

**A REPORT ON  
SUMMER INTERNSHIP / PROJECT WORK**

**For**

**DENA BANK,  
DUMRAL BAZAR BRANCH, NADIAD-387001**

**Submitted To**

**INDUKAKA IPCOWALA INSTITUTE OF MANAGEMENT (I2IM)  
CHAROTA UNIVERSITY OF SCIENCE AND TECHNOLOGY  
(CHARUSAT)  
(CHANGA)**

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**JULY 2014**

## **DECLARATION**

I Patl Rahul, student of the MBA programme at Indukaka Ipcowala Institute of Management (I2IM) hereby declare that the report on summer training and project work entitled “ A Research Study On-----

” is the result of my own work I also acknowledge the other works and publications cited in the report.

Place: Changa

Date:

(Signature)

Jitendrakumar N Sharma.

## **ACKNOWLEDGEMENT**

I express my thankfulness to our faculty of management studies of Indukaka Ipcowala Institute of management(CHARUSAT).For providing as the opportunity to go a study on the working of Organization DENA BANK Nadiad Branch.

I would like to express a deep gratitude towards Dr. Govind Dave, Dean of Indukaka Ipcowala Institute of Management, who gave an opportunity to experience the working environment of an organization.

This study has been undertaken and completed under the guidance of our Professor in charge Ms. Sheetal Thomas. I am thankful to them for their timely help, advice and guidance and also for their valuable assistance during the summer internship.

I also thankful to Mr. S P Rathod Sir, Branch Manager, Who had given guidance in the Bank.

I would also like to extend a special thanks to the entire team at DENA BANK for helping me throughout my internship, who supported me and helped me during my internship at Organization.

## EXECUTIVE SUMMARY

This report concentrates on the work that has been done during the internship period at **DENA BANK**, with a 75 year history, is the largest commercial bank in India in terms of assets, deposits, profits, branches, customers and employees. **DENA BANK** is a large financial services group operating in the banking industry since last 75 years. Now DENA BANK has multiple products in market. The project is on----- “under Dena Bank . The purpose of the report is to get in depth understanding of Banking. I learnt about banking transactions. I also learnt to operate Finnacle software which is used in banking sector. I also learnt about printing passbook, Cheque transactions, cash payments, clearing of cheques. Its good experienced to get trainee in Dena Bank.

## **INTRODUCTION**

Dena Bank is one of the earliest nationalized banks in India. Since its inception, the bank has become a renowned name in the field of banking and financial solutions. It is trusted all over the country by thousands of consumers. By being a customer of DenaBank, one can easily enjoy financial stability and also get good returns on the services and the financial solutions .Dena Bank was founded on 26th May, 1938 by the family of Devkaran Nanjee under the name Devkaran Nanjee Banking Company Ltd. It became a Public Ltd. Company in December 1939 and later the name was changed to Dena Bank Ltd. In July 1969 Dena Bank Ltd.

The Bank had presence in almost all major cities / towns elsewhere. The Bank has a large bouquet of products and services to offer its customers. Apart from traditional asset & liability products and ancillary services like Safe Deposit Vaults, the Bank also has a number of Retail Banking schemes for housing loans, consumer durables, educational loans, mortgage loans etc. The Bank also offers its services in the form of Credit cards, ATM cum Debit cards, Kisan Credit Cards, Dena Laghu Udyami Credit Card, Dena General Credit Card etc. The Bank also had a special deposit scheme Dena Alpa Bachat Katha aimed at financial inclusion. The Bank has been active in corporate credit, agricultural credit, SME & SSI loans, retail credit and export credit. The loan book of the bank is well diversified covering a wide of sectors / industries of the economy. The Bank also offers non fund business like Letters of Credit, Guarantees etc. The Bank also distributes third party products like insurance (both life and non-life) and mutual funds. The Bank had entered into a number of tie-ups for this purpose.

