

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT

I  
J  
R  
C  
M



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.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

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 2151 Cities in 155 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

<http://ijrcm.org.in/>

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>BANKING FOR THE POOR IN THE CONTEXT OF ISLAMIC FINANCE</b> DAVOOD MANZUR, HOSSEIN MEISAMI & MEHDI ROAYAEI	1
2.	<b>THE RELATIONSHIP OF INSURANCE SECTOR DEVELOPMENT AND ECONOMIC GROWTH IN ETHIOPIA: EMPIRICAL EVIDENCE</b> ADERAW GASHAYIE	5
3.	<b>ETHNIC CONSIDERATION IN POLITICAL COVERAGE BY NIGERIAN MEDIA</b> DR. IFEDAYO DARAMOLA	10
4.	<b>ECONOMICS OF PROMOTING HIGHER EDUCATION: A CASE OF ROLE OF PRIVATE UNIVERSITIES AND COLLEGES IN THE SULTANATE OF OMAN</b> HASINUL HUSSAN SIDDIQUE	14
5.	<b>ANALYSIS OF CHRONIC AND TRANSIENT POVERTY IN RURAL OROMIYA - ETHIOPIA</b> DEREJE FEKADU DERESSA	19
6.	<b>TOWARDS A NEW MODEL FOR POVERTY REDUCTION IN NIGERIA</b> DR. AHMAD SANUSI, DR. AHMAD MARTADHA MOHAMED & ABUBAKAR SAMBO JUNAIDU	25
7.	<b>PERCEIVED EASE OF ACCESS/USE, PERCEIVED USEFULNESS, PERCEIVED RISK OF USAGE AND PERCEIVED COST OF USAGE OF MOBILE BANKING SERVICES AND THEIR EFFECT ON CUSTOMER COMMITMENT FROM SELECTED COMMERCIAL BANKS IN RWANDA</b> MACHOGU MORONGE ABIUD, LYNET OKIKO & VICTORIA KADONDI	29
8.	<b>LOST IN TRANSLATION: A CLOSER LOOK AT THE SWEDISH ORGANIC CERTIFICATION AGENCY – KRAV</b> KHAN RIFAT SALAM & MAHZABIN CHOWDHURY	35
9.	<b>STOCK MARKET, INFLATION, AND ECONOMIC GROWTH IN NIGERIA (1990-2010)</b> ADEGBITE, TAJUDEEN ADEJARE	38
10.	<b>DETERMINANTS OF CUSTOMER SATISFACTION OF TRADITIONAL AND MODERN FORMATS IN FOOD AND GROCERY: THE CASE OF INDIAN RETAIL</b> DR. SNV SIVA KUMAR & DR. ANJALI CHOPRA	44
11.	<b>THE IMPACT OF SOCIAL NETWORKING TO FACILITATE THE EFFECTIVENESS OF GREEN MARKETING: AN EMPIRICAL STUDY</b> DR. D. S. CHAUBEY & K. R. SUBRAMANIAN	52
12.	<b>PROBLEMS FACED BY THE WOMEN ENTREPRENEURS IN THENI DISTRICT-AN OVER VIEW</b> DR. A. SUJATHA	61
13.	<b>AN ANALYTICAL STUDY ON PROFITABILITY AND CONSISTENCY OF INFORMATION TECHNOLOGY SECTOR IN INDIA</b> MOHAMMED NIZAMUDDIN & DR. PERWAYS ALAM	64
14.	<b>WHAT HAS BEEN SOWN HAS NOT BEEN HARVESTED: THE CURIOUS CASE OF FARM SUBSIDIES IN INDIA</b> B. SWAMINATHAN, M. CHINNADURAI & K. C. SHIVA BALAN	69
15.	<b>ANALYSIS OF VARIOUS POULTRY SOCIETIES IN VARIOUS DISTRICTS OF JAMMU &amp; KASHMIR STATE</b> AASIM MIR & SHIV KUMAR GUPTA	72
16.	<b>SHG – BANK LINKAGE PROGRAMME IN ANDHRA PRADESH: A SWOT ANALYSIS</b> DR. M.SREE RAMA DEVI & DR. A. SUDHAKAR	74
17.	<b>A STUDY OF ISSUES AND CHALLENGES WITH REFERENCE TO THE WOMEN EMPOWERMENT IN INDIA</b> DR. MARUTHI RAM.R., MANJUNATHA.N., ASRA AHMED & PARVATHY.L	78
18.	<b>INFLUENTIAL FACTORS OF CEMENT CONSUMPTION IN INDIA FOR 2011-12</b> ANJAN REDDY VISHWAMPATLA & DR. P. SRINIVAS REDDY	82
19.	<b>WOMEN IN HANDLOOM INDUSTRY: PROBLEMS AND PROSPECTS</b> S.VIDHYANATHAN & DR. K. DEVAN	87
20.	<b>NON-FARM SECTOR LOANS BY DINDIGUL CENTRAL COOPERATIVE BANK IN TAMIL NADU</b> DR. T. SRINIVASAN	91
21.	<b>DEVELOPMENT OF WEAKER SECTION OF SOCIETY: A ROLE OF STATE FINANCIAL CORPORATIONS</b> DR. SUSHIL KUMAR & MAHAVIR SINGH	94
22.	<b>AN EMPIRICAL STUDY ON CONSUMER BUYING BEHAVIOR WITH RESPECT TO CONSUMER DURABLES</b> ANU GUPTA & PRIYANKA SHAH	97
23.	<b>A STUDY ON THE GROWTH OF SCHEDULED COMMERCIAL BANKS IN INDIA</b> C.A VISALAKSHI & K. BABY	100
24.	<b>ROLE OF GRAM SACHIV IN RURAL DEVELOPMENT - A CASE STUDY OF KURUKSHETRA DISTRICT</b> PARDEEP CHAUHAN	105
25.	<b>AGMARK CERTIFICATION AND CONSUMERS' PERCEPTION- A STUDY WITH REFERENCE TO MADURAI DISTRICT OF TAMILNADU</b> DR. M. SANTHI	108
26.	<b>PERFORMANCE AND PROSPECTS OF HOPCOMS IN KARNATAKA – A DIRECT LINK BETWEEN FARMERS AND CONSUMERS</b> KRISHNA.K M. & DR. S. MOKSHAPATHY	114
27.	<b>HEALTH IMPACT OF IRON ORE MINES: A COMPARATIVE STUDY ON MINING AND NON-MINING INHABITANTS OF KEONJHAR DISTRICT OF ODISHA</b> MINATI SAHOO	118
28.	<b>IMPACT OF GLOBALIZATION AND LIBERALIZATION ON SCs AND STs IN INDIA- A BIRD VIEW</b> DEEPA HANMANTHRAO & PADMAVATI R. SOMANI	122
29.	<b>TO STUDY THE RELATIONSHIP BETWEEN STRESS-WORK LIFE BALANCE AND WORK ALIENATION AMONG WOMEN EMPLOYEES OF KERALA STATE GOVERNMENT IN TRIVANDRUM DISTRICT</b> CHITHRA MOHAN.K	126
30.	<b>DALITS AND DISTRIBUTION OF LAND IN ANDHRA PRADESH</b> SATRI VEERA KESALU	130
	<b>REQUEST FOR FEEDBACK</b>	137

