

CONTENTS

1.	RISK MANAGEMENT IN BANKS : A SAFEGUARD TO INNOVATIVE BANKING <i>Amita Arora</i>	1-7
2.	IMPACT OF INFORMATION TECHNOLOGY ON INDIAN BANKING SECTOR <i>Heena, Sanya jain</i>	8-16
3.	INNOVATIONS IN MICROFINANCE SECTOR IN INDIA <i>Dr. Ambika Bhatia, Chhavi Kiran</i>	17-21
4.	INNOVATIVE BANKING AND PARADIGM SHIFT IN CUSTOMER PERCEPTIONS - A STUDY OF COMMERCIAL BANKS IN AMBALA <i>Dr. Renu Sharma</i>	22-29
5.	WOMEN EMPOWERMENT THROUGH BANKING INNOVATION <i>Ms. Pooja Rani</i>	30-36
6.	INDIA'S MOBILE BANKING : ISSUES AND CHALLENGES <i>Mandeep Kaur</i>	37-42
7.	ROLE OF BANKS IN STARTUP INDIA INITIATIVE <i>Shalika Rawar</i>	43-47
8.	INDIAN STARTUPS-ISSUES, CHALLENGES AND OPPORTUNITIES <i>Himanshu</i>	48-53
9.	ROLE OF E-BANKING SERVICES IN ECONOMIC GROWTH OF INDIA" <i>Monika</i>	54-58
10.	GREEN BANKING: AN INNOVATIVE INITIATIVE FOR SUSTAINABLE DEVELOPMENT <i>Preeti Garg</i>	59-64
11.	LEVEL OF CUSTOMER SATISFACTION FOR THE SERVICES OF AXIS BANKS LTD.: A STUDY OF BRANCHES OF HARYANA REGION <i>Dr. Shagun Ahuja, Dr. Revnu Sharma</i>	65-76
12.	PRE & POST DEMONETISATION PATTERN OF DEPOSITS <i>Dr. Ekta Anand</i>	77-82
13.	CSR PRACTISES UNDERTAKEN BY PUBLIC AND PRIVATE SECTOR BANKS IN INDIA <i>Sunita Rani, Dr. Renu Sharma</i>	83-92
14.	INNOVATIONS IN BANKING PRODUCTS: A BOON FOR CUTOMERS <i>Bhawna Madhok</i>	93-97
15.	ROLE OF IT TOOLS IN BANKING <i>Ekta</i>	98-102
16.	BANKING SECTOR REFORMS IN INDIA <i>Sonali, Nasreen, Ranju Trehan</i>	104-110
17.	INDIAN BANKING SECTOR IMPACT ON ECONOMIC GROWTH RATE AND SOCIAL DEVELOPMENT OF RURAL AREAS OF INDIA <i>Rajni Kaur</i>	111-115

18.	ROLE OF RESERVE BANK OF INDIA IN INDIAN ECONOMY AND PRODUCTIVE EMPLOYMENT 116-119 <i>Ms. Rakhi</i>	
19.	THE SEVERITY OF THE NPA CRISIS IN INDIA <i>Arti Sharma</i>	120-124
20.	PRIORITY SECTOR LENDING AND NON-PERFORMING ASSETS OF PUBLIC AND PRIVATE SECTOR BANK IN INDIA <i>Dr. Mohit Bindlish, Dr. Mamta Sharma</i>	125-130
21.	ROLE OF BANKING SECTOR IN GROWTH OF MICRO, SMALL & MEDIUM ENTERPRISES IN INDIA <i>Deepa</i>	131-135
22.	ROLE OF BANKING IN START-UP INDIA <i>Bhavisha Verma</i>	136-139
23.	ROLE OF FINANCIAL INSTITUTION IN ECONOMIC GROWTH <i>Ms. Nidhi Sharma</i>	140-143
24.	ROLE OF BANKING IN ECONOMIC GROW OF INDIA <i>Minakshi Gupta</i>	144-149
25.	SERVICE ENABLED BY INFORMATION TECHNOLOGY <i>Preeti Verma</i>	150-152
26.	DIGITIZATION OF BANKS IN INDIA <i>Ms. Kamna Billus, Ms. Nidhi Sharma</i>	153-156
27.	A REVIEW PAPER ON FINANCIAL MARKET <i>Rashi, Shikha</i>	157-160