



Cooperative Education Report

Commercial Bank of Nepal NMB Bank Limited

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Abstract

This report summarizes my 16 weeks of internship at NMB Bank, Chipledhunga. NMB Bank Limited licensed as “A” grade financial institution by Nepal Rastra Bank in May 2008 has been operating in Nepalese Financial market for over twenty years with headquarters in Kathmandu is one of the leading commercial banks in the banking industry. The bank is licensed by the central bank of Nepal, the Nepal Rastra Bank and has 181 branches across the nation providing retail and commercial banking services.

Objective of the study includes: (1) To study the entire banking system. (2) To examine the overall service of the customer service department. (3) To acquire knowledge on banking activities and the environment. (4) To understand the practical implementation of academic knowledge. With the company I was assigned to work in the customer service department under the supervision of Operation Incharge. The responsibilities include product counseling, service counseling, account operation, distribution activities, handling phone calls, providing balance statement, Recording cheque book and debit card, Handling Photocopy machine, Preparation of cheque, Providing Information to the customers, Fill up the cash/cheque deposit voucher, Calling existing customer to update KYC.

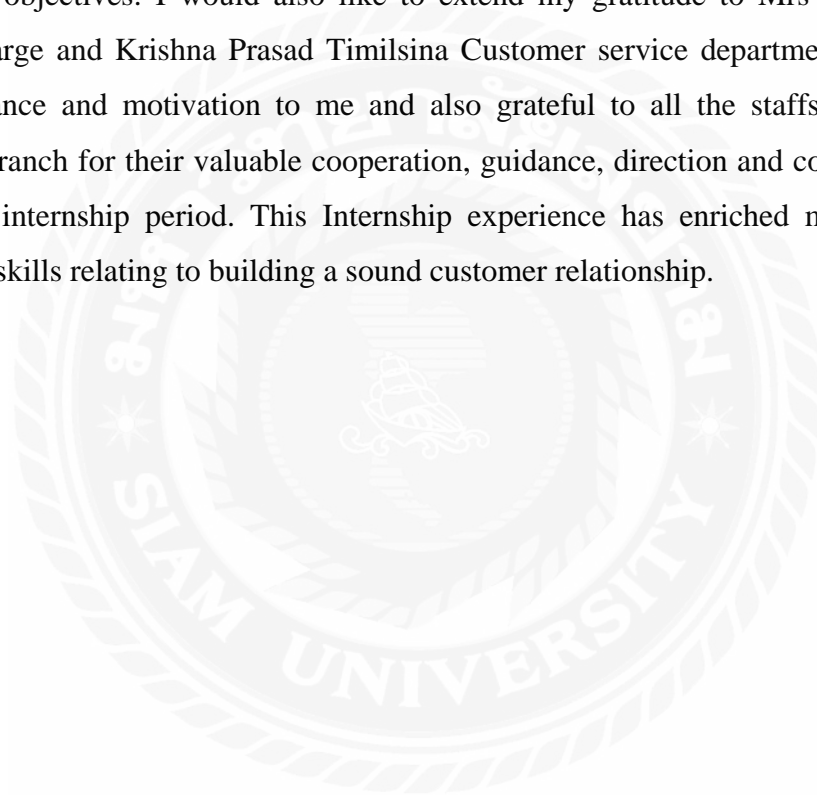
This report analyses the several cooperative education tasks that were completed, the challenges encountered during those tasks, and the potential solutions chosen to finish the assignment. This report also emphasises how the entire experience has helped me learn a variety of new skills and topics that will be helpful in my future career endeavours.

Keyword: commercialbankingservices,KYC,customer-service

Acknowledgement

I want to sincerely thank Siam University and Kathmandu College of Management for allowing us to gain both academic and practical knowledge via our curriculum by including a 16-week internship.

I would also like to express my deep gratitude to NMB Bank for providing the exciting opportunity to be one of them and giving me through guidance and opportunity to move ahead with internship objectives. I would also like to extend my gratitude to Mrs Namrata Dhakal Operation Incharge and Krishna Prasad Timilsina Customer service department supervisor for providing guidance and motivation to me and also grateful to all the staffs of NMB Bank, Chipledhunga branch for their valuable cooperation, guidance, direction and continuous support throughout the internship period. This Internship experience has enriched me with valuable knowledge and skills relating to building a sound customer relationship.



ABBREVIATIONS AND ACRONYMS

BFI - Bank and Financial Institutions

BOD - Board of Directors

CSD - Customer Service department

EMI - Equal Monthly Installment

FD - Fixed Deposit

LC - Letter of Credit

NMB - NMB Bank Limited

NRB - Nepal Rastra Bank

POS - Point of Sale

A/C - Account

KYC - Know Your Customer

SWOT - Strength Weakness Opportunities Threat

ATM - Automated Teller Machine



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Chapter 1

1. Introduction.



1.1 Company profile

One of the top commercial banks in the banking sector, NMB Bank Limited has been functioning in the Nepalese financial market for more than 20 years and was granted a "A" class financial institution license by Nepal Rastra Bank in May 2008.

The main office of Nepal's commercial bank, NMB Bank Nepal, is located in Kathmandu. The Nepal Rastra Bank, the country's central bank, has granted the bank a license. It offers retail and commercial banking services through 202 locations nationwide.

