INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, ECONOMICS & MANAGEMENT



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, Indian Citation Index (ICI), I-Gage, India Jink of the same is outy available at Inflibert of University Grants Commission (U.G.C.), Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world. Circulated all over the world & Google has verified that scholars of more than 6038 Cities in 194 countries/territories are visiting our journal on regular basis. Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

http://ijrcm.org.in/

CONTENTS

Sr.	TITLE ℓ NAME OF THE AUTHOD (C)	Page				
No.	TITLE & NAME OF THE AUTHOR (S)					
1.	FEMALE ROLE PORTRAYAL IN INDIAN MEDIA: AN EXPLORATION OF FACTORS AFFECTING IT'S ADVERTISING EFFECTIVENESS	1				
	FAREYA SIDDIQUI & Dr. KALEEM MOHAMMAD KHAN					
2 .	ERGONOMIC SEATING: THE SEAT-DEPTH PROBLEMS	5				
	MURAT DARCIN, MURAT ALKAN & GURDOGAN DOGRUL					
3.	A RELEVANCE OF TOURISM EMPOWERMENT AND TOURISTS VITALITY: A STUDY OF VIJAYAPUR	7				
	MALLIKARJUN M. MARADI & Dr. R. M. PATIL					
4.	DEMONETISATION AND ITS IMPACT ON INDIAN ECONOMY	13				
	VIJAY KUMAR					
5.	A STUDY OF CUSTOMER'S ATTITUDE, PERSONALITY AND PERCEPTION TOWARDS INSURANCE	16				
	RITOBRITA DUTTA GUPTA & ANURADHA SAHA					
6.	SUSTAINABILITY OF COSMETIC SALES BY SALES PROMOTION	23				
	Dr. J. ANITHA & P. VINODHINI					
7.	PERFORMANCE OF PRIMARY AGRICULTURE CO-OPERATIVE SOCIETIES IN INDIA	27				
	VINOD KUMAR & SANTOSH					
8.	ROLE OF MICRO, SMALL AND MEDIUM ENTERPRISES IN ECONOMIC DEVELOPMENT OF INDIA - AN EMPIRICAL ANALYSIS	31				
	VIPULESH.U, RAHUL.P & Dr. MALABIKA DEO					
9 .	CAPITAL STRUCTURE ANALYSIS OF HINDUSTAN UNILEVER LIMITED	35				
	AJAZ AHMAD BHAT & ANKITA SINGH					
10 .	MAIN THEORETICAL APPROACHES TO AGRARIAN CHANGE AND DEVELOPMENT	43				
	DILEEP CHANDRA M					
	REQUEST FOR FEEDBACK & DISCLAIMER	47				

<u>CHIEF PATRON</u>

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

ADVISOR

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

EDITOR

Dr. A SAJEEVAN RAO

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

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, Gua-

dalajara, 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. BOYINA RUPINI

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

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. D. S. CHAUBEY

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

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

Professor & Dean, 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

SUPERINTENDENT

SURENDER KUMAR POONIA

v

CALL FOR MANUSCRIPTS

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

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

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. COVERING LETTER FOR SUBMISSION:

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

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

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

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

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

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	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

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

NOTES:

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

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

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

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:

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

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

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

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

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

CONTRIBUTIONS TO BOOKS

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

JOURNAL AND OTHER ARTICLES

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

CONFERENCE PAPERS

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

UNPUBLISHED DISSERTATIONS

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

ONLINE RESOURCES

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

WEBSITES

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

PERFORMANCE OF PRIMARY AGRICULTURE CO-OPERATIVE SOCIETIES IN INDIA AND HARYANA

VINOD KUMAR Jr. LECTURER G.S.S.S. JATU LOHARI

SANTOSH SENIOR RESEARCH FELLOW DEPARTMENT OF ECONOMICS M. D. UNIVERSITY ROHTAK

ABSTRACT

Primary agriculture credit societies mean a co-operative society. Primary Agriculture Co-operative Societies (PACS) are also known as "Mini Banks" or "Rural Credit Banks". They provide short-term and medium-term loan to the members/farmers at reasonable interest rates to meet their various needs. Primary Agricultural Cooperative Societies (PACS) are provide agricultural credit to farmers, agricultural inputs like seeds, fertilizers, pesticides and machinery, providing facilities for marketing of agricultural produce. The study findings that the number of members, deposits, borrowing, number of borrowers and total loan issued by the Primary Agriculture Co-operative Societies in India and Haryana has increased during the period from 2004-05 to 2014-15. The analysis of data shows that Primary Agriculture Co-operative Societies plays a significant role in rural development.

