

**DEMAND FOR BANKING SERVICES OF MUSLIM
COMMUNITY SPECIAL REFERENCE TO KALMUNAI
DIVISION**

RESEARCHER

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Abstract: Islamic Banking is a fast-growing industry today. The main objective of the research is to identify the awareness level about Islamic Banking among the female Muslim teachers, and then to examine the reasons for the level of awareness. This study is also to find out the effective ways for creating awareness. This research is based on the qualitative method. But quantitative data is used for a cross reference. This study uses primary and secondary data. The primary data was collected through survey distributed among 200 women teachers of Kalmunai Muslim DS Division. The quantitative data was analyzed by using SPSS 16.0 software and Micro Soft Office Excel. The study uses the secondary data from the following sources to articulate the conceptual framework of the study. The secondary data such as books, magazines, and research articles have been used. The findings of this research show, there are poor awareness on Islamic Banking among the female teachers of Kalmunai Muslim DS Division. This low level of awareness is caused by the poor knowledge of these teachers about the Islamic Banking, their unenthusiasm about the religion and its teachings, and their less-willing to be influenced by the awareness. The conducting seminars and instruction programs in school level constitute as the most effective ways to increase awareness among these teachers

Keyword: demand, banking services, Muslim, community