# **THE ORGANISATION**

## **General information of Bank**

### **Name of Bank:-**

Dena Bank

### **Branch Address:-**

Dumaral Bazar,

Nadiad-387001

Dist-Kheda

Gujarat

### **Head office:-**

Dena Corporate Centre,

C-10, G Block,

Bandra-Kurla Complex,

Bandra (East),

Mumbai- 400 051.

### **Key people**

Shri Ashwani Kumar (Chairman and Managing Director)

Shri A.K.Dutt (Executive Director)

### **Founded:-**

Dena Bank was founded on 26th May, 1938

### **Website:-**

[www.denabank.com](http://www.denabank.com)

### **Type of bank:-**

Public Limited Company

**Logo of the company:-**



**Punch line of the company:-**

**DENA HE TO BHAROSA HE**

**TRUSTED FAMILY BANK**

- **History and Evaluation**

### History of Dena Bank



Dena Bank was founded on **26th May, 1938** by the family of **Devkaran Nanjee** under the name Devkaran Nanjee Banking Company Ltd

It became a Public Ltd. Company in December 1939 and later the name was changed to Dena Bank Ltd.

In July 1969 Dena Bank Ltd. along with 13 other major banks was nationalized and is now a Public Sector Bank constituted under the Banking Companies (Acquisition & Transfer of Undertakings) Act, 1970. Under the provisions of the Banking Regulations Act 1949, in addition to the business of banking, the Bank can undertake other business as specified in Section 6 of the Banking Regulations Act, 1949.

### Evaluation of Dena Bank

- One among six Public Sector Banks selected by the World Bank for sanctioning a loan of Rs.72.3 crores for augmentation of Tier-II Capital under Financial Sector Developmental project in the year 1995.
- One among the few Banks to receive the World Bank loan for technological up gradation and training.
- Launched a Bond Issue of Rs.92.13 crores in November 1996.
- Maiden Public Issue of Rs.180 Crores in November 1996.
- Introduced Tele banking facility of selected metropolitan centers.



## MISSION AND VISION

### Mission of Bank

Dena bank provides its

Customers - premier financial services of great value,  
Staff - positive work environment and opportunity for growth and achievement,  
Shareholders - superior financial returns,  
Community - economic growth

### Vision of Bank

DENA BANK will emerge as the most preferred Bank of customer choice **in its area of operations, by its** reputation and performance.

## AWARDS

During the year under review Bank was awarded II nd prize by Reserve Bank of India for it's house journal "Dena Jyoti" in bilingual category for the year 2010-11.

Association of Business Communicators of India awarded Silver Trophy for Bank's house journal "Dena Jyoti". Town Official Language Implementation Committee (Bank) Ahmedabad which is being convened by General Manager (Gujarat)'s Office was awarded IIIrd Regional Prize by the Department of Official Language, Govt. of India,

Regional Implementation Office, Mumbai. Maharashtra SLBC (Rajbhasha), Pune has awarded IIIrd Prize for excellent performance in implementation of Official Language in it offices and branches in the state of Maharashtra during 2011-12.

Similarly SLBC (Rajbhasha) Gujarat has awarded IIIrd prize for excellent performance in implementation of Official Language in its offices and branches in the state of Gujarat.

Regional Office Lucknow and Chandigarh Branch under NorthIndia Region were awarded Ist Prize,

MI Road Branch Jaipur was awarded IInd Prize and Regional Office, Nashik was awarded IIIrd Prize by the respective TOLICs for excellent work in implementation of official language