## 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. BHAVET**

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. SAMBHAV GARG**

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

## EDITORIAL ADVISORY BOARD

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. SIKANDER KUMAR**

Chairman, Department of Economics, HimachalPradeshUniversity, Shimla, Himachal Pradesh

**PROF. SANJIV MITTAL**

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

**PROF. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**PROF. NAWAB ALI KHAN**

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

**PROF. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**DR. ANIL CHANDHOK**

Professor, Faculty of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

**DR. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**DR. SAMBHAVNA**

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

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P.J.L.N. Government College, Faridabad

**DR. VIVEK CHAWLA**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. SHIVAKUMAR DEENE**

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

**ASSOCIATE EDITORS****PROF. ABHAY BANSAL**

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

**PARVEEN KHURANA**

Associate Professor, Mukand Lal National College, Yamuna Nagar

**SHASHI KHURANA**

Associate Professor, S.M.S. Khalsa Lubana Girls College, Barara, Ambala

**SUNIL KUMAR KARWASRA**

Principal, Aakash College of Education, Chander Kalan, Tohana, Fatehabad

**DR. VIKAS CHOUDHARY**

Asst. Professor, N.I.T. (University), Kurukshetra

**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**

## 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](mailto:infoijrcm@gmail.com).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

### 1. COVERING LETTER FOR SUBMISSION:

DATED: \_\_\_\_\_

**THE EDITOR**  
IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF.

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled '\_\_\_\_\_ ' for possible publication in your journals.

