



 Eastern Bank Ltd.

**WE SAVE
WE EARN**
BE COST CONSCIOUS

Internship Report on

“Analysis of Consumer Asset-Liability Scheme & the Scenario of Employee Retention -

An Overview of Eastern Bank Ltd.”



Inspiring Excellence

Internship Report on

“Analysis of Consumer Asset-Liability Scheme & the Scenario of Employee Retention –
An Overview of Eastern Bank Ltd.”

Submitted to:

Mr. Noman Hossain Chowdhury
Senior Lecturer
BRAC Business School

Submitted by:

Rossi Norman Dias
BRAC University
ID: 13164082
MBA Program

Letter of Transmittal

12th December, 2015

To

Mr. Noman Hossain Chowdhury

Senior Lecturer

BRAC Business School

Subject: Internship report on “Analysis of Consumer Asset-Liability Scheme & the Scenario of Employee Retention – An Overview of Eastern Bank Ltd

Dear Sir,

With due respect and immense gratification, I am submitting my internship report on – “Analysis of Consumer Asset-Liability Scheme & the Scenario of Employee Retention – An Overview of Eastern Bank Ltd.” that you have assigned me as an essential requirement of the Internship program. It is really an enormous prospect for me to gather together vast information and grasp the subject matter in an appropriate way. I have found the study is quite attention-grabbing, beneficial & insightful.

I tried my level best to prepare an effective & creditable report. The report will provide clear concept about the overview of the Consumer Finance Centre of EBL, overall idea about the yearly consumer loan statistics and overall trend of consumer loan, identify the ways to perk up the consumer banking position of EBL Ltd. I welcome your query & criticism on the report, as it will give me the opportunity to learn more and enrich my knowledge. I hope you will consider the mistakes that may take place in the report in the spite of my best.

Sincerely,

Rossi Norman Dias

ID: 13164082

Brac Business School

MBA Program

Acknowledgement

I would like to take this opportunity to convey my heartfelt appreciation to those, whose blessing and cooperation was important to bring this report in light.

I want to show my gratitude to:

Mr. Noman Hossain Chowdhury

Senior Lecturer
BRAC Business School

Ms. Umme Salma

Head, Learning & Development
Eastern Bank Limited

Mr. Mesbah Uddin Ahmed

Branch Manager
Consumer Banking
Eastern Bank Limited.

Mr. Mushfikur Rahman Khan

SBSSM
Consumer Banking
Eastern Bank Limited

Last but not the least I also acknowledge the management team and employees of Eastern Bank Limited for their great support for making this report a successful and comprehensive one.

Executive Summary

At present, Consumer Banking is one of the mounting core business units of any competitive bank since consumer banking deals with ample customers and lead initiator of significant revenue. Consumer banking is getting momentum day by day for futuristic banking product and services offered by consumer banking. And all banks are trying to aggressively expand the consumer or retail banking division. Major spirit of consumer banking is the consumer deposit and lending product line, customer base, ancillary consumer banking products like debit card and credit card. As far as life style of people is concerned, consumer bank can play a widespread role since consumer banking deals with individuals' complete life style as well as banking solution.

EBL is one of the fastest growing private commercial banks, which is aggressively moving forward in the arena of consumer banking by rendering super product and service range among huge customer base across the country. EBL already set up some landmarks by introducing ' real time online banking, Debit card, Credit card, Internet Banking, and sales team for consumer banking.

In this report, four chapters have segregated total analysis. While chapter one demonstrates introduction, scope and limitation of the study, chapter two has shown the overview of EBL comprising history, vision, mission and core business units. Consumer banking scenario of the EBL has been demonstrated in chapter three. In the chapter four the comparative product of CNB and SWOT with employee retention has been discussed. Finally finding and conclusion is drafted in chapter five of this report.

Table of Content	
Content	Page
CHAPTER 1	1-5
Introduction	1
1.1 Introduction	1
1.2 Scope of the study	2
1.3 Objective of the study	3
1.4 Methodology	4
1.5 Limitations	5
CHAPTER 2	6-10
OVERVIEW OF EASTERN BANK LIMITED	6
2.1 History and Background	6-7
2.2 Vision, Mission, Major Achievements of EBL	7
CHAPTER 3	11-31
CONSUMER BANKING AT EASTERN BANK LTD.	11-14
3.1 Products offered by EBL for the consumers	15
3.2 EBL Consumer Banking	15
3.2.1. EBL Consumer Banking (Asset/Loan product) List	15- 22
3.2.2. EBL Consumer Banking (Liability/Deposit Product) List	22-27
3.2.3. EBL Cards product	27-29
3.3 EBL SME Banking	29
3.4 CFC	30
3.4.1. Credit Approval Procedure	31
CHAPTER 4	32-45
COMPARATIVE PRODUCT OF CONSUMER BANKING	32
4.1 Market for consumer lending	33
4.2 Market for consumer deposit	33
4.3 Comparative Analysis on Deposit Product	35
4.3.1. Product Proposition Product Proposition	35
4.4 Comparative Analysis on Consumer Lending Product	36
4.5 SWOT	38-39
4.6 Point of Difference (POD) for EBL	39
4.7. WHAT IS RETENTION MANAGEMENT PROGRAM?	40-45
4.7.1. WHY RETENTION MANAGEMENT PROGRAM?	40
4.7.2. CURRENT SCENARIO OF EMPLOYEE RETENTION IN EBL (IN 2013-2014)	40
4.7.3. EMPLOYEE TURNOVER RATE IN EBL (2013-2014)	43

CHAPTER 5	46-51
FINDINGS	46-47
Recommendations	48-49
CONCLUSION	50
References	51

Introduction

I completed this project in Eastern Bank Limited (EBL), one of the largest and reputed Private Commercial Bank in Bangladesh. During this time my instructor, **Mr. Noman**, Senior Lecturer **Dept of business Administration**, BRAC University assigned me. I am working in the Chawk Mughultuly Br. of EBL, in the Consumer Banking Division. The primary activities carried out by this division include day to day customer service which consists of opening different types of Accounts, maintaining accounts, monitoring transaction profile, transferring cheques, issuing pay orders, applying loan/card facilities, maintain clearing cheques, cash deposits and withdraws etc. While working on this department I found that Consumer Banking at EBL is striving hard to grip the market. From year 2014 to 2015, their Deposit growth for 2014 was Tk. 7,414.42 crore and at the end of 2015 it climbs up to Tk. 8,971.39 and still it's uprising crore . So, if we see the YTD Growth it is 1,562.67 crore growth in consumer banking in 2015.

Scope of the study

This internship report is based on the topic- Analysis of Consumer Asset - Liability Scheme & the Scenario of Employee Retention – An Overview of Eastern Bank Ltd.

During this period, I have been able to gather practical knowledge about the overall consumer financing procedure of EBL.

The first part of the report gives a synopsis of Eastern Bank Ltd and its operation. Most of the information of this part is gathered from internal source and web site. Second part will give the overall scenario about the Consumer Banking & Consumer Finance Centre (CFC) and different sort of consumer loan offered by EBL with competitive interest rates. Third part of the report will give a detailed static of the consumer banking performance in the last year. I have collected this information from the MIS (Management Information System) Dept.

I am greatly thankful to them in this regard. And the last part of the report gives an analysis of the current condition of Consumer Banking at EBL.

Objective of the study

The basic focus of this study is to give a general outlook about the consumer financing position at EBL. However the specific objectives of this report are:

General objective:

– To gain practical job experience and view the application of theoretical knowledge in practical life.

Project objective:

- To present an overview of the Consumer Finance Centre of EBL.
- To provide the yearly consumer loan statistics and overall trend of consumer loan.
- To identify the ways to perk up the consumer banking position at EBL.
- To identify the Scenario of Employee Retention at EBL

Methodology

The first step of this report was concerned with problem identification and deciding on the topic. This was achieved through consultation with the faculty advisor and the supervisor in EBL. Next the particular objectives of the project were set. Based on these objectives, the necessary data for completion of the project were identified.

Next, those internal sources were identified who would be able to provide the necessary information. After this, the data collection process began. Both primary and secondary sources of information were used for the purpose of this report.

The primary sources of information were the concerned officials of EBL. Data were collected from them through face-to-face interview.

The sources of secondary information were different publications, board memos and other reports of EBL. After data collection was complete, the data was analyzed to find out their implications.

Data Analysis was done mostly through table and statistical data comparison (frequency, relative frequency). Software like MS- Excel is used to analyze the data and come up with good findings.

Limitation

The limitations are given below:

- Lack of comprehension of the respondents was the major problem that created much confusion regarding verification of conceptual question.
- Limitation of time was one of the most important factors that languished the present study. Due to time limitation, many aspects could not be discussed in the present study.
- Confidentiality of data was another important barrier that was faced during the conduct of this study. Every organization has their own secrecy that is not revealed to others. While collecting data on EBL's strategic plan, the personnel did not disclose enough information for the sake of confidentiality of the organization.
- Rush hours and business was another reason that acts as an obstacle while gathering data.

Chapter 2

OVERVIEW OF EASTERN BANK LIMITED

History and Background

The emergence of Eastern Bank Limited in the private sector is an important event in the banking industry of Bangladesh. Eastern Bank Limited started its business as a public limited company on August 8, 1992 with the primary objectives to carry on all kinds of banking business in and outside of Bangladesh and also with a view to safeguard the interest of the depositors of erstwhile BCCI (Bank of Credit and Commerce International (Overseas)) under the Reconstruction Scheme, 1992, framed by Bangladesh Bank. In 1991, when BCCI had collapsed internationally, the operation of this bank had been closed Bangladesh. After a long discussion with the BCCI employees and taking into consideration the depositors' interest, Bangladesh Bank then gave permission to form a bank named Eastern Bank Limited which would take over all the assets, cash and liabilities of erstwhile BCCI in Bangladesh, with effect from 16th August 1992. So, it can be said that EBL is a successor of BCCI.

EBL started its business as a scheduled bank with only four branches, which included Principal Branch, Dhaka; Motijheel Branch, Dhaka; Agrabad Branch, Chittagong and Khulna Branch. EBL started its business with a motto to grow as a leader in the banking arena of Bangladesh through better counseling and efficient service to clients. EBL resumed its operational activities initially with an authorized capital of Tk. 1000 million, divided into 10 million shares of Tk. 100 each and paid up capital of Tk. 310 million. The initial shareholders were the NCBs, various govt. agencies, and some of the depositors who had agreed to accept shares in the new bank in lieu of their deposits. The first Board of Directors of EBL constituted under govt. supervision, consisted of 7 directors from various business and professions. Eastern bank Limited was under govt. control until the end of 2000 and therefore, there were lots of deficiencies in the Bank's management.

