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- 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.

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FINANCIAL APPRAISAL OF VARIOUS FINANCIAL SERVICES OF COOPERATIVE CREDIT SOCIETIES/PATANSTHAS IN AHMEDNAGAR DISTRICT

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ABSTRACT

India is always being known in the world for its Rural Based Economy as nearly 65% of its population is dependent on Agriculture & other rural businesses. Although such a huge dependence is seen till only 12.5% of Indian GDP comes through it. The major reason of such a poor performance of rural economy in National Income generation is that, many of the rural peoples are facing a problem of availability of Finance through formal means like Banks & Other Financial Institutions at cheaper rates & in abundance. Till recently Private money lenders have played a vital role in Rural Finance outcome of which is Increased Suicide Cases in Rural India. One major player of Indian Financial System who has tried its level best to improve the situation was Co- Operative Credit Society. Co-operative credit societies have served its purpose of providing Rural Finance through various schemes at subsidized rates in rural tiny places of Indian periphery. Co-operative credit societies have provided services targeting varied social & economic needs like Education, Marriage, Healthcare, Agriculture, New business set up etc. Although such a major role is being played by co-operative credit societies till rural economy has failed to catch high growth pace, hence it becomes inevitable to study the co-operative movement in order to understand the game which in turn can help in boosting the Cooperative credit societies/patsansthas performance. Hence the present study is aimed at measuring the performance of various service products been provided by them such as DD, RTGS, NEFT, Core Banking, Mobile Banking etc.

KEYWORDS

cooperative bank, bank indebtedness, financial performance, credit issuance, loan, e banking, debit cards.

INTRODUCTION



Co-operative banks are the banks operating mainly in the rural economy and are aimed at maximizing the societal benefits through the principle of Cooperation. The Cooperatives can be best described as the organizations with-

- Small Size
- Serves mainly to the rural based tiny customers with poor financial conditions
- Small Sized Financial Products.
- Concerned mainly with Individual/Family or Small Group Financing.
- Under the Regulatory Framework of Cooperative Trusts Act.
- Elected Directors to look after the strategic decision making.
- Mainly working in Common Localities and
- Believes on Principle of Cooperation.

These banks provide most services such as savings and current accounts, safe deposit lockers, loan or mortgages to private and business customers. For middle class users, for whom a bank is where they can save their money, facilities like Internet banking or phone banking is not very important. Although they are not better than private banks in terms of facilities provided, their interest rates are definitely competitive. However, unlike private banks, the documentation process is lengthy if not stringent and getting a loan approved quickly is rather difficult. The criteria for getting a loan from a Cooperative are less stringent than for a loan from a commercial bank.

REVIEW OF THE LITERATURE

Various studies conducted and numerous suggestions were sought to bring effectiveness in the working and operations of financial institutions.

- Narsimham Committee (1991) emphasized on capital adequacy and liquidity,
- Padamanabhan Committee (1995) suggested CAMEL rating (in the form of ratios) to evaluate financial and operational efficiency,
- Tarapore Committee (1997) talked about Non-performing assets and asset quality,
- Kannan Committee (1998) opined about working capital and lending methods,
- Basel committee (1998 and revised in 2001) recommended capital adequacy norms and risk management measures.
- Kapoor Committee (1998) recommended for credit delivery system and credit guarantee and
- Verma Committee (1999) recommended seven parameters (ratios) to judge financial performance and several other committees constituted by Reserve Bank of India to bring reforms in the banking sector by emphasizing on the improvement in the financial health of the banks.

Experts suggested various tools and techniques for effective analysis and interpretation of the financial and operational aspects of the financial institutions specifically banks. These have focus on the analysis of financial viability and credit worthiness of money lending institutions with a view to predict corporate failures and incipient incidence of bankruptcy among these institutions.

Bhaskaran and Josh (2005) concluded that the recovery performance of co-operative credit institutions continues to unsatisfactory which contributes to the growth of NPA even after the introduction of prudential regulations. They suggested legislative and policy prescriptions to make co-operative credit institutions more efficient, productive and profitable organization in tune with competitive commercial banking.

