

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & 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 2477 Cities in 159 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.	A STUDY ON THE IMPACT OF UNETHICAL CORPORATE PRACTICES ON CORPORATE BRAND EQUITY <i>DR. R. SATISH KUMAR & ATULSEN SINGH</i>	1
2.	FACTORS AFFECTING MANAGERIAL CREATIVITY <i>DR. RISHU ROY & SUPRIYA GUPTA</i>	7
3.	THE IMPACT OF CELEBRITY ADVERTISEMENT ON INDIAN CUSTOMERS <i>CHAITRA BOCHEER .K.S & DR. H. NANJEGOWDA</i>	15
4.	INNOVATIVE BANKING SERVICES IN RURAL AREAS WITH SPECIAL REFERENCE TO SALEM <i>DR. A. JAYAKUMAR & G. ANBALAGAN</i>	20
5.	THE EFFECT OF CHANGING ORGANIZATIONAL CULTURE ON TQM PRACTICES IN ISO CERTIFIED COMPANIES <i>BHAKTA BHUSHAN BISWAS</i>	24
6.	THE RELUCTANCE OF JORDANIAN WOMEN IN WORKING IN THE TOURISM SECTOR: CASE OF JORDANIAN FEMALE <i>AMEEN AHMED MAHBOB AL MOMANI</i>	30
7.	A STUDY ON CONSUMER BRAND PREFERENCE TOWARDS HEALTH DRINK PRODUCTS IN TIRUVARUR DISTRICT (TN) <i>DR. N. UDHAYAKUMARI & G. T. VIJAYALAKSHMI</i>	37
8.	AN EMPIRICAL ANALYSIS OF FRIDAY EFFECT IN NSE NIFTY COMPANIES <i>DR. S. POORNIMA & V. CHITRA</i>	41
9.	ANALYSIS OF WAGE BURDEN AND EMPLOYEE PRODUCTIVITY OF STATE BANK OF INDIA AND ICICI BANK <i>DR. ASHOK JHAWAR & ROBIN THOMAS</i>	45
10.	OUTSOURCING AND COMPETITIVE ADVANTAGE <i>V. K. RANJITH & BIJUNA C MOHAN</i>	49
11.	FINANCIAL IMPACT OF HRM ON PRODUCTIVITY AND PROFITABILITY IN PUBLIC AND PRIVATE SECTOR ORGANISATIONS: A STUDY <i>MOIRANTHEM MOMOCHA SINGH & DR. D. GOPALAKRISHNA</i>	52
12.	ROLE OF SMALL AND MEDIUM ENTERPRISES IN INDIA'S MANUFACTURING SECTOR <i>DR. NASIR ZAMEER QURESHI, ADIL AMIN BHATT, ZUHAIB AHMAD BAZAZ & NASREEN KHAN</i>	55
13.	CELEBRITY ENDORSEMENT INFLUENCING CONSUMER BEHAVIOR <i>DR. M. L. GUPTA & SHAILESH VERMA</i>	61
14.	COMPETENCY MAPPING: AN EFFECTIVE TOOL FOR HRM <i>MANISHA CHOUDHARY, DR. DIPTI SHARMA & DEEPENDRA MAHALAWAT</i>	64
15.	INNOVATION IN FINANCIAL SERVICES: A STUDY OF FINANCIAL INSTITUTIONS <i>AMANDEEP KAUR SHAHI & KRITI AVASTHI</i>	67
