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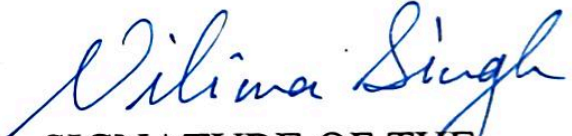
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Index

SR.NO	CHAPTERS NAME	PAGE NO.
1.	INTRODUCTION Meaning and definitions Objectives of money market Characteristic of money market Efficient money market History Participants Type of money market instruments Evolution of money market in India Measure of reforms in Indian money market needs for imbibing debt to the market Obstacles to development of IRS in India Present scenario of Indian money market	10-54
2.	REVIEW OF LITREATURE	55-62
3.	RESEARCH METHODOLOGY Sample unit Type of research Sample objective Sample size Sample design Data collection Data analysis Limitation of study Objective of study Hypothesis	63-67
4.	DATA ANALYSIS & Interpretation	68-78
5.	CASE STUDY	79-84
6.	Findings	85
7.	Suggestion	86
8.	CONCLUSION	87
9.	BIBLIOGRAPHY	88

Chapter 1

Introduction: -

By convention the term 'Money market' refers to the market for short term requirement and deployment of funds. Money market is the instrument which have less than one year as a maturity period. The most active part of money market is the overnight call money and term money between the Banks, Financial Institutions, as well as Call Money market transaction. Call money or Repo are the two short term money market products.

The below mentions instruments are the money market instruments:

The financial markets where instruments are highly liquidating and are of short maturity period which are traded in the market is called as money market. It is a generic definition. The player who indulge or who trade for short term for several days to less than a year. It is generally use for borrowing and lending for a short period. Due to high liquidate nature of security and short maturities, money market is placing to are recognized as a safe place to lock in money i.e. to invest in money market.

The participants in financial market are of thin line, differentiating between capital market and money market.

Capital market refers to stock market where the stock is being traded in market and bond markets where the bonds are being issued and traded. This is the sharp contrast to money market which provide the short-term debt financing and investment. In money market, there is borrowing and lending for periods of a year or less. There are seven type of money market instruments: - 1) Certificate of deposit (CD)

2) commercial paper (C.P)

3) Treasury Bills

4) Inter Bank Participation certificates

5) Bill Rediscounting

6) Inter Bank Term Money

Objective of money market: -

The following are the important objectives of a money market:

To provide a parking place to employ short-term surplus funds.

To provide room for overcoming short-term deficits.

To enable the Central Bank to influence and regulate liquidity in the economy through its intervention in this market.

To provide a reasonable access to users of Short-term funds to meet their requirements quickly, adequately and at reasonable costs.

Chapter 5

Conclusion: -

- The money market is a vibrant market, affecting our everyday lives. As the shortterm market for money, money changes hands in a short time frame and the players in the market have to be alert to changes, up to date with news and innovative with strategies and products.
- The withdrawal of non-bank entities from the inter-bank call-money market is linked to the improvement of settlement systems.
- Any time-bound plan for the evolution of a pure inter-bank call/notice money market would be ineffective till the basic issue of settlements is addressed.
- In brief, various policy initiatives by the Reserve Bank have facilitated development of a wider range of instruments such as market repo, interest rate swaps, CDs and CPs.
- This approach has avoided market segmentation while meeting demand for various products.
- These developments in money markets have enabled better liquidity management by the Reserve Bank.
- The money market specializes in debt securities that mature in less than one year
- Money market securities are very liquid, and are considered very safe. As a result, they offer a lower return than other securities.
- The easiest way for individuals to gain access to the money market is through a money market mutual fund.



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Index

Sr. No	Particular	Page No.
1	Introduction	1-2
1.1	Chapter - 1	
2	Meaning of an rural finance	3-17
3	History of the economic structure of India	18-21
1.2	Chapter-2	
4	Objective	22-23
5	Micro finance in an Indian context	24-31
6	Structure of Rural credit in India	32-41
1.3	Chapter-3	
7	Financial inclusion	42-49
8	Scops	50-51
1.4	Chapter-4	
9	Challenges of ICTs role in rural banking	52-54
10	NABARD	55-63
1.5	Chapter-5	
11	Analysing rural finance in the Indian economy using a SWOT	64-66
12	Advantages & disadvantages	67-68
13	Data analysis and interpretation	69-71
14	Various finance scheme offered from government	72-75
15	Research Methodology	76-79
1.6	Chapter-6	
16	Recommendations	80
17	Findings	81-82
18	Suggestions	83-84
19	Appendix	85-86
20	conclusion	87
21	Webliography	88

