

Internship Report  
On  
BRAC Bank TARA: Bridging the Gap  
between Women and Banking System





Inspiring Excellence

**Internship Report**

**On**

**BRAC Bank TARA: Bridging the Gap between Women and  
Banking System**

**Course Code: BUS 400 (Internship)**

**Submitted To:**

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BRAC Business School

BRAC University

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**Date of Submission:** 29<sup>th</sup> November, 2018

## Letter of Transmittal

29<sup>th</sup> November, 2018

To

Muhammad Ariful Ghani,

Lecturer,

BRAC Business School,

BRAC University.

Subject: Submission of Internship Report.

Dear Sir,

Please find enclosed the internship report on “BRAC Bank TARA: Bridging the Gap between Women and Banking System”. This report includes an overview of BRAC Bank TARA and the perception of the customers regarding this new service of BRAC Bank Limited. I have attempted to provide my uttermost effort to prepare this report on BRAC Bank TARA. To make this report as much informative and authentic as possible, I have attempted to include all the learning that I have learned during my internship program.

Thank you for giving me the chance to work on this report. It has been a pleasure to work on this internship report under your guidance and supervision. Therefore, I would like to submit this report for your kind judgments and valuable suggestions.

Sincerely Yours,

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Arani Zaman

ID: 14304173

BRC Business School

BRAC University

## Acknowledgement

First of all, I would like to express my sincere obligation to Almighty Allah. Without His support and blessings, it would have been really difficult for me to complete my report within the given time duration.

Then, I would like to show my respect towards my academic supervisor, Muhammad Ariful Ghani, Lecturer, BRAC business School, BRAC University, for his support and guidance. The directions he gave were really helpful to complete this report properly and in a structured way.

Moreover, I would want to thank my on-site supervisor, Anwar Jahid, Unit Head, Deposit Origination of Account Services, BRAC Bank Limited, for his relentless supervision and guidance. As he provided me with all the valuable data and information that I needed to complete my report, so I would be grateful to him for this help. Also, I am grateful to BRAC Bank Limited, for allowing me to acquire knowledge about job life with the professionals.

Lastly, thanks to BRAC University for helping me to broaden my knowledge which supported me during my internship period.

## Executive Summary

BRAC Bank Limited is one of the top-ranked commercial banks of Bangladesh which has been dominating and contributing to our country's economy. BRAC Bank Limited is trying to focus on how to contribute more for the betterment of the country and "BRAC Bank TARA" is a new way to contribute for the monetary advancement of Bangladesh by empowering women.

Since BRAC Bank TARA is a recently introduced service of BRAC Bank Limited, so I decided to work on this newly introduced service for my internship report. The topic of my internship report is "BRAC Bank TARA: Bridging the Gap between Women and Banking System" which focuses on the latest highlighted feature in the banking industry of Bangladesh.

This report talks about this new service that is being offered by BRAC Bank Limited and the perspectives of the account holders of TARA. A survey is being conducted to find out whether the account holders think that this new project is contributing to reduce the gap between women of our country and the banking system by enhancing women's confidence and their decision making capacity through better knowledge regarding access to banking or not. This report is divided into several parts as per the requirements of the internship report format. It contains an overview of BRAC Bank limited, its mission, vision, CSR activities etc. Then, I have tried to discuss in details about BRAC Bank TARA in this report and I conducted a survey with 100 account holders of TARA to do my research. Later on chapter 6, the research result has been analyzed by using the SPSS (Statistical package for the Social Sciences) software in order to get the analytical information for statistical part. After that major findings after analyzing the research have been put on. Finally, I provided some recommendations contingent to the findings of the report.

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## Chapter-1: Organizational Overview

### 1.1 Profile of the Organization:

According to BRAC Bank Limited's website (Annual Report of BRAC Bank Limited 2017, 2017), BRAC Bank Limited was inaugurated by Sir Fazle Hasan Abed (founder and chairman of BRAC, NGO) on 4<sup>th</sup> July, 2001. It is one of the leading commercial banks of Bangladesh with 181 Branches, 469 ATMs, 448 SME Unit Offices, 81 CDMs, and 229 remittance delivery points across the country. It has provided its customers with BDT 30,000 Crore of SME loan and has more than 1,500,000 individual customers who access online banking facilities. BRAC Bank Limited operates under a double bottom line agenda which indicates the profit and social responsibility go hand in hand as it tries to contribute towards a poverty free Bangladesh. It has become one of the most successful and fastest growing private commercial bank of our country in a very short time.

### 1.2 Corporate Vision:

According to BRAC Bank Limited's website (BRAC Bank, 2018), the corporate vision of BRAC Bank Limited is "Building profitable and socially responsible financial institution focused on Market and Business with Growth potential, thereby assisting BRAC and stakeholders to build a just, enlightened, healthy democratic and poverty free Bangladesh."

### 1.3 Corporate Mission:

According to BRAC Bank Limited's website (BRAC Bank, 2018), the corporate missions of BRAC Bank Limited are:

- Sustained growth in Small and Medium Enterprise sector
- Continuous low-cost deposit Growth with controlled growth in retail assets
- Corporate Assets to be funded through self-liability mobilization. Growth in Assets through syndications and investment in faster growing sectors
- Keep our debt charges at 2% to maintain a steady profitable growth
- Achieve efficient synergies between the bank's branches, SME unit offices and BRAC field offices for delivery of remittance and Bank's other products and services
- Manage various lines of business in a full controlled environment with no compromise on service quality



- Keep a diverse, far flung team fully controlled environment with no compromise on service quality
- Keep a diverse, far flung team fully motivated and driven towards materializing the bank's vision into reality

#### 1.4 Core Values:

According to BRAC Bank website (BRAC Bank, 2018), the core values of BRAC Bank Limited are:

- Value the fact that one is a member of the BRAC family
- Creating an honest, open and enabling environment
- Have a strong customer focus and build relationships based on integrity, superior service and mutual benefit
- Strive for profit & sound growth
- Work as team to serve the best interest of our owners
- Relentless in pursuit of business innovation and improvement
- Value and respect people and make decisions based on merit
- Base recognition and reward on performance
- Responsible, trustworthy and law-abiding in all what we do

#### 1.5 Divisional Overview:

According to BRAC Bank website (BRAC Bank, 2018), the operations of BRAC Bank Limited are segmented into the following divisions:

**1) Corporate Banking Division:** Wholesale banking services for corporate customers are being provided by this division of BRAC Bank Limited. Their main objective is to deliver banking services such as working capital finance, loan syndication, project finance and trade solutions to corporate customer through their centralized operations situated in Dhaka and Chittagong and other nine corporate branches to provide banking services at those geographic locations which are difficult to reach by their centralized corporate banking team.

**2) Retail Banking Division:** the main objective of this division is to provide services to individual customers rather than business entities. It provides car loan, home loan, individual loan alongside a substantial variety of credit cards and cash secured loans. More than 800

representatives are working under this division and it is the biggest sales force in the retail banking industry of our country.

**3) SME Banking Division:** SME banking division delivers financial solutions for small, medium and emerging businesses. This services are being provides through 448 SME unit offices situated across the nation.

**4) Operations Division:** To ensure a systematic service delivery to the customers, BRAC Bank Limited has a centralized operations system. Furthermore, there is Regional Operating Centers (ROC) situated across the nation to ensure faster delivery. Currently, nine ROC of BRAC Bank Limited are conducting the activities of more 60% of SME's and the undone activities are being managed by the head office.

**5) Cash Management and Custodial Service:** the main task of this division is to assist corporate entities to collect and manage fund through various products. The services offered by this division are:

- Payment Transfer Solution
- Deposit Facility
- Transactional Banking Services
- Cash pick up Services
- Secured Cash Service
- Custodial Service
- Fund Management
- Nationwide Collection Service

**6) Credit Risk Management:** this division controls the risk incorporated with lending that might lead to financial loss if the customer cannot fulfill the commitment.

**7) Treasury and Financial Institutions Division:** the objective of this division is to deliver treasury solutions to both internal and external clients through regulatory requirements, fund management and daily liquidity management services.

**8) Information Technology Division:** The IT division of the bank is incorporated with skilled team which provides every type of technological support for the bank. Moreover, to enhance the operational efficiency of BRAC Bank Limited, this team is contributing at its best.

### 1.6 Subsidiaries of BRAC Bank Limited:

According to BRAC Bank website (BRAC Bank, 2018), the subsidiaries of BRAC Bank Limited are:

- Bkash Limited
- BRAC IT Services Limited
- BRAC EPL Investments Limited
- BRAC EPL Stock Brokerage Limited
- BRAC Saajan Exchange Limited

### 1.7 CSR Activities:

According to BRAC Bank website (BRAC Bank, 2018), corporate social responsibility is an effort to improve the condition of a society in some way and for BRAC Bank Limited, being focused on CSR indicates that the bank is morally devoted towards the people of this country. All the activities of BRAC Bank Limited take after the 3P Company Philosophy. These are:

- People
- Planet
- Profit

BRAC believes that they have a social commitment towards the general population that they manage. Sir Fazle Hasan Abed, KCMG, who initiated this dream of serving the general public of this nation, tries to ensure that all the associations of BRAC are focusing on fulfilling this dream. As a result of it, the foundation of BRAC Bank Limited's corporate social responsibility is the economic improvement of mass people. The bank has had an influential effect in working up the SME division of the country by making it less demanding to get a fund for SME business visionaries through collateral free SME lending and spreading their saving money visionaries to the remotest parts of the country. The activities of BRAC Bank Limited are additionally centered around its impact on the earth. As a result of it, BRAC Bank Limited has embraced the "Green Banking" activity that fundamentally goes for preservation of vitality. For this reason, the bank is concentrating more on web based saving money, SMS saving money and other elective movement channels to decrease paper utilization and to abbreviate managing an account system. Moreover, providing donations to hospitals in rural areas of our country, providing financial supports for underprivileged women are some of the other CSR activities of BRAC Bank Limited.