16.	SERVICE QUALITY OF BAJAJ ALLIANZ LIFE INSURANCE IN SOUTH INDIA USING SERVQUAL INSTRUMENT <i>SUBHAN BANDE</i>	72
17.	CAPITAL STRUCTURE DETERMINANTS FOR SUSTAINED PERFORMANCE IN THE ENERGY SECTOR OF INDIA <i>DR. SUNITA PANICKER</i>	77
18.	FINANCIAL INCLUSION IN INDIA - A ROAD AHEAD <i>K. THIRUMAMAGAL & DR. TI. M. SWAAMINATHAN</i>	82
19.	LOANS AND ADVANCES OF COMMERCIAL BANKS: A CASE STUDY ON JANATA BANK LIMITED <i>FARJANA SALAM, FAHIMA SALAM, ASHUTOSH ROY & MD. HALIMUZZAMAN</i>	88
20.	THE EFFECTS OF CREDIT FINANCE ON THE NIGERIAN AGRICULTURAL SECTOR'S PERFORMANCE <i>AKINSEYE OLOWU & DR. ONIMOLE SOLOMON</i>	94
21.	INFLUENCE OF CREDIT ADMINISTRATION ON FARMERS OPERATIONS IN OSUN STATES OF NIGERIA: A REVIEW OF THE NIGERIA MICROFINANCE POLICY <i>OLADEJO MORUF & SOYEMI KENNY</i>	102
22.	APPRAISAL OF FACTORS INFLUENCING TAX AVOIDANCE AND EVASION IN NIGERIA <i>AKINYOMI OLADELE JOHN & OKPALA KENNETH</i>	107
23.	LEVEL OF WORKERS' JOB SATISFACTION AT JUTE MILLS: A CASE STUDY ON NARSINGDI DISTRICT <i>MD. GHULAM RABBANY, ABU ZAFAR AHMED MUKUL, SHARMIN AFRIN & AIRIN RAHMAN</i>	112
24.	MEASURING SERVICE QUALITY AND CUSTOMER SATISFACTION USING SERVQUAL: AN EMPIRICAL STUDY IN HOSPITALITY INDUSTRY OF BANGLADESH <i>MD. SHARIFUL ALAM</i>	116
25.	WORKER CHARACTERISTICS AND COMPLIANCE TO OCCUPATIONAL HEALTH AND SAFETY OF WOOD WORKERS IN NAJA DAVID WOOD INDUSTRY LIMITED IN KUMASI, GHANA <i>DR. KOFI OSEI AKUOKO, DR. MARTIN KWAKU YEBOAH, VINCENT DE PAUL KANWETUU & ELIZABETH ADWOA KWANKYE</i>	121
26.	PERCEPTIONS OF RETAILERS ON FDIS INTO INDIAN MULTI BRAND RETAILING <i>N. SURESH</i>	128
27.	LOAN ASSETS CLASSIFICATION OF SCHEDULED COMMERCIAL BANKS IN INDIA <i>M. ANBALAGAN</i>	131
28.	EXAMINING FACTORS AFFECTING DIVERSITY IN THE WORKPLACE <i>ARSLAN AYUB, MUHAMMAD SALMAN ASLAM & ADEEL RAZZAQ</i>	136
29.	A STUDY ON CONSUMER AWARENESS ABOUT BANKING SERVICES IN MADURAI CITY <i>S. RENUGADEVI</i>	139
30.	EVA AND MVA: WHICH METRIC IS EXTREMELY EFFECTIVE IN EXPLAINING REPORTED EARNINGS? – AN EMPIRICAL STUDY ON SELECTED INDIAN FIRMS <i>MAHESH KUMAR KURMI</i>	143
	REQUEST FOR FEEDBACK	147

