

IMPACT OF BANK INNOVATION AND RESHAPING STRATEGIES ON WOMEN ENTREPRENEURSHIP : A STUDY OF URBAN COOPERATIVE BANK AND WOMEN ENTREPRENEURS SITUATED IN UDAIPUR

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ABSTRACT

nowaday innovative Bank play a leading role in women entrepreneurship. present Global changes in the economy have reshaping to the business. During this global change, there has a revolutionary change in the banking industry. with innovation the bank are struggling many challenges, to face this challenges the bank has prepared strategies and successfully implemented them. This research paper is based on the study of the Impact on Women Entrepreneurship of Strategy adopted by the Urban Co-operative Bank in the Global Change . the current study concluded that Bank Innovation and reshaping strategies positively influence women entrepreneurship, And after the bank innovation the rate of entrepreneur women has increased.

Keywords: Bank Innovation, Bank Reshaping Strategy, Women Entrepreneurship

INTRODUCTION

Bank Innovation process related to new way of doing financial business including online banking, mobile banking and new way of implementing information technology.

Bank Reshaping Strategy: Strategy to reshaping the banking business to achieve success on the new challenges of globalization

Women Entrepreneurship: It is a process in which women initiate a business, gather all resources, undertake risks, face challenges, provides employment to others and manages the business independently.

To improve the social status of women, it is necessary for women to be economically strong. Women adopted the path of entrepreneurship to empower themselves and they are depend on the banks for the enterprise. Bank are playing a important role for the women entrepreneurship, in a situation where the bank are adopting Reshaping strategy to face the challenges of global changes. a study has been conducted to know its impact on women entrepreneurship..for the purpose of the research paper

REVIEW OF LITERATURE

Much work has been done on Women Entrepreneurship, Urban Cooperative Bank of India and Strategies related to

their Banking Business. however there is no research available on impact of bank innovation and reshaping strategies on women entrepreneurship. thus an effort has been made to understand the impact of bank Innovation and reshaping strategies on women entrepreneurship.

Review1: Microfinance And Women Empowerment- Empirical Evidence From The Indian States (S.Saravanan1 Devi Prasad Dash2 2017).in this paper 2007 to 2014, they study examines the impact of women empowerment and have said that Factors like increasing access to bank loans and female literacy also help improve the women empowerment drive.

Review 2: Indian Banking New Challenges And Strategies (Mrs. Dhrati Nema 2005)In this book he has said that with the next phase of reforms in the banking industry, the beginning of the merger and acquisition process is inevitable, This requires reorganization.

OBJECTIVE

To study the impact of bank Innovation, reshaping strategies on women entrepreneurship

To study the bank innovation awareness in women

NULL HYPOTHESIS (HO): Bank Innovation has not increase the rate of women entrepreneurship

ALTERNATIVE HYPOTHESIS (H1) : Bank Innovation has increased the rate of women entrepreneurship

SAMPLE COLLECTION

A Sample of The Udaipur Mahila Samridhi Urban Cooperative Bank Limited was selected for the purpose of present study. The sample units have been collected from information provided on the websites as well as the published financial reports.

The required information was collected through the 100 questionnaire from the working women of the selected location.

PERIOD

A Period of 5year from 31march2013 till 31march2017was considered for the purpose of analyzing the impact of Bank reshaping strategies on women entrepreneurship

RESEARCH AND METHODOLOGY

1 Trend Analysis-Growth rate ratio 2 A general explanation approach was implemented through questionnaires from working women to get the necessary information related to impact of bank Innovation and reshaping strategies on women entrepreneurship and awareness of bank innovation in women. The pool of respondents cuts across every strata of the society, taking into considerations factors such as age, sex, religion and educational background.

QUESTIONNAIRE

A two-scale response pattern questionnaire was designed, comprising of the answers

1. Yes
2. No.

A total of 100questionnaires were distributed, The collated data were analyzed and the result is shown in the Table 1.

TABLE-1

S/N	Question about banking awareness	YES	NO
1	Do You Have Bank Account	95	5
2	Do You Use Your Bank Account	70	30
3	do you know about Paytm	40	60
4	do you know about E- banking	73	27
5	Do You Know About Bank Innovation	52	48
6	do you know about bank strategies	40	60
7	Are You Affected By Bank Merger	45	55
8	Are You In Favor Of Demonetization	68	32
	TOTAL	483	317
	question about digitalization		
9	Do You Use Internet	98	2
10	Do You Use ATM	60	40
11	Do You Shop Online	80	20
12	Do You Payment Online	40	60
13	Do You Use mobile Banking	45	55
14	do you use debit and credit card	35	65
15	Do You Take Your Financial Decisions Yourself	60	40
	TOTAL	418	282

Awarenes Avrage - Number of Positive Answer /Number of Total Question*100

$$60.375\% = 483/800*100$$

Digitalization Avrage -Number of Positive Answer /Number of Total Question *100

$$60\% \leq 59.71=418/700*100$$

Analysis: showing the result of analyse questionnaire 61% of women are aware of bank innovation. 60% of women are using digital work method

ANALYSIS AND DISCUSSION

The growth rate of the Mahila Samridhi Urban Cooperative Bank are analysed on the basis of various heads. Using the trend analysis method are membership numbers, working capital, deposits, loan and advance, investment etc heads analysed.

