INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT



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

Indexed & Listed at:

Ulrich's Periodicals Directory @, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

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 5555 Cities in 190 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

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	RANA PLAZA: A FAILURE OF GOVERNANCE DR. REVATHI IYER & DR. C N NARAYANA	1
_	CUSTOMERS' EXPECTATION AND MANAGEMENT'S PERCEPTION OF SERVICE QUALITY: A STUDY OF HOTEL	7
2.	INDUSTRY IN SELECTED CITIES OF TIGRAY REGION, ETHIOPIA	,
	GUESH BERHE GEBREMICHAEL & DR. AMARINDER SINGH	
3.	STATUS OF TRIBAL WOMEN IN AGRICULTURE	16
	DR. HEMA SRIKUMAR & C. ATHENA	
4.	WOMEN EMPOWERMENT THROUGH DISTRICT CO-OPERATIVE BANKS (DCBs) IN LUCKNOW AND	18
	AMBEDKAR NAGAR DISTRICTS IN UTTAR PRADESH	
	K. ANBUMANI & DR. X.L.X.WILSON	
5.	AN ASSESSMENT OF THE AWARENESS OF EMPLOYEE STATE INSURANCE CORPORATION AND ITS BENEFITS	38
	AMONG THE BENEFICIARIES IN COIMBATORE	
_	DR. N.A. KRISHNAMURTHI & D. SASIKALA AN EMPIRICAL STUDY OF PROFITABILITY ANALYSIS OF SELECTED COMPANIES IN INDIAN PAINT INDUSTRY	
6.	S.KAMALADEVI & DR. A. VIJAYAKUMAR	41
7.	PERFORMANCE ANALYSIS OF DISTRICT CENTRAL CO-OPERATIVE BANKS (DCCBs) IN TAMIL NADU - A STUDY	45
7.	K.MARAGATHAM & DR. P.KANNAPIRAN	45
8.	PROFITABILITY AND LIQUIDITY RATIOS ANALYSIS: AN EMPIRICAL STUDY OF SELECTED CEMENT COMPANIES	49
0.	IN ANDHRA PRADESH	-13
	B R MURTHY, V KIRANMAI & G. MALLAYYA	
9.	MICRO, SMALL AND MEDIUM ENTERPRISE IN INDIA: PERFORMANCE, TRENDS AND CHALLENGES	53
	DR. N. LALITHA & DR. G. ARTI	
10 .	ROLE OF PRIMARY AGRICULTURAL CO-OPERATIVE SOCIETY (PACS) IN AGRICULTURAL DEVELOPMENT IN	58
	INDIA	
	DR. YASHODA	64
11.	THE USE STUDY OF NEW COMMUNICATION TECHNOLOGY FOR ELECTRONIC COMMERCE CONSUMER NIU LUNG-GUANG	61
12.	FALLING LABOUR'S SHARE OF INCOME	70
12.	NEHA GUPTA	70
13.	TRENDS OF FDI IN INDIAN RETAIL SECTOR	74
	DR. S. G. VAIDYA	
14.	A STUDY ON THE BANKING OMBUDSMAN SCHEME	76
	SHITAL GANESH KENE	
15 .	TESTING TECHNICAL INDICATORS: A STUDY WITH SPECIAL REFERENCE TO CNX IT	80
	S. NAGARAJAN	
16 .	GREEN HRM – A NEW PERSPECTIVE TO PROMOTE ENVIRONMENT MANAGEMENT SYSTEM INITIATIVES	85
47	AMRITA P. TAIDE	
17 .	LENDING PRACTICES OF PRIVATE AND PUBLIC BANKS OF TAKHATPUR: A COMPARATIVE STUDY SWATI PANDEY & DR. ARCHANA AGRAWAL	88
18.	IDENTIFICATION OF SIGNIFICANT FINANCIAL RATIOS FOR DIAGNOSIS OF FINANCIAL DISTRESS IN INDIAN	96
10.	POWER INDUSTRIES BY PARALLEL ANALYSIS USING MONTE CARLO SIMULATION	30
	PARAG RAY & DR. G. SUNITHA	
19.	IMPACT OF NABARD IN JAMMU AND KASHMIR ECONOMY THE STUDY OF CREDIT FACILITIES AND CREDIT	100
	ISSUES IN BARAMULLA DISTRICT	
	RIZWAN QAYOOM	
20.	REASONS AND FACTORS INFLUENCING SMSE: LEARNINGS OF SICKNESS IN UNREGISTERED INDIAN	103
	INDUSTRIES	
	UMME KULSUM	
	REQUEST FOR FEEDBACK & DISCLAIMER	112

CHIEF PATRON

Prof. (Dr.) 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. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ADVISOR

Prof. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR.

Dr. R. K. SHARMA

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

FORMER CO-EDITOR

Dr. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

Dr. TEGUH WIDODO

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

Dr. M. S. SENAM RAJU

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

Dr. JOSÉ G. VARGAS-HERNÁNDEZ

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

Dr. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

Dr. CHRISTIAN EHIOBUCHE

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

Dr. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

Dr. MIKE AMUHAYA IRAVO

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya **Dr. SANJIV MITTAL**

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

Dr. NEPOMUCENO TIU

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

Dr. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

Dr. KAUP MOHAMED

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

Dr. DHANANJOY RAKSHIT

Dean, Faculty Council of PG Studies in Commerce and Professor & Head, Department of Commerce, Sidho-Kanho-Birsha University, Purulia

Dr. NAWAB ALI KHAN

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

Dr. ANA ŠTAMBUK

Head of Department of Statistics, Faculty of Economics, University of Rijeka, Rijeka, Croatia

SUNIL KUMAR KARWASRA

Principal, Aakash College of Education, ChanderKalan, Tohana, Fatehabad

Dr. SHIB SHANKAR ROY

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

Dr. S. P. TIWARI

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

Dr. SRINIVAS MADISHETTI

Professor, School of Business, Mzumbe University, Tanzania

Dr. ABHAY BANSAL

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

Dr. ARAMIDE OLUFEMI KUNLE

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

Dr. ANIL CHANDHOK

Professor, University School of Business, Chandigarh University, Gharuan

RODRECK CHIRAU

Associate Professor, Botho University, Francistown, Botswana

Dr. OKAN VELI ŞAFAKLI

Associate Professor, European University of Lefke, Lefke, Cyprus

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

Dr. KEVIN LOW LOCK TENG

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

Dr. BORIS MILOVIC

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

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

Dr. IQBAL THONSE HAWALDAR

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

Dr. DEEPANJANA VARSHNEY

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

Dr. MOHENDER KUMAR GUPTA

Associate Professor, Government College, Hodal

Dr. BIEMBA MALITI

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

Dr. ALEXANDER MOSESOV

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

Dr. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

Dr. FERIT ÖLÇER

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

Dr. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

Dr. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

YU-BING WANG

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

Dr. SAMBHAVNA

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

Dr. KIARASH JAHANPOUR

Research Adviser, Farabi Institute of Higher Education, Mehrshahr, Karaj, Alborz Province, Iran

Dr. MELAKE TEWOLDE TECLEGHIORGIS

Faculty, College of Business & Economics, Department of Economics, Asmara, Eritrea

Dr. SHIVAKUMAR DEENE

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

Dr. THAMPOE MANAGALESWARAN

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

Dr. VIKAS CHOUDHARY

Faculty, N.I.T. (University), Kurukshetra

SURAJ GAUDEL

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

Dr. DILIP KUMAR JHA

Faculty, Department of Economics, Guru Ghasidas Vishwavidyalaya, Bilaspur

FORMER TECHNICAL ADVISOR

AMITA

FINANCIAL ADVISORS

DICKEN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

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

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

<u>SUPERINTENDENT</u>

SURENDER KUMAR POONIA

1.

CALL FOR MANUSCRIPTS

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

Anybody can submit the soft copy of unpublished novel; original; empirical and high quality research work/manuscript anytime in 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 LOK SORMISS	IUN UT MANUSCRIPI
COVERING LETTER FOR SUBMISSION:	
	DATED:
THE EDITOR	
IJRCM	
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF	
(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Co	mputer/IT/ Education/Psychology/Law/Math/other, please
<mark>specify</mark>)	
DEAR SIR/MADAM	
Please find my submission of manuscript titled 'your journals.	' for likely publication in one o
I hereby affirm that the contents of this manuscript are original. Furtfully or partly, nor it is under review for publication elsewhere.	hermore, it has neither been published anywhere in any language:
I affirm that all the co-authors of this manuscript have seen the subtheir names as co-authors.	mitted version of the manuscript and have agreed to inclusion of
Also, if my/our manuscript is accepted, I agree to comply with the f	ormalities as given on the website of the journal. The Journal ha
discretion to publish our contribution in any of its journals.	
NAME OF CORRESPONDING AUTHOR	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:

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

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)

Landline Number (s) with country ISD code

E-mail Address

Nationality

Alternate E-mail Address

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. <u>pdf.</u> <u>version</u> is liable to be rejected without any consideration.
- b) The sender is required to mention the following in the SUBJECT COLUMN of the mail:
 - **New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below 1000 KB.
- e) Only the Abstract will not be considered for review and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
- 2. MANUSCRIPT TITLE: The title of the paper should be typed in **bold letters**, **centered** and **fully capitalised**.
- 3. AUTHOR NAME (S) & AFFILIATIONS: Author (s) name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address should be given underneath the title.
- 4. ACKNOWLEDGMENTS: Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
- 5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150** to **300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
- 6. **KEYWORDS**: Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
- 7. **JEL CODE**: Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
- 8. **MANUSCRIPT**: Manuscript must be in <u>BRITISH ENGLISH</u> prepared on a standard A4 size <u>PORTRAIT SETTING PAPER</u>. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.
- 9. HEADINGS: All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
- 10. **SUB-HEADINGS**: All the sub-headings must be bold-faced, aligned left and fully capitalised.
- 11. MAIN TEXT:

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

LIMITATIONS

SCOPE FOR FURTHER RESEARCH

REFERENCES

APPENDIX/ANNEXURE

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

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

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

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

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

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

CONFERENCE PAPERS

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

UNPUBLISHED DISSERTATIONS

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

ONLINE RESOURCES

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

WEBSITES

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

WOMEN EMPOWERMENT THROUGH DISTRICT CO-OPERATIVE BANKS (DCBs) IN LUCKNOW AND AMBEDKAR NAGAR DISTRICTS IN UTTAR PRADESH

K. ANBUMANI ASSOCIATE PROFESSOR INSTITUTE OF CO-OPERATIVE & CORPORATE MANAGEMENT, RESEARCH AND TRAINING LUCKNOW

DR. X.L.X.WILSON ASSOCIATE PROFESSOR, SRI RAMAKRISHNA MISSION VIDYALAYA COLLEGE OF ARTS & SCIENCE, COIMBATORE VISITING SCHOLAR UNIVERSITY OF HELSINKI FINLAND

ABSTRACT

Women Empowerment is a process by which the one without power gains the required power so that she can enjoy greater control over her life. Cooperatives worldwide act as the protection shield of weak and vulnerable in their times of difficulties and in that sense they render invaluable services to them (including women) who struggle to manage various socio-economic challenges in their day to day life. However studies on the role of District Co-operative Banks (DCBs) in promoting women empowerment in India are only few in numbers and those available studies have also covered mostly the socio-economic aspect only. This study attempts to cover the complete spectrum of empowerment namely the economic, social, legal, political, physical and psychological empowerment of women members of DCBs examined from 5 different angles namely the category, literacy, age, family income and family size of the sample respondents. On the basis of the findings some suggestions are also given to the DCBs in this connection.

