Internship Report

On

"Prospects of Agent Banking in Bangladesh- A Study on Bank Asia Limited"

"Prospects of Agent Banking In Bangladesh- A Study on Bank Asia Limited"

Supervised By:

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Submitted By:

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Major: Accounting

Bachelor of Business Administration

United International University

Date of Submission: 18th September

Letter of Transmittal:

18th September 2021

Dr. James Bakul Sarkar

Associate Professor

School of Business & Economics

United International University

Subject: Submission of Internship Report

Dear Sir,

With honor, I would like to inform you, I am submitting the internship report based on “Prospects of Agent Banking in Bangladesh – A Study on Bank Asia Limited” I have finished my three months internship on Bank Asia, Lalmatia Branch under the supervision of Monira Sultana, Senior Officer at Customer Service point. During my internship program I have performed all general banking activities.

In my whole internship period, I was responsible for doing receiving and delivering cheque book, account opening, balancing on cheque book and ATM card, helping giving remittance etc. Besides this I was allowed to work on Foreign Exchange Department. I have collected more Information about the banking system from my supervisor which will help me to make this report more useful and creative.

I am very grateful for having this convenience for preparing this report under your guidance. I would like to thank you for your help and guidance that you have given me and want to accept your open door gratitude and I want to keep getting it in future.

Sincerely Yours,

Umme Habiba Tushra

ID: 111 161 197

BBA Program

United International University

Declaration of Student:

The report "Prospects of Agent Banking in Bangladesh – A Study on Bank Asia" submitted as the prerequisite to finish the Bachelor of Business Administration (BBA).

I do hereby declare that my Internship report has been done by me and not been submitted previously in any other organization for any academic degree.

I have tried to collect various information and data from many sources that are being used as supporting tools to prepare the report. I have also tried for give useful information to make this report more pertinent and more grounded.

Umme Habiba Tushra

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ID: 111 161 197

School of Business & Economics

United International University

Acknowledgement:

First of all, I would like to thank Almighty Allah for giving me the understanding and strength to complete the internship report on time. I am Glad to take this opportunity and want to thank some of the people who have encouraged, guided and supported me in the internship program. I am deeply grateful to my faculty advisor Dr. James Bakul Sarkar and United International University to help me finish my report. Without his valuable supervision and direction, it was difficult for me to complete it on time.

At the same time, I would like to express my sincere gratitude to Anisuzzaman Sarkar ACMA, FAVP and Manager Operations for electing me to this important position and has spent his help pointing out privileges and affected ways for me. An extremely appreciative Monira Sultana, Senior Officer, Bank Asia, Lalmatia Branch who has helped me totally during my work and changed my experience for the better. And her help made my internship more productive initiatives through the acquisition of effective information. I would like give a bunch of appreciation to Most Farhana Karim, Executive officer at Bank Asia, Lalmatia Branch who helped me to understand the banking system much better and shared some extra ordinary information about Agent Banking which helped me to make this report more informative.

Besides i would like to give gratitude to Krishna Chowdhury, Manager, at Bank Asia, Lalmatia Branch and would like to give thanks to all the officers of the bank who were very much cooperative with me and made my working environment comfortable.

Finally, my sincere gratitude to the United International University Authority for arranging this internship program for students. It really makes the student worthy doing official work before entering the corporate world.

Executive Summary:

Agent banking refers to the limited size of banking and financial services persons who do not have a bank account in accordance with a valid agency contract to hire an agent instead of a teller / cashier. In favor of the bank the branch owner conducts the baking transactions. Nowadays according to other services, it seems to be one of the finest and popular financial services in the world and its geographical location is difficult to access. For this reason agent banking is having success in countries like Latin America, America and Africa. Other countries such as the UK(United Kingdom) and Australia. As agent banking reduces the operating cost of the bank many more countries are also slowly introducing agent banking service.

Most services of a bank can be provided through agents, so that people in the most remote areas of the country can be under the adequate financial structure of agent banking. According to the Agent Banking Guidelines, any personal agents software is integrated with the bank's core software, so transactions at the agents location will be displayed on the banking system in real time. It is costly for a bank when they wants to open a new branch in a specific area, which is why banks offer fee-based agent banking services for those who do not have a bank account. There are about 16million people in Bangladesh, but most people do not have a bank account. The people who don't have any bank account if these people can be bought in the banking industry, it will help to benefit not just the country's economy, but it will also help to those without bank accounts.

Bank Asia is the 3rd generation bank of Bangladesh which is the pioneer of agent banking in Bangladesh. In 2014, Bank Asia started agent banking for the first time. Munshigonj was the pilot phase. They are now operating their agent banking operation in almost 50 districts through their 1500 agent outlet which includes individual outlet. They are providing services like deposit, withdraw, fund transfer, loan distribution, school banking etc. Some other banks like Dutch Bangla Bank Ltd, NRB, Mutual Trust Bank, Al- Arafah Islami Bank also providing agent banking services. According to the feedback of the customers agent banking has a bright future because till now many people don't use banking services and this people can be included in banking services through agent banking.

This report is made up of four chapters. In the first chapter of this report, we discussed the introduction of the agent banking business, the source of the report, and the purpose of the

report. The central part of this chapter also discusses the scope, methodology, and design of the investigation.

In Chapter 2, there were extensive discussions about the company profile of Bank of Asia Limited. This section includes the historical background, overview, structure, hierarchy, and objectives of companies.

Chapters 3 and 4 of this report include findings and analysis, and recommendations from Bank of Asia’s agent banking business. The analysis part includes guideline provided by the Bangladesh Bank and the statistical analysis of the outlook of the agent banking of Bangladesh.

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Chapter 1

Introduction

1.1 Background of the study:

Agent banking is defined as banking services provided by agents employed under a valid agency contract. This is a banking service provided outside a regular bank branch. In our country the agent banking was introduced in 2013 by Bangladesh Bank. With aim to provide banking services to poor people and the people of local segments, who are from scattered geographic locations.

A earliest data which came from the central bank exhibits that there are 28banks in Bangladesh having agent banking licenses in which 23banks are in operation. There are 3million accounts under agent banking. Bank Asia is in the top of the list in terms of account opening through agent banking with 40.8percent share. With 33.5% share DBBL is the 2nd top position, Islami Bank Bangladesh Limited is holding 10.23%, Al -Arafah Islami Bank is holding 3.6% & Agrani Bank Bangladesh is holding share of 2.56% .

Agent banking service of the banking sector recruit agent in rural agent points with valid agency agreement. The agent is actually the owner of an agent point and he conducts all the transactions of the bank. Bangladesh Bank has taken this service forward to reach the poorer people. Bangladesh Bank keeps the agent points for all other banks agent banking.

Bank Asia had introduced a group by successful entrepreneurs who are recognized socially. The bank was managed by senior bankers with decades of experience who are recognized in the national and international markets. The senior management team is supported by a team of professionals, many of whom have exposure to the international market.

Bank Asia has started their journey with a view to providing modern and advanced & original product at a reasonable cost. For the people of all classes the bank is every time think to give a actual product for the betterment of the country’s economy. They are attracting their customers by providing banking services through online. Thy have ATM services, to attract customers they send messages to their customers, have tele banking services. As they committed that they will maintain the standard of this modern world by providing actual innovative & modern banking service.

1.2 Objectives of the study:

The prime purpose or the goal of this study to expand the applied and realistic sense about the topic of Agent Banking and share this knowledge with the other users. There are some broad and specific objectives are given below:

Broad Objectives: The broad objectives of the report are-

- Gain practical knowledge about banking system
- Getting familiar to the working environment of the institution
- Be aware of the internal culture of the corporate world
- Getting a BBA degree by finishing the and submitting the report

Specific objectives: The specific objectives refers to prime cause to prepare the report and analysis should be done on the title of "Prospects of Agent Banking in Bangladesh: A Study on Bank Asia Ltd."

- Explore learning about Bank Asia's agent banking
- Try to know how agent banking operates
- Try to the current market situation of agent banking
- What products and services they provide
- Recognize their growth and the problems they are facing of agent banking
- Provide valuable recommendation & suggestions about this activities

1.3 Rational of the Study:

I worked as a employee of Bank Asia Limited. I worked at customer service point. I have tried to finish my report rightly and I also tried to put all the information that are connected with "Prospects of Agent Banking in Bangladesh-A study on Bank Asia Limited". Internship experience actually gives a person a practical training of the corporate world. It actually gives the vibe of work environment of the corporate world. And the person can gather knowledge as well as experience from their internship which they can apply when they actually enter into the corporate world. A person who have completed his internship on a Bank and now he is actually joining in a bank as an employee he will be more familiar with the banking system and will able to deal with his work very easily. Internship is necessary for every student of B.B.A program. As I am a student of B.B.A, major in Accounting, the purpose of this internship is to complete my B.B.A degree.

Study rationality is a set of reasons or stable institutions that can show readers why their research is necessary to contribute to the same field of research. To understand the impact of Agent Banking in Bangladesh, as this is the purpose of preparing this report and to understand the importance of agent banking is very crucial. Agent Banking is bearing a very new and comprehensive initiative in the journey of financial development in Bangladesh. In 2014, Bank Asia introduced this venture. In this few years this sector is providing services in multi-dimensional ways, reducing gap of time and space and becoming attractive to the rural areas.

1.5 Methodology of the Study:

To get this report done properly, I have tried to outline some of the successive techniques and strategies. In compiling this report, I have gathered information from a variety of sources and accumulated all the information. Some information collected from where I did my internship and some are collected from some various auxiliary sources. Both quantitative and qualitative data is used in my study. To make this report more presentable and understandable I have used some statistical and analytical system. The data are collected for the study are from primary and secondary sources.

Primary sources:

- Face to face talk with the executives and officers of Bank Asia Limited who deals with agent banking services
- Head-on discussion with agents of Agent Banking
- Head-on discussion with customers of agent banking
- Practical work experiences

Secondary Sources:

- From the website of Bank Asia Limited
- From Website of Agent Banking of Bank Asia Limited
- From Bangladesh Bank website
- From Bank Asia's annual report of Agent Banking
- From articles and related factor with this

- From Online newspapers

1.6 Scope of the Report:

The report is based on Agent Banking prospects of Bank Asia Limited. This report covers the organizational background, operation and performance of the bank. As I was working as part time employee of the bank it was easy for me to conduct with the customers and get some information. And as agent banking venture is new wing so I have gathered information from some limited website, the information was not so confusing. It was easy to understand.

1.7 Limitation of the Study:

As I have been working there as an intern employee of Bank Asia, it seems easy to me to collect the data from various sources. But I have also faced some obstacles also. I had to go through different limitations while i was doing the study. Which are given below:

- Collecting information from customers was not easy
- Some information was blocked due to maintain the privacy of the bank
- 90days is not enough time to understand the Banking procedure and know the whole information about agent banking
- Bank executives are not able to provide bulk information because of their work load
- Sometimes most recent information is not available on the website
- Lack of collaboration from the source

1.8 Literature Review:

All through the world, presently a days the financial interaction is turning out to be quicker, simpler and more extensive. Simultaneously banking area is changing and growing its region in various monetary occasions each day. As of late banks have enhanced their administrations by their various items and administrations and furthermore new auxiliaries are made so they play out extra administrations to the client or by converging with different sorts of monetary organizations. (Agent Banking & its Prospect in Bangladesh, 2021)

Agent banking or special banking is the most recent development in financial administrations accessible in Bangladesh intending to give formal financial administrations to the nonbanking, which include populaces that have generally been more blocked off. In late 2013, albeit formally authorized by Bangladesh Bank, in Bangladesh in the 2015 specialist banking has as of late began to take off. The specialist banking model likewise vigorously pushes country access, and financial organization are needed to have two specialist focuses in provincial networks for each one specialist point they have in a metropolitan area. In Bangladesh, sixteen banks are authorized to give specialist banking, despite the fact that there are at present two market pioneers effectively occupied with extension. Bangladesh bank has as of late made a guideline that worries that assuming a private bank needs to open a branch in the metropolitan area, they should have to open at least two branches in the country area. Outlook of the rustic individuals is one more issue of this financial methodology. Numerous specialist banking outlets or specialists do not have the trust and unwavering quality of the rustic individuals. (Khaled Rahman, 2019)

Specialist banking is a one of a kind and new help framework to the financial area and many individuals don't completely comprehend the frameworks of specialist banking. Specialist banking is a which gives to clients a restricted scale banking and the different sorts of monetary and value-based administrations to individuals who doesn't get any chance or administrations from banking area in their space and it will be given through a specialist who will be the delegate of a specific bank and give all the conceivable financial administrations they can get.

