INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT



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

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar, Indian Citation Index (ICI), J-Gage, India [link of the same is duly available at Inflibret of University Grants Commission (U.G.C.)], Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world. Circulated all over the world & Google has verified that scholars of more than 6575 Cities in 197 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)			
1.	PERFORMANCE OF EQUITY ORIENTED MUTUAL FUNDS SCHEMES IN INDIA: AN ANALYSIS Dr. KINGSHUK ADHIKARI, Dr. NIKHIL BHUSAN DEY & MAHFUZ ALOM MAZUMDER	1		
2.	EFFECT OF CREDIT RISK ON FINANCIAL PERFORMANCE OF SELECTED PUBLIC SECTOR BANKS IN INDIA Dr. SANJAY SHARMA & Dr. REKHA LAKHOTIA	6		
3.	AN EMPIRICAL ANALYSIS ON THE ROLE OF SCHEDULED COMMERCIAL BANKS IN FINANCING AGRICULTURAL SECTOR IN INDIA MEHTA VANI JOGHEE	11		
4.	EFFECT OF APP-BASED PURCHASING BY THE TEENAGERS ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN COMMODITY SECTOR: A STUDY BASED ON KOLKATA AND 24 PARGANAS (NORTH) ARUNIMA RUDRA	13		
5.	LIQUIDITY AND PROFITABILITY ANALYSIS OF INDIAN POWER SECTOR: A STUDY OF TSNPDCL NEERLA. JYOTHSNA	20		
	REQUEST FOR FEEDBACK & DISCLAIMER	23		

<u>FOUNDER PATRON</u>

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 Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

<u>ADVISOR</u>

Prof. S. L. MAHANDRU Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

Dr. NAWAB ALI KHAN

Professor & Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

<u>CO-EDITOR</u>

Dr. G. BRINDHA

Professor & Head, Dr.M.G.R. Educational & Research Institute (Deemed to be University), Chennai

EDITORIAL ADVISORY BOARD

Dr. SIKANDER KUMAR

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. A SAJEEVAN RAO

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

Dr. CHRISTIAN EHIOBUCHE

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

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

dalajara, Mexico

Dr. TEGUH WIDODO

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

Dr. M. S. SENAM RAJU

Professor, School of Management Studies, I.G.N.O.U., New Delhi

Dr. KAUP MOHAMED

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

Dr. D. S. CHAUBEY

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

Dr. ARAMIDE OLUFEMI KUNLE

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

Dr. SYED TABASSUM SULTANA

Principal, Matrusri Institute of Post Graduate Studies, Hyderabad

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya Dr. NEPOMUCENO TIU

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

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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

Dr. BOYINA RUPINI

Director, School of ITS, Indira Gandhi National Open University, New Delhi

Dr. FERIT ÖLÇER

Professor & Head of Division of Management & Organization, Department of Business Administration, Faculty of Economics & Business Administration Sciences, Mustafa Kemal University, Turkey

Dr. SANJIV MITTAL

Professor & Dean, University School of Management Studies, GGS Indraprastha University, Delhi

Dr. SHIB SHANKAR ROY

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

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engg. & Tech., Amity University, Noida

Dr. KEVIN LOW LOCK TENG

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

Dr. OKAN VELI ŞAFAKLI

Professor & Dean, European University of Lefke, Lefke, Cyprus

Dr. V. SELVAM

Associate Professor, SSL, VIT University, Vellore

Dr. BORIS MILOVIC

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

Dr. N. SUNDARAM

Associate Professor, VIT University, Vellore

Dr. IQBAL THONSE HAWALDAR

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

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. ALEXANDER MOSESOV

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

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

Dr. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak **Dr. DEEPANJANA VARSHNEY**

Associate Professor, Department of Business Administration, King Abdulaziz University, Saudi Arabia

Dr. BIEMBA MALITI

Associate Professor, School of Business, The Copperbelt University, Main Campus, Zambia

Dr. SHIKHA GUPTA

Associate Professor, Lingaya's Lalita Devi Institute of Management & Sciences, New Delhi

