

# CHANGES IN CUSTOMER BEHAVIOUR PATTERNS IN THE PRIVATE BANKING SECTOR AFTER THE JULY 2024 UPRISING IN BANGLADESH

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Internship Organization



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## Executive Summary

The report describes my journey through out my internship through learning, self-reflection from doing 3 months internship at AL-Arafah Islami Bank Limited (AIBL). During the internship I mostly work on the customer care section and also work on some other bank section .

Furthermore, many of my responsibilities were account opening, account updates, updating customer information and interact with customer for any needs. It also gave me an different perspective about corporate life, work pressure, responsibilities, and very long paperwork processes which were more intense than expected, even for an intern.

The report also below show combines of and Internship program experience at Al-arah Ismali Bank and also shows a study on how Bangladesh Private banking customer behavior pattern change during the political uprising. My journey through the internship I worked in mainly customer services and operations, gaining practical exposure for the first time in corporate life. Secondly, The Research components uses a descriptive and exploratory approach based on survey of 55 respondents .Moreover, secondary information like political impacts, economic disruption led to uncertain amount of behavioral shift . The research in mainly focus the outcome happened after political. Furthermore the Paper also have discuss about the experience of my Internship Joinery.

## **Chapter 1: Internship Preparation**

### **1.1 Motivation and what I expect to learn from this internship**

My motivation came when I enrolled at Bachelors in Business Administration at University of Liberal Arts Bangladesh. My aim was to get experience in the Human Resources management department in Bangladesh; also I wish to understand how the HRS system used in different industry. For example in Tech Companies , Garments Industry and new start-up companies and what Job offers hold in my future planning .

### **1.2 Internship search process & internship interview experience**

The job market in Bangladesh is to land, I was trying to find a paid internship but unfortunately I could. Furthermore, i wanted to work from companies with are startup or new -idea for example drop services and drop shipping .It was difficult to find the suitable job i was trying to find specially in HRM department . Since, I understood mostly in companies the owner act HRM therefore during my journey i found in difficult to land a proper interview .However, as my deadline was closer I asked for a elder brother reference and also my Uncle they told me in -Al-arafah bank they are taking interns and I should try their, The next day I went and meet up the Head of HRMD at gave an interview. I would have love start my journey on a different company but due to being late I did not wanted to lose the oppurnity.I immediately gave the all the necessary document and Contact CSo office how to proceed and from their I go the guidance.

### **1.3 Internship interview experience**

Throughout my journey I have submitted to various companies and did not got any responses during my two weeks when I was searching, luckily I talk to a senior elder brother who told me there was a internship program going in Al-Arafah bank. He gave one of the manager numbers and told me contact him. Later, the manager asked me to come to the branch and give and interview. There were two candidates for the internship program and I was one of them. Our interviews were conducted separately. During my interviews I asked why did i choose bank for the internship, I eagerly answered that there was a lot thing about learn and gain experience from the banking sector. Furthermore what was my future goal after doing internship here from the

bank? I simply replied I wanted to look after my father business and if possible do CA after finishing my undergraduate. I was told I would work in different sector of the bank at first they would make me work at the customer care department, check clearance, foreign exchange department and cash collection. Moreover, i was told that the internship will be unpaid and the copy of my internship report should be submitted to the bank. I struggle to land the internship therefore i had no objection with their conditions. I submitted all of my documents and after 1 week I got the call from the HRD department and was told to join and start the program from Sunday.

#### 1.4 About the organization

Overview of Al-Arafah Islami Bank Limited AIBL Profile Islam offers us with a comprehensive way of life. The main goal of the Islamic way of life is about being successful in both our mortal and eternal lives. For our ultimate success, we should follow the philosophy of Al-Qur'an and the approach to life of Hazrat Muhammad (Sm.) in every element of our lives. With the goal of gaining success in this world and the next by following Allah's path and that of His Rasul (SM). On June 18, 1995, Al Arafah Islami Bank Ltd was incorporated (registered) as a private limited company. The inaugural ceremony was held on September 27, 1995, with the goal of establishing a contemporary financial system based on the Qur'an and Sunnah. The Bank's architects and directors are a collection of well-known, committed, renowned Islamic scholars, pious businessmen and religious personals of Bangladesh among them are a well-known Islamic scholar, an economist, a novelist, and a former Bangladesh government employee Mr. A.Z.M Shamsul Alam who is the bank's founder and chairman. His forward-thinking leadership and never-ending inspiration helped the bank gain a foothold in Bangladesh's financial system. The bank's Board of Directors is made up of a group of 20 dedicated and well-known Islamic individuals from Bangladesh.

They're also well-known for their business sense also where indigenous owners own 100 percent of the paid-up capital. As of December 31, 2020, the bank's equity was Tk. 2545.584 crore, and the number of shareholders was 22,142. It has consistently and reliably made a profit and paid a generous dividend over the years. The bank's tool for success is high-quality customer service, which is achieved through the combination of contemporary technologies and new products.

To meet the demands of its customers, the bank offers a wide range of precisely crafted products and services. The Bank is dedicated to making a major contribution to the national economy. Al-Arafah Islami Bank Ltd. has 201 branches (as of November 2021) and 3866 workers (as of December 2020)

It has yielded a great contribution to the country's socioeconomic development. As of December 31, 2020, it has an authorized capital of BDT 15000 million and a paid-up capital of BDT 10649.02 million. Al-Arafah Islami Bank Ltd is Bangladesh's most contemporary and leading bank, thanks to the wisdom of its directors, Islamic bankers, and Almighty Allah's will. Branch Motijheel Branch, Dhaka Opening Ceremony 27 September, 1995 Authorized Capital 15,000.00 Million Paid-up Capital 10,649.02 Million Local Partnership of Capital 100% Equity 25,455.84 Million Number of Branches 201 Deposit 326,023.41 Million Investment 308,620.66 Million Number of Employees 3,866 Number of Shareholders 22,142

### **Vision of the Company**

- To be a pioneer in Islamic Banking in Bangladesh and contribute significantly to the growth of the national economy.
- Achieving the satisfaction of Almighty Allah both here & hereafter. • Proliferation of Shariah Based Banking Practices.
- Quality financial services adopting the latest technology.
- Fast and efficient customer service.
- Maintaining a high standard of business ethics.
- Balanced growth.
- Steady & competitive return on shareholders' equity.
- Innovative banking at a competitive price.
- Attract and retain quality human resources.
- Extending competitive compensation packages to the employees.
- Firm commitment to the growth of national economy
- Involving more in Micro and SME financing.

