



**Report On
“Women Banking in The City Bank”**

Submitted To

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Subject: Submission of Internship Report on City Alo of The City Bank Limited

Dear Ma'am,

It gives me a great deal of joy to present the internship report that I was required to submit as part of my Bachelor's degree program at United International University's School of Business & Economics (SOBE). I'm happy to inform you that I completed my internship report on "City Alo" satisfactorily. I placed forth considerable effort and effectively finished my internship program at The City Bank Limited for the most recent months (CBL).

Working with CBL was a great learning experience for me as it teaches the differences between practical and theoretical work. It is important to note that the knowledge I have acquired during my internship term will surely assist me practically and in my professional arena.

With all due respect, let me take this opportunity to thank you for the advice and recommendations you have provided, which I expect to continue receiving in the future. Despite everything, I have made an effort to address every pertinent issue.

Sincerely yours,

Khadizatul Kubra

Student ID: 111 181 153

Declaration of Student

First of all, let me reassure you that the internship report on "Women Banking in The City Bank Limited" does not only repeat earlier studies. I have made every effort to make this information as pertinent as possible. I additionally ensure that nobody will see this report and that it has never previously been used for any other kind of research.

.....

Khadizatul Kubra

Student ID: 111 181 153

Acknowledgment

This internship experience has been a very positive outcome for me because it has equipped me with the real-world skills that I need to comprehend the outside world. I have gained a lot of knowledge about the workplace through this internship program and it has also helped me to develop my social abilities and self-assurance.

Firstly, I would like to take the opportunity to express my gratitude to my supervisor, Mrs. Nusrat Farzana, Assistant Professor, School of Business & Economics (SOBE), United International University, for her invaluable time and guidance during my internship.

I am deeply thankful to all the staff of City Bank Ltd. Jamuna Future Park branch for providing me with valuable information and guidance throughout the report. I'm especially grateful to Mr. Munibur Rahman, the branch manager, for his thorough support and guidance. I appreciate the enthusiasm and cooperation of all the staff members in helping me to complete this report. I thank them all for their selfless effort and support.

I am grateful to United International University for outlining the internship program that provided us the opportunity to gain some practical knowledge and work experience.

Executive Summary

This internship report will be considered as the last stage of my BBA program. This report is created using data from my three-month internship at City Bank Limited. This report's goal is to examine the current situation of women banking. Beginning in 1983, the city bank limited (CBL) has developed in their top managerial and technological sector over the time. City Bank has always placed a high priority on the advancement of women, as evidenced by their past deeds. Most recently, they introduced the service, "City Alo", which is tailored specifically for women.

City Bank recently launched its women specific banking division, known as 'City Alo' across all of Bangladesh. The "City Alo" is a center for female bankers. This division focuses specifically on the transactions, growth, opportunities and development of women. Not everyone in Bangladesh is familiar with the idea of women's specialized banking, but it will become more common place in the future. This report aims to identify City Alo's women specific banking.

Additionally, it offers uneducated women the chance. A woman business owner can get financial assistance and "City Alo" also offers its suggestions on how to succeed.

Whoever wants to learn more about "City Alo" will find this report to be extremely useful and informative. It may be quite difficult for employees to manage their professional and home life in the banking industry, which is one of the fastest and most competitive industries to work in.

This report was prepared utilizing material I obtained from City Bank during my internship period. This report details the services that "City Alo" provides, their target market and other information. Here, you will also find the fundamental details and offerings of City Bank.

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CHAPTER 1

INTRODUCTION

1.1 Origin of the Report:

This report is the partial accomplishment of the course requirement of the BBA program because it is the first step to enter in corporate sector and gather practical real life work experience. Well, after an interview session I joined in “The City Bank Ltd.” at Jamuna Future Park branch and worked with high degree of ability.

1.2 Objectives of this report:

There are two conceptions of objectives and these are included in the study. One is Primary objectives and another one is Secondary objectives.

Primary Objectives: The very basic primary objectives of the study is to know about the internal activities like their environment, working culture. This will help me in applying any hypothetical knowledge in practical work life.

Secondary Objectives: The secondary objective of this study is to gain the applicable knowledge of working area include:

- To identify the general activities of The City Bank Ltd.
- To highlight the aspects of women banking in Bangladesh
- To know the services that are given properly by The City Bank Ltd.
- To highlight the facilities currently The City Bank Ltd. is providing to their female clients
- To know the unique services given by The City Bank Ltd. than its competitors

1.3 Methodology of the report

To start with, the data have been collected from primary sources, such as questionnaires, interviews, surveys and focus group discussions. This has been used to gain insight into the organization and their operations. Furthermore, secondary sources like published documents, books and articles were also used to get additional information about the company.

