

Changing Paradigms in Financial Services Marketing
Ashish Gupta, Babita Yadav and Varsha Rokade

© Manakin Press Pvt. Ltd., 2020

Published by

Manakin Press Pvt. Ltd.

B-300, Okhla Industrial Area, Phase-I

New Delhi-110020, India

Tel.: +91-11-45328300

Email: publisher@manakinpress.com, Website: www.manakinpress.com

For customer services and other information, please email on info@manakinpress.com.

For our editorial support and about how to apply for permission to reuse the copyright material in this book, please email on publisher@manakinpress.com

Disclaimer:

Please be informed that the author and the publisher have put in their best efforts in producing this book. Every care has been taken to ensure the accuracy of the contents. However, the author and publisher make no representation or warranties of any kind and therefore shall not be responsible or liable to any person or entity with respect to any error, loss or incidental or consequential commercial damages accruing thereof. Neither the publisher nor the author is engaged in providing services of any professional nature and shall therefore not be responsible for any incidental, consequential, special or any other damages. Please do consult a professional where appropriate.

All due diligence has been taken by author/s, editor/s & publisher with regards to copyright but still if any then it one comes across and feels that a copyright infringement has taken place, which might have happened unknowingly should be notified at publisher@manakinpress.com so that immediate remedial measure can be taken.

No part of this work may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, microfilming, recording or otherwise, in permanent or temporary form without written permission from the publisher, with the exception of any material supplied specifically by the publisher for the purpose of being entered and executed on a computer system, for exclusive use by the purchaser of the work.

ISBN: 978-93-88342-16-2

Licensing Cover Image: www.shutterstock.com

Printed at: Avantika Printers Pvt. Ltd.

9. Financial Services & Marketing Strategies: An Overview <i>Ritika Dongrey and Varsha Rokade</i>	137–144
10. Financial Service Quality Effect on Customer Satisfaction <i>Khushboo Sabharwal Gupta and Vishal Gupta</i>	145–154
11. Relevance of E-delivery Channels in Indian Banking Sector: A Comparative Study <i>Azadwinder Singh and Adarsh Preet Mehta</i>	155–166
12. Customer Experience: A Key to Develop Customer Loyalty in Banking Sector <i>Raouf Ahmad Rather and Jyoti Sharma</i>	167–188
13. 7 P's: The Success Mantra for Financial Services Marketing <i>Namrata Maheshwari</i>	189–204
14. A Sustainable and Commercially Viable Approach of Delivering Financial Services to Rural India <i>Anil Kumar Kashyap</i>	205–216
15. Technologically Enhanced Banking Services with Geographical Information System as a Tool: A Case Study in Bhopal City <i>Naila Iqbal Khan</i>	217–236
16. Insurance, Banking and Mutual Funds (IBM) 7 Ps of Marketing Strategies <i>Monica. A and Sophia. A</i>	237–258
17. Customer Experience Management in the Financial Services Industry: A Corporate Benchmark for Value Creation <i>Pooja S. Bhat</i>	259–266
18. A Study on the Perception of Banking Customers Towards Marketing of Services: An Empirical Research <i>Preeti Yadav and Jeet Singh</i>	267–278
19. Role of IT Innovations in Financial Services <i>Rishiparna Guha</i>	279–288

A Sustainable and Commercially Viable Approach of Delivering Financial Services to Rural India

Anil Kumar Kashyap¹

Self attested
A
19/08/2024

Abstract

Marketing of financial products in rural India is one of the major challenges for banks and non banking institution. Poor infrastructure, lower literacy rate, lack of financial awareness, and size of the market are some of the important hurdles in the way of leveraging financial services to rural people. Government of India and is committed to deltver financial services at the doorstep of every citizen. It has launched various programme and schemes to promote financial inclusion for its citizens. Financial institution are actively participating to reach out financial services at every corner of the nation. But, having 68.83 percent of total population 638,596 Indian villages are

¹ Assistant Professor, Department of Business Management, Dr. Harisingh Gour Vishwavidyalaya, (A Central University), Sagar, Mail id: kumarkashyapanil@gmail.