Commitments  $\propto$  Ours is a customer focused modern Islamic Banking sound and steady growth in both mobilizing deposit and making quality Investment to keep our position as a leading Islami bank in Bangladesh. To deliver financial services with the touch of our heart to retail, small and medium scale enterprises, as well as corporate clients through our branches across the country. Our business initiatives are designed to match the changing trade & industrial needs of the clients. Special Features of the Bank AIBL is unique in every way as an Islamic bank. It offers a variety of cutting-edge financial services that fall within the broad shariah umbrella. Their items are one-of-a-kind, and we are steadfast in our principles and unwavering in honesty. The following are some of the unique characteristics that set the organization apart in the Islamic banking sector: To rid the nation of usury, AIBL conducts all of its activities on a profit/loss basis in accordance with Islamic Shariah. Its investment policies, in all forms, are entirely Shariah compliant and closely overseen by the Shariah Council's board.  $\rightarrow$  During the year 2007, Mudaraba depositors received 70% of the investment revenue. In 2008, AIBL expanded its services to include online banking. This feature includes Bangladeshi software in order to promote local developers.

AIBL holds AGMs on a regular basis (Annual General Meeting). EGIVIs (Extraordinary General Meetings) are convened when needed. The bank pays dividends to our loyal stockholders on a regular basis. We declared a 13.50 percent bonus dividend to our stockholders for the year 2013. The organization believes in offering consumers with personalized services that are imbued with the Islamic values of brotherhood, peace, and fraternity. The bank is working to develop a welfare-oriented banking system that would cater to the requirements of low-income and impoverished individuals. The Islamic values of establishing a just economic system through social emancipation and equitable wealth distribution are upheld by the Bank. It is supporting in the economic improvement of the socially disadvantaged people, including the provision of employment possibilities and the promotion of rural areas, in accordance with Islamic traditions, in order to ensure a balanced development of the nation. AIBL English Medium Madrasah and AIBL Library were developed because the bank believes in humanitarian and philanthropic initiatives.

## Chapter 2: About the Internship

### **2.1 Job duties and responsibilities as an intern with the company.**

I did not have any specific position at the bank rather I mostly work on the customer care section. Before handing over any work my supervisor and colleagues gave me clear instruction and told me if i am not confident or do not know what to ask for help and they would. I also got learn about the ABABIL software it is software used by the Al-Arafah Islami Bank for their operation. However I was only allow to use it under supervision.

- Basic Account opening
- Customer information Update
- Cheque Clearing Section
- Issuing payment order
- Working in the help Desk
- Handing over ATM cards and cheques
- Help Customer to Fill up cheques
- Customer handling
- Enter Data in account Opening register
- Check information In Software
- Train new intern

The work Environment was very friendly, whenever I felt I did not understand how to do a specific task my colleagues would help me

## 2.2. Highlight the specific things you learned, skills you employed in carrying out your jobs, new skills

### Journal Week 1

- The Supervisor gave me introduction of the bank and also introduced me with many of the Co-workers and told me about the chain of command of the bank .They also talk about how the different department of the bank operates and everyone the employs always try to do given any task with Confidence.
- I was introduced how to open an account , I was asked to read the Form and know if a customer comes to open an account, to ask customer for their various Information Such as their NIDS, Sources of income , 2 Photocopy of their and Nominee's passport size photos .
- Moreover, I was also later told by my senior College where to get the sigs in the form and also the manager told how important the Know Your Customer (KYC) form is and Customer Due Diligences (CDD) is important to the bank.
- Opening FDR requirement were almost same except here you have to give an income statement, but some of the accounts were open without any statements and I helped the customers to open the account
- Later that day my Supervisor also told me what are the requirements to open the Business Current and accounts and what types of Papers and information are needed, For Example , Customer Tin Certificate is needed , Business Income Statement , Bin Certificate , Trade License , NID,

### Journal Week 2

- Second of the Week of my Internship i was taught a customer can make payment from their saving account to their FDR account. I was also thought to to put limit in transaction and deposit according to the amount given the customer For Example , if customer put 1000 thousand as their opening account amount that I would set the limit to 50000

account deposit limit and 1 lac withdrawal , the more the amount the more it can be adjusted

- I was given today 50 copies of FDR account papers work and scan them to send it to the Head Branch later on. Each account paper work had to be checked and were inspected by me wheatear all the required documents are there or not and if not notified the Supervisor.
- The customers can only open 1 saving account but may open many FDR and DPS account

### **Journal Week 3**

- Due to shortage in staff I was given access to the Bank soft where many different operation were done in the customer care department
- At first i had to do NID verification using some else ID as I did not have my personal ID
- Customer information System (CIS) , here input the account number and check whether the details of the customer were okay or not, all the where manually check and if the system had not been updated . I was told to work on the other form
- Customer Scan picture and Signature had to updated in the system if it was not there i was told to notify my colleagues to do so , after he would updated the system i Had to Weather it match customer account form or not.

### **Journal Week 4**

- The Fourth week I started working in Cheque clearance, I was told to observed the female officer who handle the cheque clearance . The cheque where not cased mostly they were transferred from one account to another
- Two types of cheques clearance was done by the bank one was amount higher than 500,00 BTD and regular which was lower than 500,00 BDT
- I was asked to help the officer while handling the cheques,
- I did very little work at cheque clearance , I mostly used the Bangladesh Cheque processing system to forward the cheques to Bangladesh system, where the central bank would send the cheques to the banks issuers later the issuers bank confirm the cheque

than they would notify the central bank about the confirmation and send the money to our bank and then we would transfer the money to the customer account

### Journal Week 5

- I was again transfer at the customer care department due to shortage of stuff
- New Intern had joined
- My colleagues told to train the intern and guide him the way they had guided me
- Therefore whatever that I learned during my 1st to 2nd week, I helped my new intern and show him how to open and account.
- One of our manager asked one my co-coworkers to Visit Poly market to collect information to open DPS account, that I went to Poly -market to meet several customer unfortunately, when we visited the three no one was there and we had to return.