## Chapter-2: Introduction to the Study

### 2.1 Rationale of the Study:

Having a convenient entrance to a quality financial service, empower women to invest in themselves, in their families and in their society by participating in different financial activities. Traditionally, it was the male member of the family who controlled the purse strings but the traditional framework is changing now and the female members are having a say in the saving, spending and investment decisions of the family.

To eradicate the gap between women and banking system and to embrace women empowerment, BRAC Bank Limited has introduced a new banking service for the women of our country which is known as BRAC Bank TARA. Since inception, BRAC Bank Limited has always encouraged women empowerment and BRAC Bank TARA is another way to introduce women with the financial institutions.

As it is a newly introduced service of BRAC Bank Limited which is working continuously for the betterment of the female citizens of our country and to eliminate the distance between women and banks, that is why I have chosen BRAC Bank TARA as the theme of this report. Through this report, anyone can have an idea about what BRAC Bank TARA is and the perception of the TARA account holders.

### 2.2 Background:

Internship gives the opportunity to get a view of real world by exploring an organization closely and recognizing its operations and culture. My academic knowledge, guideline from my academic supervisor and the support and directions from on-site supervisor helped me to complete this report on “BRAC Bank TARA: Bridging the Gap between Women and Banking System”. As I have collected data by conducting a survey on the account holders of BRAC Bank Tara, so it can be said that all the data are authentic.

### 2.3 Statement of the Problems:

BRAC Bank TARA is eliminating the gap between women of our country and the banking system.

## **2.4 Scope of the Study:**

This study will provide the scope of knowing about the products and services being offered by BRAC Bank TARA and the point of view of TARA account holders.

## **2.4 Delimitation of the Study:**

There has been certain limitation to prepare this report. These are:

- There are some policies regarding the sharing of information. As I was an intern that is why I could not gather all the information because those are confidential so I was not allowed to get those information.
- Time limitation was another issue because the internship program duration was three months and I had to concentrate on my daily official activities and also on the report. That is why to complete the report within the specified timeframe was an issue.
- As I have conducted a survey on Tara account holders after their training session was completed so I could not get more than 50 responses as they were in a hurry to leave. So it was another limitation to complete the research.

## **2.5 Objectives of the Report:**

The objectives of the report are:

- To enhance the required level of understanding regarding BRAC Bank TARA
- To explore the point of view of TARA account holders regarding its services
- To determine how BRAC Bank TARA is promoting women empowerment

### Chapter-3: Literature Review:

According to Bader (August 3, 2018), our country has a gender gap regarding the ownership of account and the percentage is 29% which is one of the highest of the world. The growth in the number of female members of self-help groups did not make any significant difference in the access of women regarding banking system. Moreover, he claimed that a significant number of women are deprived of banking services. As men are more likely to be employed and they have high salary so the growth in account ownership is acquired by them and women are left behind.

Researcher Abdin (2018) found that the process of women empowerment needs modification. The female members of the family need to recognize their social position, strategic needs and understand how to get what she should get. They need to take a strong position against violence, need to be strong enough to take their own decision, enhance their bargaining capacity to show the world that they are strong enough to be independent. Furthermore, he also emphasized on the fact that women of our country are not financially stable enough and it is one of the major drawbacks for them.

According to Ahmed (2017), the female members of a family is considered as the burden of the family. This stereotypic belief continues even after the marriage of a girl because our society is mostly male dominated, the male member of the family thinks that he is the one who should earn money and the girls should do the household works. As a result of this, women of our country are not that much familiar with financial intuitions like banks. In such a condition of our country, BRAC Bank Limited has introduced a new system to be connected with the women of Bangladesh. BRAC Bank Limited recognizes the significant role of women thus they have come up with a different banking system for women named “TARA”. The main objective of it is to encourage women and to boost their confidence through better access to banking facilities. TARA aims to promote women empowerment through its services.

## Chapter-4: Methodology

### 4.1 Methods of research used:

I prepared a questionnaire and conducted a survey in order to advance in my research as it is quick, flexible, inexpensive, accurate and efficient by gathering maximum information through survey. I forwarded the questionnaire to the respondents to collect their response. It is listed under self-administered questionnaires.

### 4.2 Respondents and sampling procedures:

Population: My target people were the account holders of BRAC Bank Tara who were brought into consideration for conducting the survey.

Sample: It was not possible to capture information from the entire population. Therefore, I went for sampling procedure. I took 100 respondents as a sample for the research while they were attending trainings on BRAC Bank Head Office and did all the calculation based on their answers. The age group of the sample was 18 to 50 years.

### 4.3 Research instruments/ questionnaire:

I prepared 15 questions for the survey. These were all structured and close ended question having multiple choices answers with each of them. Among these 15 questions 6 questions (1,3,4,8,10,14) are nominal scale, 3 questions (2,13,15) are ordinal scale and 6 of them (5, 6,7,9,11,12) are likert scale based questions.

### 4.4 Collection of data:

Primary data collection: I gathered all the information through primary data collection. I passed the survey questionnaire among 100 respondents. Their responses were the base of the research.

Secondary data collection: The data is mostly collected from the primary research conducted on the 100 respondents but I derived a deeper understanding of the issues and current scenario from a research paper by researcher Md. Joynal Abdin (2018) and another journal paper by researcher Martin Bader (2018). Moreover, I went through the website of BRAC Bank Limited and some other websites to get necessary data.

#### 4.5 Statistical treatment of data:

I used the SPSS (Statistical package for the Social Sciences) software in order to get the analytical information for statistical part. Here, I found out the mean value, maximum and minimum value, standard deviation and variance. Also, I found out the reliability test of the survey, added important pie charts and frequencies by using SPSS software.



## Chapter- 5: BRAC Bank TARA

BRAC Bank Limited inaugurated a women’s forum named “TARA” in 2016 which was a platform to share experience and build network among women bankers of BRAC Bank Limited. The aim of this forum was to create this bank as the most woman friendly bank of our country. The primary reason behind the creation of TARA at BRAC Bank Limited was in response to the fact that the number of female representative is significantly lower than the male. When it comes to the senior level, the percentage of female representative is only 6%. Another reason was to ensure a supportive and friendly environment for women banker. These are the reasons why TARA was created inside the bank.

BRAC Bank Limited had an idea to launch a women banking proposition with 360 degree approach to admire the contribution of women of Bangladesh and “TARA” started its journey in May, 2017 as a women’s program of BRAC Bank Limited which was initially stayed as an internal proposition for about a year. TARA is motivating, empowering and connecting women across the country. TARA was introduced with an aim to empower women with easy lending processes, extra facilities and better savings plans. TARA provides accounts for women entrepreneurs, savings account with high interest rate, business and retail loans with preferential rates and many more. Furthermore, it has dedicated desk and cash counters at branches for TARA members. (BRAC Bank, 2018)

### 5.1 TARA Products:

The products of BRAC Bank TARA are the following (BRAC Bank, 2018):

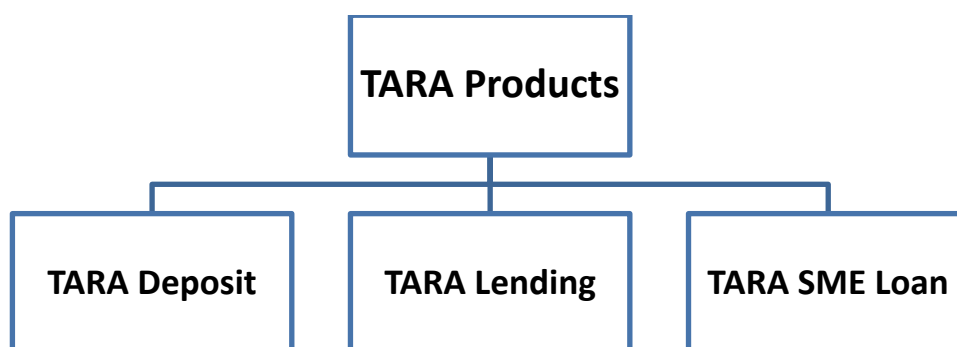


Figure: TARA Products

**1) TARA Deposit:** It includes four different kinds of accounts. These are:

**TARA TBS Account:** TARA Triple Benefits Account is created for those customers who wants to grow their savings on a monthly basis. It offers the highest yields on savings than the others banks of Bangladesh and it also offers a debit card with a fully waived annual fee for the first year.

