INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & 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 3480 Cities in 174 countries/territories are visiting our journal on regular basis.

CONTENTS

| Sr. | TITLE & NAME OF THE AUTHOR (S) | Page |
|-----|--|------|
| No. | | No. |
| 1. | THE INSTALLATION OF POS (POINT OF SALE) TERMINALS BY INDIAN BANKS DR. MUNISH SABHARWAL, ANOOP SWARUP & SARIKA SHARMA | 1 |
| 2. | UNEMPLOYMENT AS A CAUSE OF HUMAN CAPITAL WASTAGE IN KARATINA TOWN, NYERI COUNTY, KENYA KIPTOO ANTHONY KIMUTAI, ALICE WANGUI KAMAU & ELIZABETH WANGARI GATHUTHI | 6 |
| 3. | THE EFFECT OF THE COMPANIES ACT 2013 ON AUDITING AND AUDITORS SHILPA VASANT BHIDE & DR. SHARAD JOSHI | 15 |
| 4. | CAUSES OF ATTRITION AND THEIR EFFECTS IN INFORMATION TECHNOLOGY INDUSTRY IN SOUTH INDIA SHAJI.Y & DR. KINSLIN. D | 17 |
| 5. | A STUDY ON TRACKING PERSONAL TRAITS LINKED TO ENTREPRENEURSHIP AMONG COLLEGE STUDENTS P.NAGESWARI | 22 |
| 6. | A SURVEY ON STIGMERGETIC CONTROL PROTOCOLS FOR DISTRIBUTED AD HOC WIRELESS NETWORK R.SATHYA JANAKI | 24 |
| 7. | CORPORATE DISCLOSURE AND ITS USEFULNESS: AN EMPIRICAL STUDY DR. Y. NAGARAJU | 27 |
| 8. | DETERMINANTS OF FINANCIAL STRUCTURE OF INDIAN CEMENT INDUSTRY: A NEW METHODOLOGICAL APPROACH P.VAIJAYANTHIMALA & DR. A. VIJAYAKUMAR | 35 |
| 9. | A STUDY ON FINANCIAL HEALTH OF THE SELECTED CEMENT COMPANIES IN INDIA DR. GAYATHRI BALAKRISHNAN. R. & R.GOWRI | 43 |
| 10. | GREEN MARKETING MAMTA RANI | 46 |
| 11. | EXPLORING THE INFLUENCE OF INFORMATION SOURCES OF APPAREL SHOPPERS IN COIMBATORE CITY P. RADHIKA | 50 |
| 12. | ONLINE TRAINING: ADVANTAGES—DISADVANTAGES AND KEY CONSIDERATION FACTORS FOR IMPLEMENTING ONLINE TRAINING IN THE ORGANIZATIONS RAKSHA SHARMA | 54 |
| 13. | SOLVENCY POSITION OF SELECT INDIAN BULK DRUGS AND FORMULATIONS PHARMACEUTICALS COMPANIES IN INDIA R. SELVI & DR. V. DHEENADHAYALAN | 57 |
| 14. | INSTITUTIONAL CREDIT AND RURAL DEVELOPMENT: A CASE STUDY OF DASARATHPUR BLOCK OF JAJPUR DISTRICT (ORISSA) DR. RADHASHYAM MISHRA | 63 |
| 15. | SOCIAL MEDIA MARKETING OF HIGHER EDUCATION INSTITUTIONS: A STUDY ON KARUNYA UNIVERSITY'S SOCIAL MEDIA PROMOTIONS D. SHERIN LINDA HEPHZIBAH | 66 |
| | REQUEST FOR FEEDBACK & DISCLAIMER | 70 |

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), 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, 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. S. L. MAHANDRU

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

EDITOR

PROF. R. K. SHARMA

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

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, YanbuIndustrialCollege, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatarpati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), GuruGobindSinghl. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, UniversityCollege, KurukshetraUniversity, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, GuruNanakKhalsaCollege, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

