

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	APPLICATION OF SEMANTIC SIMILARITY USING ONTOLOGY FOR DOCUMENT COMPARISON <i>PALLAWI UNMESH BULAKH & DR. AJIT MORE</i>	1
2.	ORGANISATIONAL CULTURE AMONG THE APPAREL MANUFACTURING AND EXPORTING ORGANISATIONS LOCATED IN TIRUPUR CLUSTER <i>DR. J. SHANTHILAKSHMI & S. GANESAN</i>	3
3.	INDIAN CONSUMER BEHAVIOUR ON BRAND LOYALTY: SUBSTANCE STILL SCORES OVER STYLE <i>RIDDHI BISWAS</i>	9
4.	ROLE OF TEACHERS IN QUALITY ASSURANCE IN INDIAN HIGHER EDUCATION <i>DR. ANIL CHANDHOK</i>	16
5.	THE ROLE OF ENTREPRENEURS IN THE ECONOMIC DEVELOPMENT OF INDIA <i>DR. SAMBHAVNA GUPTA, DR. M. K. GUPTA, DR. JASVEEN KAUR & DR. PRADEEP KUMAR AGGARWAL</i>	19
6.	KEY PERFORMANCE INDICATORS TO EVALUATE SOFTWARE PROFESSIONALS <i>U. JEYASUTHARSAN & DR. N. RAJASEKAR</i>	24
7.	HIGHER EDUCATION AND DEMOCRATIC IDEALS: DISRUPTIONS AND DIRECTIONS <i>DR. PAWAN KUMAR SHARMA</i>	29
8.	BUYER BEHAVIOUR IN PURCHASING RESIDENTIAL FLATS IN CHENNAI CITY <i>DR. A. MOHAMED SALI, DR. K. SALEEM KHAN & I.NASEEMA</i>	32
9.	UNDERSTANDING EURO-CRISIS: HOW DID IT OCCUR? <i>NEHA NAINWAL & ASHIS TARU DEB</i>	38
10.	THE DYNAMICS OF GLOBAL STRATEGY AND STRATEGIC ALLIANCES IN INTERNATIONAL TRADE AND INVESTMENT <i>OMANKHANLEN ALEX EHIMARE & JOSHUA O. OGAGA-OGHENE</i>	41
11.	GROWTH OF INDIAN FINANCIAL SECTOR: POLICIES AND PERFORMANCE ANALYSIS <i>PRIYANKA PANDEY & AMOGH TALAN</i>	48
12.	A STUDY ON HRD PRACTICES IN BANKING SECTOR <i>P.V.V.KUMAR & MEERAVALI SHAIK</i>	54
13.	TO STUDY OCCUPATIONAL STRESS: AS A RELATIONAL STUDY ON SCHOOL TEACHERS <i>JAIBHAGWAN GUPTA</i>	57
14.	DEVELOPMENT OF POWER SECTOR IN INDIA: A BIRD'S EYE-VIEW <i>DR. BHASKAR DASARIRAJU</i>	60
15.	DEVELOPING A PARSER FOR SIMPLE PUNJABI SENTENCES <i>VIVEK AGGARWAL</i>	65
16.	GREEN MARKETING: CONSUMERS' ATTITUDES TOWARDS ECO-FRIENDLY PRODUCTS AND PURCHASE INTENTION IN PUNE <i>YOGESH RAUT</i>	67
17.	A STUDY ON CONSUMER BEHAVIOUR TOWARDS CELL PHONES <i>RAJESH KUMAR</i>	72
18.	GROWTH MOVEMENT OF DEPOSITS IN OMKAR MAHILA SAHKARI CO-OPERATIVE SOCIETY LTD, PUNE <i>MEGHA MEHTA</i>	79
19.	A STUDY OF AWARENESS OF TAX PLANNING AMONGST SALARIED ASSESSEES <i>CA SHILPA VASANT BHIDE</i>	86
20.	DATA PROTECTION IN CLOUD COMPUTING <i>CHENNA LAKSHMI</i>	89
21.	AN OUTLOOK OF STRUCTURAL UNORGANISED UNEMPLOYMENT IN INDIA <i>JAI BHAGWAN GUPTA</i>	93
22.	DATA HIDING TECHNIQUE FOR E-TENDERING USING STEGANOGRAPHY <i>MAHAVEER PRASAD TAWANIA, ABHISHEK DIDEL & SAURABH MAHESHWARI</i>	96
23.	ANALYSIS ON AUDITING PRACTICES AND THEIR EFFECTS ON HUMAN RESOURCES: A CASE STUDY OF SELECTED FIRMS IN NAIROBI COUNTY <i>JANE DIANA IMALI KIGUMBA & KARIM OMIDO</i>	105
24.	CORE BASED COMMUNICATION IN MULTICASTING <i>ASHOK KUMAR BHOI & BIJAYA KUMAR KHAMARI</i>	110
25.	E-WASTE: A LATENT ECONOMIC POTENTIAL <i>SIDDHARTH RATHORE</i>	119
26.	USE OF XBRL: AS E-TECHNOLOGY IN COMMERCE <i>NEHA JAISWAL</i>	123
27.	E-COMMERCE IN INDIA – GROWTH & CHALLENGES: A THEORETICAL PERSPECTIVE <i>KARAN JOSHI</i>	129
28.	FINANCIAL DERIVATIVES MARKET IN INDIA <i>ANSHIKA AGARWAL</i>	132
29.	A STUDY INTO THE PROCESS OF OPEN TENDERING AND HOW IT INFLUENCES STRATEGIC ORGANIZATIONAL PERFORMANCE: A CASE STUDY OF KENYA POWER AND LIGHTING COMPANY <i>FASIKA BERHANU WOLDESELESSIE & KARIM OMIDO</i>	142
30.	A TEXT READING SYSTEM FOR THE VISUALLY DISABLED <i>ARAVIND.S & ROSHNA.E</i>	148
	REQUEST FOR FEEDBACK & DISCLAIMER	151