The national bank of the nation named Bangladesh Bank, given rules on specialist depending on December 09, 2013. Then, at that point in 2015, two private business banks specifically Bank Asia Limited and Dutch-Bangla Bank Limited began giving specialist banking administrations to a restricted scale. In any case, the undeniable specialist banking administrations were acquainted with the nation in 2016. Half of Bangladeshi grown-ups have a financial account in banks, as indicated by Global Findex Database 2018. If there should be an occurrence of ladies, the report shows that just 35% are using the account of bank. Specialist banking model has been acquainted with address such issues by expanding the populace under financial inclusion and for sure it shows an immense potential for development inside a brief timeframe. Specialist banking administrations guarantee complex advantages to the banks. Banks enjoy benefits as far as higher client outreach, low infrastructural and functional expenses, expanded store assortment and credit dispensing, and a high overall revenue. (Factors Shaping the Prospects of Agent Banking , 2019)

Chapter 2

Overview of Bank Asia Limited

2.1 History of Bank Asia Limited:

Bank Asia Limited is one of the designated commercial banks in the private sector established under the Banking Companies Act, 1991. And included in Bangladesh as a public limited company under the Companies Act, 1994 for conducting banking business in Bangladesh Bank. Mr. Arfan Ali is the President and Managing director of the bank. He joined Bank Asia as an AVP on September 13, 1999. He joined the bank before 3months of commercial opening of the bank.

On November 27, 1999, the bank started commercial banking activities by opening the corporate office of the bank at Rangs Bhaban. This was a time when urbanization and changing lifestyles created the need for new banking products and services for rapid economic development in the country. Much public support has enabled the bank to continue its network expansion plans. Opening their prime office branch was a big initiative. Then they opened their Gulshan and Chittagong branches which enhances progress of Bank Asia. This enables them for deliver their service more effectively to their valued customers. In short period of time the bank successfully opened six branches, in which 4 branches is in Dhaka & one branch in Sylhet and another one in Kishoreganj. Bank Asia owned the ownership of the foreign bank The Bank of Nova Scotia Bangladesh in February 2001. In This country's banking history this was the first time when a local bank took acquisition of a foreign bank. Subsequently, Bank Asia gained the ownership of Muslim Commercial Bank which is a Pakistani bank. It is owned by bank asia in December ,2001. These bold steps practically took place by a team led by some visionary decision makers and professionals. They are constantly trying to establish the bank as one of the top banks in Bangladesh. (Internship report on agent banking and its prospects in bangladesh a study on bank asia ltd., 2018)

Bank Asia Limited is one of the most successful third generation private banks. Bank Asia is working with those who have long-term experience, admirable knowledge in conventional and modern banking and professional and dedicated team to manage efficiently. That is why the bank has achieved success among its peers in a less period of time. In the private banking sector they are creating their position as one of the most growing bank in a short time period. The bank has now 128braches all over Bangladesh by which they are becoming the top level bank in the corporate house and they are also expanding towards retail banking. The bank's other notable delivery channel is its ATM. The bank has around 195 ATM booths all over Bangladesh which gives 24/7 service.

The bank came under discussion again in 2003 when it took an additional subscription to the initial public offering of bank shares. And this has been recorded in Bangladesh's capital market history. It's increase in assets and liabilities became significant as time has gone. Bank Asia's constitution in the local money market and also in the foreign exchange market was remarkable. The bank's investment in treasury bills and other securities has grown rapidly. Gradually lowering interest rates has resulted in an opportunity to increase income. Bank Asia is leading in this competitive era by creating Online Banking software which is Bank Asia Smart App and modern IT infrastructure. By using the app customer can get some banking service like balance enquiry, fund transfer within Bank Asia and other banks, view statement etc.

2.2 Company Profile of Bank Asia:

Type	Private
Industry	Banking
Letter to purpose received	24th February, 1999
First meeting with promoters	15th April , 1999
Document of Incorporation obtained	28th September , 1999
Certificate of commencement of business	September 28, 1999
Board of directors 1st meeting	1st October, 1999
License of banking obtained	6th October, 1999
License obtained for 1st branch	31st October,1999
Bank Inauguration	27th November, 1999
Headquarters	Rangs Tower(level 2-8), 68 purana paltan, Dhaka-1000
Key People	Mr. A. Rouf Chowdhury (Chairman), Md. Arfan Ali(President & Managing Director)
Number of promoters	22
Number of directors	14
Number of branches	128
Number of SME centers	4
Islamic wings	5
Brokerage Branches	5
Slogan	For Better Tomorrow
Website	https://www.bankasia-bd.com/

Table 1: Company Profile

2.3 Mission of Bank Asia:

- To assist to bring high quality service to their customer
- To participate in countries national growth and economy
- To bring satisfaction to their clients, shareholders, employees
- To set high standards of honesty
- To become the most wanted bank in the country
- To provide technology based best service by their dedicated Team and professional

2.4 Vision of Bank Asia:

Bank Asia’s vision is a poverty-free Bangladesh in a generation in the new millennium. Which reflects the national dream of this country. Their vision is to build a society where human dignity and human rights are important. And poverty reduction comes with maximum consideration.

2.5 Values of Bank Asia:

- Firstly they prioritize customer interest and satisfaction and they provides customized banking products and services.
- By maintaining excellence in banking operations they add value to the stakeholders
- In case of dealings they maintain high ethical standard and tenuti
- They have been a loyal organization complying with all regulatory requirements
- Trying to make all kinds of significant contributions to the betterment of society
- Provides superior motivation for our human capital and ensures a dignified beautiful work environment and balances the best careers.
- Committed to protecting and greening the environment

2.6 Slogan of Bank Asia:

“For A Better Tomorrow” is the slogan of Bank Asia Limited. Because their vision is to make Bangladesh a country without poverty and their mission is to serve the best to satisfy customers, shareholders and employees. The Slogan is adopted with the vision and mission.

2.7 Awards & Achievements of Bank Asia

- By ICAB for BPAR received 1st prize
- By SAFA for Corporate Governance received 1st prize
- In 2018, received 6th ICSB national award for Corporate Governance Excellence
- By ICSB they have been awarded " Gold Award"
- By NCSR, Indonesia, they ranked gold among Asia sustainability reporting rating 2019
- Bank Asia have been acknowledged by Asia Banking and Finance
- Bank Asia's transparency in disclosure of information and adherence to standard accounting practices brought recognition for our valued stakeholders and also a treatment to our openness and integrity
- By ICAB and SAFA they have been awarded for best account report of 2010 which being published
- By Bangladesh Red Crescent Society on 2010 they have been awarded for "Best Blood Donor Organization" (Bank Asia, 2018)

2.8 Corporate Objectives of Bank Asia:

- Completely committed to quality
- Focus on personalized service
- Contribute to the economy
- Quality full human resource
- Focus on customers priority
- Committed to their clients in every level

2.9 Products & Services of Bank Asia Ltd:

Retail Deposit Product:

- Low cost/no cost deposit accounts
- Term Deposit
- Scheme Deposit

Retail Loan Product:

- Consumer Finance

- Credit Card
- Islamic Credit Card

Islamic Banking Products:

- Deposit Products
- Investments Products

Micro, Small, Medium and Agriculture Banking Products:

- Deposits Product
- Micro & Small Enterprise Finance
- Medium Enterprise Finance

Funded Products & Non Funded Products:

- Agriculture Finance

Corporate Banking:

- Cash Management Products
- Funded Products
- Non Funded Products
- Structured Financing Services

Off- Shore Banking Unit (OBU) Products

Agent Banking Products & Services

Treasury Products & Services:

- Money Market
- Fixed Income
- Capital Market Services
- Foreign Exchange Services

Capital Market Services

2.10 Strengths of Bank Asia:

- Maintains a high capital base, in banking industry they have the highest CRAR
- Has maintained a stable rating(credit) over the years
- Brand image increased by achieving national & international awards
- Works to ensure financial inclusion
- Potential and experienced leadership
- Strong and dedicated human resource
- Strong in international trade & off shore banking
- Have nationwide coverage through potential distribution channel
- Have extraordinary foreign correspondents relationship through worldwide
- Because of subsidiary company have strong capital market presence

2.11 Organizational Hierarchy of Bank Asia:

Figure 1: Organizational Hierarchy

Chapter 3

Findings and Analysis

3.1 Agent Banking:

Agent banking is a banking service operated by agents outside a regular bank branch. And it is operated under a regular agency contract. By Bangladesh Bank (BB) it was first introduced in 2013. With a vision is to deliver the banking services to poor segments of the population.

Agent Banking is acting as a catalyst for financial retention in Bangladesh. According to the Bill & Melinda Gates Foundation, a huge breakthrough happen when registered bank users have increased by 5 percentage points (20% to 25%). It reached the all-time highest 47 percent participation in the country's financial services in 2018. This invasive increase of agent banking has credited for this wave. 7.6 million Account are linked with agent banking in July 2020 which represent 115 percent growth over year.

A central bank's report says that there are 28banks who have agent banking license in which 23 are operating agent banking right now. Bank Asia is in leading position with 3 million accounts of agent banking. Bank asia is the top list in terms of account open through agent banking with 40.8% share. Dutch Bangla Bank Limited is in the 2nd top position with 33.5% share, Islami Bank Bangladesh Limited is obtaining 3rd position with 10.23% share, Al-Arafah Islami Bank is in 4th position with 3.6% and Agrani Bank Limited has 2.56% shares. (Agent Banking: Spearheading Financial Inclusion in Bangladesh, 2020)

	June 2019	**March 2020**	**June 2020**	**Change**	
				Year to Year	Quarter to Quarter
Banks which have License	21	26	28	7	2
Banks who are Operating	19	22	23	4	1
Agents	6,013	8,260	8,764	45.76%	6.11%
Outlets	8,671	11,875	12,449	43.56%	4.82%
Accounts	3,416,672	6,497,451	7,358,190	115.37%	13.26%
Female Accounts	1,232,675	2,956,022	3,410,270	176.65%	15.36%
Rural Accounts	2,845,938	5,582,788	6,377,457	124.10%	14.23%
Deposit Amount(BDT)	528,446	853,504	1,022,021	93.41%	19.74%
Amount of Loan Disbursement(BDT)	23,735	67,392	72,054	203.60%	6.92%
Inward Remittance Amount(BDT)	934,905	1,953,533	2,665,059	185.06%	36.42%

Table 2: Brief Overview of Agent Banking Activities

This quarterly report outlines the current situation of Bangladesh's agent banking operations as of June 2020, as well as developments made between March 2019 to June 2020. It concentrates on the agent banking coverage scenario, customer penetration, deposit collecting, loan disbursement, and volume of inward remittances.

Bangladesh Bank has formulated the Agent Banking guidelines to ensure the safety, security, and fairness of the proposed delivery channels to allow banks to conduct agent banking. The purpose of these guidelines are:

- To the new target group provides an environment for the delivery of secure financial services and a regulatory framework for agent banking that ensure efficiency
- Ensures anti-money laundering and anti-financing compliance as directed by Bangladesh Bank the AML/CFT regulates the standards, regulations, guidelines and counter-terrorism standards.

3.2 Agent Banking Bringing Unbanked to Banking:

As per Global Findex Database 2017 of the World Bank, I, in rural areas of Bangladesh there are 40% people whose age is above 15 have a bank account. Agent banking has helped a large portion of this excluded population to create accounts. Agent banking is also helping to access and manage financial services. About 86 percent of the total agents and about 88 percent of the total agent outlets are situated at rural areas. The model is more suitable for rural areas. As it is faster and more widespread in rural areas, agent banking is more prevalent in rural areas than in urban areas. From July 2019 to July 2020 the growth of agent banking grew by 139% where the percentage in urban areas is 60%.

3.3 Guidelines on Agent Banking:

Bangladesh Bank is issuing this guideline as per authority conferred to it by Article 7A (e) of Bangladesh Bank Order, 1972, Section 45 of Bank Company Act, 1991 and Section 4 of Bangladesh Payment and Settlement Systems Regulations, 2009. (Guidelins on Agent Banking for the Banks, n.d.)

3.3.1 Agent Banking services:

The following services are done by agent banking:

- Collect little amount cash deposits and cash withdrawals (ceiling should be recognized by BB)
- Distribution of foreign remittance
- Scope of paying utility bill
- Provides low cost loan disbursement and recovery of loan installment facility
- Cash is provided under the Government's social security net program
- Provides fund transfer service
- Can inquire balance
- Receive and clear check
- Provide services of account opening, loan application, credit and debit card application from public by collecting and processing of forms and documents
- Subsequent monitoring of loan approval
- Loan collection progress and follow up
- Provides some other functions like insurance premium by including micro- insurance

An agent has to provide a certain amount of minimum cash deposit and cash withdrawal service. The activities of the agent will be conducted in the normal course of the banking business of the scheduled bank. And it will be operated in a place other than the bank premises / ATM booth. The agent must provide the service from his designated place of business.

On behalf of the banks agents are not approve of give the following services:

- Final approval for opening bank account and issuance of bank card / check
- Working with debt and financial appraisals
- Cash monetization
- Working with foreign currency

3.3.2 Agent Banking Model:

As per the Bangladesh Bank's Guidelines the agent banking model is given below:

- Agents can act as agents of multiple banks at the same time. However, at the customers end, the sub-agent of a retail store or agency provides banking services only on behalf of a bank. A written agreement between the bank and its agent will properly contain all references and is essential to be legally valid. Contract-related issues must have confidentiality / security / accuracy. And the accuracy of all types of transactions should maintained. Every agent must disclose their financial information, disclose all information transparently and ensure accountability.