1.4 Selection of the topic:

The City bank Ltd. (CBL) conveys a new product for women which is “City Alo”. This report is all about the women banking. This topic seems interesting and very lucrative at the same time. It was discussed and approved by the supervisor.

1.5 Scope of the report:

Banking sector is undoubtedly a large and complicated area. This institution has different products, different services and different customers. Various departments of a bank perform different activities.

This report was constructed using information from The City Bank Ltd.'s Jamuna Future Park branch's 2022 female customer activity. It is a part of deposits, small-dollar loans, debit and credit cards, and international remittances. It discusses the City Bank Ltd.'s organizational structure as well as its many departments. Well, the "Women Banking Activities of the City Bank ltd." are the main emphasis of this research.

CHAPTER 2
OVERVIEW OF The
CITY BANK LIMITED

2.1 Company Profile of The City Bank:

The city bank ltd. was established as a public limited company with limited liability on March 14, 1983 (formal inauguration march 2, 1983) in Bangladesh with the main goal of conducting all types of banking business.

The services of City Bank currently include a wide variety of different industries, trades, and transactions that are tailored to the unique demands of the customers and are renowned for their excellent promptness and quality of one-on-one care. The Bank has increased the scope of its services throughout time. The broad regional network, which is constantly expanding, offers and transports a range of goods and services. Currently, the bank operates 89 online branches across the nation, one of which is a functional Islamic Banking branch. City Bank presently operates 100 ATMs on its own; it also has a shared ATM network with a partnered bank that has 225 ATMs, SMS Banking, Interest Banking, and other services. Along with standard distribution locations, the bank is also quite active in the sustainable transportation field and presently has 10 SME distribution centers and 1 SME agro center distributed across the broad spectrum of the country. The Customer Call Center has already commenced operations.

These following four segments are backed up by a strong clinical governance or management structure as well as a sophisticated IT Infrastructure under a legitimate internet banking network. These centralized management segment-based aspects of business models ensure that the bank's varied customer segments receive direct relevance and offerings. Few local banks, including The City Bank, operate according to the conventional branch-based, decentralized, geographically controlled business model. Instead, the bank runs its operations and activities organically, through 4 separate business units, from its headquarters which include:

- Corporate & Investment Banking
- SME Banking
- Retail Banking
- Treasury & Market Risks

2.2 Mission, Vision & Values of The City Bank Ltd.

Vision

To have the highest level of social commitment and best practices of any bank in the nation.

Mission

- To contribute in the socioeconomic advancement of the nation.
- To attain the highest level of customer satisfaction through extension of services by dedicated and motivated team of professionals.
- To maintain the high moral and ethical standards.
- To continue expanding market share while ensuring steady growth.
- To make sure that the management system is enthusiastic and that the human resources are empowered.

Values

- Driven by Results
- Being Committed & Connected
- Being Responsible and transparent to the shareholders and clients
- Primarily focused on Client Satisfaction
- Being Courageous & Compassionate

2.3 Social Commitments of the City Bank

The city bank limited has consistently upheld its social obligations by participating in a variety of community initiatives, such as funding the Daridra Durikoron Shangstha, advancing sports and games, promoting environmental sustainability etc.

2.4 Strategy of The City Bank

Building and maintaining a workable fit between the organization's goals, capabilities and resources is the practice of market oriented strategic planning known as "City Bank" such an approach aims to restructure the bank's operations and offerings in order to

increase profits and yield targeted growth. Two organizational levels exist and they are as follows:

➤ **Location based strategy**

Since branch locations with a high concentration of other businesses and industries are crucial to the growth and profitability of the banking industry. Additionally, its location-based strategy is its main strength. In Bangladesh, the CBL has nearly 102 branches spread across six distinct regions and 38 districts.

➤ **Business Level Strategy**

Well, the business level strategy follows a conservative lending approach. But the bank's major portion of the profit came from its retail and the SME section.

2.5 Products and Services of the City Bank

In this section, the current facilities offer by City Bank will be discussed thoroughly.

2.5.1 General Banking Services of the City Bank

City Bank is currently offering four distinct operations to their clients which include:

1. Corporate & Investment Banking

The activities that is offered in this department included financing: -

- Trade finance
- Invest banking
- Working capital finance
- Short or Mid-term Finance
- Interest rate on lending
- Cash managements
- Schedule of charges
- Project Finance
- Structured Finance
- Islamic Finance

2. Retail Banking

This division offers the following activities:

➤ Loan Products

The bank provides a variety of loans, including -

- Retail Loan
 - City Express
 - City Solution
 - City Scholar
 - City Drive
 - City Double Loan
 - City Credit Card
- Corporate Loan
- SME Loan

➤ Deposit Product

The bank also provides deposit products such salary accounts, current accounts, savings accounts, fixed deposit setup, fixed deposit with interest first, etc.