Introduction

Rural finance covers the range of financial services offered and used in rural areas by people of all income levels. Under provision of financial services, in appropriate products and absence of appropriate savings instruments in rural areas have cut into households' limited capital resources and weakened local growth prospects. Expansion of rural financial services can create a win-win scenario that will promote growth and help reducing poverty. Building access to financial services has long been considered as an effort for poverty reduction in various developing countries. Researchers have tried to validate this fact on various aspects and have concluded that poverty reduction of Rural poor will be driven, among others, by financial inclusion, financial literacy, accessibility to financial services, efficiency and effectiveness of rural financial system, as far as financial services are concerned. Studies confirm that poor are by necessity entrepreneurial, but cut off from most financial services and lack a level playing field.

This paper elaborates and highlights the finding by different authors on above mentioned aspects of rural finance. Access to Financial Services and its importance in spreading rural finance. There have been many studies to find out the relationship between access to financial services and poverty reduction of rural poor. Gladson (1995) opines that majority of the population in Less Developed Countries not only lives and works in the rural areas but have little or no access to financial services. The lack of access to financial services is considered as one of the major constraints to rural sector development, particularly to increasing investments and productive activities. Nachiket (2005) opines that while ensuring the accessibility of financial services does not constitute the sole panacea for economic growth, there are definite causal links between ensuring such Increased access, growth and poverty reduction. Stijn (2006) and others find that over the last decade finance has been recognized as an important driver of economic growth. Stijn (2006) found access to financial services as an important aspect of development and more emphasis is being given to extend financial services to low-income households. Thorsten and Augusto (2007) opined that lack of access to financial services is often indiscriminately decried as problem in many developing countries. Vighneswar (2011) concludes that access to finance by the poor is a prerequisite for poverty reduction and sustainable economic

block through its branches. Which will reduces the cost of supervision, improve quality of monitoring and be beneficial to the customers.

Research findings on rural finance in the Indian economy

1. Financial Inclusion Impact: Studies consistently show that initiatives aimed at expanding rural finance, such as PMJDY and NRLM, have had a significant impact on financial inclusion in rural areas. These initiatives have led to a substantial increase in the number of bank accounts opened in rural regions, thereby improving access to formal financial services for previously underserved populations.

2. Role of Microfinance Institutions: Research indicates that microfinance institutions (MFIs) play a crucial role in providing credit to small and marginal farmers, women entrepreneurs, and other underserved groups in rural India. MFIs have been successful in extending financial services to remote areas where traditional banks have limited reach, contributing to poverty reduction and economic empowerment.

3. Challenges in Agricultural Lending: Despite efforts to increase credit flow to the agricultural sector, studies highlight persistent challenges in agricultural lending, including high default rates, inadequate collateral, and risk aversion among financial institutions. These challenges often result in limited access to credit for smallholder farmers, inhibiting their ability to invest in agricultural productivity and livelihood improvement.

4. Digital Finance Adoption: Research shows a growing trend towards the adoption of digital finance solutions in rural areas, driven by factors such as increasing mobile phone penetration, government-led digital payment initiatives, and the emergence of fintech startups. Digital finance has the potential to enhance financial inclusion, reduce transaction costs, and improve the efficiency of financial service delivery in rural India.

5. Impact of Government Policies: Studies evaluate the impact of various government policies and schemes on rural finance, including interest rate subsidies,

Conclusion

Agriculture and its associated activities are found constituting the economic based and the main source of livelihood and employment for the people in the state.

However, unprecedented growth of population on one hand and decreasing rate of available agriculture land along with degradation of supporting natural resources as required for sustaining crop productivity on the other have been seriously forcing the problems of sustaining livelihood for farming communities. It is becoming difficult to do the farming activity without external internal sources. In this context the significance of extending non-farm sector becomes only alternative but it also required finance assistance for its development.

Means a lot of hard work & government awareness is required to flow the finance assistance in rural economy. But various schemes which are provided by the various banks & government should be specific in its eligibility criteria to stop the misuse of these funds by large farmers and to ensure that the credit reaches the farmers who are in need of finance.