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

DR. MOHINDER CHAND

Associate Professor, KurukshetraUniversity, Kurukshetra

DR. MOHENDER KUMAR GUPTA

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

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

DR. SHIVAKUMAR DEENE

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

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

<u>ASSOCIATE EDITORS</u>

PROF. ABHAY BANSAL

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

PROF. NAWAB ALI KHAN

Department of Commerce, AligarhMuslimUniversity, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

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 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 **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. **infoijrcm@gmail.com** or online by clicking the link **online submission** as given on our website (**FOR ONLINE SUBMISSION, CLICK HERE**).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

| COVERING LETTER FOR SUBMISSION: | DATED: |
|--|---|
| THE EDITOR URCM | DATED: |
| Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF | |
| (e.g. Finance/Marketing/HRM/General Management/Economics/Psycho | ology/Law/Computer/IT/Engineering/Mathematics/other, please specify) |
| DEAR SIR/MADAM | |
| Please find my submission of manuscript entitled ' | ' for possible publication in your journals. |
| hereby affirm that the contents of this manuscript are original. Furthermunder review for publication elsewhere. | nore, it has neither been published elsewhere in any language fully or partly, nor is i |
| affirm that all the author (s) have seen and agreed to the submitted version | on 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 contribution in any of your journals. | e formalities as given on the website of the journal & you are free to publish our |
| NAME OF CORRESPONDING AUTHOR: | |
| Designation: | |
| Affiliation with full address, contact numbers & Pin Code: | |
| | |
| Residential address with Pin Code: | |
| Mobile Number (s): | 1000 |
| | 1 770 |

- 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.
- 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 <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

INSTITUTIONAL CREDIT AND RURAL DEVELOPMENT: A CASE STUDY OF DASARATHPUR BLOCK OF JAJPUR DISTRICT (ORISSA)

DR. RADHASHYAM MISHRA COMMERCE FACULTY TATA D. A. V. P. S. HAZARIBAG

ABSTRACT

This paper is an attempt for illuminating an unexplored area in the field of institutional credit by different Banking and Non-Banking sector. This study highlighted the credit system of rural development; requirement of credit in rural India also the author highlighted the agricultural development after independence. After nationalization of commercial Banks in 1969 how commercial Banks endeavored to increase direct investment, how the new strategy called service area approach was introduced to increase productivity and income levels of rural people. The primary aim of this study are(I) To examine the credit performances of co-operatives , commercial Banks and RRB's in meeting the credit requirement. (II) To investigate the amount of loans sanctioned for disbursement purpose.(III) To find out the repayment and over dues of Bank credit. In this study the author have tested the following hypothesis (I) That credit requirement of borrower households positively related to size of land holdings and inversely related to size of household income and it has no significant with household size. (II) That more number of willful defaulters belong to higher income group. This study is aimed at examining the current scenario of rural credit system in Dasarathpur Block of Jajpur District of the state of Odisha. It approaches to set forth the impacts and achievements of the selected credit agencies in the agricultural sector. It is an effort to assess the deficiencies of past studies if any and to carry on a comprehensive in-depth study of different issues not yet studied. The study also investigates and evaluates the capabilities and impact on the beneficiary household in generating income and employment. The study has used both inter-Temporal and cross sectional approaches in evaluating and justifying the impact of institutional financing for agricultural and rural economy. In methodological framework multistage sample design has been used to select the study area. At its micro level this study describes the important aspect of peoples participation in development oriented programmes. Therefore, the study founds the following remarks (I) Share of informal agencies in the rural credit has significantly declined but not completely eliminated(II) Inter-regional disparities in the flow of agricultural credit depends upon the infrastructural facilities ,approaches and attitudes of financing institutions towards less development regions.

KEYWORDS

rural development, institutional credit.

