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

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 1866 Cities in 152 countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN INSIGHT ON CONSUMER CHOICE AND MARKETING OPPORTUNITIES FOR BREAKFAST- CEREALS SIMI SIMON & DR. MURALI MANOHAR	1
2.	RECOGNITION OF THE INCOME TAX DEPARTMENT OF THE DISCLOSED PROFITS LISTED ACCORDING TO THE LEGISLATIONS OF THE COMMISSION OF REGULATING THE BUSINESS OF THE JORDANIAN INSURANCE COMPANIES DR. SULEIMAN HUSSIEN AL-BESHTAWI	4
3.	A CRITICAL ASSESSMENT OF THE CONTRIBUTION OF MARINE INSURANCE TO THE DEVELOPMENT OF NIGERIAN ECONOMY DR. I. A. NWOKORO	10
4.	APPLICATION OF 'BALANCED SCORECARD', IN PERFORMANCE MEASUREMENT OF NATIONAL OIL-RICH SOUTH COMPANY ESMAIL HAMID	17
5.	FIRMS' CHARACTERISTICS AND CAPITAL STRUCTURE: A PANEL DATA ANALYSIS FROM ETHIOPIAN INSURANCE INDUSTRY SOLOMON MOLLA ABATE	21
6.	IMPACT OF CELEBRITY ENDORSEMENT ON BRAND EQUITY WITH MEDIATING ROLE OF BRAND TRUST SABIR HUSSAIN, RAJA WASIF MEHMOOD & FAIZA SAMI KHAN	28
7.	PERCEPTION OF EXPORT DIFFICULTY IN SMEs AND EXPORT PERFORMANCE: A STUDY OF NIGERIAN SMEs IN THE LEATHER INDUSTRY ABUBAKAR SAMBO JUNAIDU	33
8.	INVESTORS PERCEPTIONS ON PUBLIC AND PRIVATE LIFE INSURANCE COMPANIES IN INDIA - WITH SPECIAL REFERENCE TO LIFE INSURANCE INVESTORS IN KARNATAKA DR. SREENIVAS.D.L & ANAND M B	37
9.	MICROFINANCE IN INDIA: CHALLENGES AND OPPORTUNITIES S.RAVI & DR. P. VIKKRAMAN	46
10.	DIFFERENCES IN ORGANIZATIONAL COMMITMENT IN PRIVATE AND PUBLIC SECTOR BANK EMPLOYEES DR. SARITA SOOD, DR. ARTI BAKHSHI & SHIKHA SHARMA	50
11.	FINANCIAL INCLUSION AND WOMEN EMPOWERMENT: A STUDY ON WOMEN'S PERCEPTION OF EAST GODAVARI DISTRICT, ANDHRA PRADESH	53
12.	A STUDY ON UNDERSTANDING THE LEVELS OF JOB SATISFACTION, JOB MOTIVATION, ORGANIZATIONAL COMMITMENT, PERCEIVED ORGANIZATION SUPPORT AMONG FRESHER'S AND EXPERIENCED ACADEMICIANS DR. M. S. PRIYADARSHINI & S. PADMANATHAN	58
13.	IMPACT OF FII's INVESTMENT ON THE INDIAN CAPITAL MARKET DR. K. B. SINGH & DR. S. K. SINGH	61
14.	RETAIL BANKING: EFFECT OF FACTORS ON CUSTOMER SWITCHING BEHAVIOUR NEETHA J. EAPPEN & DR. K. B. PAVITHRAN	64
15 .	PATTERN OF CAPITAL STRUCTURE IN AMARA RAJA BATTERIES LIMITED, TIRUPATI - AN ANALYSIS K. KALYANI & DR. P. MOHAN REDDY	68
16.	PROSPECTS OF MEDICAL TOURISM - A STUDY ON THE MANAGEMENT TRENDS AND PRACTICES OF THE PROMINENT PARTICIPANTS OF HOSPITAL SECTOR IN SOUTH INDIA DR. BINDI VARGHESE	73
17.	IMPACT OF LEADERSHIP STYLES ON ORGANIZATIONAL EFFECTIVENESS IN HANDLOOM SECTOR	77
18.	DR. SOPNA V. MUHAMMED STRATEGIC IMPLICATIONS IN AGRO-TOURISM WITH SPECIAL REFERENCE TO PUNJAB DR. CARITA RALL	81
19.	DR. SARITA BAHL LIQUIDITY ANALYSIS OF INDIAN HOTEL INDUSTRY DR. K. KARTUWEYAN B. K. DAMAGAAY	85
20.	DR. K. KARTHIKEYAN & K. RAMASAMY SATISFACTION LEVEL OF ADVERTISING AWARENESS AMONG COLLEGE STUDENTS — A FACTOR ANALYSIS	92
21.	S. JEYARADHA, DR. K. KAMALAKANNAN & V. SANGEETHA FACET OF GLOBAL RISKS	94
22.	A CASE STUDY ON THE GAPS BETWEEN EXPECTATIONS AND EXPERIENCES OF THE EMPOYEES IN APHDC LTD ON 'PERFORMANCE APPRAISAL'	101
23.	DO PEOPLE PLAN? WHY ARE THEY SO NEGLIGENT ABOUT THEIR OWN FINANCES	104
24.	VISHWAS SRINIWAS PENDSE STRATEGIC ANALYSIS AND IMPLEMENTATION OF SELF EMPLOYMENT GENERATION SCHEMES IN JAMMU AND KASHMIR STATE	108
25.	ENTREPRENEURSHIP IN NORTH EASTERN REGION OF INDIA-THE MSME PERSPECTIVE	111
26.	DR. KH. DEVANANDA SINGH CONTEMPLATION OF ISLAMIC BANKING IN LUCKNOW: A CRITICAL ANALYSIS	116
27.	IMRAN SIDDIQUEI, TUSHAR SINGH & SAIF REHMAN FOI IN ORGANIZED RETAIL IN INDIA: LOOK TO THE MULTIBRAND OPPORTUNITIES	122
28.	MOHD. IMTIAZ & SYED AHMED WAJIH NON PERFORMING ASSETS MANAGEMENT IN KARNATAK CENTRAL CO-OPERATIVE BANK LTD. DHARAWAD	126
29 .	DR. RAMESH.O.OLEKAR & CHANABASAPPA TALAWAR A CRITICAL EVALUATION OF FINANCIAL PERFORMANCE OF RAJASTHAN TOURISM: A CASE STUDY OF RAJASTHAN TOURISM DEVELOPMENT CORPORATION	131
30.	DR. LAXMI NARAYAN ARYA & DR. BAJRANG LAL BAGARIA GREEN INVESTMENT BANKS: A NEW PHASE OF CORPORATE INVESTMENT	138
	NISCHITH.S	

