**METHODOLOGY:**

**Sources of Data:**

This study is an empirical research based on survey method. With a view to secure required information and the knowledge of the working of the urban cooperative banks, field visits will be undertaken. The primary data will be collected with the help of questionnaire.

Apart from primary data the secondary will be collected with valuable information from Books, Journals, RBI Publications, magazines, Annual Reports of Banks and published & unpublished literature.

**Research Design & Research Area:**

In any research design the overall plan of research is given. Research design is a blueprint for carrying out the research and for avoiding guidance in taking various steps for undertaking a research study. The fundamental objective of a research design is to develop a set of methods and procedures that will answer the research questions or test of research hypothesis with high degree of confidence. The research design can be of several types. Some of the important designs are: Descriptive, Correlational, Casual Comparative and Experimental.

The research design will be used in the present study is Descriptive Research Design.
There are about 42 cooperative banks in Nashik District out of which 5 banks are well established and providing all the basic and important banking facilities to the customers. So these 5 banks are selected for data collection.

**Sample Size & Sampling Technique:**

For any research work it is not advisable to conduct the survey of whole entire universe of the study. If we conduct the entire universe of the study it may raise big outlay of time, energy and finance. So, only samples are obtained from the entire area of survey.

A sample is a finite part of a statistical population whose properties are studied to gain information about the whole. The present research will be conducted on the basis of primary & secondary data. The primary data was collected from the sample of the customers, employee & top management of cooperative banks. The sample will be selected on the basis of random sample method.

Sample size is the number of people / units selected for the study. In the present study a random sample of 400 cooperative bank customers, 75 employees and 20 top management officials will be taken adopting the procedure of proportional allocation.

Table 1.1: Respondents
<table>
<thead>
<tr>
<th>Category</th>
<th>No. Of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Management</td>
<td>20</td>
</tr>
<tr>
<td>Employees</td>
<td>75</td>
</tr>
<tr>
<td>Customers</td>
<td>400</td>
</tr>
</tbody>
</table>

**Analysis of Data:**

In a research study when the process of data collection is completed, the next step generally involves the analysis of the data. The choice of the analytical procedures depends on several factors, including the type of research question / hypotheses that are developed and the characteristics of collected data.

The percentage distribution is the simplest form of representing findings of the research work. Therefore, important tables on the questions will be prepared with its respective percentage. In order to test the validity of the hypotheses, a well known Chi – Square Test will be used.

**UTILITY:**

This study is expected to give valuable suggestions to the top management of the bank, officials of the bank branches as well as to general public. It will be helpful to the bank management in formulating policies in relation with customers as well as vital activities. This study can also be used by the officials of Registrar of cooperative societies office, so that they can understand the effect of various legislation,
CHAPTER SCHEME:

1) Introduction
2) Profile of the study Area
3) Review of Literature
4) Research Methodology
5) Customer Relationship Management
6) Data Analysis
7) Conclusion & Recommendations