INTRODUCTION

articularly it is found that the rural segment of our country constitutes 74% of population and it supplies the food grains for human existence. A large proportion of rural population is socio-economically backward who wants to take productive activities. Our present economic aliments are associated with directly and indirectly with the problems of economic growth. Due to large size of Indian population and vast natural resources India occupies a strategic position in the world in 21st century. After almost four decades of planned economic development India continues to have pre-dominantly rural economy. Through the study it has seen that agriculture is the main stay of Indian economy which is modernized and mechanized after introduction of "new agricultural technology". It contributes 22% share in India's total export revenue which comprises 70% of our export goods. The purpose of financing agriculture through institutions is not just putting out money but to enable agriculture and the farmers to move in to a level of technology that would create a sustained basis for increase agricultural output. The case study found that several measures were taken to accelerate the pace agricultural credit and thereby ensuring that maximum advantages of institutional credit reach to the needy and poor, which in turn help to raise their income pattern and living standard. So keeping in view the most burning problem of agricultural backwardness, poor productivity due to lack of adequate investible resources. It is an attempt to have an in depth study of the institutional credit on rural development in Dasarathpur Block of Jajpur District of the state of Odisha(India). The present study is thus intended to through light on the performances of co-operatives, commercial banks and regional rural Banks in this district in advancing credit to the sample borrower households.

Large flow of credit on one hand and said discrepancies on the other raises the following issues .

- 1. Whether the approach adopted for rural development from time to time was appropriate and in the desired direction .
- 2. Whether the assistance rendered was quietly oriented .
- 3. To what extent regional disparities could minimized.
- 4. What should be the future shape and direction of Institutional credit in the rural sector.

OBJECTIVES OF THE STUDY

The present study seeks to examine the institutional credit on rural development. The specific objectives of the studies are-

- 1) To provide an insight into the current scenario of agricultural development and agricultural credit system of India in the light of economic liberalization measures.
- 2) To assess the magnitude of credit requirements of different categories of a sample borrowers household belonging of Dasarathpur block.
- 3) To examine the credit performance of cooperatives, commercial banks and RRBs in meeting the credit requirements.
- 4) To assess the share of non-institutional credit agencies in providing loans to sample borrowers.
- 5) To examine the credit utilization pattern of the sample borrowers and to investigate the extent in direction of credit diversion by them.
- 6) To analyse the borrower classwise demand for credit.
- 7) To find out the repayment and over- due of Bank credit.
- 8) To find out the credit deposit ratio.

HYPOTHESES OF THE STUDY

The present study is designed to test the following hypotheses-

- 1) The credit requirements of the borrower households is positively related to size of land holding.
- 2) That credit institutions are biased in supplying higher amount of credit to the non-farm sectors than the farm sectors.
- 3) That the non-institutional credit agencies plays a dominant role in providing credit to the sample borrowers.
- 4) That higher is the amount of average credit supply, higher is the percentage of default and defaulters.
- 5) That more number of willful defaulters belongs to higher income group.
- 6) That institutional credit influences the borrowers to change their occupation from non-farm activities to farm activities.

REVIEW OF LITERATURE

The study of literature and research on agricultural credit are very vast. The impact of credit on agriculture production, employment generation of rural people, use of agricultural inputs, increase in income of the household beneficiaries changes in the firm technology and occupational pattern, position of over-dues etc. have always remained in serious debate among the researchers across the country.

The topic "Institutional Credit and Rural development" has been regarded as the hunting ground of the many research scholars, study groups, export committees and agricultural economist as agriculture occupies the pride place in the Indian context. A sincere attempt has been made in this study to have a brief review of the estimation of credit requirement in agriculture sector.

Therefore, the availability of literature relating to the present study is too vast and it is impossible on the part of the researcher to make an exhaustive study. Hence the literature under review have been based on few dominant points i.e. a) The reflection of Union Budget of 2001-02 made by G. Srinivasan (a senior journalist based in Delhi). b) A case study made by Singh Gurmeet 2007 an importance of rural credit in Indian agriculture. c) A case study B.S. Meenakshi 2007 on micro credit to nobel on Prof. md. Yunus.

COLLECTION OF DATA

Collection of data is the process of enumeration together with the proper recording of results .Thus, collection of data which constitutes the raw materials of the statistical enquiry handled carefully to meet the purpose for which the enquiry is planned. Collection of data are two types:

- 1. Internal and External
- 2. Primary and Secondary.

