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

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 2022 Cities in 153 countries/territories are visiting our journal on regular basis.

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	DIFFERENCE IN THE BUSINESS STRATEGIES ADOPTED BY BANKS: A REVIEW OF BANKS IN THE UAE DR. KAUP MOHAMED	1
2.	CUSTOMER'S CRITERIA IN SELECTING A BANK: A CASE OF PAKISTANI BANKING INDUSTRY DR. ANSAR ALI RAJPUT, SABIR HUSSAIN KALHORO & SAIMA AMMAR	4
3.	THE RELATIONSHIP BETWEEN THE FOREIGN DIRECT INVESTMENT AND BANKING INDUSTRY MEHDI BEHNAME & MOHAMMAD JAVAD RAZMI	9
4.	IMPORTANCE AND IMPACT OF FOREIGN DIRECT INVESTMENTS IN GCC COUNTRIES AND ITS INWARD FLOW GEEVARGHESE PHILIP MALAYIL & ARINDAM BANERIEE	12
5.	ISLAMIC BANKING IN INDIA: DEVELOPMENTS, PROSPECTS AND CHALLENGES MANZAR ALI KHAN & NAZIMAH HUSSIN	24
6.	ETHICS AND JOURNALISM EDUCATION IN NIGERIA DR. IFEDAYO DARAMOLA & IBUKUN AKINSULI	29
7.	DIVERSIFICATION AS A BUSINESS GROWTH AND SUSTAINABILITY STRATEGY IN GAINING COMPETITIVE ADVANTAGE ESTHER WANJIRU MAINA	34
8.	THE IMPACT OF COMPLIANCE WITH INFORMATION DISCLOSURE IN FINANCIAL STATEMENTS ON TOTAL ASSETS, PROFITABILITY AND EARNINGS PER SHARES OF QUOTED COMPANIES IN NIGERIA SAMUEL IYIOLA KEHINDE OLUWATOYIN & UMOGBAI, MONICA E.	39
9.	FERTILITY DECISIONS OF HOUSEHOLDS IN RESPONSE TO ENVIRONMENTAL GOODS SCARCITY: THE CASE OF SEKOTA DISTRICT, WAG HIMRA ADMINISTRATE ZONE OF THE AMHARA REGION, ETHIOPIA ZEWDU BERHANIE	51
10.	INVESTMENT POLICY OF COMMERCIAL BANKS IN INDIA DR. BHAVET, PRIYA JINDAL & DR. SAMBHAV GARG	62
11.	IS THERE A WAY OUT? (A CASE STUDY ON DEBT TRAP) DR. K. SANTI SWARUP	68
12.	ANALYSIS OF CAPITAL ADEQUACY OF PRIVATE SECTOR INDIAN BANKS SULTAN SINGH, MOHINA & SAHILA CHOUDHRY	71
13.	CHANGING PARADIGMS OF INSURANCE COMPANIES - A STUDY P.MANIVANNAN	75
14.	A STUDY ON THE IMPORTANCE OF SOFT SKILLS AND POSITIVE ATTITUDE AS PERCEIVED BY INDUSTRY WITH SPECIFIC REFERENCE TO FRESH ENGINEERS B R VENKATESH	78
15 .	PROSPECTS AND CHALLENGES OF WOMEN ENTREPRENEURSHIP WITH SPECIFIC REFERENCE TO DALITS DR. ANNAPOORANI & P. DEVI BHUVANESHWARI	86
16.	PROBLEMS OF RURAL MSMEs: A STUDY IN THENI DISTRICT DR. J.MARY SUGANTHI BAI & DR. R.GUNASUNDRADEVI	90
17.	THE DEFINING MOMENTS OF SOCIAL ENTREPRENEURSHIP L. JIBON KUMAR SHARMA & MEMCHA LOITONGBAM	95
18.	DEVELOPMENT AND VALIDATION OF FINANCIAL LITERACY SCALE S.SUGANYA, DR. S. SAKTHIVELRANI & K.DURAI	99
	THE ROLE OF MICROFINANCE IN THE DEVELOPMENT OF COTTAGE & SMALL SCALE INDUSTRIES IN NORTH EASTERN REGION OF INDIA DR. HARSH VARDHAN JHAMB & MUSHTAQ MOHMAD SOFI	105
20.	EXCELLENT PRACTICES OF EXPATRIATE RELATIONSHIP MANAGEMENT (ERM) IN INFORMATION TECHNOLOGY ENABLED SERVICE SECTOR <i>RAGHAVENDRA A.N. & DR. NIJAGUNA G.</i>	113
	THE ROLE OF MEDIA AGENCY IN ADVERTISING INDUSTRY NEHA SULTANIA & G.TEJASVINI	119
22.	LIQUIDITY, SOLVENCY AND PROFITABILITY ANALYSIS OF MANUFACTURING INDUSTRIES: A STUDY WITH REFERENCE SELECTED MANUFACTURING INDUSTRIES IN INDIA KUSHALAPPA. S & REKHA SHETTY	123
23.	A STUDY ON NPA MANAGEMENT IN INDIAN BANKING INDUSTRY DR. SAMBHAV GARG, PRIYA JINDAL & DR. BHAVET	128
24.	A HUMAN RESOURCE DOWNGRADING - JOB HOPPING DR. M. JANARTHANAN PILLAI & R.V.NAVEENAN	133
25.	WORK LIFE BALANCE: AN OVERVIEW OF INDIAN COMPANIES DR. KARAMVIR SINGH SHEOKAND & PRIYANKA	138
26.	ORGANIZED RETAIL SECTOR IN INDIA – OPPORTUNITIES AND CHALLENGES IN PRESENT ASPECTS DR. RAGHAVENDRA DWIVEDI & RAM KUMAR	144
27.	AN EMPIRICAL EXAMINATION OF PERFORMANCE MANAGEMENT ON EMPLOYEE RETENTION L.R.K. KRISHNAN, SUDHIR WARIER & KETAN KANAUJIA	148
28.	AN EMPIRICAL STUDY OF EFFECTIVENESS OF SALES PROMOTION ACTIVITIES IN A BANK ANKITA SRIVASTAVA & NIRAJ KISHORE CHIMOTE	157
29.	A STUDY ON OCCUPATIONAL HEALTH HAZARDS AMONG WOMEN BEEDI-WORKERS OF MURSHIDABAD DISTRICT IN WEST BENGAL CHANDRA KANTA DAS	163
30.	A PERCEPTUAL STUDY ON BUYING BEHAVIOR OF CUSTOMERS TOWARDS READYMADE GARMENTS IRSHAD AHMAD BHAT	167
	REQUEST FOR FEEDBACK	172