KEYWORDS

Uttar Pradesh, women empowerment, district co-operative banks.

WOMEN EMPOWERMENT

The term women empowerment can be defined as "a process of making women powerful, so that they can take their own decisions regarding their lives and wellbeing in the families as well as in the society". This means enabling the women to get their rightful share in the society at par with their male counterparts.

CO-OPERATIVES AND WOMEN EMPOWERMENT

"A co-operative is an autonomous association of persons united voluntarily to meet their common economic, social and cultural needs and aspirations through a jointly owned and democratically controlled enterprise" (ICA). Cooperative institutions act as the shield that protect the weak and vulnerable in their times of difficulties and in that sense they render invaluable services to the women who struggle to manage various socio-economic challenges in their day to day life. Cooperatives finance and encourage women folks to undertake various Income Generating Activities (IGA) and help them to overpower the vicious circle of poverty and achieve empowerment in life.

Cooperatives offer number of employment opportunities to women, now they serve as branch managers, accountants, assistants, etc. They allow women to act as directors in various boards of co-operative banks and societies thereby started ensuring their active participation in administrative practices and in decision making processes also.

STATEMENT OF THE PROBLEM

Studies related to women empowerment through DCBs were hardly conducted and the few studies found available had also not covered the complete spectrum of women empowerment. Hence it was decided to conduct an empirical study to examine the role of DCBs in promoting 6 aspects of women empowerment from 5 different angles.

RESEARCH OBJECTIVES

The objectives of the present research study are as follows;

- 1. To evaluate the role of DCBs and their branches in promoting the women empowerment activities from the (i). Economic (ii) Social (iii).Legal (iv). Political (v). Physical and (vi). Psychological angles.
- 2. To suggest improvement in the banking policies / practices (if any) which may help the DCBs and their branches to incorporate so that the objective of women empowerment may be achieved by them still better?

RESEARCH HYPOTHESIS

The null hypothesis used in this research is that "There is no significant difference between the women empowerment achieved by the women members before and after taking membership in DCBs".

RESEARCH METHODOLOGY

The study is an empirical research conducted using the Field Survey Technique. The researcher has used both primary and secondary data in this study. The primary data were collected from the selected women members of the sample units (DCBs) and the secondary data were gathered from the various records and registers of the selected DCBs, Government offices and other sources including the internet.

Sampling Technique: The researcher has used the Multi-stage Stratified Random Sampling for the present study as shown below:

(A). Selection of Respondents from DCBs / DCB Branches

Stage I - Selection of the District: There were 75 revenue districts existing in the State of Uttar Pradesh. The researcher has selected two revenue districts namely (i). Lucknow and (ii). Ambedkar Nagar so as to compare the role of co-operatives towards women empowerment in the well-developed State Capital as well as in a less developed revenue district.

Stage II - Selection of DCB Branches: There were 23 branches functioning under DCB Lucknow and 10 branches under DCB Ambedkar Nagar. On the basis of their annual business turnover, all these 33 branches were stratified into three distinct strata namely,

- (a). High performing (Annual Turnover above Rs. 1 Cr)
- (b). Medium performing and (Annual Turnover between Rs. 50 Lakh Rs. 1 Cr)
- (c). Low performing branches (Annual Turnover less than Rs. 50 Lakh)

Out of these 33 DCB branches 8 branches were identified as high performing, 11 branches were identified as medium performing and 14 branches were identified as low performing branches as displayed in *Table No.1.1*. It was decided to short list 18 DCB branches (12 from Lucknow and 6 from Ambedkar Nagar) for this study.

TABLE NO. 1: STRATIFICATION OF DCB BRANCHES BASED ON THEIR BUSINESS TURNOVER

Name of the DCB	High Performing DCB Branches	Medium Performing DCB Branches	Low Performing DCB Branches
1. Lucknow DCB / DCB Branches (23 Branches)	1. Main Br. Lko	1. Kapuri	1. Sahadat Ganj
	2. Bandra	2. Mal	2. Extension Counter (Parag)
	3. SGPGI	3. Mohanlal Ganj	3. Extension Counter (ICCMRT)
	4. Aliganj	4. Kanpur Road	4. Arjun Nagar
	5. Chinhat	5. Lattoos Road	5. Chander Nagar
	6. Gomti Nagar	6. Vikas Nagar	6. Toja
		7. Nishat Ganj	7. Malihabad
		8. BakshiKaTalab	8. Nagaron
			9. Gosain Ganj
2. Ambedkar Nagar DCB / DCB Branches	1. Akbarpur	1. Katehari	1. Bhriyawan
(10 Branches)	2. Jalalpur	2. Tanda	2. JaghangirGanj
		3. Ram Nagar	3. Buskhari
			4. Bhiyavan
			5. Bhiti

Stage III – Selection of the Respondents: The women members were grouped into 3 categories namely General, OBC and SC/ST. 6 respondents (3 literates; 3 illiterates) from each of these 3 categories were selected. Thus from all the 18 DCB branches a total of 324 sample respondents (18 x 18) were selected for this study as shown in Table No. 1.2.

TABLE NO. 2: SAMPLING PLAN FOR SELECTING MEMBER RESPONDENTS FROM DCBs

Stage	I	II	III							
	District	DCB Branches	Respondents from DCB Branches							
Sampling Procedure	Simple Random	Stratified Random Sam-	Stratified Random Sampling							
Adopted		pling								
	Selection of the sample	Stratification of DCB	Stratification of Women Members based on their categories and their literacy				eir literacy			
	districts using the lottery	Branches based on their	status							
	method	volume of turnover Sample Branches of DCB		General OB		OBC SC/ST		/ ST	Total no. of	
				Lit	Illit	Lit	Illit	Lit	Illit	Respondents
Number of sample	1. Lucknow	High Performing	4	3	3	3	3	3	3	4 x 18 = 72
units selected from		Medium Performing	4	3	3	3	3	3	3	4 x 18 = 72
each category un-		Low Performing	4	3	3	3	3	3	3	4 x 18 = 72
der each of the 3 stages	2. Ambedkar Nagar	High Performing	2	3	3	3	3	3	3	2 x 18 = 36
	N	Medium Performing	2	3	3	3	3	3	3	2 x 18 = 36
		Low Performing	2	3	3	3	3	3	3	2 x 18 = 36
		Total	18							18 x 18 = 324

Area of Research: The present study has covered the entire revenue districts of Lucknow (8 blocks) and Ambedkar Nagar (9 blocks) in Uttar Pradesh.

Period of Research: The researcher has covered a period of ten years from 2005-06 to 2014-15. For gathering data from the individual women respondents, the researcher has considered only the latest year i.e., 2014-15.

Sources of Data: The researcher has used both the primary and secondary data for the present study. The secondary data have been collected from the records, registers and reports etc., of the selected DCBs and their branches. The primary data were gathered from the selected respondents through the personal interview technique.

Tools used for Data Collection: The researcher has used 2 different Schedules for collecting the Primary data as shown below. The schedules were constructed with all the details required for the said research.

- 1. Schedule for selected DCBs / DCB Branches.
- 2. Schedule for sample respondents representing the DCBs / DCB Branches.

Validation of the Interview Schedules using Pilot Study: A pilot study was conducted from 10thFeb 2014 to 21stFeb 2014 in the districts of Lucknow and Ambedkar Nagar covering 5 respondents each from 4 selected DCB Branches. On the basis of the findings, the interview schedules were moderated and were finally used by the researcher for data collection.

Field Work: The field work was conducted from April 2014 to March 2015. The researcher, after creating a good rapport with the officials of DCBs had collected the required data. The respondents were contacted at their convenient times and locations.

Frame Work of Analyses: The interview schedules were coded by providing dummy numbers for facilitating computerization. The researcher has applied Chisquare test to find out the relationship between the independent factors such as category, literacy, age, family income and family size.

Scope of the Study: Women worldwide are being empowered through cooperatives, raising their incomes, becoming self-reliant and steadily progressing in the struggle of overcoming gender stereotypes. Yet the pace and coverage of women empowerment efforts and achievements in general and through co-operatives in particular, is still below the mark which necessitates the Indian co-operatives still to go long miles for which the findings of this study may be useful.

Limitations of the Study: The study is confined only to two selected districts Lucknow and Ambedkar Nagar where the total number of districts is as large as 75. Also the findings of this study conducted in a co-operatively underdeveloped state, may not be equally generalized to the co-operative institutions functioning in co-operatively developed states.