Table No 1: FLOW OF INSTITUTIONAL CREDIT TO AGRICULTURAL

| Institutions | 2001-02 | 2002-03 | 2003-04 | 2004-05 | 2005-06 | 2006-07 |
|----------------------|---------|---------|---------|---------|---------|---------|
| Co-operative Banks | 23604 | 23716 | 26959 | 31424 | 39404 | 33147 |
| Percent Share | 38 | 34 | 31 | 25.1 | 21.8 | 22.2 |
| Regional Rural Banks | 4854 | 6070 | 7581 | 12404 | 15223 | 15170 |
| Percentage Share | 8 | 9 | 9 | 9.9 | 8.4 | 10.8 |
| Commercial Banks | 33587 | 39774 | 52441 | 81481 | 125859 | 100999 |
| Percentage Share | 54 | 57 | 60 | 68 | 69.8 | 67.6 |
| Total | 62045 | 69560 | 86981 | 125309 | 180486 | 149343 |

From the above table it is revealed that the flow of institutional credit to agriculture is highest by the commercial banks i.e. 69.8 % in the year of 2005-06 which declined to 67.6 % in the year of 2006-07.

Table No. 2: SAMPLE BORROWER HOUSEHOLDS

| Borrowers Category | Small & Marginal farmers | Medium & Large farmers | All farmers | Businessman & Traders | Transport Operator | Total |
|-------------------------------------|-----------------------------|---------------------------|-------------|--------------------------|-----------------------|-------|
| Total no. of borrowers | 232 | 1287 | 359 | 63 | 48 | 470 |
| Number of borrowers selected | 150 | 80 | 230 | 40 | 30 | 300 |
| Percentage of no. selected to total | | | | | | |

Sources – Record of the concerned credit institutions

TABLE NO. 3: REPAYMENT POSITION OF COMMERCIAL BANKS

| Borrowers category | | | No. of partial re-payers | No. of full defaulters Total no of defaulters | | Total nos. of borrowers | |
|--------------------------|--|----|-----------------------------|--|-----|-------------------------|--|
| Small & marginal farmers | | 18 | 43 | 92 | 135 | 153 | |
| Medium & large farmers | | 11 | 28 | 39 | 67 | 78 | |
| All farmers | | 29 | 71 | 131 | 202 | 231 | |
| Businessman & Traders | | 14 | 21 | 4 | 25 | 39 | |
| Transport Operators | | 13 | 17 | 0 | 17 | 30 | |
| All Borrowers | | 56 | 109 | 135 | 244 | 300 | |

Source – Record of financial institutions

The table reveals that there are 153 small & marginal farmers out of which 18 are only full re-payers, 43 are partial defaulters but 92 are full defaulters and 60.13 % are full defaulters, 28.11% are partial defaulters. So the small and marginal farmers are very low repayment capacity and the default is maximum among them.

TABLE NO. 4: REQUIREMENTS OF CREDIT

| Borrowers category | Small & marginal farmer | Medium & large farmers | All farmers | Businessman & Traders | Transport Operators | All Borrowers |
|-------------------------------|----------------------------|---------------------------|-------------|--------------------------|------------------------|------------------|
| Average credit requirement | | | | | | |
| Number of households | 153 | 78 | 23 | 39 | 30 | 300 |
| Amount of credit requirements | 470900 | 894900 | 1365300 | 999900 | 5197600 | 7562800 |
| Average amount of credit | 3077.77 | 11473.07 | 5910.38 | 25638.46 | 173253.46 | 25209.33 |

Credit requirements of the agricultural sectors are not easy to be determine. A farmers needs loans for diverse purpose which include both production and consumption. It is difficult to classify this loan as production loan or consumption loan. The average credit requirement is calculated by dividing the total credit requirements with the number of borrowers through the following table-

The table reveals that the average credit requirement of all categories of borrowers in case of small and marginal farmers annual credit requirement is Rs. 3077.77. Since small & marginal farmers use less fertilizer and other agricultural inputs the credit requirement is also relatively low.

