workforce categorized according to location, type of employment, age analysis, analysis of service, and gender. The Bank held a number of cultural and sporting events throughout the entire year of 2020 in an effort to foster a sense of camaraderie and affiliation among its staff members (ABL, 2020).

In collaboration with the Bangladesh Bank, ABL and eight other government banks will conduct the recruiting and selection process. Even though the banks have the ability to publish recruitment circulars for specific positions, the stages that are covered in the combined exam are as follows: 1. the corresponding skills, qualifications, knowledge, and competences as specified in the various job descriptions. This information can be found in the job announcement. Sending Your CV and Making a Payment:

On the official website of E-recruitment, prospective applicants are required to upload a comprehensive CV along with the data that is specified. Bangladesh Bank, and you'll need to use a payment channel to pay the application fee of 200 taka (about \$30). An application receipt will be emailed to the candidates' addresses on file for each and every application that is successfully submitted. The questions on the written selection exam cover a variety of topics, including general knowledge, aptitude, and linguistic communication. These questions were developed in collaboration with the International Banking Association (IBA), Bangladesh Institute of Banking and Management (BIBM), and the Bankers Selection Committee (BSC) of the Bangladesh Bank.

2.4 Marketing Exercises

Because of the prudent leadership of the Bank's management, the Bank has been able to make a significant contribution to the economy of the nation. A diverse portfolio of export and import financing is made available by ABL, which contributes to the growth of the national economy. Within ABL's annual budget, Tk. 500 million has been set aside for Green Finance, Tk. 40 million has been set aside for the Climate Risk Fund, and Tk. 10 million has been set aside for marketing and capacity building. The Coordination of Planning and Marketing Division is in charge of monitoring all aspects of the company's marketing efforts (ABL, 2020).

During the course of the advertising campaign, Agrani Bank Limited created brand new accounts for a total of 17534 individuals who were going to be receiving remittances. Following the development of an application programming interface (API) based remittance payment system in 2018, we are currently collecting remittances through API from a total of 12 different Exchange Houses with great success. In the year that observed the one hundredth anniversary of Bangabandhu Sheikh Mujibur Rahman's birth, our subsidiary firm, Agrani Exchange House, Pvt. Ltd., began offering remittance services. This was the year that we introduced these services (17-03-2020). (ABL, 2020).

The marketing of goods and services in accordance with the demand of the market, the conditions of the environment, or the level of public awareness is referred to as ABL. Approximately 470 individuals received training in the cities of Rajshahi, Bogura, and Khulna. Education and Training Concerning the Environment In addition, the Green Banking Division conducts training programs in the cities of Rajshahi, Bogura, and Khulna, where a total of approximately 470 people take part (ABL, 2020).

- **Marketing Mix**

Product: ABL has a large client base and must meet their needs. Despite the fact that ABL has a limited number of items, the amount is insufficient. To meet the needs of its clientele, ABL's product offerings must be increased.

Price: The interest rate that ABL applies to savings accounts ranges from 2.5 percent to 5 percent, and the interest rate that it applies to current accounts ranges from 5 percent to 10 percent. The cost of the service is borne by the business rather than the customer. When compared to the requirements of other banks, the initial deposit required to open an account with ABL is TK 1000.

Promotion: The Bank's advertising is not very effective. Customers are provided with pamphlets and brochures to help educate them about the products the company sells. It is different from some of its other competitors in that it does not place as much of an emphasis on communication strategy.

Place: The banking institution was one of the earliest ones to start operating in Bangladesh. It is important to note that the bank created its **MARKETING DIVISION**. It is essential for the bank to place a high priority on its marketing efforts if it wishes to maintain its competitive edge. In today's highly competitive business environment, marketing operations are absolutely necessary.

Segmentation

They are marketing themselves to consumers as a trustworthy bank that engages in banking activities that are responsible to the environment. Because the bank is run by the government, potential customers might have more faith in the financial institution. In addition to this, they were the ones who first thought of the idea of green banking. It would appear that they are attempting to sway the opinions of their clients in order to satisfy their concern for the environment. The target market for the bank consists of people from all walks of life and all regions of Bangladesh who

dwell in various parts of the nation but have one thing in common: the need for reputable financial services. These people are regarded to be inhabitants of Bangladesh who fall under the categories of the working class, lower middle class, and the poor.

Segmentation in graphics, International boundaries, every part of Bangladesh In the future, collaborate with the government and a favorable market place.

Demography segmentation: Most services are centered on government-sponsored programs that benefit all Bangladeshis, particularly the working class.

People who fall into the psychological category of "ordinary," such as those in the lower middle and lower classes. And the working class, who need financial services in order to do things like pay their taxes.

Segmentation Based on Behavior: Find out who is unaware of the available services and programs and who is aware of them, taking into account current users, potential users, scattered users, and first-time users, for the majority of services aimed at adult, educated, or employed individuals, as well as low-income groups. Although the service fee is relatively low, the clients' behavior demonstrates that they can be trusted.

- **Corporate Social Responsibility (CSR)**

Corporate Social Responsibility, also known as CSR, is a significant effort and a crucial instrument for development in underdeveloped countries all over the world. CSR eventually reflects, through its activities, on the benefit of a society's less fortunate members of society. The implementation of corporate social responsibility initiatives within banks and other financial institutions is now formally being encouraged by the Bangladesh Central Bank.

The concept of corporate social responsibility, or CSR, is the idea that companies can combine activities that generate profits with endeavors that are good for society. Because of the influence that these ideals have on investors, a commitment to social obligations can result in a company's increased profitability. This is because investors are more likely to invest in and make use of the company's goods and services. The ethical standard of ABL requires not only the maximization of profits but also the establishment of a social order in which human rights and dignity are accorded the utmost regard and consideration in all aspects of life.

Other than that, the Bangladesh Agriculture and Rural Credit Division of the Bangladesh Bank has set a disbursement goal for all banks in the financial year 2020-2021 of Taka 680.00 crore. As of the 31st of December in the year 2020, the total amount of money that was owed was 1970.25 crores. The refinancing plan that Bangladeshi banks had in place to buy cattle at an interest rate of 5% has been fully implemented. A system of credit for the acquisition of heifers.

- **New services development as well as competitive strategies**

The development of new services or initiatives can be impacted by both speculative economic activity and the allocation of resources by governments. The establishment of a government: In instances like these, the government provides monetary assistance. The monetary policies of the central bank and the government, in addition to the ease of access to construct a service for a specific focal market, are all important factors to take into consideration.