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SR NO.	DESCRIPTION	PAGE NO.
1.	<u>CHAPTER-1 INTRODUCTION</u>	
	Introduction	01
	Purpose / Objective of The Study	02
	Hypothesis	03
	Scope	04
	Limitations	05
2.	<u>CHAPTER-2 LITERATURE REVIEW</u>	
	About The Industry	18
	About The Company	21
	SWOT Analysis	45
3.	<u>CHAPTER-3 RESEARCH DESIGN</u>	
	Type of Research	57
	Research Method	57
	Types of Data	57
	Sample Size	58
	Sample Method	58
	Data Collection Method	58
4.	CHAPTER-4	
	Classification And Tabulation Of Data	59
5.	CHAPTER-5	
	Analysis & Interpretation Of Data	65
6.	CHAPTER-6	
	Findings, Conclusion & Recommendations	86
7.	ANNEXURE : QUESTIONNAIRE	91
8.	BIBLIOGRAPHY	96

CHAPTER-1

INTRODUCTION

- In this study, the function within the human resource department is analyzed with respect to performance evaluation system of the company. Performance appraisal system is considered as an important tool in all organizations for achieving goals effectively and efficiently.
- The study recommends that there should be a fair treatment for employees so that it does not demotivate an employee or have a negative impact on goal accomplishment.
- Through this findings, the company has a very well designed Performance appraisal system, which involves feedback as well as a reward system for the employees and employees are also satisfied are with the existing Performance appraisal system.
- But, more efforts are needed to be taken to make the approach more effective to ensure increased productivity and high morale among the employees, which would lead to further growth of the company in all together.

FINDINGS

❖ The following are the key findings are found while performing the survey for identifying the impact of performance appraisal system.

1. Adidas group follows the 360⁰ appraisal process which is user friendly and easily accessible with the organization.
2. The majority of people fall under the age 25 with 32%.
3. 62% are males and 45% are females do work.
4. Majority of people says yes
5. 48% of employees are assessed once in a 3 months and 40% are assessed once in a 6 months and 12% of employees are assessed once in a year.
6. 82% of the people think that performance appraisal helps to change employee's behavior whereas 18% says No.
7. 84% of the people improve the performance after the process of performance appraisal, whereas 16% of the people are not improving the performance after the process of performance appraisal.
8. 66% of the people received increment in the salary after performance appraisal, whereas 34% people do not receive any increment in the salary after performance appraisal.
9. 36% of the respondents are strongly agree because the advices and suggestions are given to the employees during the appraisal process and 14% of the respondents are disagree.
10. 84% of the respondents says yes because performance appraisal gives constructive criticism in a friendly and positive manner whereas 16% of the respondents says No.

CONCLUSION



Finally, from the project I conclude that,

- ☐ In view of the subsequent data Adidas is one among of the manufacturing sector who got to produce more output by implementing **new technologies, new tariffs, and new consumer satisfaction value added services.**
Further it is still the foremost important manufacturer in the world in terms of geographic reach and quality.
- ☐ However, Adidas Group adopts 360-degree appraisal system. After appraising the performance of employees the organization should give feedback to its employees to enhance their performance and to meet the standards.
- ☐ It is concluded that each one respondents are aware of the current performance management system and does not need to change.
- ☐ Finally, I conclude that Most of the HR professionals aren't feel comfortable with conducting performance review. So, create a trust in them about performance review techniques and maintaining good relationship with employees for improving their performance and accomplishing goals and objectives of the organization.
- ☐ Hence, **Alternate hypothesis is proved.**



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INDEX

Chapter	Contents	Page no
1	INTRODUCTION	6-36
1.1	OVERVIEW OF BANKING PAYMENT SYSTEM	
1.2	ROLE OF TECHNOLOGY IN BANKING	
1.3	IMPACT OF BANKING TECHNOLOGY ON IMPROVEMENT OF CUSTOMER SERVICES	
1.4	RELATIONSHIP BETWEEN ADVANCE BANKING TECHNOLOGY AND CUSTOMER SERVICES	
1.5	EVOLUTION OF INFORMATION TECHNOLOGY IN BANK	
2	RESEARCH METHODOLOGY	37-42
2.1	INTRODUCTION	
2.2	METHODOLOGY OF STUDY	
2.3	OBJECTIVES	
2.4	SCOPE	
2.5	LIMITATIONS	
2.6	SIGNIFICANCE	
2.7	SAMPLE SIZE	
2.8	DATA COLLECTION	
3	REVIEW OF LITERATURE	43-50
3.1	INTRODUCTION	
3.2	CONCEPTUAL FRAMEWORK	
3.3	CURRENT SCENARIO OF ELECTRONIC PAYMENT SYSTEMS	
3.4	ELECTRONIC PAYMENT SYSTEM VISION IN INDIA AFTER 2009	
3.5	HIGHLIGHTS OF ACHIVEMENTS OF PAST PAYMENT SYSTEM VISION	