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 - 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.
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- 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.

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- 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.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

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

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GROWTH MOVEMENT OF DEPOSITS IN OMKAR MAHILA SAHKARI CO-OPERATIVE SOCIETY LTD, PUNE

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ASST. PROFESSOR
SAI SINHGAD BUSINESS SCHOOL
PUNE**

ABSTRACT

Banking business has done wonders for the world economy. The simple looking method of accepting money deposits from savers and then lending the same money to borrowers, banking activity encourages the flow of money to productive use and investments. A co-operative combines the small fortunes of its members into a large capital and their a big business is formed. The basic question in this research is how co-operatives societies can respond to current challenges and changes for better survival and save cooperative identity. The paper is a descriptive survey, which involves the collection of data for the purpose of describing the role of co-operative societies in economic development Mobilisation of savings through intensive deposit collection has been regarded as the major task of banking in india today. The index of growth of deposits may be regarded as the index of growth of banking business. Co-operative society are an important constituent of the Indian Financial System. Present paper is an attempt made to analyze the growth rate of deposits of Omkar Mahila Sahkari cooperative society Ltd., Dist-Pune, State-Maharashtra as an empirical case study.

KEYWORDS

Co-operative Society, savings, deposit, productive use.

INTRODUCTION

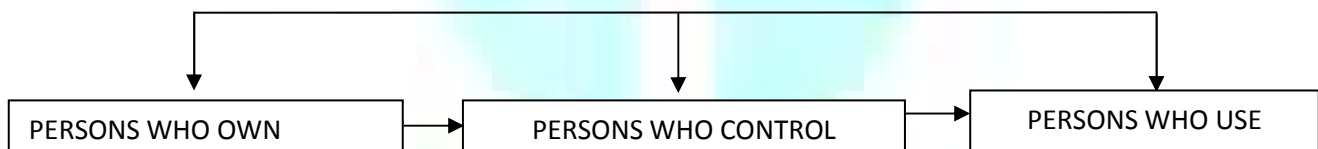
The co-operative sector has been playing a distinct and significant role in the country's process of socio-economic development. The motto of co-operation, each for all and all for each, signifies faithfulness.