2.5 Financial Performance and Accounting Methodologies

2.5.1 Finance Policy and Performance

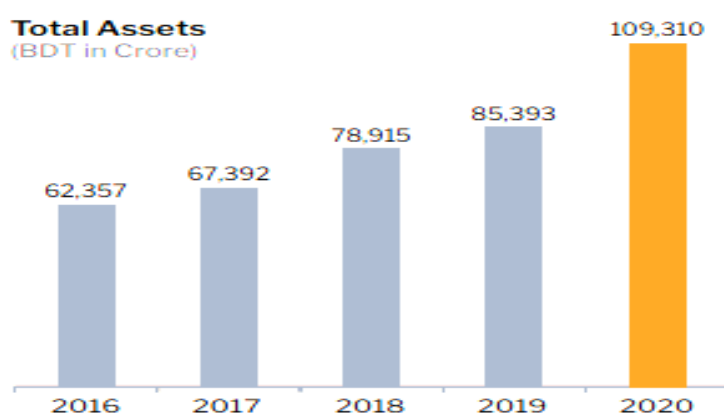


Figure 2: Total Assets

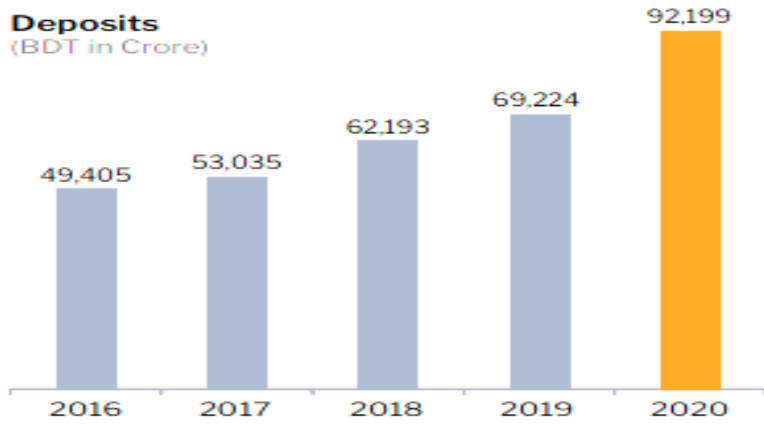


Figure 3: Deposits

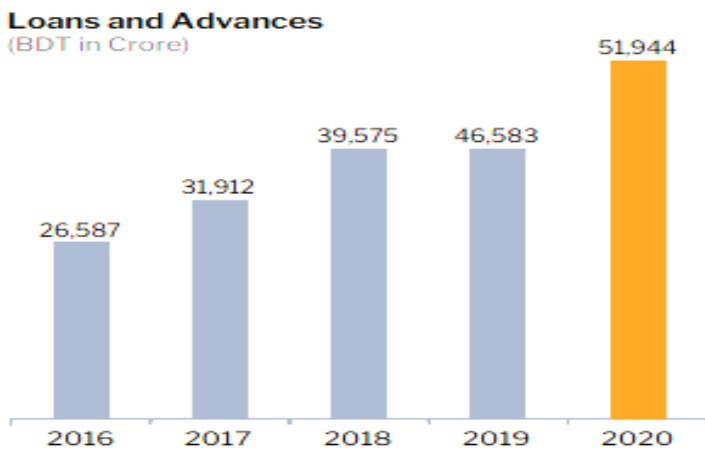
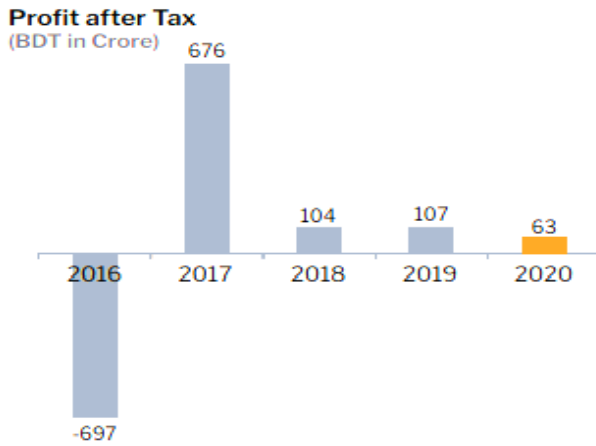


Figure 4: Loan and Advances



As can be seen from the graphic, the capacity to turnover after dispersed loans and advances is deteriorating at a distressing frequency. This capacity is represented by the indicator.

Figure 5: Profit after Tax

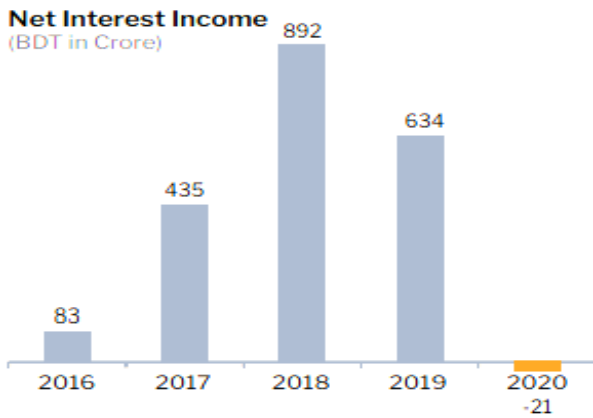


Figure 6: Net Interest Income

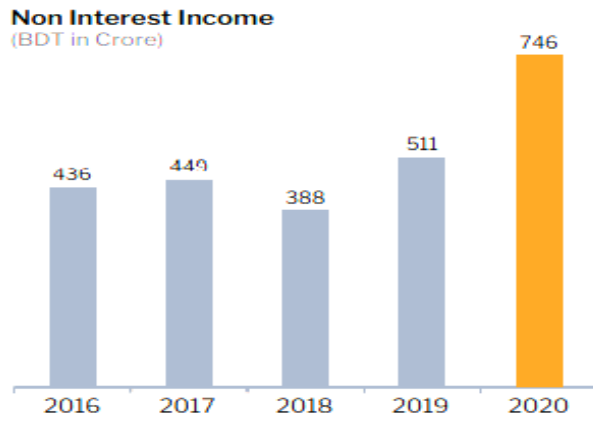


Figure 7: Non Interest Income

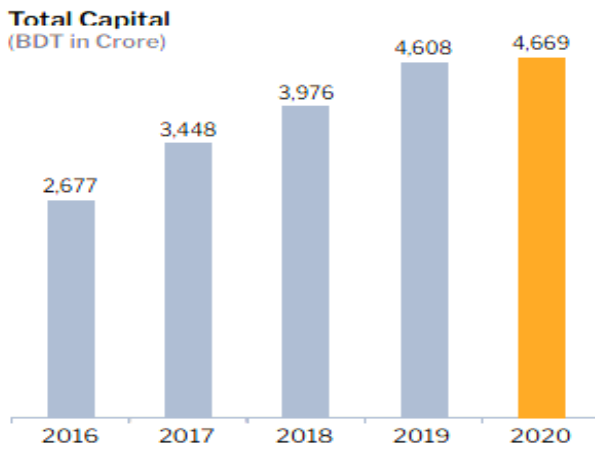


Figure 8: Total Capital

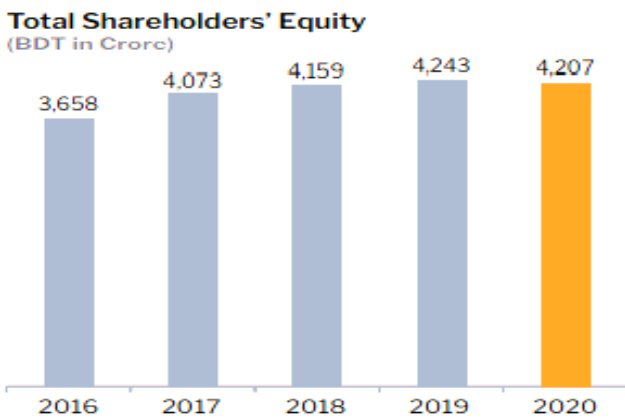


Figure 9: Total Shareholders' Equity

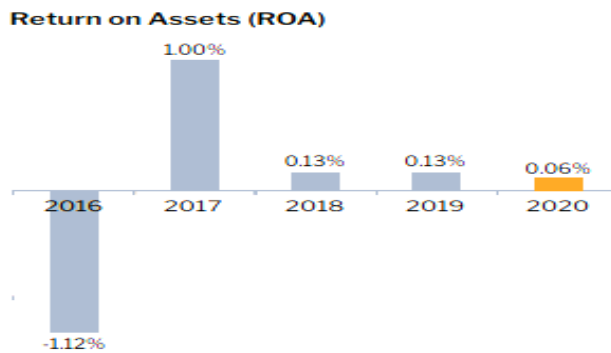


Figure 10: Return on Assets (ROA)

When compared to what is considered to be an acceptable return on assets, which is greater than 5 percent, ABL's return on assets is considered to be relatively low. In spite of the fact that the pandemic will make 2020 more difficult to achieve, ABL will only generate a return of 1.5 percent, as shown in the table. The fact that they are unable to improve their performance from one year to the next is a concerning indicator for the bank.

It is generally agreed that it is to the company's advantage to have a higher return on equity. A rate of return on equity (ROE) that is between 15 and 20 percent is considered to be exceptional. The only year in which ABL performed well was 2017, but it has fallen significantly after 2018, however, they were able to boost it a little in 2019, which is still not good for the bank because a higher ROE may result in larger financial debt. The only year in which ABL performed well was 2017.