TABLE 3				
Women Empowerment throu	igh DCBs			
	Increased ownership value to productive assets including land			
	2. Increased banking knowledge and number of banking transactions			
	3. Increased awareness to various loan schemes			
	4. Easy accessibility of bank loan to initiate self-employment effort			
	5. Adequacy of bank loan to carry out self-employment effort			
1 5	6. Increased average monthly income			
1. Economic Empowerment	7. Increased freedom to spend the income generated			
	8. Increased average monthly expenses for necessary items			
	9. Increased average monthly expenses for luxury items			
	10. Increased average monthly savings by the women member			
	11. Decrease in the dependence upon the private money lenders			
	12. Increased economic status-overall perception			
	13. Increased family support to self-employment effort			
	14. Increased outside support to self-employment effort			
2. Social Empowerment	15. Increased freedom to travel distant places for business purpose			
	16. Increased freedom to be engaged in social / community activities			
	17. Increased average monthly education expenses for girl child / children			
	18. Increased social status – overall perception			
	19. Adequacy of women specific legal protection in the state of Uttar Pradesh			
	20. Satisfaction over the functioning of such legal protections in the state			
	21. Adequacy of women specific legal provisions in DCB			
3. Legal Empowerment	22. Satisfaction over the functioning of such legal provisions in DCB			
	23. Whether the member has taken any legal guidance from the DCB			
	24. Increased legal awareness and confidence – overall perception			
	25. Increased political / administrative awareness			
	26. Increased events of women member contesting in DCB/PRI elections etc			
	27. Freedom to take and execute office decisions without other's influence			
4. Political Empowerment	28. Active participation in office/ administrative meetings			
	29. Increased room for women member's opinion in household decisions			
	30. Increased political / leadership / decision making skills – overall perception			
	31. Increased awareness towards health and sanitary practices			
	32. Increased average monthly expenses for quality medical services			
	33. Increased average monthly expenses for hygiene and nutritious food items			
5. Physical Empowerment	34. Decreased number / frequency of hospital visits for self and girl child			
	35. Increased event of taking health insurance among women members			
	36. Increased physical wellness – overall perception			
	37. Increased self-confidence due to DCB assistance & starting of new business			
	38. Increased motivation due to DCB assistance & starting of new business			
6. Psychological	39. Increased mental strength due to increased space in household decisions			
Empowerment	40. Increased confidence to initiate any work / shoulder responsibilities			
	41. Increased skills & attitude to face challenges optimistically			
	42. Increased self-esteem and psychological satisfaction – overall perception			
L	1			

The researcher has studied the 6 aspects of women empowerment (I. Economic Empowerment, II. Social Empowerment, III. Legal Empowerment, IV. Political Empowerment, V. Physical Empowerment and VI. Psychological Empowerment) achieved by the women members of DCBs in Lucknow and Ambedkar Nagar Districts in Uttar Pradesh from 5 different angles (i. Category wise, ii. Literacy wise, iii. Age wise, iv. Family income wise and v. Family size wise) as displayed below; I. Category: General 108, OBC 108 and SC / ST 108.

IV. Family Income: High income (Above Rs. 4500 / Month) 62, Middle income (Rs. 1500 - Rs. 4500 / Month) 98 & Low income (Up to Rs. 1500 / Month) 164.

TABLE 4

Table Values used for Chi-Square Test					
Degrees of Freedom (d.f) 90 % 95 % 99 %					
1	2.706	3.841	6.635		
2	4.605	5.991	9.210		

I. Economic Empowerment: The Economic Empowerment achieved by women members after availing financial assistance from the DCB branches for initiating their self-employment ventures was assessed by the researcher by asking the following 12 questions (1-12).

(i). DCB: Economic Empowerment (Category wise) - Crosstab

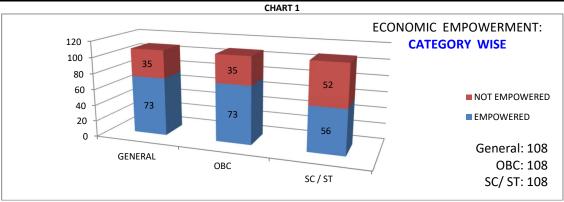
TABLE 5

CATEGORY	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL	
GENERAL	Count	73	35	108	
GENERAL	% within category	67.60%	32.40%	100.00%	
ОВС	Count	73	35	108	
OBC	% within category	67.60%	32.40%	100.00%	
SC / ST	Count	56	52	108	
30/31	% within category	51.85 %	48.15%	100.00%	
TOTAL	Count	202	122	324	
IUIAL	% within category	62.34 %	37.66 %	100.00%	
Chi-Square Test	Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks	
Pearson Chi-Square	21.056 ^a	9.210	2	Significant at 1% level	

II. Literacy: Literate 162 and Illiterates 162.

III. Age: Young (Up to 25 Years) 97, Middle (26 to 45 Yr) 142 & Old (Above 45 Years) 85.

V. Family Size: Small Family (2 + 1 Child), Medium Family (2 + 2 Children) & Large Family (2 + 3 and above children).



(i). Economic Empowerment – Category wise: The above analysis of economic empowerment (category wise) indicates that out of 108 respondents taken from the General category 73 (67.60 %) were found to be economically empowered. The same is repeated in case of OBC respondents also. However among the 108 respondents chosen from the SC / ST population only 56 (51.85 %) were reported to be empowered. i.e., the attainment of economic empowerment is comparatively higher in case of General and OBC categories than that of the SC / ST category members. The calculated Chi-Square value 21.056a is higher than the table value (9.210) at 1 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the economic empowerment attained by the women respondents (category wise) before and after taking membership in these DCBs.

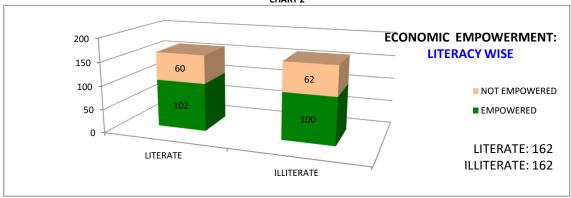
(ii). DCB: Economic Empowerment (Literacy wise) - Crosstab

TABLE 6

LITERACY	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
LITERATE	Count	102	60	162
LITERATE	% within Literacy	62.96 %	37.04 %	100.00%
ILLITERATE	Count	100	62	162
ILLITERATE	% within Literacy	61.73 %	38.27 %	100.00%
TOTAL	Count	202	122	324
TOTAL	% within Literacy	62.34 %	37.66 %	100.00%

Chi-Square Test					
Statistical Test	Calculated Value	Table value	d.f.	Remarks	
Pearson Chi-Square	13.156 ^a	6.635	1	Significant at 1% level	





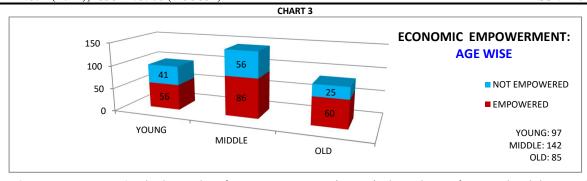
(ii). Economic Empowerment – Literacy wise: The above analysis of economic empowerment (literacy wise) indicates that out of 162 literate respondents taken for this study 102 (62.96 %) were found to be economically empowered. In case of 162 illiterate respondents taken for this study 100 (61.73 %) were found to be economically empowered. i.e., the attainment of economic empowerment is found bit higher in case of literate members as their literacy level combined with their optimistic attitude had induced them to show additional involvement in their business. The calculated Chi-Square value 13.156^a is higher than the table value (6.635) at 1 % significance level with d.f. 1. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the economic empowerment attained by the women respondents (literacy wise) before and after taking membership in these DCBs.

(iii). DCB: Economic Empowerment (Age wise) - Crosstab

TABLE 7

AGE	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
YOUNG	Count	56	41	97
TOUNG	% within age	57.73 %	42.27 %	100.00%
MIDDLE	Count	86	56	142
IVIIDDLE	% within age	60.56 %	39.44 %	100.00%
OLD	Count	60	25	85
OLD	% within age	70.59 %	29.41 %	100.00%
TOTAL	Count	202	122	324
TOTAL	% within age	62.34 %	37.66 %	100.00%

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	22.269 ^a	9.210	2	Significant at 1% level



(iii). Economic Empowerment - Age wise: The above analysis of economic empowerment (age wise) indicates that out of 97 respondents belonging to the young age group observed in this study 56 (57.73 %) were found to be economically empowered. Similarly out of 142 and 85 respondents belonging to the middle and old age groups observed 86 (60.56 %) and 60 (70.59 %) were found to be economically empowered respectively. i.e., the attainment of economic empowerment is found to be more in case of old and middle age groups than that of the young age group respondents because of their business experience and maturity. The calculated Chi-Square value 22.269a is higher than the table value (9.210) at 1 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the economic empowerment attained by the women respondents (age wise) before and after taking membership in these DCBs.

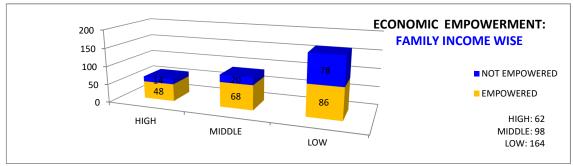
(iv). DCB: Economic Empowerment (Family Income wise) - Crosstab

TABLE 8

FAMILY INCOME	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
	Count	48	14	62
HIGH	% within F. Income	77.42 %	22.58 %	100.00%
MIDDLE	Count	68	20	98
	% within F. Income	69.39 %	30.61 %	100.00%
LOW	Count	86	78	164
	% within F. Income	52.44 %	47.56 %	100.00%
TOTAL	Count	202	122	324
TOTAL	% within F. Income	62.34 %	37.66 %	100.00%

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	30.990 ^a	9.210	2	Significant at 1% level

CHART 4



income group observed in this study 48 (77.42 %) were found to be economically empowered. Similarly out of 98 and 164 respondents belonging to the middle and old age groups observed 68 (69.39 %) and 86 (52.44 %) were found to be economically empowered respectively. i.e., the attainment of economic empowerment is found to be more in case of high income groups than that of the respondents from other groups. The calculated Chi-Square value 30.990^a is much higher than the table value (9.210) at 1 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the economic empowerment attained by the women respondents (family income wise) before and after taking membership in these

nomic Empowerment - Family Income wise: The above analysis of economic empowerment (age wise) indicates that out of 62 respondents belonging to the high

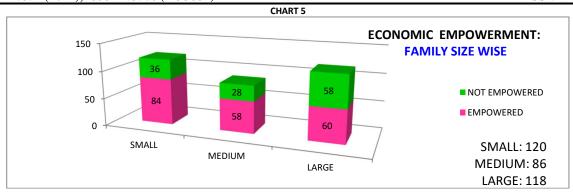
(v). DCB: Economic Empowerment (Family Size wise) - Crosstab

(iii).