FINDINGS

Prerequisite for an ideal agricultural credit system-

- a. That credit if granted at low of interest.
- b. That covers a long period commensurate with the length of the operation which it is supposed to solve.
- c. That should be adequately secure and more particularly to avoid any abuse of credit facilities but security should not necessarily be material, it should if necessary in form of personal credit secure mainly by the borrowers moral standing and family ability.
- d. That should be granted more particularly during the period of economic depression.

2. Principles of agricultural credit system-

- a. Credit must be used in accordance with the most suitable methods of science & technology.
- b. The terms and conditions of credit must be fully respected.
- c. Work must be done with skill as to increase the productivity and income.
- d. A part of the additional income created by credit must be saved.
- e. Loan installments must be repaid in time and regularly so as to recycle the credit.

3. Suitability and validity of rural credit system-

- a. All credit needs (short, medium and long) of the farmers should be meet.
- b. Credit is made available at near to his door-step as possible and when needed by the farmers.
- c. It should generate savings and accelerate economy growth at the socially desired growth rate.
- d. Supply and other services should be made available to the farmers.
- e. The borrowers should be encouraged to adapt new technologies without which sufficient capital can not be generated to repay loans.

4. Problems of rural credit-

- a. Lack of adequate, cheap and timely credit.
- b. Finance for special agricultural needs.
- c. Diversion of credit money.
- d. Lack of information.
- e. The problem of over dues.
- f. Weak legal enforcement of contracts.
- g. Mismanagement, corruption and lack of supervision.

CONCLUSIONS

After careful review of literature it is forth while to note the following remarks

- 1) Share of informal agencies in the rural credit has significantly declined but not completely eliminated.
- 2) The small and marginal farmers have limited access to institutional credit.
- 3) the economically well to-do borrowers use the borrowed fund in productive ways where they get assured income.
- 4) Mounting overdue and deterioration in recovery of loans have vitiated the whole atmosphere of lending in rural areas.
- 5) Due to lack of adequate staff, the field officers do not find time to make proper assessment of credit needs of rural people.

SUGGESTIONS

After careful study and considering several factors few important suggestions relating to the credit system of the financial institutions for rural people are as stated below –

- a) Introduction of prudential norms with time bound framework.
- b) Commercial banks should delink them from the sponsored RRBs by transferring their rural branches to the RRBs completely.
- c) The pre-lending appraisal like evaluation of agricultural product, assessment of external forces, availability of inputs are to be taken in to active consideration before lending the credit.
- d) Post-lending supervision and approaching the borrower in right time for proper utilization of credits may help in preventing credit diversion.
- e) The employees of the credit institutions are required to develop a positive attitude in creating friendly relation with the borrowers.
- f) Debt waiving awareness among the borrowers is harmful in respect of development.
- g) Creation of awareness among the borrowers households regarding the proper use of credit, increase of production is necessary.

REFERENCES

- 1. Acharya S.S(1986) "Green Revolution and farm employment". Indian journal of agricultural economics, VOL.XXVIII,No-2
- 2. Agarwal D.C, "Institutional credit for agriculture in Malwa". Indian Journal of agricultural Economics, VOL26, NO-4.
- 3. Aziz A.(1988)," Rural Artisans and Bank Credit,- Asish Publishing House New Delhi.
- 4. Banarjee P.K(1983)"Indian Agricultural Economy-Financing small farmers , Chetana Publications, New Delhi.
- 5. Basu S.K(1980)" Commercial Banks and agricultural Credit ", Allied Publishing Private Limited, New Delhi.
- 6. Das S.K(1991)" Banking Development in Odisha, (Ed) Economic development in Odisha, Vidyapuri, Cuttack.
- 7. Goyal O.P(1976), "Financial Institutions and Economic growth of India" Light and Life Publishers , New Delhi.

REQUEST FOR FEEDBACK

Dear Readers

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

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

If youhave 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

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, nor 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 is 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.