CHIEF PATRON

PROF. K. K. AGGARWAL

Chancellor, Lingaya's University, Delhi
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana Former Vice-President, Dadri Education Society, Charkhi Dadri Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

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

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., HaryanaCollege of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

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

CO-EDITOR.

DR. BHAVET

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

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, YanbuIndustrialCollege, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

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

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

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

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, 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

VITUniversity, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, MaharshiDayanandUniversity, 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, 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

C	OVERING LETTER FOR SUBMISSION:
	HE EDITOR RCM
Su	ubject: SUBMISSION OF MANUSCRIPT IN THE AREA OF
(6	e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
DI	EAR SIR/MADAM
PI	ease find my submission of manuscript entitled '
	nereby 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 nder review for publication elsewhere.
l a	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).
	so, 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 ontribution in any of your journals.
	AME OF CORRESPONDING AUTHOR:
	esignation: Ifiliation with full address, contact numbers & Pin Code:
	esidential address with Pin Code:
	lobile Number (s):
	andline Number (s):
	mail Address: ternate E-mail Address:
Al	terrate t-mail Address.
_	OTES:
a)	
b)	the covering letter, inside the manuscript. The sender is required to mention the following in the SUBJECT COLUMN of the mail:
IJ,	New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/ Engineering/Mathematics/other, please specify)

Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.

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

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.

AUTHOR NAME (S) & AFFILIATIONS: The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email

ABSTRACT: Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods,

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.

The total size of the file containing the manuscript is required to be below 500 KB.

address should be in italic & 11-point Calibri Font. It must be centered underneath the title.

results & conclusion in a single para. Abbreviations must be mentioned in full.

e)

2.

- 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 <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. 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

A STUDY ON NPA MANAGEMENT IN INDIAN BANKING INDUSTRY

DR. SAMBHAV GARG
FACULTY
M M INSTITUTE OF MANAGEMENT
MAHARISHI MARKANDESHWAR UNIVERSITY
MULLANA
EMAIL: JAISIYARAMKI@GMAIL.COM
VOICE: +91-9996009890

PRIYA JINDAL
FACULTY

DEPARTMENT OF HUMANITIES & SOCIAL SCIENCES
MAHARISHI MARKANDESHWAR UNIVERSITY
MULLANA

DR. BHAVET
FACULTY
M M INSTITUTE OF MANAGEMENT
MAHARISHI MARKANDESHWAR UNIVERSITY
MULLANA
EMAIL: BHAVETGARG@GMAIL.COM
VOICE: +91-9896989571

