# 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 Accordation's electronic hibliography. Economic 11.5.4

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.	TITLE X NAME OF THE ALTHOR (S)					
No.		No.				
1.	TRENDS IN PRODUCTION, SALES AND COST STRUCTURE OF SELECT PHARMACEUTICAL INDUSTRIES IN INDIA  DR. N. PASUPATHI	1				
2.	A STUDY ON ETHICAL VALUES AS CONTAINED IN BHARAT RATNA DR. M. G. RAMACHANDRAN'S SELECTED FILM SONGS – AN ACADEMIC COMPARATIVE ANALYSIS WITH CONTEMPORARY THEORIES OF ETHICS  P. SARVAHARANA, DR. P. THYAGARAJAN & DR. S. MANIKANDAN	10				
3.	ROLE OF EMOTIONAL INTELLIGENCE IN HR PRACTICES: AN EMPIRICAL EVIDENCE FROM INDIAN MANUFACTURING SECTOR DR. DEVENDER SINGH MUCHHAL & DR. AJAY SOLKHE	17				
4.	EXAMINATION OF MICRO FINANCE RESOURCES AND AWARENESS LEVEL OF PEOPLE IN WARDHA DISTRICT  KAMLESH P. THOTE & DR. RAVISH A. SARODE	20				
5.	CUSTOMER RELATIONSHIP MARKETING: IT'S IMPACT ON CUSTOMER SATISFACTION IN BANKS  NEHA VIJ & DR. JYOTI RANA	23				
6.	FINANCIAL PERFORMANCE ANALYSIS ON SELECT PARAMETERS OF TELANAGAN GRAMEENA BANK DURDANA BEGUM & BADIUDDIN AHMED	25				
7.	UNDERSTANDING THE LINK BETWEEN HUMAN RESOURCE MANAGEMENT PRACTICES AND EMPLOYEE LOYALTY PAVITHRA.S, DR. V. KRISHNAMOORTHY & DR. R.SOMASUNDHARAM	28				
8.	QUALITY OF WORK LIFE AS PREDICTOR OF EMPLOYEES MENTAL HEALTH IN PUMP INDUSTRIES WITH REFERENCE TO COIMBATORE DISTRICT  DR. V. ABIRAMI & R. SWARNALATHA	34				
9.	EXAMINING TOURIST BEHAVIOR TOWARDS TOURISM PRODUCTS IN HIMACHAL PRADESH  KULDEEP KUMAR & ASHWANI KUMAR	37				
10.	PERFORMANCE APPRAISAL SYSTEM (PAS) - A REVIEW DR. A. PUNNAVANAM	44				
11.	AN ECONOMIC ANALYSIS OF MAIZE MARKETING IN KARNATAKA: A CASE STUDY OF DAVANGERE DISTRICT SUNITHA.N.M & DR. B. P. VEERABHADRAPPA	48				
12.	A STUDY OF CROSS-LEVEL FACTORS IN MOTIVATING TEAM CREATIVITY: IN TAIWAN'S UNIVERSITIES  YEH. YU-MEI. LI. FENG-CHIA & LIN. HUNG-YUAN	54				
13.	TREND AND MAGNITUDE OF NPA IN CO-OPERATIVE BANK SURESH BABU K N & DR. SURESHRAMANA MAYYA	61				
14.	RECENT TRENDS OF CONSUMER BEHAVIOUR TOWARDS DURABLE PRODUCTS IN INDIA: A LITERATURE REVIEW PRITI JHA & DR. JYOTI RANA	66				
15.	IMPACT OF CAREER DEVELOPMENT ON QUALITY OF WORK LIFE IN IT SECTOR	69				
16.	KATHIRAVAN & DR. R RAJENDRAN  THE COW - ECONOMIC AND FINANCIAL ASPECTS AND PROSPECTS  DR. LALIT KUMAR & ROHIT KUMAR	73				
17.	FACTORS AFFECTING SELECTION OF B- SCHOOLS IN INDORE, INDIA	79				
18.	NIDHI JHAWAR & BARKHA AGRAWAL THE ROLE OF IT INDUSTRY IN INDIAN ECONOMY	83				
19.	DR. SHEFALI PANWAR  IMPACT OF E- COMMERCE: CHANGING TRENDS OF SMEs	89				
20.	D. MELBHA THE IMPACT OF STOCK SPLITS ON STOCK LIQUIDITY AND INVESTOR WEALTH CREATION	94				
21.	KUSHAGRA GOEL  MASTERSTROKE: DEMONETISATION	98				
22.	ROLE OF HR IN THE MODERN CORPORATE WORLD	101				
23.	M. JEEVAN JYOTHI  AN EXAMINATION OF INFLUENCE OF SELECTED MACROECONOMIC VARIABLES ON INDIAN STOCK MARKET	104				
24.	ILAKKIA M M. & DR. KRISHNAMOORTHY V.  A STUDY ON THE RELATIONSHIP BETWEEN DIVIDEND PER SHARE AND MARKET PRICE PER SHARE - WITH RESPECTIVE TO INDIAN PHARMACEUTICAL INDUSTRY  PR VENUGOPAL & PURNACHANDER KONDERI	111				
25.	AGRICULTURAL MARKETING - CHALLENGES & CHANCES	114				
26.	M. SELVAMUTHU, M. NAVEENKUMAR & B. KIRUTHIKA  DETERMINATES OF PARTICIPATION IN MICROFINANCE INSTITUTION: THE CASE OF ZIWAY DUGDA AND MUNESA DISTRICTS IN ARSI ZONE OROMIA REGIONAL STATE OF ETHIOPIA TEKELAB CHERENT TOHBO	117				
27.	AWARENESS AND ACCEPTANCE OF GOLD AS AN INVESTMENT AVENUE AMONG WOMEN EMPLOYEES IN TECHNO PARK	124				
28.	FOOD SAFETY KNOWLEDGE AND PRACTICES OF MOTHERS OF ANGANWADI SCHOOL CHILDREN IN THOOTHUKUDI DISTRICT	130				
29.	R. ANANTHA LAXMI INFUSE FLAME TO INDIAN BUSINESS WORLD THROUGH WOMEN ENTREPRENEURS	134				
30.	POOJA  SELFIE ADDICTION AMONG YOUTH IN KOLLAM CITY  AND MARK ALEXANDER & FATUMA SUEREEF	136				
	REQUEST FOR FEEDBACK & DISCLAIMER	141				