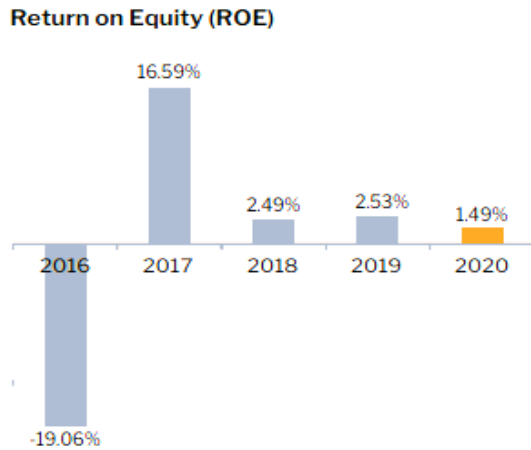


Figure 11: ROE

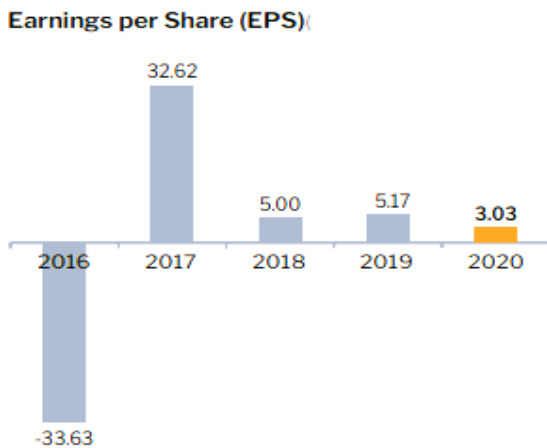


Figure 12: EPS

The earnings per share (EPS) of ABL went up in 2017, but they went down in 2018, although there was some good news in 2019 when they went up rather than down in 2020. Because it displays exactly how considerable coinage an establishment makes for every portion of stock it owns, EPS is a common indicator that is utilized in the process of determining the value of a corporation. In addition, a higher EPS indicates a larger important value because financial investors are willing to pay a higher price for an organization's providing if they have confidence in the corporation offers

greater benefits in comparison to the cost of its providing. As a direct consequence of this, ABL has a better chance of luring additional investors.

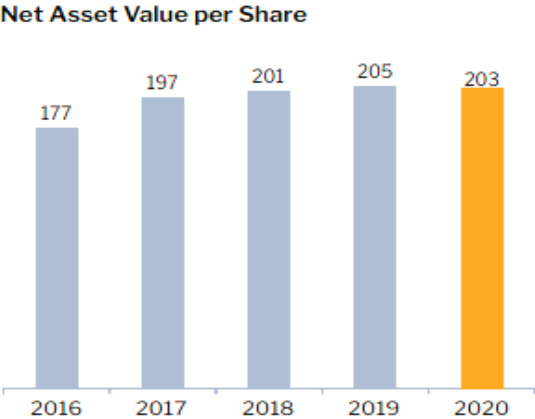


Figure 13: NAV

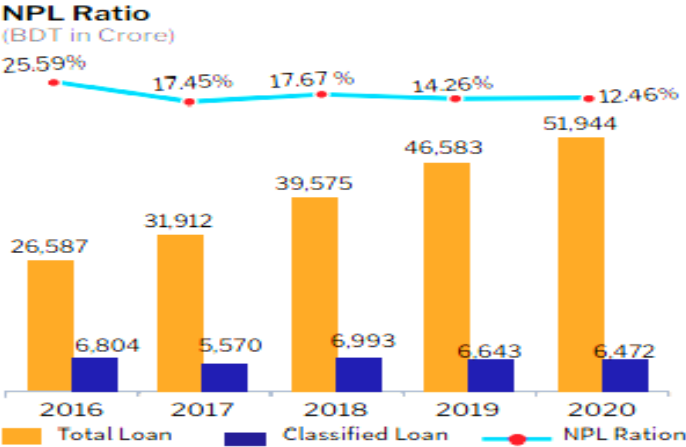


Figure 14: NPL

2.5.2 Accountancy Practices:

Name of International Accounting Standards (IAS)	IAS No.	Status
Presentation of Financial Statements	1	Applied*
Inventories	2	N/A
Statement of Cash Flows	7	Applied*
Accounting Policies, Changes in Accounting Estimates and Errors	8	Applied
Events after the Reporting Period	10	Applied
Construction Contracts	11	N/A
Income Taxes	12	Applied
Employee Benefits	19	Applied
Accounting for Govt. Grants and Disclosure of Government Assistance	20	N/A
The Effects of Changes in Foreign Exchange Rates	21	Applied
Borrowing Costs	23	N/A
Related Party Disclosures	24	Applied
Accounting & Reporting by Retirement Benefit Plans	26	N/A
Separate Financial Statements	27	Applied
Investments in Associates	28	N/A
Financial Instruments: Presentation	32	Applied*
Earnings per share	33	Applied
Interim Financial Reporting	34	N/A
Impairment of Assets	36	Applied
Provisions, Contingent Liabilities and Contingent Assets	37	Applied
Intangible Assets	38	Applied*
Financial Instruments: Recognition and Measurement	39	N/A
Investment Property	40	N/A
Agriculture	41	N/A

Table 3: IAS Compliances

According to IFRS-15, the bank is required to record LC commission income totaling BDT 153.27 crore for the current fiscal year. The reversal amounted to BDT 2,439,027,245, as indicated by the financial records of the company and BSEC Paragraph 84 (d) of International Accounting Standard 37 (provision, contingent liabilities, and contingent assets). IAS-1, Para-27, IFRS-15, Para-31, and Para-35 are all violated. This goes against IFRS-15, as well as IAS-1 and Para-27.

A statement of the company's financial position as of the end of the reporting period is required to be included in all financial statements in accordance with International Accounting Standard 1 (IAS 1), Presentation of Financial Statements. In addition, the profit or loss as well as other comprehensive income statements for the period, changes in equity, and notes, which incorporate major accounting policies and other explanatory information, are all included in financial statements.

In numerous instances, the rules of the Bangladesh Central Bank recognize measurements and require reporting of financial instruments in a manner that is dissimilar to that which is mandated by IFRS 9. As a consequence of this, the financial statements are not capable of conforming to the full disclosure and presentation standards outlined in IFRS 7 and IAS 32.

According to the "IAS 7- Statement of Cash Flows," cash and cash equivalent items should be recorded as cash items in an organization's books. Prize bonds, Treasury bills, and other forms of debt issued by the Bangladesh Bank are not regarded as cash or cash equivalents. Either directly or indirectly, one can compile the cash flow statement. "The presentation is designed to portray these cash flows in the most relevant manner for the company or industry." According to BRPD circular no. 14, which was published on June 25, 2003, the process of cash flow is a combination of direct and indirect procedures. Bangladesh's Central Bank: According to BRPD Circular No.14, which was published on June 25, 2003, there is no regulation for intangible assets.

Foreign currency conversion rates for 2020 as of the date of such transactions can be found in IAS 21 "The Effects of Changes in Foreign Exchange Rates." The abbreviations SGD, MYR, CAD, and USD stand for the Singaporean Dollar, the Malaysian Ringgit, the Canadian Dollar, and the United States Dollar, respectively. Transactions denominated in foreign currencies were converted into an equivalent amount of Bangladeshi taka using the most recent exchange rates.

The bank has conducted an impairment analysis on the value of its stake in Agrani Equity & Investment Limited, which is the company's most important subsidiary. As of the date of the balance sheet, an impairment analysis is not required to be performed because the value in use (which was determined by applying the technique of discounted cash flow) is greater than the investment's carrying value. IAS 36 and IFRS 10 The calculation of Asset Impairment is performed in accordance with International Accounting Standard 27 and International Financial Reporting Standard 3 (IFRS 3). The bank has conducted an impairment analysis on the value of its stake in Agrani Equity & Investment Limited, which is the company's most important subsidiary. As of the date of the balance sheet, an impairment must not be reported because the value in use of the investment is greater than the carrying value of the investment. When the amount that can be recovered from an asset is less than its carrying value, an asset is said to be impaired.

The property, plant, and equipment section of the financial institution's balance statement was produced in line with International Accounting Standard (IAS) 16. When an asset's carrying value

is more than the amount that can be recovered by the use of the asset or the sale of the asset, it is said that the asset is carried at a higher value than its recoverable amount.