In 2001, the board of directors brought in new professional management from various foreign banks who have been trying to modernize the bank ever since. Eastern Bank Limited started the year 2004 with Paid-up Capital stood at Tk. 828 million but the authorized capital remained unchanged at Tk. 1000 million. The general public held 83.42% of its shares while institutional investors held the rest 16.58%. At present, EBL is one of the fastest growing commercial banks in the country & the largest capital based bank in Bangladesh.

It has 79 branches (including 1 off-shore banking unit) scattered over the major cities of the country in major business areas. At present EBL has 194 ATMs. open for 24 hours for the customer service.

Vision:

To become the most valuable brand in the financial services in Bangladesh creating long lasting value for our stakeholders and above all for the community we operate in by transforming the way we do business and by delivering sustainable growth.

Mission:

- We will deliver service excellence to all our customers, both internal and external.
- We will ensure to maximize shareholders' value.
- We will constantly challenge our systems, procedures and training to maintain a cohesive and professional team in order to achieve service excellence.
- We will create an enabling environment and embrace a team based culture where people will excel.

Major Achievements of EBL

Kiosk

EBL launched Kiosk in March 2006 and basically kiosk offers mini branch banking facility like 24-hour ATM facility, bills payment for customers, internet banking. At present 194 ATMs are active to serve for 24/7 for the customers. Some direct sales officers are also attached with kiosks to take care of business sourcing part.

Real time online banking

EBL is the pioneer Bank in laying foundation to the world class banking software in Bangladesh. No other private Banks in Bangladesh could implement foreign banking software with success in the past.

Flexcube

It is the Internet banking solution that delivers the Corporate, Consumer and Investment Banking products to bank's customers over the Net. Our Internet Banking module is a secure, robust and extensible web banking solution. It is anchored on a reusable component framework that complies with industry standards. Conceived specifically to exploit the potential of the web, our new banking platform delivers a modular solution addressing Consumer, Corporate and Investment Banking. Customers will be able to transfer funds, inquire balance, request for chequebook, pay utility bills on-line etc.

Internet Banking

EBL made a milestone in the banking arena by introducing the internet banking for the first time in Bangladesh. Internet banking application addresses the needs of small, individual and corporate account holders of the bank. This application provides a comprehensive range of banking services that enable the customer to meet most of their banking requirements over the Net. Transactions that can be executed through net are Account Operations and Inquiries, Fund Transfers and Payments, Utility Bill Payment, Deposits, Loans, Inquiries and other services.

EBL Visa Electron Debit Card

EBL is the first bank in the country to introduce debit card. This is a new addition to banking services, so that our customers can have access to cash anytime and shop by swiping this card in all VISA POS (Point of Sales)

ZIP

EBL ZIP is a non-interest bearing equal installment plan that allows credit cardholders the flexibility to convert retail purchase transactions at designated outlets into an installment scheme. The customer pays back the amount over a tenor ranging from 3 months to 24 months without any interest.

SKY Banking (Not Officially Announced)

Sky banking is an upcoming application which will be introduced by EBL in the coming year of 2016. The application will bring the banking service more efficient and effective prompt customer service. It is a plan of total combination of mobile & online base banking. Customer can easily see his/her Account statements, download statement, can drop cheque requisitions, find out the closest branches and ATMs positions, different offers offered from the EBL, fund transfer and many more facilities will be offered through this Sky Banking Application.

Core Business Units of EBL:

- Consumer Banking
- Corporate Banking
- SME banking
- Treasury

Consumer Banking

EBL Consumer Banking deals with the day-to-day financial need & services of the consumer clients. Consumer banking products are designed keeping in mind the financial necessities and affordability of the clients. The new IT platform of EBL has enabled its Consumer Banking to offer world class and comprehensive range of financial products and services. These have been fashioned in a manner to fulfill the clients' banking needs with dedicated Relationship Managers who are reaching out to the customers to make sure that the job is done in a systematic manner within the client's time frame. And with the Internet banking service, customers can now access the accounts and services at the click of mouse.

Corporate Banking

Corporate Banking is an integrated specialized area of the Bank, which addresses the diverse financial needs of Corporate Customers.

SME Banking

SME Banking is an integrated specialized area of the Bank which addresses the diverse financial needs of small and medium business houses.

Treasury

Treasury unit is a Core banking unit with its leading-edge technology and steadily growing volume of activity in the markets, EBL's treasury unit and currency dealing desks have consolidated its position as a well-known and well established counterpart in the newly transformed Free Floating rate, dealing daily with a wide circle of both bank and non-bank customers all over Bangladesh. Our everyday business revolves around participation in Money Market & Foreign Exchange Market in a substantial volume.

Management Aspects:

Like any other business organization, the top management makes all the major decisions in EBL. The board of directors being at the highest level of organizational structure plays an important role in policy formulation. The board of directors is not directly concerned with the day-to-day operation of bank. They have delegated this duty to the management committee. The board mainly establishes the objectives and policies of the bank.

There are three (3) committee of the board for different purposes:

1. Executive committee comprising of 7 members of the board;

2. Committee of the board for Administrative matter,

3. Committee to examine Bad Loan Cases.

The Chief Executive Officer (CEO), who is assisted by 3 Executive Vice Presidents (EVPs), looks after the day-to-day affairs of the Bank. Human Resource Department, MDs Secretariat and Audit and Compliance Department are under direct control of the CEO. The three EVPs are in charge of Operations, Credit and Corporate Banking respectively. They control the affairs of these departments through the managers who are in charge of various departments under these divisions.

Mid and lower level employees get the direction and instruction from the top executives about the duties and tasks they have to perform. Management of Eastern Bank Ltd. assumes that employees are members of the team, who actively participate in accomplishing the organization goal. The chief executive provides the guideline and broad direction to the managers and employees but delegates' responsibility for determining how tasks and goals are to be accomplished.

Division: All policy formulations and subsequent executions are done in the Head Office. It comprises of nine major divisions namely Corporate Banking Division, Credit Division, Consumer Banking Division, Trade Services Division, International Division, Finance and Accounts Division, Human Resources Division, Information Technology Division, and Audit and Compliance Division.

Besides these main divisions, there is also an Administration Division, which looks after the Bank's day-to-day operation.

Business Network of EBL:

EBL operates through a network of 79 branches around the country. 36 of those branches are located in Dhaka, 22 in Chittagong and 6 in Sylhet & rest in other 6 commercially important cities (Comilla, Khulna, Bogra, Rajshahi, Rangpur, Barishal & Jessore).

Chapter 3

CONSUMER BANKING AT EASTERN BANK LTD.

About Consumer Banking (CNB):

Consumer Banking at EBL is to serve individual customer throughout every stage of their life stage. CNB is considered to the front officers of the bank, who interfaces with the customers. These activities are being carried out through the 79 branches. Previously these branches used to conduct all kind of business activities, including processing credit issue, conducting trade service, consumer service etc. But after the restructuring process, all these branches are now mainly focusing only on delivering service to individual and corporate customers.

Consumer banking products are designed keeping in mind the financial necessities and affordability of the clients. The new IT platform of EBL has enabled its Consumer Banking to offer world class and comprehensive range of financial products and services. These have been fashioned in a manner to fulfill the clients' banking needs with dedicated Relationship Managers who are reaching out to the customers to make sure that the job is done in a systematic manner within the client's time frame. However, EBL has decided to give more focus on consumer banking and is developing modern delivery channels like ATMs, tele-banking, internet banking, debit cards, etc. and many other new consumer products and services to meet specific financial demands of the customers as well as to make their life easy & convenient.

The broad functions of this division are:

- Settlement of accounts
- Building strong relationship with individual customers
- Identifying individual needs of the customers and
- Thus helping design products that will meet their needs.
- Providing locker services
- Providing ancillary services

Competitive Strength of Consumer Banking Division: Competitive strengths are as follows:

- Real time online banking
- Debit Card
- Internet Banking
- Large branch network across Bangladesh (in all major cities)
- Experienced consumer banking team with considerable exposure from global leaders in consumer banking
- Smart Student

Student File: Eastern Bank has launched new services for the students who are going abroad by remitting the money for education purposes. Eastern Bank has introduced these services for the first time in Bangladesh.

This service has exceptional features:

- Lower fees for file opening.
- Interested student can apply for studies.
- This service is available in Motijheel, Gulshan, Shantinagar Agrabad.

Real time online banking: EBL is the pioneer Bank in laying foundation to the world class banking software in Bangladesh. No other private Banks in Bangladesh could implement foreign banking software with success in the past.

EBL provides the following services to its clients through real time online banking:

- Anywhere 24 hours X 7 days banking
- Internet banking,
- Tele banking and
- ATM/POS
- Significantly reduced time in banking transactions
- Sophisticated Customer Information at the fingertips and can be provided anytime
- Online Inter-branch Transfer
- Any Branch Pay Order System
- Digital Signature/Photo image while transacting
- Display Customers Balance, Transactions, Statements online
- Automatic Sweep in & out

Internet Banking: EBL made a milestone in the banking arena by introducing the internet banking for the first time in Bangladesh. Internet banking application addresses the needs of small, individual and corporate account holders of the bank.

This application provides a comprehensive range of banking services that enable the customer to meet most of their banking requirements over the Internet. Facilities of Internet Banking:

- Account Operations and Inquiries
- Fund Transfers and Payments
- Utility Bill Payment
- Deposits & Loans Inquiries services
- Session Summary

EBL Visa Electron Debit Card:

EBL is the first bank in the country to introduce debit card. This is a new addition to banking services, so that our customers can have access to cash anytime and shop by swiping this card in

all VISA POS (Point of Sales).

Main Elements of Business Strategy:

Designing product wise consumer budget and action plan:

All branches or sales & Service centers are provided product wise and month wise budget and action plan to deal different customer's segments. These are monitored and tracked regularly.

Introducing Contemporary product and Kiosk or booth:

Introducing contemporary product line for different target groups like executives, housewives, and students of private universities.

We are offering Internet Banking, ATM, and Bills Pay services plus loan and deposit account application sourcing at those kiosks.

Direct Sales Team:

EBL already has large volume of commission pay based direct sales agents in its team whose only responsibility is sales.

At EBL we have also formed "hunter team" in each branch the members of which have clear focus on branch-based sales, while there are separate teams for services.

Aggressive Advertisement campaign and aggressive promotion all over the year: EBL has launched aggressive media campaign and street based visibility campaign this year. We are already on air every evening with a premier TV channel in Bangladesh; and have already launched a road based campaign for promoting our technology-based products.

One BRM per week

Currently we are holding one Business Review Meeting per week in consumer banking. This is a very helpful tool for fostering nicer and more effective communication and for tracking progress of business and projects. BRM programs also helping us to monitor actual time-to-market for our different products and services.

Another major element of our business strategy is to be innovative in the areas of product development and launching. We have very successfully launched EBL Auto Loan which in time has been able to take the top position in Auto Loan market; and then we have launched EBL Executive Loan (Any Purpose Lifestyle Loan) which also, as a product, came out to be different from the existing other products in the market.