Jain (2008) has done a comparative performance analysis of District Central Co- operative Banks (DCCBs) of Western India, namely Maharashtra, Gujarat and Rajasthan and found that DCCBs of Rajasthan have performed better in profitability and liquidity as compared to Gujarat and Maharashtra.

Singh and Singh (2012) studied the funds management in the District Central Co- operative Banks (DCCBs) of Punjab with specific reference to the analysis of financial margin. It noted that a higher proportion of own funds and the recovery concerns have resulted in the increased margin of the Central Co-operative Banks and thus had a larger provision for non-performing assets.

Mavaluri, Boppana and Nagarjuna (2015) suggested that performance of banking in terms of profitability, productivity, asset quality and financial management has become important to stable the economy. They found that public sector banks have been more efficient than other banks operating in India.

NEED OF THE STUDY

- This paper will help in analyzing the performance of various patsansthas in the context of Ahmednagar district on the ground of- a) Risk, b) Charges, c) Service Quality, d) Time Period, e) Documentation & f) Service Period.

PROBLEM STATEMENT

- The market share of financial services of various patsansthas in Ahmednagar district is low and hence it becomes crucial for them to measure the performance on various financial grounds.

OBJECTIVES OF THE STUDY

- To study and analyze various services of cooperative credit societies /patsansthas.
- To perform financial appraisal of various services of cooperative credit societies/ patsansthas.
- To suggest the appropriate measures to improve the efficiency of the cooperative credit societies /patsansthas.

HYPOTHESIS

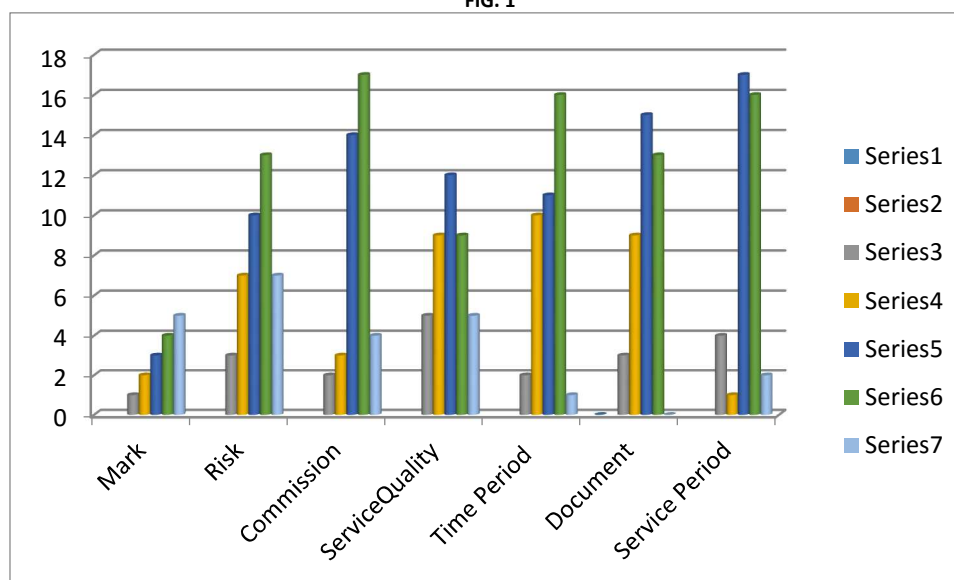
- Performance of Financial services of various patsansthas in Ahmednagar district is good.

RESEARCH METHODOLOGY

- **Type of Research** – Descriptive research via Questionnaire analysis and Interviewing.
- **Collection of data:**
 - **Primary Data**
 - Interview Method
 - Structured Questionnaire
 - **Secondary Data**
 - Annual reports of the bank
 - Internet
- **SAMPLE UNIT:**
 - The Study population includes the Certified Auditors of various Cooperative credit societies/patsansthas.
- **SAMPLE SIZE:**
 - 10 Respondents

RESULTS & DISCUSSION**1) DEMAND DRAFT****TABLE 1**

Sr. No.	Mark	Risk	Charges	Service Quality	Time Period	Documentation	Service Period
01	01	03	02	05	02	03	04
02	02	07	03	09	10	09	01
03	03	10	14	12	11	15	17
04	04	13	17	09	16	13	16
05	05	07	04	05	01	00	02

