



**Government Degree College, Seethanagaram**

Accredited by NAAC with "B" Grade, ISO 9001:2015 Certified College

Affiliated to Aadi Kavi Nannayya University  
Opp K.G.N.M .Trust, Purushottapatnam Road, Seethanagaram



DOCUMENTATION ON  
A ONE DAY NATIONAL LEVEL WORKSHOP  
ON  
**DIGITALISATION OF BANKING SECTOR**  
CONDUCTED BY  
**DEPARTMENT OF COMMERCE**  
&  
**DEPARTMENT OF ECONOMICS AND IQAC**  
ON  
**27.09.2022**



# BROCHURE

ఏటిపట్టు విద్యలోకానికి అపూర్వ కానుక  
అంకితభావంతో నలభైయేళ్ళ వెలుగురేఖ



ESTD 1983

**GOVERNMENT DEGREE COLLEGE  
SEETHANAGARAM, E. G. Dt,  
Andhra Pradesh. 533287**

**A NAAC 'B' Grade Accredited Institute  
Affiliated to Adikavi Nannaya University**



**BROCHURE**

## **INVITATION**

One Day National Workshop on  
**"DIGITALISATION OF BANKING  
SECTOR"**

**On 27/09/2022**

Organized by  
Dept. of Commerce & Dept. of Economics  
In Collaboration with IQAC

**:: Venue ::**

**Seminar Hall Government Degree College,  
Seethanagaram, East Godavari**

### **College Profile**

This College established in the year 1983 with the B.A, B.Com Courses on the serene Banks of Holy river Godavari (Gowthami) and Southern side of the the Gowthami Satyagra Ashram popularly known as "Southern Sabarmani" though it is a small but has a good academic record. The College has been catering the higher educational needs to the marginalized groups of the Society, particularly to Seethanagaram madalam for the past three decades. It is a need based College. At present the college offers Course B.A (HEP & EPCA), B.Com (General & Computers), B.Sc (BZC & MPCs). All the Courses have well qualified, competent faculty who are dedicated to the academic and overall development of the student and College.

The College is teeming with student supports like Library, Career Guidance Cell, Jawahar Knowledge Center (JKC), are rendering yeomen services to making the students with all round development. This College is accredited with NAAC B Grade with points 2.21 Grade in 2016. Recently Computers and chemistry Labs are installed and in order for students usage.

### **Commerce Departmental Profile**

Every Journey invariably starts with a single step and the Journey to scale great heights needs unflinching grit and relentless efforts. With the same determination we had embarked on a Journey in 1983 by setting up the Commerce Department with a course of one section, now we have offered B.Com (General & Computers). In Our Commerce department we attain annual average student strength. It has adequate well qualified, competent faculty who are dedicated to the academic and overall development of the student community, our results in 2020-21 is 100.00% and 2021-22 is 100.00% and looking forward.

### **Economics Departmental Profile**

Every Journey invariably starts with a single step and the Journey to scale great heights needs unflinching grit and relentless efforts. With the same determination we had embarked on a Journey in 1983 by setting up the Economics Department with a course of one section, now we have offered B.A (HEP & EPCA). In Our Economics department we attain annual average student strength. It has adequate well qualified, competent faculty who are dedicated to the academic and overall development of the student community, our results in 2020-21 is 100.00% and 2021-22 is 100.00% and looking forward.

### **Theme of the Workshop**

The Digital Banking definition is banking done through the digital platform, doing away with all the paperwork like cheques, pay-in slips, Demand Drafts, and so on. It means availability of all banking activities online. Digital Banking gives you the luxury of freely accessing and performing all traditional banking activities 24\*7 without having to personally go to a bank branch to get your work done.

#### **Sub themes.**

1. Prevention of Frauds - Loan Apps
2. Credit Card Utilization - Fines, Charges
3. Customer Support - Digital Banking

#### **Chief Patron**

**Dr. Pola Bhaskar, I.A.S**  
Commissioner,  
Collegiate Education, Andhra Pradesh

#### **Patron**

**Dr. Ch Krishna**  
Regional Joint Director of Collegiate  
Education, Rajamahendravaram

#### **Chairman**

**Dr. D Chitti Babu**  
Principal, GDC Seethanagaram

#### **Special Invitee**

**Sri K Ramanji Babu**  
State Bank Manager, Seethanagaram  
Branch

#### **IQAC Coordinator**

**Sri Shaik D Madina, Assistant Professor**  
Dept. of Commerce, GDC Seethanagaram

#### **Convener**

**Sri. K Hare Rama Krishna**  
Lec in Charge, Dept. of Commerce, GDC  
Seethanagaram

#### **Co - Convener**

**Sri. Chatrapati V S Saladi**  
Lec in Charge, Dept. of Economics, GDC  
Seethanagaram

#### **Organizing In charge**

**Sri. V V Subbarao, Assistant Professor**  
Lec in Charge, Dept. of English, GDC Seethanagaram

Department of Commerce & Department of Economics and IQAC Conducted A National Level Workshop on "DIGITALISATION OF BANKING SECTOR on 27th SEPTEMBER 2022.