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. SAMBHAV GARG

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., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

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

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, GuruGobindSingh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), GuruGobindSingh I. P. University, Delhi

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

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

DR. SHIVAKUMAR DEENE

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

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

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

PROF. ABHAY BANSAL

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

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

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

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

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.

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>

LOAN ASSETS CLASSIFICATION OF SCHEDULED COMMERCIAL BANKS IN INDIA

M. ANBALAGAN
HEAD
DEPARTMENT OF COMMERCE
SRI KALISWARI COLLEGE (AUTONOMOUS)
SIVAKASI

ABSTRACT

Indian banking sector is facing a serious problem of NPA. The extent of NPA is comparatively higher in public sectors banks. To improve the efficiency and profitability, the NPA has to be scheduled. Various steps have been taken by government to reduce the NPA. It is highly impossible to have zero percentage NPA. But at least Indian banks can try competing with foreign banks to maintain international standard. The study observed that there is increase in advances over the period of the study. It is found on the basis of analysis that there is considerable development in the management of nonperforming assets in India. The study finally viewed that the prudential norms and other schemes has rushed banks to improve their performance and accordingly resulted into orderly down of NPA as well as enhancement in the financial strength of the Indian banking structure.

KEYWORDS

loan asset classification, commercial banks.

INTRODUCTION

The formal banking system in India comprises the Reserve Bank of India (RBI), Commercial Banks, Regional Rural Banks and the Co-operative banks. In the recent past, private non-banking finance companies also have been active in the financial system, and are being regulated by the RBI. The Scheduled Commercial Banks (SCBs) consist of 28 Public Sector Banks (PSBs), 31 Private Sector Banks (Pvt.SBs), and 31 Foreign Banks. They have a combined network of over 53,000 branches and 17,000 Automatic Teller Machines. According to a report by International Credit Rating Agency (ICRA) Limited, a rating agency, the PSBs hold over 75 per cent of total assets of the banking industry, with the private and foreign banks holding 18.2 per cent and 6.5 per cent respectively. Almost 80 per cent of the businesses are still controlled by PSBs. They are still dominating the commercial banking system. Shares of the leading PSBs are already listed on the stock exchanges. The PSBs will play an important role in the industry due to its number of branches and foreign banks facing the constraint of limited number of branches. Hence, in order to achieve an efficient banking system, the obligation is on the Government to encourage the PSBs to be run on professional lines. The RBI has given licences to new Pvt.SBs as part of the liberalisation process. The RBI has also been granting licences to industrial houses. Many banks are successfully running in the retail and consumer segments but are yet to deliver services to industrial finance, retail trade, small business and agricultural finance. Foreign banks have been operating in India for decades with a few of them having operations in India for over a century. The number of foreign bank branches in India has increased significantly in recent years since RBI issued a number of licenses - well beyond the commitments made to the World Trade Organisation. The presence of foreign banks in India has benefited the financial system by enhancing competition, resulting in higher efficiency.

STATEMENT OF PROBLEM

Increased competition, new information technologies and thereby declining processing costs, the erosion of product and geographic boundaries, and less restrictive governmental regulations have all played a major role for PSBs in India to forcefully compete with Private and Foreign Banks. It has become very mandatory to study and to make a comparative analysis of services of SCBs. This analysis explores an empirical approach to the analysis of loan assets classification of SCBs in India. As per the guidelines issued by RBI loan assets of banks are classified in to four categories i.e. standard assets, sub-standard assets, doubt full assets, and loss assets. Standard assets being the good quality of loan assets on the other hand sub-standard assets, doubtful assets, and loss assets put together constitutes non-performing assets.

REVIEW OF LITERATURE

Rao (2002) concluded that the Indian banking system has transformed itself from banking to the international banking. Regulations are forcing the banks to adopt better operational strategies and upgrade their skills. The system requires a combination of new technologies, well-guarded risk and credit appraisal, treasury management, product diversification, internal control, external regulation as well as skilled human resources to achieve the heights of the international excellence to play its role critically in meeting the global challenges.

Reddy and Reddy (2003) are of the view that the new challenges faced by the banks are forcing to attempt all new things with the same old rigid structure and system. What required is more managerial and administrative freedom to the management with commensurate and result oriented accountabilities. They stressed that the banks should move towards professional banking with requisite freedom to operate freely in the market within the regulatory and prudential framework prescribed by the Reserve Bank of India.

Muniappan (2003) focused on two areas - firstly, challenges faced by the banks and secondly, the management of these challenges. Every aspect of the functioning of the banking industry, be it profitability, NPA management, customer service, risk management, HRD, etc. has to undergo the process of transformation of aligning with the international best practices. He concluded that the future of Indian banking system needs a long term strategy, which would broadly cover areas like structural aspects, business strategies, prudential control systems, integration of markets technology issues, credit delivery mechanism, information sharing, etc.

Arora and Kaur (2006) stated that banking sector in India has given a positive and encouraging response to the financial sector reforms. Entry of new private banks and foreign banks has shaken up public sector banks to competition. Changing financial scenario has opened up opportunities for the banks to expand their global presence through self-expansion, strategic alliances, etc. Banks are diverting their focus on retail banking so as to attain access to low cost funds and to expand into relatively untapped potential growth area.

Sinha (2006) considered the three alternative paradigms - values at risk, expected shortfall and expected excess loss, which may be used to determine the regulatory capital. Furthermore, it outlined the Indian banking scenario in respect of capital adequacy for the period 1996-97 to 2002-03. The results also showed that Tier I capital of Indian commercial banks is positively related to operating efficiency and has negative relationship with NPA ratio. But no definite relationship between the CAR and bank size could be determined from the analysis.

Karunakar, Vasuki and Saravanan (2008) said that economic reforms initiated by the then finance minister and present prime minister of India Dr. Manmohan Singh would have been remained incomplete without the overhaul of Indian banking sector. The problem of losses and lower profitability of Non-Performing Assets (NPA) and liability mismatch in banks and financial sector depend on how various risks are managed in their business. An attempt is made in the study to examine what is NPA? What are the factors contributing to NPA, the magnitude of NPA, reasons for high NPA and their impact on Indian banking operations? The lasting solution to the problem of NPAs can be achieved only with proper credit assessment and risk management mechanism.

