

# 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 2401 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.	RELATIONSHIP BETWEEN HEALTH STATUS AND EXPENDITURE ON HEALTH <i>MURAT DARCIN</i>	1
2.	THE ANALYSIS OF THE SERVICE QUALITY IN HOTEL INDUSTRY <i>DR. ELEINA QIRICI, DR. ORIOLA THEODHORI &amp; DR. ESMERALDA SHKIRA</i>	6
3.	A STUDY ON SOCIO – ECONOMIC STATUS OF INTEGRATED FARMERS IN NORTH WESTERN ZONE OF TAMILNADU STATE <i>SASIKALA. V &amp; RUPASI TIWARI</i>	10
4.	ORGANIZATION CITIZENSHIP BEHAVIOUR: IT'S RELATION WITH MANAGEMENT STYLE AND ITS ANTECEDENTS <i>AFAQ RASOOL, DR. MUHAMMAD RAMZAN &amp; GHULAM MUSTAFA SHAMI</i>	15
5.	EXISTING GAP BETWEEN THE FINANCIAL LITERACY AND SAVING/INVESTMENT BEHAVIOUR AMONG INDIAN WOMEN: AN EMPIRICAL STUDY WITH SPECIAL REFERENCES TO COIMBATORE CITY <i>DR. R. MATHIVANAN &amp; K. MOHANARANJANI</i>	20
6.	AN ANALYSIS OF AWARENESS AMONG SECONDARY SCHOOL TEACHERS TOWARDS CONTINUOUS AND COMPREHENSIVE EVALUATION IN CENTRAL INDIA <i>PRASHANT THOTE, L.MATHEW &amp; D.P.S RATHOURE</i>	26
7.	CURRENCY FUTURES POTENTIAL IN INDIAN CAPITAL MARKETS <i>DR. DEEPAK TANDON, DR. NEELAM TANDON &amp; HAVISH MADHVAPATY</i>	29
8.	DETERMINANTS OF INSTITUTIONAL CREDIT TO AGRICULTURE IN UNION TERRITORY OF PUDUCHERRY: AN ECONOMIC ANALYSIS <i>K. VIJAYASARATHY, A. POUCHEPPADRAJOU &amp; M. SANKAR</i>	38
9.	AGED RURAL PEOPLE'S HEALTH PROBLEMS: A CASE STUDY OF KANYAKUMARI DISTRICT <i>J. CYRIL KANMONY</i>	43
10.	HEALTH STATUS OF THE SKILLED COALMINE WORKERS: A STUDY IN JAINTIA HILLS DISTRICT OF MEGHALAYA <i>DR. B.P.SAHU &amp; DR. P. NONGTDU</i>	50
11.	A STUDY ON VODAFONE TAXATION – INDIA'S VIEW <i>DR. G. VELMURUGAN</i>	55
12.	APPLICABILITY OF FISHER HYPOTHESIS ON INDIAN CAPITAL MARKET <i>DR. SAMIRAN JANA</i>	58
13.	GLOBALIZATION AND CHANGING LIFE STYLE OF INDIAN MIDDLE CLASS <i>AMANDEEP KAUR &amp; RANJEET KAUR</i>	62
14.	PROBLEMS AND PROSPECTS OF POWERLOOM UNITS WITH SPECIAL REFERENCE TO SOMANUR CLUSTER IN COIMBATORE CITY <i>DR. D. ANUSYA &amp; R. PREMA</i>	69
15.	WORK LIFE BALANCE OF WOMEN FACULTY WORKING IN EDUCATIONAL INSTITUTIONS: ISSUES AND PROBLEMS <i>DR. B. VIJAYALAKSHMI &amp; T. NAVANEETHA</i>	73