**Features:**

- Guest segment- Woman banking customers (Bangladeshi)
- BDT 10,000/- is required to open an account; BDT 50,000 is required for opening account at branches in Dhaka
- Mode of operation can be Singly/ Jointly/ Either or Survivor
- Age requirement is 18 years and above
- Interest rate is higher than regular Triple Benefits Savings Account of BRAC Bank Limited
- As per schedule of charges, half- yearly account maintenance charge is applicable
- A checkbook is being provided with free 25 leaves

**Debit Card:**

- For the first year of insurance, Debit card is free of annual fee
- From second year onwards, fee will be charged
- Reward point earning facility
- TARA VISA/ Master Card is available (Charge applicable)

**Fast Track Services:**

- E-Statement
- Internet Banking
- SMS Banking

- ATM Facility
- Call Center

**TARA Flexi DPS:** It is a monthly savings scheme offering a tenor of 1 to 3 years with a monthly amount starting from BDT 500. This account is free from any monthly management fees.

Features:

- Guest segment- Woman banking customers (Bangladeshi)
- BDT 500/- is required to open an account
- There is no upper ceiling for maximum amount
- Mode of operation can be Singly/ Jointly/ Either or Survivor
- Age requirement is 18 years and above
- To open TARA Flexi DPS, a savings or current account is mandatory
- Interest rate is higher than regular Flexi DPS of BRAC Bank Limited
- As per schedule of charges, half- yearly account maintenance charge is applicable
- Available tenures are for 1/2/3 years only
- The account holder will be eligible to apply for term loan or overdraft against the deposited sum after the monthly installment are being paid for two years.

**Fast Track Services:**

- E-Statement
- Internet Banking
- SMS Banking
- ATM Facility
- Call Center

### Interest Rate:

Tenor	TARA Flexi DPS
1 Year	4.00%
2 Year	5.00%
3 Year	6.00%

Figure: Interest Rate Chart

**TARA Business Account:** This account is mainly for business purpose. It allows customers to get TARA Business Debit Card along with TARA facilities. SME Prapti account offer customers to get TARA benefits along with TARA Business Debit card. Prapti Current Account is outlined for women owned business under SME category. It offers a variety of lending products and any women having this account will be TARA Business Debit Card.

TARA Business Debit Card is a VISA card for the SME customers of TARA which provides special privileges to the customers. This card is mainly for Sole proprietorship female SME customers and existing member can replace their existing card and upgrade it to TARA Business Debit Card. Annual fee is fully waived in the first year but from the second year, BDT 500+15% VAT will be charged.

Loan Operations: TARA Business Debit Card will be given to any female sole proprietor customer by default.

**TARA Premium Banking:** This account provides a variety of lifestyle services and privileges along with a special TARA Platinum Debit Card. As a TARA Premium banking customer one can avail complimentary yearly health check-up at Apollo and United Hospitals Dhaka.

Moreover, one can enjoy buy one get one free buffet at:

- Le Meridian Dhaka
- The Westin Dhaka
- Amari Dhaka
- Radisson Blu Dhaka and Chittagong

- Four Points by Sheraton, Dhaka

Furthermore, travel related services are available at premium banking lounge as a complimentary “Travel Related Auxiliary Services”. A customer will get a birthday cake at her premises to celebrate her birthday.

**2) TARA Lending:** It includes three different kinds of accounts. These are:

**Personal Loan:** It is a kind of unsecured loan that helps the customers to meet their financial necessity. They do not need to pledge any collateral or security to avail the loan and can use the funds as per their requirement.

It offers the following facilities to the customers:

- Discounted interest rates for the customers
- Faster loan approval
- 50% discount in processing fees of loan
- Maximum loan tenor for the customers
- Discount on driving lessons at BRAC Driving School if the customer wants to take driving lessons
- TARA TBS account will be available for the customers savings
- A special tie up is available with Real Estate developers and Card vendors
- 30% life time annual fees waiver with credit card and if the card is bundled with any retail loan products than an additional 10% will be available

**Auto Loan:** This type of loans are being provided if a customer wants to purchase a motor vehicle and it is secured by the value of the vehicle that has been purchased. This is an uniquely designed loan offer for the customers that comes with all the facilities that a customer of Personal Loan can enjoy. These are:

- Faster loan approval
- Discounted interest rates for the customers

- 30% life time annual fees waiver with credit card and if the card is bundled with any retail loan products than an additional 10% will be available
- 50% discount in processing fees of loan
- Maximum loan tenor for the customers
- TARA TBS account will be available for the customers savings
- A special tie up is available with Real Estate developers and Card vendors
- Discount on driving lessons at BRAC Driving School if the customer wants to take driving lessons

**TARA Mortgage Loan:** TARA Mortgage Loan is a kind of loan that requires real estate or property as collateral and an agreement is being created with the borrower where she receives cash up front and makes payment over a period of time.

It also comes with the facilities that the customers of Personal loan and Auto loan can enjoy. These are:

- 50% discount in processing fees of loan
- Discounted interest rates for the customers
- 30% life time annual fees waiver with credit card and if the card is bundled with any retail loan products than an additional 10% will be available
- Faster loan approval
- Maximum loan tenor for the customers
- TARA TBS account will be available for the customers savings
- A special tie up is available with Real Estate developers and Card vendors
- Discount on driving lessons at BRAC Driving School if the customer wants to take driving lessons

**3) TARA SME Loan:** TARA SME Loan includes the following:

**Term Loan:** If a customer needs a quick and straightforward method to finance her business then she can apply for this unsecured loan. Otherwise, they can apply for secured loan if she needs a larger amount of money and flexible repayment option.

Loan Feature:

- For Unsecured loan, the loan limit is BDT 2 Lac to 25 Lac, interest rate is 9%, and tenure will be 12 to 18 months.
- For Partially secured loan, the loan limit is BDT 5 Lac to 50 LAC, interest rate is 9%, and tenure will be 12 to 60 months.
- For Secured loan, the loan limit is BDT 10 Lac to 5 Crore, interest rate is 9%, tenure will be 12 to 60 months.

Eligibility:

- For secured loan, the property need to be mortgage able
- A business with a trade license that has been operating for at least a year or more than a year
- Partnership or Sole proprietorship

**Overdraft:** This provides the flexibility of liquidity and helps to control changes to a customer's cash flow. A customer can access to cash whenever she needs.

Loan Feature:

- Loan limit is BDT 10 Lac to 5 Crore, tenure is 12 months with quarterly interest payment and interest rate is 9%.

Eligibility:

- For secured loan, the property need to be mortgage able
- A business with a trade license that has been operating for at least a year or more than a year
- Partnership or Sole proprietorship

**Single Installment Loan:** If a customer's business cash flow is based on any particular business cycle or festival oriented, then she can get single installment loan facility under this loan category.

Loan feature:

- For Unsecured loan, the loan limit is BDT 2 Lac to 15 Lac, interest rate is 9%, and tenure will be 3 to 9 months.
- For Secured loan, the loan limit is BDT 10 Lac to 5 Crore, interest rate is 9%, tenure will be 3 to 9 months.

Eligibility:

- For secured loan, the property need to be mortgage able
- A business with a trade license that has been operating for at least a year or more than a year
- Partnership or Sole proprietorship

**Revolving Loan:** It permits the customers to use the money up to an agreed credit limit. The credit becomes ready to draw on again once the customer repays the amount that was borrowed.

Loan Feature:

- Loan limit is BDT 10 lac to 5 Crore
- Interest rate is 9%
- Tenure is 120 days for manufacturing business, 90 days for trading business, and for agriculture it is based on cash conversion cycle

Eligibility:

- For secured loan, the property need to be mortgage able
- A business with a trade license that has been operating for at least a year or more than a year
- Partnership or Sole proprietorship



**TARA SME Entrepreneurial Support Service:** As TARA realizes the fact that women face double burden of operating her family and her business, that is why TARA SME entrepreneurial support service provides the facility of getting the following task done through TARA’s service agents:

- Trade license
- IRC and ERC
- Company registration
- Tax return
- E-TIN preparation
- Business consultancy
- Trade mark
- Facebook marketing
- Partnership Deed preparation
- BSTI certification
- VAT registration

## 5.2 TARA Services:

The services of BRAC Bank TARA are the following (BRAC Bank, 2018):

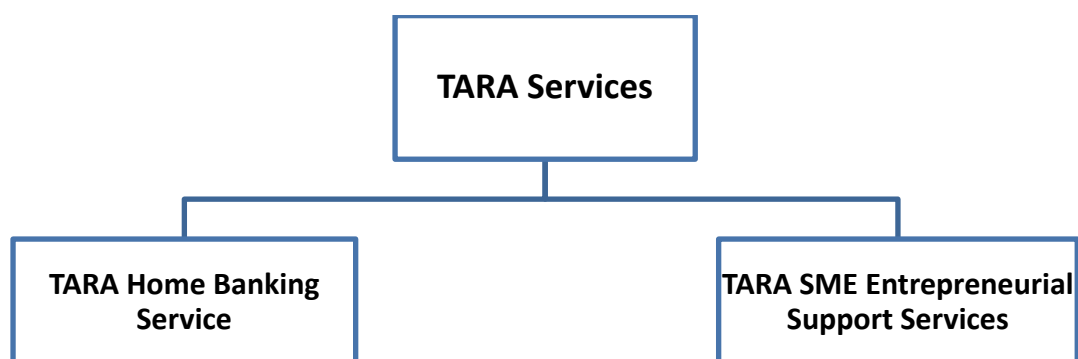


Figure: TARA Services

**1) TARA Home Banking Service:** It is facility of conducting banking transactions from home rather than going at branch locations of BRAC Bank Limited. TARA customers can contact the call center agents for any query and they will provide all kinds of supports over phone. Providing urgent banking services at the customer's doorstep is the objective of this service.