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, 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

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

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

PROF. M. N. SHARMA

Chairman, M.B.A., HaryanaCollege of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

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

CO-EDITOR.

DR. BHAVET

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, YanbuIndustrialCollege, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

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

PROF. ANIL K. SAINI

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

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

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

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VITUniversity, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, MaharshiDayanandUniversity, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

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

d)

e)

2.

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; 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; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor 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; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: infoijrcm@gmail.com.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

CO	OVERING LETTER FOR SUBMISSION: DATED:
	IE EDITOR RCM
Su	bject: SUBMISSION OF MANUSCRIPT IN THE AREA OF .
(е	.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
DE	EAR SIR/MADAM
Ple	ease find my submission of manuscript entitled '
	ereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it ider review for publication elsewhere.
I a	ffirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).
	so, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our ntribution in any of your journals.
	AME OF CORRESPONDING AUTHOR: esignation:
	filiation with full address, contact numbers & Pin Code:
	rsidential address with Pin Code:
	obile Number (s): ndline Number (s):
	mail Address:
Alt	ternate E-mail Address:
NC	DTES:
a)	The whole manuscript is required to be in ONE MS WORD FILE only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
b)	The sender is required to mention the following in the SUBJECT COLUMN of the mail: New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/ Engineering/Mathematics/other, please specify)
c)	There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.

Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.

MANUSCRIPT TITLE: The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email

ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods,

The total size of the file containing the manuscript is required to be below 500 KB.

address should be in italic & 11-point Calibri Font. It must be centered underneath the title.

results & conclusion in a single para. Abbreviations must be mentioned in full.

- 5. **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 stops at the end.
- 6. MANUSCRIPT: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
- 7. **HEADINGS**: All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 8. **SUB-HEADINGS**: All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
- 9. MAIN TEXT: The main text should follow the following sequence:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed 5000 WORDS.

- 10. **FIGURES & TABLES**: These should be simple, crystal clear, centered, separately numbered &self explained, and **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.
- 11. **EQUATIONS**: These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
- 12. **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 are supposed to follow **Harvard Style of Referencing**. 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 italics. 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 parentheses.
- The location of endnotes within the text should be indicated by superscript numbers.