The main driver of our business strategy is to be different, to be able to differentiate ourselves from others not according to us, but according to the customers. That is the reason; EBL is has already launched its ATM and Credit Card business in a totally different format in this market.

Future Product Development Plan and promotion program:

We are planning to introduce the following new products for our consumer banking:

- Sky Banking through mobile phone
- Children Deposit Plan (already launched, only for kids)
- Evening banking for most branches
- Introducing Secured Loan
- EBL Executive (Lifestyle Loan; already launched)
- Islamic Banking (Hajj Campaign)
- EBL Freedom Loan (loan for women's executives and other solvent women)
- EBL Homemaker Loan (loan for housewives)
- EBL Travel Loan
- EBL Home Loan
- Special deposit for private university students, and housewives

Promotion is the vital marketing mix element that helps to occupy a place in the customers' mind. We are thinking of launching the followings to give our brand equity a jolt:

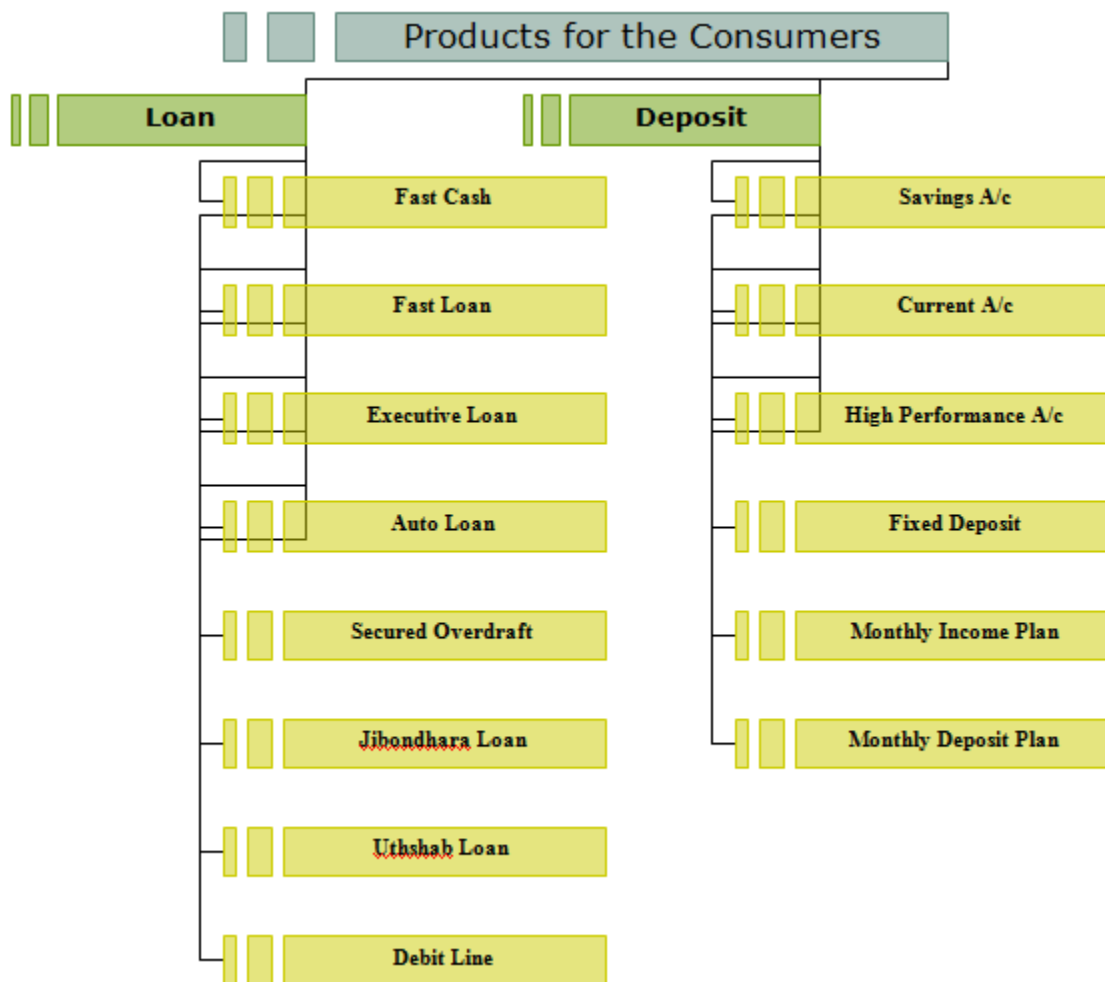
Campaign for Private University Students: We are aware that a huge number of private universities are there in Bangladesh, the students of which go abroad regularly for higher studies. We want to launch "Student File" program for these students, which will give us good opportunity of fee and FX earnings. We want to offer them also savings account, debit card and internet banking through normal channels plus kiosks.

Kids Day: We plan to celebrate kid's day on a certain Friday, both in Dhaka and in Chittagong. Kids of English medium schools along with their guardians will be invited in the program. Drawing or game contest will take place. Top performers will be awarded with bank's logo pasted school bags.

Following is our desired mix of advertising/promotion sources:

Key Area	Location	Proportion
Newspaper	Daily Star, Prothom Alo	40%
Billboard	Shopping Mall, Busy Highway	30%
Internet	Quiz contest at Bank website	5%
Magazines	Fortnightly Bengali Magazines	5%
Client's evening every month	All valued Clients	20%
Electronic media	Channel i news (EBL break)	

3.1. Products offered by EBL for the consumers:



3.2. EBL Consumer Banking

Eastern bank provide very productive consumer banking service. Eastern bank's consumer banking based on several types of loan product & Deposit product. Their loan product is much more adoptable. So peoples are showing better response to purchase this loan product. We ask some question about consumer banking service of EBL to client of EBL what is their opinion most client answer is they are happy.

3.2.1. EBL Consumer Banking (Loan product) List

- EBL Jibandhara loan.
- EBL Home loan.
- EBL fast loan.
- Executive loan.
- Auto loan.

- Travel loan.
- Personal loan.
- EBL education finance pack.
- Professional Loan.

EBL Jibandhara Loan

Loan Amount ranges from BDT 50,000 to BDT 1,000,000 (or 10 to 12 times of gross salary, whichever is lower).

Conditions:

- Repayment tenure of 12, 24, 36, 48 or 60 months.
- Payment option available starting after minimum 6 months of disbursement of loan.
- Early full and final settlement allowed.
- No security required & No hidden charges.

Age: Minimum 22 years, Maximum 60 Years.

Professional Experience:

Salaried Executives: 1 year of experience

self employed Professionals: 2 years of experience.

Minimum monthly income:

Salaried Executives: minimum BDT 20,000 / month

Self employed Professionals: minimum BDT 30,000 / month.

EBL Home Loan

EBL introduces the most convenient & practical Home Loan that suits your all home financing needs. Let it be for apartment purchase, home construction, extension or renovation – EBL is here with the ultimate solution for you. With so many attractive features in it – the home you wanted to buy, or to extend the existing one or renovate the same is no longer a distant dream. Loan amount BDT 500,000 – 120, 00,000 or 50 time of applicant's Gross Monthly Income, whichever is lower.

Conditions:

- Repayment tenure 3 years to 20 years.
- Attractive Interest rates based on loan amount:
Loan Amount Interest Rate 11.11%
Source: EBL website.
- Processing fee – 1% of the loan amount for the fresh applicants and 0% for the take-over loans.
Loan up to 70% of the property value
Advance/Partial Prepayment – Anytime and any amount payment facility available, fee is 2% of the Advance/Partial Prepayment amount.
- Additional Loan Top up facility available.

- Bangladeshi citizen within age range 22 Years – 57 years.
- Length of Service/Business:

Salaried Executives: Minimum 3 year of experience with 6 month permanent employment with present employer; Contractual Employees of Supranational Organizations, international development organizations & Donor agencies e.g. WHO, FAO, UNDP, CARE etc. will be eligible subject to 1. minimum length of service 5 years 2. contract renewed at least twice.

Professionals: Minimum 3 year of practice in the profession.

Businessman: Minimum 3 years of involvement in business.

Minimum Income for Individual :

BDT 25,000/- per month for Salaried Executives.

BDT 40,000/- per month for Self Employed and others.

BDT 50,000/- per month for Businessmen.

Joint Applicant – Spouse and immediate family members (father, mother, son, daughter, brother & sister)

Total Income for Principal and Joint Applicants:

BDT 30,000/- per month for Salaried Executives.

BDT 50,000/- per month for Self Employed, Businessmen and Others.

EBL Fast Loan

- Revolving credit facility.
- Pre-determined amount of credit from your current account.
- Interest charged only for the amount you have drawn.
- Interest charged on quarterly basis.
- Repayment at anytime during the stipulated period.
- Option of renewal at your request.

Any individual having an FD, DPS or other securities like Wage Earner's Bond, ICB unit certificate etc is eligible to apply.

EBL executive Loan

Loan amount ranging from minimum BDT 50,000 to maximum BDT 10,00,000 or 10 times of gross salary, whichever is lower. Interest rate is 13.99%

Condition:

- Repayment tenure of 12,24 or 36 months.
- Early full and final settlement allowed.
- Any Salaried Executive can apply for the loan.
- Age : Minimum 23 years, Maximum 60 Years.

Professional Experience:

1 year of experience with minimum 6of continuous employment with current employer.

Minimum monthly income:

BDT Tk. 20,000 for Executives of any private organization

BDT Tk. 16,000 for government officials.

Eastern Bank Limited

Loan EMI for the Applied Loan Amount

Loan Amount:	Tenor	I. Rate	EMI	Loan Amount:	Tenor	I. Rate	EMI
1,000,000.00	60	14%	23,367.63	500,000.00	60	14%	11,683.82
1,000,000.00	48	14%	27,422.12	500,000.00	48	14%	13,711.06
1,000,000.00	36	14%	34,270.83	500,000.00	36	14%	17,135.42
1,000,000.00	24	14%	48,104.34	500,000.00	24	14%	24,052.17
1,000,000.00	12	14%	89,877.77	500,000.00	12	14%	44,938.89
900,000.00	60	14%	21,030.87	400,000.00	60	14%	9,347.05
900,000.00	48	14%	24,679.91	400,000.00	48	14%	10,968.85
900,000.00	36	14%	30,843.75	400,000.00	36	14%	13,708.33
900,000.00	24	14%	43,293.91	400,000.00	24	14%	19,241.74
900,000.00	12	14%	80,890.00	400,000.00	12	14%	35,951.11
800,000.00	60	14%	18,694.10	300,000.00	60	14%	7,010.29
800,000.00	48	14%	21,937.69	300,000.00	48	14%	8,226.64
800,000.00	36	14%	27,416.66	300,000.00	36	14%	10,281.25
800,000.00	24	14%	38,483.47	300,000.00	24	14%	14,431.30
800,000.00	12	14%	71,902.22	300,000.00	12	14%	26,963.33
700,000.00	60	14%	16,357.34	200,000.00	60	14%	4,673.53
700,000.00	48	14%	19,195.48	200,000.00	48	14%	5,484.42
700,000.00	36	14%	23,989.58	200,000.00	36	14%	6,854.17
700,000.00	24	14%	33,673.04	200,000.00	24	14%	9,620.87
700,000.00	12	14%	62,914.44	200,000.00	12	14%	17,975.55
600,000.00	60	14%	14,020.58	150,000.00	36	14%	5,140.62
600,000.00	48	14%	16,453.27	150,000.00	24	14%	7,215.65
600,000.00	36	14%	20,562.50	150,000.00	12	14%	13,481.67
600,000.00	24	14%	28,862.60	100,000.00	36	14%	3,427.08
600,000.00	12	14%	53,926.66	100,000.00	24	14%	4,810.43
				100,000.00	12	14%	8,987.78

EBL Auto loan

- Loan amount ranges from BDT 500,000 to BDT 4,000,000 (up to 50% for brand new & reconditioned car).
- Competitive interest rates consisting of 13.50%.
- Repayment tenure of 12,24,36,48 or 60 months.
- You have the option of pre-paying your loan after a minimum of 6 months of loan disbursement.
- Early full and final settlement allowed.