FIG. 1**INTERPRETATION**

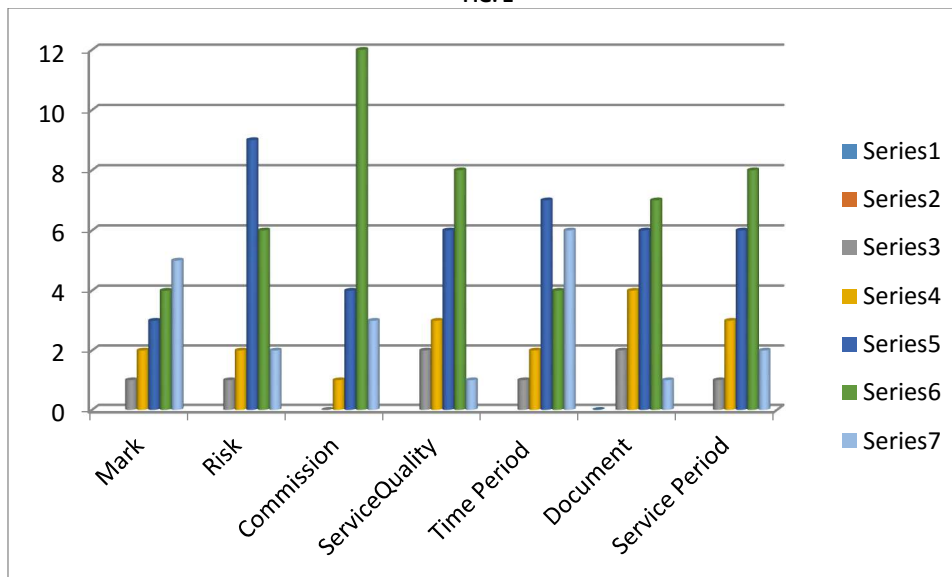
- 50% Respondents believe Demand Draft Facility of Patsansthas to be highly safe.
- Almost 50% Respondents believe Commission to be very negligible on Demand Draft Schemes of Various Patsansthas.
- Almost 42% Respondents believe Quality to be very Good in case of Demand Draft Service.
- 45% Respondents believe Demand Draft to be Good in Claim Settlement (Service Period)

2) RTGS

TABLE 2

Sr. No.	Mark	Risk	Charges	Service Quality	Time Period	Documentation	Service Period
01	01	01	00	02	01	02	01
02	02	02	01	03	02	04	03
03	03	09	04	06	07	06	06
04	04	06	12	08	04	07	08
05	05	02	03	01	06	01	02

FIG. 2



INTERPRETATION

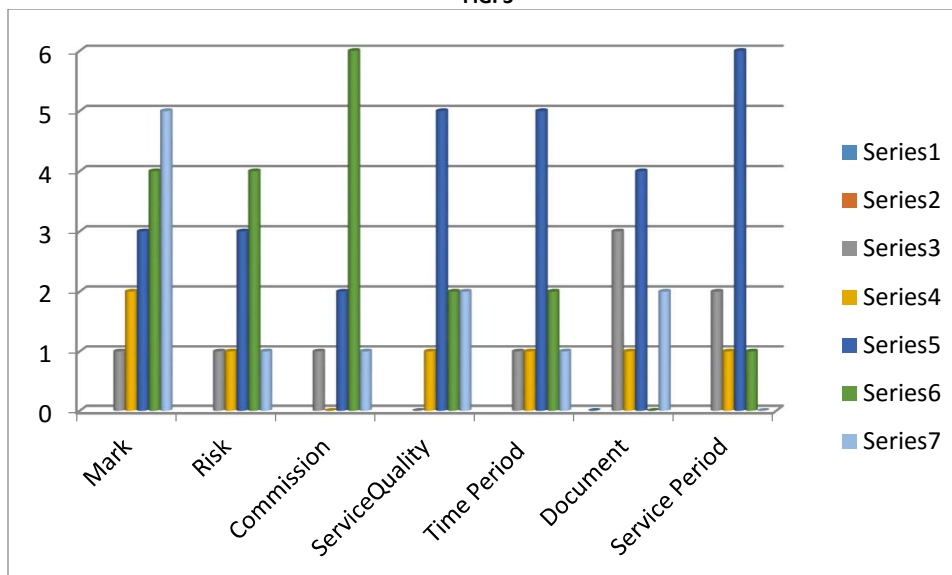
- Almost 45% Respondents believe RTGS Service to be Average on the Scale of Risk factor.
- 75% Respondents are rating High Numbers for Commissions charged under RTGS by various Patsansthas.
- 45% Respondents are happy with Service Quality of RTGS of Various Patsansthas.
- Almost 30% Respondents scored less marks to RTGS under Documentation Variable.