16.	GEMS AND JEWELLERY: THE DARK HORSE OF INDIAN EXPORTS <i>PURNASHREE DAS &amp; SAURABHI BORTHAKUR</i>	76
17.	AN IMPACT OF FINANCIAL DERIVATIVES ON INDIAN STOCK MARKET <i>C.KAVITHA</i>	80
18.	NEW HORIZON IN MANAGEMENT EDUCATION: AN INVESTIGATION INTO THE ROARING NEED OF PHILANTHROPY MANAGEMENT COURSES IN INDIAN MANAGEMENT INSTITUTES <i>DR. TRIPTI SAHU</i>	87
19.	THE ROLE OF HOME-BASED ENTERPRISES (HBES) IN DEVELOPMENT OF ENTREPRENEURSHIP IN SONITPUR DISTRICT OF ASSAM <i>MANOJ KUMAR HAZARIKA &amp; DAISY RANI KALITA</i>	93
20.	EMPLOYEE GRIEVANCE REDRESSAL PROCEDURE IN INDIAN ORGANIZATIONS <i>DR. NILESH THAKRE</i>	98
21.	WASHINGTON MUTUAL, INC.: FORTUNE 500 TO NOWHERE <i>RAJNI KANT RAJHANS</i>	101
22.	FDI IN ORGANIZED RETAIL SECTOR: A COMPARATIVE STUDY BETWEEN INDIA AND CHINA <i>DR. NAVITHA THIMMAIAH &amp; ASHWINI.K.J</i>	103
23.	FOREIGN DIRECT INVESTMENT INFLOWS INTO USA <i>DR. G. JAYACHANDRAN &amp; V.LEKHA</i>	107
24.	ARIMA MODEL BUILDING AND FORECASTING OF GDP IN BANGLADESH: THE TIME SERIES ANALYSIS APPROACH <i>MONSURA ZAMAN</i>	113
25.	INFLUENCE OF CORPORATE SOCIAL RESPONSIBILITY AND CORPORATE CULTURE TO THE STRATEGIC ALIGNMENT MATURITY, BUSINESS PERFORMANCE AND CORPORATE SUSTAINABILITY AT THE CONSUMER SERVICE UNIT OF EAST JAVA REGIONAL V OF PT TELEKOMUNIKASI INDONESIA <i>MUHAMMAD SYARIF, BUDIMAN CHRISTIANANTA &amp; ANIS ELIYANA</i>	118
26.	HAS PARTICIPATION IN URBAN AND PERI-URBAN AGRICULTURE CONTRIBUTED TO POVERTY REDUCTION AND FOOD SECURITY? THE CASE OF BAHIR DAR CITY, ETHIOPIA <i>SURAFEL MELAK &amp; GETACHEW YIRGA</i>	123
27.	INSURANCE MARKET DEVELOPMENT AND ECONOMIC GROWTH IN ETHIOPIA <i>TERAMAJE WALLE MEKONNEN</i>	129
28.	IMPACT OF MACROECONOMIC VARIABLES ON STOCK MARKET RETURNS <i>AMARA &amp; SHAHID ALI</i>	136
29.	IMPACT OF CHANGE AGENT'S ASSOCIATION IN CHANGE PROCESS <i>RITU SHARMA</i>	140
30.	INDIA'S TRADE WITH BRAZIL: POWER AND LATENT FOR FUTURE ENHANCEMENTS IN TRADE <i>NASSIR UL HAQ WANI, KANCHAN TANEJA &amp; SUMAIR NABI</i>	143
	REQUEST FOR FEEDBACK	148