- The bank will assign its branch to the agent to work and the branch will oversee the agents work in the area.
- Agents need to prepare IT devices such as Point of Sale (POS), with biometrics. By using this devices they will be able to capture and read facility, card reader, mobile phone, barcode scanner. There will be scanned bill, personal identification number (PIN) pad for bill payment transactions. The agents must have a personal computer (PC) with which they will be connected to the bank's server. And will use personal dialup or other data connection by which customers will be able to use magnetic stripe bank card or mobile phone to access their bank account.
- Customers will be identified by the PIN/ Biometric
- The transaction at the customer's end should be handled through the ICT device. And devices are connected to systems developed by banks continuously and seamlessly. The transaction statistics must be in the bank's Core Banking Solution (CBS).Transactions must continue on a real-time basis. There can be no transaction performed in case of any communication failure. At the last point the customer will receive instant confirmation of their transactions that held. They confirmation will be through visual basis (screen based like SMS) and paper-based (debit or credit slip) also.
- The bank have to perform the branding activities for agent banking of the bank in such a way so that the customer can understand that the agents are providing banking services on behalf of the bank.
- There will be a fixed deposit and credit limit for the agent. If any customer want transact any amount which is beyond the limit then the transaction will automatically stop from the banking system.

3.4 Agent Banking Coverage:

3.4.1 Number of Agents and Outlets:

Agent banking coverage is measured by the number of agents and agent outlet have been increased. As of June 2020, the total number of agents has increased by 8,764 and agent outlet has increased by 12,449.

3.4.2 Geographical Concentration:

As per June quarter 2020, agents of 86% are located in rural areas and 88% of the agent outlets are located in rural areas. The main goal of agent banking was to introduce agent banking to the unbanked people of the country. And this wide range of agent banking seems to fulfilling its goal to rural areas and promoting financial inclusion of the country.

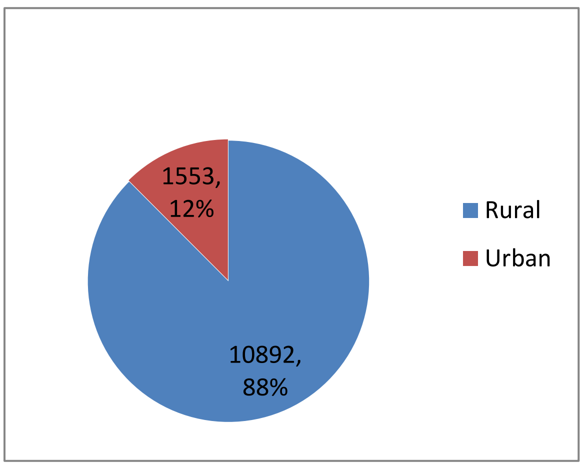


Figure 2: Number of Outlets

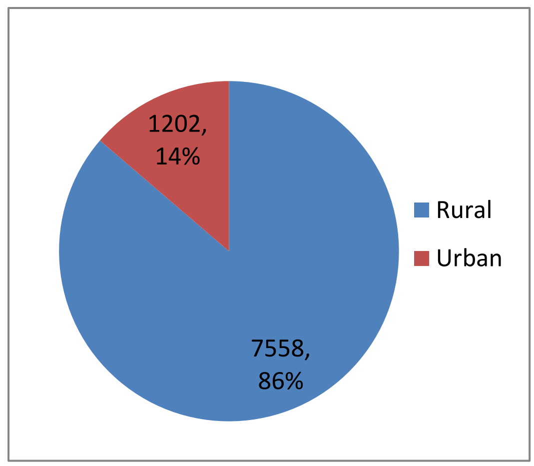


Figure 3: Number of Agents

3.4.3 Growth of Agents and Outlets:

From f that the figure 4 & 5 we can see number of agents and the number of outlets has increased slowly. The increment actually occurs on rural area. This increment not just indicates that the demand of financial services is increasing day by day it also indicates that for rural people the employment opportunity is increasing. Agent and also the outlets recruit skilled human resources and this contributes systematically to the creation of new employment through increased number of financial activities in rural area. (Agent Banking Activities in Bangladesh , n.d.)

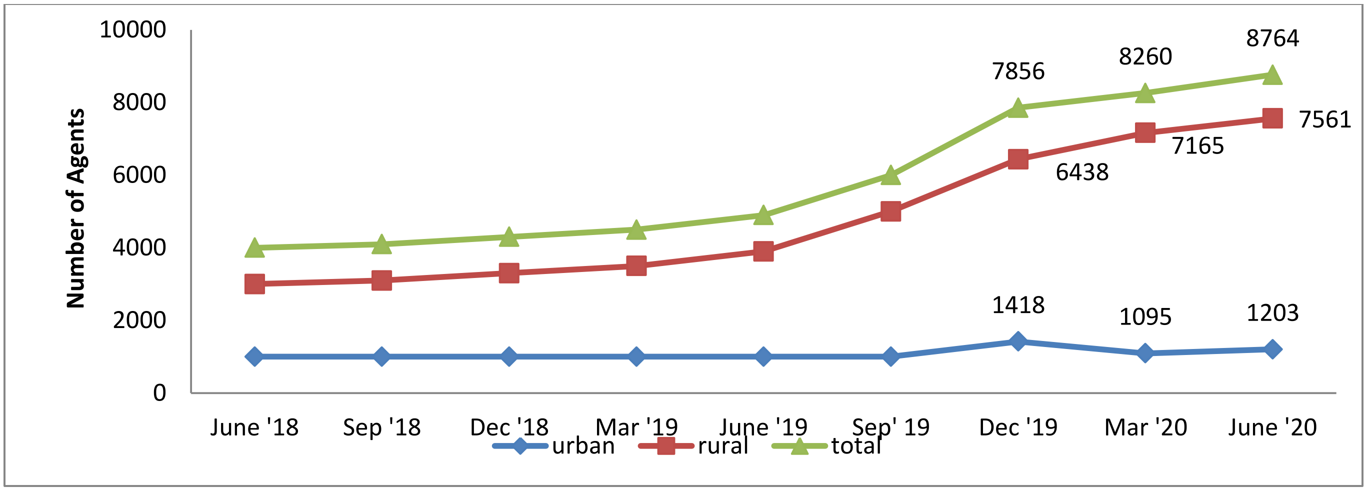


Figure 4: Growth of Agents

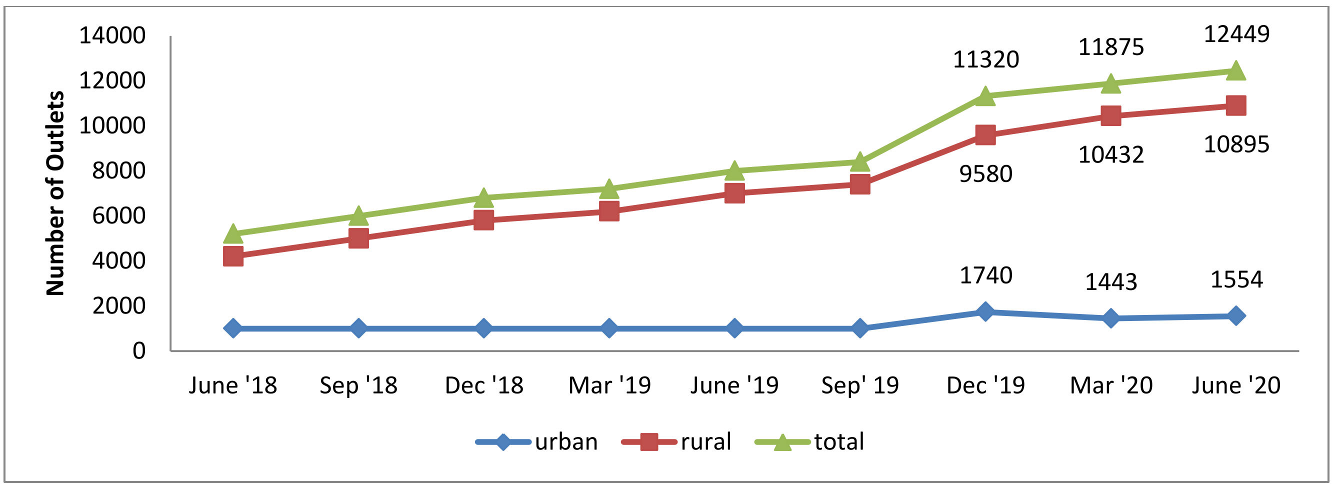


Figure 5: Growth of Agent Outlets

3.5 Number of accounts:

After the end of the quarter of June 2020, the agent banking account reaches at 7,358,190. This is a huge number of accounts opened through agent banking.

3.5.1 Category-wise Accounts:

This charts shows the penetration of agent baking under the number of accounts. On the first chart we can see 87% of total account of agent banking are opened in rural area and only 13% account of agent banking are opened in urban area. Which means agent banking has reached to the mass people of target group. From the 2nd chart we can see 46% female has account with agent banking which has increased by 1% in the June quarter than in the quarter of March 2020 which means underprivileged groups are also getting financial services through agent banking .

And 53% of male has account with agent banking. The 3rd chart shows that 88% of agent banking account are savings account, where only 2% account is current account. The savings has in the leading position and dominating which means the household people are using financial services through agent banking than business people

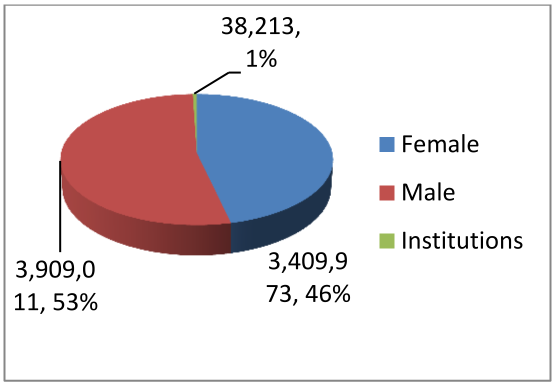


Figure 6: Gender-wise Accounts

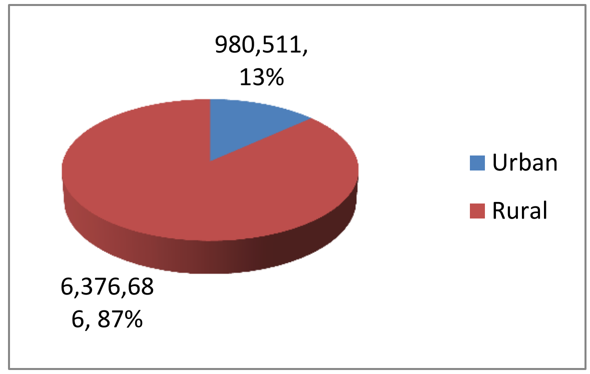


Figure 7: Geographical Concentration of Accounts

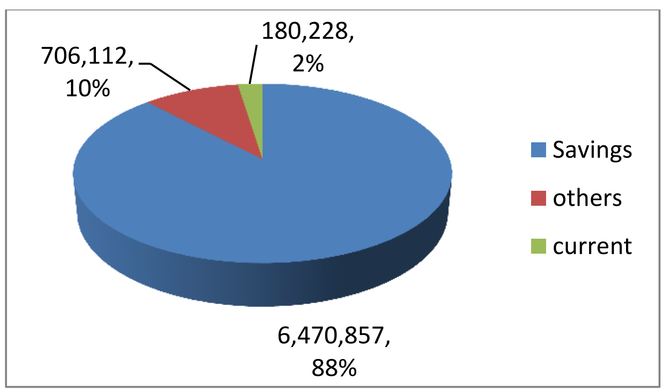


Figure 8: Category- wise Accounts

3.5.2 Growth of Accounts:

The below chart shows a citable growth in previous quarter in case of number of agent banking accounts. The figure 8 explicit that, growth of account was same till Sep'19. But from the quarter of September 2019 to the quarter of June 2020 there is an notable speedy swell. This swelling of agent banking was same through the COVID-19 pandemic on those quarter which indicates the increasing demand of agent banking over the country to the people of all segments. The figure 9 shows that the gap between male & female account of agent baking are decreasing day by day. Which indicates that the female are also getting themselves engaged in financial services through agent banking. And figure 10 describes that the number of savings account is increasing most than any other accounts which is indicating the households persons are engaged most to agent banking services than the business person.