ABSTRACT

In the era of Globalization, banking and financial sector generally get a very high priority. Any flourishing economy needs the existence of strong banking sector. Non- Performing Assets (NPAs) form one of the basic concerns for the Indian banks. The growth of NPAs in Indian banks has been a matter of serious concern. NPAs reflect the overall performance of the banks. Indian banks are continuously under pressure to trim down the NPAs and to work on the efficiency for a better financial health and for this purpose several prudential and provisioning norms have been established. In this paper an attempts has been made to compare different bank groups as well as bank- wise data relating to Gross NPAs to Gross Advances. The paper also shows Priority and Non- Priority Sector Advances of Scheduled Commercial Banks. The present study highlighted that all the Indian banks are facing the challenge of NPAs and intensity of NPAs is much higher in Public Sector Banks. It shows that earlier Public Sector's NPAs was more as compared to Public Sector Banks. However, now it has been managed at lower end.

KEYWORDS

Prudential & provisioning norms, Priority sector, Non-priority Sector

INTRODUCTION

roviding credit for economic activities is the basic function of banks. Other than creating resources from fresh deposits and borrowings, the basic function of the banks is to provide funds as advance to priority and non-priority sectors such as agriculture, industry, housing loans and personal loans etc. The banks are crediting money to generate revenue through margin between interest and the principal. A loan which does not meet the stated norms and interest payments are known as Non-Performing Assets. Any Commercial loan which is overdue for more than 90 days is classified as NPA. However, any consumer loan is categorized as NPA when it is overdue for more than 180 days. Narasimham Committee's recommendations were mentioned in RBI guidelines and reduction of NPA was to be treated as a national priority. Due to Non performance of the fund the financial institutions become bankrupt and fail in providing complete and crystal clear information to the investors and introduce a risk. Therefore, NPA account reduces profitability, provisioning in the profit & loss account. It also increases carrying cost and results in unavoidable and excess management attention due to the provisioning in the profit and loss account. Though it is not possible to eliminate such losses but it can be maintained at lower levels

STATEMENT OF THE PROBLEM

The management of Non-Performing Assets presents a big challenge for the financial companies and institutions as it may be a major setback for the economy growth. Globally stock market has flucated badly and business is going tough day by day. The banks are working hard to maintain the NPAs at lower levels so that a significant improvement can be seen.

REVIEW OF LITERATURE

Bakshi (1998) in his article, "NPAs Management in Banks" discussed that there was a health code system which classify the assets in 1998 but the norm was not so effective. RBI introduced prudential norms to regulate NPAs which involves asset classification, recognition of income and provisioning norm. After introduction of the norm NPAs are in decreasing mood both net NPAs and gross NPAs. Misra (2003) in his article, "Managing Non-Performing Assets: A Professional Approach", highlighted that the profitability of the financial institutions largely depended upon the level of income generated through optimum use of the assets after paying the cost of fund for acquiring them and other administrative costs involved therein. Redefined objective of managing NPAs through profit maximization approach and risk management approach were suggested. Author further concluded that the high rise in gross and net NPAs of the banking sector in the recent past was at an exponential rate giving an indication that present ongoing recession was taking a heavy toll on corporate credit discipline. Kumar (2005) in his article, "Non-Performing Assets in Indian Banks" studied that the Indian banking sector faced a serious problem of NPAs. The extent of NPAs has comparatively higher in public sectors banks. To improve the efficiency and profitability, the NPAs have to be scheduled. Various steps have been taken by government to reduce the NPAs. It is highly impossible to have zero percentage NPAs. But at least Indian banks can try competing with foreign banks to maintain international standard.

OBJECTIVE OF THE STUDY

- 1. To understand the meaning & nature of non-performing assets.
- 2. To study the trends in Gross Advances and Gross NPAs by various bank groups during the study period.
- To analyze the trends of NPAs in Priority and Non priority sector credit by various bank groups.

RESEARCH METHODOLOGY

PERIOD OF THE STUDY

The post –reforms period of seven years has been taken for measuring the impact of NPAs on Indian Banking Sector. The years selected for analysis are 2005-2011. Bank- wise analysis has been done on the basis of 2010-11.

SAMPLE SIZE

The study based on Indian Banking Industry which includes Public, Private as well as Foreign banks.

