# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar

The American Economic Accordition's electronic hibliography. Economic Accordition

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5504 Cities in 190 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

# **CONTENTS**

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A STUDY ON CONSUMERS' ATTITUDE TOWARDS ORGANIC PRODUCTS D. SUMATHI & DR. JOHN GABRIAL	1
2.	SMALL AND MEDIUM ENTERPRISES: PROBLEMS OF ENTREPRENEURS YASHMITA AWASTHI & H. P. MATHUR	4
3.	GLOBALIZATION OF FINANCE AND HUMAN DEVELOPMENT: A COMPARATIVE STUDY OF INDIA, BANGLADESH AND CHILE  DR. SRINIBASH DASH, SISIR RANJAN DASH & DR. JYOTIRMAYA MAHAPATRA	8
4.	SOCIO ECONOMIC STATUS OF SCHEDULED CASTE WOMEN SELF HELP GROUP MEMBERS IN ERODE DISTRICT  DR. M. NIRMALA	14
5.	A STUDY ON RELATIONSHIP BETWEEN BANKEX AND STOCK MARKET INDICES  DR. M. JAYANTHI, G. SOWMYA & V. NANDHINI	18
6.	IMPACT OF ORGANISATIONAL CLIMATE ON EMPLOYEE PERFORMANCE: A STUDY WITH REFERENCE TO THE EDUCATIONAL SECTOR OF INDORE PALASH GARG & DR. DEEPAK TALWAR	22
7.	EFFECTS OF WOLAITA DICHA JUNIOR FOOTBALL CLUB PLAYER'S INTERVENTION PROGRAM ON MOTOR PERFORMANCE SKILLS IN SOUTH NATIONS AND NATIONALITY OF ETHIOPIA MILKYAS BASSA MUKULO	26
8.	IMPLICATIONS OF MARKETING STRATEGIES ON TELECOM SERVICES: A STUDY IN BANGALORE SRINIVASA. M & DR. D GOVINDAPPA	28
9.	A STUDY ON EFFECTIVE ORGANIZATIONAL LEARNING THROUGH KNOWLEDGE MANAGEMENT MODEL A. S. SATHISHKUMAR & DR. P. KARTHIKEYAN	34
10.	CONSUMER PREFERENCES AND SATISFACTION TOWARDS VARIOUS MOBILE PHONE SERVICE PROVIDERS WITH SPECIAL REFERENCE TO VODAFONE AT THIRUTHURAIPONDI TOWN  J. ANITHA & K. GOMATHI	37
11.	THE PIVOTAL ROLE OF HRM IN ENHANCING ORGANIZATIONS COMPETITIVE ADVANTAGE THROUGH SOCIAL MEDIA USAGE JYOTI.C. GANDHI	41
12.	DIGITAL INDIAN ECONOMY: A DREAM FAR FROM REALITY  MOHD SAZID	44
13.	A STUDY ON PRIORITY SECTOR LENDING BY BANKS  NAGALAKSHMI G S	47
14.	EXTROVERSION AND EMOTIONAL LABOUR: A STUDY ON ORGANIZED RETAIL SECTOR ASHA DAHIYA	50
15.	A STUDY ON WAGE AND SALARY ADMINISTRATION IN SMALL SCALE UNITS IN TAMIL NADU DISTRICT DR. P. R. KOUSALYA, DR. P. GURUSAMY & S. KAVITHA	55
16.	A STUDY ON CONSUMER PREFERENCE OF DURABLE AND NON-DURABLE GOODS IN PATTUKKOTTAI TOWN S. DHIVYA & D. SUPULAKSHMI	58
17.	THE IMPACT OF ELECTRONIC COMMERCE ON LIBYA'S ECONOMIC GROWTH NAGMI MOFTAH AIMER, ABDULMULA LUSTA & MOUSBAH ABOMAHDI	62
18.	CUSTOMER'S EXPECTATIONS AND LEVEL OF SATISFACTION FROM ONLINE SHOPPING IN TEHRI: AN EMPIRICAL INVESTIGATION  ASHA RONGALI	67
19.	PRIVATE LABEL BRANDS - NATIONAL AND INTERNATIONAL SCENARIO: A REVIEW BASED PAPER MAMTA RANGA	71
20.	BANK INSURANCE MODEL: A FINANCIAL STRATEGY FOR GROWTH SASMITA SAHOO	75
	REQUEST FOR FEEDBACK & DISCLAIMER	78