3) NEFT

TABLE 3

Sr. No.	Mark	Risk	Charges	Service Quality	Time Period	Documentation	Service Period
01	01	01	01	00	01	03	02
02	02	01	00	01	01	01	01
03	03	03	02	05	05	04	06
04	04	04	06	02	02	00	01
05	05	01	01	02	01	02	00

FIG. 3

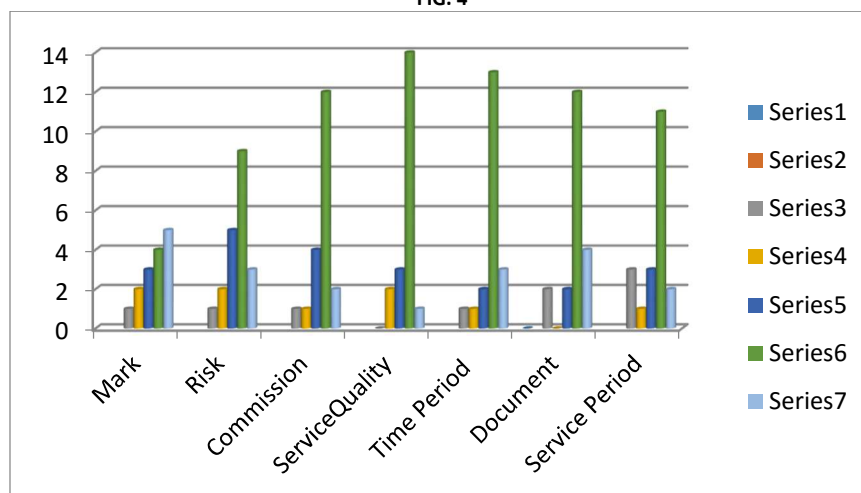


INTERPRETATION

- Almost 50% Respondents believe NEFT to be less Risky Service offered by Patsansthas.
- 70% Respondents believe that Commission on NEFT Services is very low by Patsansthas.
- 60% Respondents are not happy with NEFT Service Quality by various Patsansthas.
- 30% Respondents believe Service Period to be below Category offered by Patsansthas.

4) BILL PAYMENTS**TABLE 4**

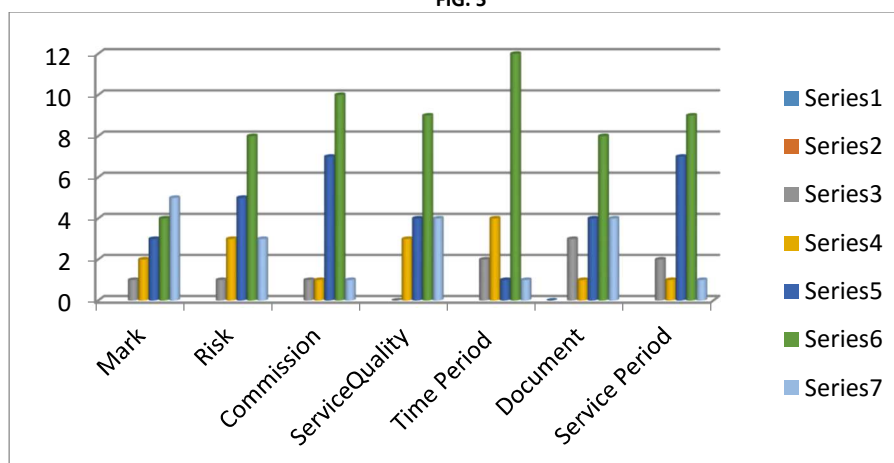
Sr. No.	Mark	Risk	Charges	Service Quality	Time Period	Documentation	Service Period
01	01	01	01	00	01	02	03
02	02	02	01	02	01	00	01
03	03	05	04	03	02	02	03
04	04	09	12	14	13	12	11
05	05	03	02	01	03	04	02

