

INTERNSHIP PROJECT REPORT

ON

**THE EFFECTIVENESS OF RELATIONSHIP MARKETING
STRATEGIES IN BUILDING CUSTOMER LOYALTY FOR SMALL
FINANCE BANKS _ CASE STUDY OF DURGAPUR**



Under The Guidance of :

TABISH KHAN (ASM)

BRANCH – DURGAPUR BRANCH CODE - 3243



REPORT SUBMITTED TO
FACULTY OF MANAGEMENT STUDIES

DR. B. C. ROY ENGINEERING COLLEGE, DURGAPUR

IN PARTIAL FULLFILLMENT OF
THE REQUIREMENT OF THE AWARD FOR THE DEGREE OF

**MASTER OF BUSINESS ADMINISTRATION
FROM MAKAUT**

SUBMITTED BY :

SHUBAJEET GORAI

University Roll No : 12000923045

Registration No : 231200710045 of 2023-24

SESSION : 2023 - 2025



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BUILDING CUSTOMER LOYALTY FOR SMALL FINANCE BANKS
_ CASE STUDY OF JANA BANK DURGAPUR**

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