SCHEDULED COMMERCIAL BANKS IN RURAL AREAS, A BOON: COMPARATIVE STUDY OF PUBLIC, PRIVATE and FOREIGN BANKS

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ABSTRACT

Banking plays a vital role in the growth and development of developing countries like India. Banks lubricate the entire monetary and financial system and ensure smooth operations, with the initiation of the process of liberalization and globalization of the economy. The financial sector particularly, the commercial banks, not only in urban areas but also in rural areas were the first to experience the winds of change. However, these changes were experienced more in urban areas, than rural areas. The present paper throws light on the performance of the scheduled commercial banks, those that have more branches and those that have fewer branches in rural areas.

KEYWORDS: Scheduled Commercial Banks, Private Sector Banks, Public Sector Banks, Foreign Banks, Rural Banks, Rural Areas