## **Board of Directors**



**Shri Ashwani Kumar**  
**Chairman & Managing Director**



**Smt. Trishna Guha**  
**Executive Director**



**Shri R K Takkar**  
**Executive Director**



**Ms Anna Roy**  
**Govt Nominee Director**



**Shri V. Vasanthan**  
**RBI Nominee Director**



**Shri S P Sharma**  
**Workmen Employee Director**



**Shri Mohan Lal Gupta**  
**Officer Employee Director**



**Shri J Balasubramanian**  
**Director**

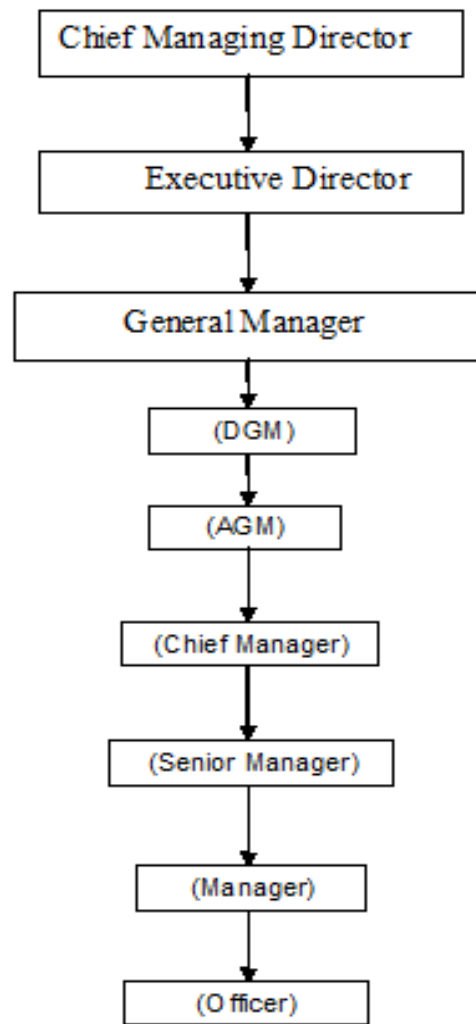


**Shri Vijay Kapoor**  
**Director**



**Shri Rakesh Goel**  
**Director**

## **Management Structure**



## Products of Dena Bank

### PRODUCTS AND SERVICES:-

DEPOSITS	LOANS	SERVICES
<ul style="list-style-type: none"> <li>• Premium Savings Account Scheme</li> <li>• Premium Current Account Scheme</li> <li>• Dena Jeevan SB Account</li> <li>• Dena Maha Tax Bachat Yojana</li> <li>• Dena Super Premium Current Account</li> <li>• Dena Platinum Current Account Scheme</li> <li>• Dena Freedom Deposit Scheme</li> <li>• Dena Samruddhi Deposit Scheme</li> <li>• Dena Fixed Deposit Scheme</li> <li>• Dena Senior Citizen Scheme</li> <li>• Dena Recurring Deposit Scheme</li> <li>• Dena Loan Linked Recurring Deposit Scheme</li> <li>• Dena Minor Savings Scheme</li> <li>• Dena Alpa Bachat Khata</li> <li>• Dena Cash Certificate</li> </ul>	<ul style="list-style-type: none"> <li>• Dena Niwas Housing Finance Scheme</li> <li>• Dena Vidya Laxmi Educational Loan Scheme</li> <li>• Dena Suvidha (Personal Loan) Scheme</li> <li>• Dena Auto Finance Scheme</li> <li>• Dena Consumer Durable Loan</li> <li>• Dena Trade Finance Scheme</li> <li>• Dena Senior Citizen Pensioners' Loan Scheme</li> <li>• Dena Mortgage Loan Scheme</li> <li>• Dena Rent Scheme (Finance against Rent receivables)</li> <li>• Dena Doctor +</li> <li>• Dena Gold Loan Scheme</li> </ul>	<ul style="list-style-type: none"> <li>• Core Banking Solution</li> <li>• Dena ATM Services</li> <li>• Verified by Visa Services</li> <li>• Internet Banking</li> <li>• Dena e-Tax Pay</li> <li>• Mobile Banking</li> <li>• Phone Banking</li> <li>• Dena Alert Services</li> <li>• Dena BillPay</li> <li>• RTGS / NEFT</li> <li>• Dena IndiaRemit</li> <li>• Inbound Remittances</li> <li>• Direct Tax Collection</li> <li>• Indirect Tax</li> <li>• Bancassurance</li> <li>• Distribution of Mutual Funds</li> <li>• Demat Services</li> <li>• ASBA</li> <li>• Visa Bill Pay</li> <li>• GoRecharge</li> </ul>