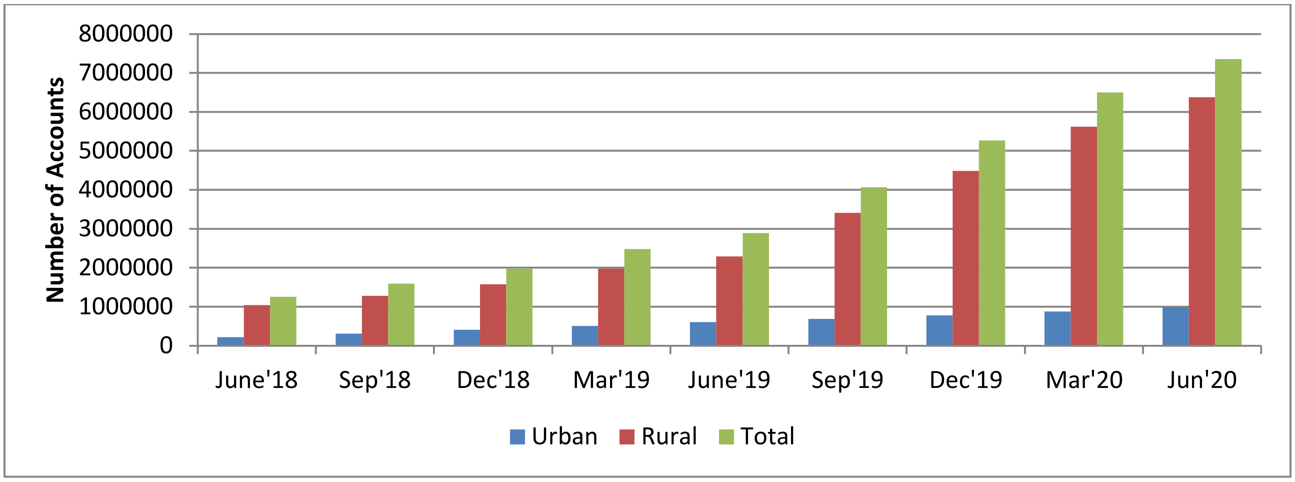


Figure 9: Location-wise Growth of Accounts

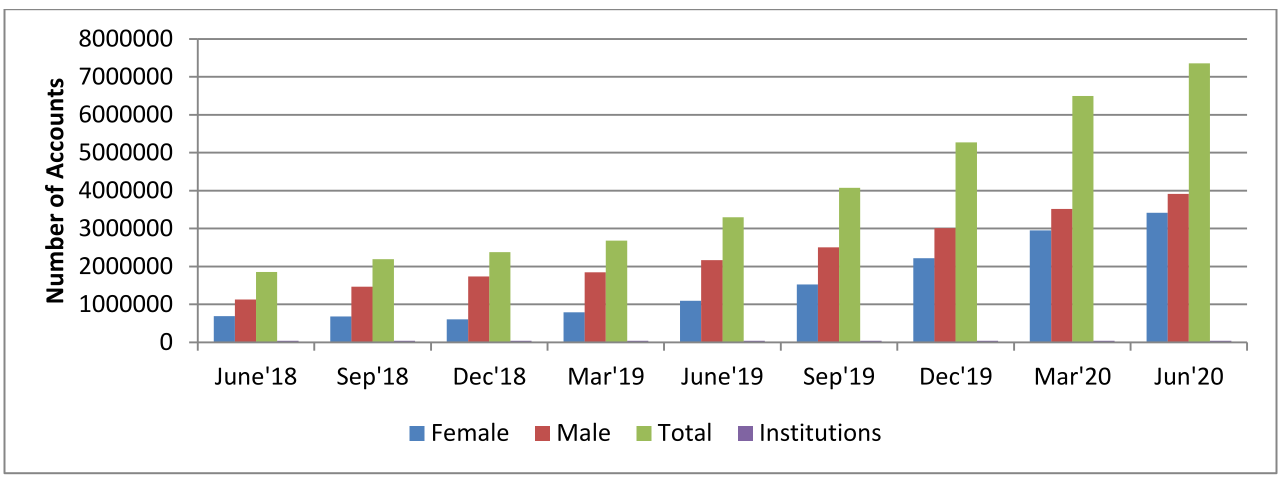


Figure 10: Gender-wise Growth of Accounts

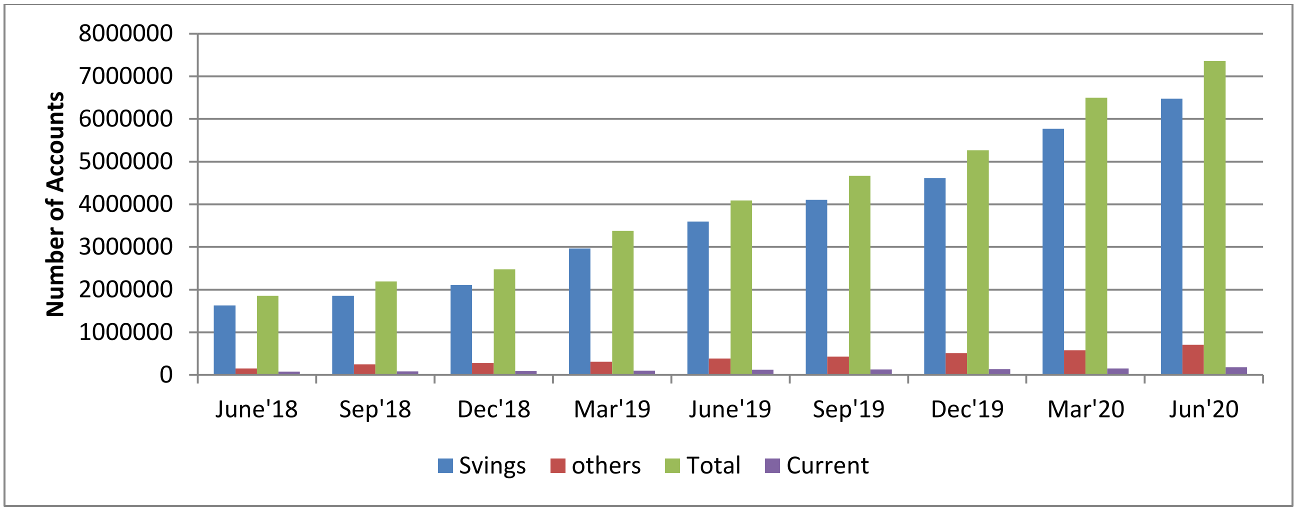


Figure 11: Category-wise Accounts

3.6 Deposit Collection through Agent Banking:

The total quantity of savings through agent banking has become BDT 1022,021.12 lacs at the end of the quarter of June . The deposit amount has raised by 19.4% than March 2020 quarter.

3.6.1 Category-wise deposit Collection

The figures shows the distribution of deposit that has been deposited through agent banking. As per the figure 11 we can see that the maximum collection of deposit which is 74% has come from rural areas. The figure 12 shows that the contribution on deposit on agent banking from male customers is 61% and female customer contribution is 34% of total deposit. The figure 13 shows that the deposit under savings account is also dominating here. They include total of 43% deposit where other group of accounts which includes institution has a contribution of 52% 0f total deposit.

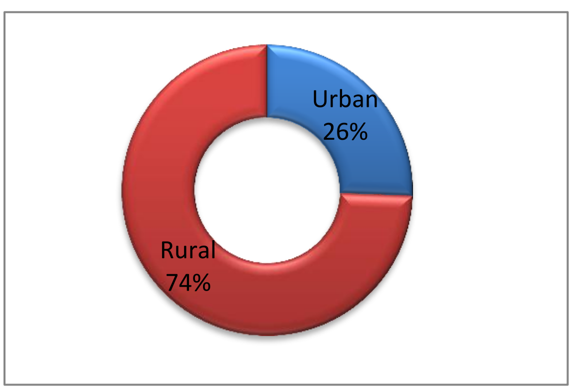


Figure 12: Geographical Concentration of Deposit

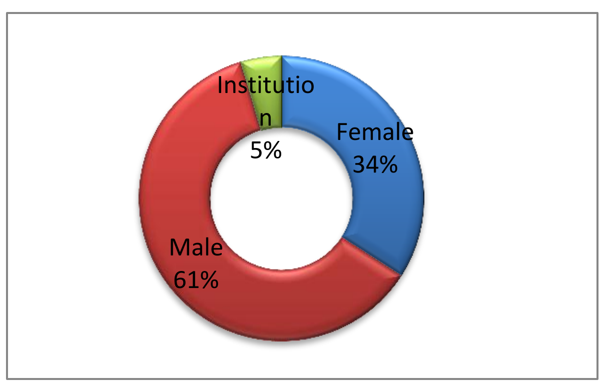


Figure 13: Gender-wise Deposit

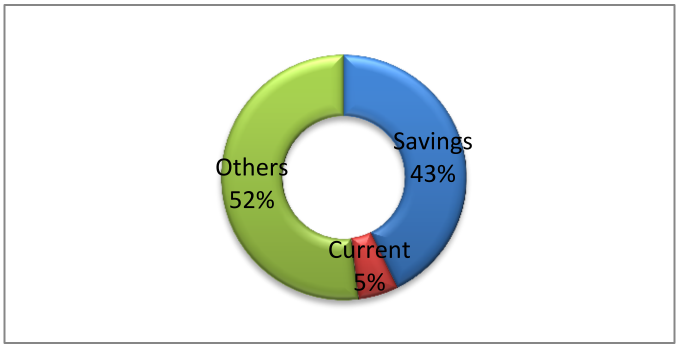


Figure 14: Category-wise Deposit

3.6.2 Growth of Deposit:

The figure 15, 16 & 17 shows the activity of deposit collection through agent banking. On the quarter of June 2020 the collection of deposit by agent banking has grown up by 19.74% than quarter of March 2020. The quantity of savings grown up by 93.40% in quarter of June 2020 than quarter of June 2019. And the figure 16 also shows us that the deposit from male customer are dominating here than female customer and institution.