**2) TARA SME Entrepreneurial Support Service:** It falls under both of the category of TARA product and TARA service. So, the function of this is same as mentioned previously in TARA product category. TARA SME entrepreneurial support service provides the facility of getting the following task done through TARA's service agents:

- Trade license
- IRC and ERC
- Company registration
- Tax return
- E-TIN preparation
- Business consultancy
- Trade mark
- Facebook marketing
- Partnership Deed preparation
- BSTI certification
- VAT registration

### 5.3 TARA Card:

The cards offered by BRAC Bank TARA are the following (BRAC Bank, 2018):

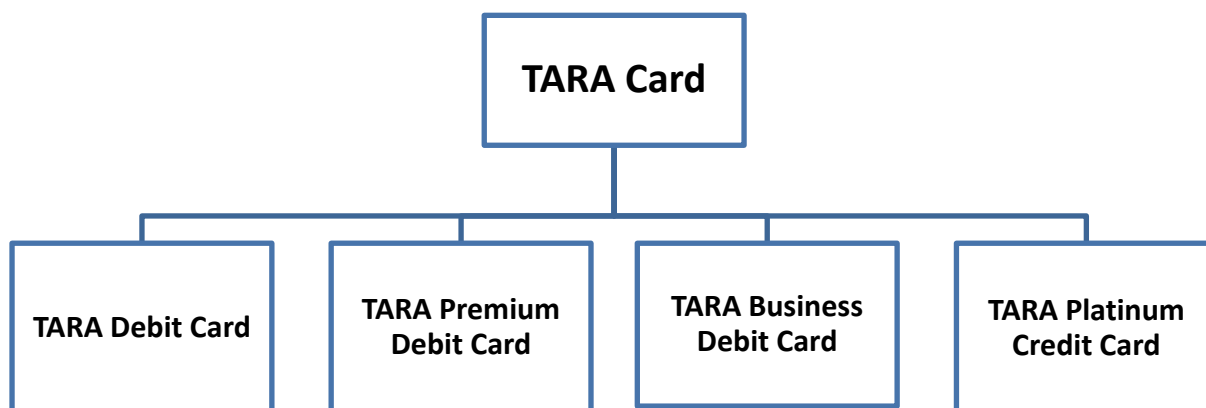


Figure: TARA Card

#### 1) TARA Debit Card:

- In the first year of TARA Debit card, annual fee is 100% waived
- While shopping with this card, one can avail double reward points on every Tuesday
- A customer can get Aarong's membership card if they shop worth of BDT 1,000/- and can have 5% required points on the first purchase up to BDT 10,000/-
- On each purchase from grocery stores, monthly cash back offers can be availed
- Membership card of Persona is available with a purchase worth of BDT 500/- instead of BDT 3,000/-
- A huge range of discounts are available with different merchants outlets under the category health care, lifestyle, BIG1 partners and restaurants

#### 2) TARA Premium Debit Card:

- It comes with a premium banking service to provide the customer with premium benefits
- In the first year of TARA Premium Debit card, annual fee is 100% waived

- To cater to the customers specialized needs, lounge facility is available
- On each purchase from grocery stores, monthly cash back offers can be availed
- To ensure a smooth account maintenance with premium banking, dedicated relationship officer is available
- Membership card of Persona is available with a purchase worth of BDT 500/- instead of BDT 3,000/-
- A huge range of discounts are available with different merchants outlets under the category health care, lifestyle, B1G1 partners and restaurants
- A customer can get Aarong's membership card if they shop worth of BDT 1,000/- and can have 5% required points on the first purchase up to BDT 10,000/-
- While shopping with this card, one can avail double reward points on every Tuesday
- A customer can get free Balaka lounge access with her card while traveling abroad

### **3) TARA Business Debit Card:**

- In the first year of TARA Debit card, annual fee is 100% waived
- While shopping with this card, one can avail double reward points on every Tuesday
- A customer can get Aarong's membership card if they shop worth of BDT 1,000/- and can have 5% required points on the first purchase up to BDT 10,000/-
- On each purchase from grocery stores, monthly cash back offers can be availed
- Membership card of Persona is available with a purchase worth of BDT 500/- instead of BDT 3,000/-
- A huge range of discounts are available with different merchants outlets under the category health care, lifestyle, B1G1 partners and restaurants

### **4) TARA Platinum Credit Card:**

- To empower women with platinum benefits as early as possible, TARA offers TARA Platinum Credit Card with a minimum earning of BDT 20,000

- Pre assessed TARA Platinum Credit Cards are being offered for premium banking customer
- For any TARA customer, a lifetime waiver of 30% annual fee is available with VISA Platinum Credit Card
- While shopping with this card, one can avail double reward points on every Tuesday
- If a customer avails TARA Platinum Credit Card, she will get an opening voucher from Agora worth BDT 2,500/-
- With TARA Platinum Credit Card, priority Pass is available
- A customer can get free Balaka lounge access with her card while traveling abroad
- Membership card of Persona is available with a purchase worth of BDT 500/- instead of BDT 3,000/-
- A huge range of discounts are available with different merchants outlets under the category health care, lifestyle, B1G1 partners and restaurants
- A customer can get Aarong's membership card if they shop worth of BDT 1,000/- and can have 5% required points on the first purchase up to BDT 10,000/-

#### **5.4 How TARA is reducing the Gap between women and Banking System:**

BRAC Bank TARA is providing some special facilities to the account holders so that it can connect with more women. The total number of account holders of TARA is about 10 thousand within a year so it indicates that it is able to grab the attention of the women of our country. Some of the special services provided by TARA are:

- TARA provides a 360 degree proposition including SME loan products, deposit products, capacity developments, retail consumer loans, rewards for clients and a TARA counter in each branch. As there is a TARA counter in every branch, so it is easy for the female customers to get access to the banking facility.
- TARA is providing training to the account holders so that the account holders can conduct their banking activities in a well-structured and hassle free manner. That is why the customers of TARA do not need to worry about the fear of banking system.

- TARA SME loan gives the facility to borrow all types of loans like seasonal loans, term loans, revolving loans, overdraft, bank guarantee etc. on the other hand, other financial institutions provides loan term loans to women. So TARA is helping women to borrow loan and eliminate the distance between them.
- It provides business documentation support service, open or renewing trade license facility, and some other facilities related with business so that the female business owners can get these task done through TARA.

TARA is trying to help the female citizens of our country to be financially stable and that is why it is offering these facilities mentioned above so that women do not fear about going to financial institutions. All these services are helping women to connect with BRAC Bank TARA and to reduce the distance between banking system and women.

## Chapter- 6: Analysis and Interpretation of Data

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Are you an account holder of BRAC Bank TARA? (Kindly do not continue if the answer is no)*	100	1	1	1.00	.000	.000
Valid N (listwise)	100					

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Which one of the following time period is the duration of your TARA account?*	100	1	3	1.56	.738	.545
Valid N (listwise)	100					

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
How did you heard about BRAC Bank TARA?*	100	1	5	1.74	.991	.981
Valid N (listwise)	100					

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Which one of the following TARA service you think is more useful?*	100	1	3	2.24	.881	.777
Valid N (listwise)	100					

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Which of the following describes the responsiveness of BRAC Bank TARA's service?*	100	1	3	1.32	.566	.320
Valid N (listwise)	100					

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
I think BRAC Bank TARA is one of the best women's banking solutions available in Bangladesh*	100	1	2	1.18	.385	.148
Valid N (listwise)	100					

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
What is your opinion about the banking process (deposit system, borrowing loans) of TARA service?*	100	3	5	4.77	.459	.210
Valid N (listwise)	100					

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Do you believe that TARA is a way to minimize the gap between women and banks?*	100	1	1	1.00	.000	.000
Valid N (listwise)	100					

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
BRAC Bank TARA helped me to overcome my fear of banking system*	100	1	3	1.27	.548	.301
Valid N (listwise)	100					

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Does TARA promote women empowerment?*	100	1	1	1.00	.000	.000
Valid N (listwise)	100					



**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
What is your opinion about the training provided by TARA?*	100	1	3	1.24	.534	.285
Valid N (listwise)	100					

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
On a scale of 1 to 5 (1 being lowest, 5 being highest), how likely are you to recommend BRAC Bank TARA service to a friend or relative?*	100	3	5	4.76	.502	.252
Valid N (listwise)	100					

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Which one of the following age bracket do you fall into?*	100	2	5	3.55	.670	.448
Valid N (listwise)	100					

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
What is your occupation?*	100	3	6	5.00	.747	.557
Valid N (listwise)	100					

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
What is your income range?*	100	3	5	4.74	.477	.227
Valid N (listwise)	100					

**Frequencies:**

**Statistics**

Are you an account holder of BRAC Bank TARA? (Kindly do not continue if the answer is no)\*

N	Valid	100
	Missing	0
Mean		1.00
Std. Deviation		.000
Variance		.000
Minimum		1
Maximum		1

**Are you an account holder of BRAC Bank TARA? (Kindly do not continue if the answer is no)\***

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	100	100.0	100.0	100.0

Here, all the respondents replied with affirmative answer. As this one is the most certain answer. So there is no variance or standard deviation. The mean, maximum and minimum value is 1.