NMB Bank Limited is one of the best commercial banks in Nepal. NMB Bank has been recognized as 'Bank of the Year in Nepal' for three consecutive years, 2017, 2018, and 2020 by The Banker, a service of the Financial Times, for its leading role in the country's financial sector by using new digital technologies. In September 2019 NMB Bank also acquired Om Development Bank. It is a reliable bank that the public trusts and it cares about more than profits.

NMB Bank Limited was founded in May 2008 and is licensed as an "A" class financial institution. It was created as a merger with four financial institutions, Bhrikuti Development Bank, Pathibhara Bikas Bank, Prudential Finance Company Clean Energy Development. The bank's shares are publicly traded on the Nepal Stock Exchange. In September 2016, the Bank has

signed a joint venture agreement with (Nederlandse Financierings-Maatschappij voor Ontwikkelingslanden)

Nederlandse Financierings-Maatschappij voor Ontwikkelingslanden (FMO) and the Bank have a joint venture agreement whereby FMO is the Bank's largest stakeholder, owning 13.69% of the Bank's shares. Nederlandse Financierings-Maatschappij voor Ontwikkelingslanden (FMO) is a Dutch development bank. The Bank and FMO inked a Joint Venture Agreement in September 2016, making FMO the Bank's single largest shareholder. The alliance with FMO positions NMB Bank in becoming the market leader in managing environmental & social risks and the leading player in renewable energy and agribusiness.

1.2 Mission of the company

- Helping clients and customers to achieve financial security.
- Strengthening and promoting sustainable socio economic development by working actively with local and international stakeholders.
- Being responsible for bringing about positive environmental and social impacts.
- Promoting self reliance through financial products for the real economy.
- Creating an innovative climate within the organization, utilizing the skills and potential of staff.
- Delivering banking products and services to create delightful customer experience 5Bs of Our Success.

1.3 Vision of the company

Building communities through responsible banking, preferred by all stakeholders, enabling customers and clients achieve their financial goals thus contributing towards prosperous Nepal.

1.4 Significance of the study

This study's primary contribution is the information it offers regarding the goals of internships, bank transaction processes, and handling the customer. It gives the opportunity to be familiar with the real world with the knowledge of the overall banking system. It will be helpful in figuring out the issues and how to resolve them. It gives students the chance to learn about the real management world, helps them apply their academic knowledge in the real world, and improves their ability to communicate with customers.

1.5 Products and Services

The bank offers a complete range of banking products in deposits, lending, trade finance and remittances. The bank's deposit product portfolio encompasses customer tailored saving deposits, fixed deposits, call and current deposits. The lending product portfolio includes commercial loan products such as demand loans, cash credits, overdrafts, trust receipts and term loans, whereas a complete portfolio of personal and retail credit products are also provided by the bank. Non-fund based products such as bank guarantees and letters of credit are also available to the bank's customers. NMB's focus has been stretched out to financial support to Corporate and Infrastructure Sectors with preference on renewable energy, SME, Retail and Micro Financing Loans.

In addition to the above, the bank also offers a variety of value added services to its customers. The bank has also been providing Internet/Mobile Banking Services (through its website NMB Bank), SMS Banking Services and SMS Notification Services among other such value added propositions to its customers. The bank has also been issuing VISA debit and VISA credit cards to its customers. Product in detail are:

Accounts and Deposits

- You-Wah! Digi Savings
- Video Account Opening
- Investor Saving
- Sahara Bacchat Khata
- NMB UmangaBachatKhata

- NMB Jeevan Chakra
- AtulyaBachat
- NMB TalabKhata
- NMB Premium SuperTalabKhata
- ManyajanBachatKhata
- NariBachatKhata
- Social Onboarding via Facebook messenger and Viber (online account opening) •
- NMB MeroKramikKhata
- Education Plan
- Foreign Currency Saving Accounts
- Fixed Deposits

Loans

NMB Bank Limited provides a wide range of loan products according to the specific needs of the customers. Different types of loans can be as follows:

- Trade Finance
- Loan against FD(Fixed Deposit)
- NMB Sapati
- NMB Gold Loan
- NMB Fixed Rate Home Loan
- Home Loan
- Loan Against Property (LAP)
- NMB Pre-approved Home Loan
- Land Purchase Loan
- Ballooning & Reverse Ballooning Home Loan
- NMB Electric / Auto Loan
- Personal Loan
- Education Loan

- SME / MSME

Remittance Product (Sulav Remit)

Sulav remit is the remittance service developed by NMB Bank Limited which offers international funds transfer facilities. NMB Bank Sulav Remit has established remittance business relationships with various foreign banks and foreign exchange companies. Nepalese staying abroad can visit any of these banks and exchange companies and send money through "Sulav Remit", the fastest, easiest and reliable money transfer system of NMB Bank Limited, at low charges to more than 8000+ remittance payment outlets across Nepal.

Sulav Remit is an easy and affordable remittance platform that runs on commercially tested software developed by one of the best remittance software vendors of the country. Our java based software is equipped with VeriSign Authentication Services to ensure security of the system and the transactions.

NMB Bank Ltd has established remittance business relationships with various banks and exchange houses around the globe. Nepalese staying abroad can visit these banks and exchange houses for sending their hard earned money safely and comfortably in their homes to Nepal.