FIG. 4**INTERPRETATION**

- Almost 60% Respondents believe Utility Bill Payment Services to be less Risky.
- 70% Respondents are happy with Commission charged under Utility Payment Services.
- 75% Respondents are very happy with Utility Bill Payment services by various Patsansthas.
- 65% Respondents are pleased with Service Period involved in Utility Bill Payments.

5) CORE BANKING**TABLE 5**

Sr. No.	Mark	Risk	Charges	Service Quality	Time Period	Documentation	Service Period
01	01	01	01	00	02	03	02
02	02	03	01	03	04	01	01
03	03	05	07	04	01	04	07
04	04	08	10	09	12	08	09
05	05	03	01	04	01	04	01

FIG. 5**INTERPRETATION**

- 55% Respondents believes Core Banking to be safer service of Patsansthas.

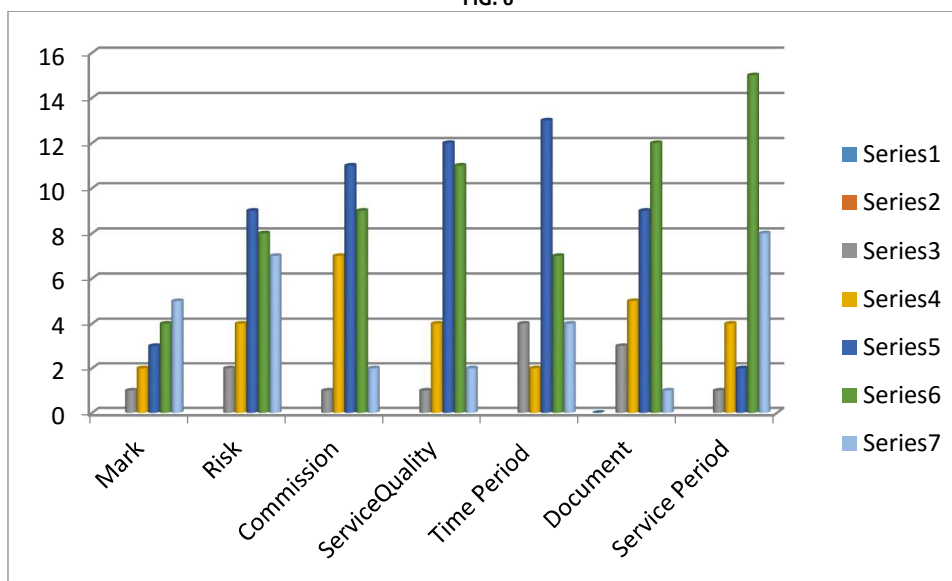
- 55% Respondents believe Commissions are fair so far as Core Banking is concerned.
- 65% Respondents are happy with the Core Banking Service Quality.
- 50% Respondents are satisfied with the Core Banking Service Promptness.

6) MOBILE BANKING

TABLE 6

Sr. No.	Mark	Risk	Charges	Service Quality	Time Period	Documentation	Service Period
01	01	02	01	01	04	03	01
02	02	04	07	04	02	05	04
03	03	09	11	12	13	09	02
04	04	08	09	11	07	12	15
05	05	07	02	02	04	01	08

