



ICICI Bank and Services for Society

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ABSTRACT

Services give us more satisfaction for our life, these are visible or not visible but it's provide those satisfaction do not give us more money. In this condition for satisfaction and complete our ambitions banking play an important role for our society and it is a most important institution for our society. The sector plays an important role in economic development of a country. It is a pillar for any strong nation economy. An efficient banking system is recognized as the prime requirement for the overall progress of any nation. The banking system of India is featured by the large network of bank branches, providing more services not only customers but to the nation also. Banks are most important institutions for our financial and non-financial requirements. Actually bank provides more facilities for our life. In India networking of bank branches are very large.

According to Narsimham committee "Private sector bank should be allowed to be established in India these new private sector banks will complement the overall financial sector reforms". ICICI bank is most popular and second largest bank in private sector. ICICI Bank services provided and cooperated with peoples for his necessity or needs. It is a private bank, so this study based on the various types of services provided by ICICI Bank with private sector comparatively government sectors banks and in this time private banks are very powerful and they give strongly highly facilities and services with competition for government banks.

Keywords: ICICI, Services, Facilities, Government Sector, Private Sector, Economic Development etc.

INTRODUCTION

An efficient banking system is recognized as the prime requirement for the overall progress of any nation. Bank is a most important institution of our society; banks give him more financial and non-financial support for our necessity. Without bank or finance we cannot suffer in our life, every step of our life we wants finance but money is not useful or important for every condition. We want services for satisfaction of our life. Finance and services both are our necessity, so without systematically process we all cannot suffer in our life or our society, so banking sector is most important for our systematically life.

Banks are those sector he give him financial or non-financial support. In this time life move very fast and this modern life all wants more facilities. According to before and after conditions of banks are very changed. The banks (Government with Private) give him various facilities and government or private banks always tried to give him better for our society. In this time both type of banks give various facilities in all areas, so every type of bank wants well working, facilities, process, complete satisfaction, customer's choice etc.

ICICI BANK PROFILE

ICICI Bank is a second largest and leading bank of private sector in India. It does headquarter in Mumbai, India. ICICI Bank was established by the Industrial Credit and Investment Corporation of India (ICICI), AN Indian financial institution, as a wholly owned subsidiary in 1994. The present company was formed in 1955 as the joint-venture of the World Bank. The