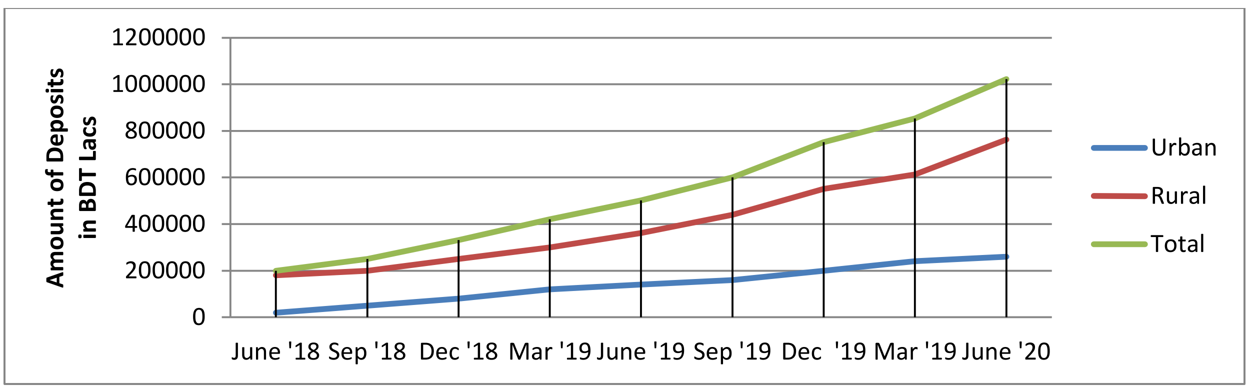


Figure 15: Geographic Trend of Deposit

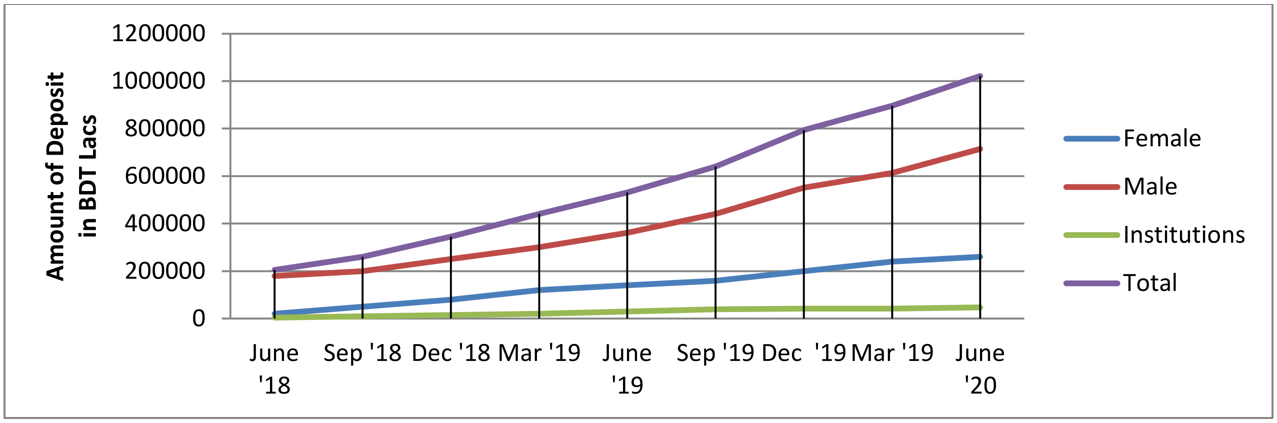


Figure 16: Gender Trend of Deposit

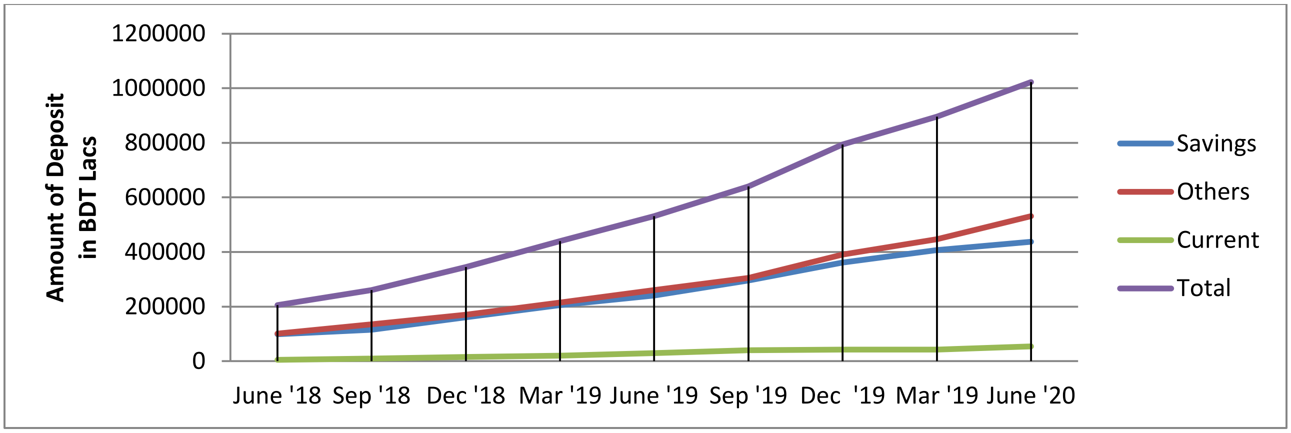


Figure 17: Category Trend of Deposit

3.7 Loan Disbursement:

At the end of the quarter of June 2020 quarter the loan distribution of has grown BDT 72,054.89 lacs. The amount of total loan through agent banking has raise by 6.92% in that quarter than March 2020 quarter

3.7.1 Category-wise Loan Disbursement

The figure 18 shows us from the total value of loan distribution the rural customer have obtained 69% or BDT 49,890.40 lacs through agent banking. This exhibit that banking sector are giving precedence to allot loan by agent banking to the rural areas. Figure 19 of gender wise loan distribution shows that the male customers has received 71% or BDT 50,996.07 lacs of total loan through agent banking. Where the female customers contribution in loan is 5% or BDT 3907.67 lacs of total volume. This data refers that female customers has lack of confidence. Bangladesh

Bank has already noticed the issue and issued some guidance about how to engage female customers and make them comfortable with loan activities.

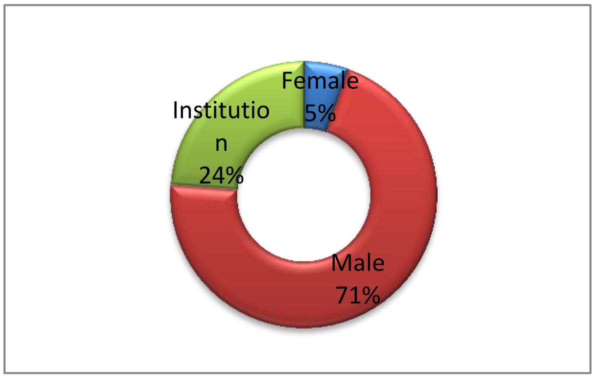


Figure 18: Gender-wise Loan

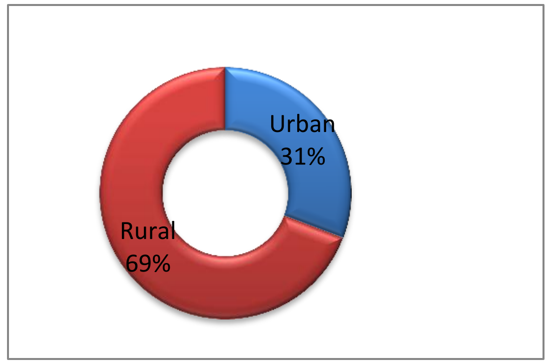


Figure 19: Geographical Concentration of Loan

3.7.1 Growth of Loan Disbursement

During Covid-19 pandemic, on quarter of June 2020 the distribution of loan has raised by 6.92% than quarter of March 2020. The figure 20 shows that the growth rate was a little bit slow in June 2020 quarter than the previous quarter. During the pandemic situation only nine banks have operated loan distribution through agent banking on that quarters. This happened because of uncertain financial activities that took place during the Covid-19. Lending will raise when the financial condition of the country will be as usual as before and more banks will run their banking activities as a normal pace.

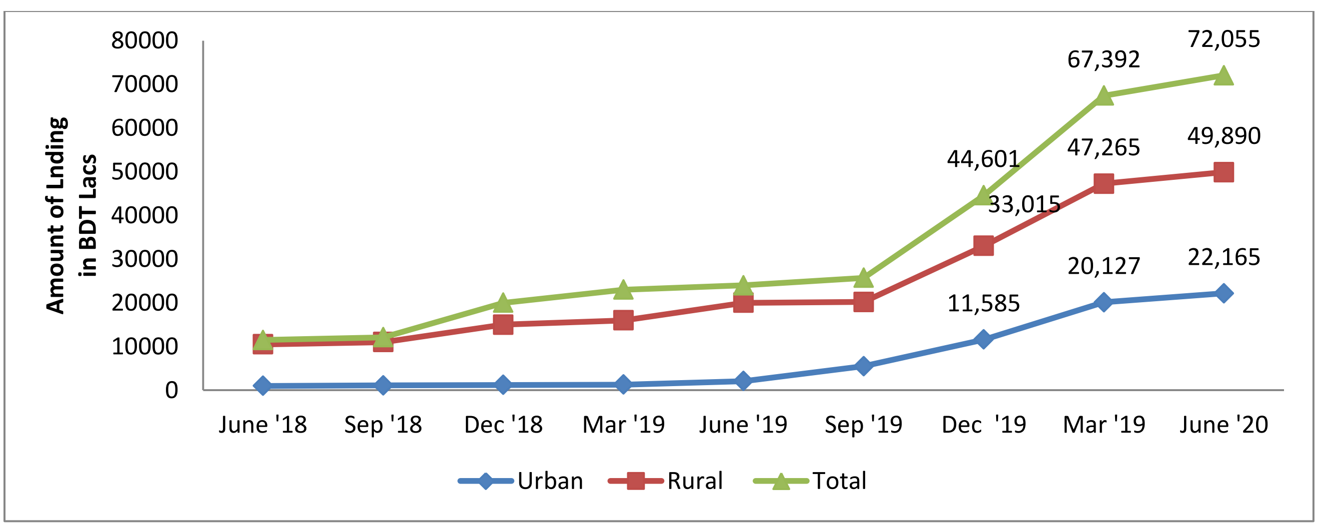


Figure 20: Location-wise Growth of Loan

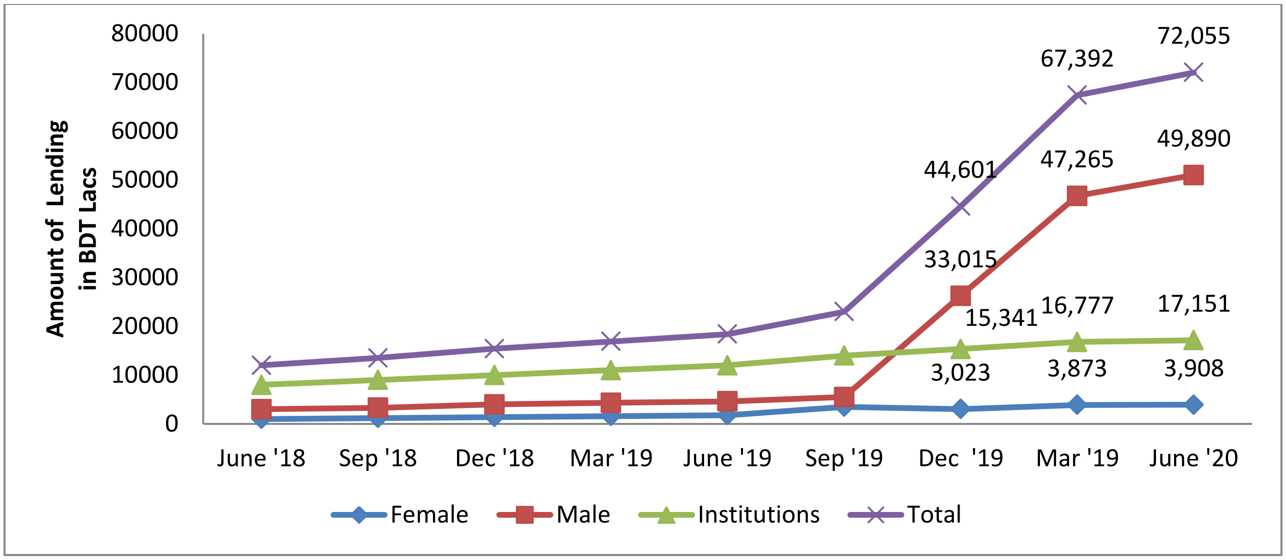


Figure 21: Gender-wise Growth of Loan

3.8 Inward Remittance Distribution:

3.8.1 Inward Remittance:

The quantity of inward remittance distribution has increased to 2,665,059lacs at the end of the quarter of June 2020. The percentage of inward remittance increased by 36.42% on quarter of June 2020 than quarter of March 2020.

3.8.2 Geographical Concentration:

This figure shows that 89% of total inward remittance is received by the rural people. Agent banking makes it easy to the Bangladeshi people who work outside the country can send their hard earned money to their loved ones in a legal way.

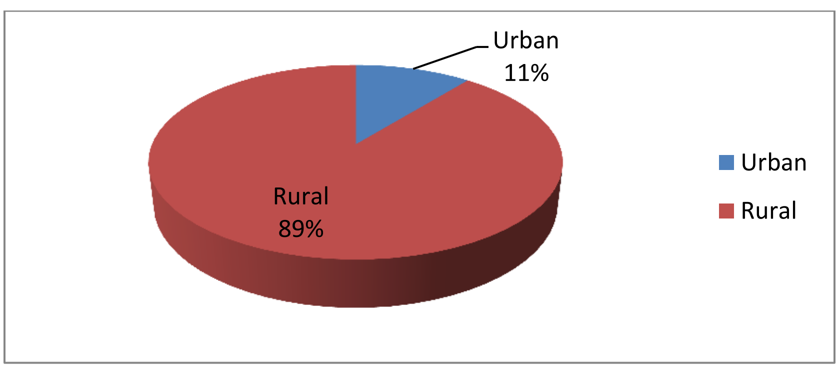


Figure 22: Geographical Concentration of Inward Remittance

3.8.3 Growth of Inward Remittance Distribution

On June 2020 quarter the amount of foreign remittance has increased by 36.42% than March 2020 quarter. This data refers that the inward of remittance distribution through agent banking was same. And the maximum remittance received by the rural people refers that agent banking is having a vital role by involving foreign remittance to the economy..

