



# **General Banking Norms & Practice: Case Study on NRB Global bank**

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**BUS: 400 (Internship)**

**Submitted By:**

**Sadia Tabassum Samia 13104059**

**Submitted To:**

**Asphia Habib**

**Lecturer**

**BBS**

**Submission Date:**

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## Letter of Transmittal

Date- 06/08/2017

Asphia Habib

Lecturer

BRAC Business School

BRAC University

**Subject: Submission of Internship Report.**

Dear Madam,

It is a great pleasure and privilege to present the internship report titled “General banking Norms & Practice: Case study on NRB Global bank.” which was assigned to me as a partial requirement for the completion of BBA Program.

Throughout the study I have tried with the best of my capacity to accommodate as much information and relevant issues as possible and tried to follow the instructions as you have suggested. I tried my best to make this report as much informative as possible. I hope that it will satisfy your requirements and serve the purpose of my internship program.

I am grateful to you for your guidance and kind cooperation at every step of my endeavor on this report. I would be grateful if you kindly take some time to go through the report and evaluate my performance.

Sincerely Yours

.....

Sadia Tabassum Samia

ID - 13104059

BRAC Business School

BRAC University



## Acknowledgement

At first, I would like to express my gratitude to almighty Allah for enabling me the strength and opportunity to complete the report within the schedule time successfully. I would like to thank Mr. Imtiaz Ahmed Siddiqui, VP & manager of NRB Global Bank Limited, Mohakhali Branch for supporting as well as co- operating me as an intern in their organization.

Finally, I want to give my special thanks to my academic supervisor Mrs. Asphia Habib, Lecturer, BRAC University for her support and enormous help throughout this internship program, especially her guidelines throughout the period of preparing the report.



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## Executive Summery

The internship report is prepared as requirement of BBA program of BRAC University. This report is on “General Banking norms and practice” of NRB Global Bank Limited. This report is intended to assist the reader in detailed understanding of the general Banking Process of the bank. It also attempts to capture the procedure practice in NRB Global Bank Limited in relation to customer handling. The purpose of this report is to have an idea about the detailed general banking including every type of work the division does along with the legal and behavioral issues related to GB.

In this report, first of all I have mentioned the object of the report and also the opportunities and limitations I had during working in NRB Global bank.

Secondly, in the organizational part I have provided detailed information about the organization with its company profile, corporate vision and mission, product & service and resources. I also did the SWOT analysis of NRB Global Bank ltd.

Thirdly I have written about my job responsibilities and observations in NRB Global Bank Limited, Mohakhali branch. Then I have discussed details about the general banking process the bank follows. I took the help of my fellow senior colleague for this part as well.

Finally I pointed out my findings and recommended for the betterment of the service of NRB Global bank.



# Chapter 1

# Introductory Part



## 1.1 Introduction:

With the passage of time business environment is becoming more and more complex. To go ahead in such riddle situation; one needs both conceptual and practical knowledge of the current business situation of the world. That is why business education has become an evolving science helping to solve the challenges business throw on us every day. While academic education provides general knowledge about business decision and policies, practical experiences help us to relate our knowledge with real life.

As Bangladesh is growing financially day by day banking sector is expanding its hand in different financial events relentlessly. In addition to that; with the advancement of technology and information system the banking process is becoming faster, easier and the banking arena is becoming wider. The demand for service is increasing day by day and so they are coming with different innovative ideas and products. It is important to mention that among the all financial institution, the bank industry plays most vital and crucial role for the economy.

Banking business is mainly customer oriented for this reason banks are treated as service oriented organizations. Prospect and efficiency of a service oriented organization depends on quality of its services. Generally the banks provide services to them with the safety, liquidity and profitability by means of different savings media offering various degrees of a mix of liquidity return and safety of savings. As competition in the banking sector is increasing rapidly all banking organizations are looking for the best service opportunities to provide the full satisfaction to their customers.





## 1.2 Background of the report:

This internship report represents the general banking norms and practice of NRB Global bank Bangladesh Ltd. After joining as an intern I have been appointed to the Mohakhali Branch of NRB Global bank where I had the opportunity to work in their general banking (GB) division. Being comparatively a new branch my objective was to enlighten on the procedures and strategies followed by the employees to turn the branch into a profitable and successful part of NRB Global bank. While working in the division I observed my fellow senior colleagues to determine every detail and the report is a representation of my learning. As general banking is the most important and frequent part of any bank I believe this report will be helpful for learning the GB norms.

Lastly, the findings are examined to prescribe a set of specific recommendation to improve the overall GB procedure of the organization.

## 1.3 Objective of the report:

### 1.3.1 Broad Objective:

The objective of the study is to draw an overall view of the norms and practice of general banking practice in NRB Global bank Ltd.

### 1.3.2 Specific Objectives:

- Knowing the general banking activities of NRB Global Bank.
- Learning about the products and services offered by NRB Global Bank.
- Knowing the work environment and organizational behaviors of the bank.
- Gathering the practical experience base on the theoretical knowledge.
- Getting acquainted with the corporate environment and culture.
- Evaluating the function of general banking system.
- Observing the function of commercial banking operations.
- Gaining practical experience that will be helpful for my BBA program.