Misra and Dhal (2010) analyzed the pro-cyclicality of bank indicators with a focus on the non performing loans (NPAs) of India's public sector banks. The analysis demonstrates that banks NPAs are influenced by three major sets of factors, i.e., terms of credit, bank specific indicators relating to asset size, credit orientation,

financial innovations (non-interest income) and regulatory capital requirement and the business cycle shocks. The study found that the terms of credit variables such as interest rate, maturity and collateral and bank specific variables had significant effect on the banks' non-performing loans in the presence of macro-economic shocks.

From the above review of literatures, the researcher comes to a conclusion that there is a need to study the loan asset classification of scheduled commercial banks in India.

OBJECTIVES OF STUDY

The main objectives of this analysis are as follows:

- To find out trends in loan assets classification
- To find gross non-performing assets on total advances

ANALYSIS AND RESULTS

The following ratios are calculated to identify the loan assets classification of SCBs in India during the study period from 2006 to 2012.

- Ratio of Standard Assets to Total Advances
- Ratio of Sub-Standard Assets to Total Advances
- Ratio of Doubtful Assets to Total Advances
- Ratio of Loss Assets to Total Advances
- Ratio of Gross Non-Performing Assets to Total Advances

RATIO OF STANDARD ASSETS TO TOTAL ADVANCES

A standard asset is a performing asset. Standard assets generate continuous income and repayments as and when they fall due. Such assets carry a normal risk and are not NPA in the real sense. So, no special provisions are required for Standard Assets. Table 1 shows the ratio of standard advances to total assets of commercial banks in India during the study period.

TABLE -1: RATIO OF STANDARD ASSETS TO TOTAL ADVANCES

Year	Public Sector Banks	Private Sector Banks	Foreign Banks
2006	96.10	97.40	97.90
2007	97.20	97.60	98.10
2008	97.70	97.30	98.10
2009	97.90	96.80	95.70
2010	97.70	97.00	95.70
2011	97.70	97.50	97.50
2012	96.80	97.90	97.30
Mean	97.30	97.36	97.19
SD	00.67	00.31	01.16
CV	00.69	00.32	01.19

Source: Off-site returns (domestic) of banks, Dept. of Banking Supervision, RBI

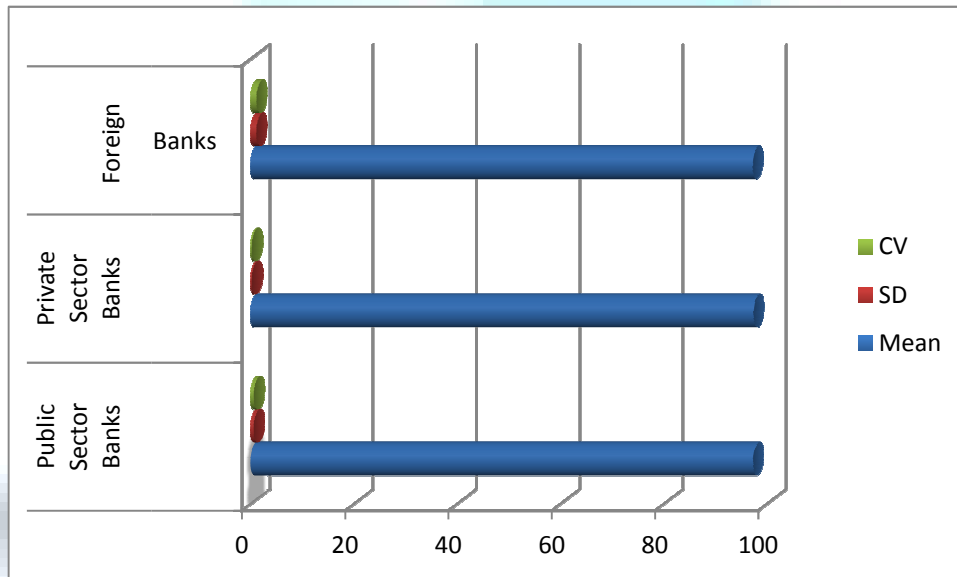


Table 1 shows the ratio of standard assets to total advances of public sector banks, private sector banks and foreign banks during the study period. For PSB, this ratio ranges between 96.1 per cent in 2006 and 96.80 per cent in 2012 with an average of 97.30 per cent. The minimum and maximum percentage of this ratio is registered as 96.10 per cent in 2006 and 97.90 per cent in 2009 respectively. It maintains equal percentage of 97.70 during 2008, 2010 and 2011. The ratio of standard asset to total advances of Pvt.SBs varies between 97.40 per cent in 2006 and 97.90 per cent in 2012 which is the maximum percentage during the study period. It has the highest average of 97.36 per cent while comparing with other sector banks. The Pvt. SBs achieved a minimum of 96.8 per cent during 2009. While observing the data relating to foreign banks, this ratio lies between 97.90 per cent in 2006 and 97.30 per cent in 2012 with the lowest average of 95.70 per cent during 2009 and 2010 and a maximum of 98.10 per cent during 2007-08.