Digital Products & Service

- Online-Banking
- Mobile Banking (eNMB)
- QR Code (SCAN TO PAY) Payment

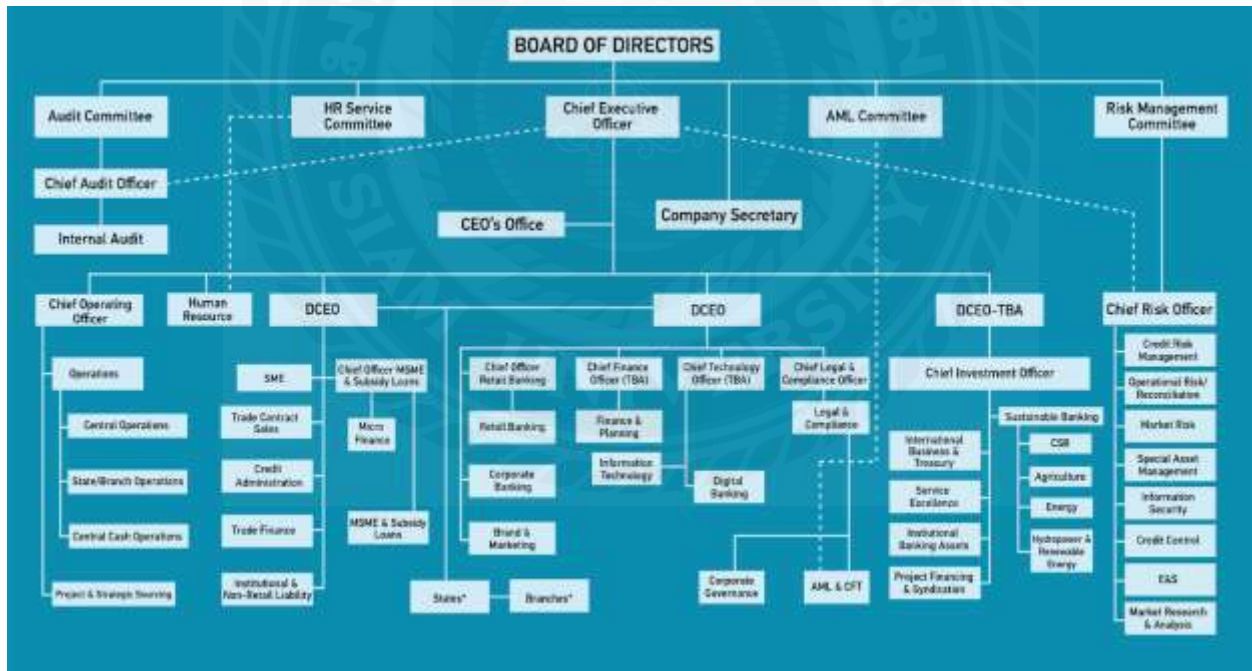
Cards

- NMB Bank Visa Debit Card
- NMB Super Delight Visa Debit Card
- NMB Bank Visa International Card
- NMB Bank Visa Credit card
- NMB Bank Platinum Credit card
- Dollar Card

2. Organizational structure

The Hierarchical structure is followed by NMB bank. The organization is led by Board of directors and divided into audit committee, HR service committee, chief executive officer, AML committee and risk management committee

2.1 The organizational structure of NMB Bank



2.2 My Job position

I had the opportunity to work at NMB bank in Chipledhunga, Pokhara for my internship.

I worked in the Customer service department. The starting date of my internship was 06 February 2024. My internship hours were from Sunday to Friday, 10am to 5:30pm.

2.3 Intention and motivation to choose the company

- NMB Bank can provide a strong educational setting where I can learn about the banking sector and obtain real-world experience. This entails being aware of client relations, financial services, banking procedures etc.
- Exposure to the banking and financial industry through employment at NMB Bank may assist in understanding of the dynamics, difficulties, and innovations that exist in this industry.
- Networking with industry professionals through work at NMB Bank may prove advantageous for future career prospects and mentorship.
- NMB Bank's obstacles and responsibilities have the potential to greatly enhance my personal development, resilience, and adaptability in a work environment.

2.4 Swot Analysis

Strength:

- **Well-Established Brand:** NMB Bank enjoys a high level of brand recognition in the markets in which it operates, which increases client loyalty and trust.
- **Diverse Product Offerings:** The bank attracts a variety of client by providing a broad range of financial services and products, such as banking, insurance, and investment opportunities.
- **Robust Technology Infrastructure:** NMB Bank has made investments in advanced online banking systems to enhance customer satisfaction and operational effectiveness.
- **Strong Risk Management Structure:** The bank has implemented efficient risk management procedures, guaranteeing cautious lending and investment choices.
- **Skilled Staff:** The bright and seasoned staff of NMB Bank fosters innovation and provides top-notch client service.

Weakness:

- Limited Market Presence: NMB Bank may have limited market penetration compared to larger competitors, potentially restricting its growth opportunities.
- Dependency on Economic Conditions: The bank's performance is closely tied to the overall economic conditions, making it vulnerable to economic downturns.
- Regulatory Compliance Challenges: Adhering to evolving regulatory requirements can be challenging and may lead to increased compliance costs and operational complexities.

Opportunities:

- Market Expansion: In order to increase its market share, NMB Bank can look for ways to enter new markets or reach untapped clients.
- Digital Innovation: By utilizing advanced technologies like blockchain and artificial intelligence, the bank can provide innovative goods and services and strengthen its position in the market.
- Strategic Alliances: Working with other businesses or fintech companies might give you access to new markets, technology, and clientele.
- Product diversification: By launching new financial products or improving current ones, businesses can adapt to changing consumer demands and tastes and increase sales.