➤ Cards

- City Credit Card
- Nexus Pro
- American Express Card (Platinum, Gold, Green Blue, Agora, University of Dhaka, Corporate, the city bank, citymax)
- City Manarah card
- City Master Card (Platinum International, Regular)
- Platinum city debit card
- Visa Card (Platinum, debit)
- City max card
- ATM Debit Card
- POS Outlet
- ATM Locations
- Lost card or card replacement

3. SME Banking

SME Banking division offers the following activities:

- City muldhan
- City Monaca
- City Shula
- City Nosh
- City Sheba

4. Treasury & Market risks

For the greatest possible response to the customers' needs, City Bank Treasury has four teams, each of which is highly specialized. The following teams compete in the bank:

- Money market
- Foreign Exchange
- Market research
- Corporate sales

2.5.2 Additional Services of the City Bank

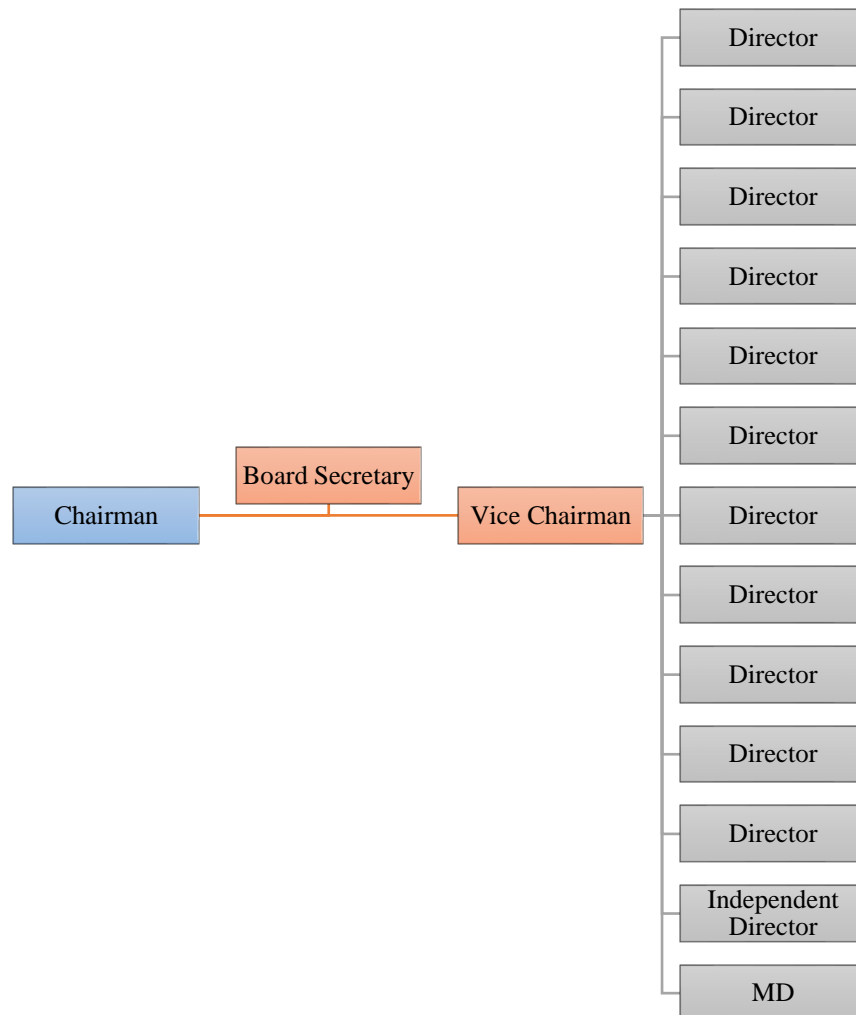
The city Bank also offers the following services and products to their clients:

1. Digital Banking
2. Wholesale Banking
3. Priority Banking
4. Treasury
5. Women Banking
6. Employee Banking
7. Agent Banking

2.6 Organization organogram

The following is the organizational chart for the board of directors and branch management:

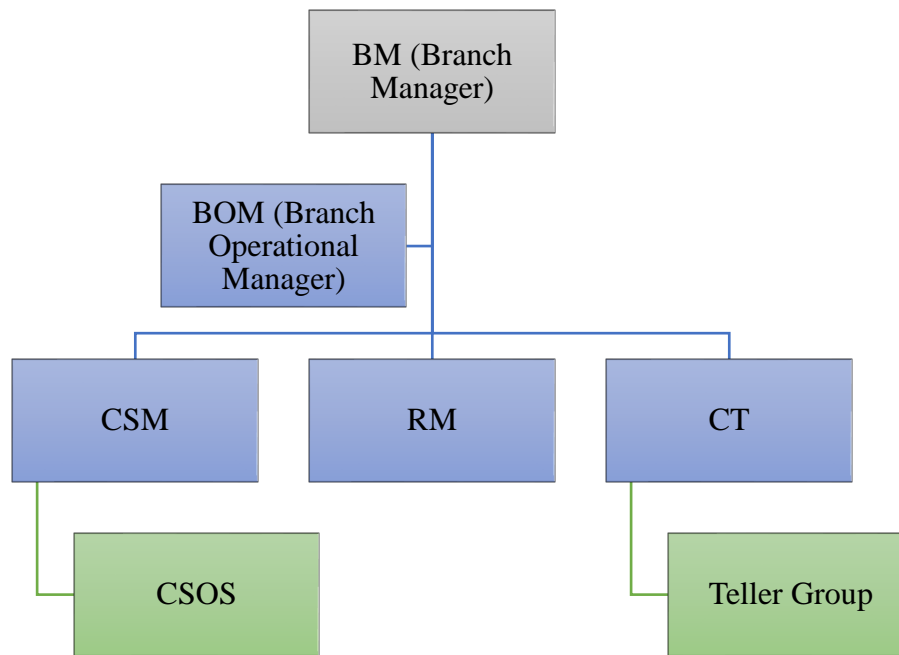
2.6.1 Board of Directors



2.6.2 Branch Management Organogram of City Bank Ltd

The Branch Management includes:

- ✓ CSM Customer Relationship Manager
- ✓ RM Resource Manager
- ✓ CT Chief Teller(cash)
- ✓ CSOs' Customer Relationship officers



2.7 Department of the City Bank Limited

- Human resources department
- Finance department
- Marketing Department
- Audit & Inspection Department
- Retail Banking & Consumer Banking Division
- Corporate Banking division
- Treasury Division
- Trade Service & Correspondents Banking Division
- SME Banking Division
- Card Division
- Loans and advance Division
- Information & Technology Division

CHAPTER 3

INTERNSHIP

EXPERIENCE

3.1 Job Description

I was given the opportunity to work in the general banking department at the Jamuna Future Park Branch, Bashundhara Residential which primarily manages operations. Opening accounts, distributing bank statements, providing debit and credit cards are just a few of the services this department provides, many of which are targeted toward female consumers.

During my internship, I didn't just focus on one area; I was called upon anytime a different department needed help with a project. In this way, I was able to personally help the clients. My contributions and activities in the department are listed below in detail:

2.2 Job Responsibilities

During my internship period, I was assigned to do the following responsibilities:

- Working at the Division of Loan and Card
- Opening new accounts for clients and distributing bank statements
- Filling out forms
- Assisting new clients with their problems and respond to their queries
- Answering phone calls and directing them to various departments

2.3 Functions of the Department

The primary function of the department include:

- Developing debit vouchers, which are usually used to track the data record.
- Making Pay orders and Account Closure (PO)
- Combining a month's worth of statements to create a statement of bill payment
- Making credit vouchers that incorporate pay orders and VAT
- Providing a checkbook to the account holder

CHAPTER 4
WOMEN BANKING IN
BANGLADESH

4.1 Women Banking in Bangladesh

Women are a family's main source of strength and if they use their skills effectively, can propel economic growth. Nowadays, the number of women in business sector is increasing day by day. To encourage women's entrepreneurship in Bangladesh, the government central bank, private sector, NGO development partners and donor agencies are all working together. They are also looking for opportunities, challenges and obstacles that they can use to their advantage. In Bangladesh, then number of women is almost half of the total population, so it's an essential part of nation's human resources. According to a survey, 54.1% of them started their business because they were self-motivated to achieve financial independence. Following cottages and small industries in receiving loan were almost 44.9% for micro industries. In the survey, 68% of the businesses were situated in urban areas. *1.97% of them have businesses that are registered. According to the survey, only 38.5% of businesses have balance sheets and of those only a small percentage have been audited. 90% of the 21 million consumers handled by MFIs in Bangladesh, where women make up the majority of the clientele, are women. And in terms of access to formal financial services, 35% of Bangladeshi women have bank accounts, which is higher than the South Asian region's average, (Shrader, 2015).