### Journal Week 6

- I was given files to which need to be fully approved and put bank stamp posted on it , around 50-60 forms were approved by me and submitted to GM
- Customer handling
- Check information on account with the correct information given on forms
- check client balance help them to get the statement
- Helping clients with changing their information or update new information

### 2.3. Relate your educational learning with your internship roles and responsibilities.

I found it exceptionally different, the internship gave a glimpse of the cooperate life and its culture. My Major was Human resources management and i wanted to get experience their but unfortunate I could not find a Internship on HRM. I was expecting the corporate cultural was similar to academic ways but i was proven wrong when i started my internship. I was assign works that had to done carefully any mistakes of mine will be held accountable to supervisor which put me in a lot of pressure. Moreover many of my seniors told nowadays the internship program in bank are not taken seriously by the interns and has ethical problems, but for me I had a very different perspective I wanted to consume a lot from the experience because I felt that whatever experience I would gather here would make me more responsible and make me discipline in future.

Furthermore I thought working at the bank would be easier as I have always seen banking ours to be closed very early but I was totally wrong I found work pressure and the papers works was endless almost every day. It was an unpaid internship so I was told i could leave at 3:00pm but most due to work i could leave sometimes i had to stay to 4:30pm. Still the positive atmosphere at the banks helps me to stay motivated and go to the bank even if i had to do overwork.

### **Chapter 3 Self-Reflection**

#### **3.1. Things I liked and disliked about my internship at that organization**

I was told to be at the office by 9;30 am and during my first 1-2 weeks I had difficult doing it because I usually sleep late at night which heavy affected me to come on my time .But after few days I was used to it. Moreover, when I went to the Office I talked to my supervisors and he would assign me task what to do, at first eh environment felt friendly and communicating with everyone and they help me to understand each task if I had problems they would assist me . Everyone was given time to pray and do work. After few days I felts a lot of pressure on papers works it was daily task every day I was given form of the account and i was told to check whether the information were correct or not , at first it was small number of form but later it was like almost 100 FDR account . I found this a lot stressful. Sometime when the customer came and wanted to updated some information about their details the server were down and after completing all the form works I scan the form and send to the LOD department in the head branch. If forms had to scanned and send to the head branch after completing the work it was and extra burden. Furthermore, Dealing with customers were sometimes challenging as some of the customers did not want giver proper information as it is financial institute banks would want various types of personal information and many of the customer did not or hesitate to share their information and sometimes the customers were also rude but i was strictly advise by supervisor to behave politely.

#### **3.2 Discuss how you could do better and how the organization could utilize you better.**

The organization could assign me the task day before because some of the days I was not utilizing my time properly I was sitting at my desk and asking my colleagues was there any work for me. I was good at software but as I was an inter I did not have Unique ID which to operate or

get access to banking software. If I did do any work I had use some else ID which I found little bit uneasy as if i make any mistake the person whom ID I was using would be held responsible for it.

### **3.3 Present your insights into things you want to continue working on for your next position while Recommending ways the organization can improve its internship program.**

It would be better if the organization provided a short training workshops, were bank policies and procedures are discuss and also basic customer Services guidelines. Reduces excess papers works and which the customer should fill up their proper information, If possible they can publish forms online where the option will be given and they can just fill it up do double checking the information would be less hassle. Furthermore, if bank provided the daily work schedules in advances it would help the interns to prepare for any given tasks and rotating interns through different department also will help gain more experience.

## **Chapter 4: Personal Development**

### **4.1. Provide a brief personal development plan by highlighting your next course of action and career Plan.**

My aim is to work in garments industry in Bangladesh and. Furthermore, I would want to a pursue education on Law or Chatter account and side by do business. Moreover, my plan in life is do business as I have always felt doing business will give me more freedom in life than working for someone else, but completing my education in one my priority as I have always felt that without education it would be tougher to pursue any kind of work and also I felt completing my education I puts myself in a save position, if I failed in my business venture I would always have a backup to take job while figure out things. During my University joinery I did online Business and I got learn a lot about it, the way new generation do e-commerce Business works and now as AI as emerge in the industry I would like to some courses on AI because I feel like in future people who understand AI more deeply will have Jobs and also will able to business more robustly.

### **4.2. Discuss what technical and interpersonal skills you want to develop at present for securing Employment/career.**

During my internship I felt that I lack the Knowledge in Excel therefore I would want to do some courses in Excel. Furthermore, communication skills I felt that I lack the proper commutation skills to handle costumer or deal with any situations. I would also want to work on my time management skills as I have found out I lack prioritizing task very badly, Meeting deadlines I am not good at it at all. Moreover, I also want to improve on my Collaboration and teamwork, sharing task and responsibility nad supporting colleagues during the work load pressure. I find that if my communication skills are improved it is skill that would be useful in any organization structure and will benefit me in future.

## **PART- B: CHANGES IN CUSTOMER BEHAVIOUR PATTERNS IN THE PRIVATE BANKING SECTOR AFTER THE 2024 JULY UPRISING IN BANGLADESH**

### **Abstract**

Last year the July uprising in Bangladesh has caused a significant disruption in the country political and economical and also financial system. The private Banks in particular, faced operational challenges such as branch closure , ATM shortage, sudden liquidity pressure ,increases in digital banking , customer were very much concern about their savings which led to anxiety. The study below shows how customer behavior patterns shifted in response to this disruption and how bank employee perceived and adapted to these behavioral changes. Moreover a qualitative research was conducted, semi - interview to understand the withdrawal habits, digital banking adoption, trust perception, saving decision service resilience and customer confidence during future crises.