Threats

- Intense Competition: Traditional banks and financial technology firms are fighting for market share, which might squeeze profits, making the banking sector more competitive.
- Economic Uncertainty: The profitability and asset quality of the bank may be impacted by changes in inflation, interest rate movements, and geopolitical issues.
- Rapid modifications to compliance standards and regulatory requirements may raise NMB Bank's operating risks and compliance expenses.
- Cybersecurity Risks: As the bank becomes more digitally connected, it is exposed to risks including data breaches and cyberattacks that may compromise its credibility and stability.

2.5 Objective of the study

To gain supremacy in growth profit, customer care, social response in banking by following ways:

- To study the entire banking system
- To examine the overall service of customer service department
- To acquire knowledge on banking activities and environment
- To understand the practical implementation of academic knowledge
- Reaching out and serving wide range of customers within and outside the country
- Developing the culture of “giving extra care to the customers”
- Being innovative in designing and delivering services
- Developing internal and external efficiencies by prudent technologies
- Building operational efficiencies through smarter processes and controls



Chapter 2 CO-OP STUDY ACTIVITIES

1. Job description

I worked in the Customer Service Department and Marketing Department at NMB bank. The primary responsibility would be to assist customers with their inquiries, concerns, and requests promptly and effectively. Providing consumers with timely and polite support for their banking needs, account-related problems, goods, and services. Helping clients with the process of opening, closing, and maintaining an account. promptly and effectively looking into and resolving client complaints, issues, or conflicts. Forwarding outstanding concerns to the relevant management or department for additional research and handling. Requesting clients for comments on their satisfaction levels, banking experiences, and recommendations for enhancements. working together with coworkers in the customer service division and in other divisions to guarantee flawless customer experiences. Distributing best practices, offering assistance, and creating a happy workplace.

2. Job responsibilities

Some responsibilities of CSD are:

CUSTOMER COUNSELING AND HANDLING

This is one of the most important functions of CSD. This department is concerned with counseling with the customers that can be both new or regular clients concerning their queries and confusions about the product or services provided by the banks to the customers. The intern is placed at CSD for customer counseling and handling at Chipledhunga Branch.

- **Product Counseling**

This department is responsible for providing detailed information to its customers regarding prevailing products as well as information about products going to be launched in the days to come. Intern is actively involved in product counseling during the internship. The products that

are provided in the Chipledhunga branch are divided into two main headings; Current A/C and Savings A/C

- Service Counseling

Various forms of services provided by NMB are locker, e-banking, ATM, credit card, debit card, loans, deposits, NTC Mobile Bill Payment, Premier Banking. CSD is responsible for providing information about various services provided by the bank to the customer. Interns help employees in this work.

- Account Operation

Account operation is one of the major tasks of CSD. Two major functions of accounts operation are account opening and account closing. They are explained below:

- Account Opening

Account opening simply refers to opening an account by any individual, or by any company. Usually 5 to 10 accounts are opened per day in the Chipledhunga branch. The range may be increased as per duration of schemes provided. Intern is mainly busy in opening a/c of a customer whether it is individual a/c or a Joint a/ c and checking whether the customer has all the necessary documents along with them.

- Account Closing

Account closing is the important task to be done under account operation. As the account is opened, it is also closed due to various reasons. There is no charge for closing the account. Interns fill up the form of a/c close asking the reason for closing the account.

- Distribution Activities

Mostly there are staff over the bank to distribute the cards or any other to the customers. But if there is an intern then the intern will do that work. Intern distributes the various requested documents and services to the clients. It reflects the genuine operational efficiency of the CSD. Various documents that can get from this department on request are:

- Account Statement

Account statement refers to checking the status of a customer's account. Everyday numerous customers come for the request for account statements to know the status of their account. This

provides the statement only to the account holder after they fill up the information register provided by the CSD.

- **Cheque Book Distribution**

Clients holding the minimum balance of Rs.100 can issue the cheque book in the Chipledhunga branch if all documents are fulfilled, however the minimum balance amount varies according to the branches. Customer requesting for the cheque book has to fill up the cheque request slip available in CSD if he/ she is requesting for the first time otherwise the cheque request slip attached in the previous cheque book should be filled up. If the cheque request slip is lost then the client has to pay Rs100 charges for taking the cheque book. The collection period of the cheque book from CSD is 90 days. If the client does not collect the cheque book within 90 days then a certain amount is charged by the bank. Every day the concerned information regarding the distribution of cheque books are recorded in the cheque issue book which is done by an intern.

- **ATM Card Distribution**

Customers are provided with an ATM card which they have to pay a certain amount which is according to the type of ATM card that they have chosen. They can use this card in various ATM counters all over the country to withdraw cash and even for other activities like balance inquiry, pin change, NTC prepaid recharge etc. While issuing an ATM card the concerned person must come to receive it and his/her signature is verified by the CSD staff. After issuing the card , the intern records it in the ATM issue book.

- **Handling Telephone Calls**

The CSD department is one of the busy departments of the bank. Telephone calls never stop ringing, as the responsible staff those calls have to be received and dealt according to its necessity. But when staff are busy the intern receives the call and important calls are passed to other departments and rest should be handled by self by answering those calls and answering their queries.