Co-operative Banks in India are registered under the Co-operative Societies Act. The Cooperative Banks are governed by Reserve Bank of India i.e. RBI and through Banking Regulation Act 1949 and Cooperative Societies Act 1965. In 1991, India has accepted Liberalization/free trade policy which also covered the objective of decentralization of the banking sector. As a result of it, many new co-operative banks were established and competition has been generated in this field. To examine all aspects relating to structure of organization, functions and procedure of financial system, Govt. of India appointed a committee under chairmanship of Shri M. Narsinham. RBI started implementing prudential guidelines on asset classification and provisioning on loan assets based on recommendation of this committee for commercial banks initially which later were made applicable to co-operative banking sector. Because of these new policy changes, cooperative sector banks are also now required to keep in mind professional approach along with social service approach. The co-operative banks mainly provide finance to rural sector and farming sector. However due to slow recovery, „NPA“ problem becomes worrisome factor, hence they have to go for financing areas giving scope for higher income.

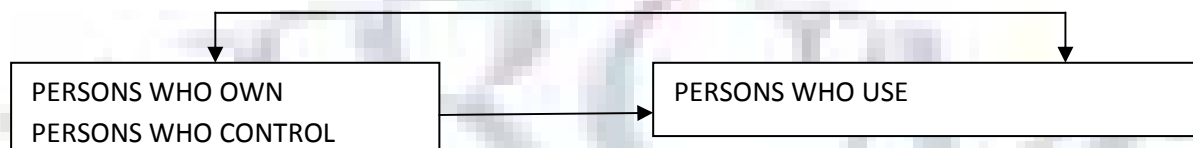
These societies provide most services such as savings and current accounts, safe deposit lockers, loan or mortgages to private and business customers. For middle class users, for whom a bank is where they can save their money, facilities like Internet banking or phone banking is not very important. Although they are not better than private banks in terms of facilities provided, their interest rates are definitely competitive. However, unlike private banks, the documentation process is lengthy if not stringent and getting a loan approved quickly is rather difficult. The criteria for getting a loan from a UCB are less stringent than for a loan from a commercial bank.

UNIQUENESS OF CO-OPERATIVE SOCIETY

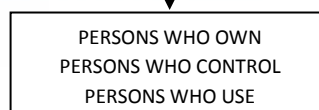
1. Large Business/Multinational



2. Small Private Business



3. Co-operatives



TYPES OF DEPOSITS

Omkar Mahila Sahkari cooperative society Ltd. offers following types of deposits to general public-

1. SAVING ACCOUNT

This type of account is normally opened by individuals for the purpose of savings. Groups of individuals forming eq associations for non-profit purpose are also entitled to open savings bank account. The savings bank accounts bear a nominal rate of interest and, hence, come under a low cost a category. The depositors are entitled to withdraw funds by issuing cheques supplied by the banks, while keeping a minimum balance.

2. FIXED DEPOSITS

These deposits are not repayable on demand and bear a higher rate of interest. A term deposit is repayable on the expiry of a particular term for which it was deposited. Though the banks are legally required to honor the claim to repay the term deposits before maturity, generally the bank oblige the customer by

giving payment in the event of their request for pre-mature payment. For breaking the deposit before its maturity date, sometimes the bank impose a nominal penalty by way of deduction of a small amount from the relative interest payable to the depositor.

ONE TIME INVESTMENT (Valid for 36 months)

Investment (Rs)	Returns(Rs)
702/-	1,001/-
3507/-	5,000/-
7014/-	10,000/-
17,535/-	25,001/-
35070/-	50,001/-
52,605/-	75,002/-
70734/-	1,00,000/-

INTEREST RATE ON FIXED DEPOSIT

Period	Rate of Interest
31 days to 90 days	6.00%
91 days to 180 days	7.50%
181 days to 270 days	9.00%
271 days to 365 days	10.00%
12 months to 18 months	11.00%
36 months beyond	11.50%
74 months amount double	
Senior citizen and institution additional interest percentage rate is provided	
71 months amount double	

3. RECURRING DEPOSITS

For small depositor, the banks offer a scheme called Recurring Deposits, where a depositor can deposit a fixed amount on monthly basis for a specified period. On expiry of the said period, the recurring deposit matures and the customer gets the aggregate amount of deposit and interest earned thereon. This scheme is popular among the poor and middle class people who cannot afford to deposit large amount of money at a time.



RECURRING SCHEME (Valid for 36 Months)

Monthly Deposit (RS)	Collected Amount(RS)	Return Amount(Rs)
24/-	864/-	1024/-
118/-	4,248/-	5034/-
587/-	21,132/-	25041/-
1,173/-	42,228/-	50040/-
1,760/-	63,360/-	75082/-
2,345/-	84420/-	100038/-

OMKAR MAHILA SAHKARI COOPERATIVE SOCIETY LTD.