When there are deductible or taxable discrepancies between the carrying values of assets and liabilities used for financial reporting and the fair market values of those assets and liabilities, the Bank will recognize deferred tax assets or liabilities. This will occur whenever there is a difference between the carrying values of assets and liabilities and the fair market values of those assets and liabilities. They are determined by applying the relevant tax rate in compliance with the criteria of IAS 12 Income Taxes and the BRPD Circular No.11 dated December 12, 2011. The bank has recorded basic earnings per share in line with IAS 33 Earnings per share since there were no chances for dilution over the course of the year. This is in conformity with the requirements of that accounting standard. IAS -10, "Events after Reporting Period," defines "events after the reporting period" as any occurrences, positive or negative, that take place after the end of the reporting period. This definition encompasses all occurrences that take place after the end of the reporting period. There are two types of occurrences: adjusting events and non-adjusting events. Adjusting events are more common. The occurrence of adjusting events is increasingly frequent.

Standard 24 Annexure A of the International Accounting Community Information on transactions that involve linked parties is included in the disclosures about related parties. A party is an entity that is controlled, jointly controlled, or significantly influenced by, or for which significant voting power is held by, any individual referred to in 1 or (v) para, directly or indirectly. Additionally, a party is an entity that is controlled by any individual who holds significant voting power for that entity. Additionally, a party is an entity that is governed by any individual who possesses considerable voting power for that entity. This individual may be the party's leader or any other individual.

It is significant if it can be reasonably anticipated that the absence of information, the misrepresentation of information, or the ambiguity of information will have an effect on the decisions made by the key consumers of general-purpose financial statements. According to IAS 8 "Accounting Policies," accounting policies are utilized on a regular basis for the purpose of maintaining consistency in the financial statement comparability between different accounting periods.

Name of International Financial Reporting Standards (IFRS)	IFRS No.	Status
First-time Adoption of International Financial Reporting Standards	1	N/A
Share-Based Payment	2	N/A
Business Combinations	3	N/A
Insurance Contracts	4	N/A
Non-Current Assets Held for Sale and Discontinued Operations	5	Not Applied
Exploration for and Evaluation of Mineral Resources	6	N/A
Financial Instruments: Disclosures	7	Applied
Operating Segments	8	Applied
Financial Instruments	9	Applied
Consolidated Financial Statements	10	Applied
Joined Arrangement	11	N/A
Disclosure of Interest in Other Entities	12	Applied
Fair value Measurement	13	Applied
Regulatory Deferral Accounts	14	N/A
Revenue from Contracts with Customers	15	Applied
Leases	16	Applied

Table 4: IFRS Compliances

2.6 Information System and Operations Management Practices

2.6.1 Information System

The Bangladesh Central Bank has praised the bank's robust staff of highly experienced employees in both the business domain and the technical domain in order to manage its information technology operations. The Bank has brought on a significant number of new employees specifically for ICT-related operations. With the help of this program, any and all branches are able to send the bills collected from customers directly to their server in real time, at which point the amount is immediately credited. Additionally, Agrani Bank Limited has implemented NID verification for a variety of banking purposes, and the bank's branches have been given a user ID and password in order to gain access to the system that is maintained by the Election Commission.

Concerning the Computerization of the Branches, up until this point, all of the branches have been computerized; they are run by CBS, and a wide variety of online and offline software is utilized in the performance of a variety of tasks. Training is provided on an ongoing basis by the bank to customers who use this application. Every location offers computer services, including access to the internet, as well as "Online Foreign Remittance Payment Software" and various online payment systems, including Western Union, MoneyGram, and others.

A robust information system for the bank's human resources is available at Agrani. Every day, information about HR is provided by the HR area. A robust information system for the bank's human resources is available at Agrani. Ensures that the appropriate individual is present at the appropriate location and time in order to maximize our profits and deal with any pending instances of retirement benefits. It is the intention of the Action Plan for 2021 to fill open positions via promotion and direct hiring, which will enable us to keep our current levels of both productivity and service.

These are some others:

The Artha Rin and NI Act-related lawsuits are entered into the LSIS (Legal Suit Information System), which is a database that stores and tracks relevant information.

The Online Tests and Training Material Archiving is a location that offers numerous types of training program exams that can be completed through the use of an online platform, as well as a repository for all different kinds of training materials.

The bank has made a number of changes in order to automate its operations and the services it provides. The implementation of a fully integrated online core Banking Solution (T24 by Temenos) is one of the primary milestones, and it is anticipated that all 960 branches across the country will be operating on this platform by the end of the year 2020. The software known as T24 is widely considered to be the most effective core banking software available anywhere in the world. A wide area network (WAN) that connects all 960 branches was set up so that customers can more easily access online services. This module will cover the four key functional areas of the Core Banking Software (CBS), which are retail, credit, trade finance, and treasury respectively. The Bank has distributed human resources, drawn from the authorities that are currently in place, to the primary locations for all different kinds of automated tasks. The bank has also established a support center that is open around the clock to assist members of the general public. Professionals in the fields of hardware, databases, operating systems, networks, and online banking software make up the members of the technical team. All of the T24 modules have been modified so that they adhere to the established business procedures and standards of the bank, as well as the norms established by the Bangladesh Bank.

An examination of the Company's information technology access controls with regard to its essential financial reporting information systems. In the course of the audit, general controls in information technology were evaluated (logical access, change management, and parts of IT operational controls). This included making certain that requests for access to the system were evaluated and granted in the appropriate manner. During the time period covered by the audit, adjustments made to the IT environment had a sizeable impact on the reporting of financial data.

2.6.2 Operations Management Practices

The Administration Commission placed a strong emphasis on having five reportable areas, each of which is a significant part of the business. The planned commercial sectors will actively pursue a variety of commodities and collaborations and will operate independently based on administration and the configuration of internal reporting. When it comes to certain planned commercial units, the Administration Commission reviews its own administration statements on a quarterly basis; however, when it comes to other planned commercial units, the Administration Commission reviews the performance of the unit's subcontractors on a regular basis.

A repayment and maturity schedule applies to loans and advances, and it takes into account loans, deposits, and various other commercial and retail consumer activities and balances. Among the services that can be provided in this scenario are Business Loans, Agricultural Loans, Rural Credit, Industrial Project Loans, SME Loans, Agro-based Industrial Project Loans, Small and Cottage Industries Loans, Working Capital Loans, House Building Loans, Consumers Credit, Special Small Loans, Probashi Karmasangs than Rin Loans, Education Loans, and Term Loans to Freedom Fighters, as well as Export-Import Trade Loans.

The Treasury Division of the Bank, also known as the Treasury Management Division (TMD), is in charge of mitigating market risks such as those involving liquidity, interest rates, and foreign exchange. Trading and investment are its primary sources of revenue, which have allowed it to become a profit center. The bank is required to maintain certain current deposit accounts as well as special notice accounts with other banks and financial institutions both within and outside of the country. The work entails funding and maintaining CRR and SLR, asset-liability management in borrowings and installations, currency swaps, and financing in liquid assets such as short-term inductions and corporate and state debt securities. Additionally, the work entails funding currency swaps.

2.7 Competitive and Industry Analysis

2.7.1 PESTEL Analysis for Bangladesh's Banking Industry

The banking system in Bangladesh has been going through some significant and rapid shifts over the course of the past few years. According to KENTON (2021), PESTEL is a strategy or technique that advertisers use to analyze and filter large-scale ecological (outer promoting climate) aspects that impact a company. This is done in order to determine how a company can best respond to these factors. At the moment, banks are required to compete in the commercial center with businesses not only from the United States but also from other countries.

Politics: Although it may seem as though finances hold all the power, the reality is that government regulations have an effect on financial position. At any point in time, the government is able to exercise its right to intervene in financial concerns and hand over power to politics. The nation has, over the course of many years, established a political climate that is stable. Since 2008, the ideological group known as the "Awami League" has been the driving force behind the organization of the decision-making gathering. The "Awami League" is currently under the leadership of the Honorable Prime Minister Sheik Hasina. The Bangladesh Nationalist Party (BNP) and the National Party are the primary adversaries of the Awami League. Both of these parties adhere to competing political ideologies. The financial services sector is significantly influenced by various ideological groups. A significant amount of political experience is shared by the organizers of each of the nine previous linked banks.