Dr. KIARASH JAHANPOUR

Dean of Technology Management Faculty, Farabi Institute of Higher Education, Karaj, Alborz, I.R. Iran

Dr. SAMBHAVNA

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

YU-BING WANG

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

Dr. TITUS AMODU UMORU

Professor, Kwara State University, Kwara State, Nigeria

Dr. SHIVAKUMAR DEENE

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

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

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. JASVEEN KAUR

Head of the Department/Chairperson, University Business School, Guru Nanak Dev University, Amritsar

SURAJ GAUDEL

BBA Program Coordinator, LA GRANDEE International College, Simalchaur - 8, Pokhara, Nepal

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

Dr. BHAVET

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

FORMER TECHNICAL ADVISOR

ΑΜΙΤΑ

FINANCIAL ADVISORS

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

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

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/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify

DEAR SIR/MADAM

Please find my submission of manuscript titled '______' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

Designation/Post* : Institution/College/University with full address & Pin Code : Desidential address with Pin Code :
Desidential educes with Din Code
Residential address with Pin Code :
Mobile Number (s) with country ISD code :
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :
Landline Number (s) with country ISD code :
E-mail Address :
Alternate E-mail Address :
Nationality :

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

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. <u>pdf.</u> <u>version</u> is liable to be rejected without any consideration.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:

New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

- c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below 1000 KB.
- e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- 2. **MANUSCRIPT TITLE**: The title of the paper should be typed in **bold letters**, centered and fully capitalised.
- 3. **AUTHOR NAME (S) & AFFILIATIONS**: Author (s) **name**, **designation**, **affiliation** (s), **address**, **mobile/landline number** (s), and **email/alternate email address** should be given underneath the title.
- 4. **ACKNOWLEDGMENTS**: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT**: Abstract should be in **fully Italic printing**, ranging between **150** to **300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
- 6. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
- 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.
- 9. HEADINGS: All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION REVIEW OF LITERATURE NEED/IMPORTANCE OF THE STUDY STATEMENT OF THE PROBLEM OBJECTIVES HYPOTHESIS (ES) RESEARCH METHODOLOGY RESULTS & DISCUSSION FINDINGS RECOMMENDATIONS/SUGGESTIONS CONCLUSIONS LIMITATIONS SCOPE FOR FURTHER RESEARCH REFERENCES APPENDIX/ANNEXURE

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

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

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

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

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

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

CONFERENCE PAPERS

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

UNPUBLISHED DISSERTATIONS

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

ONLINE RESOURCES

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

WEBSITES

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

AN EMPIRICAL ANALYSIS ON THE ROLE OF SCHEDULED COMMERCIAL BANKS IN FINANCING AGRICULTURAL SECTOR IN INDIA

MEHTA VANI JOGHEE VISITING FACULTY VIVEKANANDA INSTITUTE OF MANAGEMENT STUDIES KOVILPALAYAM

ABSTRACT

Agriculture finance is as important as other inputs being used in agricultural production. The country depends on millions of small farmers for agriculture goods. The commercial banks form the core of the banking system and it comprises of scheduled and non – scheduled banks. The study has shown that the SCBs' credit flow to the agriculture has been increasing for the past decades. The article is based on the secondary data compiled from various sources and growth of loans and advances has been analyzed by using the compound growth rate technique. The agriculture sector is an important component of the Indian economy as it provides livelihood to a large section of the population. The contribution of agriculture has gone down from 52 percent in 1950 to 30 percent in 1990 and 20 percent in 2010. In 2011-12 to 2018-19 the share of agriculture and allied activities was 14.4 percent. Scheduled Commercial banks play a marginal role in providing agriculture assistance. After nationalization of commercial banks in 1969 the banks began to provide direct as well as indirect agricultural credit for short and medium term period. The major sources of finance for agriculture through SCBs are from direct finance and indirect finance.

KEYWORDS

SCBs, direct finance, indirect finance.