TABLE 9

FAMILY SIZE	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
60.4411	Count	84	36	120
SMALL	% within F. Size	70.00 %	30.00 %	100.00%
NACDILINA.	Count	58	28	86
MEDIUM	% within F. Size	67.44 %	32.56 %	100.00%
LARGE	Count	60	58	118
	% within F. Size	50.85 %	49.15 %	100.00%
TOTAL	Count	202	122	324
	% within F. Size	62.34 %	37.66 %	100.00%

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	19.247 ^a	9.210	2	Significant at 1% level



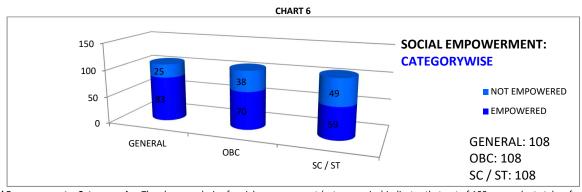
(v). Economic Empowerment – Family Size wise: The above analysis of economic empowerment (family size wise) indicates that out of 120 respondents belonging to the small family size observed in this study 84 (70.00 %) were found to be economically empowered. Similarly out of 86 and 118 respondents belonging to the medium and large family size groups observed 58 (67.44 %) and 60 (50.85 %) were found to be economically empowered respectively. i.e., the attainment of economic empowerment is found to be very low in case of respondents belonging to large family groups. This is because, the income generated is consumed by more number of non-earning dependents in family which prevent these women members to make sufficient investment in business which minimizes their income levels. The calculated Chi-Square value 19.247° is higher than the table value (9.210) at 1 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the economic empowerment attained by the women respondents (family size wise) before and after taking membership in these DCBs.

II. Social Empowerment: The Social Empowerment achieved by women members after availing financial assistance from the DCB branches for initiating their self-employment ventures was assessed by the researcher by asking the following 6 questions (13 – 18).

(i). DCB: Social Empowerment (Category wise) - Crosstab

TABLE 10

CATEGORY	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL	
OFNIED AL	Count	83	25	108	
GENERAL	% within category	76.85%	23.15%	100.00%	
OBC	Count	70	38	108	
OBC	% within category	64.80%	35.20%	100.00%	
SC / ST	Count	59	49	108	
30 / 31	% within category	54.63%	45.37%	100.00%	
TOTAL	Count	212	112	324	
TOTAL	% within category	65.43 %	34. 57 %	100.00%	
Chi-Square Test					
Statistical Test	Calculated Value	Table value	d.f.	Remarks	
Pearson Chi-Square	31.817 ^a	9.210	2	Significant at 1% level	



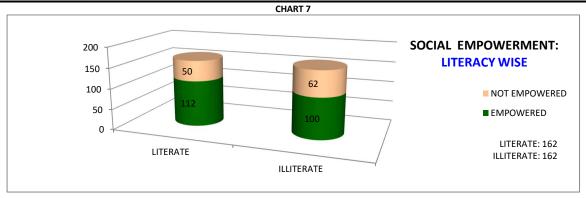
(i). Social Empowerment – Category wise: The above analysis of social empowerment (category wise) indicates that out of 108 respondents taken from each of the General and OBC category 83 (76.85 %) and 70 (64.80 %) were found to be socially empowered respectively. However among the 108 respondents chosen from the SC / ST population only 59 (54.63 %) were reported to be socially empowered. i.e., the attainment of social empowerment is comparatively higher in case of General and OBC categories than that of the SC / ST category members. The calculated Chi-Square value 31.817^a is higher than the table value (9.210) at 1 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the social empowerment attained by the women respondents (category wise) before and after taking membership in these DCBs.

(ii). DCB: Social Empowerment (Literacy wise) – Crosstab

TABLE 11

LITERACY	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
LITERATE	Count	112	50	162
LIIERAIE	% within Literacy	69.10%	30.90%	100.00%
ILLITERATE	Count	100	62	162
ILLITERATE	% within Literacy	61.70%	38.30%	100.00%
TOTAL	Count	212	112	324
TOTAL	% within Literacy	65.43 %	34. 57 %	100.00%

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	14.965 ^a	6.635	1	Significant at 1% level



(ii). Social Empowerment – Literacy wise: The above analysis of social empowerment (literacy wise) indicates that out of 162 literate respondents taken for this study 112 (69.10 %) were found to be socially empowered. In case of 162 illiterate respondents taken for this study 100 (61.70 %) were found to be socially empowered. i.e., the attainment of social empowerment is found to be higher in case of literate members as their awareness level, confidence level and involvement in business are better due to their education. The calculated Chi-Square value 14.965° is higher than the table value (6.635) at 1 % significance level with d.f.

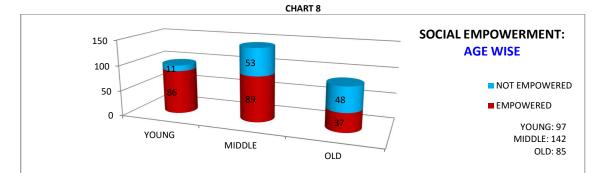
1. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the social empowerment attained by the women respondents (literacy wise) before and after taking membership in these DCBs.

(iii). DCB: Social Empowerment (Age wise) - Crosstab

TABLE 12

INDEL 12					
AGE	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL	
YOUNG	Count	86	11	97	
YOUNG	% within age	88.66 %	11.34 %	100.00%	
MIDDLE	Count	89	53	142	
MIDDLE	% within age	62.68 %	37.32 %	100.00%	
OLD	Count	37	48	85	
OLD	% within age	43.53 %	56.47 %	100.00%	
TOTAL	Count	212	112	324	
IOIAL	% within age	65.43 %	34. 57 %	100.00%	

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	22.996 ^a	9.210	2	Significant at 1 % level



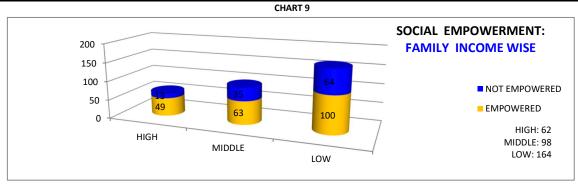
(iii). Social Empowerment – Age wise: The above analysis of economic empowerment (age wise) indicates that out of 97 respondents belonging to the young age group observed in this study 86 (88.66 %) were found to be economically empowered. Similarly out of 142 and 85 respondents belonging to the middle and old age groups observed 89 (62.68 %) and 37 (43.53 %) were found to be economically empowered respectively. i.e., the attainment of social empowerment is found to be more in case of young respondents than that of the other age groups because of their active involvement and attitude suitable for new challenges in business. The calculated Chi-Square value 22.996^a is higher than the table value (9.210) at 1 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the social empowerment attained by the women respondents (age wise) before and after taking membership in these DCBs.

(iv). DCB: Social Empowerment (Family Income wise) - Crosstab

TABLE 13

FAMILY INCOME	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL			
	Count	49	13	62			
HIGH	% within F. Income	79.03 %	20.97 %	100.00%			
MIDDLE	Count	63	35	98			
	% within F. Income	64.28 %	35,72 %	100.00%			
LOW	Count	100	64	164			
	% within F. Income	60.97 %	39.03 %	100.00%			
TOTAL	Count	212	112	324			
	% within F. Income	65.43 %	34. 57 %	100.00%			

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	28.736 ^a	9.210	2	Significant at 1% level



(iv). Social Empowerment – Family Income wise: The above analysis of economic empowerment (family income wise) indicates that out of 62 respondents belonging to the high income group observed in this study 49 (79.03 %) were found to be economically empowered. Similarly out of 98 and 164 respondents belonging to the middle and low income groups observed 63 (64.28 %) and 100 (60.97 %) were found to be economically empowered respectively. i.e., the attainment of social empowerment is found to be more in case of high income group followed by the middle and low income groups. The calculated Chi-Square value 28.736° is higher than the table value (9.210) at 1 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the social empowerment attained by the women respondents (family income wise) before and after taking membership in these DCBs.

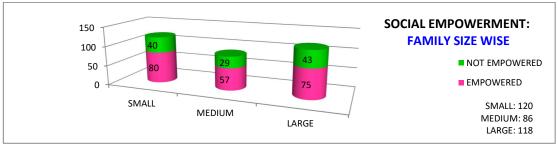
(v). DCB: Social Empowerment (Family Size wise) - Crosstab

TABLE 14

FAMILY SIZE	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL		
SMALL	Count	80	40	120		
SIVIALL	% within F. Size	66.66 %	33.34 %	100.00%		
MEDIUM	Count	57	29	86		
	% within F. Size	66.28 %	33.72 %	100.00%		
LARGE	Count	75	43	118		
	% within F. Size	63.56 %	36.44 %	100.00%		
TOTAL	Count	212	112	324		
TOTAL	% within F. Size	65.43 %	34. 57 %	100.00%		

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	3.279 ^a	4.605	2	Insignificant at 10 % level





(v). Social Empowerment – Family Size wise: The above analysis of economic empowerment (family size wise) indicates that out of 120 respondents belonging to the small family size observed in this study 80 (66.66 %) were found to be economically empowered. Similarly out of 86 and 118 respondents belonging to the medium and large family size groups observed 57 (66.28 %) and 75 (63.56 %) were found to be economically empowered respectively. i.e., the attainment of social empowerment is found to be similar almost in all cases thus did not reveal any specific difference in the empowerment level attained. The calculated Chi-Square value 3.279° is lower than the table value (4.605) at 10 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is accepted as it was found that there is no significant difference in the social empowerment attained by the women respondents (family size wise) before and after taking membership in these DCBs.

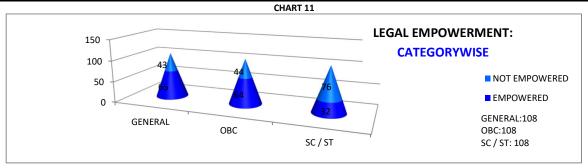
III. Legal Empowerment: The Legal Empowerment achieved by women members after getting contact with the DCB branches as a member was assessed by the researcher by asking the following 6 questions (19 – 24).

(i). DCB: Legal Empowerment (Category wise) - Crosstab

TABLE 15

CATEGORY	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
GENERAL	Count	65	43	108
GENERAL	% within category	60.20%	39.80%	100.00%
ОВС	Count	64	44	108
OBC	% within category	59.30%	40.70%	100.00%
SC / ST	Count	32	76	108
30/31	% within category	29.60%	70.40%	100.00%
TOTAL	Count	161	163	324
TOTAL	% within category	49.70%	50.30%	100.00%

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	8.314 ^a	5.991	2	Significant at 5 % level



(i). Legal Empowerment - Category wise: The above analysis of legal empowerment (category wise) indicates that out of 108 respondents taken from the General category 65 (60.20 %) were found to be legally empowered. Almost the same is repeated in case of OBC respondents also 64 (59.30 %). However among the 108 respondents chosen from the SC / ST population only 32 (29.60 %) were reported to be legally empowered. i.e., the attainment of legal empowerment is equal in both the cases of General and OBC categories respondents and is much higher than the legal empowerment achieved by the SC / ST category respondents. The calculated Chi-Square value 8.3143 is higher than the table value (5.991) at 5 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the legal empowerment attained by the women respondents (category wise) before and after taking membership in these DCBs.