### 1.4 Scope and limitations:

NRB Global bank limited is one of the successful private banks in our country. But the scope of the study is limited to Mohakhali Branch only. The report covers the History and background, organizational structure, functions and performance of the bank. Mainly the report deals with the General banking process of NRB Global bank Mohakhali branch. Basically I have worked in the GB section and here I discussed The GB in details focusing on the rules, regulations, process and strategies. However the scope of this report is limited to the projection of the overall experiences of working in the bank.

The main source of the information is work experience, direct observation of the senior colleagues, studying the documents and legal papers and the website of NRB Global bank Ltd. despite of the opportunities I have got while working in the bank there was some limitations, such as –

- To protect the organizational loss in regard of maintaining confidentiality, some parts of the data are not in depth.
- As it is comparatively a small branch I could not gather knowledge on other important departments such as foreign exchange, credit etc.
- Time duration of my internship period was not sufficient enough to learn the whole general banking process of a bank.



# Chapter 2

## Overview of the Organization



## 2.1 Background of the company:

In the era of Globalization, no one can survive alone. Modern Technology and foreign policies have brought the people of the world very close to each other. At present, this world is a global village. Now, the communication among people is very faster than any previous time. Connectivity is very crucial in this village. So, Bangladesh cannot live alone in this fastest growing village.

Keeping all these in mind, Bangladesh Bank approved nine banks as fourth generation banks in which, three banks have the funding of non-resident Bangladeshi (NRB) people. NRB Global Bank Limited is one of those three banks to materialize the dream of people having the goal to keep Bangladesh well connected with other advanced nations. It is the brainchild of 25 (twenty five) well reputed visionary Non-Resident Bangladeshi (NRB) people residing in different countries of the world. It has been approved by the regulatory bodies in 2012 to operate business in banking of Bangladesh.

After hard labor of almost three years complying with all regulatory rules and regulations, it has got the final approval on July 25, 2013 from the regulatory body to run the banking business in Bangladesh. Gradually, the mentioned brainchild of those NRBs has become the reality. Head office of this bank has already been formally inaugurated on September 09, 2013. Its head office is situated at Khandker Tower, 94 Gulshan Avenue, Gulshan 1, Dhaka 1212, which is a great example of post-modern structure and one of the finest buildings in Bangladesh. Even, this bank has opened its first branch at the same premise on October 23, 2013.

Mr. Nizam Chowdhury is the founding Chairman of this bank having a long professional experience of 26 (twenty six) years in the U.S.A and other Directors are also well reputed in their own sectors of business.



## 2.2 Mission:

The founders has well defined missions for NRB Global bank-

- Build confidence among the NRBs for investment.
- Provide fast, accurate and adequate customer service upholding business ethics and transparency.
- Strengthen inflow of remittance.
- Create value for communities, societies and economies in which we operate by ensuring growth and sustainability.
- Matching technology with the help of well educated professionals and experienced sponsors of the Bank.
- Create dignified working environment for Employees.

## 2.3 Vision:

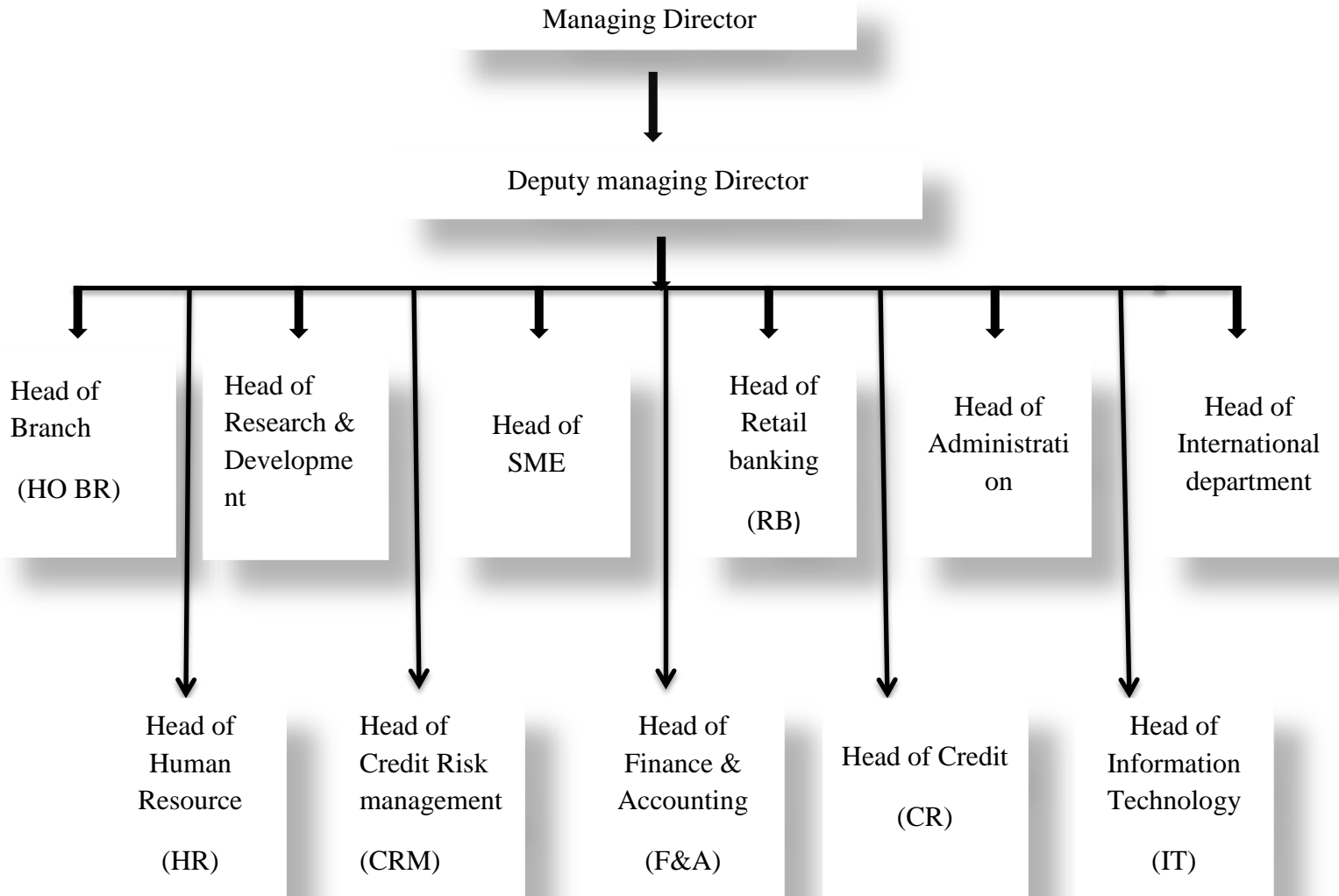
And their vision is to become exceptional brand in the financial sector by offering service excellence and creating value for everybody encompassing customers, shareholders, partners, society and economy through transparency, technology, innovation & integrity.