DATA COLLECTION

To achieve the objectives of the study, Secondary data is collected. Secondary data is also a valuable source for research. It includes all those data which had been collected for some earlier research work and applicable in the study, researcher has presently undertaken. A major part of the database has been drawn from the published secondary sources, primarily the reports of Indian Bankers Association (IBA) and the Reserve Bank of India (RBI). The data relating to financial performance of the selected public sector banks have been obtained from various sources like "Financial Analysis of Banks" brought by Indian Banker's Association, "Statistical Tables Relating to Banks of India". "Reserve Bank of India Monthly Bulletin", "Reserve

DATA ANALYSIS

The processing of collecting data has been done manually as well as with the help of SPSS software. Tools like Ratio Analysis, Percentage, Averages and Comparative Statement Analysis have been used to analyze the data.

ANALYSIS AND DISCUSSION

GROSS NPAs TO GROSS ADVANCES

Gross NPAs are the sum total of all loan assets classified as NPAs as per RBI guidelines. Gross NPA shows the nature of the loans made by banks. It includes all the Non-Standard assets like Sub-Standard, Doubtful and Loss assets. It can be understood with the help of the following ratio.

Gross NPAs ratio = Gross NPAs/ Gross Advances. Table 1 shows the Scheduled Commercial Banks' Gross Advances and Gross NPAs during the study period.

TABLE 1: SCHEDULED COMMERCIAL BANK'S GROSS NPAS TO GROSS ADVANCES (Rs. in crore)

	Public Sector Banks			Private Sector Banks			Foreign Banks			Scheduled Commercial Banks		
Year	Gross	Gross NP			Gross NPAs			Gross NPAs			Gross NPAs	
	Adv.	Amt.	% to	Gross	Amt.	% to	Gross		% to	Gross	Amt.	% to
			Gross	Adv.		Gross	Adv.	Amt.	Gross	Adv.		Gross
			Adv.			Adv.			Adv.			Adv.
2004-05	8,77,825	48,399	5.5	1,97,832	8,782	4.44	77,026	2,192	2.8	11,52,682	59,373	5.2
2005-06	11,34,724	41,358	3.6	3,17,690	7,811	2.46	98,965	1,928	1.9	15,51,378	51,097	3.3
2006-07	14,64,493	38,968	2.7	4,20,145	9,256	2.2	1,27,872	2,262	1.8	20,12,510	50,486	2.5
2007-08	18,19,074	40,595	2.2	5,25,845	12,983	2.47	1,62,966	2,857	1.8	25,07,885	56,435	2.3
2008-09	22,83,473	45,156	2.0	5,85,065	16,983	2.9	1,69,716	6,833	4.0	30,38,254	68,973	2.3
2009-10	27,36,347	59,926	2.19	6,44,517	17,639	2.74	1,67,365	7,180	4.29	35,45,899	84,747	2.39
2010-11	33,45,919	74,614	2.23	8,11,843	18,240	2.25	1,99,527	5,068	2.54	43,52,088	97,922	2.25

Source: Report on Trend Progress of Banking in India 2002-11, Reserve Bank of India, India

Table-1 reveals that Gross advance of Scheduled Commercial Banks was Rs. 11, 52,682 crore during 2004-05, which was increase to Rs. 43, 52,088 crore during 2010-11. The Gross NPAs of Scheduled Commercial Banks have also been increasing year after year. Gross Non Performing Assets of the Scheduled Commercial Banks have increased from Rs. 59,373 crore to Rs. 97,922 crore during the study period. The Gross NPAs to Gross Advances ratio of SCBs declined from 5.2 % to 2.25% during the study period. In case of public sector banks this ratio decreased from 5.5 % at the end of March, 2005 to 2.23% at the end of March, 2011, in private sector banks the ratio decreased from 4.44 % to 2.25% and in case of foreign banks the ratio decelerated from 2.8 % to 2.54%. It clearly indicates that Gross NPAs to Gross Advances ratio were higher in the public sector banks while the least in foreign banks during the beginning of the study period. But the trend has changed at the end of the study period that Gross NPAs ratio were higher in the foreign banks i.e. 2.54 percent in 2010-11 while the least in the public sector banks. It shows that Scheduled Commercial Banks have taken effective steps to curb the NPAs.

SCHEDULED COMMERCIAL BANKS PRIORITY AND NON -PRIORITY SECTOR NPAs

Before the nationalization of banks, there was no target on the priority sector. After nationalization it was just emphasized that commercial banks should increase their involvement in financing of priority sector. The directed lending policy of the Government under social banking motto led Scheduled Commercial Banks to increase in the level of NPAs. To proof this issue the research has compared priority and non-priority sector NPAs of various bank's group during the study period in table -2.