KEYWORDS

rural development, borrowers.

JEL CODES

P13, Q13.

rimary agriculture credit societies mean a co-operative society. Primary Agriculture Co-operative Societies (PACS) are also known as "Mini Banks" or "Rural Credit Banks". Primary Agricultural Credit Societies are the foundation of the co-operative credit structure in India. The first Primer Agriculture is societies was organized in India in 1995. Societies was organized in India in 1904. PACS are playing a crucial role in improving the economic and social conditions of the common masses of India. They provide short-term and medium-term loan to the members/farmers at reasonable interest rates to meet their various needs. They are providing credit to the farmers for agriculture purposes at cheap and easy terms. The loans are given to members for the purchase of cattle, fertilizers, pesticides, etc. Agricultural Cooperative Credit Structure Short-term structure is a three tire structure with PACS in Rural areas, Co-operative Central Banks at the District level and the Apex Bank at the State level.

CO-OPERATIVE CREDIT STRUCTURE IN INDIA AND HARYANA

The structure consist of Co-operative credit in India can be divided into two broad category:

INDIA	HARYANA	
Short-term and Medium term credit (Three tier System)		
31	1	
370	19	
93413	711	
20	1	
697	76	
-	31 370 93413 20	

Source: National Federation of State Co-operative Bank.

Three Tier Systems

The short-term credit not exceeds 15 month and medium term credit range 15 month to 5 year.

- ٠ State Co-operative Banks (SCBs): They operate at the apex level in the state.
- District Central Co-operative Banks (DCCBs): They operate at the District levels. ٠
- Primary Agriculture Co-operative Societies (PACS): They operate at the village or grass-root level. ٠

OBJECTIVES OF THE STUDY

- To analyze the Cooperative Credit structure in India and Haryana. 1.
- 2. To study the progress of PACS in India and Haryana.
- 3 To analyze the Performance of Primary Agriculture Cooperative Societies in India and Haryana.

RESEARCH METHODOLOGY

To fulfill the objective the secondary data have been used and collected information from Primary Agriculture Co-operative Societies (PACS), NAFSCOB (National Federation of State Co-operative Bank) during the years from 2004-05 to 2014-15. To analyze the data, Compound Annual Growth Rate (CAGR) and percentage growth have been used.

Year

2005-06

2006-07

FINDINGS OF THE STUDY NO. OF PACS

ISSN 2231-4245

Year	INDIA		HARYANA	
	No. of PACS	Growth Rate (%)	No. of PACS	Growth Rate (%)
2004-05	66576	-	2443	-
2005-06	58559	-12.27	2441	-0.08
2006-07	57427	-1.93	571	-76.60
2007-08	58479	1.83	616	-7.88
2008-09	64872	10.93	620	0.64
2009-10	94647	45.89	628	1.29
2010-11	93413	-1.30	646	2.86
2011-12	92432	-1.05	640	-0.92
2012-13	91833	-22.79	656	2.5
2013-14	93042	1.31	657	0.15
2014-15	97289	4.56	663	0.91
CAGR	3.50		-11.18	

TABLE 1 (No. of DACS)

Source: National Federation of State Co-operative Bank.

Table 1 indicates the number of primary agriculture co-operative societies have increased from 66576 in 2004-05 to 97289 in 2014-15 i.e. an increase of 1.46 times in India. The compound annual growth rate of it accounts for 3.50 percent per annum during the study period. The highest growth rate of no. of PACS has 45.89 per cent during the period 2009-10. Table also indicates the number of primary agriculture co-operative societies have decreased from 2443 in 2004-05 to 663 in 2014-15 i.e. decrease of 0.27 times in Haryana. The compound annual growth rate of it accounts for -11.18 percent per annum during the study period. The highest growth rate of no. of PACS has 2.86 per cent during the period 2010-11 in Haryana.