4.2 Factors impacting Women's Banking in Bangladesh

As per ("why women in Bangladesh", 2018), Bangladesh's economy is expanding, and women there are more literate and employed than ever before. Inclusion of women in the financial system will strengthen personal and family security greatly, enhancing Bangladesh's continued economic growth. Bangladeshi women suffer many of the same barriers to financial intermediation as women worldwide, including lack of financial literacy, low rates of mobile phone ownership, and a lack of products designed specifically with women in mind.

Women who do possess accounts with financial institutions, particularly those that employ mobile money, often have no idea why, how, or where they can use those accounts. In order to close the financial inclusion gap, it will be essential to identify and address those accessibility and communication problems. As per ("why women in Bangladesh", 2018), with the help of Women's World Banking's financial inclusion

strategy for Bangladesh, women there would have easier access to accounts and financial products that are important. Women who are unbanked or underbanked need an incentive other than withdrawing government benefits or their wages to use financial services to achieve their short- and long-term goals. The estimated 15 million women in Bangladesh who get government assistance and the extra estimated 13 million women who receive remittances represent a large squandered opportunity. Most of those women don't use their accounts to save earnings or achieve other financial objectives.

As per (Aziz, 2020), some of the challenges faced by members of the oral community while attempting to obtain formal financial services include being illiterate to fill out bank paperwork, lacking birth documents and government-issued NIDs, being without access to mobile phones and the system of issuing mobile phone numbers as bank account numbers, as well as having trust difficulties with banks and their functionaries. However, banks and the people who work for them often have very preconceived notions about how women should behave in the workplace. They frequently view hiring women as a "risky investment." It is mostly due to the fact that women typically have little or no asset bases, low or unpredictable or irregular incomes, poor financial literacy, and low demand for financial products and services. The "minimum balance account" scheme, as well as the advantages of saving money in a bank account or other formal saving arrangements, are not well known among women, according to Bangladeshi banks. This gendered gatekeeping process in Bangladesh has persisted throughout the years as a hidden reality that many officials of the financial sector still firmly reject, (Aziz, 2020).

The booming industries of the Bangladeshi economy are significantly boosted by the SME sector which is significantly led by women. As per (Kabeer, 2001), these SMEs are also essential for accomplishing the SDGs, particularly for ending poverty and generating economic growth.

As per (Khan, & Rahman, 2020), in spite of such successes, there are still certain restrictions and drawbacks that have been related to guarantors or collateral, despite the fact that Bangladesh Bank regulations have assisted women entrepreneurs in having better access to finance. Additionally, no attempt by the NBFIs has been made to assess the efficiency of the banks operating procedures in terms of assuring access to credit to the women account holders. The loan interest rate, rigidity about loan-related analyses, and collateral were noted by the women entrepreneurs seeking credit as the main

barriers to accessing financing. They also lack expertise and information about the locations where they should go to get help from CBs to obtain these loan facilities.

A common issue is an inability to find guarantors when the CBs need them. According to several female business owners, husbands who are hesitant to support their wives' ventures are likewise hesitant to act as guarantors. The bank's policy demands that unmarried women business owners' fathers, brothers, or other family members serve as guarantors. Siblings or parents are rarely willing to serve as a guarantor for single women business owners in patriarchal societies, (Khan, & Rahman, 2020). The decision of the CBs to not lend money without collateral also poses a problem for women entrepreneurs because most of them believe that the need for collateral is one of the biggest barriers to accessing financing.

To tackle these situations, guidance has also been issued for banks and non-bank financial institutions (NBFIs) for providing credit facilities to women entrepreneurs with an aim of identifying the regulatory gaps and demand and supply side constraints of access to finance for women entrepreneurs. This has undoubtedly assisted women in overcoming some of the obstacles they still face when trying to obtain credit from banks and NBFIs, (Khan, & Rahman, 2020).

CHAPTER 5
WOMEN'S BANKING
IN THE CITY BANK
LIMITED

4.1 Introduction to City Alo



The City bank offers additional services and a ladies branch specifically for female customers. The goal of banking has always been to help nations' economies since it was first established. It provides families and organizations with the liquidity they need for a better future.

City Alo, which means to “Light” in Bangla, was introduced in March 2019 at 30 of the bank's locations, with the program's headquarters located at a special women's banking coffee shop branch. City Alo provides specialized financial offerings, focusing on four groups of female customers like female entrepreneurs, homemakers, salaried women and professional women.