TABLE 2: SCBS PRIORITY AND NON-PRIORITY SECTOR NPAs (Rs. in crore)

	Public Sector Banks			Private Sector Banks			Fore	Total NPAs		
Year	Priority Sector	Non- Priority Sector	Total	Priority Sector	Non- Priority Sector	Total	Priority Sector	Non- Priority Sector	Total	9
2004-05	23,397.38 (49.05%)	24,299.10 (50.95%)	47,696.48 (100%)	2,188.46 (24.87%)	6,611.37 (75.13%)	8,799.83 (100%)	DNA	DNA	DNA	56,496.31*
2005-06	22,373.74 (54.07%)	19,004.49 (45.93%)	41,378.23 (100%)	2,284.03 (29.17%)	5,545.39 (70.83%)	7,829.42 (100%)	DNA	DNA	DNA	49,207.65*
2006-07	22,953.62 (59.46%)	15,648.17 (40.54%)	38,601.80 (100%)	2,884.18 (31.22%)	6,355.30 (68.78%)	9,239.48 (100%)	DNA	DNA	DNA	47,841.28*
2007-08	25,286.67 (63.62%)	14,461.83 (36.38%)	39,748.51 (100%)	3,418.53 (26.34%)	9,557.53 (73.66%)	12,976.06 (100%)	402.00 (12.90%)	2,712 (87.10%)	3,114 (100%)	55,838.57
2008-09	24,318 (55.20%)	19,725 (44.80%)	44,042 (100%)	3,640 (21.60%)	13,172 (78.40%)	16,887 (100%)	649 (9.1%)	6506 (90.90%)	7,155 (100%)	68,084.00
2009-10	30,848 (53.8%)	26,453 (46.2%)	57,301 (100%)	4,792 (27.60%)	12,592 (72.40%)	17,384 (100%)	1,170 (16.40%)	5956 (83.6%)	7,125 (100%)	81,810.00
2010-11	41,245 (58.1%)	29,803 (41.9%)	71,047 (100%)	4,823 (26.8%)	13,147 (73.2%)	17,971 (100%)	1,141 (22.5%)	3,924 (77.5%)	5,065 (100%)	94,083.00

Source: Report on Trend and Progress of Banking in India 2002-11, Reserve Bank of India, India.

Table-2 shows the NPAs in priority and Non-priority sector by three major bank groups. It clearly indicates that NPAs in priority sector were more in public sector banks when compared to private and foreign banks. This is because advances by public sector banks to the priority sector were high. In the case of public sector banks, first year of the study period NPAs in non-priority sector were more than priority sector. From the year 2005-06 onwards NPAs in priority sector were more than non-priority sector. This is due to poor recovery of agricultural loans, which comprises the major portion of priority sector advances. It is also noticed that 68 percent NPAs of private sector banks were out of advances to non-priority sector than priority sector. This is because private sector banks preferred to lend the non-priority sector than the priority sector. More than 78 percent of NPAs of foreign banks was out of advances to non-priority sector. It is clear from the table that priority sector NPAs have significant impact on total NPAs in Public sector banks, whereas in Private sector banks, priority sector NPAs have no significant impact on total NPAs.

PRIORITY SECTOR NPAs OF PUBLIC SECTOR BANKS

The broad categories of priority sector for all scheduled commercial are as under:

- 1. Finance to agriculture shall include short, medium and long term loans given for agriculture and allied activities.
- 2. The micro and small enterprises shall include small road and water transport operators, small business, professional & self-employed persons.
- 3. Micro Credit and other financial services and products of amounts not exceeding Rs.50, 000 per borrower.
- 4. Education Loans and advances granted to only individuals up to Rs.10 lakh for studies in India and Rs.20 lakh for studies abroad.
- 5. Housing Loans up to Rs.25 lakh to individuals for purchase/ construction.
- 6. Loans to Self Help Groups & Joint Liability Groups up to Rs. 50,000.