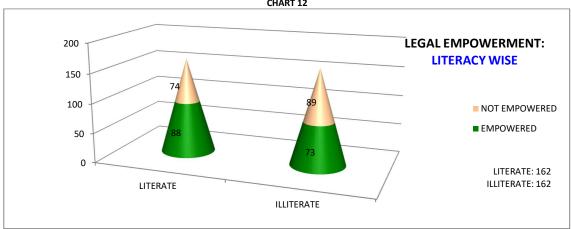
(ii). DCB: Legal Empowerment (Literacy wise) - Crosstab

TABLE 16

LITERACY	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
LITERATE	Count	88	74	162
LITERATE	% within Literacy	54.30%	45.70%	100.00%
ILLITERATE	Count	73	89	162
ILLITERATE	% within Literacy	45.10%	54.90%	100.00%
TOTAL	Count	161	163	324
IOIAL	% within Literacy	49.70%	50.30%	100.00%

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	5.978ª	3.841	1	Significant at 5 % level





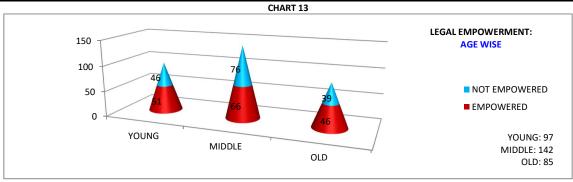
(ii). Legal Empowerment - Literacy wise: The above analysis of legal empowerment (literacy wise) indicates that out of 162 literate respondents taken for this study 88 (54.30 %) were found to be legally empowered. In case of 162 illiterate respondents taken for this study 73 (45.10 %) were found to be legally empowered. i.e., the attainment of legal empowerment is found higher in case of literate members as their awareness and involvement level in group activities was found to be strong due to the confidence derived from their literacy status. The calculated Chi-Square value 5.978 is higher than the table value (3.841) at 5 % significance level with d.f. 1. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the legal empowerment attained by the women respondents (literacy wise) before and after taking membership in these DCBs.

(iii). DCB: Legal Empowerment (Age wise) - Crosstab

TABLE 17

AGE	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
YOUNG	Count	51	46	97
TOUNG	% within age	52.58 %	47.42 %	100.00%
MIDDLE	Count	66	76	142
MIDDLE	% within age	46.48 %	53.52 %	100.00%
OLD	Count	46	39	85
OLD	% within age	54.12 %	45.88 %	100.00%
TOTAL	Count	161	163	324
IOIAL	% within age	49.70%	50.30%	100.00%

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	3.223 ^a	4.605	2	Insignificant at 10 % level

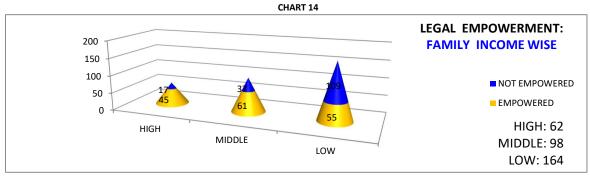


(iii). Legal Empowerment – Age wise: The above analysis of economic empowerment (age wise) indicates that out of 97 respondents belonging to the young age group observed in this study 51 (52.58 %) were found to be economically empowered. Similarly out of 142 and 85 respondents belonging to the middle and old age groups observed 66 (46.48 %) and 46 (54.12 %) were found to be economically empowered respectively. i.e., the attainment of legal empowerment was found to be more or less similar in all cases and thus did not reveal significant difference. The calculated Chi-Square value 3.223° is lower than the table value (4.605) at 10 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is accepted as it was found that there is no significant difference in the legal empowerment attained by the women respondents (age wise) before and after taking membership in these DCBs.

(iv). DCB: Legal Empowerment (Family Income wise) - Crosstab

TABLE 18					
FAMILY INCOME	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL	
HIGH	Count	45	17	62	
пійп	% within F. Income	72.58 %	27.42 %	100.00%	
MIDDLE	Count	61	37	98	
MIDDLE	% within F. Income	62.24 %	37.76 %	100.00%	
LOW	Count	55	109	164	
LOW	% within F. Income	33.54 %	66.46 %	100.00%	
TOTAL	Count	161	163	324	
TOTAL	% within F. Income	49.70%	50.30%	100.00%	

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	9.135 ^a	5.991	2	Significant at 5 % level



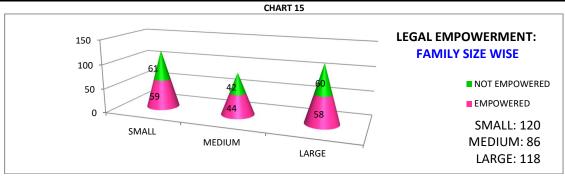
(iv). Legal Empowerment – Family Income wise: The above analysis of economic empowerment (family income wise) indicates that out of 62 respondents belonging to the high income group observed in this study 45 (72.58 %) were found to be economically empowered. Similarly out of 98 and 164 respondents belonging to the middle and low-income groups observed 61 (62.24 %) and 55 (33.54 %) were found to be economically empowered respectively. i.e., the attainment of legal empowerment was found to be more in case of high income group respondents followed by the middle income groups. Increased business income brings increased involvement in other aspects also, including legal involvement. The calculated Chi-Square value 9.135³ is much higher than the table value (5.991) at 5 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the legal empowerment attained by the women respondents (family income wise) before and after taking membership in these DCBs.

(v). DCB: Legal Empowerment (Family Size wise) - Crosstab

TΑ	ΒI	F	19

FAMILY SIZE	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
SMALL	Count	59	61	120
SIVIALL	% within F. Size	49.16 %	50.84 %	100.00%
MEDIUM	Count	44	42	86
MEDIUM	% within F. Size	51.16 %	48.84 %	100.00%
LARGE	Count	58	60	118
LANGE	% within F. Size	49.15 %	50.85 %	100.00%
TOTAL	Count	161	163	324
IOIAL	% within F. Size	49.70%	50.30%	100.00%

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	3.012 ^a	4.605	2	Insignificant at 10 % level



(v). Legal Empowerment – Family Size wise: The above analysis of economic empowerment (family size wise) indicates that out of 120 respondents belonging to the small family size observed in this study 59 (49.16 %) were found to be economically empowered. Similarly out of 86 and 118 respondents belonging to the medium and large family size groups observed 44 (51.16 %) and 58 (49.15 %) were found to be economically empowered respectively. i.e., the attainment of legal empowerment was found to be similar in almost all cases and thus did not show any significant difference among them. The calculated Chi-Square value 3.012° is lower than the table value (4.605) at 10 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is accepted as it was found that there is no significant difference in the legal empowerment attained by the women respondents (family size wise) before and after taking membership in these DCBs.

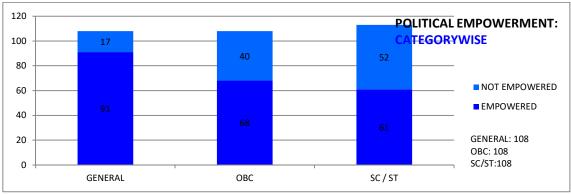
IV. Political Empowerment: The Political Empowerment achieved by women respondents after taking membership in DCB branches was assessed by the researcher by asking the following 6 questions (25 –30).

(i). DCB: Political Empowerment (Category wise) - Crosstab

TA	BL	Ε	2
----	----	---	---

TABLE 20					
CATEGORY	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL	
GENERAL	Count	91	17	108	
GENERAL	% within category	84.30%	15.70%	100.00%	
OBC	Count	68	40	108	
OBC	% within category	63.00%	37.00%	100.00%	
SC / ST	Count	61	47	108	
30 / 31	% within category	56.50%	43.50%	100.00%	
TOTAL	Count	220	104	324	
IUIAL	% within category	67.90%	32.10%	100.00%	
Chi-Square Test					
Statistical Test	Calculated Value	Table value	d.f.	Remarks	
Pearson Chi-Square	30.930 ^a	9.210	2	Significant at 1% level	



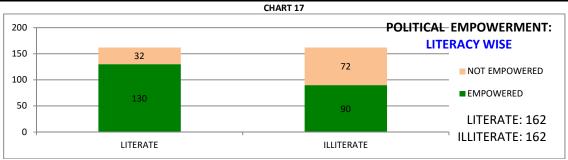


(i). Political Empowerment – Category wise: The above analysis of political empowerment (category wise) indicates that out of 108 respondents taken from each of the General and OBC category 91 (84.30 %) and 68 (63.00 %) were found to be politically empowered respectively. However among the 108 respondents chosen from the SC / ST population only 61 (56.50 %) were reported to be politically empowered. i.e., the attainment of political empowerment is comparatively higher in case of General category respondents than that of the OBC and SC / ST categories. The calculated Chi-Square value 30.930³ is higher than the table value (9.210) at 1 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the political empowerment attained by the women respondents (category wise) before and after taking membership in these DCBs.

(ii). DCB: Political Empowerment (Literacy wise) - Crosstab

TABLE 21

LITERACY	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
LITERATE	Count	130	32	162
LITERATE	% within Literacy	80.20%	19.80%	100.00%
ILLITERATE	Count	90	72	162
ILLITERATE	% within Literacy	55.60%	44.40%	100.00%
TOTAL	Count	220	104	324
TOTAL	% within Literacy	67.90%	32.10%	100.00%
Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	15.657ª	6.635	1	Significant at 1% level



(ii). Political Empowerment – Literacy wise: The above analysis of political empowerment (literacy wise) indicates that out of 162 literate respondents taken for this study 130 (80.20 %) were found to be politically empowered. In case of 162 illiterate respondents taken for this study 90 (55.60 %) were found to be politically empowered. i.e., the attainment of political empowerment is found to be much higher in case of literate members as their awareness level and confidence level to involve in political / administrative activities are better due to their education.

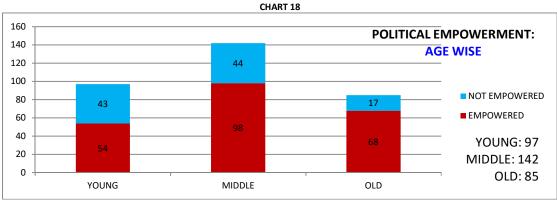
The calculated Chi-Square value 15.657^a is higher than the table value (6.635) at 1 % significance level with *d.f.* 1. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the political empowerment attained by the women respondents (literacy wise) before and after taking membership in these DCBs.