Economy: There is a close connection between the business world of finance and the economy. Regardless of whether or not the economy is thriving, the effect that pay streams have on the amount of money that banks are able to access is the same. According to Hye (2020), the gross domestic product (GDP) of Bangladesh in 2019 was estimated to be \$302.57 billion. This estimate was based on statistics from the World Bank and predictions from Trading Economics. The GDP accounts for 0.25 percent of the world economy. The progression of the monetary system can be traced back to contributions made by the three primary financial areas (Agriculture, industry, and administration). The Gross Domestic Product of Bangladesh increased by 8.2 percent during the 2019 fiscal year compared to the previous year.

According to Hye (2020), the diffusion of earnings from the immediate garment sector (RMG) is one of the primary factors that has contributed to the economic development that has taken place

in Bangladesh. The annual growth rate of agriculture has slowed to 3.9 percent (compared to 4.2 percent in 2018).

According to Hossain (2021), the current per capita pay is approximately \$2250; however, this figure takes into account the pay of the extremely well-off, extremely wealthy, and top-level salary group as well. The average annual income for town ranchers is close to \$500. When the traditional allocation of pay and abundance is promoted and enforced, then and only then will there be a reduction in destitution. Businesses are feeling the effects of the rapid growth of web-based innovation, as well as the widespread adoption of informal communication. When putting together a client's requirements, interests, and dispositions, social factors will be taken into consideration. It is important for financial institutions to perform detailed market research on their customer demographics as well as the goods and services they provide.

Technology: As a result of technological advancements, Bangladesh's customers, both current and prospective, have become more discerning. In the current state of affairs in our nation, there is no limit to what can be accomplished in terms of the expansion of innovative practices. Creating a dependence on innovation as a means of meeting the expectations of customers translates into additional interests in innovation, which are necessary to maintain forward momentum within the organization.

Environmental factors: At a time when there is a growing emphasis on green and more generally reasonable money, it is vital to strengthen it in both the financial industry sectors and the global political arena. This is because green and more generally reasonable money is better for the environment. The standards that are used for evaluating various natural components, such as societal, political, biological, and geological aspects, will be able to accommodate modifications to the economy as well as shifts in the underlying assumptions. In addition, a new business strategy known as "green financing" is being implemented in the financial sector in order to meet the requirements imposed by natural components. Changes in the climate that are significantly significant will require managerial consistency and attention to detail.

According to Barkat-e-Khuda (2019), a large number of government and non-government industries, including banking, are preparing for a significant amount of disruption in the days ahead. That environment is as cutthroat as it gets in the business world. Recent years have seen numerous companies adopting decision-making procedures, norms, and standards that are

significantly more stringent than in the past. Since 1972, the primary body of legislation in our country has upheld the constitution while also addressing issues pertaining to an economy that is expertly administered. Our nation has evolved into its current form as a direct result of those constitutions. Due to the fact that it is the nation's central bank, the Bangladesh Bank also serves as the administrative body for any other banks in the country.

Conduct a comprehensive Porter's Five Forces analysis with the goal of determining how competitive the organization is within its industry. In addition, you should carry out a SWOT analysis in order to determine the organization's competitive advantage and identify its common strengths, strengths that can be imitated, and distinctive strengths.

2.7.2 Porter's Five Forces Analysis

- **New arrivals pose a threat**

Bangladesh Bank has announced the minimum size criterion for productive activity is financial difficulties of scale. The Bank, being an administratively regulated bank, considers the risks it poses to prospective members. Developments with information technology have lessened the obstacles to financial industry division. The Bangladesh Bank's much targeted policies have an extra influence on the financial industry. When rivals notice a surge in activity from existing competitors, new entrants appear to pose less risks.

- **Suppliers' Bargaining Power**

Customers and vendors are a part of the financial industry, just as they are a component of any other type of business. This company and its suppliers are suffocating an industry by demanding exorbitant rates or decreasing the overall quality of the items they acquire. Incredible suppliers have the potential to drive the productivity of the financial industry to such a high level that it is unable to repay the costs of materials.

In general, the power of financial backers to trade has increased as a result of advances in information technology. Telebanking and online banking have increased their customer base to include financial backers.

When searching for loans, depositors should go to the bank that offers the best financing rates in order to keep their money there, whereas buyers should do the opposite when looking for a financial institution (lower down payment costs). Contributors now have a greater ability to exert influence over corporate spending as a direct result of the increased number of options at their disposal.

- **Buyers' Bargaining Power**

The circumstances of the market environment have an effect on the purchasing power of each potential buyer. Individuals, small and medium-sized businesses, large corporations, and other banks are a bank's most important types of customers and purchasers. The purchasing power of each individual consumer has the potential to alter the current state of affairs. When buyers or creditors push down prices in the hope of higher quality, an industry runs the risk of being put in jeopardy.

- **Substitutes Pose a Threat**

Each financial institution in the industry competes with the others by imposing restrictions on the fees that other financial institutions in the same market can charge successfully. Despite the fact that the exemption has led to significant consolidations and losses, the money market is facing an increasing number of replacements, which presents a risk of replacement. Sanchay-Potro is employed at the authorized dealers, and NGO, ASA, and BURO Bangladesh are all loan desk employees in Bangladesh. In addition to the fact that MFS, there are leasing and financial service agencies, as well as a great number of others.

- **Existing rival competition**

The American Banking League (ABL) is an entity that is owned by the government and competes primarily with commercial banks and other government-funded entities. The fierce competition that occurs between different banks in an industry portfolio for a share of the pie is referred to as a "battle." Due to the fact that the monetary system is so transparent, the fraud can be as straightforward as the industry demands.

2.8 Synopsis and Conclusions

The Independent Auditors (ICC) of Agrani Bank Limited evaluate whether or not management's use of the going concern basis of accounting is appropriate. Based on the audit information that was obtained, ICC will decide whether or not there is a significant uncertainty that may affect both the Group's and the Bank's ability to continue operating as a going concern.

There is no urgent need for ABL to acquire new assets right now due to the company's strong administrative and resource position. The resources that it has are put to use for the good of the general public, and at the same time, the bank does its best to turn a profit. The individuals from the middle class and lower class who are currently customers of these banks are the targets of advocacy efforts by other local banks. Customers are a significant source of risk due to the fact that the switching costs associated with them are extremely low.

2.9 Suggestions/Implications

Even though ABL has enough assets to pay its bills and fulfill its other financial commitments, the company's financial situation has become more precarious over time. ABL's goal is to incorporate environmentally friendly practices into its standard banking operations, and the company is allocating resources to that end. While the bank is focused on innovation, in order for the bank to serve the next generation of customers, the bank must focus on establishing a cutting-edge electronic banking system and services that will ensure future sustainability and relevance. This will allow the bank to serve the next generation of customers. Green Banking: ABL is making efforts to integrate environmentally responsible practices into traditionally conducted banking activities and is allocating resources accordingly.

The BRMC engages in discussions and review sessions with the Chief Risk Officer, during which it provides advice, makes proposals, and directs various risk concerns of the bank for the purpose of improving them in the future (CRO). The Bangladesh Bank looks to the BRMC for consultation, advice, and education on a variety of risk issues so that it can make improvements in the future. During the course of the year, the committee deliberated and investigated a number of different issues.

The Committee (CRECOM) is in charge of implementing the credit strategy, interest rate, loan documentation, risk grading, standardization of credit analysis, correct valuation, scoring, auditing

and classification, as well as provisioning and standardization. In addition, the committee is responsible for making decisions regarding new loan facilities, rescheduling and reconsideration, as well as approving, rejecting, or ratifying loan proposals.

The Bangladesh Bank is looking into taking preventative measures as a potential course of action. The investigative team identifies the individuals responsible for the incident that was reported, as well as the underlying cause of the event. The administration is exerting maximum effort in the hope of recouping the money that was stolen through fraudulent means. In accordance with the requirements, each instance of fraud and forgery that was discovered in 2020 was also reported to Bangladesh Bank.