## Introduction

The Sudden July uprising in Bangladesh caused a chaotic widespread uncertainty in all business and governments sector in Bangladesh and the effect of the instability across industries are still going on. Even after one year of the political unrest it is still suffering from as the interim government is not able to handle everything all at once. Most importantly the banking sector as suffer the most as many all of money has been launder during the former regime and the debt of the country has increased. Due to this the people of Bangladesh has told able to properly do transection through banks and as recent a couple of bank had also declared bankruptcy. Furthermore, according to one of the news, The Business standard has reported that Bangladesh has experienced a severe and significant amount of rise in suspicious in Banking sector activities with the increase of **56%** following after the July uprising. The Further data from Bangladesh Financial Intelligence Unit also showed that from July to March 2024-2025, moiré than **27000** Suspicious transection took place and activity reports were filed and. The governor Ahsan Mansur has voiced that this sharp increase may be associated with events Following the student - led movement and the may be related to subsequent political transitions. The governor further stated that this the recovering of the illicit money may take more than 6-7 years which estimated around \$18-20 billion Dollars. This has impacted a lot of people in Bangladesh and their trust in banks has decreased a lot.

## **Chapter 1**

### **1.1. Research Objective**

The main focus of the research is to find out how customer behavior is affected by the change patterns in the private banking sector of Bangladesh after the July 2024 uprising, Banks handle day to day transaction, saving, taking loans and also remittances received for millions of people daily through different Banks and also the rise of digital banking. Last year, the sudden Uprising created an economic instability which has heavily affected the banking system in Bangladesh. During this period and also after the crisis many branches were had difficulties to make transactions and also operated with limited hours. Much news of money laundering, liquidity problems, interest spiked and even bankruptcy of some private banks has affected people trust on banks. Furthermore the Bangladesh Financial Intelligence Unit and media reports also highlighted a significant amount of suspicious banking transactions following the uprising, which led to public fear that the banking sector was unstable and vulnerable to misuse

Due to this uncertainty, effected many customers and changed how they interacted with banks. Many people in panic also started withdrawing more cash and keeping savings at home or invested, while others switched to mobile financial services such as bKash and Nagad for everyday transactions, The digital banking platform experienced higher transaction but customer also became concern about their safety deposits often asking bank staff about the stability and security. Additionally the banks regulation became tighter monitoring any suspicious transaction and stricter KYC requirements were initiated

The research is based within the post uprising situations. The primary survey data from 55 respondents, mainly from bank customers and some employees and secondary information from news, articles and official reports

### **1.2. Background of the study**

The Political Unrest of July did not only change the government but also impacted the economy which created serious uncertainty around banks. Many customers faced disrupted services, rumors spread about bank failing to make transactions, increases in monitoring of transactions, stricter documentation requirements. Many people also reacted to withdrawing saving, increase in mobile banking, bank limiting loans.

## Chapter 2

### 2.1 Methodology

This study was conducted mainly on descriptive and exploratory in nature. It is descriptive because it the research aims to describe and measure how customer behavior has impacted and the patterns in the private banking sector changed after the July 2024 uprising in Bangladesh for example, changes in savings habits, digital banking usage, trust levels, , customer and employee interactions. It is also exploratory as the July uprising was a recent and unique political event, and there is limited prior research on its impact on banking behavior. Therefore, the study tries to explores new patterns, perceptions, and reactions among customers and employees in this specific crisis context on banking sector

### 2.2. Research Design

The research is a quantitative research primary data from survey and secondary data from other news platform and articles. The quantitative aspect is based on a structured survey (Google Form) completed by 55 respondents, which were multiple choice questions generated numerical data and percentages, later presented in charts

### 2.3. Methods for Sampling, Data Collection, and Analysis

**Sampling Method:** The Respondents were mainly private bank customers and a smaller number of people are bank employees

The data were collected through online Surveys who had experience drastic changes in banking services during and after the July uprising. The total number of responses was 55 through survey

Data

Collection:

**Primary data** was collected through a structured online questionnaire (Google Form). The questionnaire mainly included question on :

- **Demographic questions** age, gender, occupation, income, banking relationship duration, role in industry moreover,

- **Behavioral and questions on digital banking usage**, savings pattern changes, trust in banks, loan behavior, risk-management practices, customer–employee interaction, and views on regulatory changes

**Secondary data** were also collected from the news articles, reports from Bangladesh Bank, BFIU data, news.

### Demographic Interpretation

The survey that I did received various kinds of responses a total of **55 responses** the population consisting mainly of bank customers and a smaller number of private banking employees in Bangladesh.

Respondents were asked about their age, with provided options ranging from below

- 18, 18–25, 26–35, 36–45, and 46 and above.
- The highest proportion belonged to the 26–35 age group,
- Smaller segments fell into the 18–25 and 36–45

This distribution mainly showed the sample were primarily represented from working-age adults, who are the most are the most frequent users of banking services and digital platforms.

Furthermore, the options included Male and Female, and prefer not to say, majority were male respondent followed by some female respondents. This indicated in Bangladesh that mostly men talked financial decision in financial sector.

Moreover, the age and gender distributions indicated that a respondent base composed of economically active, digitally engaged individuals who are highly responsive to changes in financial service conditions.

The participant in survey also reported their occupation, choosing mostly from private sector employee, government worker, student, entrepreneur, bankers and others.

Most of the responses were from private sector, students and entrepreneurs, while bankers and formed smaller groups. This diverse occupational spread shows that the survey captured a wide range of financial behaviors and perspectives.

Respondents also indicated their income levels, selecting from below

- 15,000 BDT
- 15,000–30,000 BDT
- 30,001–50,000 BDT
- 50,001–80,000 BDT
- 80,001–120,000 BDT,
- and prefer not to say.

Most of responses fell between **15,000–30,000 BDT to 30,001–50,000 BDT** which represent the lower-middle class and middle-class income groups who mostly is affected by economic disruption.