Omkar Mahila Sahkari Cooperative Society Ltd., is one of the renowned & emerging Co-operative society in Pune District. It was registered with registration no. PNA/RSR/(CR)/218/2007. On 19/04/2007, Omkar Mahila was founded under Sakhar Sankul, Pune, by President Smt Padmini Deepak Kirad with the vision of involving more common people for providing benefits of the Co-operative society. It has 2 branches, one in 203, Nana Peth, opp. To Oswal Panchayat, Pune & one in 637, Guruwar Peth, opp. Pushpam Jewellers, Pune & registered under Sakhar Sankul, near agriculture college, Shivajinagar, Pune, 411005. It has total 18 managerial and non managerial staff working for the bank. It is now fully computerized and started accepting payments of telephone bills, MSEB bill. It is observed that the Co-operative Society has achieved this success with the dynamic leadership of board of directors and with the loyalty of staff, which made the society "customer friendly". It caters to the needs of sole traders and self employed etc. They provide loans to working class people & for marriage purpose also. These Co-operative Society is continuously implementing and practicing new technologies for its customers.

FEATURES/SPECIFICATION

1. Entire Pune District is Covered for working.
2. From the first day, computerized system was provided to customers.
3. No N.P.A Zero%.
4. FDI percentage is more than Nationalized Bank.
5. Interest is provided quarterly as well as monthly as per the specification of customers.
6. Account holder are provided Demand Draft, pay slip facilities.
7. Loan is granted against gold by taking gold from customers as a securities i.e. Gold loan.

ORGANISATION STRUCTURE

- CHAIRMAN : Padmini Deepak Kirad
- VICE-CHAIRMAN : Shaila Ramchandra Shinde
- SECRETARY : Ashwini Sanjay Chilka
- Managing Director : Sanjay Chilka
- Advisor : Deepak Chandidas Kirad

FINANCIAL POSITION OF OMKAR MAHILA SAHKARI COOPERATIVE SOCIETY LTD. (From 2007-08 to 2011-12)

	2007-08	2008-09	2009-10	2010-11	2011-12
Numbers of Share Holders	777	826	860	924	1041
Share Capital	9.92	11.87	13.98	18.19	24.33
Provision Fund	0.18	0.47	0.75	1.07	1.49
Building Fund	0.10	0.30	0.45	0.65	1.00
Self-Fund	0.10	0.55	1.00	2.00	4.00
FDR	52.19	111.23	171.76	258.90	369.17
Investment	7.05	18.60	34.71	63.63	63.25
Loans	49.37	99.35	144.90	210.24	324.50
Working Capital	63.22	126.54	192.54	287.19	417.20
Profit	0.61	1.11	1.14	1.65	2.74
Audit Classification	A	A	A	A	A
Dividend	5%	6%	7%	8%	9%

REVIEW OF LITERATURE

Several research studies have been conducted to examine the issues relating to functioning of co-operative banks, challenges before co-operative banks. Many researchers have studied cases of financial performance of different types of banks. Masthan and Narayanasamy in their study analyzed financial performance of Chittor Co-op. Town Bank. In 5 years study, they have studied growth of the bank on the basis of membership, share capital, deposits, working capital, loans etc. Kuvalekar, Shrivastava and Kaveri have explained corporate governance in co-operative banking. Rajiv Kumar and Balbir Kumar have studied financial appraisal of Patiala Central Co-operative Bank. In that research, they concluded that deposits, working capital and overall business are showing good condition of the bank. Jain (2001) has done a comparative performance analysis of District Central Cooperative Banks (DCCBs) of Western India, namely Maharashtra, Gujarat and Rajasthan and found that DCCBs of Rajasthan have performed better in profitability and liquidity as compared to Gujarat and Maharashtra. Singh and Singh (2006) studied the funds management in the District Central Cooperative Banks (DCCBs) of Punjab with specific reference to the analysis of financial margin. It noted that a higher proportion of own funds and the recovery concerns have resulted in the increased margin of the Central Co-operative Banks and thus had a larger provision for non-performing assets. Campbell (2007) focused on the relationship between nonperforming loans (NPLs) and bank failure and argued for an effective bank insolvency law for the prevention and control of NPLs for developing and transitional economies as these have been suffering severe problems due to NPLs. Singla (2008) emphasized on financial management and examined the financial position of sixteen banks by considering profitability, capital adequacy, debt-equity and NPA. Chander and Chandel (2010) analyzed the financial efficiency and viability of HARCO Bank and found poor performance of the bank on capital adequacy, liquidity, earning quality and the management efficiency parameters.