(iii). DCB: Political Empowerment (Age wise) - Crosstab

TABLE 22

	TABLE EL						
AGE	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL			
YOUNG	Count	54	43	97			
TOUNG	% within age	55.67 %	44.33 %	100.00%			
MIDDLE	Count	98	44	142			
MIDDLE	% within age	69.01 %	30.99 %	100.00%			
OLD	Count	68	17	85			
OLD	% within age	80.00 %	20.00 %	100.00%			
TOTAL	Count	220	104	324			
TOTAL	% within age	67.90%	32.10%	100.00%			

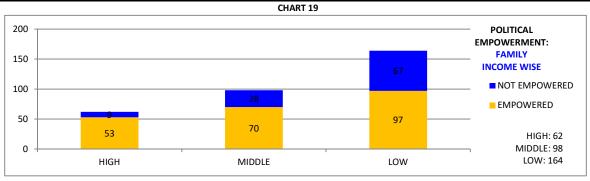
Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	25.508 ^a	9.210	2	Significant at 1% level



(iii). Political Empowerment – Age wise: The above analysis of economic empowerment (age wise) indicates that out of 97 respondents belonging to the young age group observed in this study 54 (55.67 %) were found to be economically empowered. Similarly out of 142 and 85 respondents belonging to the middle and old age groups observed 98 (69.01 %) and 68 (80.00 %) were found to be economically empowered respectively. i.e., the attainment of political empowerment is found to be better in case of old age group respondents followed by young and middle age group respondents. The calculated Chi-Square value 25.508° is higher than the table value (9.210) at 1 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the political empowerment attained by the women respondents (age wise) before and after taking membership in these DCBs. (iv). DCB: Political Empowerment (Family Income wise) – Crosstab

TABLE 23

FAMILY INCOME	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
HIGH	Count	53	9	62
пічп	% within F. Income	85.48 %	14.52 %	100.00%
MIDDLE	Count	70	28	98
WIIDDLE	% within F. Income	71.43 %	28.57 %	100.00%
LOW	Count	97	67	164
LOW	% within F. Income	59.15 %	40.85 %	100.00%
TOTAL	Count	220	104	324
TOTAL	% within F. Income	67.90%	32.10%	100.00%
Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	33.198 ^a	9.210	2	Significant at 1 % level



(iv). Political Empowerment – Family Income wise: The above analysis of economic empowerment (family income wise) indicates that out of 62 respondents belonging to the high income group observed in this study 53 (85.48 %) were found to be economically empowered. Similarly out of 98 and 164 respondents belonging to the middle and low income groups observed 70 (71.43 %) and 97 (59.15 %) were found to be economically empowered respectively. i.e., the attainment of political empowerment is found to be more in case of high income group followed by the middle income and low income groups. The calculated Chi-Square value 33.198^a is higher than the table value (9.210) at 1 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the political empowerment attained by the women respondents (family income wise) before and after taking membership in these DCBs.

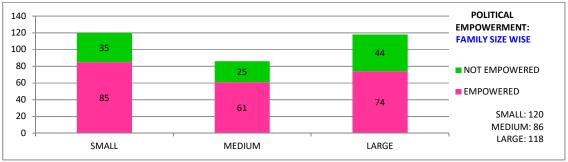
(v). DCB: Political Empowerment (Family Size wise) - Crosstab

T 4		24

FAMILY SIZE	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
SMALL	Count	85	35	120
SIVIALL	% within F. Size	70.83 %	29.17 %	100.00%
MEDIUM	Count	61	25	86
INIEDIOM	% within F. Size	70.93 %	29.07 %	100.00%
LARGE	Count	74	44	118
LARGE	% within F. Size	62.72 %	37.28 %	100.00%
TOTAL	Count	220	104	324
IOIAL	% within F. Size	67.90%	32.10%	100.00%

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	4.112 ^a	4.605	2	Insignificant at 10 % level





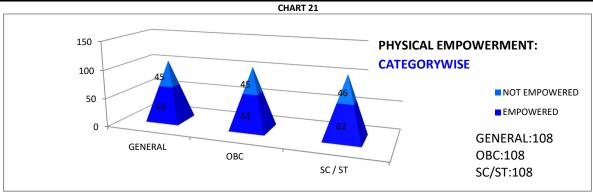
(v). Political Empowerment – Family Size wise: The above analysis of economic empowerment (family size wise) indicates that out of 120 respondents belonging to the small family size observed in this study 85 (70.83 %) were found to be economically empowered. Similarly out of 86 and 118 respondents belonging to the medium and large family size groups observed 61 (70.93 %) and 74 (62.72 %) were found to be economically empowered respectively. i.e., the attainment of political empowerment is found to be almost similar in all cases thus did not reveal significant difference in the level of political empowerment attained by these different groups. The calculated Chi-Square value 4.112a is lower than the table value (4.605) at 10 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is accepted as it was found that there is no significant difference in the political empowerment attained by the women respondents (family size wise) before and after taking membership in these DCBs.

V. Physical Empowerment: The Physical Empowerment achieved by women respondents after taking membership in DCB branches was assessed by the researcher by asking the following 6 questions (31–36).

(i). DCB: Physical Empowerment (Category wise) - Crosstab

TABLE 25

TABLE 23					
CATEGORY	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL	
GENERAL	Count	63	45	108	
GENERAL	% within category	58.33 %	41.67 %	100.00%	
ОВС	Count	63	45	108	
OBC	% within category	58.33 %	41.67 %	100.00%	
SC / ST	Count	62	46	108	
30/31	% within category	57.40 %	42.60 %	100.00%	
TOTAL	Count	188	136	324	
TOTAL	% within category	58.00%	42.00%	100.00%	
Chi-Square Test					
Statistical Test	Calculated Value	Table value	d.f.	Remarks	
Pearson Chi-Square	3.634a	4.605	2	Insignificant at 10 % level	



(i). Physical Empowerment – Category wise: The above analysis of physical empowerment (category wise) indicates that out of each of the 108 respondents taken from the General, OBC and SC/ST category respondents 63 (58.33 %), 63 (58.33 %) and 62 (57.40 %) were found to be physically empowered respectively. i.e., the attainment of physical empowerment by all the cases did not differ significantly as they were indicating similar results altogether. The calculated Chi-Square value 3.634° is lower than the table value (4.605) at 10 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is accepted as it was found that there is no significant difference in the physical empowerment attained by the women respondents (category wise) before and after taking membership in these DCBs.

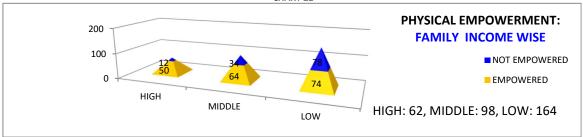
(ii). DCB: Physical Empowerment (Literacy wise) - Crosstab

TABLE 26

LITERACY	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
LITERATE	Count	114	48	162
LITERATE	% within Literacy	70.40%	29.60%	100.00%
ILLITERATE	Count	74	88	162
ILLITERATE	% within Literacy	45.70%	54.30%	100.00%
TOTAL	Count	188	136	324
IOIAL	% within Literacy	58.00%	42.00%	100.00%

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	5.763ª	3.841	1	Significant at 5% level

CHART 22

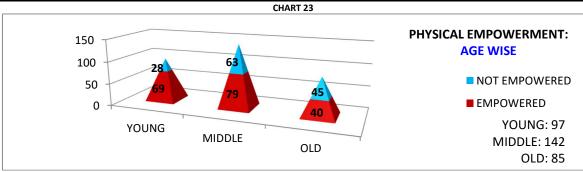


(ii). Physical Empowerment – Literacy wise: The above analysis of physical empowerment (literacy wise) indicates that out of 162 literate respondents taken for this study 114 (70.40 %) were found to be physically empowered. In case of 162 illiterate respondents taken for this study 74 (45.70 %) were found to be physically empowered. i.e., the attainment of physical empowerment is found higher in case of literate members as their awareness and involvement level in group activities was found to be strong due to the confidence derived from their literacy status. The calculated Chi-Square value 5.763° is higher than the table value (3.841) at 5 % significance level with d.f. 1. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the physical empowerment attained by the women respondents (literacy wise) before and after taking membership in these DCBs.

(iii). DCB: Physical Empowerment (Age wise) - Crosstab

TABLE 27

AGE	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
YOUNG	Count	69	28	97
	% within age	71.13 %	28.87 %	100.00%
MIDDLE	Count	79	63	142
MIDDLE	% within age	55.64 %	44.36 %	100.00%
OLD	Count	40	45	85
OLD	% within age	47.06 %	52.94 %	100.00%
TOTAL	Count	188	136	324
IOIAL	% within age	58.00%	42.00%	100.00%
Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	6.544ª	5.991	2	Significant at 5 % level



(iii). Physical Empowerment – Age wise: The above analysis of economic empowerment (age wise) indicates that out of 97 respondents belonging to the young age group observed in this study 69 (71.13 %) were found to be economically empowered. Similarly out of 142 and 85 respondents belonging to the middle and old age groups observed 79 (55.64 %) and 40 (47.06 %) were found to be economically empowered respectively. i.e., the attainment of physical empowerment is found to be more in case of young age groups than that of the middle and old age group respondents because of their positive attitude and high level business involvement. The calculated Chi-Square value 6.544a is higher than the table value (5.991) at 5 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the physical empowerment attained by the women respondents (age wise) before and after taking membership in these DCBs.

(iv). DCB: Physical Empowerment (Family Income wise) - Crosstab

TABLE 28					
FAMILY INCOME	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL	
HIGH	Count	50	12	62	
піоп	% within F. Income	80.64 %	19.36 %	100.00%	
MIDDLE	Count	64	34	98	
MIDDLE	% within F. Income	65.30 %	34.70 %	100.00%	
LOW	Count	74	90	164	
LOW	% within F. Income	45.12 %	54.88 %	100.00%	
TOTAL	Count	188	136	324	
IOIAL	% within F. Income	58.00%	42.00%	100.00%	
Chi-Square Test					
Statistical Test	Calculated Value	Table value	d.f.	Remarks	
Pearson Chi-Square	9.038a	5.991	2	Significant at 5 % level	

CHART 24 PHYSICAL EMPOWERMENT: 200 **FAMILY INCOME WISE** 150 100 ■ NOT EMPOWERED 34 50 EMPOWERED HIGH: 62 HIGH MIDDLE MIDDLE: 98 LOW LOW: 164

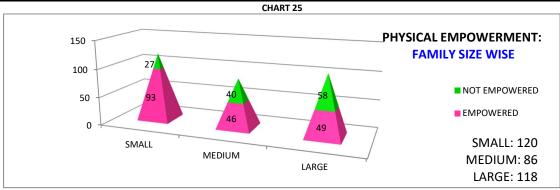
(iv). Physical Empowerment – Family Income wise: The above analysis of economic empowerment (family income wise) indicates that out of 62 respondents belonging to the high income group observed in this study 50 (80.64 %) were found to be economically empowered. Similarly out of 98 and 164 respondents belonging to the middle and low income groups observed 64 (65.30 %) and 74 (45.12 %) were found to be economically empowered respectively. i.e., the attainment of physical empowerment is found to be more in case of high income group respondents followed by the middle income group. This is because, the high income group was affordable to increased expenses for better medical services and for buying hygiene and nutritious food and thus were found to be more fit and healthy than the other respondents. The calculated Chi-Square value 9.038° is much higher than the table value (5.991) at 5 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the physical empowerment attained by the women respondents (family income wise) before and after taking membership in these DCBs.

