

Search for New Business Model for Banks to Deliver Finance to Farmers and Artisans

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ABSTRACT

It is true that today, Indian banks are roaring as is evident from recent reports on the financial results of the banks. But, it cannot be denied that not only in India but also globally, banks are noticing that their net interest income, which traditionally has been their mainstay is gradually dwindling and their operating expenditure is fast increasing despite up-gradation of technology and sophisticated marketing efforts recently undertaken by them. Consequently, this has thrown up a new challenge for banks to develop any such model of business development that may help to boost their revenue and profit earning capabilities and share. In this paper, an attempt is made to review the existing models and explore a new business model for banks to finance to farmers and artisans.

KEYWORDS: Banking, Marketing Strategy, Farmers, Artisans, India.

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