- **Providing Balance Statements**

Balance statement shows complete transaction of a customer of deposits, withdrawals and Final balance. These are confidential information so statements are provided only to account holders, in case of any organizations letter mentioning about providing balance statements along with

company's stamp are must. Intern helps in providing balance statements to the customer in the supervision of seniors. Customers can receive their balance statements from any branch of NMB.

- Recording cheque book and debit card

There are various books maintained in banks which may be related to cheque book issue, debit Card issue, etc. These books are filled up by interns for future reference of the activities. It is the duty of the intern to record the cheque book issued and debit card issued every day.

- Handling Photocopy machine

To open different a/c, photocopy of citizenship and any secondary ID are required and sometimes to issue a cheque book also ID's photocopy may be needed. So, for this the intern is taught to make a photocopy of necessary documents and attach it along with the forms.

- Preparation of cheque

Customers who have finished their cheque book can ask for another by filling up the cheque request slip. Then new cheque book is prepared by intern which may contain 5, 10, 20, 25, 30, 40, 50, 100 cheque leaves according to the requirement. There should be an authorized signature of the CSD head in the cheque issue register after the cheque book is issued. After that customer has to sign in the check issue book then the signature is verified. Lastly, intern provides a cheque book to the customer taking permission of staff.

- Providing Information to the customers

CSD aims to help the customer in every possible way, by listening to their complaints, providing information on account balances, issuing ATM cards, feature of account etc. Intern provides information about various products and services to the customers. Thus in a sense, Customer Service is an information desk which provides information to the customers.

- Fill up the cash/cheque deposit voucher

It is not necessary that all customers of the bank are educated. Many uneducated people are also the customers of banks who don't know how to fill up the cash/cheque voucher. So to fill up that voucher they search for intern's assistance.

- Calling existing customer to update KYC

KYC forms of existing customers have to be updated as directed by NRB's latest directive. So I called many customers to visit the bank with necessary documents like a copy of citizenship, utility bill payment receipt and one passport size photo to update their KYC.

- Filing application forms and writing different applications on behalf of/on the request of customers.
- Making entry of void cheques, loss cheques, issuance of cheques, cheque misplaced, etc.
- Extracting the files of the applicants whenever needed.
- Other activities done by intern in NMB under CSD

The Marketing Department is concerned with acquiring good customers, market research regarding the products the public want and gathering information regarding the strength and weakness of the bank. Marketing department plays a vital role in what kind of product to select, what market segment to target, gathering customer feedback, analyzing competitors and coming up with strategies to succeed. Marketing in a bank also responsible for providing bank service to high priority customers at their desired location and time. Marketing department has to attract deposit and loan customers as per the need of the bank.

Some responsibilities of Marketing Department are:

- Undertaking Marketing campaigns and organizing marketing events and promotional activities.
- Coordinating with other departments to introduce various offers for the customers which can act as effective marketing tool
- Managing advertisements online and offline
- Communicating with Public relation professionals
- Preparing advertising budgets and coordinating with ad agencies
- Managing Press releases, bulletin board ads and other similar tasks
- Visiting companies and promoting our band

- Visiting consultancies, companies and helping the students/staffs to fill account opening form
- Promoting banking products and services, conducting market research, developing marketing strategies, and ensuring compliances with regulations
- Working on brand management, customer retention and exploring new market opportunities
- Analyzing customer data
- Supporting the development of marketing materials
- Answering inquiries about bank products and services
- Assisting with accounts inquiries and transactions
- Providing basic financial guidance

3. Activities in coordinating with coworkers

Since I was an intern and didn't know the ins and outs of the company, my supervisor would often introduce the task at the beginning of the internship to give me an overview of what was expected of me. I initially was introduced to all of my leaders and coworkers as an intern so that I could get to know them and feel more comfortable in the office. Although the work first appeared simple, my supervisor would walk me through each step so that I could do the assignment more quickly and accurately. As an intern, I was not familiar with the working style of my coworkers, therefore they helped me finish my task on time. As in the customer service department our main work was to handle customer's inquiries and grievances, so I had to coordinate with my coworkers to solve the problems. Liaise with colleagues from different departments (e.g., risk management, compliance, marketing) to gather information, coordinate activities, and ensure alignment on key objectives. Collaborate with client benefit agents or relationship directors to address client requests, resolve issues, and give exceptional benefit to clients.

4. Contribution as a coop student in the company

- Team Collaboration

Worked viably in cross-functional groups, collaborating with colleagues from promoting, deals, item management, and other offices. Communicate thoughts and updates clearly and professionally.

- Answering the queries of the customers

There were a lot of queries from the customers regarding the A/C opening, closing, function in and other kinds of misunderstandings via telephone or directly, most of which were terms regarding their similar and very common things. I helped them understand the process and problems via telephone or in-person.

- Organizing the files, papers, forms, stationery items in the reachable places.
The work can be delayed when things are not where they are supposed to be. So, I organized the files, papers, forms etc. where they can be accessed with ease which makes the work efficient and fast.
- Take customer feedbacks

Gathering feedback from the suggestion box and analyzing the feedback and taking appropriate actions to address any issues identified and improve customer satisfaction.

- Handling customers

Not all customers were the same as some of them were a little arrogant and loud. To handle these types of customers in banks requires tact, professionalism and patience.