The ratio was more heterogeneous in terms of dispersion for Foreign Banks (C. V. 1.19 per cent) followed by PSBs (C.V. 0.69 per cent) and less consistent for Pvt.SBs (C.V. 0.32 per cent).

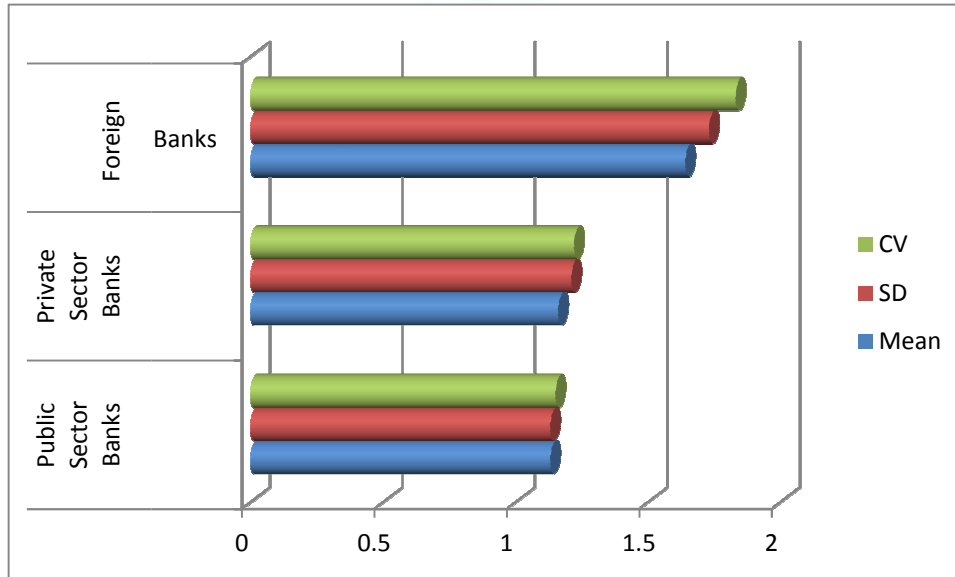
RATIO OF SUB-STANDARD ASSETS TO TOTAL ADVANCES

All those assets (loans and advances) which are considered as non-performing for a period of 12 months are called as Sub-Standard assets. Table 2 shows the ratio of sub-standard assets to total advances of commercial banks in India during the study period.

TABLE -2: RATIO OF SUB-STANDARD ASSETS TO TOTAL ADVANCES

Year	Public Sector Banks	Private Sector Banks	Foreign Banks
2006	1.10	0.80	1.00
2007	1.00	1.10	1.10
2008	1.00	1.50	1.20
2009	0.90	2.00	3.50
2010	1.10	1.50	2.90
2011	1.10	0.60	0.90
2012	1.70	0.60	0.90
Mean	1.13	1.16	1.64
SD	1.13	1.21	1.73
CV	1.15	1.22	1.83

Source: Off-site returns (domestic) of banks, Dept. of Banking Supervision, RBI



It is clear from the above Table 2 that the ratio of sub-standard assets of PSBs to total advances varies between 1.10 per cent in 2006 to 1.70 in 2012 with lowest average of 1.13 per cent during the study period. This ratio is constant (1.1 per cent) during 2006, 2010 and 2011. This percentage is minimum of 0.90 per cent in 2009 and maximum of 1.70 per cent in 2012. While observing this ratio for Pvt.SBs, it has an average of 1.16 per cent during the study period. This ratio lies between 0.60 per cent in 2011 and 2012 and 2 per cent in 2009. The average of Foreign Banks is the highest among the three bank groups. The highest ratio of 3.50 per cent in 2009 and lowest ratio of 0.90 in 2011 and 2012 are registered for Foreign Banks.

The ratio was more variant in terms of dispersion for Foreign Banks (C. V. 1.83 per cent) followed by Pvt.SBs (C.V. 1.22 per cent) and more consistent for PSBs (C.V. 1.15 per cent).

