

S.W.O.T ANALYSIS OF BANKING INDUSTRY

The banking industry is one of the world's fastest converting and developing industries. Banks are embracing new technology in order to expand their operations. They have also contributed to the world's economic growth in recent years. According to the Reserve Bank of India (RBI), **the Indian banking sector is adequately capitalized and well-regulated.**

The country's financial and economic conditions are far superior to those of any other country in the world.

According to credit, market, and liquidity risk studies, Indian banks are generally resilient and have fared well during the global downturn. The Indian banking industry has recently seen the introduction of innovative banking models such as payments and small finance banks. **The RBI's new measures may go a long way toward assisting the domestic banking industry's restructuring.**

STRENGTHS

- Good source of employment and contributes to GDP growth.
- Banks are pillar of financial stability
- Banking is changing due to technological advancements.
- largest supplier of the financial instrument.

WEAKNESSES

- High stage of NPA`s(Non - Performing Asset)
- In rural areas, there is a lack of coverage.
- Global Economics Susceptibility
- Inadequate deposit mobilization efforts

OPPORTUNITIES

- Rising with inside the personal banking sector
- Technological advancements provide opportunities to enter the foreign market.
- Consumer spending in India is increasing
- Opportunities for rural growth

THREATS

- Recessions and economic crises pose a threat for banking.
- Global Economic Uncertainty
- Inadequate Cyber Defense
- Government regulations can have a direct impact on a country's banking sector.