Chapter 4 : DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

In the digital era, technology has significantly impacted banking payment systems, enhancing customer satisfaction. The adoption of digital payment channels like mobile banking, online banking, contactless payments, and P2P platforms has led to a shift in consumer behaviour. Factors influencing customer satisfaction include usability, security, reliability, convenience, and personalization. Data analytics and artificial intelligence (AI) are crucial in enhancing banking payment systems and optimizing customer experiences.

Compliance with regulatory frameworks and industry standards is essential to maintain trust and mitigate risks associated with digital transactions. Overall, a comprehensive analysis of technology's impact on banking payment systems offers valuable insights for financial institutions to optimize their strategies and deliver superior experiences.

Q How Old are you?

18-27	71.4%
28-37	14.3%
38 and above	9.5%
other	5.7%

Chapter 6: Findings

6.1 Introduction

The rapid advancement of technology has profoundly transformed various industries, and the banking sector is no exception. In recent years, technological innovations have revolutionized banking payment systems, reshaping the way customers interact with financial institutions and conduct transactions. From the advent of online banking to the widespread adoption of mobile payment solutions, technology has significantly enhanced the efficiency, convenience, and security of banking payment processes.

As banks continue to embrace digital transformation, it is essential to understand the implications of these technological changes on both the industry landscape and customer satisfaction. This study aims to explore the impact of technology on banking payment systems and to measure customer satisfaction in the context of these evolving trends. By examining the latest developments in payment technologies, analyzing customer preferences and behaviors, and assessing satisfaction levels, this research seeks to provide valuable insights into the intersection of technology and banking services. Through a comprehensive examination of these factors, we can gain a deeper understanding of how technology is shaping the future of banking and its implications for customer experience and satisfaction.

6.2 Key Findings and Implication of Study

The study on the impact of technology on banking payment systems and measuring customer satisfaction yielded several key findings with significant implications for the banking industry. Firstly, the integration of advanced technologies such as mobile banking apps, digital wallets, and contactless payment options has revolutionized traditional payment systems, making transactions more efficient, convenient, and secure. This transformation has not only streamlined banking operations but also enhanced the overall customer experience, leading to higher satisfaction levels among consumers.

Secondly, the study revealed that customers increasingly prefer digital payment

6.3 Conclusion of Study

In conclusion, the study examining the impact of technology on banking payment systems and measuring customer satisfaction reveals significant advancements and challenges within the industry. The integration of technology has undoubtedly revolutionized payment systems, offering convenience, efficiency, and security to customers. Mobile banking, online transactions, contactless payments, and digital wallets have become increasingly prevalent, reshaping the way individuals manage their finances. However, this transformation also brings forth concerns such as cybersecurity risks, data privacy issues, and the digital divide among certain demographics.

Furthermore, while technological innovations aim to enhance customer satisfaction by providing seamless banking experiences, it is imperative for financial institutions to continually assess and improve their services to meet evolving consumer expectations. Strategies focusing on personalized experiences, user-friendly interfaces, proactive customer support, and robust security measures are vital in fostering long-term loyalty and trust. Overall, the study underscores the pivotal role of technology in shaping the future of banking payment systems and emphasizes the importance of prioritizing customer satisfaction in this dynamic landscape. By leveraging technology effectively and prioritizing customer-centric approaches, banks can navigate challenges, seize opportunities, and ultimately thrive in the digital age.



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INDEX

SR. NO	CONTEXT	PAGES
1	INTRODUCTION	1
2	COMPANY PROFILE	5
3	REVIEW OF LITREATURE	9
4	OBJECTIVES OF USING SOCIAL MEDIA IN HRM	13
5	BENEFITS	28
6	RESEARCH AND METHODOLOGY	47
7	DATA ANALYSIS	59
8	CONCLUSION	74
9	REFERENCE	77



• Data Sources:

Secondary Data

It is the data which has already been collected by someone or an organisation for some other purpose or research study. The data for study will be collected from various sources like books, journals, magazines, internet sources, etc.