# CHIEF PATRON

#### PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur (An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

# FOUNDER PATRON

#### LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

### FORMER CO-ORDINATOR

#### DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

# ADVISOR

#### PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

# **EDITOR**

#### PROF. R. K. SHARMA

Professor & Dean, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

# CO-EDITOR.

#### **DR. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

# EDITORIAL ADVISORY BOARD

#### **DR. CHRISTIAN EHIOBUCHE**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, Woodland Park NJ 07424, USA

#### DR. JOSÉ G. VARGAS-HERNÁNDEZ

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

#### PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

#### **DR. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Terusan Buah Batu, Kabupaten Bandung, Indonesia

#### PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

#### DR. KAUP MOHAMED

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

#### **PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

#### DR. ARAMIDE OLUFEMI KUNLE

Dean, Department of General Studies, The Polytechnic, Ibadan, Nigeria

#### DR. S. TABASSUM SULTANA

Principal, Matrusri Institute of P.G. Studies, Hyderabad

#### DR. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture and Technology (JKUAT), Westlands Campus, Nairobi-Kenya

#### **DR. NEPOMUCENO TIU**

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

#### DR. ANA ŠTAMBUK

Head of Department in Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

#### DR. FERIT ÖLÇER

Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Tayfur Sökmen Campus, Antakya, Turkey

#### **PROF. SANJIV MITTAL**

Professor, University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

#### DR. SHIB SHANKAR ROY

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

#### PROF. NAWAB ALI KHAN

Professor, Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

#### **DR. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

#### PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

#### DR. KEVIN LOW LOCK TENG

Associate Professor, Deputy Dean, Universiti Tunku Abdul Rahman, Kampar, Perak, Malaysia

#### DR. OKAN VELI SAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

#### DR. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

#### **DR. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

#### **DR. N. SUNDARAM**

Associate Professor, VIT University, Vellore

#### **DR. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

#### DR. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

#### **DR. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

#### **RODRECK CHIRAU**

Associate Professor, Botho University, Francistown, Botswana

#### **DR. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

#### DR. DEEPANJANA VARSHNEY

Associate Professor, Department of Business Administration, King Abdulaziz University, Ministry of Higher Education, Jeddah, Saudi Arabia

#### **BIEMBA MALITI**

Associate Professor, The Copperbelt University, Main Campus, Jambo Drive, Riverside, Kitwe, Zambia DR. KIARASH JAHANPOUR

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

#### DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

#### **YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

#### DR. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

#### **DR. SHIVAKUMAR DEENE**

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

#### DR. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

#### **DR. JASVEEN KAUR**

Faculty, University Business School, Guru Nanak Dev University, Amritsar

#### **SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal **DR. RAJESH MODI** 

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

# FORMER TECHNICAL ADVISOR

#### **AMITA**

Faculty, Government M. S., Mohali

# FINANCIAL ADVISORS

#### **DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

#### **NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

# LEGAL ADVISORS

#### **JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

#### **CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

1.

# CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography: Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations: International Relations: Human Rights & Duties: Public Administration: Population Studies: Purchasing/Materials Management: Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the soft copy of unpublished novel; original; empirical and high quality research work/manuscript anytime in M.S. Word format after preparing the same as per our GUIDELINES FOR SUBMISSION; at our email address i.e. infoijrcm@gmail.com or online by clicking the link online submission as given on our website (FOR ONLINE SUBMISSION, CLICK HERE).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT				
COVERING LETTER FOR SUBMISSION:				
	DATED:			
THE EDITOR				
IJRCM				
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF				
(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/C	omputer/IT/ Education/Psychology/Law/Math/other, please			
specify)				
DEAR SIR/MADAM				
Please find my submission of manuscript titled 'your journals.				
I hereby affirm that the contents of this manuscript are original. Fur fully or partly, nor it is under review for publication elsewhere.	thermore, it has neither been published anywhere in any language			
I affirm that all the co-authors of this manuscript have seen the su their names as co-authors.	bmitted version of the manuscript and have agreed to inclusion of			
Also, if my/our manuscript is accepted, I agree to comply with the	formalities as given on the website of the journal. The Journal has			
discretion to publish our contribution in any of its journals.				
NAME OF CORRESPONDING AUTHOR	:			
Designation/Post*	:			
Institution/College/University with full address & Pin Code	:			
Residential address with Pin Code	:			
Mobile Number (s) with country ISD code	:			

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Co-ordinator, Reader, sor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. The qualification of author is not acceptable for the purpose.