- Eliminating communication gap between the staff and customers

While the other staff were preoccupied with work, I had to make sure the customer understood the inconvenience.

- Redoing or editing the items previously found faulty.

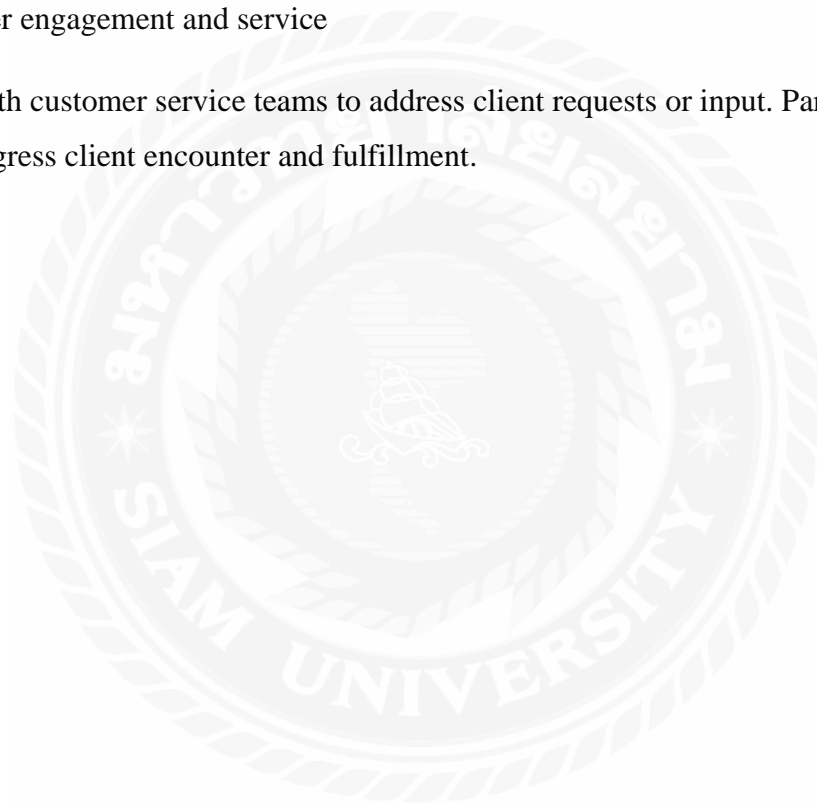
Some information of the customers, like the contact information and personal details were missing or had errors in them. So I corrected and updated them while I was in contact with the customer.

- Reducing the workload problem by sharing the tasks with other staff.

Sometimes work can be too much to handle for a single person. So, I used to share tasks with other members of the staff which reduced the workload.

- Customer engagement and service

Collaborated with customer service teams to address client requests or input. Participated in activities to progress client encounter and fulfillment.



Chapter 3 Learning process

1. Problem/issues of the company

Every organization faces several problems on a day-to-day basis. In NMB, I realized that there were several problems that would arise on a day-to-day basis. Most of these problems were of the recurring nature. I found the following types of problems that were frequently faced by the bank and me as an intern:

- Some of the departments are understaffed due to which there's a huge duty on the staff as well as the understudies some of the time. Due to this, the clients need to hold up longer for their work to be done.
- The computer framework, photocopy machines, printers and scanners are not well kept up. Due to this, there are specialized mistakes happening. The clients ordinarily had to hold up longer for their work to be completed since of this.
- Filing was not worn out the proper way in numerous offices. Due to which it took longer time to look and recover the records that were exceptionally fundamental.
- Discourteous, anxious and clients who are unwilling to listen to the staff were another issue confronted by everybody, counting the assistants. Due to this, there were visit complaints made by them to the higher specialist.
- Non-appearance of staff adversely influenced the working speed of other representatives as they are as of now overburdened with their claim duties. Supplanting the missing staff implied that the specific staff had to work additional. Due to this, the effectiveness of the staff was influenced.
- Does not provide parking facilities on its premises, requiring customers to find alternative parking arrangements nearby.

2. Solution

In some circumstances, solving specific challenges can be challenging at times. Throughout my internship, I made every effort to confront and resolve any issues that came up. These are the approaches I took in an attempt to address the issues raised above:

- The employees used to assign tasks to one another when a department lacked personnel in order to finish the work on schedule. I used to get assigned some assignments and would do my best to finish them by the deadline.
- When I discovered a file was missing, I used to pull it out and file it in the appropriate cabinet.
- When the electronics in one area didn't work well, I used the electronics from another department to save time instead of working on the broken machine. Although it required more time, filing would be easier in the future.
- If a member of staff in any department was absent, I would take their place and do my best to complete the assigned task under the department head's supervision.
- If I encountered unfriendly or impatient customers, I would simply tell them to take their concerns to my supervisor or higher authority rather than engaging in argumentative discourse with them.
- The company can arrange the property which has a big parking space for its customers.

3. Special skills and knowledge you have learnt

Today's world is very dynamic and competitive. A person cannot be competitive enough without acquiring knowledge in both theoretical and practical aspects and getting exposure in the practical field. Practical knowledge is more important than theoretical knowledge in a sense that once people enter into the real work setting, diverse situations, novel problems, difficulties and challenges arise which makes the person more dynamic and enthusiastic. Dealing with the

complexities develops interpersonal and communication skills and further shapes our personality.