Dr. D. CHITTI BABU, the Principal of the College is the President of the Programme

Sri. K. Harerama Krishna, The Convener of the Workshop

(Lecturer in charge, Department of Commerce)

Sri. Chatrpati VS Saladi, The Co- Convener of the Workshop.

(Lecturer in charge, Department of Economics)

Mr. Sk. Darga Madina is the IQAC Coordinator took part in the Webinar.

(Lecturer in Commerce)

### Panel Speakers

**Dr. S. Jhansi Rani,**

Assistant Professor,

Department of Commerce & Management

Government City College (A), Nayapul, Hyderabad,

Telangana.



**Dr. V.D.V. Vijaya Lakshmi,**

Assistant Professor,

Department of Economics,

Sri ASN Government Degree College [A],

Palakol, W.G. Dist.,

Andhra Pradesh.



**Sri. K. Ramji Babu,**

Senior Branch Manager,

State Bank of India,

Seethanagaram,

E.G. Dist.,

Andhra Pradesh.



Workshop Title: **DIGITALISATION OF BANKING SECTOR**

Date: **27.09.2022** Time: **10 AM to 5 PM**

Venue: **Government Degree College, Seethanagaram.**

**Registrations** : 356 Candidates got registered to participate in the Workshop through Google Form. 245 members participated in the Workshop out of 356 registrations.

### **OBJECTIVES OF THE SESSION**

In recent times there have been many advanced technological changes in the banking sector.

Digitalization facility has become available in the banking sector to conduct all types of banking transactions without going to the bank.

The main purpose of this program is to create complete awareness about it.

Also, this program was organized to explain the Loan Apps delays which have become the most problematic and challenging in India in recent times and to create awareness on what precautions should be taken to avoid falling victim to them.

👉 About E - Banking Facilities

👉 About Net Banking, Mobile Banking and Tele Banking

👉 About Micro ATMs

👉 About Digital Currency

👉 Credit Card Utilisation - Fines and Charges

👉 Customer Support - Digital Banking

👉 About Precautions of Frauds - Loan Apps

When technology is applied, digitalization converts data into a digital representation. Therefore, digitalization adoption is crucial for the banking industry. By embracing technology, banking organizations may provide improved customer services. Customers benefit from the convenience and time savings of this.

## OUTCOME OF THE WORKSHOP

Our real purpose in conducting this session is to give a proper knowledge about A clear understanding of the trends in the banking sector through digitalization and technological changes in the banking sector has been given. And Also, awareness has been created about the frauds taking place through loan apps.

We hope to be able to fulfil it satisfactorily. The Participants were very enthusiastic throughout the session. The Question and Answer session was conducted at the end of the session. We had clarified efficiently as Panel Speakers all the queries asked by participants.

## PROGRAMME CHAT

<b>ACTIVITY</b>	<b>FACILITATOR / SPEAKER</b>
Inaugural Address	Sri.V.V.Subbarao Lec.in English
Opening remarks	Dr.D.Chitti babu Ph.D., Principal
Chief Guest Speech	Dr.CH.Krishna Ph.D.,RJD ,CCE Zone I&II
Introduction Of Resource person - 1	Smt.N.Meenakshi, Lec. in Commerce
Presentation	Dr. S. Jhansi Rani
Introduction Of Resource person - 2	Sri.Chatrapati VS.Saladi, Lec.in Economics
Presentation	Dr. V.D.V.Vijaya Lakshmi,
<b>LUNCH BREAK</b>	
Introduction Of Resource person - 3	Sri.S.Rajendra Prasad, Lec.in Political Science
Presentation	Sri. K. Ramji Babu,
<b>QUESTION &amp;ANSWERS SESSION</b>	
<b>FELICITATION TO CHIEF GUEST AND PANEL SPEAKERS</b>	
Closing remarks	Dr.D.Chitti babu Ph.D., Principal
Vote of Thanks	Smt.P.Tulasi Kumari , Lec.in History





## **PANEL SPEAKER - 1 PRESENTATION**

Dr.S.Jhansi Lakshmi Assistant Professor, Department of Commerce and Management, Government City College(A), Nayapul, Hyderabad,Telangana ,presented the complete details of Digitalization of Banking sector with her great practical knowledge in particular , the way in certain technical developments after computerization in Banking sector.