## 2.4 Goal:

Provide “Great Experience” of Banking at Home and Abroad.

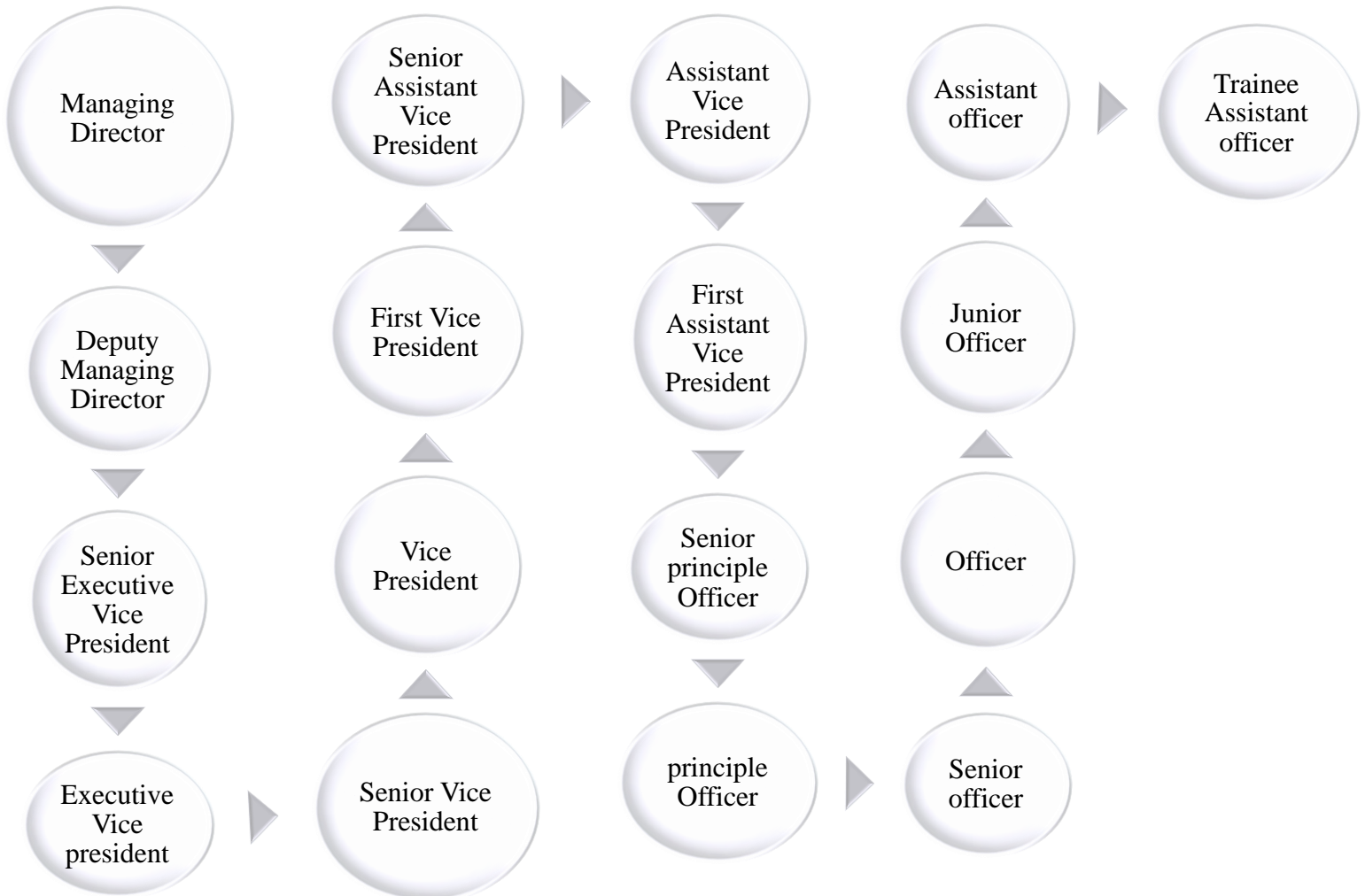


## 2.5 Company Structure of NRB Global Bank:



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Managing Director holds the highest position in NRB Global Bank and the starting position is Training Assistant officer. The designation of the employee in terms of their hierarchy is presented below-