**CHIEF PATRON****PROF. K. K. AGGARWAL**

Chancellor, Lingaya's University, Delhi  
Founder Vice-Chancellor, GuruGobindSinghIndraprasthaUniversity, Delhi  
Ex. Pro Vice-Chancellor, GuruJambheshwarUniversity, 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, Shree Ram Institute of Business & Management, Urjani

**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, Shree Ram Institute of Business & Management, Urjani

**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, GuruGobindSinghI. 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, Education, 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>



## DETERMINANTS OF INSTITUTIONAL CREDIT TO AGRICULTURE IN UNION TERRITORY OF PUDUCHERRY: AN ECONOMIC ANALYSIS

**K. VIJAYASARATHY**

**RESEARCH SCHOLAR**

**DEPARTMENT OF AGRICULTURAL ECONOMICS**

**TAMIL NADU AGRICULTURAL UNIVERSITY**

**COIMBATORE**

**A. POUCHEPPADRAJOU**

**PROFESSOR**

**DEPARTMENT OF AGRICULTURAL ECONOMICS**

**PANDIT JAWAHARLAL NEHRU COLLEGE OF AGRICULTURE & RESEARCH INSTITUTE**

**KARAIKAL**

**M.SANKAR**

**ASST. PROFESSOR**

**VANAVARAYAR AGRICULTURAL COLLEGE**

**POLLACHI**

### ABSTRACT

*In India farmers are not able to meet their agriculture expenditure from their own savings alone. Hence borrowing becomes essential for farmers to manage their farms. The financial requirement of the farmers is met by the institutional and non-institutional sources besides their own resources. Credit is an important instrument for crop production the present study examined the determinants of flow of institutional credit to agriculture in union territory of Puducherry and Karaikal district formed the universe of the study. The method of data collection was by personal interview, using a separate pretested schedule. A determinant of flow of institutional credit to agriculture was analyzed by using a multiple linear regression and principal component regression. It could be observed that all the variables had a positive correlation. A backward elimination multiple linear regression analysis showed a significant positive relationship of crop loan with the high yielding variety, rainfall, term loan, however negative relationship with land holding pattern variables. The results of PC regression showed that commercial crops, HYV, land holding, bank deposit, and term loans influenced significantly with the flow of crop loan. Impact of agricultural credit lending programme was indicated that most of the farmers expressed the positive impact of the programme on the agricultural improvement.*

### KEYWORDS

Agricultural credit, Determinant, Institutional credit, Institutions.

### INTRODUCTION

The institutional credit encourages the poor farmers to invest in capital intensive new technologies to increase farm income. Even if a fraction of the additional income is saved and invested on farm, net worth of the farmers, their repaying capacity, and borrowing power all grow, and in the long run their dependence on credit itself may be less. A study was conducted to analyze the determinants of institutional credit to agriculture in union territory of Puducherry.

Puducherry is the union territory which gets maximum share in institutional credit per hectare gross cropped area in India. Puducherry is a highly banked area with 118 branches. In this territory the highest credit of Rs.4500 per ha of cropped area is disbursed. Puducherry is economically advanced as evidenced by the high per capita income of Rs.61064 and with an annual compound growth rate of 13.3 percent. This territory is highly developed in agriculture in terms of highest fertilizer consumption per cropped ha (534.80 Kgs per ha), highest cropping intensity (202 percent) and largest (41.29 percent) of net irrigated area to net cultivated area as well as coverage of 73 percent of paddy area under high yielding varieties. Further it has witnessed highest productivity in crops like cotton, paddy, ragi and sesamum. All these positive attributes of Puducherry appear to be because of good financial facilities besides the availabilities of other infrastructures. Hence it is worthwhile to study flow of institutional credit to agriculture in the union territory of Puducherry. The present study was carried out with the following objectives, to analyze the determinants of the flow of institutional credit to agriculture in Union Territory of Puducherry.

### METHODOLOGY

#### DATA SOURCES

The secondary data on crop loan, term loan, total loan, rainfall, and fertilizer consumption, size of land holding and area of irrigation to gross cropped area were collected from different sources such as lead bank Indian bank, Directorate of Economics and Statistics, Directorate of Agriculture, State Cooperative Banks, and Reserve Bank websites.

### TOOLS OF ANALYSIS

#### ANALYSIS OF CREDIT SUPPLY

Analysis of the factors determining the flow of crop loan, term loan and total agricultural loan over the study period was made by applying the multiple linear regressions for the time series data. In the analysis, a backward elimination technique was used.

The model of regression fit for analysis and the estimates of the parameters have the following form.