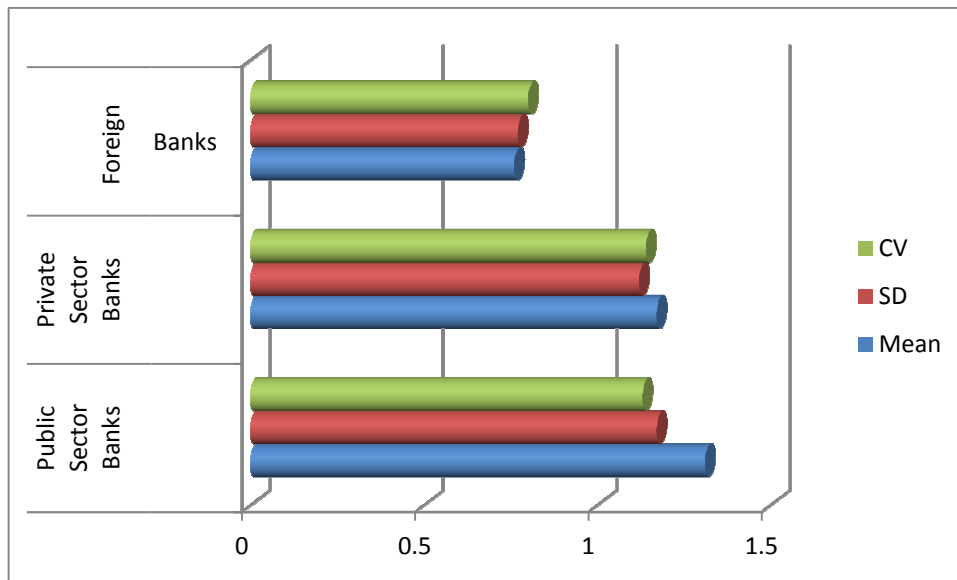
RATIO OF DOUBTFUL ASSETS TO TOTAL ADVANCES

All those assets which are considered as non-performing for period of more than 12 months are called as Doubtful Assets. Table 3 shows the ratio of doubtful assets to total advances of commercial banks in India during the study period.

TABLE -3: RATIO OF DOUBTFUL ASSETS TO TOTAL ADVANCES

Year	Public Sector Banks	Private Sector Banks	Foreign Banks
2006	2.30	1.50	0.70
2007	1.50	1.00	0.50
2008	1.10	0.90	0.50
2009	1.00	1.00	0.60
2010	1.00	1.10	0.90
2011	1.00	1.50	1.10
2012	1.30	1.20	1.00
Mean	1.31	1.17	0.76
SD	1.17	1.12	0.77
CV	1.13	1.14	0.80

Source: Off-site returns (domestic) of banks, Dept. of Banking Supervision, RBI



It is obvious that the ratio of doubtful assets of PSBs to total advances varies between 2.30 per cent in 2006 and 1.30 per cent in 2012, 1.50 per cent and 1.20 per cent for Pvt.SBs and 0.70 per cent and 1 per cent for Foreign Banks respectively. The PSBs have a maximum average of 1.31 per cent followed by 1.17 per cent by Pvt. SBs and 0.76 per cent by Foreign Banks during the study period. The PSBs maintains this ratio as 1 per cent continuously for three years starting from 2009 to 2011. The maximum ratio of 2.30 per cent is achieved by PSB and 1.50 per cent by Pvt. SBs during 2006 and 2011 and 1.10 per cent is achieved by Foreign Banks during 2011.

The ratio was less consistent in terms of dispersion for PSBs (C. V. 1.13 per cent) followed by Pvt.SBs (C.V. 1.14 per cent) and more consistent for Foreign Banks (C.V. 0.80 per cent).

RATIO OF LOSS OF ASSETS TO TOTAL ADVANCES

All those assets which cannot be recovered are called as Loss Assets. These assets can be identified by the Central Bank or by the Auditors. Table 4 shows the ratio of loss of assets to total advances of commercial banks in India during the study period.

