A STUDY ON EVOLUTION OF ATM CARD SERVICES, CAUTIONS, AND TIPS ON USING YOUR ATM CARD SAFELY- A PERSPECTIVE

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ABSTRACT

Since its introduction over 20 years ago, the ATM (automated teller machine) card has become part of everyday life, and people are using these cards millions of times each day. Today, changes in technology are allowing people to use the now-familiar ATM cards in new ways that are reshaping the way we handle our money.

With an ATM card and a PIN - or personal identification number - you can virtually set your own "branch hours' " depositing and withdrawing money from your accounts whenever you wish at your bank or credit union. What are more, most ATM cards already give you access to your money at ATMs located not only at all of your bank's locations, but also at other banks and in stores, airports, office buildings, and street corners across the United States and worldwide.

Key words: ATM (Automated Teller Machine), PIN (Personal Identification Number), Maestro, debit and credit card, ACH (Automated Clearing House).

Introduction

As people read this article, people will gain a better understanding of how to take advantage of the conveniences and features of shopping with your ATM card. And you'll find the information you need to use this new service wisely. And also this article provides tips on using your ATM card safely

Literature review

Prof. Jyotiranjan Hota -As per the Global ATM Market and Forecasts to 2016, the maximum growth of ATMs is happening in Asia pacific region.

The economic times, Malini Goyal, ET Bureau Oct 6, 2013, - it has been a long journey from cash to card. When he started working in the early 1990s, almost all his expenses were in cash. Debit cards were
not that popular then and the credit card was still a very niche product. It did not help that very few outlets - from grocery to milk to utilities - willingly accepted card payments. It is different today.

Aman Dhall, TNN May 18, 2008, Protect the password of your credit/ATM card-Identity theft has become a serious problem for the financial services industry. According to a study by internet security firm Symantec, the number of phishing attacks on banks in India shot up three times to 120 attacks in January 2008, from only 20 attacks in October 2007. It ranked Mumbai first in the country in terms of phishing sites, followed by New Delhi.

In fact, there are many instances now when people have got into hardships and incurred losses because of lack of financial awareness. Here's an insight into financial details that you should handle with care, and immediate steps you should take if you face an identity crisis.

**Objectives of study:**

- To identify the evaluation of ATM card services
- To identify the some cautions involved in ATM card services
- To bring out tips on using your ATM card safely

**Scope of study:**

The scope of the study is limited to the objectives of the study. As banks continue to open new branches, attract new customers, and encourage existing and new account holders to use cards, the Indian ATM industry is set to grow. Since many banks still operate proprietary networks, the increasing number of banking customers is likely to spur ATM growth.”ATM technology was used to reach the customers at a lower initial and transaction cost with hassle free services.

**Research methodology:**

The present study is based on the secondary data collected from different journals, magazines, sites and published data from various issues of private and different Public sector banks. Various studies on this subject have also been referred in this study.

**EVOLUTION OF ATM CARD SERVICES:**

Major evaluation of ATM card services as researcher mentioned below in the table
<table>
<thead>
<tr>
<th>Period</th>
<th>Features/Functionalities</th>
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<tr>
<td>1988-1994 (the Initial Period)</td>
<td>Deposit of Cash</td>
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<td>Withdrawal of Cash</td>
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<td>1995-1999 (Early Developments)</td>
<td>Mini Statement</td>
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<td>2000-2001 (First extension)</td>
<td>Coupon Dispensing</td>
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<td>2002-2004 (Extended Functionalities)</td>
<td>Fulfilling Requests from Customers (e.g. heck Book), Account Transfers, Touch Screen Menus/Facilities</td>
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<td>2004-2006 (non-banking services)</td>
<td>Ticket Booking-Railway and Airlines, Bill Payments, Mobile Recharges</td>
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<td>Future (2007 onwards)</td>
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<td></td>
<td>Customized ATMs</td>
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<td>Ubiquitous Multifunction</td>
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<td>ATMs Biometric ATMs</td>
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The beginning - getting cash at ATMs:

The first ATM cards gave consumers access to their checking, savings, and share draft accounts only at teller machines owned by their bank, credit union, or savings and loan. People commonly call this kind of card an ATM card, cash card, or banking card, or they use the name that their bank, credit union, or regional network has given to the card.

When "regional ATM networks" were created, they linked together the ATMs of different institutions and offered consumers access to their money in other neighborhoods and nearby cities, towns, and states. (A list of many of this ATM networks ‘names and where they operate appears near the end of this brochure.) At the same time, two national networks -Cirrus and Plus” - emerged, expanding ATM card access to cash, first nationwide, then around the world. Currently, these are the only two brands that offer a full range of ATM services worldwide. ATM cards provide a convenient way of getting cash, making deposits and transfers, and verifying account balances. It is also easy to tell where you can use the card by simply matching the logos on your ATM card with those displayed on the ATM itself.
The next step - paying with ATM cards:

More recently, many ATM cards have been enhanced so that you can shop with the cards at merchants that sign up with the same networks that give the cards wide access to ATMs. (A list of many of these shopping networks also appears near the end of this brochure.) Currently there is only one international service, called Maestro*, that lets cards work at participating merchants both in the United States and in more than 50 countries.

Grocery stores and gas stations were among the first retailers in the United States to install the small number pads, also called PIN pads, that you may have noticed at the checkout counter or on the gas pump. It is these devices that make shopping with many ATM cards possible.