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + \dots + b_nx_n + e_i$$

Where,

Y = Dependent variable

a = Estimated intercept

$b_i$  = Estimated coefficient

$x_i$  = Variables considered, for  $i = 1, 2, 3, \dots, n$

$e_i$  = Error term

The variables considered in the model for the years 1980-81 to 2005-06 are,

$x_1$  = Proportion of area under irrigation to the gross cropped area (CGA)

$x_2$  = Proportion of area under commercial crop to the CGA

$x_3$  = Proportion of area under high yielding varieties (HYV) to CGA

$x_4$  = Level of fertilizer consumption per hectare of CGA in kgs.

$x_5$  = Amount of rainfall in the state per year in mm

$x_6$  = Average operational size of land holdings in the state in hectares.

$x_7$  = The number of commercial banks and regional rural banks (RRBs) per lakh population

$x_8$  = Level of bank deposit per capita of the state (Rs)

$x_9$  = Dummy variable for the impact of financial reform measures on agricultural credit. It is "0" for years 1980-81 to 1992-93 and "1" for years from 1993-94 to 2005-06.

$x_{10}$  = Quantum of crop loan per hectare CGA, used as an independent variable for term loan (Rs)

$x_{11}$  = Quantum of term loan per hectare CGA, used as an independent variable for crop loan (Rs)

An application of multiple linear regression analysis is often faced with the problem of Multicollinearity, which is phenomenon of the existence of perfect linear relationship among the explanatory variables. If the explanatory variables are perfectly linearly correlated, that is if the correlation coefficient of these variables is equal to or near to unity, the accuracy and stability of the parameter estimates obtained by the method of OLS will be impaired and apparently signs attached to certain regression coefficients will be per versed. It gives misleading results.

Collinearities between two or more independent variables may arise due to the inherent characteristics of the economic variables, which move together, which may be influenced by some unknown factor. To depend upon the results obtained by the method of OLS, thus a test for Multicollinearity is crucial.

#### PRINCIPAL COMPONENTS REGRESSION ANALYSIS

To overcome the effect of Multicollinearity various methods are suggested by various authors like dropping out the collinear variables, increasing the sample size, use of extraneous information etc., but none of these methods could improve the efficiency and accuracy of the OLS estimates. The application of principal component regression analysis is found to be the most suitable one to overcome the problem of Multicollinearity. (Choubey, et al, 1989)

The method of principal components analysis is a special case of the general method of factor analysis. The principal components regression keeps all the explanatory variables in the model but brings some changes in the estimates of least square estimates in a way which reduces the effect of Multicollinearity. (Jolliffe, 1986).

The aim of the method of principal components is the construction, out of the set of variables  $X_j$ 's ( $j = 1, 2, 3, \dots, K$ ) of new variables ( $P_i$ ) called principal components, which are linear combinations of the  $X$ 's.

It should be noted at the outset that the method of principal components can be applied by using the original variables, or the deviation from their means, or the standardized variables. In this study the standardized values of variables are analyzed first, then standardized coefficients of variables were converted into unstandardized coefficients by using the method outlined by Nieuwoudt (1972).

The  $a$ 's called factor loadings are chosen in such a way that constructed principal components satisfy two conditions (i) the principal components are orthogonal (ii) the first principal component  $P_1$  absorbs and accounts for the maximum proportion of the total variation in the set of all the  $X$ 's, the second principal component absorbs the maximum of the remaining in the  $X$ 's and so on.

To compute the principal component regression a series of steps are required. The procedures are given below.

##### a) Estimation of the Factor Loadings and Latent Roots of the Principal Component

For the estimation of the loadings and latent roots of the principal component a procedure is outlined by Koutsoyiannis (1977).