We developed our "Sustainability Strategy" in accordance with the Sustainable Development Goals (SDGs) of the United Nations (UN), the Paris Climate Agreement, and the recommendations of the Task Force on Climate-related Financial Disclosures. These were all taken into consideration when developing our strategy. Our long-term strategy takes into account our primary business objective, which is to strike a healthy balance between expansion and maintenance. It was conceived with the intention of preserving our economic relevance through the professional management of ESG risks and opportunities in accordance with the realities of the market. Our sustainability strategy guides our interactions with stakeholders and how we might help them improve their own practices for long-term success. In the same way that our business strategy is based on doing what is best for our consumers, our sustainability strategy guides our business strategy.

Chapter 3: Project

3.1 The Beginning

E-banking, also known as Online Financial, Home Banking, and Electronic Fund Transfer (EFT), is a modern banking trend or banking system. Other names for e-banking include Online Financial and Electronic Fund Transfer. The primary objective of electronic banking is to streamline and simplify the processes that are traditionally associated with banking. Large institutions, such as

banks, corporations, and other financial organizations, are the primary target customers for wholesale electronic banking services. Since 1992, a variety of businesses all over the world have started using this technology, and as a result, it is now possible to update technologies.

According to Parikh (2014), electronic banking can be broken down into two categories: retail electronic banking and wholesale electronic banking. E-banking, at this point, makes it possible for the bank's systems and its customers' systems to work together in some fashion. This only applies to the most fundamental tasks, such as modifying files, making inquiries about accounts, and applying for loans.

Electronic banking based on the following facilities or services: The concept of electronic banking refers to a facility or service that enables customers to conduct financial and non-financial transactions over the internet. This type of banking may also be referred to as online banking or net banking. Several financial institutions have distributed their mobile banking software to be sold in a variety of app stores. If a consumer chooses to complete their transaction after exceeding the free trade restrictions by using the ATM of another bank, Kagan (2021) suggests that banks should charge the customer a nominal fee for the completion of the transaction. • Pay by Phone Systems: With this option, a customer can call their bank and ask for a payment transaction or a money transfer to another account. They can also use this method to make a payment (Halton, 2021).

3.1.0.1 Brief History

According to Batchelor's research, the rise in the number of people who use the internet and the maturation of the World Wide Web both contributed to the growth of online banking (2021). Bank of America was the first financial institution in the world, in the year 2001, to reach the milestone of three million users or more utilizing its online banking service. Research that was conducted by the Gartner Group in 2009 revealed that over half of all individuals in the United States bank online (Sarreal, 2021). According to the findings of the Online Banking Report, less than 0.4 percent of households in the United States were utilizing online banking at the end of the year 1999. A person's age, education level, and financial capability can all have an impact on the amount of use they make of banking services.

Today, consumers of financial institutions in Macedonia have access to a comprehensive selection of electronic banking products and services offered by such institutions. Today, consumers of Macedonian financial institutions may choose from a comprehensive selection of electronic banking products and services offered by the banks (Batchelor, 2021). The very earliest websites had photos of bank executives or buildings, maps indicating the locations of branches and ATMs, phone numbers to contact for further information, and rudimentary product descriptions (Sarreal, 2021).

3.1.1 Review of Background and Literature

3.1.1.1 Bangladesh E-Banking Trends and Development

Because banking institutions are required to continually develop and update their marketing strategies in order to meet the expectations and requirements, the role that information technology will play in the future growth of the financial services industry, and particularly the banking industry, is becoming increasingly important.

3.1.1.2 The Evolution of Bangladesh's Internet Banking System and Its Challenges

The use of cutting-edge technology in the form of a computerized system constitutes internet banking. There were approximately 20 lakh customers using online banking as of January 2018, with the majority of consumers using online banking to transfer funds. In addition, during the month of January 2018, the internet banking network in Bangladesh was responsible for 7.18 lakh transactions worth a combined 2,175 crore Taka (Sarker et al., 2020).

3.1.1.3 Customers' Confidence in Bangladesh's E-Banking System

Customers are able to carry out financial transactions over a delivery channel using the most cutting-edge form of banking, which is known as electronic banking. The trust of customers is fundamentally determined by security measures, awareness, educational qualification, e-transaction authentication, bank e-service quality, banker behavior, and so on; however, individuals with low levels of education are reluctant to engage in online financial transactions (Sadekin et al., 2019).

3.1.2 Purposes

- Analyzing the Value of ABL's Online Banking Services
- Determining the level of demand from customers and their level of contentment with the bank's online banking service
- Identifying industry standards and looking ahead at potential opportunities
- Providing suggestions on ways in which ABL and their services can be improved.

3.1.3 Significance

This study focuses on the electronic banking services and technologies offered by ABL, as well as the company's collaboration with other state-owned businesses to supply customers with comprehensive answers to their problems. As a result of offering online services, ABL has quickly grown to become the most successful online bank in Bangladesh. The report also provides a view on areas for development, which may be able to assist in the creation of a sustainable e-banking system. Additionally, the report provides a view on how the level of customer satisfaction can assist us in determining whether or not successful execution was achieved.

3.2 Methodology

- Primary data: information from branches and academic hubs and centers, interviews with relevant authorities, surveying workers or consumers or both
- Secondary Data: Information from websites and previous publications, as well as information from previous surveys
- Sampling Method: Use a survey interview to collect data from frequent customers and staff. Furthermore, the data will be analyzed using MS Excel, and the sample size may be 25 clients.
- Interview: Short and physical interviews with Concerned Customers, followed by MS Excel analysis against the interview questions.

3.3 Findings and Analysis

3.3.1 E-Banking Service of Agrani Bank Ltd

3.3.1.1 Online Banking

IT and MIS Division is going to provide immediate technical and functional assistance to most of the branches that are based online. All of T24's online-based branches will receive both operational and technical support from the Information Technology and Management Information Systems Division. In addition, in the not too distant future, the T24 software will be integrated with various advanced banking facilities for users, such as online banking, mobile banking, and others.

Because each of its branches is linked to a single server, the bank is able to provide its clients the option of creating an electric account. This makes it possible for the bank to meet its customers' needs. This implies that a person who opens an account in one location will be able to conduct transactions at any of the branches that provide E-Banking as long as the account is in good standing. This privilege is only available to customers whose accounts are in good standing. Even though there have been major changes made to the Bank's online activities, this does not fulfill the totality of the requirements for an online banking system.

3.3.1.2 Payroll & Staff Data Card Software

The computation of staff salaries, the setting of staff salaries, the calculation of yearly increments, the generation of salary sheets and pay slips, and the gathering of information for staff data cards are all part of HRM activities that are effective and efficient. In addition to that, this program is in charge of managing the employees' annual confidential reports (ACR).

3.3.1.3 BACH & BEFTN

The Bangladesh Automated Cheque Processing System, also known as BACPS, and the Bangladesh Electronic Fund Transfer Network, also known as BEFTN, were both first introduced by the Bangladesh Bank (BEFTN). The BACPS has been implemented across the country at 454 different bank branches and 70 different clearing regions. The operation of BACH is being handled by a sophisticated and centralized program that has been developed and put into place. The debit transaction will get under way in a short while.

3.3.1.4 BD-RTGS

All of the scheduled banks in Bangladesh were required to participate in the "RTGS (Real Time Gross Settlement) Go Live" procedure on October 29, 2015, which was begun by the Bangladesh

Bank. BD-RTGS is a system that allows huge quantities of interbank real time (during a transaction) financial transactions (both in domestic and foreign currency) to be conducted electronically. These transfers may be carried out in either domestic or foreign currency. These exchanges may take place in either the nation's native currency or in a foreign currency. The bank that originated the payment is required to settle it within a time of thirty minutes after receiving the payment order from the client in order for the bank to be in compliance with the requirements outlined by the Bangladesh Bank. These rules were established by the Bangladesh Bank. All of the scheduled banks in Bangladesh are now able to participate in real-time interbank transactions and settlement thanks to the Bangladesh Central Bank. Additionally, the Bangladesh Bank has authorized scheduled banks to engage in transactions involving foreign currency, foreign currency exchange (Gross Currency Trading), as well as the purchasing and selling of treasury bonds and bills. This authorization was granted as a result of the Bangladesh Bank's decision to allow these kinds of financial dealings.

