

ELECTRONIC BANKING SERVICES: INDIAN SECENARIO

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Received: 16 Mar 2018

Accepted: 20 Mar 2018

Published: 26 Mar 2018

ABSTRACT

Today most of the banking happens online i.e. banks are in your pockets. Banking services are accessible 24x7 now a day. We are using electronic banking for our day to day transactions. Electronic banking is used by common man as well as by established businessmen. It is getting popularity in urban and rural areas. The credit of this revolution goes to new innovative products which are attracting each and every man towards it. Banks are operating in a highly competitive environment. In order to survive in this ever -changing environment, banks need to be technically strong. Indian banking industry is incredible, which is serving the world's second largest populated country. Electronic banking is an innovative product that leads to the development of the entire country. The objective of the present study is to analyze the current electronic banking scenario of our country. The study is secondary based and analytical in nature. The progress of e-banking services is measured through various parameters such as Automated Teller Machines, POS, Debit cards, and credit cards. The study concludes that e-banking has become the preferred mode of banking. It will grow continuously in future and the whole nation will taste the benefits of this sweet fruit.

KEYWORDS: *Incredible, Online, Electronic Banking, Populated and Indian Banking*