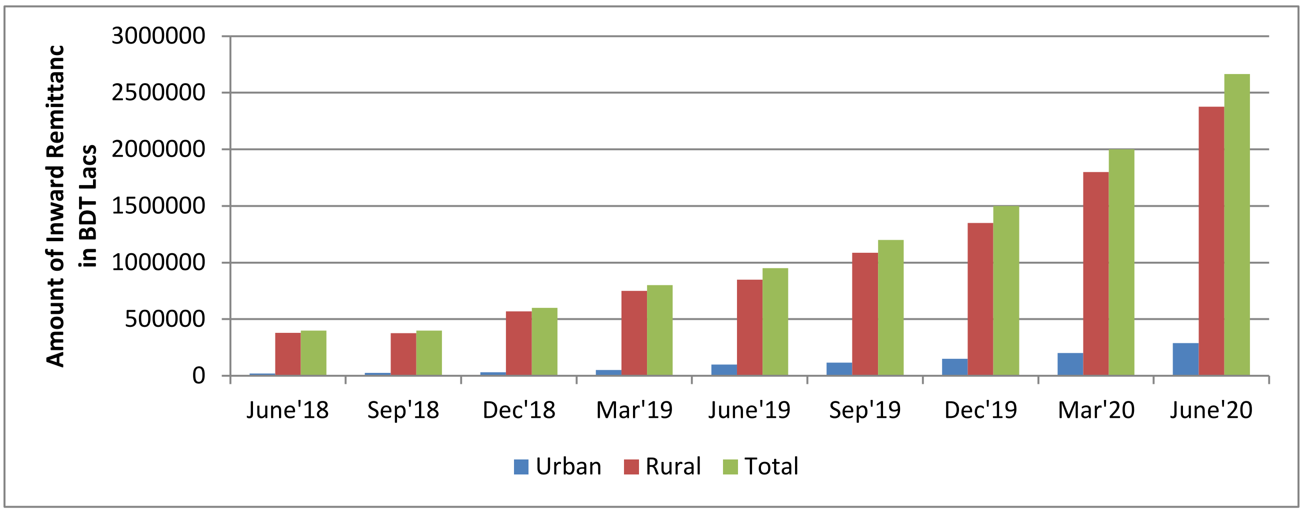
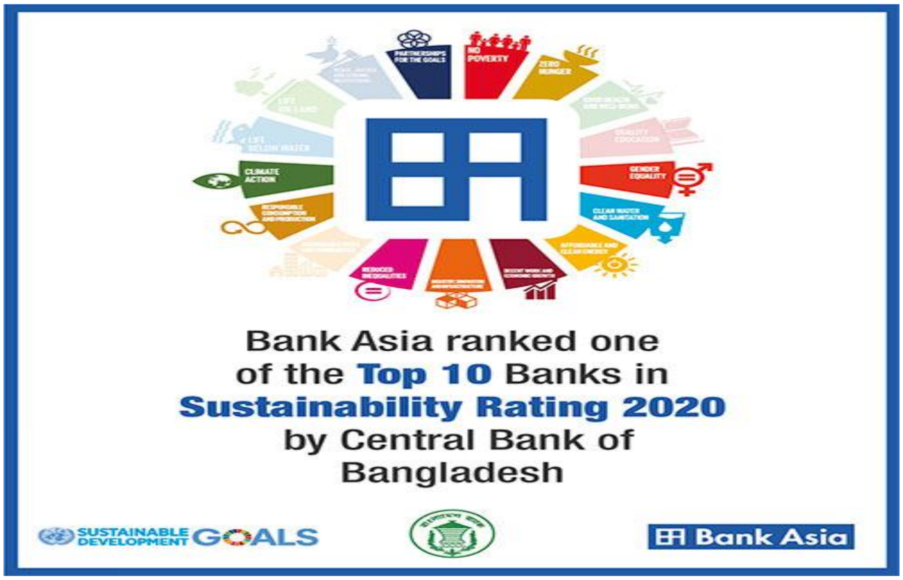


Figure 23: Growth of Inward Remittance

3.9 Agent Banking of Bank Asia Limited:

Bank Asia Limited is third generation commercial bank. Which has been established by eminent business men and by dedicated experienced bankers. There is a vision to provide sophisticated banking services to the people. They have successfully acquired the business of 2 (two) foreign bank which are, The Muslim Commercial Bank and Scotia Bank. To connect the geographically dispersed population, the bank has recently introduced agent banking through bank approval. Bank Asia Munshiganj's six Upazila has successfully launched agent banking. It was launched as a pilot project. The success of this project has given them confidence that it will spread everywhere. Now they have 4,805 Agent Outlet, 70 partners in 64 districts on 529 Upazila with 4,803 unions. The main purpose of this manual is to instruct agents to operate the bank.

Provide transaction information and provide appropriate services to customers. When a person signs agreement and conducts initiatives with Bank Asia to conduct agent banking activities through the bank, he will be legally recognized as an agent.



3.9.1 Vision of Agent Banking of Bank Asia:

As part of financial inclusion to empower the goal of bringing low cost and secure financial services to the doorsteps of bank less people.

3.9.2 Mission of Agent Banking of Bank Asia:

The mission of Agent Banking is to create more secure financial inclusion. And through this monetization bank provides technology- driven banking services to the people of Bangladesh for the bank less people scattered in rural areas.

3.9.3 Objectives of Agent Banking of Bank Asia:

The success of agent banking of Bank Asia depends on fulfilling the following objectives:

- Provide smart and assured banking service to all the people of Bangladesh from urban & rural areas
- Creating agent booths across the country and creating financial services entrepreneurs
- Built up offices throughout the country
- Dealing with foreign remittance
- To give services of paying utility bill, passport payment, etc.
- To conduct agricultural, SME & retail loan from agent point

- Enabling e-commerce services from agent points.
- In locality to promote school banking
- Training and developing potential SME entrepreneurs
- For enabling green banking plantation financing in solar home system and renewable energy sector

3.10 Eligibility for appointment of an agent of Bank Asia Agent Banking:

For claiming the agent license the person must be required with some qualities and with some educational background. Without those people will not be provided with agent banking license.

3.10.1 Agent Appointment:

- Educated people who have the ability to operate financial business
- Any legal business owner
- Social Entrepreneur
- Sole Proprietor & Partnership business

3.10.2 Eligibility:

- Must have degree of Higher Secondary level
- Have to capable of managing financial business
- Financially diluent person and have to be capable of dealing financial transactions
- Must have capital of about BDT 1.5million for operating agent banking
- An agent must have a good reputation and should not bear any complain and should not be engaged in any anti state activities
- For gaining good reputation for the bank the agent must be proactive
- Have to contain qualities such as: honest, professional an and responsible to his duties
- In any circumstances the must be promised to give service to the customers
- For Operating the gent banking business must have enough infrastructure

3.11 Responsibilities of agents of Bank Asia:

- An agent have to give proper and good service to the customers must have knowledge about his work and responsibilities
- An agent have to gain potential customer the agent must have to ensure security of electronic devices such as: computer, webcam, POS printer and biometric device

- An agent will give protection to the security of important documents and will keep the documents safe for internal audit purpose
- An agent will display the schedule of charges at the banking outlet
- An agent have to give periodical report to the bank for evaluating their activities
- An agent must have to follow the Bank Asia's agent banking rules and regulations

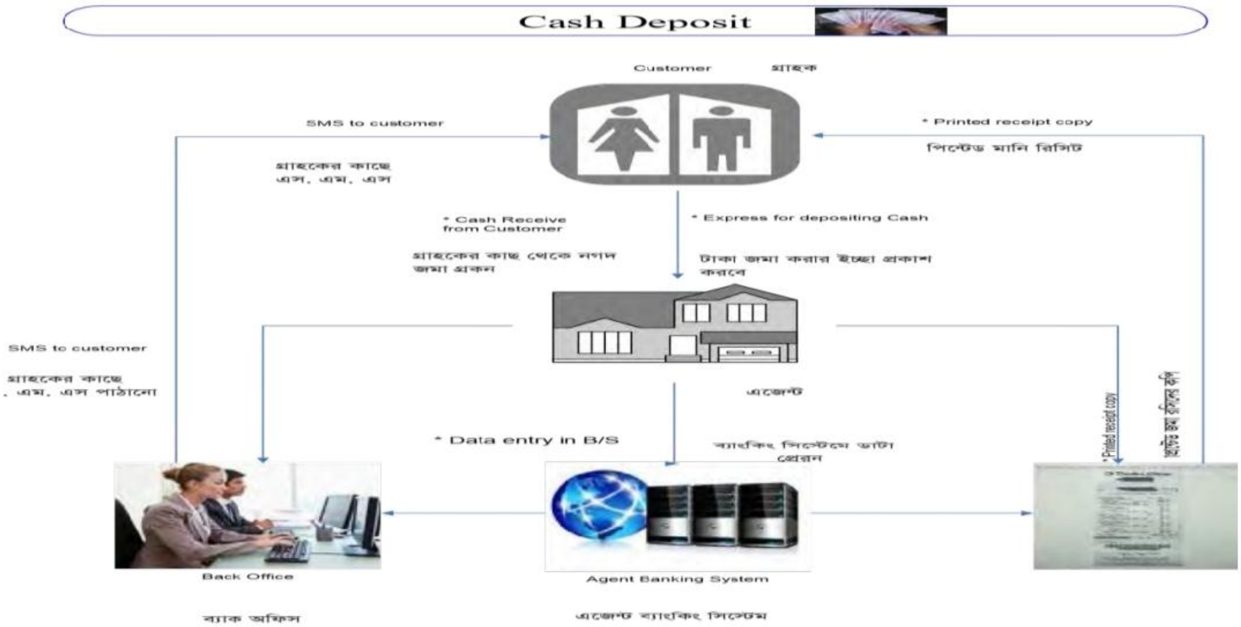
3.12 Functions of agent banking of Bank Asia Ltd:

- Cash Deposit
- Cash Withdraw
- Cash Transfer
- Inward Foreign Remittance
- Utility Bill Payment
- Social Safety Net Cash Payment
- Balance Inquiry
- Account Statement (mini)
- Insurance Premium Collection
- SME Loan Processing
- Agricultural Loan Processing
- Debit/Credit Card Paper Processing

3.12.1 Procedure of Agent Banking Services:

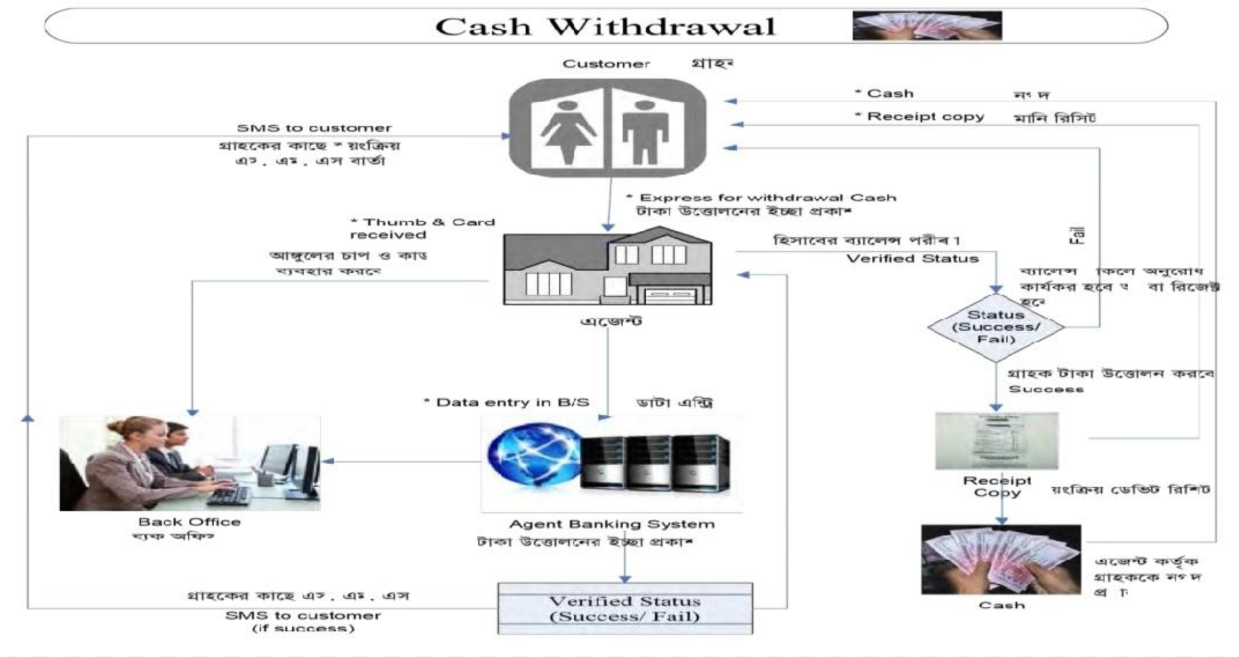
Cash Deposit:

- Customers will come to the agent point and pay the amount they want to deposit
- The agent will calculate the amount of money and log into the system through his bio-metric finger. The system will then complete the transaction by inputting the customer account number and amount of money. The system will credit the customer account and send an SMS message to the customer mobile number. A money receipt of the customer account which will system generated and will be hand over to the depositor.