The non-financial services offered by the initiative include a number of business and financial training courses scheduled at the city alo center.

There are many established banks in Bangladesh, and one of them is the city bank, which was established in 1983. They use their ability to provide creative and effective solutions to help their clients understand their desires. As the best bank in Bangladesh, they are winning numerous awards for their creative ideas and network services. They have now developed a brand-new product called “City Alo”, which was made specifically for women.

As this report is being written on “City Alo” which is essentially a banking service for women, is the subject. It caters primarily to female clients and provides them with a range of financial services. Women now have the opportunity to invest in a variety of sectors. Additionally, they offer advice to both new and established business owners.

Mission of City Alo

- To offer a comprehensive financial experience that is specifically created for female clients.

- To develop an online network through their websites and a unique entrepreneurial course with NSU.
- Also offering clients advice and knowledgeable financial guidance via City Alo websites.

Vision of City Alo

To empower women in Bangladesh to reach out to them when they require financial assistance and to realize their full potential by acting as a reliable partner, while also emerging as the “Bank of Choice” for women.

4.2 Products and services provided by ‘City Alo’

➤ **City Alo Accounts:**

If we see the services provided by ‘City Alo’, the bank is currently providing 4 types of accounts for women,

- **City alo general savings account**

It offers useful tools that help you to manage your finances more effectively. They advise their female customers to start saving right away with just a BDT 1000 initial deposit, Convenient features to aid in money management. They are urging their female customers to start saving with just a BDT 1,000 minimum deposit.

- **City Alo high value savings account**

Customers will receive life insurance protection through this account, as well as a discount card for specific hospitals in Bangladesh. Essentially, it helps in some way in raising the income if their clients.

- **City Alo savings delight**

With attractive interest rates, clients’ savings are maximized. Customers can also take advantage of a tempting life insurance plan from them that offers a discount card for a list of preferred hospitals.

- **City alo business account**

This account is designed for the women entrepreneurs, providing the best propositions to help them to grow their startup.

➤ **City Alo Loans:**

Loans of City Alo gave 5 types of loans for women which include:

- **SME loan:** It's intended for small and medium-sized businesses, non-farm activities, agriculture and aggro-based industries, among other things. For female business owners, the flexibility and convenience are sufficient.
- **Personal Loan:** Whatever the occasion or need, a woman can purchase this and have all of her dreams come true.
- **Auto Loan:** This program, which has no hidden costs and offers financing up to 50% of the price of a new or reconditioned vehicle, can be helpful to women.
- **Home loan:** This mortgage is unquestionably essential for anyone who hopes to buy their own home. With a city alo home loan, a woman can create the house of her dreams. A loan amount of BDT 5lac to BDT 2 crore is available here.
- **City bike loan:** Additionally, a bike loan is provided to speed up her life.

➤ **City Alo Card Facilities:**

The City Alo card facilities includes

- **City alo Visa Debit card**

The first one is City alo Visa Debit card, which has many exciting features and benefits. By using this, female users can gain access to welcome vouchers with savings and quick cash back.



- **City Alo American Express credit card**

The second one is City alo American Express credit card, which is excellent for business women because it places a high priority on one's financial, physical and

psychological well being. There is 1% cash back on all wonderful gift cards, high end shopping, travel and dining.



➤ **Goal Based DPS account:**

It offers a target DPS account, which contributes to financial security in the future. With monthly payments ranging from BDT 500 to 50,000 and terms ranging from 6months to 120 months, this account offers interest rates of 5.50% to 7.00%.

4.3 City Alo Islamic Products

City Alo Islamic products offers islamic general savings account, islamic high value savings account and islamic savings delight account.

4.4 Opportunities in City Alo products

“City Alo” is primarily focused on providing women with specialized banking services through City Bank. Its objective is to provide female customers with a unique banking experience in a lovely working environment. There is a women branch of the organization located at Shanta Skymark Tower, 18 Gulshan Avenue. Customers can easily enter into the branch and can relax with a cup of coffee.



4.5 Qualitative Analysis of City Alo

Nearly 78% of female business owners don't approach bank employees for assistance, primarily because they don't know how to do so and possibly because they find it awkward to interact with men who work in banks. Most of the female business owners made their loan payments on time. One of the main objectives of the study was to determine whether banks were adhering to Bangladesh Bank regulations regarding women entrepreneurs. Nearly 150 of the bank's locations have desks specifically for women at 144 of them.