### **KEY THINGS HER EXPLAINED ABOUT DIGITALIZATION OF BANKING**

#### **When did digitalization started in banking sector?**

The method of computerization gained pace with the reform within the Indian economy in 1991-92 at the time when private and foreign banks entered the Indian market meaning to digitalize the economy and improve the services provided by the general public sector banks to the purchasers.

#### **What is digital banking example?**

What are the examples of digital banking? Revolute, Fiador, Simple, N26, and Monzo are some of the better-known digital banking systems out there today using which customers can open an account in minutes on their phone, whenever and wherever they want. However, digital banking is not limited only to online banks.

#### **Why digitalization is important in bank?**

Ensuring consumers' data rights can be complex. Traditional brick-and-mortar banks have accumulated extensive data through digital transformation, which can be used freely by the bank or commercial parties, while customers are excluded from reaping the economic benefits their data yields.\

#### **What are the three main functions of digital technology in the banking sector?**

Banks using digital technologies save time, reduce operating costs and optimize monitoring, risk management and control methods, as well as being able to offer products and services in the market with improved quality.

#### **What are features of digital banking?**

4 Features that you should look for in a digitally-savvy bank

- 1) Online and Mobile Banking. This is the most basic digital service, allowing you to bank at any time and from anywhere.
- 2) Digital Wallet.
- 3) Banking Through Chats.
- 4) Open an account digitally.

### **What is the aim of digitization?**

The purpose of digitization is to make information more easily accessible, storable, maintainable, and shareable through the use of digital technology. Coupled with digitalization, digital information can we make better informed decisions and get insights into business operations.

### **What is the future of digital banking?**

Customization of Customer Service

Artificial Intelligence (AI) and Machine Learning (ML) based customization can be made possible by digital banking software. Now banks can provide customers with significant financial solutions, interactive tools, and educational tools to enhance their experience.

### **What are the advantages of digital banking?**

Ten advantages of digital banking in India.

1. Ease of signing up.
2. The convenience of usage. ...
3. Higher interest rates/ lower fees. ...
4. Going cash-free. ...
5. 24 x 7 banking. ...
6. Personalised Features. ...
7. Easier bill payments. ...
8. Rewards.
9. Reduced black money circulation
10. Banking in remote locations

### **What is the scope of digital banking?**

Digital banking involves high levels of process automation and web-based services and may include APIs enabling cross-institutional service composition to deliver banking products and provide transactions. It provides the ability for users to access financial data through desktop, mobile and ATM services.

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Digital banking involves high levels of process automation and web-based services and may include APIs enabling cross-institutional service composition to deliver banking products and provide transactions. It provides the ability for users to access financial data through desktop, mobile and ATM services.

## What are the challenges of digital banking?

Despite the benefits of online banking services, there are issues & challenges users and marketers should be aware of..

Let's dive in.: --

1. Shifting banking habits.
2. Security.
3. Technical Issues.
4. Lack of personal relationship.

The changing banking landscapes



## PANEL SPEAKER - 2 PRESENTATION

Dr. V.D.V.Vijaya Lakshmi, Assistant Professor, Department of Economics, Sri ASN Government Degree College [A],Palakol, W.G.Dist., Andhra Pradesh. presented the complete details about the Loan app frauds She explained about these very thoroughly and in a very enlightening manner. An excellent PPT was also presented for this.





## What about Repayment



## Chain Extortion System

**How many such Apps are there?**



 **RapidRupee**



**RuppeeMax**

**How does  
a common man know  
about these online  
Instant money Apps.?**



**E - Mail  
is  
a way**



**How to  
identify these  
fraudulent  
apps**



**What is**

**U I F**





## **PANEL SPEAKER - 3 PRESENTATION**

Sri. K.RamjiBabu, Senior Branch Manager, State Bank of India, Seethanagaram, E.G.Dist., Andhra Pradesh had explained about Online transactions, benefits of internet banking and convenience of YONO app are explained very thoroughly with his long run of professional experience.

## QUESTION & ANSWER SESSION

The Participants were very enthusiastic throughout the session. The Question and Answer session was conducted at the end of the session. We had clarified efficiently as Panel Speakers all the queries asked by participants.



## **FELICITATION**



**FELICITATION TO OUR CHIEF GUEST Dr.C.KRISHNA, RJD ,CCE ZONE I&II**

Conclusion: --

E-banking offers a higher level of convenience for managing one's finances. However, it continues to present challenges to financial security and personal privacy. The panel Speakers advised the gathering using latest technology in banking sector is must but taking some care while doing transactions. The participants felt happy and gave their feedback as excellent and also felt that all the sessions are thought provoking and very useful for their daily financial transactions.