OBJECTIVES OF THE STUDY

The following are the main objectives of the study

- i) To analyze the growth rate of deposits.
- ii) To study the deposit movement of Omkar Mahila Sahkari cooperative Society Ltd.
- iii) To offer suggestions, for improving the performance of the Society.

RESEARCH METHODOLOGY

This study has examined the growth movement of deposits of Omkar Mahila Sahkari Society Pvt from 2007-2008 to 2012-2013.

SOURCES OF DATA

To accomplish the objectives of the study, primary data were used. It has been collected from bank records, published and unpublished financial reports, journals, magazines, and newspapers. Data Analysis The growth movement of deposits of Omkar Mahila Sahkari Society Pvt. Were analyzed for the period of six years from 2007-2008 to 2012-2013.

With the help of following tools.

- 1) Growth rate
- 2) Trend analysis
- 3) Chi – Square Test

ANALYSIS & INTERPRETATION OF ENLARGEMENT OF DEPOSITS IN JOB

This part of the study is analysis & interpretation of growth movements of deposits in Omkar Mahila Sahkari Society Ltd. The purpose of analyzing the data is to dig out the information, which is useful for making decisions. The methods used in analyzing the data are presented in tabular form. The last stage in statistical investigation is interpretation i.e. drawing conclusions from the data collected and analyzed. Correct interpretation will lead to a valid conclusion of the study and this can be useful in taking suitable decisions.

TABLE 1: CALCULATION OF GROWTH RATE OF SAVINGS DEPOSIT

Year	Saving Deposit (Rs.in lakhs)	Growth Rate %
2007-2008	5	100
2008-2009	10	200
2009-2010	12	240
2010-2011	15	300
2011-2012	18	360
2012-2013	25	500

Table 1 indicates that the amount of savings deposit & its growth rate for the period of six years from 2007-2008 to 2012-2013 is found to be increasing. The growth rates given in the table are calculated by taking 2008 as the base year. The highest growth rate is recorded in the year 2012-2013 i.e. 500%.

CHART NO. 1: SAVING DEPOSITS –GROWTH RATE

SAVING DEPOSIT

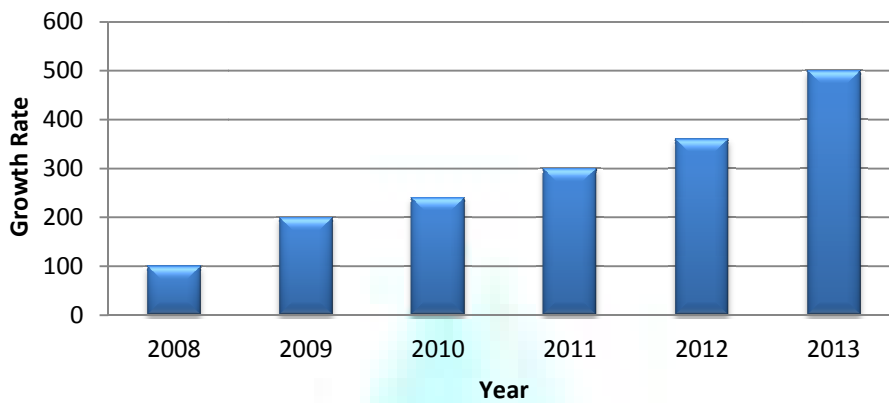


TABLE 2:FIXED DEPOSIT

Year	Fixed Deposit (Rs.in lakhs)	Growth Rate %
2007-2008	74.71	100
2008-2009	105.72	142
2009-2010	177.34	237
2010-2011	271.2	363
2011-2012	348.09	466
2012-2013	405.61	543

Table 2 reveals that the amount of fixed deposit & its growth rate for the period of six years from 2007-2008 to 2012-2013 is found to be increasing. The growth rates given in the table are calculated by taking 2008 as the base year. The highest growth rate is recorded in the year 2012-2013 i.e 543%.