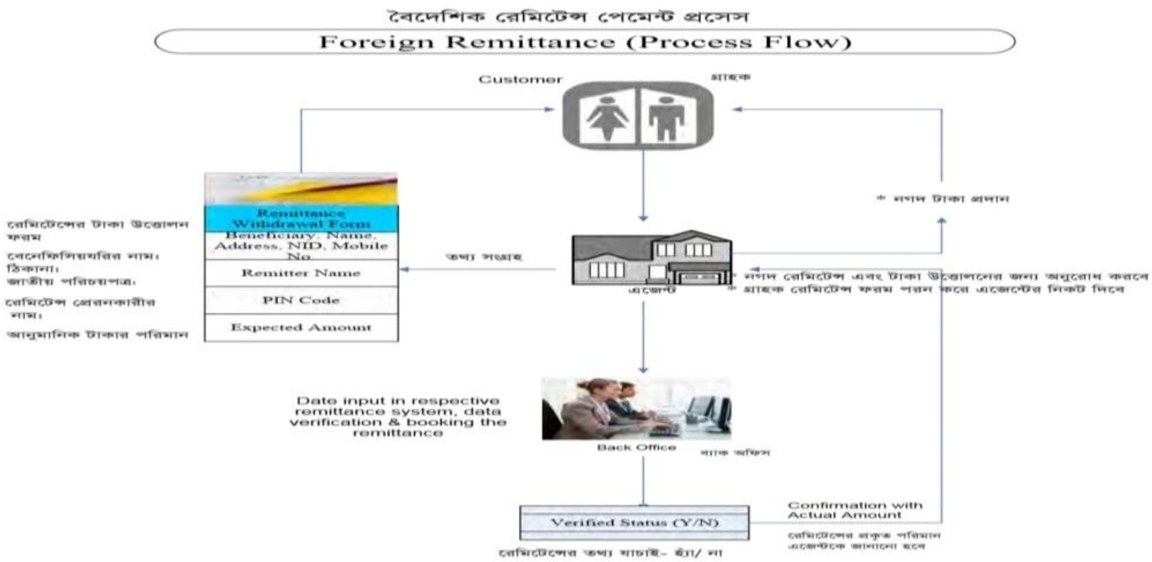
Cash Withdrawal:

- Customer will come to the agent point and will mention the amount they want to withdraw
- The agent will ask the customer to log in via fingerprint and customer card in the system. The agent will then input the amount of money into the system. Finally the system will check if there is sufficient balance in the customer account.
- If there is sufficient balance on customers account the then agent will log in to the system through biometric system. After agents authorization of finger print the agent will debit customers account and credit the agent account.
- Customer will get a notification thorough SMS about his/her update balance and how much money is being transacted
- After the completion of transaction the agent will give cash to the customer and a system generated money receipt



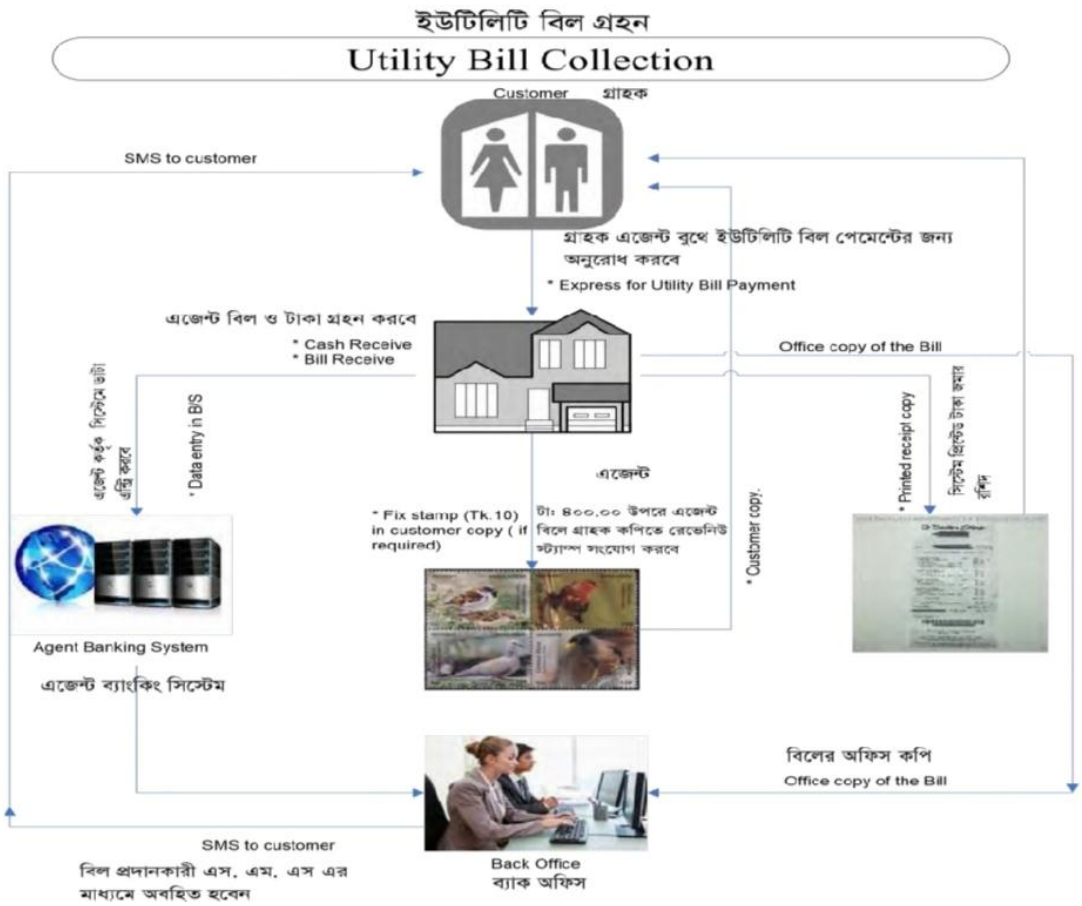
__Payment of Foreign Remittance:__

- Remittance Beneficiaries / Customers will visit Agent Point to collect foreign remittance money.
- Agent will provide a form to the customer and will help the customer to fill the form
- Agent will put all the customer data like: Name, NID No. PIN No. Mobile No. Remittance Senders name, exact amount of remittance. And will send the data to the Bank’s Branch office for verification
- After verifying the information the branch office will let to know the agent through SMS notification
- On the basis of branch offices confirmation agent will pay cash to the beneficiary customer
- After receiving approval from the back office, the system will make the main debit of the corresponding account and at the same time will credit to the agents current account.



Collection of Utility Bill:

- Customer will come to the agent point and pay the utility bill
- Agent will log in to payment bill option, input all the data like: bill no. Total amount of bill, amount of vat, mobile number into the system and select payment mode from the system
- If the customer wants to pay bill on cash then the agent will receive the cash first. Then enter the data to the system. System will auto credit the REB bl a/c, vat a/c and will debited agents current account
- If the customer wants to pay bill from his/her account, then the agent will ask customer to inputs his finger prints for authorization for debiting customers account. If the system shows available balance on customers account, then the system will debit the exact amount from customers a/c and will credit the Utility Bill Company's account
- If the bill amount exceeds BDT. 400 or above, agent must affix BDT. 10/- revenue stamps to customers bill copy.
- The agent will send a copy of the utility bill to the back office and back office will sent to the concerned REB office along with the statement



3.13 Restriction on Agent Banking Activity:

- If any charge is not fixed by the bank, agent cannot ask any charges to the customer for the service
- Agent can only provide services which belongs to Bank Asia's product services
- Agents are not permitted to transact any cheque without finger print & card
- Agent cannot ask to the customer any personal information including account details & PIN number
- If Bank Asia does not give any written permission, the agent cannot employ any other business under Bank Asia's agent point
- Any sub agent cannot be appointed by the agent to provide the banking service
- Agents are not allowed to deal with loans and financial appraisal
- Agents are not permitted to encashment of cheques to deal with foreign currency
- Agents cannot give final confirmation for opening a bank account

- Agent must have to follow Bank Asia's guideline for any sort of transaction apart from those

NB: If an agent caught in doing irregularities, breach of trust and doing fraud activities which can ruin Bank's reputation and which is beyond Bank's interest then Bank is allowed to cancel agent license of that agent and as well bank can take any legal action through civil or criminal court.

3.14 Agent Banking Competitors of Bank Asia:

Bank Asia has some competitors on Agent banking sector. Which are given below:

- Dutch Bangla Bank Limited
- Islami Bank Bangladesh Limited
- Mutual Trust Bank Limited
- BRAC Bank Limited
- NRB Bank Limited
- Al- Arafah Islami Bank Limited
- United Commercial Bank Limited
- EXIM Bank Limited
- Modhumoti Bank Limited
- City Bank Limited
- Standard Bank Limited

3.15 SWOT Analysis:

Each institution is have some internal strengths and weaknesses. And each institution also have some opportunities and some threats in its whole organization life this things are discussed below:

Strength:

- Bank Asia gives good quality and services to its customer's
- Bank Asia is pulling its strengths in its adaptability and dynamism. Their Banking services are rapidly adapting to world-class standards. Bank Asia is embracing advanced technology and connecting with the world, enabling improved communication and consolidating opportunities.

- Bank Asia is a bank which financially sound and their parent company is Rangs Group which has a huge asset base
- Bank Asia completes all levels of management to improve the quality of service of corporate brand image and to maintain the culture of developing corporate brand image in the market through organization-wide approach and open communication system.
- It ensures its consistent quality and operation using state-of-the-art technology. Headquarters is equipped with Swift (bank software used by Swift Bank Asia). All other points are equipped with Swift system
- The employees of Bank Asia is highly trained and are competent on their own field
- The Bank provides a good working environment which encourage their workforce to perform best

Weaknesses:

- As per its financial activities Bank Asia has less human resources. For that, employees have extra workload and work more hours than office hour and they don't get any incentive for that. And it can cause huge employee counterfoil which can be costly and cannot be avoided
- Agent banking officers of Bank Asia are not trained well. It is because they have received sort training before joining to work so that they cannot work properly
- The agents are not trained in such a good way also

Opportunities:

- Agent banking is Government project which is called A2i (Access to Information). As a Government project, Government also giving facilities such as gives space in union parishad for operating the business
- Bank Asia was the first bank who started agent banking in Bangladesh and now they are covering the whole country fastly. So they have a golden chance to enhance their business than their competitors as agent banking took less time for any transaction its becoming more popular to the people of all classes. Braches takes time because branches are crowded with more customers so day by day people are using agent banking services

Threats:

- There are many banks in Bangladesh. But only a few bank have agent banking license.

- As mentioned earlier, the world is getting advanced in e-technology very fastly. Although Bank Asia has made efforts to enter the trend of information technology, it is the mission that could not be completed due to poor technology and infrastructure is not developing of our country
- As customer need is very high and many more financial institutions are entering into this market. In our country we have already 58banks in our country and some are coming with unique products and services. Competition is increasing day by day. So if Bank Asia cannot come up with more attractive financial product in future, they may have to face bad days as per the competitors.

3.16 Bank Asia's Agent Banking Activities:

3.16.1 Bank Asia's Position in Terms of Outlets Distribution

As of quarter of June 2020, 81.25% of the total agent outlets have been opened by top listed five banks. Bank Asia is in the 2nd position with 29.66% outlets of the total outlets. And Dutch Bangla Bank is in the leading position with 32.59% or 4,056 outlets in terms of total outlets distribution.

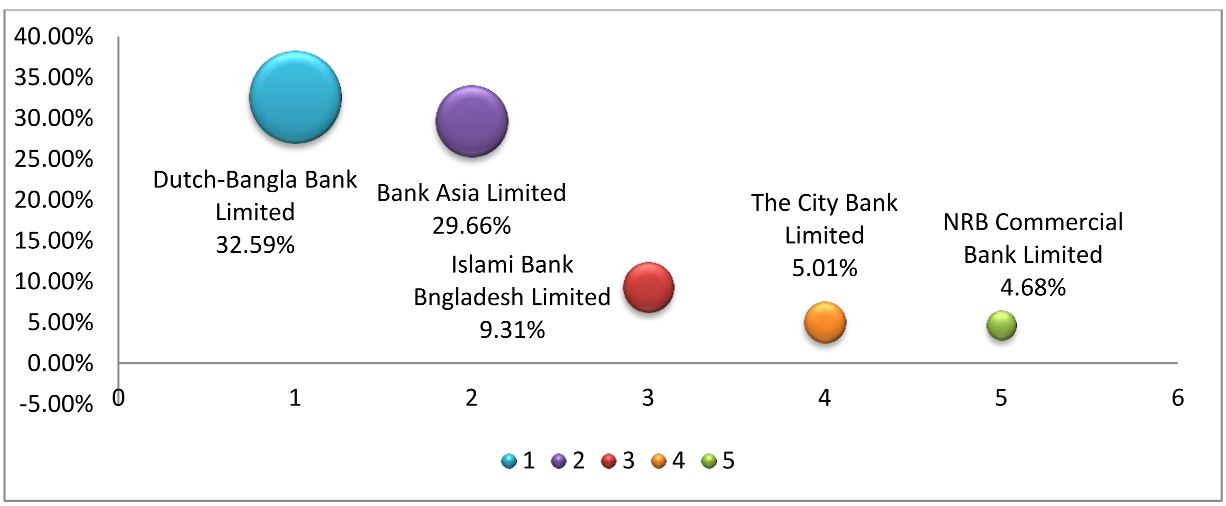


Figure 24: Top 5 Banks Share of Total Outlets

3.16.2 Bank Asia's Position in Terms of Number of Accounts

As per quarter of June 2020, 90.76% share of the total number of accounts has opened by top 5 bank. Bank Asia Limited is in the leading position as per Number of accounts opened through agent banking with 40.88% or 3,007,612 accounts. Dutch Bangla Bank is holding 2nd position with 33.50% or 2,464,376 accounts.