Furthermore the participants stated their years of being using banking sector, choosing from less than

- 1 year
- 1–3 years
- 3–5 years
- More than 5 years

. The most common answer was from the survey **1–3 years**, which suggested that their banking transaction with the bank has mostly recent times. Lastly 90% of the respondent was Customers

## Analysis

1. Which long-term customer behavior became most common after the July uprising?

 [Copy chart](#)

55 responses

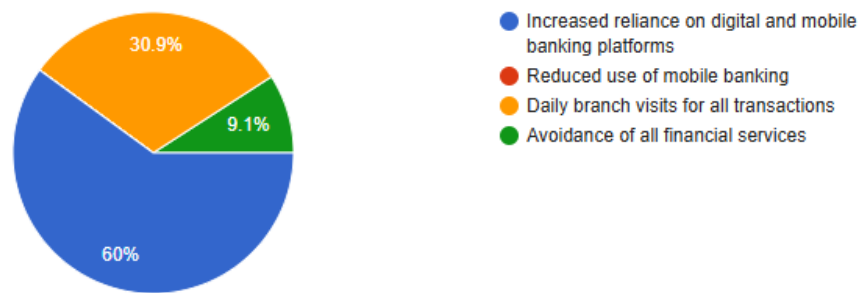


**Chart 1: Long-Term Customer Behavior After the July Uprising**

The Survey dictates that the most dominant behavioral changes after the July uprising was a huge significant shift toward the digital platform and also mobile banking, furthermore it was selected by the **60%** of the respondents. Which, indicates that most of the customers' choices were online banking for their financial transaction Moreover one of the major reason for the shift would be wide spread of uncertainly, corruption and safety concerns during the uprising along with the temporary disruptions to physical banking operation .Customers also felt that conduction remotely was safer than visiting bank branches, which were often crowded or located in areas that were not safe.

Additionally , bank did upgraded and strengthened their digital platform recently for example Bikash , Nagad and many more mobile banking apps ,pathos etc and these improvements made online banking more liable and convenient and further more customer to use and adopt digital services as their long term preference. But 30.9% of the respondents still visiting bank branches daily for their transaction according the survey. This suggests that considerable portion customers continue to reply in person banking despite the political crisis. This customer are mostly older Costumers who are not less digital literacy or working in cash based jobs which feel

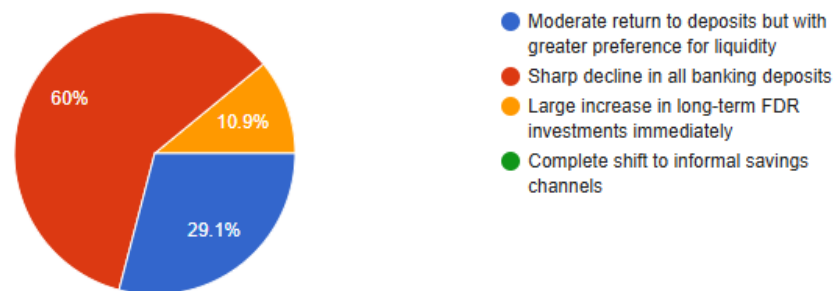
more comfortable handling their financial activities face to face . Also many customers also distrust digital channels due to fears of Cyber hacking and errors in transaction.

Furthermore, some of the services cannot be completed online for example, Cheque deposits, large cash withdrawals, or certain verification process. Therefore even digital banking is becoming popular the traditional branch still remains important in Bangladesh of very huge number of people

## 2. How did customer savings patterns shift after the uprising?

[Copy chart](#)

55 responses



### Chart 2: Changes in Customer Savings Patterns After the Uprising

The second chart responses showed that the largest responses were **60%**, showed the decline in all banking deposit after July uprisings. this concluded that most of the customers became much more cautious about keeping their money in banks. The major cause of this was the political and economic instability going on in Bangladesh that created fear among customers losing access to their funds as repost in many recent news that 6 of the prime banks in Bangladesh has declared bankruptcy . Their also rumors about bank facing liquidity problems , temporary branch closures and shortened operating hours made people very uncertain about whether they would be able to withdraw their money in future or not. This resulted, many customers to choose to keep cash at home rather buy assets or to invest the money in a more secure form.

Furthermore, the second most selected responses was **29.1%** of the participants showed a moderate return to deposit activity and more in liquidity. This also indicates some of the customers slowly regained confidence and they still remained cautious and try to avoid long-term financial commitments toward banks. Therefore it can be concluded that this individuals made smaller medium sized deposits but stayed away from fixed deposits or long -term saving products keeping their money easily accessible in case the situation get worse in future as the new political government still has not been elected. People are gain trust slowly still a potential disruption and future instability still influenced how people are managing their savings

### 3. What type of customer inquiry increased most in the post-uprising months?

 [Copy chart](#)

55 responses

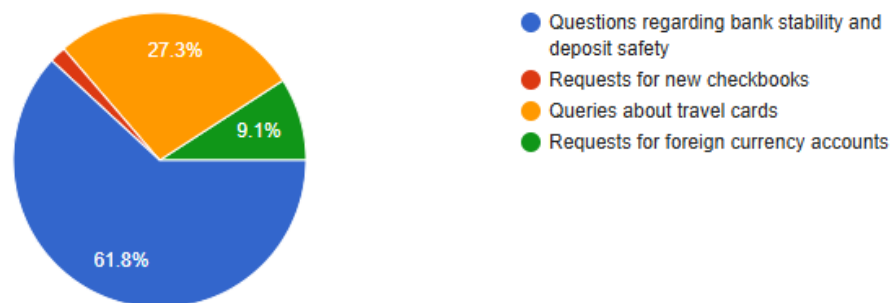


**Chart 3: Type of Customer Inquiry That Increased the Most After the Uprising**

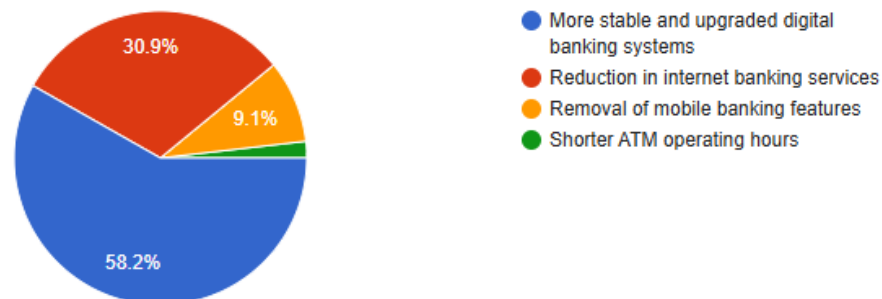
The Third Chart shows the inquiry about bank stability and deposit safety after July uprising and **61.8%** of respondent. The clearly indicated that customers were deeply worriers about t the security issues with bank for their money. Furthermore, the political unrest created a lot of fear among people and around financial security, and many people were unsure whether the banks were still function properly or not. Moreover Social media rumors about liquidity shortages, withdrawal restriction and potential bank failure likely intensified anxiety among people. This resulted the customer's felt the need to directly question bank staff to confirm whether their funds were safe making deposit related inquire which the highest priorities were during last year