CHART NO. 2 - FIXED DEPOSIT GROWTH RATE

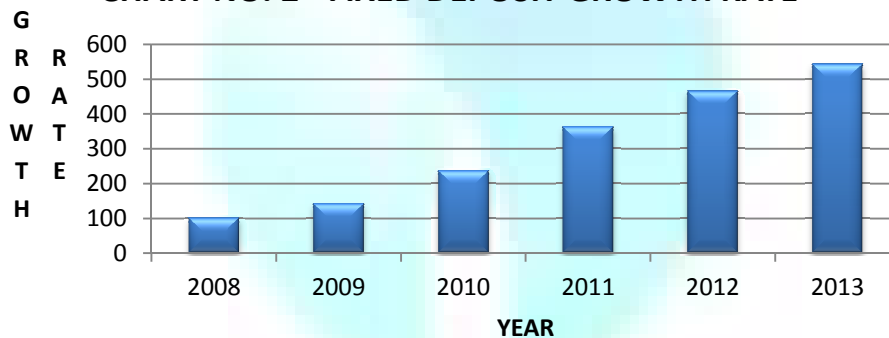
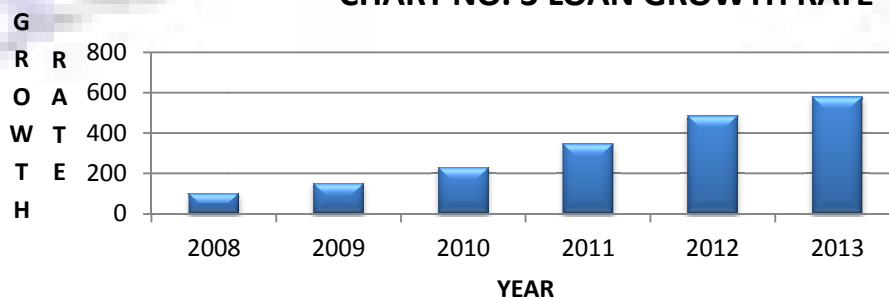


TABLE 3: CALCULATION OF GROWTH RATE OF LOANS

Year	Loans (Rs.in lakhs)	Growth Rate
2007-2008	70.13	100
2008-2009	105.26	150
2009-2010	160.37	229
2010-2011	243.21	347
2011-2012	340.99	486
2012-2013	406.77	580

Table 3 indicates that the amount of loans & its growth rate for the period of six years from 2007-2008 to 2012-2013 is found to be increasing. The growth rates given in the table are calculated by taking 2008 as the base year. The highest growth rate is recorded in the year 2012-2013 i.e 580%.

CHART NO. 3 LOAN GROWTH RATE



II CALCULATION OF TREND VALUE

TABLE : 4 SAVING DEPOSIT

Year	Saving Deposit(Rs.in lakhs)	Trend Value
2008	5	5.10
2009	10	8.72
2010	12	12.35
2011	15	15.98
2012	18	19.61
2013	25	23.24
2014	Estimated Value	26.87

Table 4 shows that the trend values obtained are increasing & accordingly it is found that the saving deposits for the year 2014 is estimated to be Rs 26.87 lakhs.

CHART NO 4: SAVING DEPOSIT – TREND VALUE

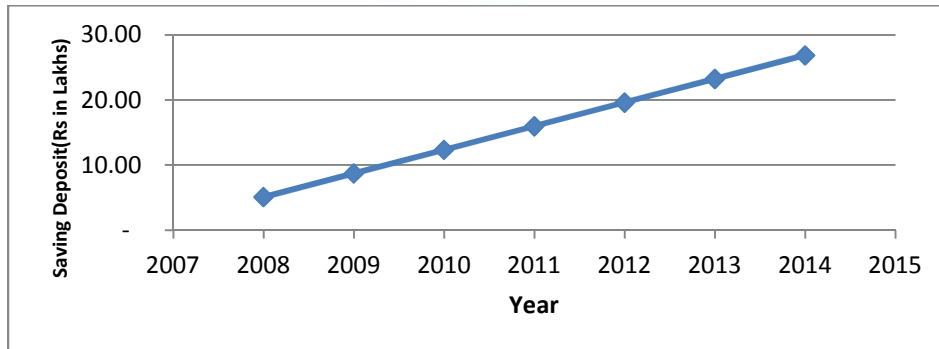


TABLE 5: FIXED DEPOSIT

Year	Fixed Deposit(Rs.in lakhs)	Trend Value
2008	74.71	53.63
2009	105.72	124.35
2010	177.34	195.08
2011	271.2	265.81
2012	348.09	336.54
2013	405.61	407.26
2014	Estimated Value	477.99

Table 5 shows that the trend values obtained are increasing & accordingly it is found that the fixed deposits for the year 2014 is estimated to be Rs 477.99 lakhs.