## 2.6 SWOT analysis of NRB Global Bank:

Measuring the SWOT analysis is a must for every company as it plays a vital role in determining the business strategies and planning. Here in Bangladesh banking industry is a fully grown and rapidly developing space with tough competitors and stakeholders. So without evaluating the internal and external factors it is impossible to give any decision about any bank. In this SWOT analysis I have tried to find out the strengths, weaknesses, opportunities and threats of NRB Global bank.

### Strengths:

- Professional management team.
- Multi product financial institution.
- Strong distribution channel.
- Satisfactory IT soft and hard infrastructure.
- Satisfactory performance.
- Adequate capital base.
- Multinational and institutional ownership.
- The top management of the bank, the key strength for the NRB Global Bank has contributed heavily towards the growth and development of the bank.
- Strong network throughout the country and provide quality of service to every level of customer.
- Many branches are situated in retail business places and highly commercial areas.
- Relationship with existing clients is personal base and very strong. They have developed professional relationship with their clients, which also includes emotional touch.
- Installation and use of highly sophisticated, automated system that enables the bank to have on time communication with all branches reduces excessive paperwork vanes time for valued customer transaction.





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- From the very beginning NRB Global Bank tries to furnish their work surroundings with modern equipment and facilities. Online banking is one of the main attractions, which gave this bank a better position among private banks.
- The corporate culture.
- Employees share a good understanding with each other and it gave them reason to work efficiently and become more dedicated to work.
- NRB Global Bank has been developed the principles of profit and loss sharing and equal distribution of the assets among depositors, employees and managing directors.

**Weakness:**

- Dependence on high cost bearing fixed deposits.
- Higher service charge in some areas of banking operation than that of nationalized banks discourages customers from opening or maintaining accounts with this bank.
- Lack of employees in credit department.
- According to the Bangladesh bank guidelines the spread be loan against FDR rate should not more than 3%. But, the bank sometimes charge more than that spread rate for loan.
- Higher interest rate in case of consumer loan.

**Opportunities:**

- Huge untapped sub – urban and rural market Small and Medium Enterprise.
- Government of Bangladesh has rendered its full support to the banking sector for a sound financial status of the country, as it is becoming one of the vital sources of employment in the country now.
- Such government concern will facilitate and support the long – term vision of NRB Global Bank.
- It will also facilitate wide area network in between the buyer and the production unit of NRB Global Bank to smooth operation to meet the desired need with least deviation.



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- The bank can recruit experienced, efficient and knowledgeable workforce as it offers attractive compensation package and good working environment.
- The credit facility offered by NRB Global Bank has attracted security and status conscious businessmen and as well as service holders with higher income group.

### **Threats:**

- Increased competition in the market for quality assets.
- Supply gap of foreign currency.
- Default culture is very much familiar in our country. For a bank, it is very harmful. As NRB Global Bank is quite new, it has not faced it seriously yet. However as the bank grows older it might become a great problem.
- The central bank exercises strict control over all banking activities in local banks like NRB Global Bank. Sometimes the restriction impose barrier in the normal operations and policies of the bank.
- Rival bank such as conventional banks can easily copy the product offering of NRB Global Bank. Therefore the bank is in continuous of product innovation to gain temporary advantage over its competitors.
- The worldwide trend of mergers and acquisition in financial institutions is causing concentration the industry and competitors are increasing in power in their respective areas.

### **2.7 Products & Services offered by NRB Global Bank:**

NRBGB is offering the following products or services to the client for financing different purpose that fulfill the requirements of the bank and have good return to the investment as well as satisfy the client-



**Retail Banking Products:**

This bank offers various products of retail banking such as-

- NGB DPS (Allow to build up savings through regular monthly deposit)
- NGB Double Benefit ( Help to double deposited money on maturity)
- Fixed Deposit (Higher interest on savings for long term investment)
- NGB Professionals Loan (Personal loan facility for self-employed professionals like doctors, IT Professionals, engineers & mariners etc.)
- NGB Monthly Benefit (Helps to earn extra income from every month of deposited money which lets to earn yearly benefit every month)
- Senior Citizen Benefit Plan (Benefit plan for the senior citizen to carry out day-to-day banking transactions independently).
- NGB Pre-Paid Card
- NGB Debit Card
- NGB Executive (term loan facility for any legitimate purpose designed especially for Salaried Executives at different Corporate both permanent & contractual)
- NGB Salary Account (employer can credit monthly salary/paycheck every month will credit to account)
- NGB Festivals (to meet festival expenses)
- NGB Fresher's (For students)
- NGB Junior (For children aged between 3 to 18 years but account is operated by parents until Child attain his/her maturity (Age 18))
- NGB Marriage Loan (for covering the marriage expenses)
- NGB Perfect (Allows an individual to manage savings and transaction simultaneously)
- NGB Queen ( An interest bearing account designed exclusively for woman)
- NGB Travelers (A "Travel purpose" loan which means the applicant has to declare his/her Inland/Outland travel purpose.