Age : Minimum 22 years, Maximum 60 Years.

Professional Experience:

Salaried Executives: 2 year of experience

Self employed Professional: 2 years practice.

Business: 2 years experience

Minimum monthly income:

Minimum monthly income: BDT Tk. 25,000/month.

EASTERN BANK LTD.

Loan Amount:	Tenor	I. Rate	EMI	Loan Amount:	Tenor	I. Rate	EMI
1,000,000.00	60	13.50%	23,110.12	1,100,000.00	60	13.50%	25,421.14
1,000,000.00	48	13.50%	27,172.95	1,100,000.00	48	13.50%	29,890.24
1,000,000.00	36	13.50%	34,029.52	1,100,000.00	36	13.50%	37,432.48
1,000,000.00	24	13.50%	47,869.57	1,100,000.00	24	13.50%	52,656.52
1,000,000.00	12	13.50%	89,643.93	1,100,000.00	12	13.50%	98,608.32
900,000.00	60	13.50%	20,799.11	1,200,000.00	60	13.50%	27,732.15
900,000.00	48	13.50%	24,455.65	1,200,000.00	48	13.50%	32,607.53
900,000.00	36	13.50%	30,626.57	1,200,000.00	36	13.50%	40,835.43
900,000.00	24	13.50%	43,082.61	1,200,000.00	24	13.50%	57,443.48
900,000.00	12	13.50%	80,679.53	1,200,000.00	12	13.50%	107,572.71
1,300,000.00	60	13.50%	30,043.16	1,300,000.00	36	13.50%	44,238.38
1,300,000.00	48	13.50%	35,324.83	1,300,000.00	24	13.50%	62,230.44
				1,300,000.00	12	13.50%	116,537.11

* Conditions apply

** Customer will bear the insurance charge.

Source: EBL website

EBL Travel Loan:

Travel Loan is the answer to your questions, whenever any individual desire to go on a vacation that such individual plan with family or friend.

Travel Loan – Secured

- Loan amount 90% of the security deposit (EBL FD).
- Easy Monthly Installment Repayment – 12 months to 60 months.
- Loan amount Tk. 50,000 – Tk. 500,000.
- Processing fee – 1% of the loan amount or Tk. 2,000 whichever is higher.
- Advance/Partial prepayment allowed.
- Loan disbursement directly to Customer Account.
- No personal guarantee required
- 50% processing fee waiver for EBL Dual Currency Credit Cardholder
- 50% Dual Currency Credit Card Issuance fee waiver for Travel Loan borrowers.

Travel Loan – Unsecured

- Loan amount Tk. 50,000 – Tk. 500,000 or 10 times of gross monthly income, whichever is lower.
- Loan amount Tk. 50,000 – Tk. 500,000.
- Processing fee – 1% of the loan amount or Tk. 2,000 whichever is higher.
- Advance/Partial prepayment allowed.
- 50% processing fee waiver for EBL Dual Currency Credit Cardholder.
- 50% Dual Currency Credit Card Issuance fee waiver for Travel Loan borrowers.

Disbursement:

Secured- Directly to Customer Account with EBL.

Unsecured- Loan less than or equivalent to Tk. 200,000 to Customer Account with EBL.

Loan above Tk. 200,000 – air ticket fee (including co-traveler) to the travel agency through pay order from EBL; 80% of the remaining loan amount through TC/cash foreign currency endorsement from EBL and balance to Customer Account with EBL in cash.

Additional Supporting Documents:

- Valid Passport Copy (Mandatory)
- Valid Visa of traveling country (for unsecured loan only)
- Travel Quotation from travel agent (for unsecured loan only)

EBL Parse Loan

There must have been many occasions when you have had some money and needed some more for some specific purpose. EBL Parse loan is the right Product for you, where you give some and we share the rest with you – making life simple for you.

Any purpose personal loan facility

Loan amount BDT 2,00,000 to BDT 10,00,000 or 12 times of Applicant's Gross Monthly Income

EMI based loan repayment facility

Repayment Tenure – 12 months to 60 months

Available in two versions:

EBL Parseloan 30 – where you provide 30% of the applied loan amount in the form of EBL FD; for example, if you need Tk. 10 lac loan, then you need to provide BDT 3 lac as security.

EBL Parseloan 50 – where you provide 50% of the applied loan amount in the form of EBL FD; for example, if you need Tk. 10 lac loan, then you need to provide BDT 5 lac as security.

Loan facility for both fresh applications and take-over purpose

Attractive interest on security amount (FD) making the total loan cost minimal.

Attractive Loan Interest Rates:

Particulars	EBL Parseloan 50	EBL Parseloan 30
Annual Interest Rate for Fresh Loan Applicants	16.5%	17.5%
Annual Interest Rate for Take-over Loans	16%	17%

Source: EBL website

Processing Fee:

Fresh Loans: 1% of the loan amount.

Take-over Loans: 0.25% of the loan amount.

Partial Pre-payment and early final settlement options available.

One Personal Guarantor required.

Salaried Executives: Minimum 1 year of service and BDT 15,000 monthly income.

Professionals/Self Employed: Minimum 1 year of experience and BDT 20,000 monthly income.

Businessmen: Minimum 2 years in business and BDT 20,000 monthly income.

EBL Education finance pack

Like planting seeds in fertile soil, giving children the best education now will help them grow to reach their full potential. Many families like yours choose to send children abroad for higher education because you believe this will cultivate your child's unique skills and talents in a supportive and nurturing environment. And while the cost of this may seem daunting, the benefits will last a lifetime.

At EBL, we've developed the Education Finance Pack with three types of loan facilities so that you can select matching your need. Our Education Loan covers the entire cost of your child's education to help you send your children for higher education abroad. So be it for home or abroad, for your child or for yourself – EBL Education Finance Pack is always beside you.

EduLoan Unsecured – Education Loan without Security Deposit

EMI based loan facility

Maximum loan amount BDT 10,00,000 or 10 times of Gross Monthly Income of the applicant

Loan amount up to 80% of the summation of admission fee, tuition fee, semester fee, other fees as stated by the educational institutions, living/lodging expenses and traveling expense. Total expense estimation needs to be submitted by the applicant with supporting documents.

- Processing fee – 1% of the Loan amount
- Repayment tenor : 12 – 60 months
- Advance / partial pre payment is allowed

- Interest Rate: 18%
- Student File services available
- Disbursement:

1. Study in Bangladesh: Initial admission fee & initial semester/tuition fee to be remitted directly to the institutions through Pay Order.
2. Study Abroad: Initial admission and initial semester/tuition to be remitted abroad through EBL Smart Student File. Payment for traveling expenses to be reimbursed through Pay Order favoring the travel agent.

EduLoan Secured – Education Loan with Security Deposit

- EMI based loan facility .
- Processing fee – 1% of the Loan amount or BDT 10,000, whichever is higher .
- Loan amount is 95% of the security deposit (EBL FD).
- Repayment tenor : 12 – 60 months.
- Advance / partial pre payment is allowed.
- Within same day processing.
- No personal guarantee required.
- Interest Rate: FD+3%
- Student File services available.

EduLine – Credit Facility against Security Deposit

- Loan amount is 95% of the security deposit.
- Advance / partial pre payment is allowed.
- Interest against utilization only.
- Within same day processing
- Processing fee – 1% of the Loan amount or Tk. 2,000, whichever is higher.
- No personal guarantee required.
- Interest Rate: FD+3%.
- Student File services available.

EBL Consumer Banking

Eastern bank provide very productive consumer banking service. Eastern bank's consumer banking based on several types of loan product & Deposit product. Their deposit product is much enjoyable. So peoples are showing better response to deposit their valued money to EBL. Because EBL provided all interest is better then another commercial bank of Bangladesh. When we discuss some client why you deposit your money here? Their blooming face is the answer of better customer service. So they come here or deposit money here.

3.2.2. EBL Consumer Banking (Deposit Product) List

- EBL Interesting Account
- EBL Power Savings account.
- EBL Campus account.

- EBL Smart Woman Savings account.
- EBL Classic Savings Account.
- EBL confidence.
- EBL Max Saver.
- EBL Millionaire Scheme
- EBL 50+
- EBL just double
- EBL REPEAT
- EBL FD

EBL Interesting Account

Interest calculated on daily balance.
 Interest is credited to your account every month.
 Competitive interest rate.
 Unlimited cash withdrawal.
 Available in all EBL Branches.
 No extra terms and conditions.

Minimum Age: 18 years.
 Citizen of Bangladesh.

EBL Campus Account

EBL Campus – first time in Bangladesh a tailor made banking pack for students.
 Campus Account : Under “EBL Campus”, yet another wonderful product that directly takes you into the rewarding world of general banking. It’s your very own, very special savings account with no hidden charges or restrictions, while giving you very attractive interest on daily balance, Plus a super-smart plastic in your wallet!

Interest calculated on the basis of daily balance.
 Interest bearing deposit account.
 No hidden charges or restrictions apply with regard to interest payment.
 No standing in bank branch queues for withdrawal of money.
 Leads you into the smart ... modern world of electronic banking- ATMs, POS terminals, Kiosks etc.

You need to be a student.
 Minimum age 18 years.
 Valid identification document (generally student ID Card) required for opening the account.

EBL Repeat

Under this scheme, minimum principal amount is Tk. 100,000 (Taka One Lac Only). There is no maximum principal amount limit. Accounts in multiple of Tk. 100,000 (Taka One Lac Only) can be opened.

EBL Repeat must be kept for a term of 1 year (12 Months)/ 2 Years (24 Months) / 3 years (36 Months).