##### b) Estimation of the Principal Component Model

Assuming that we have retained  $r$  number of principal components (where  $r < K$ ) out of all the principal components, such that:

$$P_1 = a_{11}z_1 + a_{12}z_2 + \dots + a_{1k}z_k$$

$$P_2 = a_{21}z_1 + a_{22}z_2 + \dots + a_{2k}z_k$$

$$\begin{matrix} \bullet & \bullet & \bullet & \bullet \\ \bullet & \bullet & \bullet & \bullet \end{matrix}$$

$$P_i = a_{r1}z_1 + a_{r2}z_2 + \dots + a_{rk}z_k$$

Where the  $Z$ 's are the standardized values of the original  $X$ 's.

We regress  $Y$  on the chosen components.

$$Y = W_1P_1 + W_2P_2 + \dots + W_rP_r + V$$

From which we obtain the OLS estimates  $W_1, W_2, \dots, W_r$  of the principal components (where  $V$  is the random term).

##### c) Estimation of the Structural Parameters, $B$ 's

Given the estimates  $a$ 's and  $w$ 's we transform back from the  $w$ 's to obtain estimates of  $b$ 's the coefficients of the standardized  $X$ 's in the original modes, by a multiplication of the matrices set as follows:

$$P_1 \quad P_2 \dots P_r \quad W_i \quad \text{Standardized } b_i\text{'s}$$

$$\begin{pmatrix} a_{11} & a_{12} & \dots & a_{1r} \\ a_{21} & a_{22} & \dots & a_{2r} \\ \bullet & \bullet & \bullet & \bullet \\ \bullet & \bullet & \bullet & \bullet \\ a_{k1} & a_{k2} & \dots & a_{kr} \end{pmatrix} \begin{pmatrix} W_1 \\ W_2 \\ \bullet \\ W_r \end{pmatrix} = \begin{pmatrix} b_1 \\ b_2 \\ \bullet \\ b_k \end{pmatrix}$$

We have thus the principal components estimates of the  $b$ 's of original standardized variables. If we retain all  $K$  principal components the coefficients of the standardized  $X$ 's would be identical with those obtained by the straightforward application of OLS of  $Y$  on the standardized  $X$ 's.

The variance of  $b$ 's computed by taking the number of principal components into consideration. If we take the variance of  $b_1$  where there are three principal components.

$$\text{Var}(b_1) = a_{11}^2 \text{var } W_1 + a_{12}^2 \text{var } W_2 + a_{13}^2 \text{var } W_3$$

Where  $a_{11}, a_{12}$  and  $a_{13}$  are factor loadings of variable  $x_1$  in the first second and third principal components respectively. The variance of  $W_1$  is given as:

$$\text{Var}(W_1) = \frac{1 - \sum_{i=1}^r \lambda_i a_{1i}^2}{(n-r)\lambda_1}$$

In general,

$$\text{Var}(b_i) = \sum_{j=1}^k \sum_{l=1}^r a_{ij}^2 \times \text{Var}(W_l)$$

Where



$n$  = Number of observations

$r$  = Number of principal components

$k$  = Number of explanatory variables

$a_{ij}$  = Factor loadings of the  $i^{\text{th}}$  variable in the  $j$  principal component

$W_i$  = Coefficients of the regression of  $Y$  on the principal components.

The significance of the  $b$ 's is thus tested by using the student's  $t$  test as

$$t = \frac{b_i}{\text{Var}(b_i)}$$

This follows the  $t$  distribution with  $(n-1-k)$  degrees of freedom.

The unstandardized regression coefficients of the variables are obtained by multiplying the standardized regression coefficients computed in the before mentioned procedure by  $S_y/S_{x_j}$ , where  $S_y$  and  $S_{x_j}$  are standard deviations of the dependent and independent variables, respectively. The unstandardized coefficients are expressed in terms of units of measurements of the variables, the standardized coefficients are however, independent of the original units of measurement and comparison of any two variables show the relative importance of the independent variables involved (Nieuwoudt, 1972).