I hereby 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 under review for publication elsewhere.

I affirm 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).

Also, 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 contribution in any of your journals.

#### **NAME OF CORRESPONDING AUTHOR:**

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

#### **NOTES:**

- 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.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone 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 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.

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

### 3. AUTHOR NAME (S) & AFFILIATIONS: The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

### 4. ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, 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 **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. 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-FARM SECTOR LOANS BY DINDIGUL CENTRAL COOPERATIVE BANK IN TAMIL NADU**

**DR. T. SRINIVASAN**  
**ASSOCIATE PROFESSOR**  
**DDE**  
**ANNAMALAI UNIVERSITY**  
**CHIDAMBARAM**

**ABSTRACT**

Considering the increased pressure on land, there exists limited scope for increasing employment in agriculture so that employment in the non farm sector becomes an important option. In India, economic opportunities in the non farm sector have also increased. Providing loans and advances to this sector leads to make great impact in the economic status of the rural people. In this paper an attempt is made to analyse the loans and overdue position of the Dindigul District Central Cooperative Bank.

**KEYWORDS**

non-farm sector loans, cooperative banks.

**INTRODUCTION**

There is a notion that different income groups in the rural area undertake different types of non-farm activities. It is often found that low investment activities of rural industries such as food-preparation, and food-processing, weaving, pottery and many other types of small and simple industrial activities employing unskilled wage labour typically account for a greater share of income for the rural poor (Islam). Non-farm sector includes all economic activities in rural areas except agriculture, livestock, fishing and hunting (Feder and Lanjouw). The rural non-farm sector comprises activities as diverse as government, commerce, manufacturing services (Adams).

In absolute terms it is found that employment has been going up in both farm as well as non-farm activities. However, the growth is faster in the non-farm activities. As the agricultural sector is incapable of creating additional opportunities of gainful employment in the wake of increasing population, the impetus for achieving sustained development in rural areas has to pivot around expanding the base of non-farm sector. The contribution of agricultural sector for rural employment has reduced. Non-farm sector (NFS) plays an important role in reducing the widespread rural poverty through generation of employment and income, and creation of effective demand for goods and services. The role becomes important as it can provide diverse employment opportunities to the rural people and in the process transform the rural economy in the desired direction of inclusive growth.

The cooperative banking sector in Tamil Nadu is poised for a tremendous growth with the implementation of revival package. Co-operative banks, with a good share of business in the banking sector, are largely serving the rural and agrarian masses, require dynamic banking professionals to take them forward in the modern banking environment. In Tamil Nadu, twenty three District Central Cooperative Banks are functioning with a network of 735 branches, and 4540 Primary Agriculture Cooperative Societies and other affiliates. Various initiatives are being taken to modernize, computerize and to make the co-operative banks competitive to face the challenges in the changing environment.

**DINDIGUL DISTRICT CENTRAL COOPERATIVE BANK**

After bifurcation from the Madurai Central Cooperative Bank, the Dindigul District Central Cooperative Bank (DDCCB) was formed and it started its functions from 01-06-1991. Its area of operation consists of seven taluks and fourteen blocks. It has twenty nine branches and 627 societies attached to this bank. The DCCB is lending for both farm sector and NFS in Dindigul district. On the basis of number of NFS loans sanctioned as on 31 March 2010, it occupies the second position in Tamil Nadu. The DCCB is tapping the required finance from the members, higher financing institutions and individuals, in order to fulfill the credit needs of the affiliated societies.

The District Central Cooperative Bank secures its working funds from share capital, reserve, deposits (fixed, savings and current accounts) from public and loans from the state cooperative bank (or) other joint stock banks (Sundaram, K.P.M). Sometimes the primary societies deposit their surplus funds with CCBs to which they are associated. The CCB gets refinance from NABARD which also forms part of the workings funds. The optimum size of the working funds and the bank efficiency in strategically applying the funds would have long term effect on the volume of business.