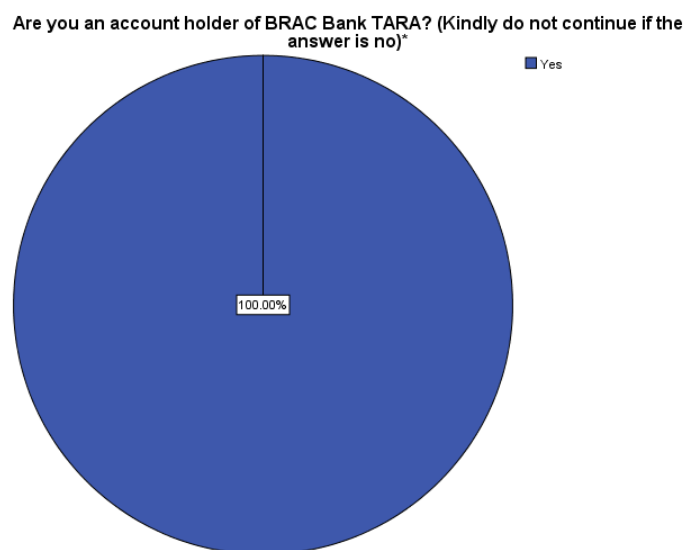


Figure: Pie Chart (Percentage of response in survey question 1)

**Statistics**

Which one of the following time period is the duration of your TARA account?\*

N	Valid	100
	Missing	0
Mean		1.56
Std. Deviation		.738
Variance		.545
Minimum		1
Maximum		3

**Which one of the following time period is the duration of your TARA account?\***

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than 1year	56	58.1	58.1
	6-12 months	29	27.4	85.5
	1-6 months	15	14.5	100.0
	Total	100	100.0	100.0

When I asked about the duration of the respondents TARA account, it has been found that 58.06% rated more than a year, 27.42% said 6 to 12 months and 14.52% of them said 1 to 6 months. The mean value here is 1.56 along with a minimum 1 and a maximum of 3.

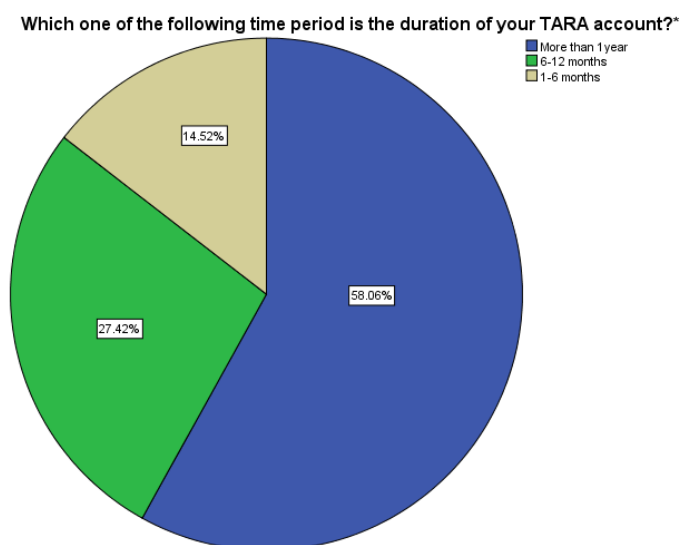


Figure: Pie Chart (Percentage of response in survey question 2)

**Statistics**

How did your heard about BRAC Bank TARA?\*

N	Valid	100
	Missing	0
Mean		1.74
Std. Deviation		.991
Variance		.981
Minimum		1
Maximum		5

**How did your heard about BRAC Bank TARA?\***

	Frequency	Percent	Valid Percent	Cumulative Percent
Newspaper	50	48.4	48.4	48.4
Social networking sites	36	41.9	41.9	90.3
Valid Friends/ Relatives	10	6.5	6.5	96.8
Others	4	3.2	3.2	100.0
Total	100	100.0	100.0	

In this question, when they were asked about how they heard about TARA, then 48.39% of them said they heard about it from newspaper, 41.94% said from social networking sites, 6.45% replied from friends/ relatives and 3.23% said from other sources.

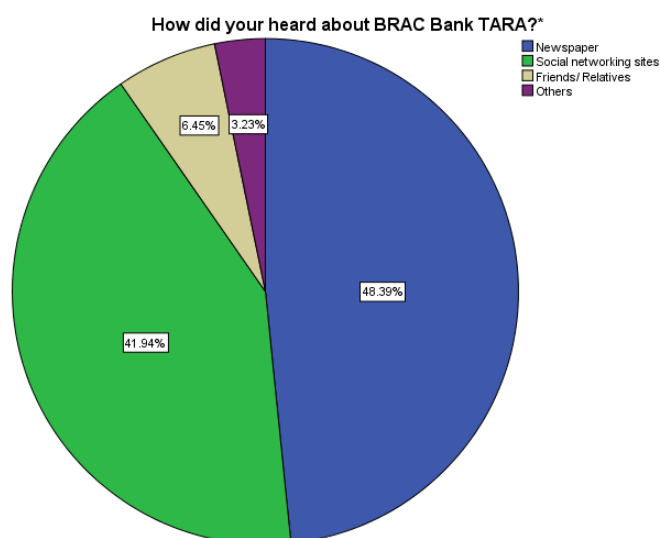


Figure: Pie Chart (Percentage of response in survey question 3)

**Statistics**

Which one of the following TARA service you think is more useful?\*

N	Valid	100
	Missing	0
Mean		2.24
Std. Deviation		.881
Variance		.777
Minimum		1
Maximum		3

**Which one of the following TARA service you think is more useful?\***

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TARA Deposit	28	29.0	29.0
	TARA Lending	19	17.7	46.8
	TARA SME Loan	53	53.2	100.0
	Total	100	100.0	100.0

Maximum 53.23% of the respondents found TARA SME Loan as the most useful service, 29.03% said TARA Deposit is the most useful one and 17.74% said that TARA Lending is the most useful service. So it shows that the preferences are different among the customers.

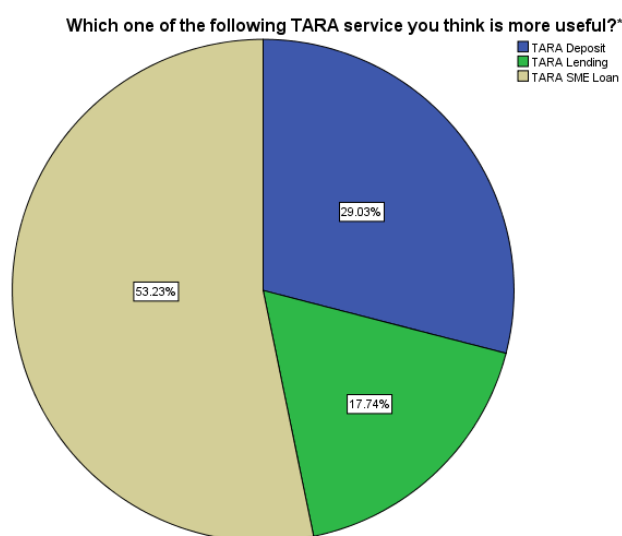


Figure: Pie Chart (Percentage of response in survey question 4)

**Statistics**

Which of the following describes the responsiveness of BRAC

Bank TARA's service?\*

N	Valid	100
	Missing	0
Mean		1.32
Std. Deviation		.566
Variance		.320
Minimum		1
Maximum		3

**Which of the following describes the responsiveness of BRAC Bank TARA's service?\***

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent Service	65	72.6	72.6
	Good	27	22.6	95.2
	Moderate	8	4.8	100.0
	Total	100	100.0	100.0

When they were asked about the responsiveness, it has been found that 72.58% rated it as excellent, where 22.58% said it is good and 4.84% of them found it moderate. The mean value here is 1.32 along with a minimum 1 and a maximum of 3.

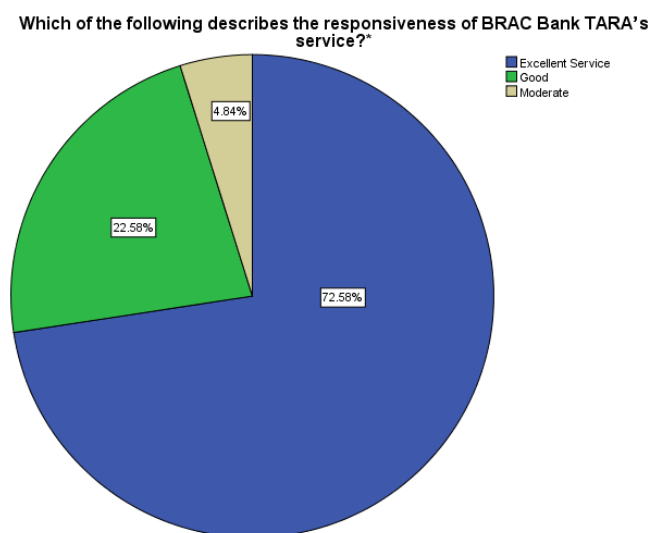


Figure: Pie Chart (Percentage of response in survey question 5)

**Statistics**

I think BRAC Bank TARA is one of the best women's banking solutions available in Bangladesh\*

N	Valid	100
	Missing	0
Mean		1.18
Std. Deviation		.385
Variance		.148
Minimum		1
Maximum		2

**I think BRAC Bank TARA is one of the best women's banking solutions available in Bangladesh\***

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Highly Agree	86	82.3	82.3	82.3
Valid Agree	14	17.7	17.7	100.0
Total	100	100.0	100.0	

It was a statement to find out the opinion of the customers regarding TARA. Here, 82.26% highly agreed with the statement and the rest 17.74% agreed with the statement. It clearly shows that TARA has successfully won the heart of the customers.