## RESULTS AND DISCUSSION

TABLE 1: FACTOR DETERMINING THE FLOW OF PER HA CROP LOAN: A REGRESSION ANALYSIS

EXPLANATORY VARIABLES	MULTIPLE LINEAR REGRESSION	PRINCIPAL COMPONENT REGRESSION	
	BACKWARD ELIMINATION	UNSTANDARDISED COEFFICIENTS	STANDARDIZED COEFFICIENTS
Constant	100.28** (3.23)	97.99** (3.23)	-
Irrigation	-	1.95 (0.51)	0.185
Commercial crops	-	0.55* (2.30)	0.125
HYV	2.63** (3.31)	2.81** (3.53)	0.270
Fertilizer consumption	-	0.30 (0.68)	0.255
Rainfall	0.45 (1.73)	0.47 (1.79)	0.086
Land holding	-12.22** (4.13)	8.08** (3.13)	-0.201
Bank branch expansion	-	0.07 (0.03)	-0.310
Bank deposit	-	0.23** (2.89)	0.241
Term loan	0.80** (15.40)	1.80** (5.43)	1.180
$R^2$	0.941	0.856	
Durbin Watson d value	2.021	2.133	

Figures in parentheses indicate 't' statistic value. Note:

\*\* Significant at 1 per cent level

\* Significant at 5 per cent level

### DETERMINANTS OF FLOW OF INSTITUTIONAL CREDIT

The factors influencing the flow of agricultural loans viz., crop, term and total loans in the state were analyzed by the using a multiple linear regression analysis and principal component regression analysis. The results are furnished below.

#### CROP LOAN

To analyze the factors influencing the flow of crop loan in the state, nine variables were assessed and the results are presented in table 1. From the table, it could be observed that all the variables had a positive correlation.

A backward elimination multiple linear regression analysis showed a significant positive relationship of crop loan with the high yielding variety, and term loan, however negative relationship with variables land holding pattern. The regression, on the other hand, had showed a higher percentage of goodness of fit, which is 94.1 percent. It was also observed from the table that the result of the principal component regression analysis on factors affecting the crop loan is presented. The results of principal component regression showed that commercial crops, HYV, land holding, bank deposit, and term loans influenced significantly the flow of crop loan. According to the results, an increase in the proportion of area under commercial crops per GCA by one unit increased the flow of short term credit per hectare GCA by Rs.0.55 per annum. A unit increase in the proportion of HYV per GCA induced an increase of Rs.2.81 credit per hectare GCA. Likewise the increase in the level of land holding per cultivator, there was an associated increase in agricultural credit per ha GCA of Rs.8.08 and for every unit increase in the amount of bank deposit per capita, there was an associated increase in the amount of credit per ha GCA is increased by Rs.0.23 per ha GCA. The advances of crop loan were found to have a complementary relation with the advances of term loan. For every rupee increase in term credit per ha GCA, there was an associated increase of crop loan Rs.1.80 per ha GCA.

In table 1 standardized coefficient are also presented. That is, mean value of the variable is deducted from each observation and subsequently the result of each observation is divided by the standard deviation of the variables. These values were used for the PC regression analysis. The resulting standardized coefficients were free of units and the values indicate only the relative importance of the variables in influencing the dependent variable. From the table, it was evident that the most important factor in influencing the flow of crop loan was the term loan followed by level fertilizer use and per capita bank deposit.

TABLE 2: FACTOR DETERMINING THE FLOW OF PER HA TERM LOAN: A REGRESSION ANALYSIS

EXPLANATORY VARIABLES	MULTIPLE LINEAR REGRESSION	PRINCIPAL COMPONENT REGRESSION	
	BACKWARD ELIMINATION	UNSTANDARDISED COEFFICIENTS	STANDARDIZED COEFFICIENTS
Constant	-61.85** (3.75)	-59.31** (3.66)	-
Irrigation	-	-2.27 (1.19)	-0.213
Commercial crops	-	0.65** (2.71)	0.311
HYV	-	0.81 (0.69)	0.232
Fertilizer consumption	0.85** (8.14)	0.84** (8.02)	0.264
Rainfall	-	-0.23 (1.38)	-0.192
Land holding	4.00** (2.52)	3.75** (2.41)	0.042
Bank branch expansion	2.61** (4.23)	2.66** (4.37)	0.300
Bank deposit	0.51** (8.04)	0.508** (8.16)	0.473
Crop loan	-	0.15 (1.25)	0.322
R <sup>2</sup>	0.953	0.885	-
Durbin Watson d value	1.985	2.121	-