**TABLE 1: COMPOSITION OF WORKING FUNDS**

Year	S. Capital and Res. & Sur.	Deposits	Borrowings	Working Funds	Trend (per cent)
2000-01	2543 (9.40)	21754 (80.43)	2749 (10.17)	27046 (100)	
2001-02	3230 (10.78)	22646 (75.62)	4073 (13.60)	29949 (100)	10.73
2002-03	4673 (13.35)	24882 (71.09)	5448 (15.56)	35003 (100)	29.42
2003-04	4673 (13.35)	24882 (71.09)	5448 (15.56)	35003 (100)	29.42
2004-05	5867 (15.95)	23883 (64.95)	7023 (19.10)	36773 (100)	35.96
2005-06	9582 (21.19)	23068 (51.01)	12569 (27.80)	45219 (100)	67.19
2006-07	9582 (21.19)	23068 (51.01)	12569 (27.80)	45219 (100)	67.19
2007-08	11002 (24.72)	24510 (55.06)	9002 (20.22)	44514 (100)	64.59
2008-09	11002 (24.72)	24510 (55.06)	9002 (20.22)	44514 (100)	64.59
2009-10	11002 (24.72)	24510 (55.06)	9002 (20.22)	44514 (100)	64.59
Average (per cent)	17.94	63.04	19.02	(100)	-

Source: Compiled from Annual Reports

The average membership of the DCCB between 2000-01 and 2009-10 was 623 and it was 3.87% of the state's average. The average membership of all the CCBs in Tamil Nadu was 16119. The average paid up capital of DCCB was Rs.1609.9 lakhs (2.15% of states total paid up capital). The CAGR of all the CCBs in Tamil Nadu was 25.25% but the same for the DCCB was 7.71% only.

The average amount of reserve fund held by all banks was Rs.132701 lakhs and the same for the DCCB Rs.5705.7 lakhs. The DCCB held 4.30% of the total reserve fund of all banks. The DCCB's compound annual growth rate was 23.29% and it was more than the CAGR of Tamil Nadu.

The average of deposits held by all the CCBs in Tamil Nadu was Rs.786766 lakhs and the same for the DCCB was Rs.23771 lakhs. The DCCB held 3.02% of the total deposit by all the CCBs in Tamil Nadu. The CAGR of the DCCB was 1.33%. It was less than the CAGR of all banks in Tamil Nadu i.e. 6.71%.

**TABLE 2: BORROWINGS (NON-FARM) FROM NABARD** Rs. in lakhs

Year	Short-term	Medium-Term	Total	Trend
2000-01	117	64	181	
2001-02	674	169	843	466
2002-03	1270	1835	3105	1715
2003-04	1270	1835	3105	1715
2004-05	1633	1143	2776	1534
2005-06	2551	358	2909	1607
2006-07	2521	358	2879	1591
2007-08	178	943	1121	619
2008-09	178	943	1121	619
2009-10	178	943	1121	619
Mean	1057	859	1916	
CAGR	4.77	34.84	22.46	

Source: Compiled from Annual Report

The CCBs are availing short-term and medium-term borrowing from the NABARD and the State Cooperative Banks. The DCCB's average amount of short term borrowings from the NABARD and the SCB was 2.8% of all the CCBs in Tamil Nadu. Though the CAGR of short-term borrowings was negative in all the CCBs, the DCCB's CAGR was 4.77%. The total of all CCBs' medium-term borrowings was increased from Rs.6628 lakhs in 2000-01 to Rs.34396 in 2003-04 and then reduced to Rs.9341 lakhs at the end of the study period. The average amount of borrowings by all the CCBs during 2000-01 to 2009-10 was Rs.184500 lakhs. The proportion of the DCCB was 4.64%. The CAGR of the DCCB was highest (34.84%) among all the CCBs in Tamil Nadu.

**TABLE 3: LOANS AND ADVANCES (NON-FARM)** Rs. in lakhs

Year	Short-term	Medium-term	Total	Trend
2000-01	2103	6641	8744	
2001-02	14394	3782	18176	208
2002-03	19671	2834	22505	257
2003-04	19671	2834	22505	257
2004-05	7089	3006	10095	115
2005-06	6025	3293	9318	107
2006-07	6025	3293	9318	107
2007-08	23277	1096	24373	279
2008-09	23277	1096	24373	279
2009-10	23277	1096	24373	279
Mean	14481	2897	17378	
CAGR	30.62	-18.14	12.06	

Source: Annual Reports

The average amount of short-term NFS loan sanctioned by the DCCB was Rs.14481 lakhs. The CAGR of short-term loans was 30.62% and it was higher than the state's CAGR of 11.49. The medium-term NFS loan given by the DCCB was reduced from Rs.6641 lakhs in 2000-01 to Rs.1096 lakhs in 2009-10. The state's CAGR was 5.52 but it was being negative in the DCCB (-18.14).