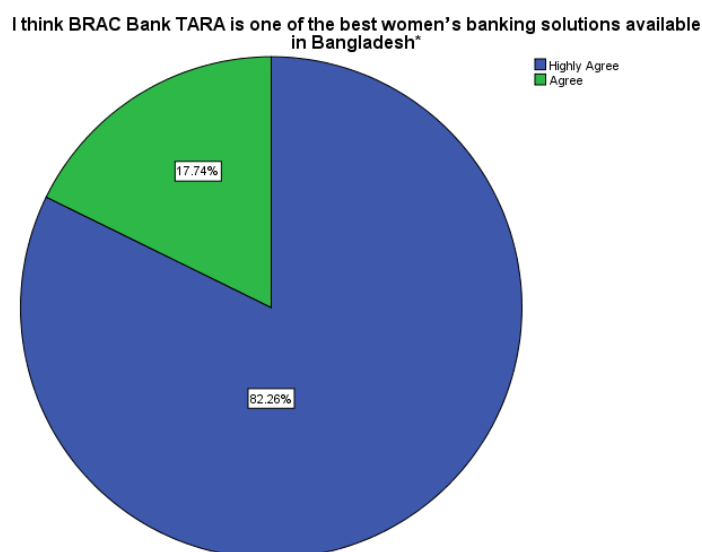


Figure: Pie Chart (Percentage of response in survey question 6)

**Statistics**

What is your opinion about the banking process (deposit system, borrowing loans) of TARA service?\*

N	Valid	100
	Missing	0
Mean		4.77
Std. Deviation		.459
Variance		.210
Minimum		3
Maximum		5

**What is your opinion about the banking process (deposit system, borrowing loans) of TARA service?\***

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	7	1.6	1.6
	Somewhat Easy	24	19.4	21.0
	Very Simple	69	79.0	100.0
	Total	100	100.0	100.0

When the customers were asked about the difficulty level of TARA banking process, 79.03% of them replied that the process is very simple to conduct, 19.35% replied it is somewhat easy and 1.61% of them were neutral. It shows that the banking process is really easygoing for the customers and that is why they are comfortable to receive this banking system.

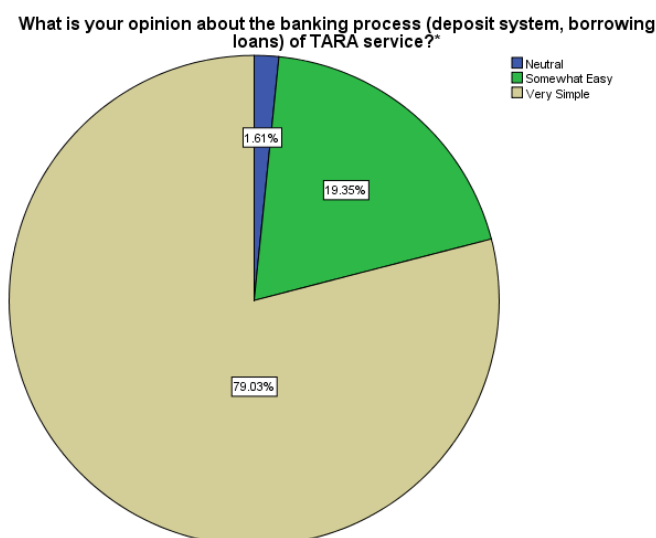


Figure: Pie Chart (Percentage of response in survey question 7)



**Statistics**

Do you believe that TARA is a way to minimize the gap between women and banks?\*

N	Valid	100
	Missing	0
Mean		1.00
Std. Deviation		.000
Variance		.000
Minimum		1
Maximum		1

**Do you believe that TARA is a way to minimize the gap between women and banks?\***

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	100	100.0	100.0	100.0

When I asked the above question, all of the 100 respondents said they that they believe that TARA is a way to minimize the gap between women and banks. So it is carrying the same mean, minimum and maximum value having no variance or standard deviation.

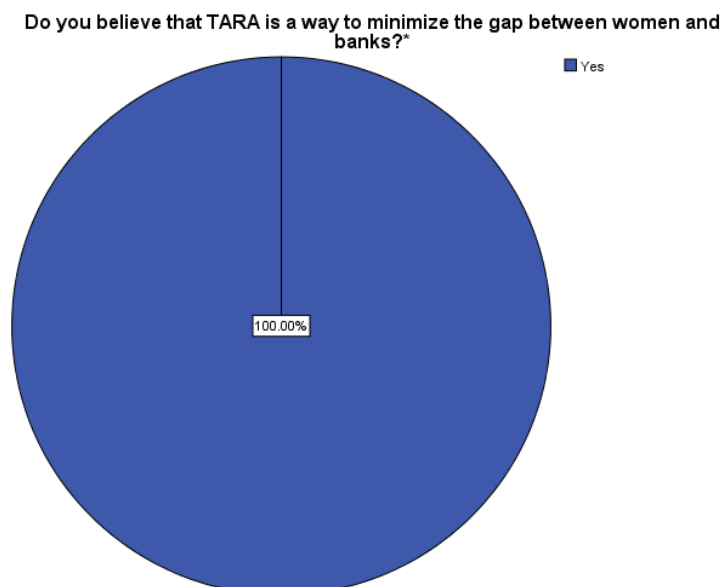


Figure: Pie Chart (Percentage of response in survey question 8)

**Statistics**

BRAC Bank TARA helped me to overcome my fear of banking system\*

N	Valid	100
	Missing	0
Mean		1.27
Std. Deviation		.548
Variance		.301
Minimum		1
Maximum		3

**BRAC Bank TARA helped me to overcome my fear of banking system\***

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly agree	83	77.4	77.4
	Agree	11	17.7	95.2
	Neutral	6	4.8	100.0
	Total	100	100.0	100.0

In this statement, 77.42% of the respondent highly agreed with the fact that TARA helped them to overcome their fear of banks. 17.74% of them agreed and 4.84% of them were neutral about the statement.

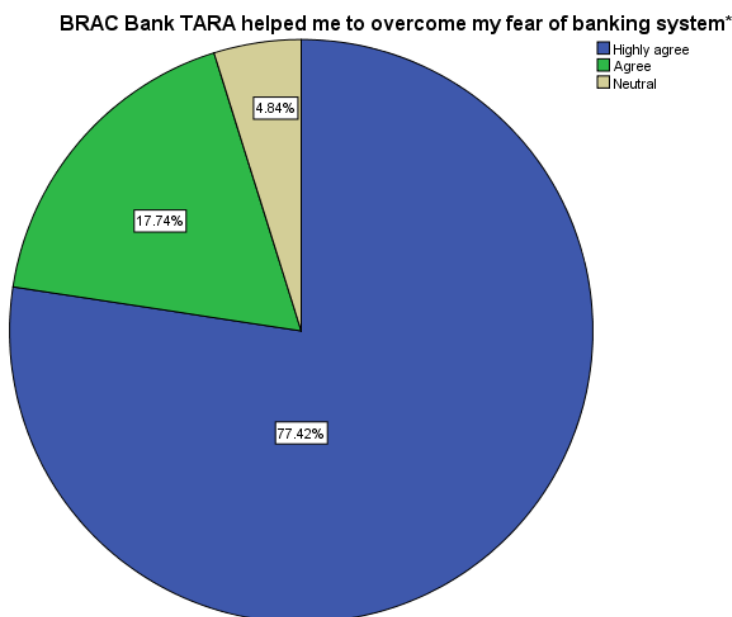


Figure: Pie Chart (Percentage of response in survey question 9)

**Statistics**

Does TARA promote women empowerment?\*

N	Valid	100
	Missing	0
Mean		1.00
Std. Deviation		.000
Variance		.000
Minimum		1
Maximum		1

**Does TARA promote women empowerment?\***

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	100	100.0	100.0	100.0

When I asked the above question, all of the 100 respondents said they that TARA does promote women empowerment. As 100% of them said yes, so it is carrying the same mean, minimum and maximum value having no variance or standard deviation.