The Second most common inquiry chosen by the people 27.3% of the respondents was related to travel cards which kind of interesting considering the situation form the crisis. this indicates that even during the crisis mainly customers were preparing for international travel or needed foreign currency services. A common reason would be political unrest people felt unsafe in the country which for their safety purposes wanted to travel abroad for a short period of time. Moreover travel cards are also perceived as a safer and more convenient option than carrying large amount of cash in abroad, specially by the given situation. Another reason might be that intentional payments system or currency exchange services could be disrupted among the crisis going on which led them to check their travel card option earlier than usual.

#### 4. What improvement was commonly noticed in private banks after the uprising?

55 responses

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#### Chart 4: Improvements Noticed in Private Banks after the Uprising

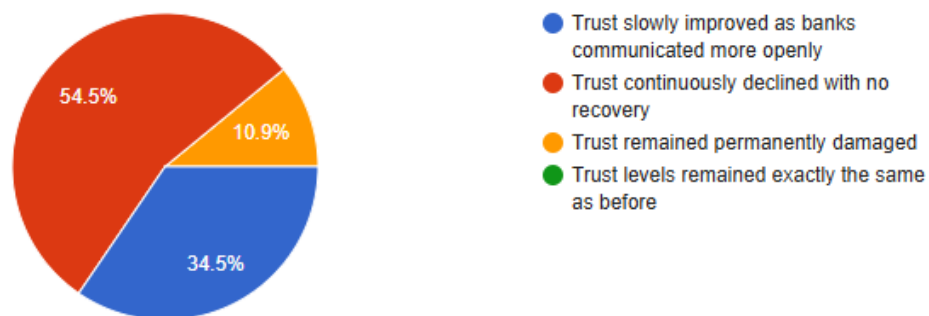
The most selected responses was in Chart 4 was that more stable and upgraded digital banking system as shown **58.2%** of the responses. This indicated that most of the customers may have noticed clear improvements in the reliability and overall performance of digital banking after the political upraise. Which refer the bank has recently invested heavily in strengthening their digital platform so they could operate smoothly even if physical branches were disrupted. Which include faster mobile app performance, availability more 24/7 , better cyber security and more online transaction improvements that would easily be recognize and appreciate by customers.

the second most selected option was reduction in internet banking services which is 30.9% . Which kind of contradict the first finding , which points out an important distinction, while mobile banking apps improved , some customers felt that traditional website based internet banking is still not accepted by the society properly .Moreover another reason could be that heavier digital traffic during and after the uprising might have caused slowdowns that users interpreted as declining services.

#### 5.How did customer trust change after the uprising?

 Copy chart

55 responses



#### Chart 5: Change in Customer Trust Toward Private Banks After the Uprising

The 5th Chart shows that the most common response about the customer towards the bank decline as 54.5% responses were trust continuously declined with no recovery. This indicated that the more than half of the people of the survey felt their confidence in private banks had dropped and still has not able to recover since the July uprising. This onwards decline in trust is likely tied to the instability of people experienced during the period , as branched closed, service were interrupted , many transactions problems, not able to withdraw money properly. This indicated that people were worried whether the baking system itself was reliable or not. Since many news outlets has addressed banks being bankrupt. Moreover, These issues made customers

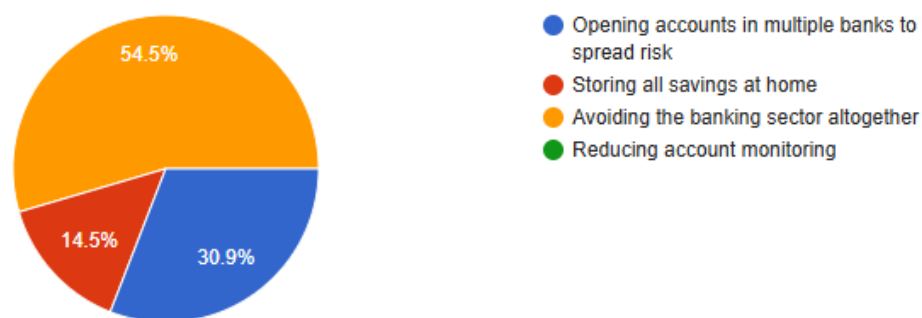
worry about things like whether their money are safe or not can they be access during emergency cases.

The second most respond was Trust returned slowly but with concerns which 32.7% . This indicated that nearly a third of customers started to regain confidence again in private banks after the uprising but had doubts. These individual may have noticed improvements, such as improvement id digital services, longer banking hours later, or better communication from the banks, which helped rebuild trust again . However the fear still remains and uncertainty caused by the rise likely did not disappear yet until the election. There banks are taking several steps to regain customers trust but political instability could once again impact financial security in future

#### 6. Which risk-management behavior became more common after the uprising?

[Copy chart](#)

55 responses



#### Chart 6: Customer Risk-Management Behaviour After the Uprising

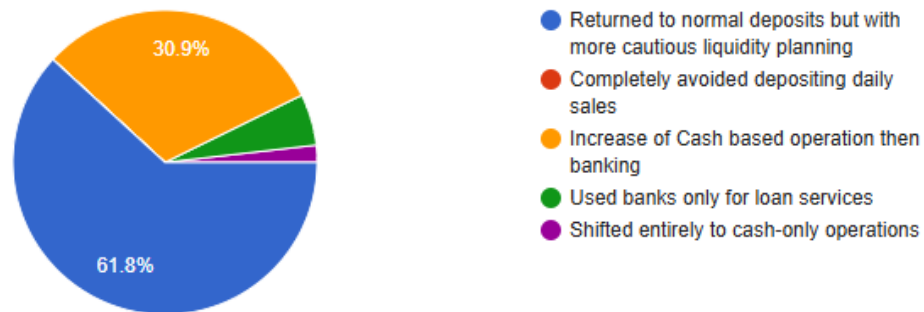
In this chart the most commonly respond were storing saving at home for safety which was chosen by 54.5% of the people . This indicates that a clear shift toward keeping cash on hands. The uprising has effect people into thinking keeping the cash in hands is safer. The fear of bank might limit withdrawals or experiences disruptions, therefore having cash at home felt safer and more reliable to access. This may indicate mostly choose this option because it gives them a sense of control and reassurance during uncertain moments. Rumors and misinformation spreading also during the uprising may have also increased doubts in banks. The behavior is very common in situation like this .