TABLE - 4: RATIO OF LOSS OF ASSETS TO TOTAL ADVANCES

Year	Public Sector Banks	Private Sector Banks	Foreign Banks
2006	0.50	0.30	0.50
2007	0.30	0.20	0.40
2008	0.20	0.30	0.20
2009	0.20	0.30	0.20
2010	0.20	0.40	0.50
2011	0.20	0.40	0.50
2012	0.10	0.30	0.80
Mean	0.24	0.31	0.44
SD	0.21	0.32	0.43
CV	0.19	0.33	0.43

Source: Off-site returns (domestic) of banks, Dept. of Banking Supervision, RBI

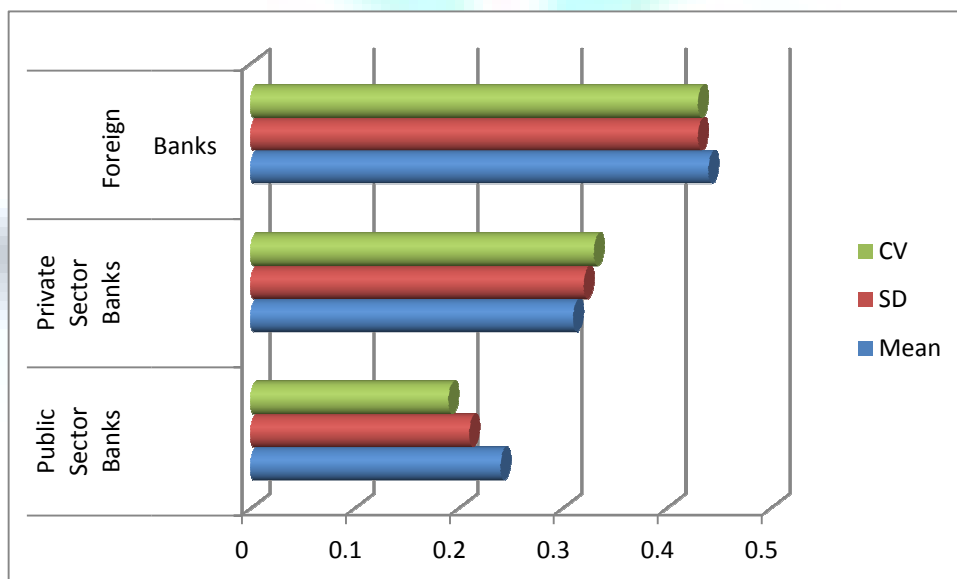


Table 4 clearly states that the ratio of loss of assets of PSBs in India varied between 0.50 per cent in 2006 to 0.10 per cent in 2012 with an average of 0.24 per cent which is the lowest among all the banks. From 2008 to 2011, this ratio remains constant as 0.24 per cent. For Pvt.SBs, this ratio ranges between 0.30 per cent in 2006 and in 2012. The highest ratio of 0.40 per cent is registered in 2010 and 2011 and the lowest of 0.20 per cent in the year 2007. This ratio in Foreign Banks is increased to 0.80 per cent in 2012 from 0.50 per cent in 2006 with a maximum of 0.44 per cent average during the study period. It has a maximum ratio of 0.80 per cent in 2012 and 0.20 per cent as minimum ratio during 2008 and 2009.

The ratio was less consistent in terms of dispersion for Foreign Banks (C. V. 0.43 per cent) followed by Pvt.SBs (C.V. 0.33 per cent) and more consistent for PSBs (C.V. 0.19 per cent).

RATIO OF GROSS NPAs ON TOTAL ADVANCES

A distinction is often made between Gross NPA and Net NPA. Net NPA is obtained by deducting items like interest due but not recovered, part payment received and kept in suspense account etc., from Gross NPA. Table 5 shows the ratio of gross NPAs on total advances of commercial banks in India during the study period.

TABLE -5: RATIO OF GROSS NPAs ON TOTAL ADVANCES

Year	Public Sector Banks	Private Sector Banks	Foreign Banks
2006	3.90	2.60	2.10
2007	2.80	2.40	1.90
2008	2.30	2.70	1.90
2009	2.10	3.20	4.30
2010	2.30	3.00	4.30
2011	2.30	2.50	2.50
2012	3.20	2.10	2.70
Mean	2.70	2.64	2.81
SD	2.53	2.65	2.92
CV	2.49	2.68	3.06