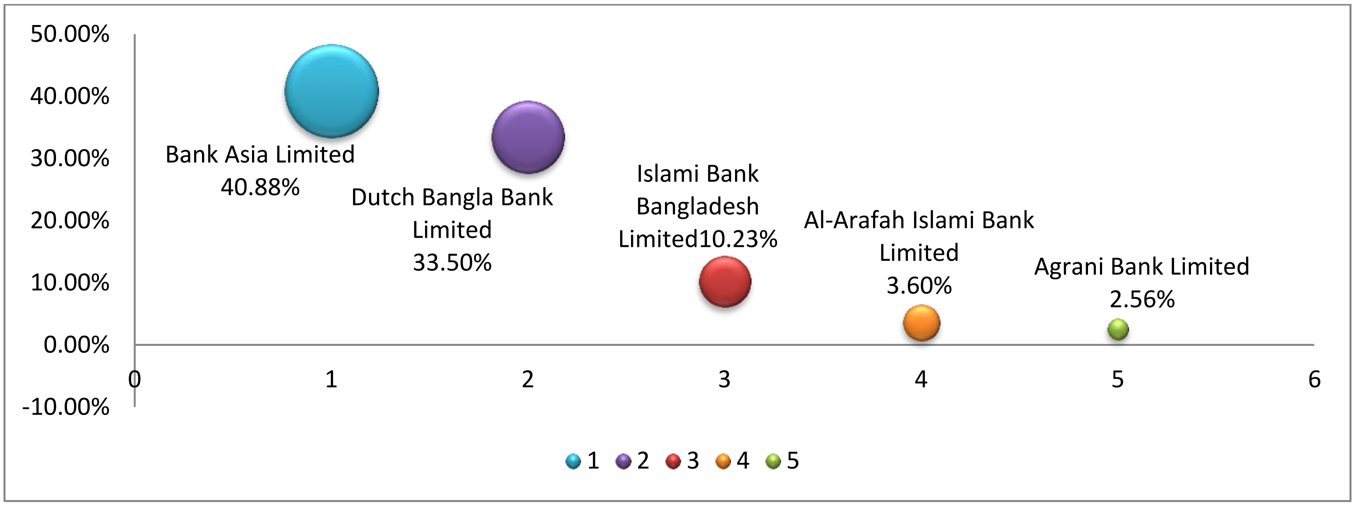


Figure 25: Top 5 Banks Share of Total Accounts

3.16.3 Bank Asia's Position in Terms of Deposit Collection

At the end of the quarter of June 2020, 87.31% share of total quantity of deposit collection through agent has done by top 5 banks. Islami Bank Bangladesh Limited has collected 25.58% or 261,383.92 lacs of deposit and obtain 1st position on deposit collection through agent banking. Bank Asia Limited is in the 3rd position with 17.33% or 177,117.29 lacs deposit collection.

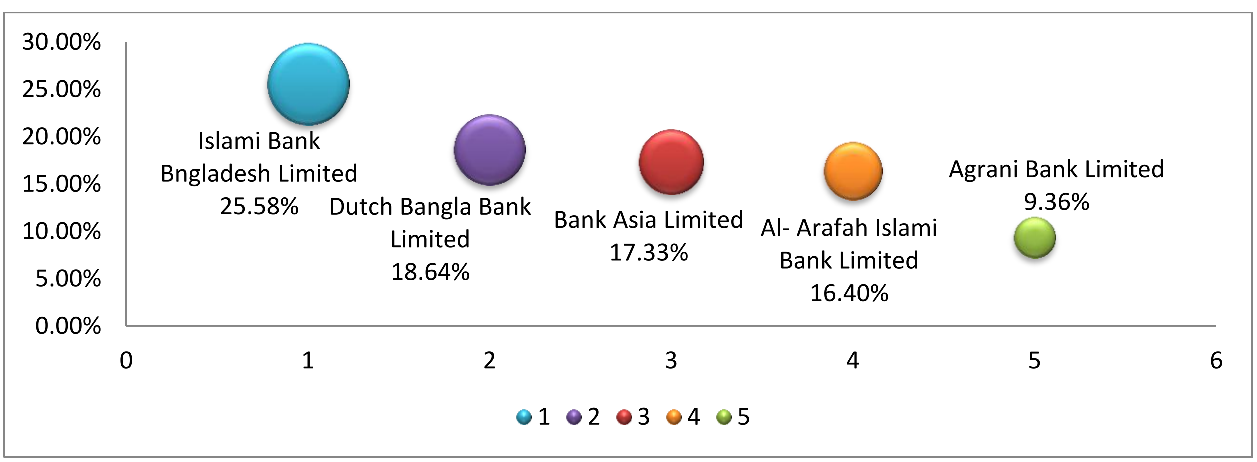


Figure 26: Top 5 Banks Share of Total Deposit Collection

3.16.4 Bank Asia's Position in Terms of Loan Disbursement

At the end of the quarter of June 2020, the top listed 5 banks have distributed 98.57% of the total loan by agent banking. Bank Asia has ranked top with 38.98% which is BDT 28,085.09 lacs of loan distribution activities by agent banking. Brac Bank limited is in the 2nd position with 37.44% which is BDT 26,977.88 lacs loan distributed.

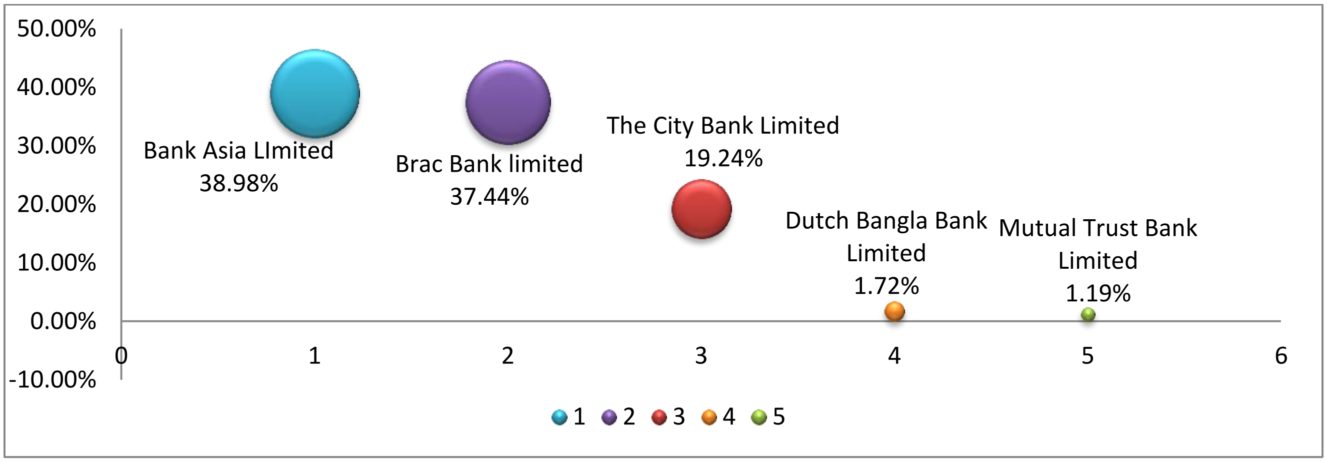


Figure 27: Top 5 Banks Share of Total Loan

3.16.5 Bank Asia's Position in Terms of Total Inward Remittance Distribution

As per quarter June 2020, the top 5 banks have received inward remittance of BDT 2,665,059.00 lacs which is 97.69% share of total inward remittance. Here bank Asia is in the 3rd position by distributing remittance of BDT 472,921.75 lacs which is 17.75% of share of total inward remittance. Dutch Bangla Bank Limited has ranked top by distributing remittance of BDT 965,393.63 lacs which is 36.22% of share of total of inward remittance through agent banking.

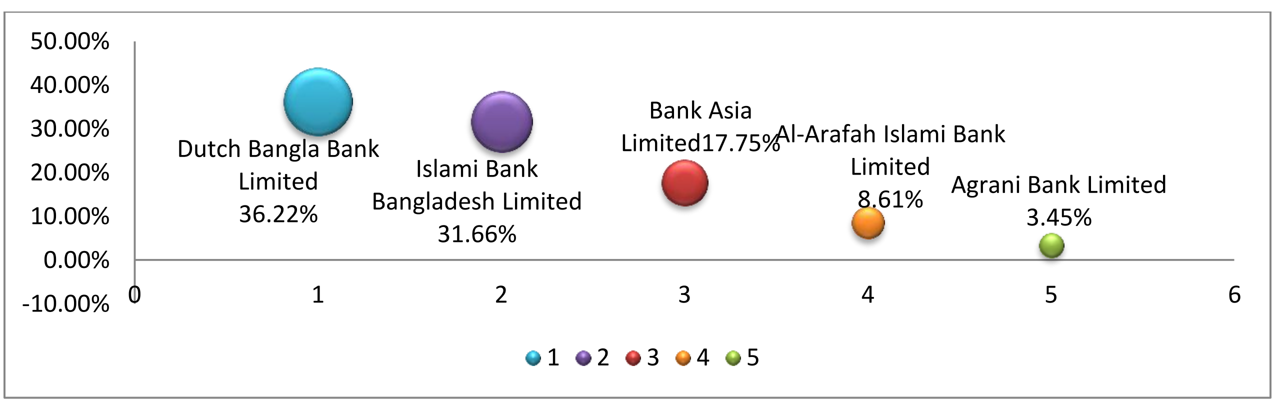


Figure 28: Top 5 Banks Share of Total Inward Remittance

3.17 Findings:

- In remote villages they are organizing drama or jari song shavas on a particular day (usually all farmers bring their produce to a certain market on a certain day per week). Since there is not much opportunity for entertainment in rural areas, banks are organizing such entertainment in those areas. And they are also getting a lot of visitors for their show. In that show they are communicating about the method of agent banking talking about its safety and benefits in the form of drama. And it is working like magic, more and more people are becoming interested in transacting through them adopts proper financial structure on average.
- Agent banking services will make life easier for garment owners and many other factory owners. Because they can pay the workers through agent banking and will be able to show the appropriate document to foreign buyers and it is mandatory for them to show it.
- At the same time Bangladesh Bank is trying to strength the agent banking activities so that the bank can serve their best to the people than before. Every year Government has to transact a huge amount of fund to the rural people. But the people only get a portion of amount from the fund because of some dishonest intermediaries. The 3rd party intermediaries took the major portion of the fund money and the people who should receive it actually gets a little portion. Agent banking can reduce this type of activities by enabling Government a scope to transact money through agent banking accounts to the actual beneficiary.

3.18 Suggestions:

- As soon as possible the banks should spread their outlets throughout the country so that they can engage more people.
- Every organizations which are non-government should transact their funds through agent banking channels to reduce corruption
- The Government should give some advantage to banks which will implement agent banking wings

- Like all the government service which are operating in rural areas such as: LGRD, Health Office, Education Office. Besides this service government should also introduce the agent banking services to the rural people.
- Bank Asia have to aware of what their competitors are doing, what type of facilities they are providing. They can add more facilities for the customer to their agent points
- As a customer, I feel that Bank Asia should promote more about agent banking to reach more people
- Can give some offers to the customers of opening an account through agent banking

Chapter 4

Conclusion & Recommendations

4.1Conclusion:

As the agent banking services rises during the Covid-19 pandemic situation, this indicates that there is huge opportunity to introduce this service to the people of rural areas more for bringing the people under baking service who do not have any bank account. For rural people, specially for women, for small business entrepreneurs and for remittance receiving pople agent banking is playing a very important role. During the April-June 2020 quarter the number of accounts of women through agent banking has raised by 15.37% than the previous quarter. But the loan disbursement for women is only 5.42 % which is noticed by Bangladesh Bank. And they are working on guidance of how to engage more female customers to loan activities and they are trying to find the reason why female customers are less engaged to loan activities. However agent banking is having positive influence on the financial inclusion throughout the country. They are gaining the capability to fulfill the gap of a branch of getting expected profit or getting transactions. And agent banking services now is not like just basic banking services which provide only cash deposit and withdrawal, they are also broadening their services and adding more value for their customers.

Bank Asia is in the leading position of Agent Banking sector so they have chance to capture the whole market in a very limited time. They have the highest possibility of being succeed in this agent banking sector.

4.2 Recommendations:

Bank Asia has started their agent banking journey on 2013. And they are the 1 st bank who started agent banking in Bangladesh. As a new service provider they have some issues and they are trying to sort out all the issues and trying to deduct the issues by updating their services day by day. The recommendations for them to survive with their problems are given below:

- The agents of Bank Asia Limited should be more trained to provide better service and to learn the whole system of transaction
- For the business people the limit of transaction should be raised
- The server of bank should be more fast to provide the service fast and to provide services to more customer
- Bank should justify the educational certificates of the agents properly before recruitment
- Many agents are not diluent to drive the business so should justify their solvency
- Bank should elaborate their business to agents to motivate them and make them understand about their future business plan
- A minimum commission should be given to the agents for opening an account which will enforce them to bring more customers under the banking service
- The bank should place their agent point in some market area rather than union perished because most people come to market for different activities. So it will be easy to get noticed by the people when it will be in a proper place
- Bank should create more awareness program and promotional activities to reach the people and to communicate with them about products and services of agent banking
- Bank can give discount offers to the customers and also to the agent to engage more customers
- The Branding equipments that are needed should be to reached to the agents fast so that people can hold their faith on it

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