(v). DCB: Physical Empowerment (Family Size wise) - Crosstab

TABLE 29

FAMILY SIZE	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
SMALL	Count	93	27	120
SIVIALL	% within F. Size	78.81 %	21.19 %	100.00%
MEDIUM	Count	46	40	86
MEDIOM	% within F. Size	43.52 %	56.48 %	100.00%
LARGE	Count	49	69	118
LARGE	% within F. Size	33.85 %	66.15 %	100.00%
TOTAL	Count	188	136	324
	% within F. Size	58.00%	42.00%	100.00%

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	8.018 ^a	5.991	2	Significant at 5 % level



(v). Physical Empowerment – Family Size wise: The above analysis of economic empowerment (family size wise) indicates that out of 120 respondents belonging to the small family size observed in this study 93 (78.81 %) were found to be economically empowered. Similarly out of 86 and 118 respondents belonging to the medium and large family size groups observed 46 (43.52 %) and 49 (33.85 %) were found to be economically empowered respectively. i.e., the attainment of physical empowerment was found to be very high in case of respondents belonging to small family groups. This is because, their small family levels brings comparatively minimum family burden which they could effectively utilize in involving themselves in the business activities of the groups. The calculated Chi-Square value 8.018 is higher than the table value (5.991) at 5 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the physical empowerment attained by the women respondents (family size wise) before and after taking membership in these DCRs

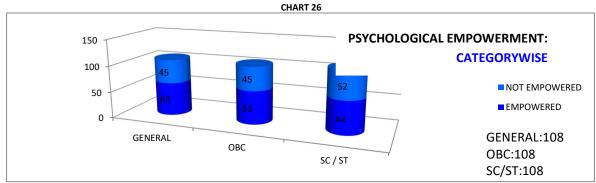
VI. Psychological Empowerment: The Psychological Empowerment achieved by women respondents after taking membership in DCB branches was assessed by the researcher by asking the following 6 questions (37–42).

TABLE 20

(i). DCB: Psychological Empowerment (Category wise) - Crosstab

TABLE 30					
CATEGORY	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL	
GENERAL	Count	90	18	108	
GENERAL	% within category	83.33 %	16.67 %	100.00%	
ОВС	Count	76	32	108	
	% within category	70.37 %	29.63%	100.00%	
SC / ST	Count	69	39	108	
30/31	% within category	63.88%	36.12%	100.00%	
TOTAL	Count	235	89	324	
TOTAL	% within category	72.53%	27.47%	100.00%	
Chi-Square Test	•				

Statistical TestCalculated ValueTable valued.f.RemarksPearson Chi-Square20.627a9.2102Significant at 1% level



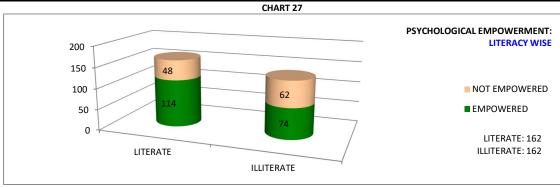
(i). Psychological Empowerment – Category wise: The above analysis of psychological empowerment (category wise) indicates that out of 108 respondents taken from each of the General, OBC and SC/ST categories 90 (83.33 %), 76 (70.37 %) and 69 (63.88 %) were found to be psychologically empowered respectively. i.e., the attainment of psychological empowerment was the highest in case of General category respondents and the lowest in case of SC / ST category respondents. The calculated Chi-Square value 20.627a is higher than the table value (9.210) at 1 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the psychological empowerment attained by the women respondents (category wise) before and after taking membership in these DCBs.

(ii). DCB: Psychological Empowerment (Literacy wise) - Crosstab

TABLE 31

LITERACY	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
LITERATE	Count	139	23	162
LIIERAIE	% within Literacy	85.80 %	14.20%	100.00%
ILLITERATE	Count	96	66	162
ILLITERATE	% within Literacy	59.26 %	40.74 %	100.00%
TOTAL	Count	235	89	324
IOIAL	% within Literacy	72.53%	27.47%	100.00%

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	16.832ª	6.635	1	Significant at 1 % level



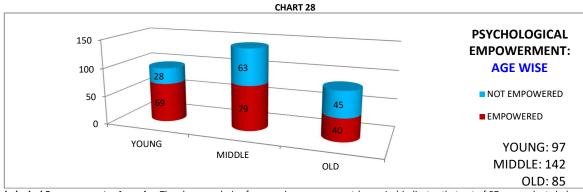
(ii). Psychological Empowerment – Literacy wise: The above analysis of psychological empowerment (literacy wise) indicates that out of 162 literate respondents taken for this study 139 (85.80 %) were found to be psychologically empowered. In case of 162 illiterate respondents taken for this study 96 (59.26 %) were found to be psychologically empowered. i.e., the attainment of psychological empowerment is found to be higher in case of literate members as their awareness level and confidence level to access psychological support are better due to their education. The calculated Chi-Square value 16.832a is higher than the table value (6.635) at 1 % significance level with d.f. 1. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the psychological empowerment attained by the women respondents (literacy wise) before and after taking membership in these DCBs.

(iii). DCB: Psychological Empowerment (Age wise) - Crosstab

TABLE 32

AGE	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL			
YOUNG	Count	58	39	97			
YOUNG	% within age	59.79 %	40.21 %	100.00%			
MIDDLE	Count	108	34	142			
MIDDLE	% within age	76.06%	23.94 %	100.00%			
OLD	Count	69	16	85			
OLD	% within age	81.18 %	18.82 %	100.00%			
TOTAL	Count	235	89	324			
IOIAL	% within age	72.53%	27.47%	100.00%			

Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	25.304 ^a	9.210	2	Significant at 1 % level

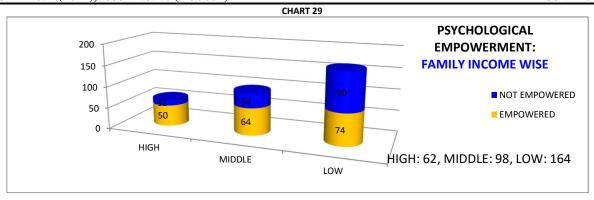


(iii). Psychological Empowerment – Age wise: The above analysis of economic empowerment (age wise) indicates that out of 97 respondents belonging to the young age group observed in this study 58 (59.79 %) were found to be economically empowered. Similarly out of 142 and 85 respondents belonging to the middle and old age groups observed 108 (76.06 %) and 69 (81.18 %) were found to be economically empowered respectively. i.e., the attainment of psychological empowerment is found to be more in case of old age group respondents (as co-operative is their only source of assistance) followed by middle and young age group respondents respectively. The calculated Chi-Square value 25.304³ is higher than the table value (9.210) at 1 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the psychological empowerment attained by the women respondents (age wise) before and after taking membership in these DCBs.

(iv). DCB: Psychological Empowerment (Family Income wise) – Crosstab

TABLE 33

FAMILY INCOME	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
HIGH	Count	56	6	62
піоп	% within F. Income	90.32 %	9.68 %	100.00%
MIDDLE	Count	78	20	98
MIDDLE	% within F. Income	79.59 %	20.41 %	100.00%
LOW	Count	101	63	164
LOW	% within F. Income	61.58 %	38.42 %	100.00%
TOTAL	Count	235	89	324
IUIAL	% within F. Income	72.53%	27.47%	100.00%
Chi-Square Test				
Statistical Test	Calculated Value	Table value	d.f.	Remarks
Pearson Chi-Square	35.461 ^a	9.210	2	Significant at 1% level

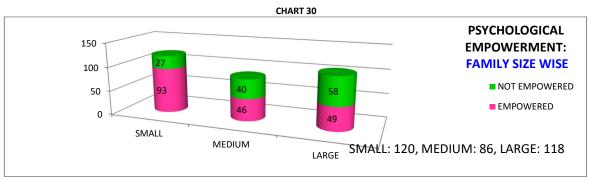


(iv). Psychological Empowerment – Family Income wise: The above analysis of economic empowerment (family income wise) indicates that out of 62 respondents belonging to the high income group observed in this study 56 (90.32 %) were found to be economically empowered. Similarly out of 98 and 164 respondents belonging to the middle and low income groups observed 78 (79.59 %) and 101 (61.58 %) were found to be economically empowered respectively. i.e., the attainment of psychological empowerment is found to be more in case of high income group respondents followed by middle and low income group respondents respectively. The calculated Chi-Square value 35.461° is higher than the table value (9.210) at 1 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the psychological empowerment attained by the women respondents (family income wise) before and after taking membership in these DCBs.

(v). DCB: Psychological Empowerment (Family Size wise) - Crosstab

FAMILY SIZE	COUNT AND %	EMPOWERED	NOT EMPOWERED	TOTAL
SMALL	Count	124	27	120
SIVIALL	% within F. Size	82.10%	17.90%	100.00%
MEDILINA	Count	59	49	86
MEDIUM	% within F. Size	54.60%	45.40%	100.00%
LARCE	Count	52	13	118
LARGE	% within F. Size	80.00%	20.00%	100.00%
TOTAL	Count	235	89	324
IOIAL	% within F. Size	72.53%	27.47%	100.00%

Chi-Square Test								
Statistical Test	Calculated Value	Table value	d.f.	Remarks				
Pearson Chi-Square	18.159 ^a	9.210	2	Significant at 1% level				



(v). Psychological Empowerment – Family Size wise: The above analysis of economic empowerment (family size wise) indicates that out of 120 respondents belonging to the small family size observed in this study 124 (82.10 %) were found to be economically empowered. Similarly out of 86 and 118 respondents belonging to the medium and large family size groups observed 59 (54.60 %) and 52 (80.00 %) were found to be economically empowered respectively. i.e., the attainment of psychological empowerment is found to be the highest in case of small family groups followed by large size family groups. It was the least in case of medium family size groups. The calculated Chi-Square value 18.159a is higher than the table value (9.210) at 1 % significance level with d.f. 2. This means that the null hypothesis of 'no difference' is rejected as it was found that there is a significant difference in the psychological empowerment attained by the women respondents (family size wise) before and after taking membership in these DCBs.