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, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

• 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 Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

NON PERFORMING ASSETS MANAGEMENT IN KARNATAK CENTRAL CO-OPERATIVE BANK LTD. DHARAWAD

DR. RAMESH.O.OLEKAR FACULTY PG DEPARTMENT OF COMMERCE KARNATAK UNIVERSITY POST GRADUATE CENTER KODIBAG

CHANABASAPPA TALAWAR STUDENT P G DEPARTMENT OF STUDIES & RESEARCH IN COMMERCE KARNATAK UNIVERSITY P G CENTER KODIBAG

ABSTRACT

Non Performing Assets surfaced suddenly in the Indian banking scenario around the eighties. In the midst of turbulent structured changes overtaking the international banking institutions and where the global financial markets were undergoing sweeping changes. Management of Non Performing Assets nowadays is a critical performing area for banks. It is better for Indian banks to try for the international standard in terms of efficiency, productivity, profitability, assets recognition norms, and provisioning and capital adequacy to compete in the competitive new economy. Non Performing Assets (NPA's) are one of the major areas of concern for the Indian banking industry. The strength of a Bank and its health are determined by the quality of assets it possesses. Non-Performing Assets are like a double edged sword. They do not generate any income, whereas, the bank is required to make provisions such as assets. Thus Non-Performing Assets are the assets which show how healthy the bank is, so most of the banks are still in the process of decreasing the NPA's. And they still don't find the reasons behind the assets turning into NPA's

KEYWORDS

N.P.A, Advances, time series, prudential norms, provisioning.

INTRODUCTION

on Performing Assets surfaced suddenly in the Indian banking scenario around the eighties. In the midst of turbulent structured changes overtaking the international banking institutions and where the global financial markets were undergoing sweeping changes. Management of Non Performing Assets nowadays is a critical performing area for banks. It is better for Indian banks to try for the international standard in terms of efficiency, productivity, profitability, assets recognition norms, and provisioning and capital adequacy to compete in the competitive new economy. Non Performing Assets (NPA's) are one of the major areas of concern for the Indian banking industry. The strength of a Bank and its health are determined by the quality of assets it possesses. Non-Performing Assets are like a double edged sword. They do not generate any income, whereas, the bank is required to make provisions such as assets. Thus Non-Performing Assets are the assets which show how healthy the bank is, so most of the banks are still in the process of decreasing the NPA's. And they still don't find the reasons behind the assets turning into NPA's

WHAT IS N.P.A.?

With a view to moving towards International best practices and to ensure greater transparency the '90 days overdue' norm for identification of Non Performing Assets has been adopted by the R.B.I. (w.e.f. 31.03.2004)

So NPA refers to.

- Interest and/ or installment of principal remain overdue for a period of more than 90 days in respect of a term loan.
- > The Account remains 'out of order' for a period of more than 90 days. In respect of an overdraft/ C.C.
- > The bills remains 'overdue' for a period of more than 90 days in the case of bills purchased and discounted.

"Non Performing Asset" management is a key subject which plays an important role in deciding the overall performance of the Bank. Therefore, the subject of "Non Performing Asset" is chosen for the project work. Accordingly the project is undertaken at Karnataka Central Co-operative Bank Ltd, Dharwad.

MAIN REASONS FOR ACCOUNTS BECOMING NPAS

- Units closed
- Borrower Absconding
- Sale of Assets
- Diversion of Funds
- Willful Default
- Non Renewal of the Limits
- Interest/Installments not paid.
- > Non repayment of loans due to natural calamities such as drought, floods, earthquakes etc.
- Lack of verification of his/her securities.

REASONS FOR NPAS IN INDIA

- Corruption
- Judicial system flaws
- Nonexistent fear of penalties
- > Inefficient credit appraisal systems
- Lack of technology, methodology and data support for scientific credit appraisal

WAYS TO REDUCE NPAs

Personal contacts.

- Frequent follow-ups by bank officials.
- Issue of periodical notices.
- > Adjustments of his/her O/S deposits.
- Apply of Scientific for appraisal before the loan is disbursed and monitor it closely in real time.
- Conduct recovery Champaign
- Break up recovery to branch level network
- Take every NPA case as a separate issue and analyze the need for further funding from an economic point of view.
- > Implement a system for selecting a good borrower.

EFFECTS OF NPAs

As the number of accounts become NPAs this will lead to additional provisions which has to be made and these provisions are made out of profits earned by the Bank. Ultimately it leads to reduction in profits.