## **Functional Areas:-**

### **Markets**

#### **Competitors of DENA BANK are;**

- ICICI BANK
- HDFC BANK
- AXIS BANK.
- BANK OF BARODA
- STATE BANK OF INDIA

#### **The products of bank are as given below;**

- Personal banking
- Accounts and deposits
- Loans
- Cards
- Insurance
- Investment
- Demat
- Agri and rural
- Internet banking
- Mobile banking
- ATM
- Deposits and account
- Credit and debit cards
- Loans
- Investment
- insurance
- Funds and investments
- Insurance and risk prote
  
- Corporate banking  
Commercial Banking  
Investment Banking  
FI, Capital Markets & Custodial Services
  
- Business banking  
Current Accounts & Services  
Business Loans

#### **The facilities provided by the DENA BANK ATM are;**

- Balance enquiry can be done
- Cash withdrawals



- **ATM facility of DENA BANK is as follows;**

ATM NetworkThe constantly growing ATM network brings the bank within the customers' easy reach.The ATM service is available to you absolutely FREE. The strategically located and constantly growing ATM network brings the bank within easy reach. The state of the art touch screen Kotak Mahindra Bank ATMs are part of the Visa/Plus and Cash net ATM network. That means one can withdraw cash from ATM Network with any International and Domestic Visa/Visa Electron/Plus Credit Cards/Debit Cards.

### **Key Features**

- Access your account anytime anywhere
- State of the art Touch Screen ATMs
- Affiliated to the VISA network
- Access any ATM in the country absolutely free Services available
- 24-hour access to cash
- Transfer funds between accounts
- View Account Balances and Mini Statement
- Pin Change option

### **Marketing Strategy**



#### Product

- Dena Bank provides its products and services in various sectors like Personal loans, Agriculture, SME, Infrastructure, Corporate, and Insurance etc.

#### Price

- Dena Bank provides different types of interest on different investments by the customer.

#### Place

- It refers to the place where the customers can buy the product and how the product reaches out to that place.

#### Promotion

- The Dena Bank proactively educates all its customers about the new and the existing services that the bank offers.

#### People

- People refer to the customers, employees, management and everybody else involved in it.

#### Process

- Dena Bank has different processes to give customers best services.

#### Physical evidence

- Dena Bank provides different facilities to the customers in the Branches.

**Operation function:-**

In the Bank, major operations are of depositing and withdrawing cash from the bank. Except the cashier, each and every employee has to open the accounts. The cashier's job is the most important and risky job. The cashier cannot leave his place unless and until any responsible senior officer take his place. The cashier's duty is to check thoroughly the notes and denominations. The cashier have to check the check number, amount, name, debit credit transactions, etc. if there is a single mistake then the cashier is responsible for it and his job will be in danger.

**Process of cash: -**

The cash is checked by the cashier and then it is send to the senior authority and verified by the senior manager and then it is send to the branch manager. After verifying the cash, it is deposited in the safety vault. It has two keys, one is with cashier and the second key remains with the branch manager. The cashier cannot open the vault in absence of the senior authority. At the end of the day, all the transactions are checked properly and then the cashier leaves his place. If there is any shortage in the cash then the cashier has to pay from his pocket or he might be terminated from the job.

## **Human Resource Development**

For an organization like Bank to succeed, it is of prime importance that human resources are adequately skilled and efficient. Bank has been imparting training to its employees at its in- house training centers at various locations and also through reputed institutions like NIBM, CAB, BIRD,BTC, etc. During the year, the Bank has recruited 370 officers (including PO's ), and 701 clerks and Bank has initiated process for further intake of 700 Probationary Officers , 482 Specialist officers and 894 clerks to meet its requirements of personnel for increasing business levels and opening of new branches during 2013-2014.

