OBJECTIVES:

Globalisation has created a lot of changes in the attitude of bankers especially in relation with customer services due to the obsession with size in the international banking scenario, merger activities are ganging momentum. The speed of consolidation has of course been slackened. In comparison with the number of mergers in 2000 – 2001 the actual mergers happened in 1999 – 2000, has come down from 17 to 16. The number of mergers among the words top 1000 banks during 2001 – 2002 was only five and that too limited to continental Europe. Citi Bank which is turned as a full service bank, with a market capitalisation of 225 billion and operating in more than 100 countries has become the role model.

According to report, consolidation binge will still continue to match or near citi on account of merger between bigger banks. Unlike the past, weakness could be the contributing factor for mergers rather than strength. Falling share prices on account of weak profits and the resulting uncertainly made bigger banks likely takeover targets. Banking stock has been savaged by the markets, especially in the wake of Enron and telecom debacle in USA.

In light of the above mentioned development across the globe, Indian banks need to adopt and appropriate structural system so as to tide over the likely challenges and problems which might crop up in immediate / short horizon. The Universal banking model spouse through banking conglomerates is best with inherent contradiction it would be fruitful for banks to stick to knitting and realised the franchise value even through consolidation and consequent increase in size is likely to occur on account of lower level of banking, concentration. Individual competitive strength should be the paramount factor while exploring and forging alliances
between themselves as well as other financial forms. Banks belong to service sector industry which has got certain characteristics features such as pershability and intangibility. Therefore customers are very important. Urban co-operative banks are considered as customers friendly banks since they maintain a very good rapport with customers. Any bank aspiring for higher profitability should adopt fivefold strategy such as;

i) Acquiring new customers
ii) Retaining the existing customers
iii) Sound recoveries and increase in revenue through innovative ways.
iv) Cost reduction and cost control
v) Diversifying into profitable business propositions

The main objectives of the studies are as follows;

i) To study the role of urban co-operative banks in the development of an economy
ii) To understand the role of customers in banking.
iii) To examine the structure and marketing of customers services by urban co-operative banks.
iv) To study the impact of customer services in improving the performance of banks
v) To find out the problems confronted by customers in Nashik district.
vi) To investigates the functioning of urban co-operative banks in the cities of Nasik, Malegaon, Lasalgaon.