**Loan products:**

The loan and advance products are:

- Personal Loan
- Car Loan
- House Loan
- Education Loan
- Project Financing.
- Working Capital Financing
- Agricultural Financing
- Consumer Financing
- Lease Financing
- SME Financing
- House Building Financing
- Import Financing
- Export Financing
- NGB Travel Loan
- NGB Marriage Loan
- NGB Executive Loan
- NGB Festival Loan

**Foreign Trade product:**

Foreign Trade Products that is offered by NRB are as under:

- Letter of Credit (L/C)
- Back to Back Letter of Credit (BTB L/C)
- Foreign Demand Draft (FDD)
- IDBC (Inland Brick to Brick Local L/C)
- IDBP (Inland Documents Bill Purchase)



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- Remittance products
- Pay Order (PO)
- Demand Draft (DD)

**Other Service Products:**

- Corporate Banking
- Tele Banking
- SMS Banking
- ATM card



# **Chapter 3**

## **General Banking Norms & Practice of NRB Global Bank**



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I joined in NRB Global Bank at Mohakhali branch, Dhaka as an intern. The branch has 2 main departments, general banking and credit department. Among them their basic operations are general banking related as being a comparatively new branch they are now mainly trying to attract customers to reach their optimal target. I also worked in their general banking department. The following chapter will describe my learning on the general banking norms and practice of NRB Global bank and also my job responsibilities during my internship period.

### **3.1 Providing information as Front Desk officer:**

Front desk of NRB Global Bank Mohakhali Branch is one of the important parts of general banking department. I tried to describe the scheme and facilities of the bank. In addition, I tried to build an efficient communication bridge between the bank and the clients. Moreover I strived to make the clients understand the easy way of dealing with their money and be readily accessible facilities of the bank. I also informed them the core systems of the central bank, risk and compliance (like providing banking data content, providing banking business processes, providing services of the bank). I always tried to fulfill the requirements of clients and customized in an easy way to make them understand keeping in view the requirements of a bank.

### **3.2 Help customer to open account:**

Account opening is a legal entity for a customer in the bank system. Through the filling up account opening form we recognize a customer. There were several types of accounts such as; savings account, current account (for company/business purpose), FDR account, Salary account and different deposit schemes.

For opening an account I had to follow some procedures. Initially I asked to the customer which type of account is he willing to open and according to his need I provided him the account opening form. Then I asked customer to attach the necessary documents. The documents required to open a bank account varies from type to type.



**Required Documents for Personal Account:**

- Two copies of passport size photograph of the account holder(s)/person(s) who will operate the A/C duly attested by the introducer.
- A/C to be introduced by current/savings account holder.
- Photocopy of valid passport (1 to 7 pages)/driving license/national ID card/employer's certificate/national certificate issued by the Ward Commissioner or Chairman etc.
- Paper related to sources of income.
- One copy passport size photograph of nominee (Attested by Account Holder).
- TIN Certificate (if applicable).

**Required Documents for Non-Personal (Corporate) Account:**

## ➤ Proprietorship Firm-

- Request letter/application in firm's Letter-Head pad for account opening purpose.
- Up-to-date trade license, TIN, VAT copies of the firm.
- Seal of the firm & visiting card of the signatory (if applicable).
- 2 copies of photographs of each signatory (attached by introducer).
- Photocopy of national ID card/passport/citizenship certificate with the original copy for verification purpose.
- Signature and 1 copy of photograph of each nominee (attached by the account holder).
- Tenancy agreement copy (if applicable).

**Partnership firm:**

- Request letter/application in firm's Letter-Head pad for account opening purpose.
- Registered partnership deed on non-judicial stamp of Tk.300 & list of the partners with portfolio.
- Up-to-date trade license, TIN, VAT copies of the firm.
- Resolution regarding operation of bank account and signing of bank charge documents with execution of mortgage deeds and other bank's papers & documents etc. as per partnership deed.





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- Seal as per resolution & visiting card of the signatory(S).
- 2 copies of photographs of each signatory (attached by introducer).
- Photocopy of national ID card/passport/citizenship certificate with the original copy for verification purpose.
- Signature and 1 copy of photograph of each nominee (Attached by the account holder).
- Membership certificate of trade association, Chamber Of Commerce and Industry (if applicable).
- Tenancy agreement copy in between the firm and the landlord (if applicable).

**Limited company:**

- Request letter/application in company's Letter-Head pad for account opening purpose.
- Up-to-date trade license, TIN, VAT copies of the firm.
- The certified copy of memorandum and articles of association by register of joint stock companies & firms.
- Up-to-date trade license, TIN, VAT copies of the firm (if applicable).
- Resolution regarding operation of bank account and signing of bank charge documents with execution of mortgage deeds and other bank's papers & documents etc. as per memorandum and articles of association.
- Seal as per resolution.
- 2 copies of photographs of each signatory (attested by introducer/chairman of the company & visiting card of the signatories).
- Photocopy of national ID card/passport/citizenship certificate with the original copy for verification purpose.
- Complete bio-data with passport size photographs of all the directors of the company duly signed by them.
- Certified copy of form no XII & XX duly issued by the register of joint stock companies & firms for bank's records.
- Membership certificate of Chamber Of Commerce and Industry, Trade Association, Stock Exchange (if applicable).