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

F-mail Address

Nationality

Alternate E-mail Address

#### NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. <u>pdf.</u> <u>version</u> is liable to be rejected without any consideration.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:
  - **New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below 1000 KB.
- e) Only the Abstract will not be considered for review and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- 2. MANUSCRIPT TITLE: The title of the paper should be typed in bold letters, centered and fully capitalised.
- 3. AUTHOR NAME (S) & AFFILIATIONS: Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
- 4. ACKNOWLEDGMENTS: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150** to **300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
- 6. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
- 7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.
- 9. HEADINGS: All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 10. **SUB-HEADINGS**: All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

#### THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

#### INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

**OBJECTIVES** 

**HYPOTHESIS (ES)** 

RESEARCH METHODOLOGY

**RESULTS & DISCUSSION** 

**FINDINGS** 

**RECOMMENDATIONS/SUGGESTIONS** 

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.

- 12. **FIGURES & TABLES**: These should be simple, crystal **CLEAR**, **centered**, **separately numbered** & self-explained, and the **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. *It should be ensured that the tables/figures are* referred to from the main text.
- 13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
- 14. ACRONYMS: These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
- 15. **REFERENCES:** The list of all references should be alphabetically arranged. *The author (s) should mention only the actually utilised references in the preparation of manuscript* and they may follow Harvard Style of Referencing. Also check to ensure that everything that you are including in the reference section is duly cited in the paper. The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use (ed.) for one editor, and (ed.s) for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending
  order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parenthesis.
- Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point, which may be placed in number orders before the references.

#### PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

#### **BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

#### **CONTRIBUTIONS TO BOOKS**

• Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

#### **JOURNAL AND OTHER ARTICLES**

• Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

#### CONFERENCE PAPERS

• Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

#### UNPUBLISHED DISSERTATIONS

Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

#### **ONLINE RESOURCES**

Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

#### WEBSITES

• Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

#### A STUDY ON PRIORITY SECTOR LENDING BY BANKS

#### NAGALAKSHMI G S ASST. PROFESSOR **NEW HORIZON COLLEGE** KASTURINAGAR

#### **ABSTRACT**

Money is of utmost importance in our life, we need money to run our life, to satisfy all our basic needs, and for future emergency, we have banks which accepts deposits from public and lend the same A bank is a financial institution that accepts deposits from the public and creates credit. Lending activities can be performed either directly or indirectly through capital markets. Due to their importance in the financial stability of a country, banks are highly regulated in most countries. Most nations have institutionalized a system known as fractional reserve banking under which banks hold liquid assets equal to only a portion of their current liabilities. In addition to other regulations intended to ensure liquidity, banks are generally subject to minimum capital requirements based on an international set of capital standards, known as the Basel Accords.

#### **KEYWORDS**

lending by banks, financial stability of country.

#### INTRODUCTION

riority Sector refers to those sectors of the economy which may not get timely and adequate credit in the absence of this special dispensation. Priority Sector Lending is an important role given by the Reserve Bank of India (RBI) to the banks for providing a specified postion of the control of the sectors like agriculture and after the control of th sectors like agriculture and allied activities, micro and small enterprises, poor people for housing, students for education and other low income groups and weaker sections. This is essentially meant for an all-round development of the economy as opposed to focusing only on the financial sector

#### **OBJECTIVES OF THE STUDY**

- To understand the various priority sector loans given by commercial banks
- To know the lending facilities and various categories included in priority sector

#### **RESEARCH METHODOLOGY**

It is a conceptual paper and based on secondary data.

#### **ANALYSIS**

Priority sector loans to the following borrowers are eligible to be considered under Weaker Sections category:

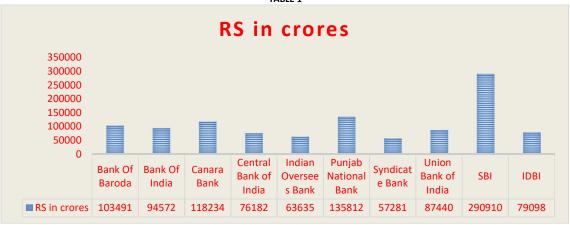
#### TABLE 1

TABLE 1		
1.	Small and Marginal Farmers	
2.	Artisans, village and cottage industries where individual credit limits do not exceed ₹ 1 lakh	
3.	Beneficiaries under Government Sponsored Schemes such as National Rural Livelihoods Mission (NRLM), National Urban Livelihood Mission (NULM) and	
	Self Employment Scheme for Rehabilitation of Manual Scavengers (SRMS)	
4.	Scheduled Castes and Scheduled Tribes	
5.	Beneficiaries of Differential Rate of Interest (DRI) scheme	
6.	Self Help Groups	
7.	Distressed farmers indebted to non-institutional lenders	
8.	Distressed persons other than farmers, with loan amount not exceeding ₹1 lakh per borrower to prepay their debt to non-institutional lenders	
9.	Individual women beneficiaries up to ₹ 1 lakh per borrower	
10.	Persons with disabilities	
11.	Overdrafts upto ₹ 5,000/- under Pradhan Mantri Jan-DhanYojana (PMJDY) accounts, provided the borrowers' household annual income does not exceed	
	₹ 100,000/- for rural areas and ₹ 1,60,000/- for non-rural areas	
12.	Minority communities as may be notified by Government of India from time to time	

Banks have been contributing to the growth of the Priority Sector of India by extending credit to them on favourable terms, in accordance with the policies of the Government of India. This has enabled many entrepreneurs establish enterprises creating employment for many, helped farmers, infrastructure development and other disadvantaged sections. The total amount of Priority Sector Lending (PSL) by all the Public Sector Banks in India was Rs. 1701806.78 crores as on 31-03-2015. Top 10 banks in Priority Sector Lending as on 31st March, 2015 were: State Bank of India, Punjab National Bank, Canara Bank, Bank of Baroda, Bank of India, Union Bank of India, IDBI BK Ltd, Central Bank of India, Indian Overseas Bank and Syndicate Bank. The amount of PSL by State Bank of India was Rs. 290910 crores as on 31-03-2015. The percentage share of PSL by State Bank of India was 17.09% of total PSL by all the Public Sector Banks in India as on 31-03-2015. The amount of PSL by Punjab National Bank was Rs. 135812.68 crores as on 31-03-2015. The percentage share of PSL by Punjab National Bank was 7.98% of total PSL by all the Public Sector Banks in India as on 31-03-2015. The amount of PSL by Canara Bank was Rs. 118234 crores as on 31-03-2015. The percentage share of PSL by Canara Bank was 6.95% of total PSL by all the Public Sector Banks in India as on 31-03-2015. The amount of PSL by Bank of Baroda was Rs. 103491 crores as on 31-03-2015. The percentage share of PSL by Bank of Baroda was 6.08% of total PSL by all the Public Sector Banks in India as on 31-03-2015. The amount of PSL by Bank of India was Rs. 94572 crores as on 31-03-2015. The percentage share of PSL by Bank of India was 5.56% of total PSL by all the Public Sector Banks in India as on 31-03-2015.

TABLE 2	
Priority sector lending banks	Rs. in crores
Bank Of Baroda	103491
Bank Of India	94572
Canara Bank	118234
Central Bank of India	76182
Indian Overseas Bank	63635
Punjab National Bank	135812
Syndicate Bank	57281
Union Bank of India	87440
SBI	290910
IDBI	79098

TABLE 1



The broad categories of priority sector for all scheduled commercial banks are as under:

(i) Agriculture and Allied Activities (Direct and Indirect finance): Direct finance to agriculture shall include short, medium and long term loans given for agriculture and allied activities directly to individual farmers, Self-Help Groups (SHGs) or Joint Liability Groups (JLGs) of individual farmers without limit and to others (such as corporate, partnership firms and institutions) up to Rs. 20 lakhs, for taking up agriculture/allied activities.

This distinction between direct and indirect agriculture is dispensed with. Instead, the lending to agriculture sector has been re-defined to include (i) Farm Credit (which will include short-term crop loans and medium/long-term credit to farmers) (ii) Agriculture Infrastructure and (iii) Ancillary Activities

(ii) Small Scale Industries (Direct and Indirect Finance): Direct finance to small scale industries (SSI) shall include all loans given to SSI units which are engaged in manufacture, processing or preservation of goods and whose investment in plant and machinery (original cost) excluding land and building does not exceed the amounts specified amount

Indirect finance to SSI shall include finance to any person providing inputs to or marketing the output of artisans, village and cottage industries, hand-looms and to cooperatives of producers in this sector.