PREREQUISITES TO CONTROLLING NPAs

1. Governance :

- Independent oversight board with clear mandate.
- > Defined and transparent procedures
- Improved reporting standards

2. Greater focus on restructuring:

- The quality and speed of asset resolution is key
- > Taking ownership of NPAs and proactive management
- Working with debtors to improve cash-flow of assets underlying NPAs.

3. Greater powers and institutional capabilities:

- For example, power to separate bad management from the debtor and to liquidate debtors, which cannot be expeditiously restructured.
- > Training, knowledge Transfer
- Leadership

4. Incentives and disciplines for banks:

- > Enhanced accountability of Banks and Bank managers
- Ensure banks put in place risk analysis and credit management systems
- Ultimate burden not transferable to AMCs.

5. Greater protection of creditor rights:

- Credible liquidation procedures and efficient secured transaction processes
- Triggers and inventives for insolvency
- Strong and Credible regulators, free from political pressure.

6. The Road to Recovery:

The key Facilitators

- Early detection
- Speed
- Voluntary references
- > Facilitation and quick arbitration.

NEED FOR THE STUDY

Non Performing Assets (NPA's) are one of the major areas of concern for the Indian banking industry. The strength of a Bank and its health are determined by the quality of assets it possesses. Non-Performing Assets are like a double edged sword. They do not generate any income, whereas, the bank is required to make provisions such as assets. Thus Non-Performing Assets are the assets which show how healthy the bank is, so most of the banks are still in the process of decreasing the NPA's. And they still don't find the reasons behind the assets turning into NPA's. Credit risk is defined as the potential that a bank borrower or counterparty will fail to meet its obligations in accordance with agreed terms, or in other words it is defined as the risk that a firm's customer and the parties to which it has lent money will fail to make promised payments is known as credit risk The exposure to the credit risks large in case of financial institutions, such commercial banks when firms borrow money they in turn expose lenders to credit risk, the risk that the firm will default on its promised payments. As a consequence, borrowing exposes the firm owners to the risk that firm will be unable to pay its debt and thus be forced to bankruptcy.

PROFILE OF KARNATAKA CENTRAL CO-OPERATIVE BANK

The bank is established in the year 1916 with the share capital of Rs. 30000 under the provision of Co-Op act 1912. The area of operation Dharwad and Belgaum districts subsequently the area of the operation is restricted to Dharwad district. The bank is started with the objective to provide financial assistance for agrictural and its allied activities immense efforts, great foresight, accurate planning and dedication of promoters paved the way to success of the KCC bank. As one of the leading Co-operative bank in India

The KCC bank has been serving to the best satisfaction of the agricultural and non-agricultural members since last eight decades. But in last ten years the bank has advanced agriculture and non-agriculture loans without proper security and without getting proper securities. So the recovery was becoming grinding halt, which has severely affected on the financial position. Such a position that a bank was not able to pay depositors money at least meager amount. NABARD has inspected the bank U/S 35(6) of Bank Regulatory Act 1949 to its financial position as on 31st March 2001 and observed the bank has failed to comply to with section 11(1) of Bank Regulatory Act 1949 and most of the loan outstanding are over dues and came under NPA due to very poor recovery since last three years.

OBJECTIVES OF THE STUDY

- 1. To study the classification of the Non Performing Assets of bank.
- 2. To know why account becomes Non Performing Assets and the steps taken by the bank to reduce Non Performing Assets.
- 3. To study the movements of Non Performing Assets and its effects on Bank.
- 4. To find tools to control Non Performing Assets.

DATA COLLECTION METHOD

To fulfill the objectives of the study, the researcher has been taken into considerations secondary data. The data was collected from the Magazines, Annual reports, Internet of the Karnatak Central Co-operative Bank Ltd. Dharawad. Also collected from books, journals, websites etc. Various ratios have been computed & Time series was used to analyse and interpret the NPA's of KCC Bank Ltd. Dharawad.