A qualitative analysis on women banking of other top notch commercial banks of Bangladesh is discussed below through a comparison among the women banking system with some other banks. A qualitative analysis on- Eastern Bank Ltd, Mutual Trust Bank, Brac Bank, Mercantile Bank Ltd, Standard Chartered Bank, and Socio Islami Bank Limited will be done below to get a better view of the current banking system of City Alo.

<p>EBL-Women Banking</p>	<ul style="list-style-type: none"> ➤ Eastern Banking offers aggressive retail banking, strong online service, excellent leadership and technological leadership. ➤ EBL women's saving was created specifically for female customers. It is tailored to offer you the best financial return, transaction simplicity and a variety of other special deals. ➤ For salaried female employees, they also offer an EMI based loan facility for any permitted purpose. EBL claims to be growing like never before from a cutting-edge installation ➤ It is specifically made with tier-based bank deposits for female customers. It is tailored to offer customers the best return on their investment, convenience of transaction, and many other special benefits, such as a 30% reduction in the locker charge, BDT 100,000 in accidental life insurance,
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	<p>and BDT 50,000 for the treatment of numerous serious illnesses.</p>
<p>MTB Angona- Mutual Trust Bank</p>	<ul style="list-style-type: none"> ➤ One of the top private commercial banks has already implemented a thorough plan with bigger credit limits and a focus on potential female entrepreneurs. They provide MTB- Bhagybati and MTB Gunabati, two cutting edge financial products for female business owners with significant market share in the nation's credit market due to some of their distinctive features. ➤ The MTB Bhagybati loan is only available to SME's with female owners. It offers loans with terms up to three years and a range of BDT 1 lac to BDT 25 lac. ➤ However, they only grant loans to people who have at least one year of business experience. On the other hand, they provide MTB Gunabati, a loan product with a single digit rate of interest that can be used for manufacturing and other purposes.
<p>TARA- Brac Bank</p>	<ul style="list-style-type: none"> ➤ Brac Bank continues to look into ways to empower women because she believes strongly in the indispensable role that women play in society. They specifically provide Tara loans to women. ➤ Through improved access to information about banking and with banking solutions, Tara seeks to improve women's self-esteem and decision-making abilities. ➤ By networking and exchanging experiences in the country's new professional and business arenas, this motivates women.

	<ul style="list-style-type: none"> ➤ Additionally, they offer the Tara Uddokta current account, an intriguing generating account created specifically for women business owners. In addition, they offer the Tara Flexi DPS, Tara triple benefits saving account and many others.
<p>Aporajita Masik Munafa Prokolpo”-- Mercantile Bank Ltd</p>	<ul style="list-style-type: none"> ➤ Mercantile Bank Ltd. Launched their new deposit scheme product called “Aporajita Masik Munafa Prokolpo” specially for independent, ambitious working women who have a fixed amount of idle money or have their retirement benefits. ➤ With hassle free banking services, this product has been specifically designed to give female customers the best return on their hard earned money. ➤ The requirement that the minimum deposit be at least BDT 50,000 is crucial in this situation. After maturity, the principal will be returned in a period of between three and five years. ➤ After a year, the savings rate of interest will be applied in the event of an early withdrawal. However, there won’t be any interest applied if you cash your check before the predetermined deadline.
<p>Orjon-BIL-Standard Chartered Bank</p>	<ul style="list-style-type: none"> ➤ The Standard Chartered Bank product "Orjon" has been designed to perfectly support the business requirements of female entrepreneurs. ➤ Women account holders are offered a 4.65% rate of return with a free personalized debit card, as well as 15% off of purchases at specific outlets when using the assigned Card.

	<ul style="list-style-type: none"> ➤ Other than that, the Women Entrepreneurs Association of Bangladesh (WEAB) and Standard Chartered have partnered together in subsidizing the potential women entrepreneurs with the goal of ensuring that representatives have improved access to credit. ➤ The relationship also includes consulting help, training workshops for female entrepreneurs, and sharing of knowledge dealing with financial solutions, (“Stancharts steps up”, 2021). ➤ By inviting their female account holders to pertinent meetings, workshops, and events that support women's personal growth and financial knowledge, this particular bank promotes women's empowerment. Through collaboration with various other associations that are actively enhancing microcredit for the entrepreneurs, they are improving their operations on the new operations they started. ➤ Additional advantages offered by "Orjon" include lower rates on overflow, personal loans, credit cards, and mortgages, free intra-bank and inter-bank transfers, and free cash withdrawals from any bank's ATM alternative. ➤ Any woman under the age of 18 is able to open an account, and account holders are also given the extra benefit of a monthly withdrawal limitation of four.
<p>Subarnolota" and "Subarno-Rekha-</p>	<ul style="list-style-type: none"> ➤ As the primary wage earners in the family, women benefit from special savings plans like