JEL CODE

Q14

INTRODUCTION

In India, the agricultural sector represents 35 percent of India's Gross National Product and as such plays a crucial role in the country's development. Agriculture is defined as the practice of farming and it is the oldest occupation in the country. The vast majority of the population of the country depends on agriculture which is basically concerned with the production of food and is a basic necessity of life. The major concern of this study is to analyze the role of commercial banks in financing agriculture projects to the recipient i.e., farmers and agriculturists. The scheduled commercial banks are rendering financial assistance since their establishment to agriculturists. The performance of commercial banks can be witnessed in terms of branch expansion and advances to agriculture sector through a number of innovative schemes. In most developing nations due to the problem of capital scarcity in agriculture production, generally causes low involvement. Although in India this cannot be agreed as the most serious bottleneck to agriculture development in agricultural sector without which the agriculturists can hardly do much. It contributes to agriculturists social welfare, enhances productivity, helps in capital formation and generates income. Agriculture finance is the study of financing and liquidity credit services provided to the farmers. It is also considered as the study of those financial intermediaries who provide funds to agriculture and the financial markets in which these intermediaries obtain their loan able funds.

Agriculture finance is as important as other inputs being used in agricultural production. The country depends on millions of small farmers for agriculture goods. The commercial banks form the core of the banking system and it comprises of scheduled and non – scheduled banks. The deposits and borrowings from the RBI is the source of finance for the commercial banks. Initially commercial banks were not interested in financing for agricultural operation. In 1969 the All India Rural Credit Review Committee suggested that the commercial banks have to enhance their role by providing agricultural credit. After nationalization of the banks the commercial banks are actively involved in the disbursement of agricultural credit. On this background it is witnessed that the Scheduled commercial banks have a role and the one that can be justified.

SOURCES OF AGRICULTURAL FINANCE

The agriculture sector is an important component of the Indian economy as it provides livelihood to a large section of the population. The contribution of agriculture has gone down from 52 percent in the 1950 to 30 percent in the 1990 and 20 percent in 2010. In 2011-12 to 2018-19 the share of agriculture and allied activities was 14.4 percent. Scheduled Commercial banks play a marginal role in providing agriculture assistance. After nationalization of commercial banks in 1969 the banks began to provide direct as well as indirect agricultural credit for short and medium term period. The agricultural finance is available to farmers and other people working in the farming sector in India from various sources.

Direct Finance: Scheduled Commercial banks provide short term credit facilities for financing seasonal agricultural operations. The financial assistance is provided for production inputs such as seeds, fertilizers, pesticides and to meet out the labour charges and irrigation charges during cultivation. Medium term credit is granted for irrigation purposes, repairing old wells and improvement of land. Long term credit is provided for development of horticulture, plantations, etc. Further commercial banks have launched several schemes in promoting agro based industries by providing facilities directly to farmers.

Indirect Finance: Scheduled Commercial banks assist agriculture sector indirectly by financing individuals or agencies engaged in the supply of agriculture inputs and other services to agriculturists.

STATEMENT OF PROBLEM

The financial hindrance is considered as one of the major barriers in agricultural sector. Majority of farmers, especially the small farmers are in need of finance for their projects and in most situations farmers need finance to do their agricultural operations. The problem of agricultural production such as the difference in monsoon conditions and pricing policies, unavailability of bank warranty makes it unattractive for the banks to provide finance to the agriculturists. On this back-ground the study focuses on methods used by scheduled commercial banks in financing agricultural products and also focuses its importance.

OBJECTIVES OF THE STUDY

- 1. To examine the loans issued by and outstanding of scheduled commercial banks in India.
- 2. To identify the growth of scheduled commercial banks in supplying agricultural credit in India.

RESEARCH METHODOLOGY

STUDY PERIOD

The Scheduled commercial banks play a vital role in financing agricultural sector in India. The data collected for the study is from secondary sources. The period of study is taken for the year 2011-12 to 2017-18. The study is restricted to only scheduled commercial banks and the data is collected accordingly.

TOOLS OF THE STUDY

The study covers the period of 7 years (from 2011-12 to 2017-18). The compound growth rate analysis is used to examine the growth of agricultural credit. Agricultural credit is a vital input for agricultural production and helps the poverty stricken farmers of India in meeting their investment requirement.