Figures in parentheses indicate 't' statistic value

Note: \*\* Significant at 1 per cent level  
\* Significant at 5 per cent level

#### TERM LOAN

Similar to that of crop loan the flow of term loan in the U.T of Puducherry was analyzed both by multiple linear regression and principle component regression. The analysis of PC regression involved components with eigen values of more than 0.75, and four principal components were extracted. The measures of goodness of fit adjusted for degree of freedom was significantly high enough to about 0.88. The Durbin Watson test of autocorrelation for these components regression showed a value of 2.121, which was free of auto correlation problem.

Results of multiple linear regression analysis had come up with a significant positive relation of level of fertilizer use, land holding, bank branch expansion and bank deposit. Crop loan and high yielding variety was reported to be insignificant the measures of goodness of fit had been showed to be 0.953, which was very high and significant. The results of principal component regression analysis, on the other hand, factors such as commercial crops, level of fertilizer use, land holding indicated to have significant positive relationship.

A unit increase in the level of bank deposit per capita, induces an associated increase Rs.0.508 term loan per ha GCA. On the other hand, a unit increase in the level of land holding hectare induced an increase of Rs.3.75 term loan per ha GCA. For every unit increase in the consumption of fertilizer per GCA, the amount of credit per ha GCA is increased by Rs.0.84. and for every unit increase in the number of bank branches per lakh population, there was an associated increase in the level of agricultural credit Rs.2.66 per hectare GCA.

#### TOTAL AGRICULTURAL LOAN

The combined quantum of crop and term loans was also subjected for a similar pattern of analysis. The results of multiple linear and principal component regression analysis are presented in table 3.

In the principal component regression analysis, three principal components with eigen values of more than one were taken. The goodness of fit for the model of PC regression adjusted for its degrees of freedom showed that 72.9 percent of variation in the model explained by these variables. The value of the Durbin Watson d test, which was 1.878, indicated the absence of autocorrelation problem in the component regression.

TABLE 3. FACTOR DETERMINING THE FLOW OF PER HA TOTAL AGRICULTURAL LOAN: A REGRESSION ANALYSIS

Explanatory variables	MULTIPLE LINEAR REGRESSION	PRINCIPAL COMPONENT REGRESSION	
	BACKWARD ELIMINATION	UNSTANDARDISED COEFFICIENTS	STANDARDIZED COEFFICIENTS
Constant	37.69 (1.22)	31.74 (1.09)	-
Irrigation	2.52** (2.60)	2.25** (3.03)	0.206
Commercial crops	-	1.07** (2.67)	0.125
HYV	-	1.95 (0.98)	0.255
Fertilizer consumption	1.01** (6.04)	0.92** (5.90)	0.406
Rainfall	-	0.32 (1.19)	0.233
Land holding	-7.08** (2.36)	-6.15* (2.17)	-0.096
Bank branch expansion	-	1.53** (2.24)	0.315
Bank deposit	0.61** (8.36)	0.60** (9.11)	0.788
R <sup>2</sup>	0.952	0.729	-
Durbin Watson d value	1.434	1.878	-

Figures in parentheses indicate 't' statistic value

Note: \*\* Significant at 1 per cent level  
\* Significant at 5 per cent level

The analysis of linear regression had come up with the positively significant coefficients for irrigation, level of fertilizer use, and per capita bank deposit and negative coefficients for land holding variable. Factors as irrigation, commercial crops, and bank branch expansion and bank deposits had positive significant influence on total agricultural loan in the Union Territory of Puducherry. For each unit increase in the proportion of irrigation and commercial crops per GCA, the consumption of per GCA, will be increased by Rs.2.25 and Rs.1.07 units respectively.