A Real Time Gross Settlement is a method of transferring funds electronically in real time that can be used for both domestic and international business dealings. The RTGS system is connected to the Bangladesh bank, and because of this connection, the use of the RTGS payment system has made it simpler, more secure, and more convenient to transfer payments. According to Bangladesh Bank, out of the total eleven thousand bank branches in Bangladesh, more than seven thousand online branches of 60 scheduled banks are connected to the Real Time Gross Settlement (RTGS) system. Both the French and British systems were designed by the Bankers Clearing House. The French system was known as SAGITTAIRE, and the British system was known as CHAPS.

3.3.1.4 SWIFT

Agrani Bank Limited is a member of the Society for Worldwide Inter-bank Financial Telecommunication, which enables it to provide SWIFT (Society for Worldwide Inter-bank Financial Telecommunication) services in each of its 43 branches. These services pertain to transactions involving foreign exchange and foreign trade (both import and export).

3.3.1.5 e-GP

Through the Central Procurement and Tendering Unit (CPTU) of the Planning Ministry, the Government of Bangladesh has initiated the e-GP (Electronic Government Procurement) initiative (Central Procurement Technical Unit). Contractors working for the People's Republic of

Bangladesh's 2,236 purchasing organizations that fall under the jurisdiction of the country's 33 ministries and departments are eligible to participate in e-tendering if they pay the registration fee, renewal fee, tender document charge, bank guarantee, and any other applicable fees at any branch in Bangladesh. A significant number of the bank's employees have successfully completed the required e-GP training. In order to make good on its promise to serve the country, the bank has decided to voluntarily participate in the e-GP initiative.

3.3.1.6 Website

Agrani Bank Limited provides a website that is both informative and user-friendly. On this website, the bank details its many products and services, as well as its annual accounts, citizen's charter, and other relevant information. The website of the bank, which can be accessed at www.agranibank.org, is the primary source of information used by the bank. This page provides up-to-date information about the bank, such as recent hiring, bids, and other opportunities.

3.3.1.7 ATM

The installation of 100 automated teller machines (ATMs) by ABL's own source and management has been approved by the bank's Board of Directors. Of these 100 ATMs, 49 have already been filed, and the rest are in the process of being filed. Customers will be able to take advantage of services provided by approximately 2,572 ATM Booths of 57 different scheduled banks once it is anticipated that all of the country's scheduled banks will be connected with the 'NPSB' system that is maintained by the Bangladesh Bank. Additionally, ABL plans to broaden the capabilities of its ATM booth service to include support for Visa Card, Master Card, and Credit Card transactions. After that, our financial institution began offering customer service through the Q-Cash Brand shared ATM Network, which was operated by IT Consultant Limited (ITCL).

The bank is a member of both VISA and the National Payment Switch Bangladesh (NPSB), in addition to being an affiliate of Q-Cash. Customers have access to 24-hour cash withdrawal services. Before using a card, the customer must first sign the back of the card in the designated area with a pen. This area is located on the back of the card. Before carrying out a rapid transaction, the user is required to visit any ATM belonging to the Bank or Q-Cash faction and change their PIN. Automated Teller Machines (ATMs) have been placed in key locations across the country, including major branch offices, airports, train stations, post offices, university campuses, and other

public gathering places. ABL hopes to encourage the use of ATMs by cultivating an environment that is more efficient and effective in the provision of ATM services.

The debit card issued by ABL can be used anytime, day or night, seven days a week. Debit cards issued by SBL allow cardholders to make tax payments, top off mobile phone balances, and withdraw cash from any ATM located within Bangladesh. A debit card comes with an annual fee that is equal to Tk 250.00. (Not including the VAT.)

ABL has introduced its credit card. The credit ceiling for officials of government, semi-government, and autonomous entities is three (three) months' basic wage. Credit cardholders have complete access to their loan limit via ATM or POS. Credit card services are only available to TIN holders.

3.3.1.8 SMS Alert Service

In the year 2017, the SMS Alert service was launched in order to provide customers with confirmation of their deposits, withdrawals, transfers, and account balances.

On the other hand, customers can gain access to SMS banking by filling out an SMS Banking activation form, which can either be brought into the branch or registered with their cell number. Once the form is submitted, the branch will immediately activate the customer's account.

3.3.1.9 Agent Banking

The Bangladesh Bank intends to make use of agents in order to bring financial and banking services to parts of Bangladesh that do not currently have access to these services. The initiative would function in accordance with the recently developed "Agent Banking Guideline" by the Bangladesh Bank. The Agent Banking approach would aid in the following goals:

1. Reducing transaction costs for both consumers and banks.
2. Assist in covering a broad geographical region at a low cost.
3. Raising financial consciousness.

Agent Banking Characteristics

1. The establishment of new accounts and the dissemination of the Account Opening Form along with the necessary KYC documentation.

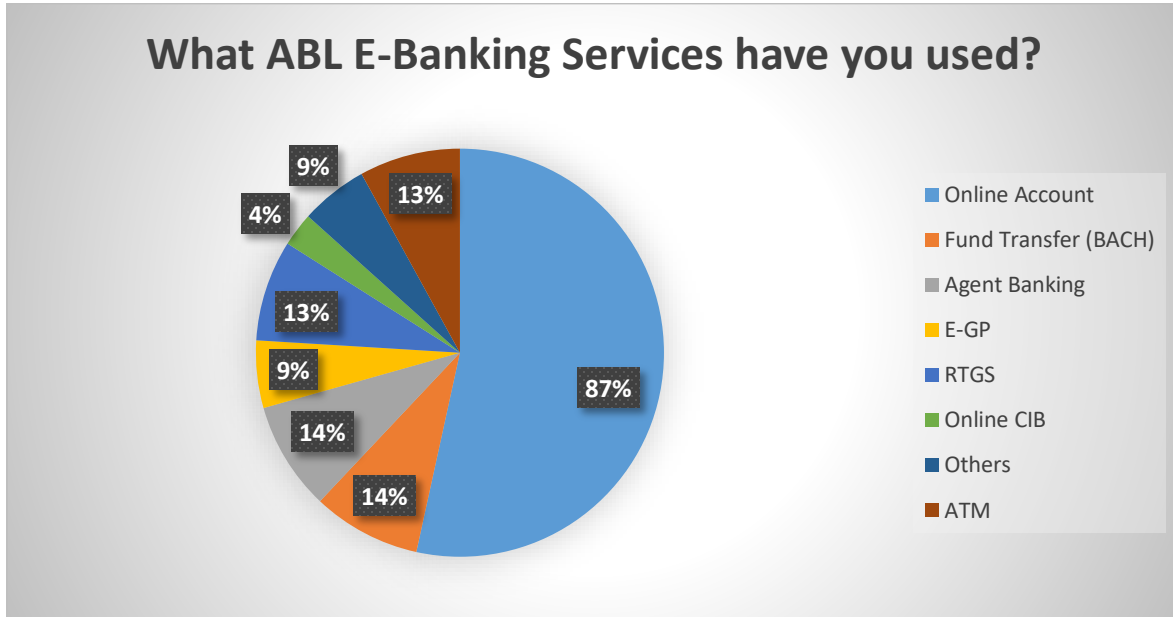
2. Transactions made to and from the account
3. The handing out of benefits by the government (such as elderly, widow, and disability allowances).
4. Repayment of Agricultural and Small and Medium-Sized Business Loans and Their Distribution
5. The receipt of payments in installments for ongoing deposits made in a bank
6. The gathering of monthly utility bills from individuals and organizations
7. Wages paid to institutions of higher learning, private industry, public agencies, and non-governmental organizations.

Agent Banking was tested out for the first time in two Agrani Bank Limited locations thanks to a collaboration between that bank and the linked 'DOER' (Shaistagonj Branch, Hobigonj & Pangsha Branch, Rajbari). Because our bank does not have a branch in the 143 Upozelas in which this service is going to be implemented, it will go live as soon as possible. The project will also be implemented primarily in Union and District areas at additional agent sites; however, the specific locations of these implementations will depend on the commercial significance of the area.