FIG. 6



INTERPRETATION

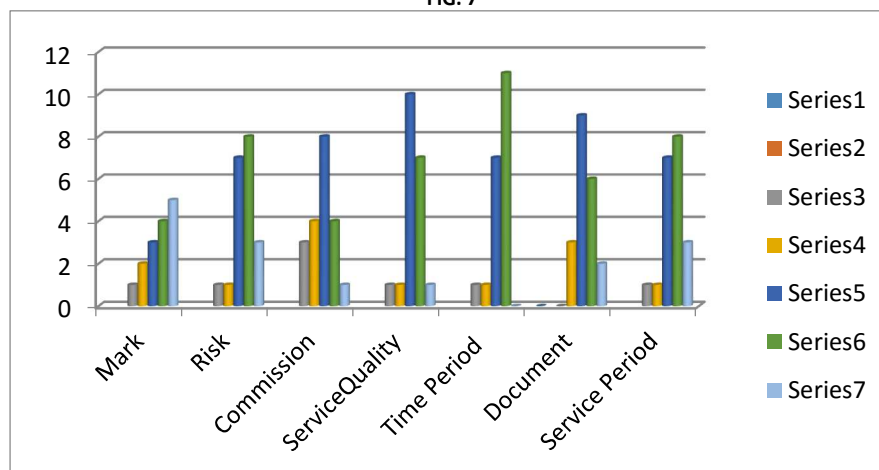
- 30% Respondents believe that Mobile Banking of Patsanshas is a safer service.
- Almost 43% Respondents are Happy with Service Quality of Mobile Banking.
- 43% Respondents believe that Time Period variant of Mobile Banking is of Average Quality
- Documentation found to be standardized in Mobile banking by 43% Respondents.

7) ONLINE BANKING

TABLE 7

Sr. No.	Mark	Risk	Charges	Service Quality	Time Period	Documentation	Service Period
01	01	01	03	01	01	00	01
02	02	01	04	01	01	03	01
03	03	07	08	10	07	09	07
04	04	08	04	07	11	06	08
05	05	03	01	01	00	02	03

FIG. 7

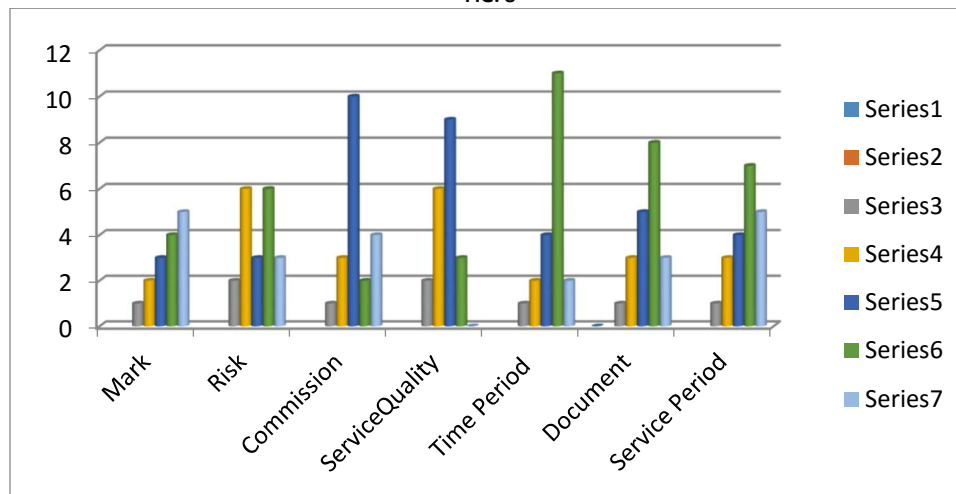


INTERPRETATION

- 55% Respondents believe Internet Banking to be a safer function of Patsansthas.
- 40% Respondents believe Commission amount to be of Average Expensive Nature regarding Internet Banking.
- Almost 50% Respondents believe Service Quality of Internet Banking to be Average.
- 55% Respondents believe Time Period of Internet Banking to be highly satisfied.

