EXECUTIVE SUMMARY

Banking system occupies an important place in nation's economy. A banking institution is indispensable in a modern society. It plays a pivotal role in the economic development of a country. Thus, economic development of a country depends upon success of banking industry and success of banking Industry is determined to a large extent by now well then needs of its customers have been understood and satisfied.

The Indian banking industry has come a long way from being a sleepy business institution to a highly proactive and dynamic entity. The liberalization and economic reforms have largely brought about this transformation. The entry of private banks has revamped the services and product portfolio of nationalized banks. With efficiency being the major focus, the private banks are leveraging on their strengths. To compete with the private banks, the public sector banks are now going in for major image changes and customer friendly schemes. Increasing competition and technology driven products are some of the trends which the banking industry is currently experiencing. The technology oriented banking has become one of the latest success mantra in market especially to win over the customers. Due to entry of private banks which are known for technical and financial innovation their professional management has gained a remarkable position in banking sector.

The dissertation entitled “Impact of Privatization on Public Sector Banks” is focused to study:

- Changes made in Public Sector Banks in terms of arrival of new products and services.
- Employees satisfaction in Public Sector Banks i.e. how they feel being working in Public Sector Banks. For this SBI and PNB are involved in study.
- Customers preference towards Public & Private Sector Banks i.e. which sector they prefer.