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- Tenancy agreement copy in between the firm and the landlord (if applicable).
- List Of directors with complete present and permanent address with signature & telephone no. on Letter-Head pad of the company.

**School/college/educational institution:**

- Request letter/application in institution's Letter-Head pad for account opening purpose.
- 2 copies of photographs of each signatory (attested by introducer).
- List of members of the managing committee.
- Resolution of the managing committee regarding opening and operation of bank account.

**Club/association/society/religious institution:**

- Request letter/application in institution's Letter-Head pad for account opening purpose.
- 2 copies of photographs of each signatory (attested by introducer).
- List of members of the executive / managing committee.
- Resolution of the executive /managing committee regarding opening and operation of bank account.
- Certified copy of bye-laws /rules and regulations/ constitutions.

**Trust:**

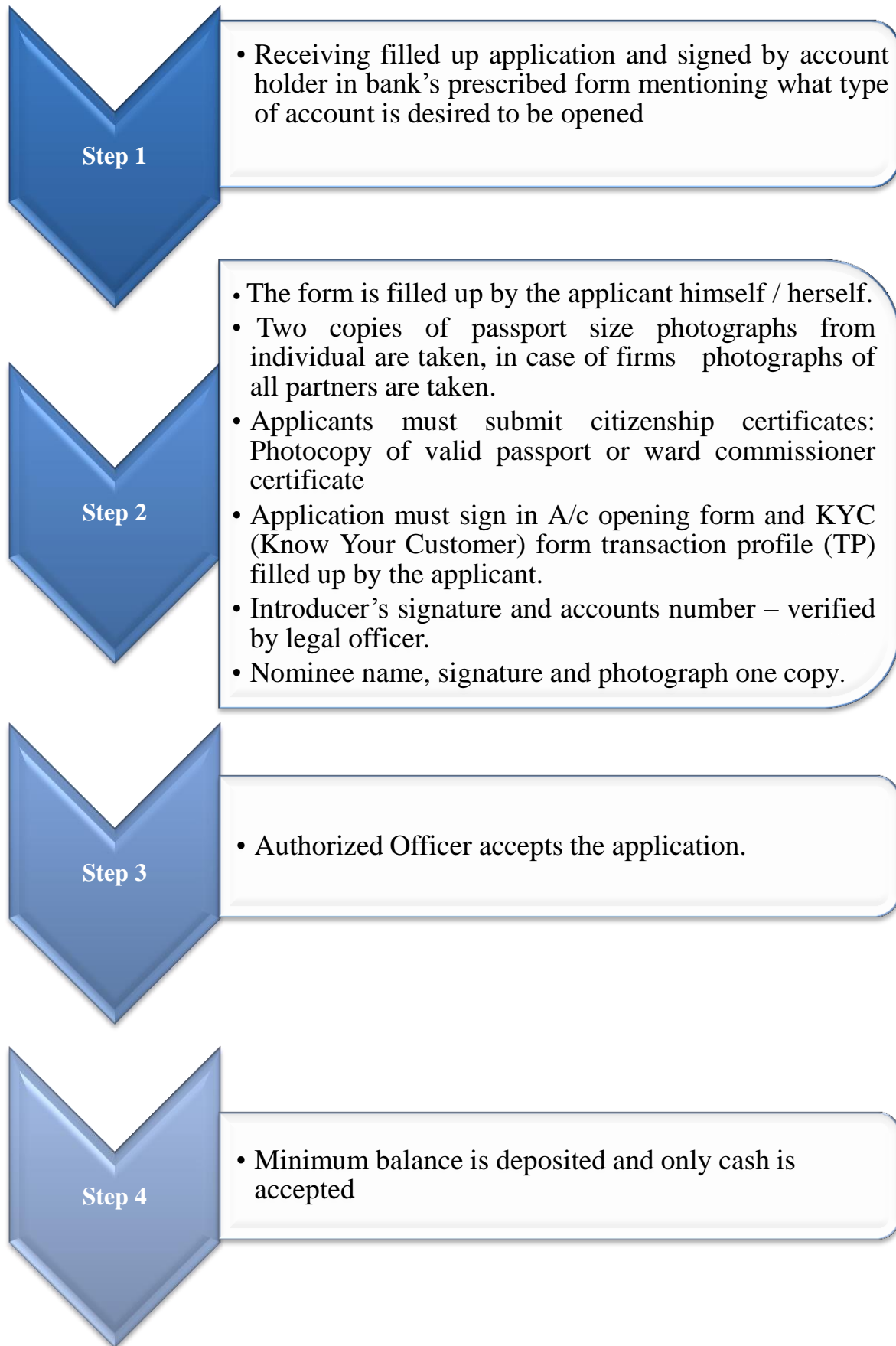
- Request letter/application in institution's Letter-Head pad for account opening purpose.
- 2 copies of photographs of each signatory (attested by introducer).
- Attached copy of trust deed.
- Resolution of the committee regarding opening and operation of bank account.
- Head office approval for opening trust account.