TABLE 3: PRIORITY SECTOR NPAS OF PUBLIC SECTOR BANKS IN INDIA (Rs. in crore)

		Micro& Small	Weaker	Others	Total Priority	Total Priority Sector	Priority Sector	Gross NPA
Year	Agriculture	Enterprises	sections		Sector NPAs	Advances	NPA Ratio	Ratio
2004-05	7,254.05	7,834.96	5,752.04	2,556.33	23,397.38	3,07,046	7.62	5.5
	(31.00%)	(33.49%)	(24.58%)	(10.93%)	(100%)			
2005-06	6,202.92	6,917.40	5,023.22	4,230.20	22,373.74	4,09,748	5.46	3.6
	(27.72%)	(30.92%)	(22.45%)	(18.91%)	(100%)			
2006-07	6,506.34	5,843.28	5,181.15	5,422.85	22,953.62	5,21,376	4.40	2.7
	(28.35%)	(25.46%)	(22.57%)	(23.62%)	(100%)			
2007-08	8,268.03	5,804.75	5,388.00	5,825.89	25,286.67	6,10,450	4.14	2.2
	(32.70%)	(22.96%)	(21.31%)	(23.03%)	(100%)			
2008-09	5,708.09	6,984.00	5,074.00	6,552.00	24,318.00	7,20,083	3.38	2.0
	(23.47%)	(28.72%)	(20.86%)	(26.95%)	(100%)			
2009-10	8,330.00	11,537.00	5,053.00	5,928.00	30,848.00	8,64,564	3.57	2.19
	(27.00%)	(37.40%)	(16.38%)	(19.22%)	(100%)			
2010-11	14,487.00	14,340.00	7,929.00	4,488.00	41,245.00	10,22,925	4.03	2.23
	(35.12%)	(34.77%)	(19.23%)	(10.88%)	(100%)			

Source: Report on Trend and Progress of Banking in India 2002-11, Reserve Bank of India, India

Table 3 exhibits the priority sector advances and NPAs in priority sector by public sector banks during the period under study. The total priority sector credit of public sector banks have raised from Rs. 3,07,046 crore to Rs. 10, 22,925 crore. The priority sector NPAs of public sector banks have raised from Rs. 23,397.38 crore at the end of March, 2005 to Rs. 41,245 crore at the end of March, 2011. It is clear from the table that NPAs of the Public sector banks by agriculture credit were around 30% during the study period except during the years 2008-09 and 2009-10. The NPAs incurred by public sector banks out of lending to Micro & Small Enterprises ranges between 25% and 42%, weaker sections between 16% and 28%. Only 10% of NPAs came from lending to remaining categories of priority sector. It is observed that in terms of Priority Sector NPA ratio to Priority Sector Advances there is a decline during the study period i.e., from 7.62 to 4.03. It is understood from the above observation that the public sector banks have recovered the priority sector credit in time and they managed the priority sector credit effectively to safeguard themselves from the evils of NPAs.

PRIORITY SECTOR NPAs OF PRIVATE SECTOR BANKS

TABLE 4: PRIORITY SECTOR NPAS OF PRIVATE SECTOR BANKS IN INDIA (Rs. in crore)

	Agriculture	Micro& Small	Weaker		Total Priority	Total Priority Sector	Priority Sector	Gross
Year		Enterprises	sections	Others	Sector NPAs	Advances	NPA Ratio	NPA Ratio
2004-05	465.40	964.31	207.98	550.77	2,188.46	69,886	3.13	4.44
	(21.27%)	(44.06%)	(9.5%)	(25.17%)	(100%)			
2005-06	514.60	807.44	276.19	685.80	2,284.03	1,06,586	2.05	2.46
	(22.53%)	(35.35%)	(12.09%)	(30.03%)	(100%)			
2006-07	860.51	644.59	149.31	1,229.77	2,884.18	1,44,549	2.00	2.2
	(29.84%)	(22.35%)	(5.18%)	(42.63%)	(100%)			
2007-08	1,467.31	651.11	117.04	1,183.07	3,418.53	1,64,068	2.08	2.47
	(42.92%)	(19.05%)	(3.42%)	(34.61%)	(100%)			
2008-09	1,441.00	670.00	91.00	1,438.00	3,640.00	1,90,207	1.91	2.9
	(39.92%)	(18.56%)	(2.52%)	(39.83%)	(100%)			
2009-10	2,023.00	1,139.00	130.00	1,500.00	4,792.00	2,15,552	2.22	2.74
	(42.22%)	(23.77%)	(2.71%)	(31.30%)	(100%)			
2010-11	2,172.00	1,298.00	283.00	1,070.00	4,823.00	2,49,139	1.94	2.25
	(45.03%)	(26.91%)	(5.87%)	(22.19%)	(100%)			

Sources: Report on Trend and Progress of Banking in India 2002-11, Reserve Bank of India, India.

The priority sector advances and its NPAs by Private sector banks can be seen in Table 4. The total priority sector credit of private sector banks have accelerated from Rs. 69,886 crore to Rs. 2,49,139 crore. The priority sector NPAs of private sector banks have raised from Rs.