On the other hand sizes of land holding was related to the flow of agricultural credit negatively. It was meant that if the average size of holding per cultivator was reduced by one hectare, the credit supply or absorption increases by Rs.6.15 per GCA. For each unit increase in the proportion of level of fertilizer use, branch expansion and per capita bank deposit per GCA, the consumption of per GCA, will be increased by Rs.0.92, Rs.1.53 and Rs.0.60 respectively. Similar study was conducted by Abate *et al.*, (2003).

## CONCLUSION

The forgoing analysis indicated that the most important factor in influencing the flow of crop loans was the commercial crops, HYV, land holding, bank deposit, and term loans. Accordingly, the fertilizer use, played a key role in the flow of term loans followed by land holding, bank branch expansion and bank deposit variables. The irrigation was the prominent factors in the flow of the total loans, followed by level of fertilizer use, and per capita bank deposit. The policy of RBI played the primary role in determining the flow of institutional finance to agriculture. Therefore, to channel sufficient financial resources to the sector effectively, strengthening the ground level planning activity and monitoring of banks to fulfil the RBI priority sector lending policy are crucially essential.

## SUGGESTIONS

The policy of RBI played the primary role in determining the flow of institutional finance to agriculture. Therefore, to channel sufficient financial resources to the sector effectively, strengthening the ground level planning activity and monitoring of banks to fulfill the RBI priority sector lending policy are crucially essential. There was a tendency of the banking sector to lend to and invest in less risk areas than to agricultural sector. So the banks have to be advised to lend for priority sector. Time lag between the releases of credit may be avoided.

## ACKNOWLEDGEMENT

I feel exhilarated to thank the lord for his grace, strength and blessings showered on me to put forth this dissertation in time. I am very much thankful to my department staffs and friends. I am wordless to express my heartfelt thanks to department of Agriculture, Directorate of Economics and Statistics and NABARD, U.T of Puducherry for the help rendered during my research work. I am indebted a lot to my most affectionate and beloved parents, beloved uncle, loving sisters, for their supreme sacrifices, mellifluous love, abysmal understanding, encouragement, prayer and blessings which nurtured in each and every phase of my life.

## REFERENCES

1. Adinew Abate, T.R, Keshava Reddy, N.Mahesh, Lalith Acoth,(2007), "Determinants of the Flow of Institutional Credit to Agriculture in Karnataka state", Finance India,17(2): 545-560.
2. Basu, K. Subhas, (1980), "Determinants of Regional Imbalances in Banking Development – An Econometric Study", Industrial Journal of Regional Science, Vol 12(2): 121-130.
3. Benson Kunjukunju (2000), "The Impact of Credit on Income of the Rural Borrowers – A Study in Kerala", Indian Cooperative Review, 38(1):1
4. Choubey,A.K, Unnikrishnan,K.P and Sheel S.K (1989)," An Empirical Study on the use of Principal Components in Overcoming Multicollinearity Problem", Industrial Forestry,115(8):560-566.
5. Jolliffe, I.T (1986), "Principal Component Analysis", Springer-Verlag New York Inc., New York: 129-155.
6. Koutsoyiannis.A (1977), "Theory of Econometrics", Second Edition, Macmillan Press Ltd, London: 1-436.
7. Mohd. Iqbal Ali, T.Balbeer Singh (1990), "Impact of Credit Flows on Adoption of Agricultural Innovations – A Study in Command Areas", Agricultural Banker 13(3), p: 10.
8. Nanda, Y.C (2000), "Role of Banks in Rural Development in the New Millennium", National Bank for Agricultural and Rural Development, Mumbai: 1-35.
9. Nieuwoudt W.L (1972), "A Principal Component Analysis of Inputs in a Production Function", Journal and Agricultural Economics, 23(3):277-284.
10. Punna Rao.P and Ch.Saryanarayana (1990), "Credit Utilization Pattern of Small and Marginal Farmers of Chaitanya Grameena Bank", Land Bank Journal, 29(2): 15.

## **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*