### 3.3 Procedure of Opening an Account:

The procedure of opening an account is similar for almost all the types of account. The procedure I followed is given below





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Before opening an account I delivered some important information about the schemes, accounts. Saving account is basically a permanent account unless the customer decides to close it. This account doesn't have any maturity. On the other hand DPS account is a monthly basis deposited account which could be short term, medium term and even long term matured account. It has a fixed interest rate of 10%. FDR account is short term matured account like individuals or company or corporation or business can operate this account for 1 months, 3 months, 6 months, and 12 months. FDR bear different interest rate according to the period. The lowest money for the FDR deposit is Taka 10,000.

Tenor	Rate
1 month	5.00%
3 month	7.25%
6 month	7.50%
12 month	7.50%

### 3.4 Updated many pending accounts:

If the customer is new in our bank or branch then I asked them to fill up whole from sitting front of me. But if the customer is regular or our valuable or reliable customer then I was keeping only the signatures in the form and the documents because of our customer convenience. Then I was supposed to filled up that pending account by help of that customer's another account or his/her documents. Then I red marked the signatures put a seal on the signatures and after that representative officer put signed on the seal to verify the form.

Then I inputted the information into the system. The banking software NRB Global bank uses is "TEMENOS" also called as "T24". After updating the information in the software an assistant officer used to open the account by having authorization from GB head, responsible to authorization. Then I got the A/C number and the customer ID.



### 3.5 Issuing cheque book for the customer:

When account opening processing is over then I used to issue cheque book for that customer. At the time of opening an account, a person is required to sign a “Cheque Book Requisition Slip”. If the account opening form is found complete in all respects, a cheque book is issued to client. The account number is written in cash leaf of the cheque book and in its requisitions slip. The name and account number of the client is also entered in the Departmental cheque books register against the particular cheque book series and it is also recorded in the computer. Lastly the requisition slip is preserved as voucher.

### 3.6 Provide account statement:

Actually I learnt 2 or 3 basic things of work in T24 software. Sometimes customer called us or asked us in the bank for their account statement. Without much well known customer we didn't provide A/C statement by phone. While customer in the bank asked me for the A/C statement then I printed the account statement from the T24.

### 3.7 Clearing Section:

I was keeping myself involved in the clearing section for couple of days. It's a section where basically the representative officer receive the pay order from other banks, pay order related calls and send pay order to other banks. The thing I was doing there is checked the received pay orders.

I also receive cheque of different bank for collection. NRB Global Bank works with two types of cheques which are inward cheque and outward cheque. Inward cheques are own bank (NRBGB) cheque. On the other hand outward cheques are other bank's cheque. Moreover there is another category of cheque which is of high value and regular value. Amount having 5, 00,000 tk. to



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above 5, 00,000 tk. is known as high value cheque. On the other hand, amount having 1 tk. to 4, 99,000tk is known as regular value cheque.

When outward cheques comes, I examined the cheques by the scanner machine whether it is obsolete or not. Then I take 3 important seals (one crossing seal, 2 endorsement seal). After that I posted cheques into system for further authorization. NRBGB cut charges for clearing.

3.8 Register received or sent documents:

In the bank I have noticed that they keep information of all kind of documents as they don't want to miss a single point. Entire time of my intern program I was used to registered some of documents in the register book. The books I maintained are given below-

- NRBGB Inward Register: which contains all the received documents by the bank or documents those, came in to the bank. Like LC documents, LC letters, LC payment documents, FDD, PO, different bills, cheque book receive letter and different other documents. I marked a received seal; put a serial number, time and my signature on the documents. Then I put the serial number, address, and the title/topic/noticeable point of the document in the register.
- NRBGB outward Register: this book keep all the information of documents that sent out of the office like transfer letter, account closer letter, thanks letter, solvency certificate etc. I need to keep a serial number in the register book, put the address and topic of the documents in one or two words and put the serial number in the documents.
- Cheque Book Received: this book contains the list of cheque book received per day. I wrote the serial number, name of the account and date.

### 3.9 Closing of an Account:

I help customer to close the account. To close an account; one may be requested to send an application along with the unused pages of the check book that is issued to the person. After receiving the application, the signature of the account holder should be verified and the number of unused pages of the check book should be noted. Before the account is closed the manager will approve the application. Lastly closing charge should be debited to the account.



### 3.10 Other Relevant Activities:

I also did some other related activities such as-

- Sending thanks letter for new customers.
- Scanning different types of documents.
- Writing into the register entries.
- Arranging the documents.
- Arranging the files.
- Helping to search documents from the files.





# Chapter 4

## Findings &

# Recommendations



## 4.1 Findings:

While I worked for NRB Global Bank in the general banking division I tried to observe every details to gain as much knowledge as possible. I found that-

- They have a very clean system to complete regular general banking tasks.
- Each and every transection gets registered both manually and digitally for security purpose.
- I also observed that they make sure ever cheque, pay order, account opening form and other papers gets at least 2 signature one is the officer's another is the operation manager/authorizer.
- Computer printed data are attached with every manual transection at the end of every working day to make sure there is no dissimilarity in numbers.
- Clearing seal, transfer seal, account paid & received seal is attached in every relevant paper to avoid any further legal issues.
- Giving the proper date in really very important in Banking. If exact date is not used the cheques and other papers gets dishonored.
- At the end of every working hour the operation manager makes sure the cash is closed and the vault is secured.
- Every officer is responsible for generating their daily work report at the end of every working day and submits to the GB in charge.
- A report is generated with the collaboration of every officer's daily activity along with each and every supporting document at the end of every working day. The report is called "Daily Supplementary Report" The GB in charge and operation manager signs the report and then the report is stored for future use.