2,188.46 crore at the end of March, 2005 to Rs. 4,823 crore at the end of March, 2011 i.e., raised 2 times. It is observed from the table that NPAs of the Private sector banks by agriculture credit were increased year after year. It is around 22 % of total NPAs at the end of March, 2005, but rose to 45% at the end of March, 2011. There is an increase in NPAs due to non recovery from weaker & other sections. It is observed that in terms of Priority Sector NPA ratio to Priority Sector Advances there is a decline during the study period. It is observed that the private sector banks also recovered the priority sector credit in time.

TABLE 5: BANK- WISE AND BANK GROUP-WISE GROSS NON-PERFORMING ASSETS, GROSS ADVANCES AND GROSS NPA RATIO OF SCHEDULED COMMERCIAL BANKS-2011

(Amount in Rs. lakh)								
Bank/ Bank Groups	As on March	31. 2011	(Amount in No. lukil)					
bulky bulk Groups	Gross NPAs	Gross Advances	Gross NPAs to Gross Advances Ratio (%)					
	(1)	(2)	(3)					
Public sector Banks	(-)	(-/						
State Bank of India	2307352	66244406	3.5					
State Bank of Bikaner & Jaipur	83540	4174391	2.0					
State Bank of Hyderabad	115045	6542267	1.8					
State Bank of Mysore	86374	3442569	2.5					
State Bank of Patiala	138168	5233061	2.6					
State Bank of Travancore	83523	4647055	1.8					
State Bank of India & its Associates	2814002	90283749	3.12					
Allahabad Bank	164698	9158545	1.80					
Andhra Bank	99564	7215445	1.38					
Bank of Baroda	278623	17180148	1.62					
Bank of India	435660	16514716	2.64					
Bank of Maharashtra	117370	4748742	2.47					
Canara Bank	298178	20272402	1.47					
Central Bank of India	239453	13139002	1.82					
Corporation Bank	79023	8721345	0.91					
Dena Bank	84224	4516337	1.86					
Indian Bank	72002	7258733	0.99					
Indian Overseas Bank	279342	10308747	2.71					
Oriental Bank of Commerce	192054	9683891	1.98					
Punjab &Sind Bank	42428	4283262	0.99					
Punjab National Bank	437939	24399878	1.79					
Syndicate Bank	258912	9753461	2.65					
UCO Bank	309017	9324624	3.31					
Union Bank of India	362282	15302246	2.37					
United Bank of India	135578	5393373	2.51					
Vijaya Bank	125919	4922224	2.56					
IDBI Bank Limited	278473	15599550	1.79					
Nationalized Banks \$	4290739	217696671	1.97					
Public Sector Banks	7104741	307980420	2.31					
Private Sector Banks	7104741	307380420	2.31					
Catholic Syrian Bank Ltd.	19245	630255	3.05					
City Union Bank Ltd.	11248	932896	1.21					
Dhanlaxmi Bank Ltd.	6709	910425	0.74					
Federal Bank Ltd.	114833	3289557	3.49					
ING Vysya Bank Ltd.	15156	2366192	0.64					
Jammu & Kashmir Bank Ltd.	51883	2665922	1.95					
Karnataka Bank Ltd.	70217	1769603	3.97					
Karur Vysya Bank Ltd.	22815	1805241	1.26					
		818755						
Lakshmi Vilas Bank Ltd. Nainital Bank Ltd.	15779 2144	168591	1.93					
		191982						
Ratnakar Bank Ltd. SBI Commercial & International Bank Ltd	2151	27143	0.75 0.75					
South Indian Bank Ltd.	23034	2065879						
Tamilnad Mercantile Bank Ltd.	14113		1.11					
Old Private Sector Banks		1087135 18729576	1.30 1.97					
Axis Bank Ltd.	369530	12411981						
	158699		1.28					
Development Credit Bank Ltd.	26357	449467	5.86					
HDFC Bank Ltd.	166032	15670526	1.06					
ICICI Bank Ltd.	981596	16918176	5.80					
Indusland Bank Ltd.	26586	2635869	1.01					
Kotak Mahindra Bank Ltd.	60349	2971873	2.03					
Yes Bank Ltd.	8053	3443501	0.23					
New Private Sector Banks	14271672	54501393	2.62					
Private Sector Banks	1797202	73230969	2.45					

TABLE 5: BANK-WISE AND BANK GROUP-WISE GROSS NON-PERFORMING ASSETS, GROSS ADVANCES AND GROSS NPA RATIO OF SCHEDULED COMMERCIAL BANKS- 2011 (CONTD.)