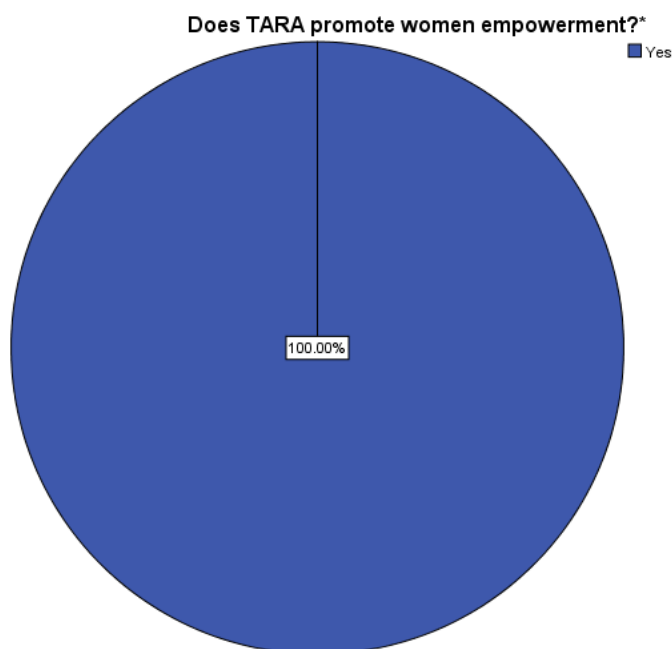


Figure: Pie Chart (Percentage of response in survey question 10)

**Statistics**

What is your opinion about the training provided by TARA?\*

N	Valid	100
	Missing	0
Mean		1.24
Std. Deviation		.534
Variance		.285
Minimum		1
Maximum		3

**What is your opinion about the training provided by TARA?\***

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	79	80.6	80.6
	Important	15	14.5	95.2
	Neutral	6	4.8	100.0
	Total	100	100.0	100.0

When the respondents were asked about the importance of the training provided by TARA, 80.65% of them found it very important, 14.52% of them found it important and 4.84% of them had no accurate statement regarding this so they stayed neutral.

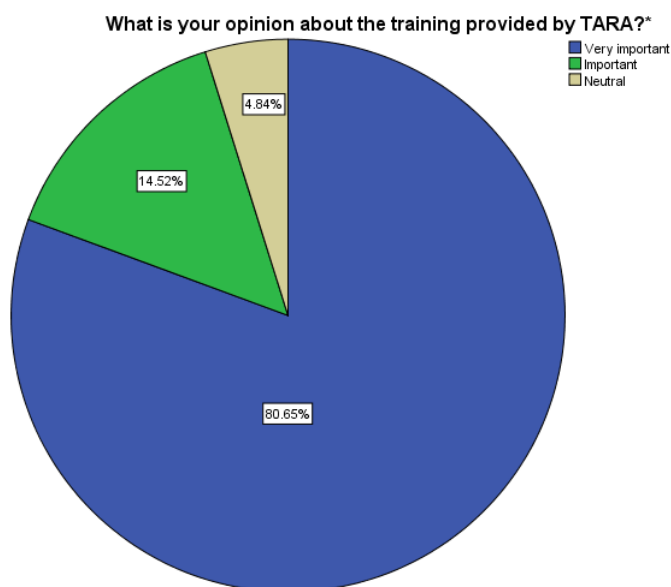


Figure: Pie Chart (Percentage of response in survey question 11)

**Statistics**

On a scale of 1 to 5 (1 being lowest, 5 being highest), how likely are you to recommend BRAC Bank TARA service to a friend or relative?\*

N	Valid	100
	Missing	0
Mean		4.76
Std. Deviation		.502
Variance		.252
Minimum		3
Maximum		5

**On a scale of 1 to 5 (1 being lowest, 5 being highest), how likely are you to recommend BRAC Bank TARA service to a friend or relative?\***

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3	10	3.2	3.2
	4	21	17.7	21.0
	5	69	79.0	79.0
Total	100	100.0	100.0	

When I asked them to recommend TARA to their friends and relatives based on rating scale off 1 to 5 where 5 is the highest scale and 1 is the lowest; 79.03% of them rated it with 5, 17.74% rated it with 4, and 3.23% gave it 3 on the rating scale. As maximum of them rated 5 so it indicates that they would like to recommend to others.

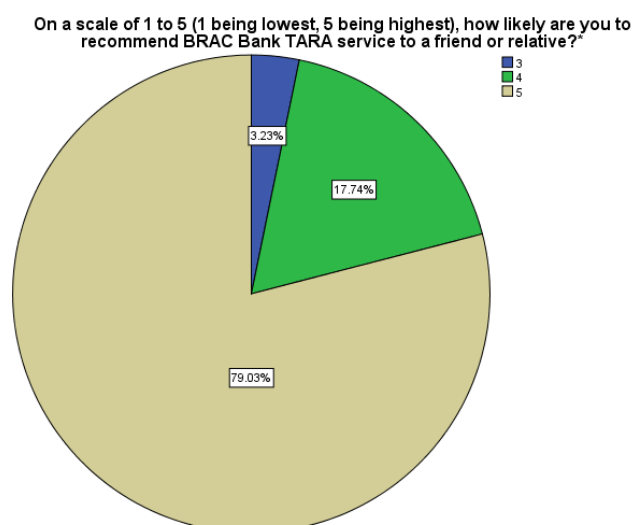


Figure: Pie Chart (Percentage of response in survey question 12)

**Statistics**

Which one of the following age bracket do you fall into?\*

N	Valid	100
	Missing	0
Mean		3.55
Std. Deviation		.670
Variance		.448
Minimum		2
Maximum		5

**Which one of the following age bracket do you fall into?\***

	Frequency	Percent	Valid Percent	Cumulative Percent
23-27 years	7	4.8	4.8	4.8
28- 32 years	35	40.3	40.3	45.2
Valid 33-37 years	51	50.0	50.0	95.2
38 -50 years	7	4.8	4.8	100.0
Total	100	100.0	100.0	

This statistics shows the age group of the respondents. Half of the respondents (50%) belong to the age group of (33-37) years. 40.32% of them are from (28-32) years age group, 4.84% of them are from both (23-27) years and (38-50) years age group.

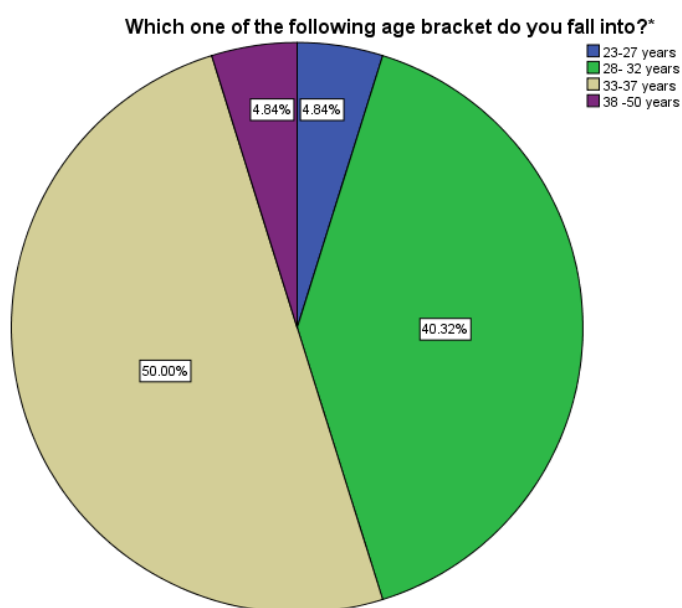


Figure: Pie Chart (Percentage of response in survey question 13)

**Statistics**

What is your occupation?\*

N	Valid	100
	Missing	0
Mean		5.00
Std. Deviation		.747
Variance		.557
Minimum		3
Maximum		6

**What is your occupation?\***

	Frequency	Percent	Valid Percent	Cumulative Percent
Banker	2	3.2	3.2	3.2
Entrepreneur	27	17.7	17.7	21.0
Valid Businesswoman	54	54.8	54.8	75.8
Others	17	24.2	24.2	100.0
Total	100	100.0	100.0	

The following chart shows the occupation of the respondents. Maximum of the respondents are businesswoman and the percentage is 54.84%. 17.74% of them are entrepreneur, 3.23% of them are bankers and 24.19% of them are from other different occupation. It indicates that most of the TARA account holders are businesswoman.

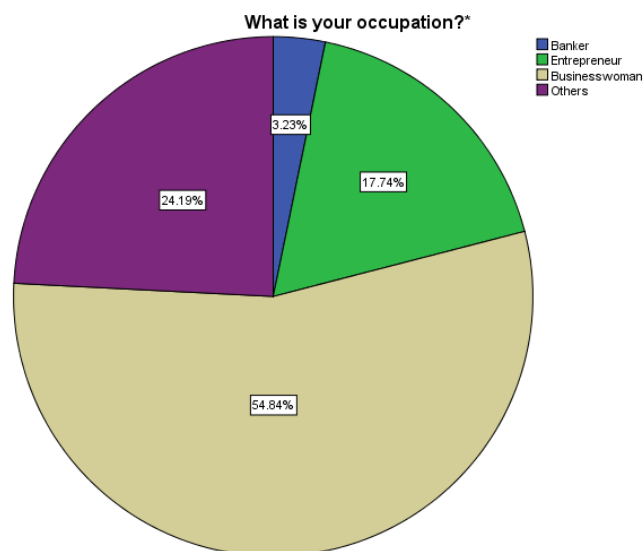


Figure: Pie Chart (Percentage of response in survey question 14)

**Statistics**

What is your income range?\*

N	Valid	100
	Missing	0
Mean		4.74
Std. Deviation		.477
Variance		.227
Minimum		3
Maximum		5

**What is your income range?\***

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	BDT 10,000-20,000	1	1.6	1.6
	BDT 20,000-30,000	21	22.6	22.6
	BDT 31,000 and above	78	75.8	100.0
Total	100	100.0	100.0	

I asked the respondents about their income range and found that 75.81% of them have income in a range of BDT 31,000 and above. 22.58% have income in a range of BDT 20,000-30,000 and 4% belong to the range of BDT 10,000-20,000. It was a general demographic question to find out about the income range of the customers.