Furthermore the second most common response selected by people was Diversified savings which is 32,7% . This shows that many people preferred to spread their money across different places rather than rely on just one. They kept some cash at home for emergencies , some in mobile financial services like bKash or Nagad for quick transaction and some in bank for longer - term security. This approach suggests they were trying to balance flexibility. Overall, this mixed strategy reflects a careful and cautious response to the uncertainty they are facing.

#### 7. How did small business owners adjust their banking behavior after stability returned?

[Copy chart](#)

55 responses



#### Chart 7: Changes in Customer Behaviour Toward Loans After the Uprising

The most common choice in this chart was Reduced interest in taking new loans 50.9% respondent choose this option. This indicated most of the people in the survey became more cautious about borrowing money from the bank as the bank interest went higher. This is mainly due to are not sure about their job security, income flow, inflation and business downfall. They tend to avoid debt. The fear in unstable economy likely made many customers to hesitant to commit to long term payments. Therefore many individuals preferred to wait until things felt more stable before considering taking new loans , which explains the clear drop of taking of loans.

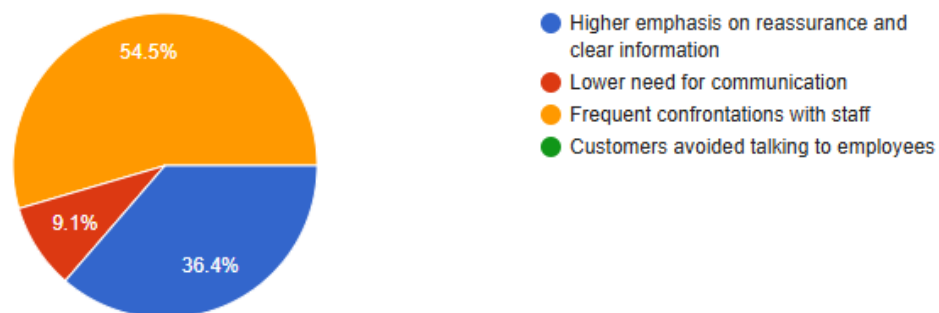
Moreover, the second most common response was Borrowing only for essential or emergency needs which is 30.9% . this indicated that some people still needed loans , but are limiting

borrowing due to high interest and some situation cannot be avoided. This could include medical needs urgent household repairs , or recovering a temporary loss of income. The uncertainty of the uprising has impacted people in more cautions financial decision. Overall, these two responses paint a picture of people becoming more risk -averse and careful with loans in the aftermath of the political unrest.

#### 8. What shift occurred in customer–employee interactions after the uprising?

[Copy chart](#)

55 responses



#### Chart 8: Shift in Customer–Employee Interaction After the Uprising

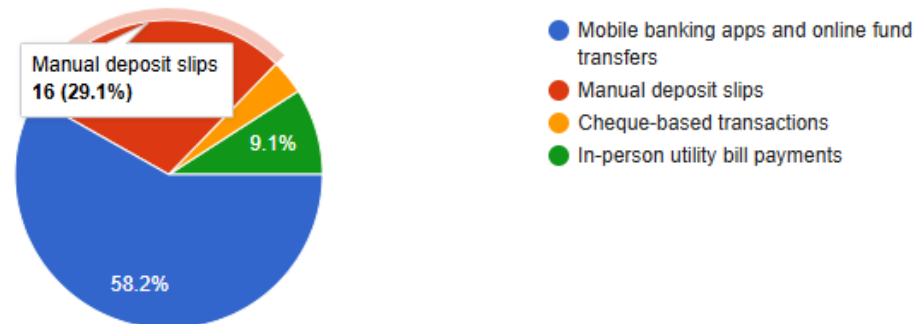
The 8th chart shows that the most common response was frequent confrontation with employees regarding services delays or safety concerns. This initially indicated that the interaction between the customers and bank employee become more intense after the uprising. Customers were likely felt more stressed, anxious and also unsure about the services that will be provide by the bank. Any sort of delays, slow responses or temporary system issues may have increased their frustration towards the bank, which may result in heated conversation with employee. Many people were worries about losing access to their money of facing additional problems in future.

The second most response was More inquiries request for reassurance from staff which 32.7%. This indicated that many of the customers wanted constant update, explanation and reassurance form bank employee that their funds are safe. They were also concerned about the safety of their deposit and needed conformation that their money was secure.

## 9. Which banking service saw higher adoption due to restored confidence in technology?

[Copy chart](#)

55 responses



### Chart 9 Transaction Modes Preferred by Customers after the Uprising

The chart clearly shows that from the survey the responses 58.2% were via mobile financial services like bikash, Nagad. This once again points out that shift toward digital platforms outside traditional banks. One major reason is that MFS services stayed active during the political unrest even when many bank branches were closed or operation with limited hours. People could send receive money instantly, remittance also grew. Nowadays MDFS services are widely accepted by shops and business offers easy in and cash out options and works in both rural and urban areas. All of these factors made it the most trusted and dependable transaction method during the post uprising period.

The second most selected option was bank ATM or card-based transactions chosen by 27.3% of the respondents. this indicates through people moved away from branch level banking system they still needed Atms to withdraw or transfer money. they likely reason is that access to physical cash remained essential for daily purchase and emergencies., when other services felt uncertain. ATM are also available in many location and were still continue to work even when bank were effected

10 . What regulatory or policy shift impacted customer behavior after the uprising?