## **Training and Development**

- During the year, the Bank had provided training to 8937 employees in thrust areas of Credit, For ex, soft skills, Agriculture lending, NPA & Recovery management.
- The Bank also imparted induction training to newly recruited officers and clerks.
- The Bank has conducted Pre-promotion training to SC/ST candidates for 10 days and to General Candidates for 4 days.
- Apart from the above, Bank has also conducted soft skill programme “Dena Gaurav” for clerks and “Main Hoon Na” for subordinates.
- The Bank also utilizes external training resources from reputed management institutes and training institutions in India and abroad, with a view to providing specialized training in newer areas of skill development as also to provide wider exposure to executives and officers.
- During the year, 56 executives/officers were sent abroad for attending training/conference.
- The staff strength of the Bank increased from 10202 as of 31.3.2012 to 11093 at the end of the FY 2012-13. The total strength comprises of 4585 officers, 4398 clerks and 2110 subordinate staff, including 2583 women employees.
- The representation of Scheduled Castes, Scheduled Tribes employees in the Bank is in conformity with the prescribed level. The Bank, to meet its requirements of personnel for
- Increasing business levels and opening of new branches, has recruited 370 Officers (including POs) under various scales and disciplines, 701 clerks and 445 sub staff during the year.

## Financial performance of Dena Bank

### Performance Highlights

- During the current financial year the aggregate Business Mix (Deposits + Advances) of the Bank crossed the milestone mark of 1, 50,000 Crore and reached a level of 1,63,664Crore as on 31st March, 2013.The total Business Mix of the Bank increased by 29,338Croreregistering a growth of 21.84% on year on year .
- Total Deposit of the Bank increased from 77,167 Crores on 31st March, 2012 to 97,207Crore as on 31st March, 2013, registering a growth of 25.97 %.
- Advances of the Bank increased by 9,298 Crore from 57,159 Crore as on 31st March, 2012 to 66,457 Crore as on31st March, 2013, registering a growth of 16.27%.
- Micro, Small and Medium Enterprises (MSME) Credit posted a growth of 2,382 Crore from 8,291 Crore as on31st March, 2012 to 10,673 Crore as on 31st March, 2013, registering a growth of 28.73%.
- Retail Credit posted a growth of 442 Crore from 7,282Crore as on 31st March, 2012 to 7,724 Crore as on 31st March,2013, registering a growth of 6.07%.
- With concerted efforts for recovery in NPA Accounts, Bank could make Cash Recovery of 227.44 Crore during the year 2012-13. The up gradation was effected to the tune of ` 159.13Crore. The recovery in written off accounts during the year was 78.73 Crore including recovery of interest in written off accounts.

Particulars	As of March, 2012	As of March, 2013
Deposits	77,167	97,207
Advances	57,159	66,457
Investments	23,208	34,547
Priority Sector	15,501	18,868
Agriculture	5,544	6,719
Retail	7,282	7,724
MSME	8,291	10,673
NPA —,	957	452
Net NPA	572	917
% of Gross NPA to Gross Advance	1.67	2.19
% of Net NPA to Net Advance	1.01	1.39

## Investment

- During the year under review, the yields for all Govt. Securities moved within a very wide range.
- The entire focus of the Treasury was to improve the Trading Profit level by taking advantage of the gap in yields and favorable market movement during the later part of the year while at the same time protecting the overall yield of the investment portfolio.
- Taking advantage of G-Sec rate movements, Treasury was able to vigorously churn out its portfolio during the year and earned profit from trading and sale of securities.
- The total turnover made by Treasury was 1,68,838 crores during 2012-13 compared to 26,559 crores of 2011-12 i.e. a growth of **536%**.
- The Profit from Sale of Investments was ` 157.13 crores during the year compared to 68.23 crores in the previous year i.e. a growth of **130%**.

**Decision Making:-**

The board meetings are occurred at the Head Office of the bank at Mumbai. The board meetings are taken place as per the requirement of the top management. The decision making is clear here. The top management takes all the decision which is to be implemented by the employees. Mostly the decision related to framing policies, preparing budget, approval of the employees decisions relating to finance and source of working capital, etc are taken by the Top management The decisions relating to salary and wage structure, recruitment work given to bottom level staff, etc are taken by the middle level management. Mostly the decisions are passed by the top management to the middle level management and they verify the decisions and pass it to the bottom level management.