EBL Repeat can be opened by EBL Account Holders only.

All payments, principal & interest, shall be paid to the above specified EBL Account only.

In case of premature closure, interest will be paid as per the following table:

Product	No Interest	Interest Rate
EBL Repeat – 1 Year	In encashed before 3 Months on interest will be paid	If encashed after 3 months, interest will be as per prevailing savings account rate
EBL Repeat – 2 Years & 3 Years	If encashed before 6 months, no interest will be paid	If encashed after 6 months, interest will be as per prevailing saving account rate

Source: EBL website

In case of early encashment for any of the above tenor, prepaid interest in FD rate will be adjusted from “EBL Repeat” principal amount.

Depositor has to pay income tax or any other tax the government may fix from time to time, as applicable.

A system-generated advice will be provided to the depositor which is non – transferable.

If there is any loan in the name of the depositor(s) with EBL, then EBL shall have the right to adjust the loan amount from the deposit, which has been deposited by the Account Holder under the scheme of EBL Repeat.

EBL Repeat Account Holders may take OD facility against EBL Repeat account (maximum 90% of the value).

Unless prior written notice is received by the Bank, the Bank will automatically renew the deposit for the same period on the maturity date at the prevailing rate of interest.

EBL Classic Savings:

- A monthly interest bearing & half yearly interest paying savings account.
- Targeted at MID Income Segment -best for people with minimum transaction needs.
- Competitive interest rate of 4.0% (may be changed by ALCO from time to time)
- Interest calculated on lowest monthly balance and credited to the account on half yearly basis
- BDT **15,000** for Dhaka & Chittagong Metro Branches and BDT 5,000 for others
- ATM cash withdrawal facilities at all EBL ATMs
- Free Internet banking facilities
- Free SMS banking facilities & Free Phone banking facilities
- Local VISA debit card & Cheque book is available.

EBL MAX Saver

- A monthly interest paying savings account.

- Has the security and growth of a Savings account as well as the convenience of current account.
- Targeted at MID Income Segment Customers looking for standard interest and unlimited transaction facility.
- Competitive interest rate of 3.5% (may be changed by ALCO from time to time)
- Interest calculated on day end balance and credited to the account on monthly basis
- BDT 30,000 & BDT 15,000 for Dhaka & Chittagong Metro Branches and BDT 5,000 for others
- ATM cash withdrawal facilities at all EBL ATMs
- Free Internet banking facilities
- Free SMS banking facilities & Free Phone banking facilities.

EBL Premium Savings

- A Tier Based Savings for Upper Income Segment with the highest Savings interest rate and attractive added privileges (special discount etc).
- Aimed at individuals who are rate sensitive and have access to large amount of idle fund.
- Has the security and growth of a Savings account as well as the convenience of current account.
- **Competitive tier based Interest rate:**

Tier in (BDT)	EBL Premium Savings
BDT 100-500 thousand	3.00%
Above BDT 500 thousand- 1 Million	4.00%
Above BDT 1-2.50 Million	4.50%
Above BDT 2.5 -10 Million	5.00%
Above BDT 10 Million	5.00%

Interest will be calculated on monthly Avg. balance & paid on monthly basis

- ATM cash withdrawal facilities at all EBL ATMs
- Free Internet banking facilities
- Free SMS banking facilities
- Free Phone banking facilities

If the monthly average balance of the account falls below BDT 100,000 in January, client will not get any interest for January.

- However, if the monthly average of February is 2 lac, he will get interest at a rate of **4.00%** for February.
- Where as if in March the monthly average is 8 lac he will get interest at a rate of **5.00%** for March

Accidental/Life Insurance Coverage of up to 5 lac (1 lac minimum)

- Enhanced ATM withdrawal limit- 5 lac
- Attractive discounts in selected alliance partner
- Locker fee 50% waived for the first year
- The client will get a 50% discount on processing fee of any student file.

EBL Confidence

The name of the scheme is “EBL Confidence”

Any citizen of Bangladesh can open this account. This account can be opened in the name of an individual only.

Under the scheme account(s) can be opened for a period of 3 (36 Monthly Installments) / 5 (60 Monthly Installments) / 7 (84 monthly installments) / 10 (120 Monthly Installments) years in any denomination at multiple of Tk. 500.00 per month but not exceeding Tk. 20,000.00 per month. Depositor can choose any denomination of deposit per month at the time of opening the scheme, which cannot be changed later on.

The rates of interest are: 7.00% per annum;

Any benefit from EBL confidence may come under preview of Income Tax of any other levy as decided by the government of Bangladesh.

Monthly installments will be automatically realized from the Customer’s Personal savings account linked with EBL Confidence.

Deduction of the monthly installments will start from the day of opening EBL Confidence and all subsequent installments will be deducted on the same day of following months. Sufficing available/cleared fund must be kept in the linked account on or within next three days of due date to collect the deposits.

If sufficient balance (full value of installment) is not available in the corresponding account for realizing monthly installment in time, Account Holder will have to pay @ 2% on the installment arrear(s) as penalty.

In the event of failure to pay monthly installment(s) on or within next three days of the due date, it will be the sole responsibility of the EBL confidence Account Holder to settle the arrear installment(s) before or along with the next deposit due through a written instruction to EBL.

If any monthly installment remains unpaid for four consecutive months, the account will be closed automatically.

In case of premature closure of the account Tk. 300 (Taka three Hundred Only) will be charged as closing charge.

In case of premature closure, the following will be applicable;

1. Less than 1 year: self deposited amount without interest;
2. More than 1 year but less than 3 years: self deposited amount plus interest @ prevailing savings account interest rate;
3. More than 3 years but less than 5 years: matured value of 3 years plus interest @ prevailing savings account interest rate on self deposited amount for fraction period;
4. More than 5 years but less than 7 years: matured value of 5 years plus interest @ prevailing savings Account interest rate on self deposited amount for fraction period;
5. More than 7 years but less than 10 years: matured value of 7 years plus interest @ prevailing savings account interest rate on self deposited amount for fraction period.

If there is any loan in the name of the depositor with EBL, then EBL holds the right to adjust the loan amount from the deposit which has been deposited by the by the EBL confidence Account Holder for deposit under the scheme of EBL Confidence.

EBL Confidence depositor(s) can take 90% OD facility against deposited amount at bank’s prevailing lending rate after at least two years of this scheme.

These terms and conditions shall be governed by and construed in accordance with the laws of

Bangladesh and the customer and the Bank is hereby irrevocably submit to the non-exclusive jurisdiction of the Courts of Bangladesh.

EBL reserved the right to change/alter/ratify the terms and conditions at any time without prior notice.

		DPS Name	Confidence		
Rate		7.00%	7.00%	7.00%	7.00%
Tenure in yr		3	5	7	10
Installment	500	20,081	36,005	54,314	87,047
	1,000	40,163	72,010	108,628	174,094
	5,000	200,815	360,052	543,144	870,472
	10,000	401,630	720,105	1,086,289	1,740,944
	20,000	803,260	1,440,210	2,172,579	3,481,889

3.2.3. EBL Cards product

In Bangladesh most of the bank providing card service EBL not laggard. EBL has three cards product

- EBL VISA credit card (Simple; Gold; Platinum; Signature)
- Life style card.
- Cool Card

EBL card service is based on qualified financial service to customer. EBL is connected to largest ATM service network Q-cash. EBL card has no hidden charges. EBL cool card and Life style card is a debit card. But it is like prepaid card any one can purchase this card with open account in bank, just reload ad use this card.

The main advantage of EBL Card's

A global branded VISA Electron Debit Card tagged with Campus Account maintained at EBL Round the clock access to a large ATM network (over 85 Q-Cash & VISA ATMs within Bangladesh) and a larger network of POS terminals at different shops
Discount on purchases available from many retail outlets/shops

EBL VISA Credit card

Welcome to EBL World of Credit Cards!

EBL has introduced VISA Credit Cards, the first of its kind, a complete Credit Card with every benefit possible, and still offering something extra day to day to the customers. At work or leisure, experience the convenience of a Card that does everything with style and honesty. When you become a member of EBL VISA Card Services family, you become a part of an exclusive club – entitled to first class financial advice, priority treatment and a growing range of courtesy services.

We understand the value of your money. That is why we aim to give you the highest benefit at a minimum cost. Choose the card type that matches your requirement and experience the difference.

Features at a glance

One time Fee, Lifetime Free

Owning a Credit Card is a basic right of a Qualified Financial Services Consumer – and there is no strong reason to pay fee every year for that right.

At EBL, we have shown respect to this concept. To avail EBL Credit Card services, you need to pay the Issuance/Joining/Subscription/ Annual Fee only once. After that there is no annual fee for you as long as you transact at least 18 times in a whole year.

It is a lifetime Card. As per market standard, an average cardholder uses his/her card almost 24 times annually. So, without doing anything extra – you can have the free renewal option – for the following year.

EBL lifestyle Card

EBL Campus – fist time in Bangladesh a tailor made banking pack for students.

LifeStyle Card – Under “EBL Campus” it’s another brilliant offering- a solid, internationally branded prepaid card that suits the lifestyle of students. The best way to not only make a fashion statement, but also to control your spending all in style. Reload and use only when you need to.

And rest asured about the safety & security that the VISA logo vouches for!

A global branded VISA prepaid card
Reloadable

Round the clock access to large ATM network (over 85 Q-cash & VISA ATMs within Bangladesh) and a large network of POS terminals at different shops
Discount on purchases available from many retail shops/outlets
Having a bank account with EBL is not required

Minimum age: 18 years

EBL Campus Cool card

EBL Campus – first time in Bangladesh a tailor made banking pack for students Cool Card – Under “EBL Campus”, it’s another fantastic offering- the perfect vehicle for doing away with the hassles of carrying cash around. This VISA Electron Debit Card- specially designed for students- is not just a piece of super- smart plastic, it’s much more.

A global branded VISA Electron Debit Card tagged with Campus Account maintained at EBL Round the clock access to a large ATM network (over 194 Q-Cash & VISA ATMs within Bangladesh) and a larger network of POS terminals at different shops Discount on purchases available from many retail outlets/shops Cheaper than EBL VISA Electron Debit Card (available for general customers)

You need to be a student

You need to have an EBL Campus Account opened with EBL

Minimum age: 18 years

3.3 EBL SME Banking

EBL has six comfortable SME products this very product much more comfort to small business proprietors because of its lower interest rate. SME holders easily can apply to this loan. Below show EBL most popular SME product Agami. EBL another SME product is

EBL Uddag.

EBL Asha.

EBL Asha.

EBL Puje.

EBL shubidha.

EBL Mukti.

EBL Bannijoy.

In Bangladesh all most all banks provide SME banking service. They want to sale their SME product. But their objective is only maximizing business their business. But EBL also maximizing as well as they want to promote small business and industry sector. Because EBL believe that SME sector is a weapon of developing the economy.