<p>Socio Islami Bank Limited (SIBL)</p>	<p>"Subarnolota" and "Subarno-Rekha" from Socio Islami Bank Limited (SIBL).</p> <ul style="list-style-type: none"> ➤ Under these plans, female account holders or policyholders receive a fixed expected revenue for up to three years in exchange for accumulating a minimum of Tk 10,000 or any multiple of that amount. ➤ And for the latter, the account holders will be making a tiny monthly deposit. The woman can then withdraw the entire deposit at once, together with a handsome profit, or use it as a periodic or monthly pension when it reaches maturity. ➤ By taking advantage of these programs, women can assure a stable financial future by receiving a lump sum payment with an attractive profit or a monthly pension, depending on their needs.
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CHAPTER 6

CONCLUSION

6.1 Discussion

To sum it up "City Alo" concentrated on offering City Bank's specialized banking services to women. The company's goal is to offer its female clients a distinctive banking experience in a nice working atmosphere. City Alo offers specialist financial services and targets four subgroups of female consumers: female business owners, female stay-at-home mothers, female wage earners, and female professionals. Numerous business and financial training courses scheduled at the city alo center are among the non-financial services provided by the program. The program includes five different loan types, four different types of savings accounts, and other card features. The initiative's non-financial services also include a number of business and financial training courses offered at the City Alo Center, as well as a dedicated website at www.cityalo.com where female entrepreneurs can find articles on professional growth, entrepreneurship, governance, lifestyle, health, etc. as well as a database of women-owned enterprises and outside service providers.

Despite these advantages, City Alo's advantages cannot be deemed enough due of the negatives identified during the survey. The cases found during the survey indicated that, due to the excessively high monthly installments, women account holders struggle to raise the required amount each month for their approved loans. Finding a guarantor and using one's own judgment are two further factors that are thought to make it difficult for women to operate under City Alo's current standards.

In terms of the role of loan intermediaries and microcredit programs, women are able to finance their SMEs through the funding of these potential distributors where financial organizations like Grameen Bank and Bangladesh Bank come up to strengthen the current banking system of Bangladesh. Although the male domination poses a serious challenge to women, especially married women, they must make the necessary investments to improve economically or, in some situations, for their own personal development.

Due to the additional features it provides to its current and potential female credit holders, Brac Tara has been at the top of City Bank's rivals in terms of the contributions other banks make to strengthening women's banking in Bangladesh.

6.2 Recommendations

Some suggestions have been made to City Bank to concentrate on their operational improvements in order to overcome the challenges:

- ✓ The top management and executive of the banks should be flexible to sanction loans to the women credit holders instead of considering it as a risky investment
- ✓ To ensure that financial services and their conditions are available to women who want to start their own businesses, City Alo should expand their certification program to other regions of Bangladesh.
- ✓ The bank could offer more training sessions, sponsorship opportunities, and workshops about women's banking to inform women about the advantages of using the City Alo service.
- ✓ To better the situation of women who are seeking start-ups or wish to launch their own firms with limited finance while selecting innovative concepts, the interest rate should be considerably reduced.
- ✓ To make it easier for women to make their own financial decisions, management should also reconsider its guarantor policy.

6.3 Conclusion

After reviewing the whole report, it can be concluded that, as the current economic development of Bangladesh is significantly represented by women as well, there Bangladesh Bank including big banks is coming forward to enhance women's empowerment through introducing several operations particularly dedicated to women for easy access. As per ("Women's Participation", 2022), concerning the assertion that it is difficult for women to obtain loans, Bangladesh Bank has issued guidelines for banks, requiring each branch to train three or more female entrepreneurs and to offer loans to at least one of them. This will help banks like City Bank run more efficiently and produce better outcomes for initiatives like "City Alo." In addition, many large banks prefer big borrowers over women, and many women receiving social safety net benefits are unable to manage their finances since they do not own cell phones. These women might be given money through their sons' cell phones, who then spend it.

As City Alo operates with the goal of providing a holistic financial experience that is especially designed for female clients to build an online network through their websites and a distinctive entrepreneurship course with NSU while offering clients assistance

and competent financial guidance via City Alo websites, there are some good reasons for this that might be taken into consideration to improve the economic situation of Bangladesh in the banking industry. Due to the rigid operating system that banks and other financial institutions currently use to sanction loans or other financial benefits for women, as well as the lack of awareness of the existing benefits among women credit holders, particularly in rural areas, the results of the current policy changes are insufficient to promote women's entrepreneurship.

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