8) ATM FACILITY**TABLE 8**

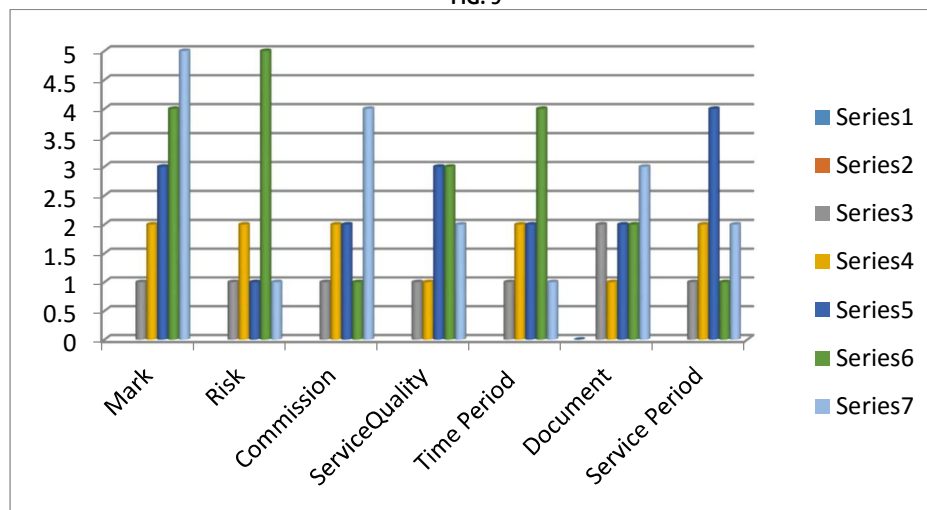
Sr. No.	Mark	Risk	Charges	Service Quality	Time Period	Documentation	Service Period
01	01	02	01	02	01	01	01
02	02	06	03	06	02	03	03
03	03	03	10	09	04	05	04
04	04	06	02	03	11	08	07
05	05	03	04	00	02	03	05

FIG. 8**INTERPRETATION**

- Almost 40% Respondents believe that using ATM services of Patsansthas are Risky.
- 30% Respondents are happy with the ATM Charges of Patsanstha ATM Facility.
- Almost 40% Respondents believe Service Quality of Patsanstha ATMs is poor.
- 55% Respondents believe that Documentation norms of Patsanstha ATM Facility are Good.

9) LOCKER FACILITY**TABLE 9**

Sr. No.	Mark	Risk	Charges	Service Quality	Time Period	Documentation	Service Period
01	01	01	01	01	01	02	01
02	02	02	02	01	02	01	02
03	03	01	02	03	02	02	04
04	04	05	01	03	04	02	01
05	05	01	04	02	01	03	02

FIG. 9

INTERPRETATION

- 60% Respondents believe Locker Facility of Patsansthas to be Risk Free.
- 50% Respondents believe that Locker Facility Charges of Patsansthas are fair.
- 50% Respondents believes that Time Period variant of Locker Facility is good.
- 50% Respondents says Documentation norms of Patsansthas are simple and standard.

FINDINGS OF THE STUDY

- Demand Draft Facility of Patsansthas is found to be highly safe (50% Response).
- Respondents believe that RTGS Service of Cooperative credit societies/patsansthas is of average quality (45% Response).
- RTGS service by Cooperative credit societies/patsansthas is found to be risk free. (50% Response)
- Commission charged on NEFT Service by Cooperative credit societies/patsansthas is very low as compared to National/Private banking firms.
- NEFT Service Quality of Cooperative credit societies/patsansthas is found to be of low Quality (75% Response)
- Core banking service of Cooperative credit societies/patsansthas is of average nature (55% Response).
- Time Period requirement feature of Mobile Banking is of Average Quality (43% Count)
- Service Quality of Internet Banking is of Average Nature (50% Response).
- Service Quality of ATM of Cooperative credit societies/patsansthas is poor in nature.
- Locker Facility Charges of Patsansthas are very attractive in nature. (50% Response).

SUGGESTIONS

- Cooperative credit societies/patsansthas should improve RTGS service quality.
- Core banking Quality of Cooperative credit societies needs to be improved.
- Time Period requirement in case of Mobile Banking needs to be minimized.
- Service Quality of Internet Banking should be enhanced by Cooperative credit societies/patsansthas.
- Service Quality of ATM's of Cooperative credit societies/patsansthas should be improved.

CONCLUSION

At the outset, Researcher can conclude that there is a scope for rural patsansthas for improving the service performance and thereby achieve higher market share.

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