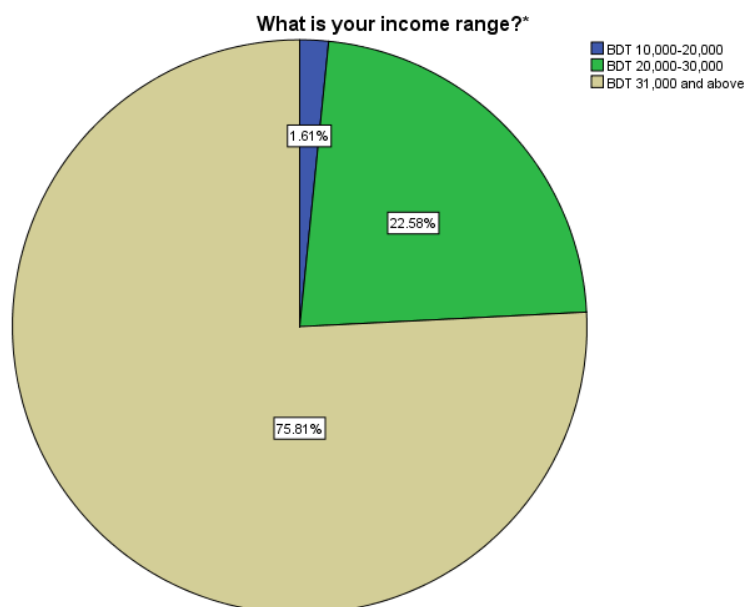


Figure: Pie Chart (Percentage of response in survey question 15)



### Reliability Analysis:

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.637	15

After conducting reliability analysis, it has been found that the Cronbach's Alpha is .637 and it is indicating that the scale is valid and acceptable.

## Chapter-7: Findings of the Study

- Among the 100 respondents, 82.26% of the respondents highly agreed that BRAC Bank TARA is one of the best women's banking solutions available in Bangladesh and the rest of them agreed with the statement. Moreover, maximum people agreed that TARA has good responsiveness and the percentage is 72.58% and the rest thought it is moderate. It clearly shows that BRAC Bank TARA has successfully won the heart of the customers.
- Most of the respondent highly agreed with the fact that TARA helped them to overcome their fear of banks. Moreover, all of the 100 respondents said they that they believe that TARA is a way to minimize the gap between women and banks. It means that TARA is reducing the distance between bank and women.
- All of the 100 respondents believe that TARA does promote women empowerment. It is inspiring them to stay connected with BRAC Bank TARA.
- Maximum of the respondents are businesswoman and the percentage is 54.84%. 17.74% of them are entrepreneur, 3.23% of them are bankers and 24.19% of them are from other different occupation. It indicates that most of the TARA account holders are businesswoman.
- Half of the respondents (50%) belong to the age group of (33-37) years. 40.32% of them are from (28-32) years age group, 4.84% of them are from both (23-27) years and (38-50) years age group.
- When the respondents were asked about the importance of the training provided by TARA, 80.65% of them found it very important, 14.52% of them found it important and 4.84% of them had no accurate statement regarding this so they stayed neutral. It indicates that they are attending the training with a positive attitude.
- When the respondents were asked about the most useful service maximum of the respondent said that SME loan is the most useful one and the percentage was 53.23%. It indicates that the account holders are more into borrowing money rather than depositing. It indicates that they might have some issues regarding their investments.
- When the customers were asked about the difficulty level of TARA banking process, 79.03% of them replied that the process is very simple to conduct, and rest of them were neutral. It shows that the banking process is really easygoing for most of the customers but is also shows that some are not that much comfortable with the system so they stayed neutral about it.

## Chapter- 8: Recommendations

- BRAC Bank TARA should provide training to the new customers regarding the use of technology. It is a fact that most of the women of our country are not as much technologically advance as the male citizens of our country are. As a result of it, most of the female customers cannot use TARA home banking service. That is why training on mobile banking service can be given to the new customers to make the process easy for them.
- It can arrange networking events where all the account holders of TARA will be invited and they will be able to meet and know about each other. It will help them to build network with others. Moreover, it can be an opportunity for the businesswomen to know about other business owners and to build a community of their own.
- Counseling program for the account holders can be offered. Most of the female go through stress, harassment, violence in their life and in most of the cases they do not share these incidents with anyone. If they can get counseling service from TARA, it might help them to take off those pressures and encourage them with new hope and strength.
- Women invest differently than man. They are less interested in personal power and wealth and more interested in family and legacy and as a result of that their investment perspective is different from men. TARA should take consider this attitudinal difference into account and introduce some facilities that a TARA account holder's family member can enjoy. It will help TARA to attract more customers.
- Most of the special services are available only for Dhaka and Chittagong residents which can create dissatisfaction among the account holders of other areas of the country. That is why necessary steps should be taken to solve this issue.

## Chapter- 9: Conclusion

BRAC Bank TARA is working constantly to deliver its best, and improve the current system of banking. Moreover, it is trying to make the services customer centered so that women of our country can motivate themselves to take the courage to connect with banks. BRAC Bank TARA respects the role of women in society and wants to encourage them to enrich their ability to take own decision by gaining a better knowledge about the banking process. It is working hard to improve the living standard of female citizens of our country. It is a harsh reality that women are interested to start a new business or expand their existing business but it gets really hard for them to get support from the financial institutions because most of the investors do not want to invest on a business that is going to be operated by a woman. As a result of it, potential businesswomen's cannot start a business of their own. BRAC Bank TARA's SME loan is the most popular product of TARA and the number of SME account holder is about three thousand within a year. It indicates that BRAC Bank TARA is providing loan facilities to these women to become self-dependent by starting a business of their own. Furthermore, after conducting the survey, I found maximum BRAC Bank TARA account holders were businesswomen and entrepreneurs which shows that how TARA is helping these female citizens to be independent. So it can be said that TARA is working constantly to improve the life of women and also trying to motivate them by empowering them. Moreover, it is providing TARA counter in each of BRAC Bank Limited's branch so that women can get assistance from the TARA counter rather than being confused about which counter to go to get BRAC Bank TARA's services. Though it is working hard for eradicating the gap between women and banking system, it still has some flaws to focus on. BRAC Bank TARA can focus of these flaws and work on these so that the main motivate of BARC Bank TARA can be achieved which is connecting with more female and improving their life.

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## Appendix:

### A. Survey Questionnaires on Customer Perception of BRAC Bank TARA:

1) Are you an account holder of BRAC Bank TARA? (Kindly do not continue if the answer is no)\*

a. Yes

b. No

2) Which one of the following time period is the duration of your TARA account?\*

a. More than 1 year

b. 6- 12 months

c. 1-6 months

d. Less than a month

3) How did your heard about BRAC Bank TARA?\*

a. Newspaper

b. Social networking sites

c. Bill-boards

d. Friends/ Relatives

e. Others

4) Which one of the following TARA service you think is more useful?\*

a. TARA deposit

b. TARA Lending

c. TARA SME Loan

5) Which of the following describes the responsiveness of BRAC Bank TARA's service?\*

a. Excellent Service

b. Good

c. Moderate

d. Bad

e. Worst service ever

6) I think BRAC Bank TARA is one of the best women's banking solutions available in Bangladesh\*

a. Highly Agree

b. Agree

c. Neutral

d. Disagree

e. Highly Disagree

7) What is your opinion about the banking process (deposit system, borrowing loans) of TARA service?\*

a. Very Complicated

b. Complicated

c. Neutral

d. Somewhat Easy

e. Very Simple

8) Do you believe that TARA is a way to minimize the gap between women and banks?\*

a. Yes

b. No

9) BRAC Bank TARA helped me to overcome my fear of banking system\*

a. Highly agree

- b. Agree
- c. Neutral
- d. Disagree
- e. Highly disagree

10) Does TARA promote women empowerment?\*

- a. Yes
- b. No

11) What is your opinion about the training provided by TARA?\*

- a. Very important
- b. Important
- c. Neutral
- d. Unnecessary

12) On a scale of 1 to 5 (1 being lowest, 5 being highest), how likely are you to recommend BRAC Bank TARA service to a friend or relative?\*

- a. 1
- b. 2
- c. 3
- d. 4
- e. 5

13) Which one of the following age bracket do you fall into?\*

- a. 18-22 years
- b. 23-27 years
- c. 28- 32 years



d. 33-37 years

e. 38 -50 years

f. 50 years and above

14) What is your occupation?\*

a. Student

b. Housewife

c. Banker

d. Entrepreneur

e. Businesswoman

f. Others

15) What is your income range?\*

a. BDT 0- 5,000

b. BDT 5,000- 10,000

c. BDT 10,000-20,000

d. BDT 20,000-30,000

e. BDT 31,000 and above