TABLE 35: WOMEN EMPOWERMENT ACHIEVED THROUGH DCBS IN SAMPLE DISTRICTS: CHI-SQUARE TEST RESULTS

I. Economic Empowerment	Cal. Value	Table Value	d.f	Remarks
i. Category wise	21.056ª	9.210	2	Significant at 1% level
ii. Literacy wise	13.156ª	6.635	1	Significant at 1 % level
iii. Age wise	22.269ª	9.210	2	Significant at 1 % level
iv. Family Income wise	30.990ª	9.210	2	Significant at 1 % level
v. Family Size wise	19.247ª	9.210	2	Significant at 1 % level
II. Social Empowerment	Cal. Value	Table Value	d.f	Remarks
i. Category wise	31.817 ^a	9.210	2	Significant at 1 % level
ii. Literacy wise	14.965ª	6.635	1	Significant at 1 % level
iii. Age wise	22.996ª	9.210	2	Significant at 1 % level
iv. Family Income wise	28.736ª	9.210	2	Significant at 1 % level
v. Family Size wise	3.279 ^a	4.605	2	Insignificant at 10 % level
III. Legal Empowerment	Cal. Value	Table Value	d.f	Remarks
i. Category wise	8.314ª	5.991	2	Significant at 5 % level
ii. Literacy wise	5.978ª	3.841	1	Significant at 5 % level
iii. Age wise	3.223ª	4.605	2	Insignificant at 10 % level
iv. Family Income wise	9.135ª	5.991	2	Significant at 5 % level
v. Family Size wise	3.012a	4.605	2	Insignificant at 10 % level
IV. Political Empowerment	Cal. Value	Table Value	d.f	Remarks
i. Category wise	30.930ª	9.210	2	Significant at 1 % level
ii. Literacy wise	15.657ª	6.635	1	Significant at 1 % level
iii. Age wise	25.508ª	9.210	2	Significant at 1 % level
iv. Family Income wise	33.198ª	9.210	2	Significant at 1 % level
v. Family Size wise	4.112 ^a	4.605	2	Insignificant at 10 % level
V. Physical Empowerment	Cal. Value	Table Value	d.f	Remarks
i. Category wise	3.634ª	4.605	2	Insignificant at 10 % level
ii. Literacy wise	5.763ª	3.841	1	Significant at 5% level
iii. Age wise	6.544ª	5.991	2	Significant at 5 % level
iv. Family Income wise	9.038 ^a	5.991	2	Significant at 5 % level
v. Family Size wise	8.018 ^a	5.991	2	Significant at 5 % level
VI. Psychological Empower	Cal. Value	Table Value	d.f	Remarks
i. Category wise	20.627ª	9.210	2	Significant at 1 % level
ii. Literacy wise	16.832ª	6.635	1	Significant at 1 % level
iii. Age wise	25.304ª	9.210	2	Significant at 1% level
iv. Family Income wise	35.461ª	9.210	2	Significant at 1 % level
v. Family Size wise	18.159ª	9.210	2	Significant at 1 % level
Overall Empowerment	Cal. Value	Table Value	d.f	Remarks
i. Category wise	23.428 ^a	9.210	2	Significant at 1 % level
ii. Literacy wise	15.832ª	6.635	1	Significant at 1 % level
iii. Age wise	27.214ª	9.210	2	Significant at 1 % level
iv. Family Income wise	32.093ª	9.210	2	Significant at 1 % level
IV. I diffilly income wise				

Cal. Value: Calculated Value, d.f: Degrees of Freedom

FINDINGS RELATED TO SERVICES AVAILED & SATISFACTION LEVEL

Ranking for the services availed by the women members in DCBs: The researcher in order to understand the extent of services availed by the women members in the concerned DCBs collected the following information from the member respondents and analyzed the same as given below;

TABLE 36: ANALYSIS OF THE SERVICES OF DCB – USING GARRETT'S RANKING TECHNIQUE

Rank for Services availed		1	II	Ш	IV	V	VI	Total Score	Mean Score	Dank
	Х	77	63	54	45	36	23			Rank
Smoodly managering	f	265	20	15	10	5	9	324	71.95	1
Speedy processing	fx	20405	1260	810	450	180	207	23312		1
Transparency in processing	f	15	59	72	15	148	15	324	46.62	4
Transparency in processing	fx	1155	3717	3888	675	5328	345	15108	46.63	
Low interest rate	f	10	15	10	194	80	15	324	43.86	5
Low interest rate	fx	770	945	540	8730	2880	345	14210		
NA	f	20	5	148	82	59	10	324	49.05	3
Member friendly employees	fx	1540	315	7992	3690	2124	230	15891		
Least documentation	f	4	216	58	13	27	6	324	57.85 2	2
	fx	308	13608	3132	585	972	138	18743		
Comfortable recovery	f	10	9	21	10	5	269	324	28.67	6
	fx	770	567	1134	450	180	6187	9288		
Total		324	324	324	324	324	324			
Note: Scale value, f= No. of Respondents and fx = Score value										

Among the various services provided by the DCB to women borrowers, the 6 top most services were handpicked by the researcher for knowing borrower's priorities and their ranking. Among the listed services the respondents had expressed their satisfaction based preferential ranks for speedy processing of loan application, least documentation, member friendly employees, transparency in processing, low interest rate and comfortable recovery in that order.

FINDINGS RELATED TO PROBLEMS FACED BY MEMBERS

Ranking for the problems faced by the women members in DCBs: The researcher in order to understand the extent of problems faced by the women respondents while availing bank loan from DCB for their own IGAs. The problems faced by the women members that needed to be given immediate attention were identified as follows;

Problems faced in DCB which needs immediate attention

TABLE 37

Problem faced	Frequency	Percent
No Problem	77	23.8
Yes	247	76.2
Total	324	100

Although as 247 (76.20 %) respondents informed that they had faced one or the other kind of problem while availing bank services, especially while taking bank loans for business.

Analysis of the problems faced by women members at DCBs (Garrett's Ranking Technique)

TABLE 38

TABLE 50									
8. Rank for Problem faced		1	П	Ш	IV	٧	Total Score	Mean Score	Rank
	Х	75	60	50	39	24	Total Score		
Dalassia auranaiaa	F	15	18	57	125	32	247	43.31	4
Delay in processing	fx	1125	1080	2850	4875	768	10698	45.51	4
Surety related issues	F	3	17	26	45	156	247	32.57	5
	fx	225	1020	1300	1755	3744	8044	32.57	
Tough recovery	F	26	24	104	43	50	247	46.43	3
	fx	1950	1440	5200	1677	1200	11467		
Unprofessional employees	F	82	97	39	22	7	247	60.51	2
	fx	6150	5820	1950	858	168	14946		
Excessive interest charges	F	121	91	21	12	2	247	65.19	1
	fx	9075	5460	1050	468	48	16101	05.19	
Total		247	247	247	247	247			

Note: Scale value, f= No. of Respondents and fx = Score value

Among the various problems faced by the women borrowers in DCBs, 5 common problems were handpicked by the researcher for knowing borrower's priorities and preferences while solving the same. Among the listed problems majority of them opined that the bank interest is high and thereby they expressed their desire that the excessive interest charges should be reduced reasonably. Following this, many of them were unhappy due to unprofessional service quality / customer relationship with bank employees. The third position was given to tough recovery practices, next was reported the delay in processing of loan application and the last in the list was surety related issues.

CONCLUSION

The findings of the data analyses indicates that the economic and psychological empowerment of women members in DCBs were significantly affected by all 5 factors such as category, literacy, age, family income and family size of the respondents. In determining the social empowerment of women members the role of family size was not found significant. Similarly in determining political and physical empowerment of women members the family size and category were not found influential subsequently. In case of determining the legal empowerment of women members of DCBs both the age and family size were not found significantly affecting. The results also prove that General and OBC respondents could achieve more empowerment level that the SC/ST members. Literate people always had a higher hand in acquiring better women empowerment. As far as age are concerned young people showed better results in many areas due to their positive attitude and business involvement. Similarly high income group respondents could show higher empowerment levels than the low / middle income groups. Also respondents belonging to small family size could achieve better women empowerment levels in the sample DCBs. Overall, the role of DCBs in promoting women empowerment in the study area was commendable.

SUGGESTIONS

Based on the findings the researcher would like to give the following suggestions to the DCBs for improving their role in promoting women empowerment in the study area.

- (i). Co-operatives may ensure timely and adequate financial assistance to the income generating efforts proposed by women members. Proper arrangement for technical guidance, insurance, etc may also be extended.
- (ii). The problems faced by women members such as excessive interest rate should be given special notice by the DCB authorities and the co-operative banks in support of RBI and NABARD may enact pro-women rate policies especially for income generation / productive activities of women members.
- (iii). Unprofessional employees is one of the common complaints raised about co-operative institutions. The DCB may give them proper training in areas such as customer handling and professionalism in bank services. The HR issues of these employees should be given due care and be properly handled and solved on time for doing this task successfully.

REFERENCES

- Dr. Ajay Agrawal, Dr. Amitabh Pande & Poorva Pande Sharma, 'Women Empowerment In India Through Corporate Social Responsibility: Policies & Challenges:
 A Case Study Of Ntpc Ltd.', International Journal of Research In Commerce & Management, Volume No. 7 (2016), Issue No. 12 (December), ISSN 0976 2183, pp. 50-52.
- 2. Dr. S.C.B. Samuel Anbu Selvan & V. Suganya, 'Women Empowerment In Madurai City', International Journal of Research In Computer Application & Management, Vol. No. 5 (2015), Issue No. 7 (July), ISSN 2231 1009, pp. 85-87.
- 3. Dr. G. Yoganandan & G. Sivasamy, 'Challenges of Women Entrepreneurship In Modern India', International Journal of Research In Commerce, Economics & Management, Volume No. 6 (2016), Issue No. 11 (November), ISSN 2231 4245, pp. 31-33.
- 4. Dr. Y. Krishna Mohan Naidu & M. Kondala Rao, 'Does Women Empower Through Self Help Groups? A Study In Ranga Reddy District, Telangana, India', International Journal of Research In Commerce, IT & Management, Volume No. 6 (2016), Issue No. 7 (July), ISSN 2231-5756, pp. 30-34.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, Economics & 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 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 to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

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

ABOUT THE JOURNAL

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