NO. OF MEMBERS PACS

TABLE 2 (in 000)					
Year	INDIA		HARYANA		
	No. of Members PACS	Growth Rate (%)	Total Membership	Growth Rate (%)	
2004-05	30934.00	-	2658	-	
2005-06	30578.00	-11.50	2748	3.38	
2006-07	29458.00	-3.66	2838	3.27	
2007-08	29725.00	0.90	2868	1.05	
2008-09	28495.00	-4.13	2925	1.98	
2009-10	126419.00	34.3	2970	1.58	
2010-11	121225.00	-4.10	2985	0.50	
2011-12	113595.00	-6.29	3015	1.00	
2012-13	139376.00	22.69	3612	19.80	
2013-14	130119.00	-6.64	3605	-0.19	
2014-15	121087.81	-6.94	3710	2.91	
CAGR	13.20		3.07		

Source: National Federation of State Co-operative Bank.

Table 2 indicates the number of members of primary agriculture co-operative societies has increased from 30934 in 2004-05 to 121087.81 in 2014-15 i.e. an increase of 43.91 times in India. The compound annual growth rate of it accounts for 13.20 percent per annum during the study period. The highest growth rate of no. of membership of PACS has 34.3 per cent during the period 2009-10. Table also shows the number of members of primary agriculture co-operative societies has increased from 2658 in 2004-05 to 3710 in 2014-15 i.e. an increase of 1.39 times in Haryana. The compound annual growth rate of it accounts for 3.07 percent per annum during the study period. The highest growth rate of no. of membership of PACS has 19.80 per cent during the period 2012-13 in Haryana. TOTAL DEPOSITS OF PACS

TABLE 3 (Rs. In Lakhs) INDIA HARYANA Total Deposits of PACS Total Deposits of PACS Growth Rate (%) Growth Rate (%) 2004-05 1897604.00 26998 1956119.00 3.08 31961 18.38 2348407.00 20.05 29848 -6.61 2007-08 2544926.00 8.36 30459 2.04 2624538.00 31114 2.15 3.12 3528606.00 34.44 37065 19.26 3723815.00 3.53 50118 35.21 5025278.00 34.94 53168 6.08

2008-09 2009-10 2010-11 2011-12 6287416.00 2012-13 25.11 57963 9.01 2013-14 8189409.00 30.25 56461 -2.59 2014-15 8461632.00 49718 -1.50 3.32 5.70 CAGR 14.55

Source: National Federation of State Co-operative Bank.

Table 3 indicate the deposits of primary agriculture co-operative societies have increased from 1897604.00 in 2004-05 to 8461632.00 in 2014-15 i.e. an increase of 4.45 times in India. The compound annual growth rate of it accounts for 14.55 percent per annum during the study period. The highest growth rate of total deposits of PACS has 34.94 per cent during the period 2011-12. Table also shows the deposits of primary agriculture co-operative societies have increased from 26998 in 2004-05 to 49718 in 2014-15 i.e. an increase of 1.84 times in Haryana. The compound annual growth rate of it accounts for 5.70 percent per annum during the study period. The highest growth rate of total deposits of PACS has 35.21 per cent during the period 2010-11 in Haryana.

TOTAL BORROWINGS OF PACS

	TABLE 4 (Rs. In Lakhs)						
Year	INDIA		HARYANA				
	Borrowings of PACS	Growth Rate (%)	Borrowings of PACS	Growth Rate (%)			
2004-05	4024949.00	-	331080	-			
2005-06	4101760.00	1.90	391210	18.16			
2006-07	4371449.00	6.57	423020	8.13			
2007-08	4784797.00	9.47	400263	-5.37			
2008-09	4893844.00	2.27	434008	8.43			
2009-10	5176389.00	5.57	448529	3.34			
2010-11	5400009.00	4.31	493651	10.05			
2011-12	8883556.00	64.50	559331	13.30			
2012-13	11565823.00	29.85	632192	13.02			
2013-14	9583580.00	-17.13	690163	9.16			
2014-15	9998011.00	4.32	749417	8.58			
CAGR	8.62		7.70				

Source: National Federation of State Co-operative Bank.