EBL Agrim

Any legal business purpose, loan facility minimum BDT 200,000 – maximum BDT 950,000.

No collateral security required.

Loan tenure 1 month to 6 months.

Single shot payment at maturity but interest will be realized on monthly basis.

Partial payment and early payment allowed- no additional fee required

Any successful enterprise with minimum two years in same or relevant business can apply for the loan.

Business cash flow to support the proposed loan in one shot.
 Business cash flow to support the proposed loan in one shot.
 Necessary documents of business required.
 Bank account in the name of the enterprise or entrepreneurs.

EBL IT Based Service

Internet Banking: EBL provide internet banking service. So a customer he can deposit or draw his money any branches in Bangladesh. EBL internet banking is completely different from others.

SMS Banking: EBL also introduce SMS banking by sending SMS customer can easily find his expected information without consume much time.

Phone Banking: EBL phone banking really better service then another local commercial bank always phone to customer.

Call Centre: EBL also provide call centre service customers are happy to get this sort service any time customer gets their account related information.

24-hour Cards Center: The EBL 24-hour Cards Center is equipped with a state-of-the-art system that ensures your queries being handled efficiently and promptly. For any card-related query or information, all you need to do is dial 9571760 or 9571775 Ext. 120/130.

SWIFT Service: By using SWIFT code EBL world wide transfer fund or received fun with in few minutes. The NRB are very happy for this service.

EBL in future introduce many 3rd generation services and some service is now pipeline near feature they introduce this service.

EBL provided service is very common many bank provide this service but EBL service is fulfill their needs so customers are happy and they come again and again. For EBL IT based better service.

3.4 Consumer Finance Centre:

Consumer Finance Center (CFC) is the centralized department for evaluating credit risk in consumer lending. The department is consist of a team of people to identify, analyze, measure and manage risk related to consumer credit.

Due to the asymmetric information and moral hazard, banks have to suffer a lot due to the bad loans and advances, which weakens the financial soundness of the bank. If the selection of borrower is correct, that is, the borrower is of good character, capital and capacity or of reliability, resourceful and responsible; the bank can easily get the return from the lending. CFC made this monitoring much more easier. LAP comes from 79 branches of EBL in CFC. Based on

their detailed investigation and analysis higher authority approved or declined the loan applications.

So that chance of bad loans lessens. All unsecured retail loans will be processed, monitored and managed by the Consumer Finance Center. Each loan application after recommendation from Officer Lending Support will be approved/ declined by higher authority at Consumer Finance Center

3.4.1.Credit Approval Procedure:

Studying past track record: After getting an application for a loan, an EBL Official studies the past track record of the applicant. Generally the study includes,

- Account balances and the past transactions.
- Credit report from other banks.
- Information of the Industry by studying market feasibility.
- Financial statements (balance sheet, cash flow statement, and income statement). If the borrower is a sole- proprietor, then the single entry accounting treatment is converted to double entry system.
- Report from Credit Information Bureau of Bangladesh Bank if the amount is more than TK.10 lac.
- Borrower analysis: Borrower analysis is done from the angle of 3-C (character, capital, capacity) or 3-R (reliability, resourcefulness, responsibility). It follows that the bank forms a rational judgment about the integrity of the borrower, which should be undoubted.
- The human skill, conceptual skill, operational skill is qualitatively analyzed.

Business analysis: Business analysis is done from two angles-terms and conditions and collateral securities.

- Monitoring Process in Consumer Banking: Consumers are all individuals, professionals, housewives, doctors, and engineers, etc and high net worth individuals.
- Monitoring of consumer banking is one by “Sales and Service center.” They keep record of all the documents. If there is any exception, they monitor it and send it to the clients and request it to adjust it. Head Office credit risk management finally monitors all branches consumer banking by using Management Information System (MIS). Eastern Bank Limited give maximum emphasis on Consumer Banking.

Chapter 4

COMPARATIVE PRODUCT OF CONSUMER BANKING

Consumer Banking: Comparative Product Analysis with Focus on:

- Consumer Deposit and Loan Market Size
- Strength of Principal Competitors
- Comparative Analysis of Consumer Deposit
- Comparative Analysis of Consumer lending
- Consumer Deposits and Loans-Market Size:

Market analysis shows the following viable deposit and loan market size for consumer clients. Only 29% of deposit market size and 33% of total consumer loan market size has been occupied. So still ample share of both consumer deposit and consumer loan market is remaining.

Market analysis – 4 cities (Dhaka, Ctg, Khulna, Sylhet)

Area	Volume
Total target urban household	7.5 lacs
Avg. household size	4.8 persons
Avg. income per household	Tk 175,000 monthly
Total target deposit customers – top end	8 lacs
Total target deposit customers – Salaried	18 lacs
Consumer deposit market size	Tk 21,000 crore
Total target consumer loan customers	26 lacs
Consumer loan market size	Tk 16,000 crore
Current deposit volume –	Tk 6,436 crore (30.64% of Tk 21,000 crore market)
Current loan outstanding	Tk 5,200 crore (33% of Tk 16,000 crore market)

4.1 EBL Market for consumer lending:

Presently, all banks are trying to introduce new Assets/Loan facilities comprising reducing rates on Home loan, car loan, and personal loan plans. The Asset products growth of EBL for 2014-2015 has been given below: Where we can see the YTD growth for CNB is 242.33 crore. EBL has made a target of crossing 300 crore YTD growth on loan products this year.

Asset Products: Growth					in Crore Tk.	
	30-Dec-14	09 Dec, 2015	08 Dec, 2015	Daily Growth	YTD Growth	
Total OD	156.15	104.49	107.96	-3.47	-51.66	
Personal Loans	391.83	475.15	474.46	0.7	83.33	
Auto Loan	11.58	10.26	10.27	-0.01	-1.32	
Home Loan	91.42	103.77	103.77	-0.01	12.35	
Parse Loan	9.98	4.17	4.18	0	-5.8	
Secured EMI Loans	147.68	301.46	299.95	1.51	153.78	
Total EMI Loans	652.48	894.81	892.63	2.19	242.33	

4.2 EBL Market for consumer deposit:

Presently, all banks are trying to introduce new consumer deposit product comprising current, savings and monthly savings plan. The liability products growth of EBL for 2014-2015 has been given below: Where we can see the YTD growth for CNB is 1023.61 crore.

Liability Products: Growth						in Crore Tk.
	30-Dec-14	09 Dec, 2015	08 Dec, 2015	Daily Growth	Monthly Growth	YTD Growth
Current	72.2	93.23	92.75	0.48	4.05	21.03
Savings	1,987.53	2,634.75	2,622.40	12.35	28.28	647.22
Deposit Scheme	371.21	513.73	513.17	0.56	6.89	142.53
SND	0.83	1.42	1.42	0	0.17	0.6
Fixed/Term Deposit	4,982.65	5,194.89	5,202.51	-7.62	-29.77	212.24
CNB Total Only	7,414.42	8,438.02	8,432.25	5.77	9.62	1,023.61
SME & Corp. Deposit	-	539.06	539.14	-0.08	2.37	539.06
Grand Total (CNB+SME+CORP)	7,414.42	8,977.09	8,971.39	5.69	11.99	1,562.67

Strength of Principal Competitors in consumer business area

Name of Competitor	Major Strength
Standard Chartered Bank	<ul style="list-style-type: none"> • Market leader in the credit card business • Global brand equity • Large existing customer base • Direct Sales • Good corporate relationship with MNCs • Technological superiority • Priority banking
HSBC	<ul style="list-style-type: none"> • Aggressive retail banking guideline • Global brand equity • Technological superiority • Premier Banking
Eastern Bank Ltd	<ul style="list-style-type: none"> • Aggressive retail banking • Technological superiority • Expanding sales team • Good leadership • Strong Network • Strong Online Service
BRAC BANK	<ul style="list-style-type: none"> • Aggressive market participation in retail and SME banking • Expanding sales team

4.3 Comparative Analysis on Deposit Product:

Product Proposition:

Savings Account with ATM card facility

Parameter	SCB		HSBC		EBL	BRAC	Dhaka
	Savings	Access	Savings Plus	Savings	Savings	Savings	Savings
Name of Product	Savings	Access	Savings Plus	Savings	Savings	Savings	Savings
Initial Deposit	2,00,000	20,000	5,00,000	50,000	20,000	5,000	1,000
Cheque Book	Yes	N.A	Yes	Yes	Yes	Yes	Yes
Relationship Fee half yearly	N.A	N.A	N.A	N.A	Tk. 300	Tk 300	N.A
Balance Maintenance Fee	Tk 575 half yearly	N.A	Tk 300 quarterly	Tk 300 quarterly	N.A	N.A	N.A
Rate of Interest	2.75% -3%	2.75% to 3%	4%	3.75%	3.5 to 6.5%	5.50%	6%
Interest accrual	Monthly	Monthly	Daily	Daily	Daily/Monthly/Quarterly	Monthly	Monthly
Interest Application	Half yearly	Half yearly	Monthly	Half yearly	Half yearly	Half Yearly	Half Yearly
Valued Added	-Call Center	-Call Center	-ATM	-ATM	-ATM	-ATM	ATM
Service	-SMS Banking	-SMS Banking	-Phone Banking	-Phone Banking	-Internet Banking	-SMS Banking	
	-E Statement	-E Statement	-Monthly Statement		-SKY Banking		
	-ATM	-ATM			-E-Statement		
Debit Card/ATM Fee	TK 690	TK 690 ATM card Tk 150	N/A	N/A	TK 500	TK 230	TK 50

4.3.1.Product Proposition:

DPS: A monthly savings plan to continue for equal installment up to certain period of time which generates a big return after maturity.

Features	HSBC	HSBC	SCB	BRAC Bank	Dhaka Bank	EBL
Name of DPS	My Future	Smart Saver	Monthly Savings	DPS	DPS	DPS & Mill
Initial Deposit	Tk 10,000	Tk 50,000	10,000	No	No	No for DPS Yes for Millionaire
Installment size	5000		1000			
Tenor	1 Year, 2 Year and 3 Year	3 Year	3 year 5 year 10 year	4 Year, 7 Year, 11 Year and 14 Year	5 Year and 10 Year	3,5,7, 10, 12 Year
Rate of Interest *	6%	4.75%	6.50%	8 % to 9.75%	9.5% to 10%	7%

*Interest is monthly compounding

Product Proposition:

- **Monthly Return on Fixed Deposit:** A monthly savings plan to continue for equal installment up to certain period of time which generates a big return after maturity.