 Copy chart

55 responses

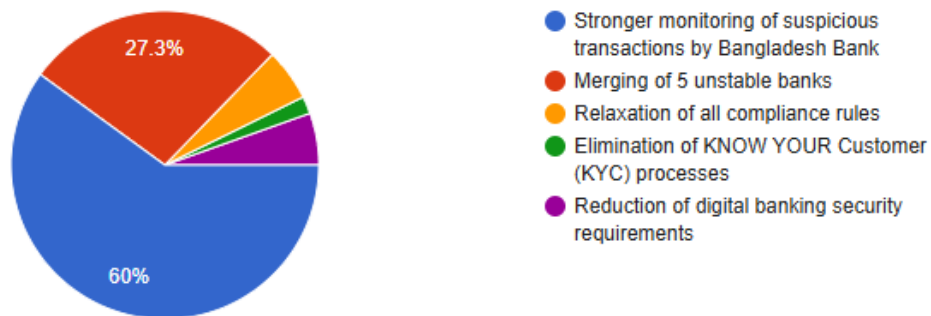


**Chart 10: Regulatory or Policy Shift That Most Influenced Customer Behavior**

The last chart shows that the most selected response was Stronger monitoring of suspicious transaction by Bangladesh Bank which 60% of the response. This indicates that customer clearly understood bank has increased their regulatory after the July uprising. The central bank was paying more attention to unusual or higher transaction which likely made them more aware of t how their own financial activities were beinf monitored. Bangladesh bank did increase their monitoring systems during the post crisis period to prevent more illegal fund movement, money laundering and fraud. Many customers increased in this monitoring oversight acted as reassurance that the financial system was being protected , also encouraged them to be more careful and responsible with their transaction

The Second respond was stricter KYC( KNow your Customer) chosen by 30.9% . This Indicates that the customer experienced more through check when opening account , verifying proper identities , when performing transaction. After the unrest the banks tightened their KYC procedures toi comply regulatory expectations and reduce risk such as identify theft or suspicious fund transfer. This shift in bank regularity show how stricter regulations influences customer behavior by changing the way they interacted with banks and increasing their awareness to requirements.

## Recommendations

The research shows evidence from the study shows that after July Uprising there was a sharp Inclined in customer behavior. Which drove many customer to use mobile/internet banking more vigorously , and also created liquidity stress. Apart from that it points out that several measure should take by the bank in private sector in Bangladesh. First and foremost, the banks need to strength and expand their digital infrastructure.

Due to many global banking is increasing rapidly all over the world. Nevertheless, private bank should invest and try to adapt better ways in person branch visit. For examples, they should invest in a scalable server capacity to help to manage surges in the usage, especially during the unpredictable period of political, economic pressure , social turmoil. They should also enhance the cubersecutrity to. also they can simplify streamline digital registration and KYC, and ensure their mobile banking are more user friendly to reach a larger customer base. This will help bank to do safer banks offer on the digital platform. For the customer who may fear visiting banks or keeping cash at home during these kinds of events. This can be concluded that this very common behavior during this kinds of events.

Secondly, the bank must fix their rust in public again through transparency and communication. The Banking crisis shows that political instability systemically tens to increase the probability of systemic banking crises, which reduced deposit in banks, liquidity stress, and panic over withdrawal what if bank faces bankruptcy. Furthermore once customer trust has been broken it may take many times to be normal again. This will help the bank work efficiently again in future

- Long term effect may be deposit Instability
- Regular transparency reports
- Issuing Public statement about the bank
- Well- Informed of the Customer
- Help reduce panic -driven withdrawals

## Conclusion

In Conclusion the July uprising in Bangladesh has reminded us how political instability can disrupt financial systems. The study clearly shows due to the uprising not only the day to day banking operations were effected but also profoundly altered customer perception, behaviors and trust. The bank seen decrease of customer and reduced their reliance on traditional banking channels ,withdrew deposits hoarded cash and turned toward digital banking more due uncertainty , a deep loss of confidence in banking institution. This behavioral shift many be common due to political instability. Furthermore, globally it has found that political instability can increases deposit volatility and crisis in banking sectors. Normally trust in banks decreases significantly, affecting long term deposit flows and undermining financial problems. The customer trust is very important for bank if it starts to decrease in customer will increases which will affect the long term saving, the system becomes vulnerable.

Moreover, Bangladesh must rethink their business models not only branch centered institution but also digital first services. The policymakers also need to understand effectively how a political instability can affect through the financial sector and support frameworks that increase transparency enforces good governance and encourage safeguards for customer.

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## Appendix

### Internship Proposal Form

|                                  |                                                        |
|----------------------------------|--------------------------------------------------------|
| Name:                            | Ariful Islam                                           |
| ID:                              | 203011006                                              |
| Semester<br>(Spring/Summer/Fall) | Spring 2025                                            |
| Department:                      | BBA                                                    |
| Supervisor's Name (Faculty):     | Muhammad Hasibul Hasan                                 |
| Organization Name:               | Al- Arafah Islami Bank                                 |
| Internship Title:                | Changes in private banking sectors after July uprising |

Student's signature & date

M. Hasibul Hasan  
Supervisor's signature & date

19/10/2025

(Submit your Research Proposal to your Supervisor for approval)



Motijheel Branch, General Banking Department  
Rahman Mansion, 161 Motijheel C/A, Dhaka-1000  
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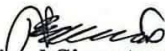
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Ref: AIBPLC/MB/GB/2025/6969  
Date: 07/12/2025

### To Whom It May Concern

This is to certify that Janaba Ariful Islam ID: 203011006 Student of Bachelor of Business Administration (BBA) Program, from University of Liberal Arts of Bangladesh, Dhaka, Bangladesh has completed his internship at our branch for the period from 05.10.2025 to 04.12.2025. During his internship he has performed practical jobs with hard work, dedication & successfully in our General Banking, Investment and Foreign Exchange activities.

We wish him every success in life.

  
Authorized Signature

Feroz Ahammed  
Senior Assistant Vice President AS No-458  
Al-Arafah Islami Bank PLC.  
Motijheel Branch, Dhaka.  
Phone: 9564190, 47115078, 47114939



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