Table 4 indicates the borrowings of primary agriculture co-operative societies have increased from 4024949.00 in 2004-05 to 9998011.00 in 2014-15 i.e. an increase of 2.48 times in India. The compound annual growth rate of it accounts for 8.62 percent per annum during the study period. The highest growth rate of borrowing of PACS has 64.50 per cent during the period 2011-12. Table also indicates the borrowings of primary agriculture co-operative societies have increased from 331080 in 2004-05 to 749417 in 2014-15 i.e. an increase of 2.26 times in Haryana. The compound annual growth rate of it accounts for 7.70 percent per annum during the study period. The highest growth rate of borrowing of PACS has 18.16 per cent during the period 2005-06 in Haryana. NO. OF BORROWFRS PACS

TABLE 5 (In Thousands) INDIA HARYANA Year Growth Rate (%) No. of Borrowers PACS Growth Rate (%) No. of Borrowers PACS 2004-05 7253.00 1073 2005-06 -3.79 -61.88 6978.00 1737 2006-07 -18.73 1760 -1.32 5671.00 2007-08 5736.00 1.46 1791 -1.76 2008-09 5664.00 -1.25 1674 -6.53 2009-10 59799.58 95.57 1687 -0.77 2010-11 52387.59 -12.39 1785 -5.80 2011-12 44885.51 -14.32 1181 -33.83 **2012-13** 43082.70 - 4.01 1979 67.56 **2013-14** 48081.20 11.60 1871 -5.45 1225 **2014-15** 49857.65 3.69 -34.52 CAGR 19.15 1.21

Source: National Federation of State Co-operative Bank

Table 5 indicates the borrowers of primary agriculture co-operative societies have increased from 7253.00 in 2004-05 to 49857.65 in 2014-15 i.e. an increase of 6.87 times in India. The compound annual growth rate of it accounts for 19.15 percent per annum during the study period. The highest growth rate of borrowers of PACS has 95.57 per cent during the period 2009-10. Table also shows the borrowers of primary agriculture co-operative societies have decreased from 1073 in 2004-05 to 1225 in 2014-15 i.e. decrease of 1.14 times in Haryana. The compound annual growth rate of it accounts for 1.21 percent per annum during the study period. The highest growth rate of PACS has 67.56 per cent during the period 2012-13 in Haryana.

TOTAL LOAN AND ADVANCED ISSUED OF PACS

TABLE 6 (Rs. In Lakhs)

Year	INDIA		HARYANA	
	Total loan and Advanced issued	Growth Rate (%)	Total loan and Advanced issued	Growth Rate (%)
2004-05	3921172	-	412536.73	-
2005-06	4291965	9.45	475956.29	15.37
2006-07	4961275	15.59	473634.43	-0.48
2007-08	57642.48	16.18	488756.73	3.19
2008-09	5878674	1.98	301110.29	-38.39
2009-10	7493753	27.47	431664.36	43.35
2010-11	9130382	21.83	513567.89	18.97
2011-12	10730023	17.51	608332.96	18.45
2012-13	16190916	50.59	702268.22	15.44
2013-14	17141956	5.87	748345.76	6.56
2014-15	15905029	-7.21	807592.45	7.91
CAGR	13.57		6.29	

Source: National Federation of State Co-operative Bank.

Table 6 indicates that the total loan and advanced issued by primary agriculture co-operative societies has increased from 3921172 in 2004-05 to 15905029 in 2014-15 i.e. an increase of 4.05 times in India. The compound annual growth rate of it accounts for 13.57 percent per annum during the study period. The highest growth rate of total loan and advanced issued of PACS has 50.89 per cent during the period 2012-13. Table also shows the total loan and advanced issued by primary agriculture co-operative societies has increased from 412536.73 in 2004-05 to 807592.45 in 2014-15 i.e. an increase of 1.95 times in Haryana. The compound annual growth rate of it accounts for 6.29 percent per annum during the study period. The highest growth rate of total loan and advanced issued of PACS has 43.35 per cent during the period 2009-10 in Haryana.

