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Title

E-BUSINESS AND ITS EFFECTIVENESS ON
BANKING SYSTEM WITH SPECIAL REFERENCE
TO GRAMYA BANK

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INTRODUCTION:

What is e-Business?

e-Business is a term used to describe businesses run on the Internet, or utilizing Internet technologies to improve the productivity or profitability of a business. In a more general sense, the term may be used to describe any form of electronic business that is to say, any business which utilizes a computer.

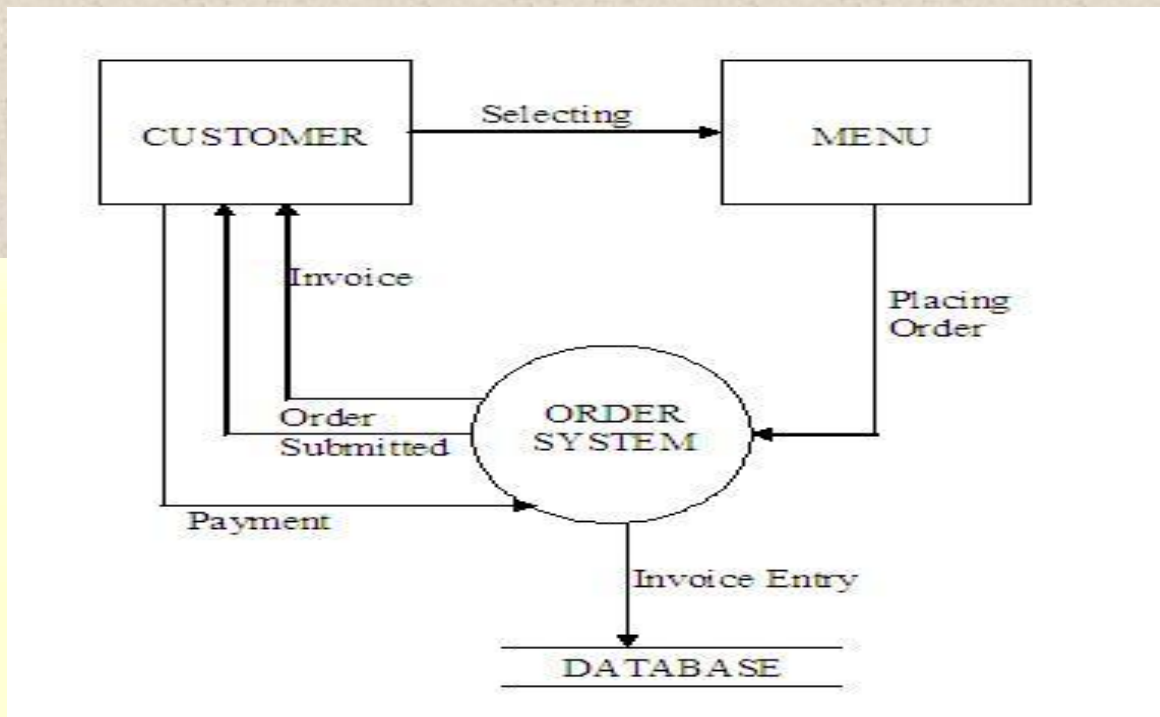
e-Business, commonly referred to as "eBusiness" or "e-business", may be defined as the application of information and communication technologies (ICT) in support of all the activities of business. Commerce constitutes the exchange of products and services between businesses, groups and individuals and can be seen as one of the essential activities of any business. Electronic commerce focuses on the use of ICT to enable the external activities and relationships of the business with individuals, groups and other businesses. e-Business refers exclusively to Internet businesses.

Electronic business methods enable companies to link their internal and external data processing systems more efficiently and flexibly, to work more closely with suppliers and partners, and to better satisfy the needs and expectations of their customers.

How e-Business is Applicable in Banking?

E-Business is applicable for transactions, which uses computer systems. It comes in several forms such as credit card transactions, electronic fund transfers, online banking ,Automated Teller Machines (ATM), Telephone banking and Money transfer . It provides convenience because it allows regular cash flow that is vital for the existence of a financial organisation in this competitive world.

Model of E-banking



Advantages:

- Banking from home.
- First and foremost, online banking is very, very convenient.
- online banking is very fast, effective and efficient.
- We can make transfers and other changes while the bank is closed.
- Most banks (if not all) work through an encrypted channel with your information.
- It is easy to view recent transactions and monitor your account.

Disadvantages:

- If the bank's server is down, you can't use it.
- Some places will charge you for online access (many don't, however).
- There's always the possibility of a cracker gaining access to your account .