CHART NO 5: FIXED DEPOSIT – TREND VALUE

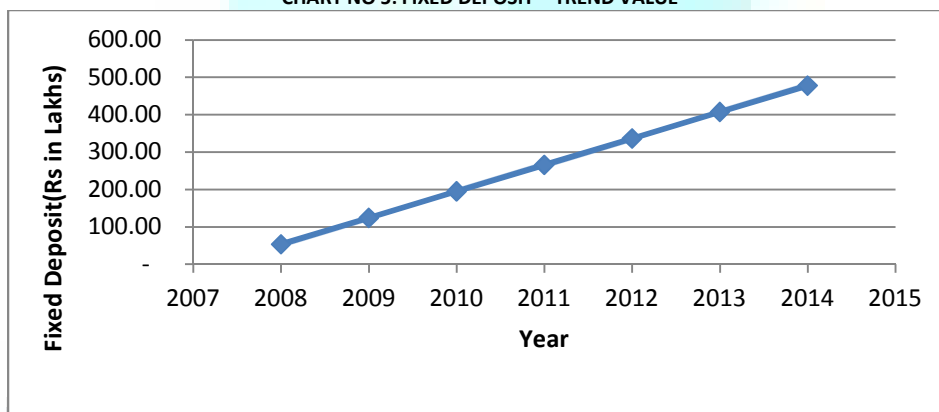
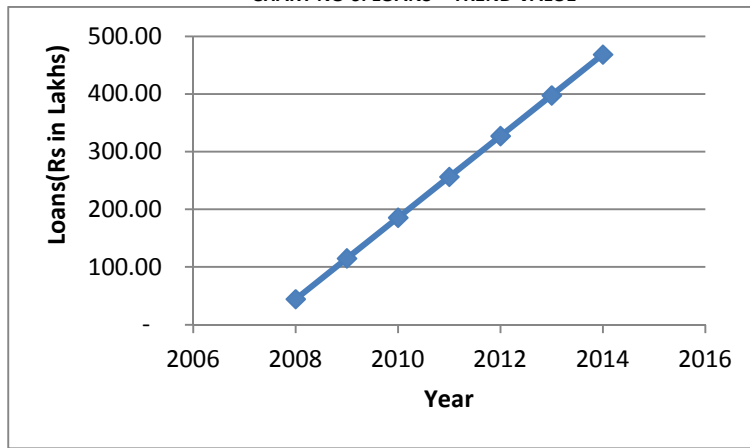


TABLE 6: LOANS

Year	Loans (Rs.in lakhs)	Trend Value
2008	70.13	44.46
2009	105.26	115.13
2010	160.37	185.79
2011	243.21	256.45
2012	340.99	327.12
2013	406.77	397.78
2014	Estimated Value	468.44

Table 6 shows that the trend values obtained are increasing & accordingly it is found that the loans for the year 2014 is estimated to be Rs 468.44 lakhs.

CHART NO 6: LOANS – TREND VALUE



III CHI SQUARE TEST

Null Hypothesis: The Saving deposit has no significance increase in the study period.

TABLE 7 - SAVING DEPOSIT

S.NO	Observed Frequency (Rs in Lakhs)	Expected Frequency (Rs in Lakhs)	(O-E)	(O-E) ²	(O-E) ² /E
1	5	14	-9	81	5.785714
2	10	14	-4	16	1.142857
3	12	14	-2	4	0.285714
4	15	14	1	1	0.071429
5	18	14	4	16	1.142857
6	25	14	11	121	8.642857
	85				17.07143

Chi – square value = 17.07143 Table Value = 11.070 DF = 5

Interpretation

The above table 7 indicates that value of chi square for a degree of freedom at 5% level of significance is 11.070. Comparing calculated and table values of chi square we find that calculated value is higher than the table value. There is a significant increase in the saving deposit.