**TABLE 4: LOANS OUTSTANDING (NON-FARM)** Rs. in lakhs

Year	Short-term	Medium-term	Total	Trend
2000-01	2492	4517	7009	
2001-02	7742	5450	13192	186
2002-03	11386	6537	17923	252
2003-04	11386	6537	17923	252
2004-05	8053	6328	14381	203
2005-06	3627	6227	9854	139
2006-07	3627	6227	9854	139
2007-08	15341	5297	20638	291
2008-09	15341	5297	20638	291
2009-10	15341	5297	20638	291
Mean	9434	5771	15205	
CAGR	22.37	1.79	12.75	

Source: Annual Reports

The average amount of short-term loan outstanding in the DCCB was 9434 lakhs and it was Rs.267517 lakhs in all the CCBs in Tamil Nadu. The DCCB held 3.53% of total loan outstanding of all the CCBs. The CAGR of the DCCB was 22.37% which was higher than the state's CAGR of 14.28%. The average amount of medium-term loan outstanding was Rs.5771 lakhs, which was the highest in the state. The CAGR of the DCCB (1.79%) was very low when compared with the state's CAGR (11.57%).



**TABLE 5: LOANS OVERDUE (NON-FARM)** Rs. in lakhs

Year	Short-term	Medium-term	Total	Trend
2000-01	0	608	608	
2001-02	95	715	810	133
2002-03	392	1092	1484	244
2003-04	392	1092	1484	244
2004-05	214	1465	1679	276
2005-06	143	1769	1912	314
2006-07	143	1769	1912	314
2007-08	8	1853	1861	306
2008-09	8	1853	1861	306
2009-10	8	1853	1861	306
Mean	140	1407	1747	
CAGR		13.18	13.24	

Source: Annual Reports

Though there was no short-term overdue in the DCCB during 2000-01, it was Rs.8 lakhs during the end of 2009-10. The highest overdue was during 2002-03 and 2003-04. The DCCB held 1.11% of total short-term overdue held by all CCBs in Tamil Nadu. The medium-term overdue of NFS loans in the DCCB increased from Rs.608 lakhs in 2000-01 to Rs. 1853 lakhs in 2009-10. The average amount of overdue held by the DCCB was Rs.1407 lakhs. The CAGR of DCCB's overdue was 13.18% and it was higher than the state's CAGR.

## CONCLUSION

Some of the customers who repay their due promptly, the DCCB may consider giving concession like reducing charges, raising credit limits, reschedule the period of repayment, reducing the rate of interest etc. with a view to promote financial discipline among other customers. Similarly the bank must not lend to previous defaulters and such incidents must be made known to the public. The DCCB can concentrate the NFS on par with farm sector. The DCCB should diversify their loan portfolio to reduce the possibility of covariant risk. The recovery and thus profitability can be increased to a large extent. The DCCB's NFS finance is playing an important role in the development of rural areas of Dindigul district.

## REFERENCES

1. Abdul Kuddus, K.A. and Zakir Hussain A.K (2007) Cooperative credit and Banking, LIMRA Publications, Chennai.
2. Adams, R.H. Jr, 1994. Non-farm income and inequality in rural Pakistan: a decomposition analysis. Journal of Development Studies 31 (1), 110-133
3. Feder, G., Lanjouw, P., 2000. Rural non-farm activities and rural development (mimeo)
4. Islam, R. (1983) Non-farm employment in rural Asia, Paper presented at the Conference on Off-Farm Employment in Development of Rural Asia, August, Chiangmai, Thailand.
5. Sundharam, K.P.M. and Varshney, P.N. (2000). Banking Theory, Law and Practice, Sultan Chand & Sons, New Delhi, p.118

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, Economics 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 **info@ijrcm.org.in** 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](mailto: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 co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