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Despite of all the systematic activities I observed few eye catching problems while working in GB-

- **Problem of the account opening section:**

The main problem of the account opening section is to find out the incomplete form. They don't keep any register for incomplete forms.

- **Shortage of availability of Machineries:**

Mohakhali Branch is supposed to be very well equipped by advance and available machineries. But there are shortages of printing machine therefore most of the time employees' activities are hampered for maintaining serial as well as it create gathering on their short space.

- **Limited number of Branch and ATM Booth:**

One of the problems is the bank has very few numbers of branches and ATM booths all over Bangladesh in comparison to their other competitors. So customer sometimes face problem to withdrawal money from booth.

- **No Specific Space for Intern student:**

In this bank I have no specific space for doing my work.

- **Insufficient Fund:**

As because the branch has been operating for less then 2 years it has not touched its break-even point yet. So there is pressure on every employee to generate deposits which is a challenge for the employees of the branch.

- **Power distance:**

By default the power distance between the executives and managers and very high as same as the other organizations of Bangladesh but I found this system less efficient as one has to wait for at least 2- 3 persons approval to do a certain task in a single office which could easily be done through direct communication.



## 4.2 Recommendation:

In light of my findings on the general banking norms and procedures of NRB Global bank, Mohakhali branch I would like to recommend a few things for better performance of the branch-

- NRB Global Bank Limited, Mohakhali branch should recruit sales force to gather more customers.
- They should pursue advertisement campaign in order to build a strong image among the people. They can give advertisements in newspaper and magazine, television and other relevant media.
- It has been seen that there is a gap between marketing department and operations department, so this gap need to be reduce.
- They should be more cautions on operating expense and establishment expense.
- More online oriented banking to ensure customers easy access to banking service.
- A new local brand ambassador should be used to promote NRG Global Bank Ltd. for promotion.
- Employees needed to be given adequate training to work and handle clients under pressure. In this case both the branch authorities and higher authorities can persuade each other to train the employees.
- NRB Global Bank Ltd. should increase more consumer oriented banking activity. Their consumer banking activity is enough satisfactory but it will be better if they can put attention on individual customer. As for example they can open “priority banking” section for premium customers.
- They should invent other type of deposit to attract more customers which is different from other banks.
- NRB Global Bank Ltd. should maintain more cash and deposit balances with other banks. Because it is desirable that banks keep their cash and balance with other banks to such extent so that it can minimize the chance of liquidity crunch.
- NRB Global Bank Ltd. should develop more strategic planning as to compete with its rival banks.



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- NRB Global Bank Ltd. may introduce one stop service for its client.
- Recruit more efficient employees.
- Increase the merchant locations of ATM cards.
- As the bank is comparatively new it should charge less service charge and propose higher interest rate on deposits to attract the customers.
- The bank needs to slightly modify their saving scheme to attain superior customer satisfaction. In this case, they should consider maximizing customer profitability alongside the banks.
- As there is significant scope of improvement for employee knowledge of products, the company could device training session every few months. This would also allow them to improve the employee-client relationship, in which they seem not to be very efficient at the present situation.
- NRB Global Bank Ltd. has significant problem regarding the environment of the bank. In this case, they need to identify exactly which portion of the environment is bothering them the most and then resolve the problems in the best possible manner.



## Conclusion:

NRB Global Bank Ltd. is one of the most promising fourth generation private banks in Bangladesh. Everyday NRB Global Bank Ltd. endeavor to increase their product and services although they provide a wide range of product of services to their customers. The bank is also involved in various kinds of promotional activities. NRB Global bank Ltd. is helping the economy of Bangladesh. For helping the people the bank provides financing loan, working capital loans to its corporate clients. In spite of being a new bank in Bangladesh, NRB Global Bank provides internet banking, giving debit/ credit cards and many other facilities. NRB Global bank is a modern commercial bank established to bridge the gap between the developed world and our country and they are working hard to reach their goal. It has also undertaken initiatives for investment in SME sector by introducing a number of SME products in the market gradually with a view to patronizing the trade, commerce and industrial entities with equity & justice and to make effective contribution for creating employment opportunities, which will ultimately help the nation for poverty alleviation from the society. While working I observed that the customers are well treated and have a good personal relationship with the employees which is really important in service industry. But the banking would get more modernized and the service quality will be better if they give more importance on the development and effective use of their online banking services. I have also noticed that customers would find the banking more user friendly if formalities for banking activities are minimized; so NRB Global Bank can look into the matter. However I feel privileged to get the opportunity to work with NRB Global Bank Ltd. at the very beginning of my career and gather the experience only booking knowledge could not have given me. I had my orientation to the typical corporate culture. This three months internship with NRB Global bank Ltd. undoubtedly will help me a lot to understand and cope with any future corporate life.



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