Parameter	BRAC Bank	Dhaka Bank	Prime Bank	EBL
Name of the product	Abiram	Special Deposit Scheme- Income Unlimited	Monthly Benefit Scheme	DPS & Millionaire
Tenor	1 year , 2 year and 3 year	3 & 5 Year	5 year	3,5,7,10,12,5 years
Rate of Interest	12.00% (1 Year) 11.50% (2 Year) 11.50% (3 Year)	9%	9%	7%
Customers Monthly Returns for Tk 1 lac	Tk 900 (After Tax Deduction) -1 Year	Tk 900 (After Tax Deduction)	Tk 900 (After Tax Deduction)	Tk 496(after Tax Deduction)

4.4 Comparative Analysis on Consumer Lending Product:

Personal life style loan without any security:

Category	SCB	HSBC	EBL	BRAC
Product Name	Personal Loan	Personal Installment Loan	Jiban Dhara	Life Style Loan
Loan Amount	Minimum Tk 50k and Maximum Tk 10 lac or 12 times of gross monthly income which ever is lower	Minimum Tk 50k and Maximum Tk 10 lac or 10 times of gross monthly income whichever is lower	Minimum Tk 50k and Maximum Tk 10 lac or 12 times of gross monthly income which ever is lower	Minimum Tk 50k and Maximum Tk 10 lac or 15 times of gross monthly income whichever is lower
Minimum Monthly Income	Tk 12k (For Salaried Executives) Tk 50k (For Self Employed Professionals & Businessperson)	Tk 20k (For Salaried Executives) Tk 50k (For Self Employed Professionals/Business person)	Tk 20k (For Salaried Executives) Tk 30k (For Self Employed Professionals/Business person)	Tk 10k (For Salaried Executives) Tk 25k (For Self Employed Professionals & Business person)

Rate of Interest	19%	18%	15% to 19% (Currently OFF)	19.95%
Processing Fee	1%	1%	1.50%	2%
Target Customers	Self Employed Professionals, Business person & Salaried Executives	Self Employed Professionals, Business person & Salaried Executives	Self Employed Professionals, Business person & Salaried Executives	Salaried Executives, Self Employed Professionals & Businessperson

CAR LOAN

Category	EBL	SCB	HSBC	BRAC
Loan Amount	Minimum Tk 5 lac and Maximum Tk 40 lac	Minimum Tk 3 lac and Maximum Tk 40 lac	Minimum Tk 1 lac and Maximum Tk 40 lac	Minimum Tk 3 lac and Maximum Tk 40 lac
Minimum Monthly Income	Tk 30,000	Tk 25,000	Tk 20,000	Tk 20,000
Tenor	12 to 60 month	12 to 60 months	12 to 60 months	12 to 60 months
Loan to Value	70% to 75%	70% to 75%	70% to 75%	100%
Rate of Interest	16%. Campaign: 13.5%	16.00%	14.50%	19%
Processing Fee	1%	1%	1%	2%

Personal loan for salaried executive:

Category	EBL	SCB	HSBC	BRAC
Loan Amount	Minimum Tk 50k and Maximum Tk 10 lac or 12 times of gross monthly income whichever is lower	Minimum Tk 50k and Maximum Tk 10 lac or 12 times of gross monthly income which ever is lower	Minimum Tk 50k and Maximum Tk 10 lac or 10 times of gross monthly income whichever is lower	Minimum Tk 50k and Maximum Tk 10 lac or 15 times of gross monthly income whichever is lower
Minimum Monthly Income	Tk 16,000 (Govt Officials) Tk 22,000 (Private Organizations)	Tk 16,000	Tk 18,000	Tk 15,000
Tenor	12 to 60 month	12 to 60 months	12 to 60 months	12 to 60 months
Rate of Interest	15% to 19% Campaign Rate: 13.99% to 15%	16.00% to 18.00%	13.00% to 15.00%	19.95%
Processing Fee	1%	1%	1%	2%
Guarantee Required	Yes (B & C Category)	Yes	No	No

4.5 SWOT ANALYSIS OF EBL

4.6.1. Strengths

Open HR Manual: the HR Manual is open for all the employee of EBL which gives them overall understanding of the terms and conditions of the organization. This HR Manual is uploaded in the internal website of EBL.

Strong Bonding and Belongingness: The employees of EBL have a strong sense of commitment towards organization and also feel proud and a sense of belongingness toward EBL.

Duty Doctor: Recently EBL has appointed a duty doctor to ensure the good fitness for all the employees.

Centralized Banking: Centralized banking means the core functions of business coordinated by the head office give an immense effect for reducing the internal conflicts among the branches and Head Office

4.6.2. Weaknesses

Job Description:

Job description in EBL has not been yet organized.
HR Accounting: HR Accounting has not yet been established by EBL which is a strong tool for matching the benefits of each new recruitment, calculating turnover, etc.

Compensation and Benefits:

Compensation and Benefits is provided by EBL through two different software named EZHR and Flexcube which are rigid to use and have some limitations.

4.6.3. Opportunities

MIS: HRD of EBL has established new MIS and using it in various manpower reporting.

HRIS: Human Resources Information System is going to broaden very soon by EBL.

Salary Survey: EBL is going to conduct a salary survey in the year 2016.

Learning & Development: EBL is going to utilize its fullest capacity of learning and development program by establishing a library, arranging extensive training module very soon.

4.6.4. Threats

Competitive Salary: The salary package of EBL is not as competitive as the market demands, **Frequent Employee Turnover:** so the turnover rate of EBL is increasing day by day.

4.6. POINT OF DIFFERENCE (POD) FOR EBL

➤ Fully Centralized Banking:

EBL offers fully centralized banking facility for its customers which are very few in other organizations in the banking industry. Centralized banking means all the core activities of the bank will be performed through the Head Office. This helps EBL to control all the branches swiftly and create transparency in all the activities of it.

➤ Open Door Environment

The working environment and the relationship with the colleagues and supervisors in EBL are very friendly, sound and conducive. There is no relationship gap between the entry level employees to the top level management. Everyone has the opportunity to express their opinion frankly to the top level management event to the Managing Director. This has provided EBL an extra advantage to perform the job in a friendly environment.

➤ Performance Driven Career Development:

EBL has an excellent opportunity in terms of career advancement which is totally performance oriented for the employees that distinguishes itself from other organizations. In other banking organizations employees have to wait for a certain period of time for the promotion whereas in EBL anyone can be promoted to the higher level based on his/her outstanding performance.

4.7. WHAT IS RETENTION MANAGEMENT PROGRAM?

A comprehensive retention management program must be built on accurate information about why people are leaving a particular organization. In the absence of such information, wrong conclusions may be drawn about the causes of departure and ineffective means to combat it adopted.

4.7.1 WHY RETENTION MANAGEMENT PROGRAM?

Retention management strategy is quite necessary for any organization with a view to reducing the frequent employee turnover rate and to motivate the existing employees to be more goal-oriented. If the employee turnover rate is very frequent in any organization, it faces some problems as the duties and responsibilities of the departed employees go to the subordinates creating extra work pressure for them. Beside this an organization loses some training amount invested for the departed employee as well as the overall company reputation decreases with employee resignation. To hire and recruit a new employee is time consuming and costs the company money. So, in order to reduce the above problems and motivate the existing employees to achieve their goals, the need of an effective retention management program for any kind of organization is quite important.

4.7.2 CURRENT SCENARIO OF EMPLOYEE RETENTION IN EBL (IN 2013-2014)

Eastern Bank Ltd. is a second generation bank providing all kinds of banking services to its customers. The bank has different categories of loan and deposit, cards, SME products and other products and services to serve its huge number of clients. There are different departments and divisions in EBL for which a careful HR planning is needed to recruit the best qualified employee for the job and retain them in the long-run for the constant profitability and growth of the organization. Employee retention is necessary because frequent job switching creates some problems for every organization as well as reduces the company reputation. In the year of 2013-2014 EBL experienced a considerable percentage of job switching that grabbed the attention of the Management Committee to focus on the current retention strategy of EBL.

In the year of 2013-2014 EBL had a total number of 3190 employees. Among the total number of employees 2030 employees had been working as permanent employee and 1160

employees had been working on contractual basis. The following table shows the total number of employees of EBL as on 2013-2014:

Table: 1 Total Number of Manpower as on 2013-2014

Employee Category	Number	Total
Permanent Employees	2030	3190
Employees on Contract	1160	

During the year 2013-2014, a total number of 273 employees left the EBL due to different reasons. It has been seen that among the total 273 resigned employees 190 employees were on contractual basis and 83 were permanent employees. The following table shows the total manpower left the EBL during 2013-2014:

Table: 2 Total Manpower Left the EBL during 2013-2014

Employee Category	Number	Total
Permanent Employees	83	273
Employees on Contract	190	

So, from the above table it is clear that, the trend of employee turnover is quite high among the contractual employees.

From the above resigned employees the numbers of employees left the EBL from October 2013 to January 2014 are as follows:

Table: 3 Numbers of Employees Left the EBL from October 2013 to January 2014

Employee Category	Number
Vice President (VP)	1
Senior Assistant Vice-President (SAVP)	1
Assistant Vice-President (AVP)	3
Senior Principal Officer (SPO)	8
Principal Officer (PO)	1
Management Trainee Officer (MTO)	1
Senior Officer (SO)	5
Officer	10
Total	30

From the above table it is seen that, from October 2013 to January 2014 a total number of 30 employees left the EBL due to different reasons. Clearly the above table shows that, the trend of employee turnover in EBL is quite high in the junior or entry levels of jobs such as in officer and senior officer level. Among the total 30 resigned employees 22 resigned from the entry level of EBL.

At present EBL have a total number of 3700 employees. Among them 2350 are working as permanent employee and 1350 are working on contractual basis. The following table shows the number of manpower in EBL as on December 31, 2014:

Table: 4 Total Number of Manpower as on 31 December 2014

Employee Category	Number Total
Permanent Employees	2350
Employees on Contract	1350

Source: Secondary

4.7.3. EMPLOYEE TURNOVER RATE IN EBL (2013-2014)

During the year 2013 to 2014 EBL recruited a total number of 567 employees. Among the total recruited employees 403 recruited permanently (fresh & from other banks 270 employees & from contractual to permanent 133 employees) and 380 recruited on contractual basis.

Table: 5 Total Manpower recruited in EBL during 2013-2014

Employee Category	Number Total
Permanent Employees	403
Employees on Contract	380

According to the HR Manager of EBL, there are some major reasons for frequent job switching in EBL. The reasons are:

- Rapid expansion of the Banking Industry
- Remodeling of Banking Industry
- Offering higher benefits to EBL employees by other organizations

The HR Manager believes that employee turnover in an organization has both some advantages and disadvantages. But frequent job switching creates some major problems for any organization. So, any organization should implement effective employee retention management strategy in order to reduce the turnover rate and to motivate the existing employees to make them completely goal-oriented.

According to the HR Manager of EBL, employee turnover creates the following advantages and disadvantages for her organization:

Costs of Turnover perceived by EBL

- Lost business opportunities
- Loss of amount incurred for employee development
- Costs associated with hiring new employees
- Loss of company reputation

Benefits of Turnover perceived by

- Hiring new talented employees
- Replacing with junior employees who costs low
- Promotion opportunity for an existing employee. In this regard, sometimes an existing grade of an employee may not be changed for promotion but functional designation can be changed.

