PREFACE

Starting as economic enterprises concerned with the mobilisation of deposits and lending for profits, banks have evolved into one of the major catalytic agents of socio-economic development of the nation. The banking industry in India has seen three eras and which can be outlined as commercial, social and competitive.

A very important challenge before the commercial banks in India will be to manage the different segments of the economy. They cannot afford to ignore any one of those or prefer to serve a few of those at the cost of others. The banking services need to keep in view of the requirements of the Swadeshi groups and also focus their attention on globalisation efforts which require a balancing effort.

Before nationalisation, their was a heated debate on the character and concern of commercial banks in a society in which 70% of the population lived below the poverty line. Today, the situation has definitely improved but not as much as to take a U-turn desirable. While the opponents argue against social responsibility pointing to the unethical character of beneficiaries, large NPA recovery problems, mounting losses due to uneconomical operations, their has been a widespread attack on the social role of banks in India. In the light of the ongoing discussion on the role and responsibilities of banking in this new era of competition marked by global perspectives, technological innovations competition, oriented creative operations several questions emerge: For example

> Has social responsibility become a redundant concept? or is it relevant even today?

> What exactly can be the concept of social responsibility for banking industry?
What kind of activities banks may undertake in the future? What may be their approach?

What are the attitudes of managers of banks towards implementation of social responsibility in banks in India?

What has been the role of regulatory authorities such as RBI and Government of India in relation to Social Responsibility of Banks?

The present study is an attempt to provide answers to the above questions. The study is organised in six chapters.

In the first chapter, an attempt is made to present the conceptual framework of social responsibility.

Objectives and methodology are discussed in the second chapter.

In the third chapter, efforts are made to present the social role of banks in India.

The social performance of selected banks in the selected areas of social responsibility are portrayed in the fourth chapter.

The analysis of the attitudes of managers is given in the fifth chapter.

In the sixth and last chapter, findings and conclusions made out of the study are drawn based on which some valuable suggestions which are worthy of the consideration by all concerned to improve social responsibilities in banks are made.