TOTAL LOAN OUTSTANDING OF PACS

Year	INDIA		HARYANA	
	Total Loan Outstanding of PACS	Growth Rate (%)	Total Loan Outstanding of PACS	Growth Rate (%)
2004-05	4878546	-	324569.93	-
2005-06	5177856	6.13	387741.26	19.46
2006-07	5862015	13.21	423486.16	9.21
2007-08	6566638	12.02	445725.44	5.25
2008-09	6404424	-2.47	432695.68	-2.92
2009-10	7647983	19.41	483279.50	1.69
2010-11	8776794	14.75	527964.15	9.24
2011-12	9124321	3.95	620771.26	17.57
2012-13	13939871	52.77	723489.33	16.54
2013-14	13005386	-6.70	774069.96	6.99
2014-15	14722557	13.20	949771.46	22.69
CAGR	27.25		10.25	

Source: National Federation of State Co-operative Bank.

Table 7 indicates that the total loan outstanding by primary agriculture co-operative societies has increased from Rs. 4878546 Lakhs in 2004-05 to Rs. 14722557 Lakhs in 2014-15 i.e. an increase of 3.01 times in India. The compound annual growth rate of it accounts for 27.25 percent per annum during the study period. The highest growth rate of total loan outstanding of PACS has 52.77 per cent during the period 2012-13. Table also shows the total loan outstanding by primary agriculture co-operative societies has increased from Rs. 324569.93 Lakhs in 2004-05 to Rs. 949771.46 Lakhs in 2014-15 i.e. an increase of 2.92 times in Haryana. The compound annual growth rate of it accounts for 10.25 percent per annum during the study period. The highest growth rate of total loan outstanding of PACS has 22.69 per cent during the period 2014-15 in Haryana.

RESULTS

- 1. The number of primary agriculture co-operative societies has increased i.e. an increase of 1.46 times in India and the number of primary agriculture cooperative societies have decreased i.e. decrease of 0.27 times in Haryana.
- 2. The number of members of primary agriculture co-operative societies has increased i.e. an increase of 43.91 times in India and 1.39 times in Haryana.
- 3. The deposits of primary agriculture co-operative societies have increased from i.e. an increase of 4.45 times in India and 1.84 times in Haryana.
- 4. The borrowings of primary agriculture co-operative societies have increased i.e. an increase of 2.48 times in India and 2.26 times in Haryana.
- 5. The borrowers of primary agriculture co-operative societies have increased i.e. an increase of 6.87 times in India and 1.14 times in Haryana.
- 6. Total loan and advanced issued by primary agriculture co-operative societies has increased i.e. an increase of 4.05 times in India and 1.95 times in Haryana.
- 7. Total loan outstanding by primary agriculture co-operative societies has increased i.e. an increase of 3.01 times in India and 2.92 times in Haryana.

CONCLUSION

The study findings that the number of members, deposits, borrowing, number of borrowers and total loan issued by the Primary Agriculture Co-operative Societies in India and Haryana has increased during the period from 2004-05 to 2014-15. But the number of PACS has decreased in Haryana during the study period. The analysis of data shows that Primary Agriculture Co-operative Societies plays a significant role in rural development and agricultural credit.

REFERENCES

- 1. Annual Report of National Federation of State Co-operative bank, various issues from 2004-05 to 2014-15.
- 2. Sharma, Kumari Saroj (2014), "Performance of Primary Agriculture Cooperative Societies in Himachal Pradesh: An appraisal", Global Journal of Multidisciplinary Studies, Volume 3, Issue 12.
- 3. Vijaykumar J. Jasva (2016) "Financial Performance of Primary Agricultural Co-operative Credit Societies in India", International Journal of Advance Scientific Research & Development Volume 3, Issue 1.
- 4. Vijaykumar J. Jasva and Sukumar S. (2014) "Role of Primary Agricultural Co-operative Credit Societies in Financial Inclusion and Agricultural Development", Indian Streams Research Journal, Volume 4, Issue 11.

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 <u>infoijrcm@gmail.com</u> for further improvements in the interest of research.

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

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

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-Co-ordinator

DISCLAIMER

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

ABOUT THE JOURNAL

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

Our Other Fournals

NATIONAL JOURNAL OF RESEARCH COMMERCE & MANAGEMENT





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 http://ijrcm.org.in/