Source: Off-site returns (domestic) of banks, Dept. of Banking Supervision, RBI

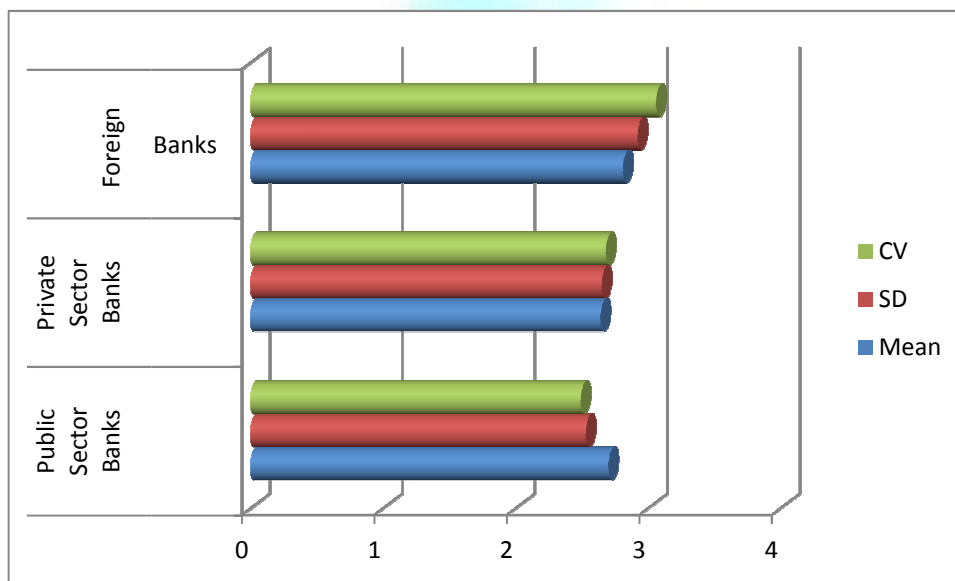


Table 5 presents the ratio of gross Non-performing Assets on total advances of PSBs in India which is decreased to 3.20 per cent in 2012 from 3.90 per cent in 2006. The average of this ratio is 2.70 per cent which is next to highest among the three groups. The maximum percentage of this ratio is 3.90 per cent in 2006 for PSB, 3.20 per cent in 2009 for Pvt.SBs and 4.30 per cent in 2009 and 2010 for Foreign Banks. The Foreign Banks are registered with 2.81 per cent as average which is the maximum among all the groups. The ratio of gross non-performing assets on total advances of Foreign Banks varied between 1.90 per cent in 2007 and 2008 and 4.30 per cent in 2009 and 2010.

The ratio was less consistent in terms of dispersion for Foreign Banks (C. V. 3.06 per cent) followed by Pvt.SBs (C.V. 2.68 per cent) and more consistent for PSBs (C.V. 2.49 per cent).

FINDINGS

While assessing the impact of loan assets classification of SCBs in India, the researcher has observed that the Foreign Banks have highest average in Ratio of Sub-Standard Assets, Loss of assets and gross NPA on Total advances. In case of sub-standard assets, Loss of assets and gross NPA on Total advances, the PSBs have minimum percentage of standard deviation and co variation and so they are more consistent. When the overall position was assessed; it is found that PSBs Banks group has secured the first place and the second place was taken by Foreign Banks.

CONCLUSION

Indian banking sector is facing a serious problem of NPA. The extent of NPA is comparatively higher in public sectors banks. To improve the efficiency and profitability, the NPA has to be scheduled. Various steps have been taken by government to reduce the NPA. It is highly impossible to have zero percentage NPA. But at least Indian banks can try competing with foreign banks to maintain international standard. The study observed that there is increase in advances over the period of the study. It is found on the basis of analysis that there is considerable development in the management of nonperforming assets in India. The study finally viewed that the prudential norms and other schemes has rushed banks to improve their performance and accordingly resulted into orderly down of NPA as well as enhancement in the financial strength of the Indian banking structure.

REFERENCES

- Arora, Sangeeta and Kaur, Shubpreet (2006), "Financial Performance of Indian Banking Sector in Post Reforms Era", The Indian Journal of Commerce, Vol. 59, No. 1, Jan-March.
- Karunakar, M., Vasuki, K. and Saravanan, S. (2008) "Are Non-Performing Assets Gloomy or Greedy from Indian Perspective?" Research Journal of Social Sciences, Vol.3, pp.4-12.
- Misra, B.M. & Dhal, S. (2010) "Pro-cyclical management of non-performing loans by the Indian public sector banks." BIS Asian Research Papers. June.
- Muniappan, G. P. (2003), "Management of Challenges in Banks", NIBM Annual Day Celebration, Pune.
- Rao, D. Nageswara (2002), "Indian Banking in the new scenario", Front Line, October-November 2002.
- Reddy, B. Rama Chandra and Reddy, S Vijayulu (2003), "Banking Sector Reforms in India – A Review", Internet Edition, Business Line, Nov 19.
- Sinha, Ram Pratap (2006), "Capital Adequacy of Indian Commercial Banks: Some Empirical Results", The ICFAI Journal of Financial Economics, Vol. IV, Issue-1, p 26-44.

REQUEST FOR FEEDBACK

Dear Readers

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

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

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

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

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

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

Our Other Journals

