

P.R.GOVERNMENT COLLEGE (A),
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

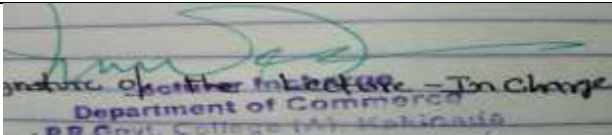
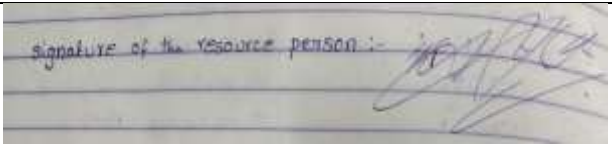
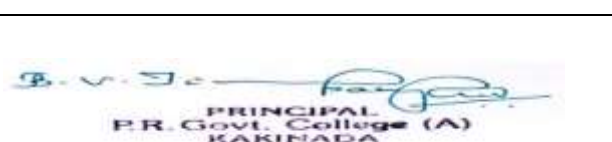
Date	22 Jan 2022
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ACTIVITY REPORT REGISTER

P.R.GOVERNMENT COLLEGE (A),

Conducted through DRC/JKC/ELF/ Dept.etc	DCMS
Nature of the Activity	Guest Lecture
Title of the Activity	Emergiing Trends in Banking Sector in India.
Name of the Department/Committee	DCMS
Details of Resource person(Name, Designation etc.)	Pro B. AppaRao
No. of Students Participated	150
<p><i>Brief Report of the Activity</i></p> <p>Prof. Rao reveal that, The banking sector in India is undergoing a major transformation, driven by technological advancements and changing customer expectations. Here are some of the key trends that are shaping the future of banking in India:</p> <p>Digitalization: The rise of digital banking is one of the most significant trends in the banking sector. Customers are increasingly using online and mobile banking channels to conduct their banking transactions. Banks are responding to this trend by investing in digital technologies and developing new digital products and services.</p> <p>Artificial intelligence (AI) and machine learning: AI and machine learning are being used by banks to automate tasks, improve customer service, and detect fraud. For example, AI-powered chatbots can answer customer queries 24/7, and machine learning algorithms can be used to identify fraudulent transactions.</p> <p>Open banking: Open banking is a new framework that allows third-party financial service providers to access customer banking data with their consent. This is opening up new possibilities for innovation in the banking sector, such as the development of new financial products and services.</p> <p>Regtech: Regtech is the use of technology to help banks comply with regulations. This is becoming increasingly important as the regulatory environment becomes more complex. Regtech solutions can help banks to automate compliance processes, identify and mitigate risks, and improve reporting.</p> <p>Sustainable banking: Banks are increasingly adopting sustainable banking practices. This includes lending to businesses that are committed to environmental and social sustainability, and investing in green projects.</p>	
Name of the lecturers who planned and conducted the activity	DCMS

Signature of the Lecturer in charge/ Convener of the committee	
Signature of the Resource Person	
Signature of the Principal	
Remarks	