Global Changes (Bank Reforms)

Digital India is a campaign launched by the government of India to ensure that it was launched on 2 July 2015 by Prime Minister Narendra Modi.

on 8 November 2016 the Government of India announced the Demonetisation of all 500 rupees and 1000 rupees Bank notes of the Mahatma Gandhi series.

Bank Reshaping Strategy

In 1st April 2017 State Bank of India start Merger process of

five associated and Bhartiya Mahila Bank Which Complete in three Month.

IMPORTANCE OF BANK RESHAPING STRATEGY

Indian banking has adopted a strategy of mergers and acquisitions to meet the challenges arising out of the consequences of globalization. From which he can make his strong image on international level. The strategy followed by the bank has the following importance.

1. International activism of Indian banks will increase
2. Indian banks will have strong capital base
3. The problems of banks can be resolved for a long time.
4. Banks will become more functional and competitive.
5. Increase in customer size
6. Geographical extension of bank
7. Growth in Bank's Productivity and Profitability

According to this fact, from 2 July 2015 to 2017 the bank has been an age of innovation

If we ask for the time before Innovation on 31 March 2013 to 31 March 2015, 31st March 2015 to 2016 are global changes & innovation period, 2016 to 31st March 2017 time after innovation There will be no exaggeration in it

Table 2

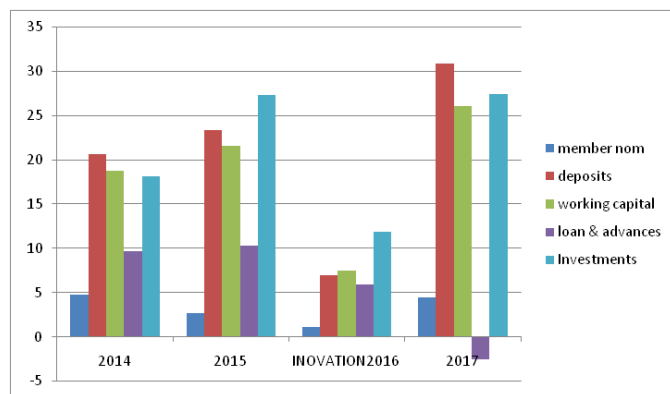
		BEFORE	INNOVATION	Innovation Period	After Innovation
PARTICULAR	31-3-2013	31-3-2014	31-3-2015	31-3-2016	31-3-2017
Membership (Nos.)	4309	4104	4211	4256	4447
Growth Rate		4.7	2.6	1.06	4.4
Working Capital	7129.52	8466.40	10294.30	11067.69	13957.78
Growth Rate		18.75	21.59	7.51	26.11
Deposits	6104.51	7364.50	9085.77	9717.13	12722.76
Growth Rate		20.64	23.37	6.94	30.93
Loans & Advances	3485.21	3822.63	4216.95	4463.61	4349.50
Growth Rate		9.68	10.31	5.84	-2.55
Investments	3146.70	3718.08	4733.53	5295.22	7298.66
Growth Rate		18.15	27.31	11.86	27.44

FORMULAS: TREND ANALYSIS

GROWTH RATE = Current Year – Last Year / Last Year*100

ANALYSIS : The growth rate percentage extracted by the trend analysis method in Table 2 was found that in the year 2014 and 15 before the innovation rate has increased normally, During the innovation 2016, there was a sudden decrease in the growth rate And after the innovation, in the year 2017 High growth rate has been recorded . which proved that ALTERNATIVE HYPOTHESIS (H1): Bank innovation has increased the rate of women entrepreneurship.

Growth Rate Graph



ANALYSIS

1. The number of members decreased in the period of innovation And after the innovation, the excessive growth was recorded. Innovation has increased the bank account of women, which has become more powerful
2. At the time of innovation, there was a decrease in deposits due to inadequacy among women, but after the innovation, there was a huge increase in deposits. So women became financially more powerful
3. $WC = \text{CURRENT ASSETS} - \text{CURRENT LIABILITIES}$

With the disruption of bank work at the time of innovation, the working capital also decreased, but after the innovation, the working capital increased more than ever before. Women started using banks more in financial transactions Which increasing the empowerment of women

4. Loan and Advance rate in the period of innovation was

halfway to the earlier And later it decreased Rates of loan and Advance, so women are financially more powerful.

5. Investments in the period of innovation were reduced, which became equal to the first after the innovation. Due to the good economic condition of women being Bank assets and investment have increased.
6. In the year 2016, the decrease in the growth rate in innovation. shows that women were not aware of the new methodology, due to which they were feeling uncomfortable

CONCLUSION

the growth rate of various heads of the Mahila Samridhi Urban Co-operative bank limited were analysed. it was found that The Bank innovation has increased the rate of women entrepreneurship. Finally it is concluded that the mahila samridhi Urban Co-operative Bank Limited is continuously growing but there was a sudden reduction in the period of innovation. Again, more growth rates were recorded than before in 2016 to 2017. This proves that bank innovation has increased women's entrepreneurship. 61% of women are aware of bank innovation. 60% of women are using digital work method This means women have become more aware and digital towards banks.

SUGGESTION

The decrease in the growth rate in 2016 suggests that banks should train and inform the customers before renewal or innovation.

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