(iii) Small Business / Service Enterprises: shall include small business, retail trade, professional & self-employed persons, small road & water transport operators and other service enterprises as per the definition given in Section I and other enterprises that are engaged in providing or rendering of services, and whose investment in equipment does not exceed the amount specified in Section I

(iv) Micro Credit: Provision of credit and other financial services and products of very small amounts not exceeding Rs. 50,000 per borrower to the poor in rural, semi-urban and urban areas, either directly or through a group mechanism, for enabling them to improve their living standards, will constitute micro credit.

(v) Education loans: Education loans include loans and advances granted to only individuals for educational purposes up to Rs. 10 lakh for studies in India and Rs. 20 lakh for studies abroad, and do not include those granted to institutions;

(vi) Housing loans: Loans up to Rs. 28 lakh in metropolitan cities where population is above 10 lakh and Rs. 20 Lakh at other centers for construction/purchase of a dwelling unit per family provided total cost of the unit in metropolitan centres and at other centres does not exceed Rs. 35 Lacs and Rs. 25 Lacs respectively. (excluding loans granted by banks to their own employees) and loans given for repairs to the damaged houses of individuals up to Rs.5 lakh in metropolitan centres and Rs. 2 Lakh at other centres.

(2) Investments by banks in securitised assets, representing loans to agriculture (direct or indirect), small scale industries (direct or indirect) and housing, shall be eligible for classification under respective categories of priority sector (direct or indirect) depending on the underlying assets, provided the securitised assets are originated by banks and financial institutions and fulfill the Reserve Bank of India guidelines on securitisation. (3) Under Weaker Sections: Priority sector loans to the following borrowers are considered under Weaker Sections category:

- (a) Small and marginal farmers:
- (b) Artisans, village and cottage industries where individual credit limits do not exceed  $\ref{50,000}$ ;
- (c) Beneficiaries of Swarnajayanti Gram Swarozgar Yojana (SGSY), now National Rural Livelihood Mission (NRLM);
- (d) Scheduled Castes and Scheduled Tribes;
- (e) Beneficiaries of Differential Rate of Interest (DRI) scheme;
- (f) Beneficiaries under <u>Swarna Jayanti Shahari Rozgar Yojana</u> (SJSRY);
- (g) Beneficiaries under the Scheme for Rehabilitation of Manual Scavengers (SRMS);
- (h) Loans to Self Help Groups;
- (i) Loans to distressed farmers indebted to non-institutional lenders;
- (j) Loans to distressed persons other than farmers not exceeding ₹50,000 per borrower to prepay their debt to non-institutional lenders;
- (k) Loans to individual women beneficiaries up to ₹50,000 per borrower. (L) also called or known as priority sector advancement (PSA);
- (m) Account holders under Pradhan Mantri Jan Dhan Yojana (PMJDY)
- (vii) Renewable energy sector has also been added to priority sector lending in the year 2015.

#### CONCLUSION

Priority sector has played a very important role in today's economy, which encourages the farmers to take up their agricultural activities and also helps the self-help groups and persons with disabilities to start business in their field, which also contributes to the overall economic development of the country, by encouraging farmers and providing loans at low interest rates.

#### **REFERENCES**

- 1. Gordon & Natarajan: Banking Theory Law and Practice, HPH
- 2. <a href="http://www.naukrihub.com/top10/indian-public-banks-to-work.html">http://www.naukrihub.com/top10/indian-public-banks-to-work.html</a>
- 3. https://en.wikipedia.org/wiki/Priority\_sector\_lending
- 4. <a href="https://rbi.org.in/scripts/FAQView.aspx?ld=87">https://rbi.org.in/scripts/FAQView.aspx?ld=87</a>
- 5. K. Venkataramana, Banking Operations, SHBP.
- 6. Kothari N. M: Law and Practice of Banking.
- 7. M. Prakhas, Bhargabhi R: Banking law & Operation, Vision Book House.
- 8. Neelam C Gulati: Principles of Banking Management.
- 9. S. P Srivastava; Banking Theory & Practice, Anmol Publications
- 10. Sheldon H.P: Practice and Law of Banking.
- 11. Tannan M.L: Banking Law and Practice in India, Indian Law House

# REQUEST FOR FEEDBACK

#### **Dear Readers**

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail <a href="mailto:infoijrcm@gmail.com">infoijrcm@gmail.com</a> for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours** 

Sd/-

Co-ordinator

# **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

# **ABOUT THE JOURNAL**

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.