ANALYSIS

TABLE 1: SCBs DIRECT SHORT TERM AND LONG TERM CREDIT FOR AGRICULTURE AND ALLIED ACTIVITIES

Year	Short Term Direct Finance		Long Term Direct Finance		
rear	Loans Issued	Loans Outstanding	Loans Issued	Loans Outstanding	
2011-12	217897	269030	94980	174268	
2012-13	NA	353425	NA	169053	
2013-14	NA	333572	NA	169960	
2014-15	NA	464920	NA	219049	
2015-16	NA	520395	NA	294446	
2016-17	NA	467025	NA	201084	
2017-18	NA	657713	NA	266371	
CGR	NA	13.62	NA	6.24	

The above table reveals the direct short term finance for agriculture and allied activities during 2011-12 to 2017-18. The study of the amount of loan issued and loan outstanding over the study period reveals that there is annual growth in loan outstanding and in case of loan issued the result shows that there is a negative impact. The table indicates that there is no increase in loan issued and hence the CGR on loan issued was negative. On the other side the loans outstanding, for short term direct finance, increased from 2,69,030 crores in 2011-12 to 6,57,713 crores in 2017-18. The long term loans issued were also negative and the long term loans outstanding had grown from 1,74,268 crores in 2011-12 to 2,66,371 crores in 2017-2018. The highest loan outstanding were in the short term direct finance with CGR of 13.62 while the lowest was in the case of long term direct finance with CGR of 6.24 percent.

TABLE 2: SCBs DIRECT SHORT TERM AND LONG TERM ADVANCES FOR AGRICULTURE AND ALLIED ACTIVITIES

Year	Finance	Indirect Finance					Total Direct and Indi-
		Distribution of fertilizers and other inputs		Loans to farmers through PACS/FSS/LAMPS	Other Type of Indi- To rect Finance Finance	otal Indirect	rect Finance
2011-12	440758	NA	NA	797	63771 14	42585	583343
2012-13	534331	NA	NA	NA	NA 11	11102	645433
2013-14	NA	NA	NA	NA	NA NA	A	892067
2014-15	NA	NA	NA	NA	NA NA	A	970575
2015-16	NA	NA	NA	NA	NA NA	A	1173098
2016-17	NA	NA	NA	NA	NA NA	A	1265250
2017-18	NA	NA	NA	NA	NA NA	A	1369456
CGR	2.78	NA	NA	NA	NA -3	3.50	12.96

The above table shows the advances of scheduled commercial banks to agricultural outstanding during 2011-12 to 2017-18. During the study period it was witnessed that the total direct finance to farmers increased from 4,40,758 crores in 2011-12 to 5,34,331 crores in 2012-13 with the CGR of 2.78 percent. The total direct and indirect advances to agriculture outstanding shows gradual increase from 5,83,343 crores in 2011-12 to 13,69,456 crores in 2017-18 with CGR of 12.96 percent.

CONCLUSION

Agriculture Finance is the input that enables farmers to develop their agricultural activities. From the study it was identified that there is gap in loan issued by scheduled commercial banks after 2011-12. It is argued that small farmers are unable to borrow at high rate of interest. Further loans to small farmers are rationed continuously than loans to big farmers because of lower returns and higher costs of lending to small farmers. This in turn has increased the loan outstanding during the study period.

REFERENCES

- 1. Choubey.B.N (1983), "Agricultural Banking in India", National Publishing House, New Delhi.
- 2. Ghosel.S.N, (1999), "Agricultural Financing in India- with Special Reference to Land Mortgage Banks", Asia Publishing House, Mumbai.
- 3. Gupta.U.C., (1991), "Agricultural Finance in India", Anmol Publications, New Delhi.
- 4. Reserve Bank of India (2018-2019), "Handbook of Statistics on Indian Economy", Mumbai.
- 5. Reserve Bank of India, (1989), "Report of the Agricultural Credit Review Committee", P.329.

REQUEST FOR FEEDBACK

Dear Readers

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

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

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

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

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-Co-ordinator

DISCLAIMER

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

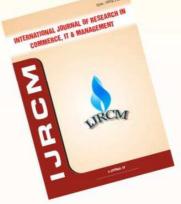
ABOUT THE JOURNAL

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

Our Other Fournals







I