A) DIFFERENT TYPES OF RATIOS

1. RATIO OF GROSS NPA TO TOTAL ADVANCES

	TAI	(Rs.In lakh)	
Year	Net Advances	Gross NPA	GNPA (%)
2006-07	24661.50	11896.91	48.24
2007-08	23380.47	11267.53	48.19
2008-09	22237.28	10603.79	50.66
2009-10	22877.00	9031.41	39.47
2010-11	29426.89	5850.25	19.88

Source: Bank Annual Reports

Interpretation

In the year 2006-07 the percentage of GNPA was 48.24%. It declined in the year 2007-08 to 48.19%, it shows positive indication and again it increases to 50.66% in the year 2008-09. And again it is declined for the next two years i.e. for 2009-10 it is 39.47% and for 2010-11 it is 19.88%

2. RATIO OF NET NPA TO TOTAL ADVANCES

	TAB	[Rs.In L	.akł	
Year	Net Advances	Net NPA	NNPA (%)	
2006-07	24661.50	6748.46	27.36	
2007-08	23380.47	6333.18	27.08	
2008-09	22237.28	6705.37	30.15	
2009-10	22877.00	5761.75	25.18	
2010-11	29426.89	4616.63	15.68	

Source: Bank Annual Reports

Interpretation

In the year 2006-07 the percentage of Net NPA was 27.36%. It declined in the year 2007-08 to 27.08%, and again it increases to 30.15% in the year 2008-09. And again it is declined for the next two years i.e. for 2009-10 it is 25.18% and for 2010-11 it is 15.68%.

3. PERCENTAGE OF SUB- STANDARD ASSETS OF KARNATAKA CENTRAL CO-OPERATIVE BANK

TABLE 3

Year	Sub-Standard	Total advances (Rs)	Percentage
2006-07	1087994	53072918	2.05%
2007-08	950127	52784846	1.8%
2008-09	1108942	48241154	2.29%
2009-10	232961	37131078	0.62%
2010-11	192365	35679097	0.53%

Source: Bank Annual Reports

Interpretation

The percentage of Sub-Standard Asset to Total Advances decreased from 2.05% to 1.8% in the year 2007-08 and it again increases to 2.29% in the year 2008-09. But for the next two consecutive years i.e. for the year 2009-10 and 2010-11 it is decreased from 0.62% and 0.53% respectively.

4. PERCENTAGE OF DOUBT FULL ASSETS OF KARNATAKA CENTRAL CO-OPERATIVE BANK

TABLE 4

Year	Doubt full Assets	Total advances (Rs)	Percentage
2006-07	1061458	53072918	2.00%
2007-08	1293228	52784846	2.45%
2008-09	627135	48241154	1.30%
2009-10	178229	37131078	0.48%
2010-11	89197	35679097	0.25%

Interpretation

The percentage of Doubt full Asset to Total Advances increased from 2.00% to 2.45% in the year 2007-08. and for the next three years it is continuously decreasing i.e. 1.30% for 2008-09, 0.48% for 2009-10, and 0.25% for 2010-11 respectively.

5. PERCENTAGE OF LOSS ASSETS OF KARNATAKA CENTRAL CO-OPERATIVE BANK

TABLE 5

Year	Loss assests	Total advances (Rs)	Percentage
2006-07	1087994	53072918	2.05%
2007-08	950127	52784846	1.8%
2008-09	1108942	48241154	2.29%
2009-10	232961	37131078	0.62%
2010-11	192365	35679097	0.53%

Interpretation

The percentage of Loss Asset to Total Advances decreased continuously five years i.e. from 2006-07 to 2010-11 as follows, for 2006-07 it is 0.23%, for 2007-08 it is 0.19%, for 2008-09 it is 0.14%, for 2009-10 it is 0.09%, and for the 2010-11 it is 0.04%

B) TIME SERIES

This method is also known as **Trend Projection Method**. Under this method past trend is projected in order to interpret the future trend. The past data can be arranged chronologically with regular intervals of time. Such data when arranged chronologically yield **Time Series**. The most popular method of analyzing time series is to project the trend of the time series. A trend line can be fitted through series either usually by means of statistical techniques such as the method of least squares. This method is very popular because it is simple and inexpensive and also because time series data often exhibit a persistent growth trend. With the help of Time Series method we can find out the advances for the year 2012.

This following table shows the Year and Advances amount of entire Karnataka Central Co-operative bank

TABLE 6	[Rs .In Cr]
Year	Advances
2006-07	24661.50
2007-08	23380.47
2008-09	22237.28
2009-10	22877.00
2010-11	29426.89

TABLE 7

Year	Advances [Y]	Х	X x X=X2	XY
2007	24661.50	-2	2	-49323.00
2008	23380.47	-1	1	-23380.47
2009	22237.28	0	0	0
2010	22877.00	1	1	22877.00
2011	29426.89	2	2	58853.78
N=5	∑Y= 122583.14	∑X=0	∑X2=6	∑XY=9027.31

We can substitute the value of ΣY , ΣX , $\Sigma X2$, ΣXY in the equation given below:

Y=a+bx

To find the value of 'a'

Solve the equation

 $\sum Y=Na+b\sum X$

Where $\Sigma Y = 122583.14$, N=5, $\Sigma X = 0$

122583.14 = 5.a+b.0

122583.14 =5a+0

122583.14 = 5a

a = 122583.14/5

: a = 24516.628

To find the value of 'b'

Solve the equation

 $\sum XY = a\sum X + b\sum X2$

Where $\Sigma XY = 9027.31$, a=24516.628, $\Sigma X = 0$, $\Sigma X = 6$

9027.31= 24516.628 (0) +b (6)

9027.31 = 0+6b

9027.31 = 6b

b= 9027.31/6

∴b= 1504.55

Substituting the values of 'a' and 'b' in equation Y=a+bx

Y= 24516.628 + 1504.55x

Using the equation, we can find out the trend values for the previous years and estimate the Advances for the 2012. The trend values and estimates are as follows:

Y 2007= 24516.628 + 1504.55 (-2) = 21507.528

Y 2008= 24516.628 + 1504.55 (-1) = 23012.078

Y 2009=24516.628 + 1504.55 (0) = 24516.628

Y 2010= 24516.628 + 1504.55 (1) = 26021.178

Y 2011= 24516.628 + 1504.55 (2) = 27525.728

Y 2012= 24516.628 + 1504.55 (3) =29030.278

Thus the Bank is expected to have advances of Rs.29030.278Cr for the year 2012 based on Time Series Method.

FINDINGS

- KCC Bank classifies the Assets as Sub-Standard Assets, Doubt full Assets & Bad/loss Assets, depending upon their period of becoming due.
- The Percentage of Sub-standard Assets is decreased from 2.05% to 1.8% in the year 2007-08, increases to 2.29% in the year 2008-09. But for the year 2009-10 and 2010-11 it is decreased from 0.62% and 0.53% respectively.
- The Percentage of Doubt Full Assets to Total Advances increased from 2.00% to 2.45% in the year 2007-08. Next three years it is continuously decreasing i.e. 1.30% for 2008-09, 0.48% for 2009-10, and 0.25% for 2010-11 respectively.
- The percentage of Loss Asset to Total Advances decreased continuously five years.
- Bank is expected to have advances of Rs.29030.278Cr for the year 2012 based on Time Series Method.
- There has been a positive trend that has been in favor of KCC Bank.
- There has been a considerable reduction in the level of NPA.
- The Net NPA of KCC Bank is Nil for the last two years.
- The recovery has been made from the loss assets which provide an edge for the Bank to use the corpus to fund the priority sectors.
- The NPA level is bit low in KCC Bank as compared to the other commercial banks, and thus KCC Bank is giving stiff competition to other Banks.

SUGGESTIONS

- Immediate action has to be taken for reduction of NPA's.
- The KCC Bank has to go for securitization of those accounts, which has been in the NPA category from a long time. NABARD should restructure or
 rescheduled the accounts well before the accounts slip into NPA's.
- There should be frequent follow ups by the KCC Bank officials. In some cases the NABARD should perform personal visits for recovering NPAs.
- The KCC Bank should take every NPA case as a separate issue and analyze the need for further from an economic point of view.
- Effective Training and Guidance should be given to the recovery team of the Corporation in order to recover the dues from hardcore defaulter.

REFERENCES

BOOKS

1. Aggarwal & Mittal (2012), 'NPA-comparative positioning public & private banks in india', International journal of business & management', vol.2 Jan 2012

- 2. Bidani (2002), 'Managing NPA in banks, Vision books publications
- 3. D.M.Mittal (2008), 'Money, Banking, International Trade and Public Finance '(Eleventh Edition), Himalaya Publishing House.
- 4. Kaur (2004), 'Management of NPA', The Indian journal of commerce, April-June Vol. 57, 2-pp 14-21
- 5. M. Y. Khan and P. K. Jain (2010),' Management Accounting (Third Edition)', Tata McGraw Hill.

REPORTS & OTHER DOCUMENTS

- 6. Annual Reports of the KCC Bank.
- 7. Brochures and pamphlets of KCC Bank
- 8. Official documents relating to NPA's of the KCC Bank.

WEBSITES

- 9. www.google.com
- 10. www.kcc.co.in
- 11. www.rbi.org
- 12. www.sahakardarpana.kar.nic.in



REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce and 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 i.e. infoijrcm@gmail.com 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 an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

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.







