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**PERCEPTION OF CUSTOMERS OF THE SERVICES OF
THE MADURAI DISTRICT CENTRAL CO-OPERATIVE BANK**

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ABSTRACT

Banking industry is a service oriented industry; Co-operative banking is not an exemption too. It is purely a service oriented industry. The study unit of the Madurai District Central Co-operative Banks is a good old bank. This was started in the year 1913. It has 40 branches which are located 30 in Madurai District and 10 in Theni District. It renders good services to their own individual and institution customers. It accepts deposits and lends advances. It renders all agency services, subsidiary services and miscellaneous services. The bank managers are given liberty to enhance deposit and sanction loans and advances by exercising their discriminatory power. The agriculturists, artisans, small scale industries, Co-operative stores, Co-operative marketing societies, individuals and so on all the customers of this bank. It introduces many banking products like other banks. It faces stiff competition because it has poor infrastructure facilities. Hence an attempt has been made to analysis the perceptual customers of the services of the Madurai District Central Co-operative Bank.