I acquired a lot of knowledge from this internship that will benefit me going forward in addition to helping me develop personally. I perform better now and keep learning new things because of the abilities and knowledge I've acquired. In addition to helping me understand the basics of aspects of banking, I think that every task I completed over the course of these internships improved my general professional, analytical, and cognitive abilities. I've learned to approach people differently as a result of that. It also made it easier for me to see things from different perspectives rather than just one. As a result, this really enhanced my ability to analyze. Following are the details of some of the key skills and knowledge learnt during my internship period:

- Communication skills:

One of the most crucial elements for any organization's efficient operation is undoubtedly effective communication. The banking industry is no exception. The most effective strategy for persuading clients to use the goods and services is, in fact, communication. Given that a significant portion of my internship involved interacting with clients from diverse backgrounds, I can say with certainty that my interpersonal and communication abilities have significantly improved. In addition, I discovered that handling challenging clients requires patience and quietness.

- Customer service skill:

Interacting with clients and coworkers has developed excellent interpersonal and communication skills. Acquiring the ability to respond to consumer questions, handle problems, and deliver first-rate service.

- Problem solving skills:

Applying critical thinking skills to real-world banking problems by simplifying procedures, increasing productivity, and seeing areas for development. Gain expertise in making data-driven choices and balancing multiple elements to find workable solutions.

- Behavioral skills:

I also had the chance to acquire and develop the behavioral skills necessary for both a person's personal and professional life. I also learned the appropriate way to behave in the office by closely studying how NMB employees interacted with their coworkers and customers. In particular, I learned how to act politely, courteously, and respectfully towards coworkers and customers in every circumstance.

- Technological abilities

I had to use a variety of technological tools for data entry, cheque book printing, statement printing, and other tasks throughout my internship, including printers, scanners, photocopiers, computers, and more. I had no idea how to operate large printers and photocopiers before the internship. After the internship, though, I picked up some fundamental technical knowledge to operate these kinds of gadgets.

- Self-confidence

At the workplace we have to deal with many customers who have various attitude and behavior. The work in different departments of a bank improves the ability to work. It increases the fluency of working. This increases the confidence level.

- Team work:

Throughout my internship, I also learned that each person has their own set of responsibilities and that teamwork enhances employee performance and productivity. Therefore, it is necessary that staff members collaborate in order to gain the benefits of synergy and prevent any delays that can impair the organization's ability to operate.

- Attitude towards customer:

Even though I had to deal with a lot of rude and irritated customers, I knew how important it was to remain cool and collected under pressure. I made sure to give them my full attention, greeted

them, and gladly assisted them when they requested it. I had to interact with consumers on a daily basis during my internship. My internship at NMB thus assisted me in cultivating a positive outlook in a variety of circumstances.

In addition, I discovered and learned throughout my stay in the CSD that, given appropriate treatment and careful consideration of their inquiries, consumers are inherently patient and willing to wait. I've gotten more patient as a result of having to interact with a variety of people.

- Attitude learned from employees:

Every person working at NMB was extremely kind and polite. Every day, they would go above and above to impart fresh knowledge to me. Therefore, I firmly believe that everything I learned throughout my internship was made possible by the staff members who were always available to mentor me and answer any questions I had. Their actions naturally caused me to grow to have a favorable view towards them.

- Leadership skill:

During my internship in the Bank. I learned to act as the leader when the situation required me to be. Learning from the senior staff members along with the time at the Customer Service Department allowed me to take charge of the situation at times and take responsibility for the work. Sometimes I handed other co-workers their tasks, often acted as a guide to the customers and showed the new interns how things worked in the office. These things improved my leadership skills.

4. Application of coursework to real life working situation.

Theoretical knowledge explains how something works whereas practical knowledge shows how it works. The general objectives of internship program are to relate theoretical studies and to implement it on real job experience, to get the outer exposure and to study the entire services provided by the organization. During my internship in NMB Bank, I used multiple crucial concept from my coursework to practical situations.

The CRM strategies, in order to effectively manage clients interactions, I learned several communication skills and Customer Relationship Management. My interpersonal skills improved as a result of my quick resolution of issues and customisation of services to increase client satisfaction. My ability to effectively communicate with clients and my team was assisted by the communication skills I acquired in my studies, which helped to ensure that everyone was aware of our approach. I effectively applied the four Ps of marketing—Product, Price, Place, and Promotion—that I learned in my education. Product: I was able to assist in product development meetings and give clients precise information because I understood the bank's products, which included credit cards, loans, and savings accounts. Price: By understanding pricing techniques, I was able to ensure that customers knew the value they were obtaining by clearly explaining interest rates and costs. Place: My work in simplifying the bank's service delivery through digital and branch channels was influenced by my coursework on distribution channels. Promotion: In order to bring in new customers, I used customer interaction tactics, targeted advertising, and marketing campaigns as promotional tools. Problem solving and critical thinking: My training equipped me with analytical skills that made it possible for me to address complex issues methodically. I was able to recognise problems and create workable solutions, proving that I could manage difficulties in the banking industry.

5. What have you learnt during the coop studies

- Practical Banking Experience
- Operational insight: I obtained practical knowledge of day-to-day banking tasks, such as client support, transaction processing, and account management.
- Financial Analysis: I gained knowledge about how to evaluate the financial health of customers and companies by interpreting financial statements.
 - Customer Relations and Interaction:
- Interpersonal abilities: Through dealing with clients, learning about their requirements, and responding to their banking inquiries, I improved my communication abilities.