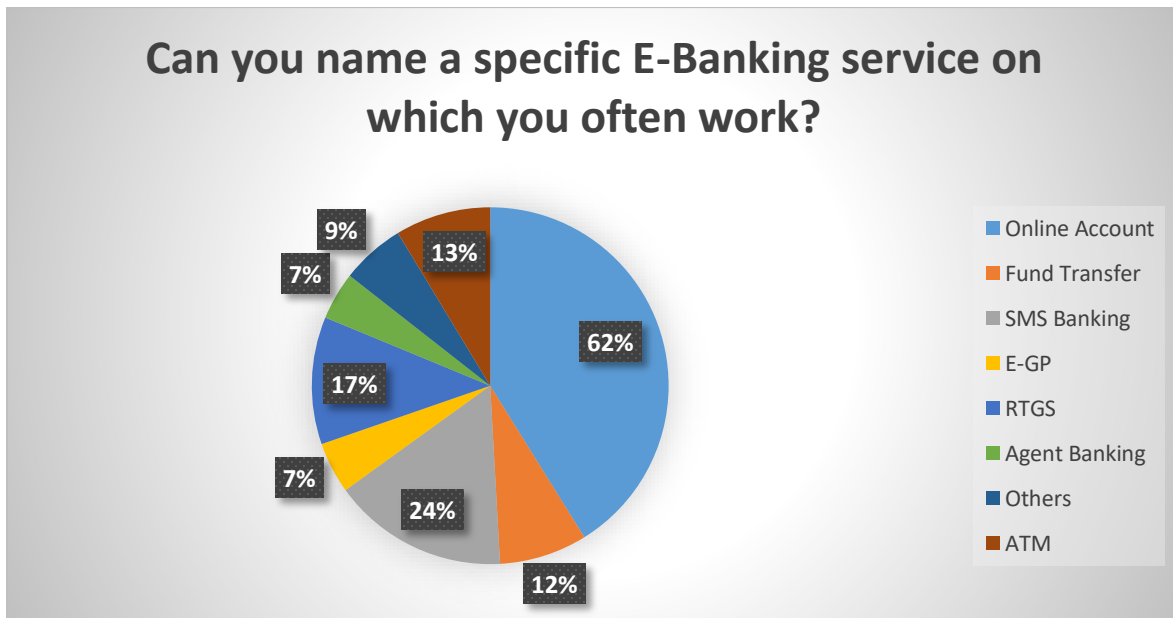
3.3.1.10 Online CIB Reporting

By the tenth of each month, the MIS Division of the bank receives the CIB information from the previous month that was supplied from linked branches through zonal offices online. The information is checked by the MIS Division to ensure that it is accurate before being sent to the Bangladesh Bank via the internet on the 20th of each month. Directly reporting CIB information and enquiry forms to the MIS Division is the responsibility of corporate branches. ABL shared the approximately 72,897 CIB information that it obtained from the Bangladesh Bank system with connected branches between the months of January and December of the year 2020.

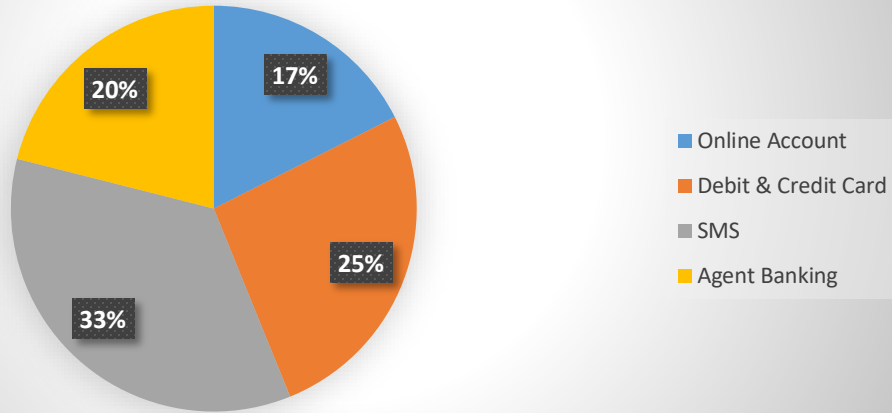
3.3.2 Customer Satisfaction Analysis



According to the results of a survey that was given to employees working in branches, 21 out of 24 customers participate in some capacity in electronic banking activities. The vast majority of these customers use online accounts, BACH, and various other systems.

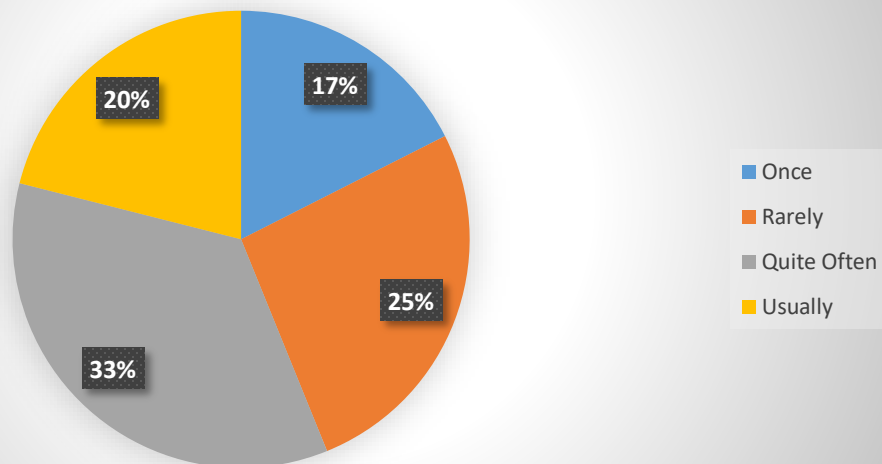


What kind of issues or difficulties have you had with E-Banking Services?



The vast majority of e-banking customers have issues with their online accounts, debit and credit cards, and other services connected to SMS. These issues have to do with verifying account information, receiving notifications about transactions, and other issues related to transactions. Problems with website security, fees assessed annually to debit and credit cards, and an absence of routine website updates are some of the grievances that have been voiced by users of online services.

How frequently does this problem occur?



Most of the customer complained these problems happen quite Often, which is major concern. Moreover, Customer would like a through and simple service blueprint among the E-Banking Services and would like an extended and interconnected E-Banking service among the intended services.

3.4 Synopsis and Conclusions

The research was carried out in a bank branch where RTGS was only recently deployed in January and where very few actions were carried out using E-Banking Services and Consumer Behavior. As a result, I had to rely on secondary research and ask head office questions about the E-Banking procedure. After accepting these limits, it is possible to conclude that the newly established system has opened the door to new income possibilities for the bank in the short term. In the long run, this system has the potential to significantly alter industrial operations, making it more efficiently appropriate for this information era.

3.5 Recommendations and Implications

The operators at Agrani Bank Ltd experienced several obstacles during the startup phase of the system. The most difficult issue was becoming acquainted with a highly sensitive system that they had never encountered before. According to their perspective, users of this system require additional training to obtain the essential abilities to swiftly embrace the system. Agrani Bank has installed a cutting-edge cyber security system. The bank's clients still have reservations about utilizing this technology, but this trust is growing with time. They have also conducted exercises on the operators to verify that they are capable of dealing with technological glitches and other financial concerns with the system's software.

The research done on the study's aim discovered various inadequacies and possible issues that ABL management encountered when installing the RTGS system. This advice will attempt to focus on the most pressing issue that need immediate action. A unique team structure is in place at ABL to support and maintain the system. However, due to power inequalities in team dynamics, this structure is intrinsically problematic.

4.0 Index

4.1 Appendix

Questionnaire

1. What ABL E-Banking Services have you used?
2. Can you name a specific E-Banking service on which you often work?
3. What kind of issues or difficulties have you had with E-Banking Services?
4. How frequently does this problem occur?

A. Once, B. Rarely (less than twice in a month), C. Quite often (less than ten times in a month), D. Usually (More than 10 times within 1 month)
5. What are your thoughts? Could your problem have been handled more thoroughly?
6. Could you appreciate expanding your service line in terms of E-Banking?

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