At present EBL has some attributes like salary which is included in compensation and other benefits and performance appraisal to motivate and retain its current employees. Beside these, EBL provides attractive End of Service Benefits (EOSB) to its employees which include the following:

- Provident Fund (PF)
- Gratuity
- Encashment Facilities of Annual/Privilege Leave
- Super Annuation Fund Scheme
- Retirement Gift and
- Long Service Awards

EBL also provides attractive compensation packages for its employees to motivate them which include:

- Salaries and Increments
- Excellent Promotional Benefits
- Two types of bonuses including festival bonus and performance bonus

Beside the above issues EBL has an attractive performance appraisal process in order to reduce the turnover rate and to motivate and guide its employees toward the achievement of self as well as organizational goal.

4.2 REASONS FOR LEAVING EBL

An employee may resign from his/her existing position due to internal factors or external factors or both of them. For the year 2013-2014, most of the employees leave the EBL because of getting better job in terms of career advancement and higher compensation packages. It has been seen that almost 40% employees leave the EBL because they had

managed better job in terms of career advancement and about 30% employees leave the EBL because of getting higher compensation packages.

It has been found that about 87% male and 13% female employees left the EBL during the year between 2013-2014 and 80% of them have secured jobs in other manufacturing and services organizations. The following further clarifies the reasons for leaving the EBL:

Table: 7 Reasons for Leaving EBL

Reasons In	Percentage (%)
➤ Better Job in terms of career advancement	39.58%
➤ Better Compensation in terms of higher compensation	29.16%
➤ Tired of monotonous job	2.08%
➤ Leaving for higher studies	4.16%
➤ Deprived of	2.08%
➤ Medical/Health reasons	2.08%
➤ Found internal politics	2.08%
➤ Found no scope for career development	8.33%
➤ Other reasons	10.41%

From the above table it can be easily understood that the most important and frequent reasons for employee turnover in EBL are getting Better Job in terms of career advancement and higher compensation in other organizations. The other reasons for frequent employee turnover in EBL are:

- Retirement
- Feelings of uncomforted
- Huge business target pressure
- Going to abroad as permanent immigrant
- Personal reasons

Chapter 5

FINDINGS & CONCLUSION

Findings

Consumer Banking at EBL is the rising part which is striving hard and soul for grapping the market. It is offering different new products for attracting the market, providing modern service to the customers, trying to create a brand image in the mind of the customers, making different campaign and promotional programs.

After analyzing all the relevant data and information, I have found a number of issues as the major findings of the report. Here is the summary of these key findings:

- Consumer Finance Centre (CFC) is the integrated centre for assessing the risk associated with personal lending. It is totally a new dept in CNB (Consumer Banking) team. Here loan applications are received from the branch and CFC made the total analysis procedure in a very systematic way.
- The number of employees working in the CFC (at present 12 in Loan analysis dept. and 10 in Credit Card Analysis dept.) are not sufficient for the bank to meet up the branches loan and card submission queries.
- The business target pressure is very high in EBL. Last year in 2014 the target was assigned on yearly basis to the permanent employees but in the year of 2015 it became to quarterly basis business target. Which also create high Employee turnover rate.
- The total number of manpower recruited in EBL in 2013-2014 was 783 and the number of manpower left the EBL in 2013-2014 was 273. Among the 273 resigned employees 30 employees left the EBL from October 2013 to January 2014.
- Among the 783 employees recruited in 2013-2014, 403 were recruited as permanent employees and 380 were recruited on contractual basis.
- The majority of employees who left the organization were recruited on contractual basis.
- Better job offer in terms of career advancement and higher compensation were the main reasons for frequent employee turnover in EBL. Beside these, there were some other reasons for turnover including monotonous job, leaving for higher studies, deprivation, medical/health reason, internal politics, less scope for career advancement, retirement, leaving the country for abroad as an immigrant etc.

- Most of the employees had clear role perception about their job, authority and freedom was not enough to perform their respective jobs.

- Fairness in distributing job responsibilities in EBL is not satisfactory.

- Only permanent employees were somewhat trained for the job that had been assigned on them but the contractual employees were not given the same training which is not satisfactory to perform the job effectively.

- Working hour in EBL is flexible though a considerable percentage of employees found somewhat rigidity in working hours which is a matter of concern for the employees.

- Job security in EBL is quite high and fully secured for an employee if he/she does not commit any offensive work that violates the code of conduct or treated as misconduct as per the policy of EBL. It is also dependent on the performance and honesty of an employee and the compliance with the process and procedures of EBL.

- Career advancement opportunity in EBL is somewhat excellent and it is totally performance oriented.

- Weighted average satisfaction level regarding adequacy of bonus, leave facilities, health care facilities and retirement plan benefits is somewhat satisfactory while dissatisfaction arouse regarding not giving same ratio of bonus & incentives plus other facilities like PF, Gratuity etc. to internal contractual employees.

- In last part of the report that is the analytical part we observed that there is a huge growth in the deposit and loan side in 2015. In 2014 the Deposit growth was Tk. 7,414.42 crore and at the end of 2015 it climbs up to Tk. 8,971.39 and still it's uprising crore . So, if we see the YTD Growth it is 1,562.67 crore growth in consumer banking in 2015.

Recommendations

After collecting all the relevant data and information and the careful analysis of these, some key issues have come front as the relevant findings of the report. Based on those findings, some recommendation has been given for some key issues in order to provide better prompt services, reduce employee turnover and increase the employee retention rate of EBL:

- (1) EBL should take new initiatives to upgrade the product line of consumer banking of brand image of consumer bank.
- (2) EBL should launch Mobile banking to ensure better service for valued customers.
- (3) Bank should entered especial focus in SME banking. Bank should give better flexible credit facility to small of middle enterprise.
- (4) EBL should arrange frequent training for contractual employees and sales teams since they are involved in frequent customer calls and direct sales.
- (5) Introducing more facilities for contractual employees: The trend of turnover in EBL is quiet high among the contractual employees for the last year. So, EBL should provide utmost care to reduce the turnover of employees who are working on as contractual basis. The consolidated amount paid to the contractual employees should be increased with the consent of Management Committee of EBL.
- (6) Introducing policy to reimburse the training amount: EBL should impose policy regarding the departing employees that they should at least reimburse the amount that had been incurred for training and development.
- (7) Reducing probation period for contractual employees: The tenure (2 years) of contractual employees should be decreased to reduce the dissatisfaction of them to be recruited as permanent employees. It may be reduced from two (2) years to one (1) year and provide them opportunity to be a permanent employee.

(8) Reviewing the compensation and benefits packages: The current structure of compensation and benefits packages of EBL should be revised as well as a clear career path should be mentioned both for contractual and permanent employees in order to eliminate the uncertainty regarding career advancement opportunity in EBL.

Salary Structure Compare with some other banks:

Designation	EBL	SCB	BANK-ASIA	HSBC	Standard Bank	UCBL
Principal Officer	50,000/- to 60,000/-	65000/- to 75000/- (Ban 7)	60000/- to 70000/-	70000/- to 84000/- (Ban 7)	60000/- to 70000/-	60000/- to 74000/-
Sr. Officer	40,000/- to 45000/-	50,000/- to 60,000/- (Ban-8)	45000/- to 55000/-	55,000/- to 65,000/- (Ban-8)	45000/- to 55000	50000/- to 55000/-
Officer	35000/-	45000/- to 55000/- (Ban 9)	40000/-	55000/- to 55000/- (Ban 9)	40000/-	45000/-
Asst. /JuniorOfficer	30000/-	40000/-	35000/-	45000/-	35000/-	38000/-

(9) Practicing fairness in distributing job responsibilities: Fairness in distributing the job among the employees should be strictly maintained. Functional designation and the grade of an employee should be allocated based on the previous experience and professional training in the relevant fields and the educational level of an employee.

(10) Providing enough freedom and authority to perform the job. Enough freedom and authority with proper direction from the immediate supervisor or line manager are needed to perform the job effectively as well as efficiently. So, EBL should properly ensure the above issue.

(11) Internal Job Rotation: Implementing internal job rotation for eliminating monotony of doing same job and providing an opportunity to gain new experiences

Conclusion:

Eastern Bank Ltd. is one of the leading commercial banks providing all kinds of banking facilities to its customers. The bank provides fully centralized and retail banking services through its 79 branches and 194 ATMs throughout the Bangladesh. The financial performance of the bank is satisfactory for the last year.

This report serves the purpose of expressing my experience in EBL for One year & eleven months of employment period. As young professional's I have joined this renowned organization with dedication and enthusiasm. It is my great pleasure to have this experience which will guide me through my professional life.

Working as an Asst. Officer in the bank gives one firsthand experience in consumer banking at EBL. For maintaining the personal lending, management maintains different techniques that as an Asst. Officer in consumer banking I experienced directly. The success of consumer banking greatly depend on the sharp rules and regulations, maintaining the CNB team according to their goal and role, providing different modern products and services to the customers, being competitive in the market, providing some unique offer to the customer, creating a brand image, different promotional activity etc. The number of private commercial bank is increasing rapidly. Though EBL is not a high payee organization compared to market leaders, the excellent and open door work environment and totally performance driven career advancement opportunity have made many of the people to be a wining member of EBL. The sector is expanding and it becomes competitive day by day. So consumer banking should provide more unique products and services with competitive interest rate to become the bank of choice. This is the key success factor of EBL.

References:

1. Eastern Bank HR Dept.
2. Eastern Bank Chawk Mughultuly Br. CNB Division.
3. Eastern Bank CFC (Consumer Finance Center)
4. <http://www.ebl-bd.com>.
5. <http://www.ebl-bd.com/index.php?page=know-ebl/ebl-profile>
6. <http://humanresources.about.com/od/glossaryc/g/retention>
7. http://www.ebl.com.bd/home/ebl_consumer_Banking
8. <http://www.ebl.com.bd/home/about>
9. http://www.ebl.com.bd/home/SME_Products
10. http://www.ebl.com.bd/home/ebl_consumer_loan
11. http://www.ebl.com.bd/home/Consumer_Deposit
12. http://www.ebl.com.bd/home/small_segment_loan_products
13. http://www.ebl.com.bd/home/Annual_Reports
14. http://www.ebl.com.bd/home/EBL_Cards
15. <http://www.bracbank.com/Deposit-Account.php>
16. <http://www.bracbank.com/Loan-Account.php>
17. http://bankinfo.bd.com/banks/47/loans/Standard_Chartered
18. <http://dhakabankltd.com/savings-account/>
19. <https://www.hsbc.com.bd/1/2/retail-banking>
20. <https://www.hsbc.com.bd/1/2/retail-banking/deposits>
21. <https://www.hsbc.com.bd/1/2/retail-banking/loans>