- Knowledge of Banking Laws and Regulations:
 - Regulatory Knowledge: I learned how to conduct business in accordance with legal and ethical standards by gaining an awareness of important banking rules and compliance needs.
 - Cooperation & Teamwork:
 - Teamwork: Working on group projects helped me become more adept at cooperating, exchanging ideas, and supporting team initiatives.
 - Professional networking: By forming connections with coworkers and business leaders, I was able to grow my network and get insight from their experiences.
 - Critical Thinking and Problem-Solving:
 - Analytical Skills: By resolving actual banking issues like finding account inconsistencies or streamlining operating procedures, I improved my analytical abilities.
 - Making judgements: I gained the ability to balance immediate requirements with long-term objectives by making well-informed judgements based on data analysis and consumer input.
 - Organizing and Managing Time:
 - Prioritization: I became more skilled at efficiently managing my time and juggling a variety of obligations and deadlines.
 - Efficiency: I devised methods to work more quickly and precisely, making sure that projects were finished on time.

Chapter 4 Conclusion

1. Summary of highlights and work experience

As previously discussed in the chapters, internships are arguably one of the best ways to give students and fresh graduates real-world experience and a chance to learn about the working cultures, procedures, systems, structures, strategies, operations, and methods used in various departments of an organization. Aside from testing one's abilities and capabilities, internships also assist in identifying knowledge gaps between theoretic concepts and the real-world workplace. One could argue that it gives graduates and students a chance to learn firsthand, via interpersonal interaction, how an organization functions in the real world.

I discovered that the banking industry heavily utilizes most theoretical knowledge, including that related to accounting, finance, marketing, communication, organizational behavior, statistics, economics, operational management, human resource management, and computer applications. Despite the fact that not all of these ideas were used in every department, they still improved my understanding of the tasks I was given. My career progress was greatly aided by my internship at NMB Bank, which gave me hands-on exposure in banking operations and financial services. My objective of getting practical experience in the finance sector and learning about the specifics of banking procedures was fulfilled by the internship. I am highly satisfied with my CO-OP coursework at NMB Bank. My professional development was prioritized by my skilled mentors and committed colleagues during my internship, which offered an encouraging learning atmosphere. I valued the opportunity to get practical experience and make a significant contribution to the team's efforts. All things considered, the internship surpassed my expectations and has equipped me for any future professional aspirations in the banking industry.

The most important thing that I have learned from this internship is to handle arrogant, rude and impatient customers. It was very challenging for me to handle these types of customers as they weren't ready to understand the bank's process to work, it requires patience to calm down the

customer. Before this internship I wasn't very attentive towards my work that was given but now working as an intern and learning from my co workers they have taught me to give attention to each and every thing that could be a customer or any document. Small things really matter a lot. If we identify our customers and greet them then they feel comfortable to share their problems.

2. Limitation of your coop studies

Despite the fact that I learned a lot from my co-op studies at NMB, my research had certain limits. The company's advantages and disadvantages both contribute to our capacity to expand. I was assigned very basic tasks to perform throughout my internship at the organization. We weren't allowed into the company's system. One drawback might be a restricted concentration on particular duties or divisions within the bank, which would limit exposure to more varied functional areas or more general aspects of banking operations. There might have been restrictions on the amount of practical experience obtained, depending on the tasks given, which could have an impact on the depth of learning and skill development. We were not allowed to enter the teller department due to the sensitive nature of financial transactions, regulatory compliance regulations, and the demand for experienced workers to assure accurate and secure customer service, interns may not be permitted in the bank's teller department. In order to obtain a wide range of learning experiences and fulfill a variety of roles within the company, interns frequently concentrate on other aspects of banking.

3. Recommendations for the company

It has been a great experience working at NMB BANK at Chipledhunga branch, where I gained a lot of practical knowledge about banking activities and procedures that I thought would help in the near future. The whole activities of NMB, Chipledhunga branch is an appreciable one but I saw these things to be improved and if these things would change, the organization's performance will

be better. Though we are not so professional to recommend such organizations, I think if such things keep changing in the organization, then the organization will be even better than its current position.

- Employees must receive training in order for them to comprehend how their work must be done.
- Since teamwork is the foundation of every organization's effectiveness, it is expected of the organization to provide its employees with a variety of enjoyable activities. This will be able to fortify their relationship, leading to increased efficiency and productivity.
- Since a consumer comes first, they should receive greater attention and have their issues addressed right away.
- Before using a service or product, the customer should be provided with detailed information about how to utilize it.
- There is the requirement of an extra photo copy machine and also a better quality printer in the Customer Service Department (CSD).
- Enhance digital banking services.
- Must develop a user-friendly and easy mobile app.
- Online banking services must be expanded and diversified.
- Proper customer feedback system must be developed. It could be through verbal means, feedback through written means or through the internet or virtual QR system.
- Parking issues within the bank premises must be solved in order to survive in this competitive financial market.
- Adequate training must be provided to all the staff for their effective job performance.
- Green banking practices must be promoted by the bank by offering incentives for eco-friendly projects, reducing paper usage through digital documentation and many more.
- Internal communication channels must be improved to ensure that staff are well-informed about new policies, procedures, and product launches.
- Advanced cybersecurity measures must be implemented in order to protect customer data and prevent breaches.

ANNEX





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