

INDIAN BANKS: MOBILE BANK BRANCHES, MOBILE ATM'S; AN INITIATIVE FOR INCLUSIVE, CONVENIENT AND TRANSPORTABLE BANKING

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ABSTRACT

The main objective of this research paper is to find out whether the individual Indian Banks offer Mobile Bank Branches, Mobile ATM services or not.

This was pursued by conducting structured interview of branch heads of the selected 16 scheduled banks of Meerut (U.P.). The researcher with the help of a questionnaire inquired from the branch heads of selected banks and compared the responses with the desired state using GAP Analysis Worksheet. This was also pursued by collecting secondary data from Reports, Regulations and Notifications of RBI and websites of RBI, World Bank, IIEEE, selected banks etc and studying the various Newspapers, brochures, products and services as well as procedures of selected Indian banks.

The study indicates that SBI, PNB, CBI, Syndicate Bank, Andhra Bank, Federal Bank, ICICI Bank, HDFC, Axis Bank provide Mobile ATM service for rural areas as well as for specific locations and occasions. Banks are providing such services in challenging and harsh terrains such as deserts in Rajasthan, Back waters in Kerala, Hilly areas as well as other remote rural areas of the country. The study also indicates that there is virtually no distinction between Mobile Branches / Banks and Mobile ATM services; it is basically an extension of an ATM in movable form and not purely a transportable Bank Branch.

KEY WORDS: Brick and Mortar Banks, Click and Mortar Banks, Mobile Banks, Mobile Branches, Branch on wheels, Mobile ATM, Inclusive Banking, Transportable Banking

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