Using your ATM card to shop matching the logos:

Just as the various logos that appear on ATM cards tell you where they can be used to get cash or make banking transactions at ATMs, they also indicate where your card can be used to make purchases. Simply match the logos on your card with those you see displayed at the entrance to the store or at the cash register. Or just ask whether the store accepts your ATM card. Depending on which logos you find on your card and whether the store has installed PIN pads, your purchases can be handled in one of two ways: either you will punch in your PIN, just as you would at an ATM, or you will sign for the purchase, as you would with a credit card.

Making a purchase:

Let's say you've planned to buy a desk lamp. You need all your cash for other things and don't have your checkbook with you. At the entrance to the store, you notice an ATM network logo that matches the logo on your card. You decide to use your ATM card to pay.

When you present the lamp to the cashier, you will be asked how you would eke to pay for the purchase. You offer your ATM card. The cashier will confirm that your card is accepted by the store, and if it is, the following will occur:

1) You will be asked to slide your card through a dot that reads the information contained in the magnetic stripe on the back of your card;
2) The cashier will then enter the amount of the purchase;
3) You will punch in your PIN, or secret code; and
4) The cashier will press a key that initiates an automatic phone call to your bank or credit union.

This confirms that the money is available in your account. Once confirmed, your bank or credit union automatically deducts the purchase amount from your account, just like a check. You will receive a receipt of the transaction, if you want one, when the sale is completed. Make sure you record and subtract this amount from your account immediately.
SOME CAUTIONS AND TIPS ON USING YOUR ATM CARD SAFELY

- Memorize your pin, or secret code:
- Protect your ATM card from damage so that it will always work when you need it:
- Make sure the transaction or purchase amount is recorded correctly
- Deduct the purchase amount from your checking account balance immediately:
- Save all of your receipts
- When using an ATM, be aware of what's going on around you:
- Prevent others from getting information about your ATM card:
- Check periodically to be sure that you have your ATM card:
- Smart money management habits

Memorize your pin, or secret code

It's usually only a four-digit number. If your bank or credit union allows you to select your own PIN, pick a number that's easy to remember. Unfamiliar numbers can be difficult to recall when you're tired or under stress. But don't choose a number that's easily associated with you - like your birth date, social security or telephone number, or part of your address. Also avoid using consecutive numbers or repeating the same number. Your PIN is an important secret code and should be chosen carefully. Never write that number on your ATM card or on anything you carry with your card. Only you should know your PIN, so no one else can use your card.

Protect your ATM card from damage so that it will always work when you need it:

Keep it in a place where it won't be bent, scratched, or overheated. It's important to protect the magnetic stripe on the back of the card. Should it become damaged, the card may fail to work in an ATM or at a store. If your place of employment provides magnetic cardkeys for access to your workplace, never put your cardkey near your ATM card. Magnetic cardkeys can erase the information in your ATM card's magnetic stripe, making it useless.

Make sure the transaction or purchase amount is recorded correctly

Before you authorize any transaction with your PIN or signature, double check that the purchase amount is correctly entered by the store clerk.

Deduct the purchase amount from your checking account balance immediately:

This will ensure that you always know how much money you have available in your account.

Save all of your receipts:

Keep the receipts from every ATM card purchase, deposit, withdrawal, and transfer you make, and compare them against the information on your monthly statement. This will help you to verify the accuracy of your statement, as well as to identify any unauthorized transactions.
When using an ATM, be aware of what's going on around you:

Have your card ready and be prepared to use it immediately. At unattended terminals or outdoor ATMs, observe your surroundings before beginning your transaction. Try to select terminals and ATMs in well-lighted, busy areas. If you must use an ATM or terminal in an isolated place, ask a friend to go with you, especially at night.

Prevent others from getting information about your ATM card:

Always take your receipts with you to prevent anyone from obtaining information that could help them access your account. When at an ATM, always shield the screen and keyboard to keep onlookers from learning your PIN or the transaction amount as you enter them. If you become suspicious during a transaction, cancel it, take your card, and leave.

Check periodically to be sure that you have your ATM card:

Report a lost or stolen ATM card and any unauthorized transactions to your bank or credit union immediately.

Smart money management habits

Your ATM card can be a useful tool in helping you develop good money management habits if you follow these five simple steps:

- Establish a monthly budget.
- Stick to your spending limits and track your expenses routinely and carefully.
- Save your sales and ATM receipts and immediately deduct purchases and other transactions from your checkbook or your account register. Be sure to note any fees.
- Promptly balance your checkbook against your monthly account statement, which lists all of your purchases and fees.

Use your monthly itemized statement as a systematic way to manage your spending habits and determine whether your budget is realistic.

Conclusion

In recent years, the Internet has grown tremendously, with more and more people jumping into the Internet and Multimedia highway. Writing and depositing checks are perhaps the most fundamental ways to move money in and out of a checking account, but advancements in technology have added ATM and debit card and credit card transactions and ACH (Automated Clearing House) transfers to the mix. And also all banks have rules about how long it takes to access your deposits, how many debit card transactions you're allowed in a day, and how much cash you can withdraw from an ATM. To protect your money from electronic theft, identity theft, and other forms of fraud, it's important to implement basic precautions such as shredding account statements, having complex passwords and only doing online banking through secure internet connections.
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