David a / David Common	(Amount in Ps. lakh)					
Banks/ Bank Groups			(Amount in Rs. lakh)			
	As on March		T =			
	Gross NPAs	Gross Advances	Gross NPAs to Gross Advances Ratio (9			
	(1)	(2)	(3)			
Foreign Banks						
AB Bank Ltd.	-	7327	-			
Abu Dhabi Commercial Bank Ltd.	1275	18785	6.79			
American Express Banking Corp.	2026	108216	1.87			
Antwerp Diamond Bank	9963	68110	14.63			
BNP Paribas	1128	546199	0.21			
Bank of America	70	585984	1.01			
Bank of Bahrain & Kuwait	1380	39315	3.51			
Bank of Ceylon	183	6851	2.68			
Bank of Nova Scotia	963	630868	1.15			
Barclays Bank	78118	897086	8.71			
China Trust Commercial Bank	290	23495	1.24			
Citibank N.A.	83867	4094288	2.05			
Commonwealth Bank of Australia	-	2631	-			
Credit Agricole Bank	19885	347402	5.72			
Credit Suisse	_	-	-			
DBS Bank Ltd.	8345	761230	1.10			
Deutsche Bank	17852	1443916	1.24			
First Rand Bank	-	14139	-			
Hongkong &Shanghai Banking Corporation Ltd.	99553	2814741	3.54			
JP Morgan Chase Bank	2721	348994	0.78			
JSC VTB Bank	-	5402	-			
Krung Thai Bank	-	1319	-			
Mashreq Bank	-	4132	-			
Mizuho Corporation Bank Ltd.	634	252209	0.25			
Oman International Bank	-	218	-			
Shinhan Bank	-	61919	-			
Societe Generale	118	70070	0.17			
Sonali Bank Ltd.	79	943	8.36			
Standard Chartered Bank	114779	5021736	2.29			
State Bank of Mauritius Ltd.	1803	60211	2.99			
The Bank of Tokyo-Mitsubishi UFJ, Ltd.	-	526730	-			
The Royal Bank of Scotland	61448	1099162	5.59			
UBS AG	-	68505	-			
United Overseas Bank Limited	-	-	_			
Foreign Banks	506480	19932133	2.54			
All Scheduled Commercial Banks	9408423	401143522	2.35			

Source: Department of Banking Supervision, RBI

Table 5 shows percentage of Gross NPAs to Gross Advances Ratio of Scheduled Commercial Banks as on March, 2011. It indicates that Private Sector Banks have highest Gross NPAs to Gross Advance ratio i.e. 2.45 percentage followed by Foreign Banks i.e. 2.35 percent. The table further draws attention that Public Sector Banks have only 2.31 percent of Gross NPAs to Gross Advance Ratio on March, 2011.

CONCLUSION

Non—Performing Assets is important parameters in the analysis of financial performance of banks. Reduction of NPAs is necessary to improve profitability of the banks and comply with capital adequacy norms. To solve the problem of existing NPA quality of appraisal, supervision and follow-up should be improved. The improvement in the financial health of the banking system is also reflected in the declining share of NPAs in the total advances of banks. During the past two decades the NPAs of the Public Sector Banks have come down from 14 percent in the early 1990s to 2.5 percent in 2011. Private and Foreign Banks also have shown a comparable progress in this concern. This is mainly attributed to various committees like Tandon Study Group, Basel Group I and II, Narasimham Committee II and M.S. Verma Committee which suggest measures to overcome NPA problem.

REFERENCES

- 1. Baiju, S. and Thattil (2000), "Performance of Banks with Non –Performing Assets: An Analysis of NPAs", YOJANA March Issue, pp.5-9.
- 2. Dr. Jaynal Ud-din Ahmed, The Management Accountant, Management of non- performing assets of Commercial Banks in India, June 2009.
- 3. Padmini, E.V.K., "Profitability Analysis of Commercial Banks" A Case Study, Indian Banking Today and Tomorrow, Dec., 1989.
- Pandey, A. and Ghose, S.K.(2005), "npa Management in India: In Search of a New Paradigm?" Journal of IMT, Ghaziabad, pp. 64-76.
 Report on Trend and Progress in Banking 2004-05 to 2010-11.
- 6. Singla, H.K. (2008) "Financial Performance of Banks in India, the ICFAI Journal of Bank Management" Vol.7, pp 50-62.

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 cooperation of like-minded scholars, we shall be able to serve the society with our humble efforts.