- Internet connection must be working in order to have access.
- Online banking can be difficult to learn for a beginner and a site could take time to start up.
- Some sites ask for photo identification, which can be very inconvenient.

OBJECTIVE:

The aim and objective of this project is to develop a secured online banking system. Create a banking system that is easily accessible by customers from the comfort of their homes, offices etc. Reduce the flow of human traffic and long queues at banks. Reduce the time wasted in going to banks to stay on queues. Promote efficient and effective banking for the banks by focusing on those services that still require physical presence at the banking hall.

Considering stress and time taken to go to bank and do transaction. The development of the well structure and secured online banking system will allow customer to perform objectives like, creating a Banking System that is easily accessible by customers from the comfort their homes,office 24/7. The only difference is in the way the transactions are made.

Rural people can take the help of Block office and Jana Seba kendra in Panchayat level.The ability to transfer money from one account to another and to payees for bill payments, check history, reorders, and stop payments, check credit card balances and statements, complete online loan applications, secure interactive messaging with staff, and much more.

PLAN OF WORK:

Literature Review

The emergence of electronic commerce over the past decade has radically transformed the economic landscape. For developing countries, the digital revolution offers unprecedented opportunities for economic growth and development, a case study of Gramya Bank.

The main purpose that banks have been serving since their inception is keeping our money safe for us. While keeping our money safe, they also let us earn a certain amount of interest on the

money deposited with them. Traditional banks have been doing this, and internet banks continue the same function. The only difference is in the way the transactions are made. We all know about internet banking and most of us use it quite often as well, but few of us actually understand about the history of internet banking and how it all came out.

Study of Different Banking & Financial Organizations using e-Business.

Internet banking uses the Internet as the delivery channel by which to conduct banking activity, for example, transferring funds, paying bills, viewing checking and savings account balances, paying mortgages, and purchasing financial instruments and certificates of deposit. An Internet banking customer accesses his or her accounts from Internet

Many consumers today are turning to the easy and convenience of Internet banking to take care of their financial needs. With the new levels of access made possible by the Internet, people can now check the status of their finances with the click of a button. The history of Internet banking has evolved from simply allowing customers to check balances online, to now being able to trade stocks and bonds from the comfort of their own home.

Study of Factors Covered Under e-Business.

Online banking services have grown from simply allowing customers to check balances, to trading assets. Today, online banking services are quite varied. One of the best features of online banking is putting the user in control are as follows.

1. User controls all bill paying, transfers, and investments from home.
2. There are other features, though of online banking. One of these is increased accessibility to the account information.
3. Users of online banking services can access their account information from anywhere in the world.
4. This is particularly helpful for businesses. Internet business banking is becoming increasingly popular, as businesses are becoming more global in their reach.
5. Now business people can access their accounts, even when on overseas business trips. Business Internet banking is extremely popular for this reason. A particularly popular aspect of online banking services is the ability to make bill payments electronically.

Study of Present System of Gramya bank.

Till now Gramya Banks have not provided financial services through internet . Present System of Gramya Bank in not connecting with Online Transaction , No Advertising, No Personal Relationship, No Marketing Research, No Security, No Social and Ethical Implications of e-Business, No Business-to-Consumer (B2C) Applications, No Business-to-Business (B2B) Applications ,No Consumer-to-Consumer (C2C) Applications, No New Technologies. Traditional manual system is still in process.

To develop a model for Gramya Bank to enhance its effectiveness as well as compete with other organisation.

Using computer banking, a customer either uses his computer to dials directly into its bank's computer or gains access to the bank's computer over the internet. Online banking allows the person, for instance, to view recent transactions, print out statements and transfer funds between accounts and make payments. nternet banking basically allows you to be able to do everything that you can in your regular banking institution, only with the benefit that you can do it all right from the convenience of own home.

METHOD OF STUDY:

– Literature study

For developing countries, the digital revolution offers new opportunities for economic growth and development.

– Analysis of essential model through Literature.

Proper analysis and suggested solution to tackle such problems will be considered.

– Design of Models

Designing the new system will be achieved through Internet in Gryam bank.

– Apply to Gramya Bank

Understanding and identifying of existing system and associated study.

– Finding

This will cover the benefits derived in using internet banking and it's fundamental.

CONCLUSION:

E-Business is an emerging industry that will ultimately shape the future of consumerism. In addition to this, the influence of e-Business is highlighted by the creation of new technologies, markets and business opportunities but the potential for growth is enormous. The user controls all bill paying, transfers, and investments from home. There are other features, though of online banking. One of these is increased accessibility to your account information. Users of online banking services can access their account information from anywhere in the world. This is particularly helpful for businesses. Internet business banking is becoming increasingly popular, as businesses are becoming more global in their reach.

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