Result

It can be concluded that the saving deposit is increased in study period.

Null Hypothesis: The Fixed deposit has no significance increase in the study period.

TABLE -8 FIXED DEPOSIT

S.NO	Observed Frequency (Rs in Lakhs)	Expected Frequency (Rs in Lakhs)	(O-E)	(O-E) ²	(O-E) ² /E
1	74.71	230	-155	24115	104.8478
2	105.72	230	-124	15446	67.15443
3	177.34	230	-52.7	2773	12.05685
4	271.2	230	41.2	1697	7.380174
5	348.09	230	118.1	13945	60.63151
6	405.61	230	175.6	30839	134.0821
	1382.67				386.1528

Chi – square value = 386.1528 Table Value = 11.070 DF = 5

Interpretation

The above table 8 reveals that value of chi square for a degree of freedom at 5% level of significance is 11.070. Comparing calculated and table values of chi square we find that calculated value is higher than the table value. There is a significant increase in the fixed deposit.

Result

It can be concluded that the fixed deposit is increased in study period.

Null Hypothesis: The loans has no significance increase in the study period.

TABLE 9 LOANS

S.NO	Observed Frequency (Rs in Lakhs)	Expected Frequency (Rs in Lakhs)	(O-E)	(O-E) ²	(O-E) ² /E
1	70.13	221	-150.87	22761.7569	102.9943751
2	105.26	221	-115.74	13395.7476	60.61424253
3	160.37	221	-60.63	3675.9969	16.63347014
4	243.21	221	22.21	493.2841	2.232054751
5	340.99	221	119.99	14397.6001	65.14751176
6	406.77	221	185.77	34510.4929	156.1560765
	1326.73				403.777308

Chi – square value = 403.777308 Table Value = 11.070 DF = 5

Interpretation

The above table 7 indicates that value of chi square for a degree of freedom at 5% level of significance is 11.070. Comparing calculated and table values of chi square we find that calculated value is higher than the table value. There is a significant increase in the loans.

Result

It can be concluded that the loans is increased in study period.

FINDINGS**ANALYSIS OF DEVELOPMENT OF DEPOSITS**

Analysis of growth movement of deposits of shri Omkar Mahila Nagri Cooperative Society Ltd. in terms of type of deposits revealed the following:

1. Average growth rate of saving deposit and fixed deposit had been continuously increased during the study period.
2. The calculated value is higher than the table value .There is a significant increase in the Saving deposit .
3. The calculated value is higher than the table value .There is a significant increase in the Fixed deposit .
4. The calculated value is higher than the table value .There is a significant increase in the Loans .
5. They are offering attractive rate of return on Fixed deposits rather than nationalized Bank.
6. Cheque clearing is also fast as compared to any other bank.

LIMITATION OF THE STUDY

Following are the problems faced by Omkar Mahila Sahkari CO-OPERATIVE SOCIETY Ltd.-

- Higher rate of return is required to provide on fixed deposit.
- Restrictions from government for taking deposits from the customers and maintain upto date record of the customers and disptach report to the government from time to time.
- Daily collection agents commision rate is decided by the goverment which is very low.
- The society have to provide more and more services to the customers in the way of agent so the society passes the resolution in the annual general meeting and submit it to the government office.
- Share holders also disturbs the working process of the bank.
- The time period of the research was limited.
- The data for study mainly based on a single cooperative society

SUGGESTIONS

The suggestions may differ from bank to bank. Hence the following suggestions are given with the intention of increasing the performance of Shri Omkar Mahila Nagri Cooperative Society Ltd.

- The Society must concentrates to get more deposits from customers & public.
- Attractive interest rate should be provided for the various types of deposits in order to attract the investors both members & non members.
- The official of the society may contact directly the local bodies,clubs,educational institutions,trust & other voluntary organization for additional deposits.
- The society should plan for expansion of branches

CONCLUSION

The performance in growth movements of deposits in Shri Omkar Mahila Nagri Cooperative Society Ltd is satisfactory during the study period. The analysis is highlighted the good performance of the bank.A few suggestions are given to improve the financial performance of the bank.If these suggestions are taken care by the management than bank can retain its position as a best Society.

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