• Research Design:

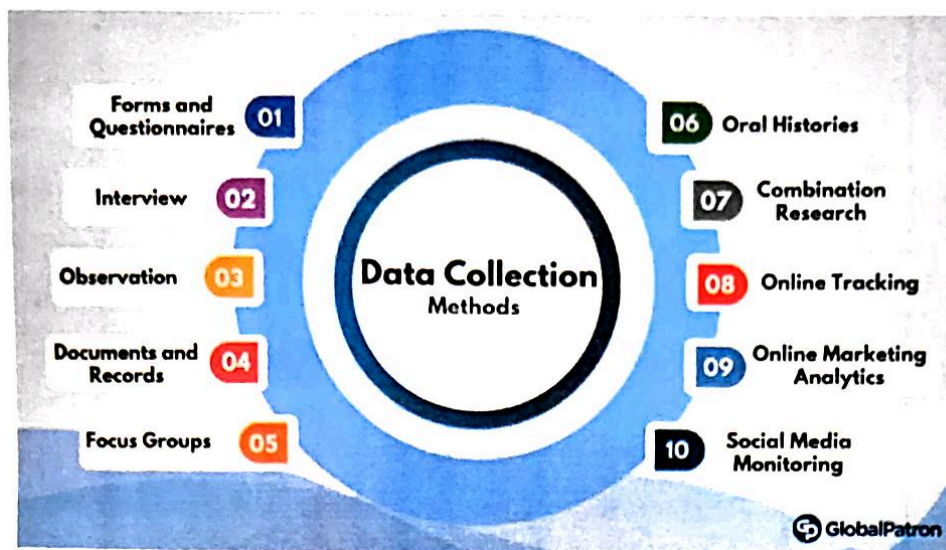
Descriptive Research will be used for this research

• Research Universe:

The study is confined with Palghar District and respondents comprise of the person dealing with capital market, students, working class people, etc. with or without experience of the M&A.

• Sampling Technique

Non-probability Technique and Convenience as well as Snow-ball Sampling method



Data Collection: LinkedIn provides various APIs and tools for data extraction. You can use LinkedIn's official API or third-party tools like Octoparse or Phantombuster to scrape data from profiles, job postings, company pages, etc. Alternatively, you can manually collect data or purchase datasets from reliable sources if available

Data Collection Methodology involves determining how you will gather the data needed for your LinkedIn analysis. Here are some key points:

1. LinkedIn APIs

provides Application Programming Interfaces (APIs) that allow developers to access certain data from the platform. These APIs may provide access to information such as user profiles, job postings, company pages, and engagement metrics. Using LinkedIn's APIs can be a convenient and official way to collect data.

2. Web Scraping Web scraping involves extracting data directly from LinkedIn's website using automated tools or scripts. This approach allows you to gather a wide range of data, including information that may not be available through official APIs. However, it's important to review and comply with LinkedIn's terms of service and robots.txt file to ensure ethical and legal data collection.

social media offers numerous benefits for enhancing **HR management** practices.

Through platforms like LinkedIn, Facebook, Twitter, and others, HR departments can effectively source talent, engage with candidates, and build employer branding. Here are some key points to consider Social media platforms provide vast networks of professionals, making it easier for HR managers to identify and reach out to potential candidates. LinkedIn, in particular, serves as a powerful tool for talent sourcing, allowing recruiters to search for candidates based on specific criteria such as skills, experience, and location.

Active engagement on social media platforms helps organizations build their employer brand by showcasing company culture, values, and achievements. Sharing employee testimonials, behind-the-scenes content, and industry insights can attract top talent and differentiate the organization from competitors. Social media profiles offer valuable insights into candidates' professional backgrounds, interests, and online behavior. HR managers can use this information to supplement traditional resumes and assess candidates' suitability for roles. However, it's important to ensure that screening processes adhere to legal and ethical guidelines to avoid discrimination or privacy breaches.

Social media can be leveraged to foster employee engagement and strengthen internal communication. Platforms like Yammer or Slack facilitate collaboration and knowledge sharing among team members, regardless of geographical location. Additionally, recognizing employee achievements and milestones on social media platforms can boost morale and reinforce a positive company culture. Social media platforms offer opportunities for continuous learning and professional development. HR departments can curate content relevant to employees' roles and interests, share industry news and trends, and facilitate discussions around best practices and innovative ideas.

social media can be a valuable tool for enhancing HR management practices, from talent sourcing and recruitment to employee engagement and development. By leveraging social media effectively, organizations can attract top talent, strengthen employer branding, and foster a positive workplace culture. However, it's crucial for