### 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).

GUIDETINES LOK SORWIS	SIUN UT MANUSCRIPI
COVERING LETTER FOR SUBMISSION:	
	DATED:
THE EDITOR	
IJRCM	
Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF	
	/Computer/IT/ Education/Psychology/Law/Math/other, please
specify)	
DEAR SIR/MADAM	
Please find my submission of manuscript titled 'your journals.	
I hereby affirm that the contents of this manuscript are original. I fully or partly, nor it is under review for publication elsewhere.	Furthermore, it has neither been published anywhere in any language
I affirm that all the co-authors of this manuscript have seen the their names as co-authors.	submitted version of the manuscript and have agreed to inclusion o
Also, if my/our manuscript is accepted, I agree to comply with tl	ne 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	:

\* 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

### TREND AND MAGNITUDE OF NPA IN CO-OPERATIVE BANK

SURESH BABU K N RESEARCH SCHOLAR BHARATHIYAR UNIVERSITY COIMBATORE

DR. SURESHRAMANA MAYYA
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMERCE
MGM COLLEGE
UDUPI

### **ABSTRACT**

Now a day's Nonperforming assets becomes very much crucial for every banks. It will influence profitability and financial performance of any bank. High Percentage of Nonperforming assets reflects low recovery of amount due and low percentage of NPA which indicates high recovery of Nonperforming assets. Cooperative banks have pivotal position in the economic development of rural areas. But the performance of Banks always depends up on the profit generating thorough different activities. But their performance depends up on recovery of Nonperforming assets

#### **KEYWORDS**

NPA, co-operative banks.

### **CONCEPT OF NON-PERFORMING ASSETS**

n asset becomes non- performing assets when it ceases to generate income for the bank. Such an asset is known as non performing assets. This is due to several reasons. A borrower fails to repay the principal along with interest to the bank it is called as non performing assets. Growth of non-performing assets on the balance sheet of banks erodes the solvency, profitability and financial health of banks.

### **CLASSIFICATION OF BANK ADVANCES**

### 1. STANDARD ASSETS

Standard assets are those which do not disclose any problems and which do not carry more than normal risk attached to the business. Such assets are not Non Performing Assets, these are Performing Asset. Here it is also very important that in this case the arrears of interest and principal amount of loan do not exceed 90 days at the end of financial year.

### 2. SUB- STANDARD ASSETS

These assets are those which have been classified as NPA for a period not exceeding 12 months. In such a case, the current net worth of the borrower/guarantor or the current market value of the security charged is not enough to ensure recovery of the dues to the bank in full.

### 3. DOUBTFUL ASSETS

Doubtful assets are those which have remained NPA for a period exceeding 12 months. In the case of term loans, those where installments of principal have remained overdue for a period exceeding 18 months should be treated as doubtful.

### 4. LOSS ASSETS

Loss assets are those where loss has been identified by the bank or internal or external auditors or the RBI inspection but the amounts have not been written off wholly or partially. Such assets are considered uncollectable and of such little values that their continuance as bank assets in not warranted although there may be some salvage or recovery values.

### PROVISION FOR LOSS

Asset Classification	Period for which asset remain a bad loan	Provisions Requirements
1. Standard Assets	None as borrowers pays his dues regularly on time.	On direct advances to agriculture and SME:0.25% On advances to commercial real estate sector:1.00% On other loans and advances other than above:0.40%
2. Sub-Standard Assets	An assets which has remained NPA for a period less than or equal to 12 months.	Secured:15% on outstanding amount     Unsecured5% on outstanding amount. In some cases it is 20%
3. Doubtful Assets	An asset would be classified as doubtful if it has remained in the sub-standard category for period of 12 months.	•
a. Up to 1 year		Secured:25% of the Doubtful amount     Unsecured:100% of the Doubtful amount
b. 1-3 years		Secured:40% of the outstanding amount     Unsecured:100% of outstanding amount
c. More than 3 years		Secured:100% of the outstanding amount     Unsecured:100% of the outstanding amount
4. Loss assets	Loss assets are one where loss has been identifying by the bank or internal or external auditors of the RBI inspection but amount has not been written off fully. Considered uncollectible and ideally such loans should be written off.	

### REVIEW OF LITERATURE

Shruthi J Pandey, Vishaka G Tilak and Bipin Deokar (2013): In their study On "Non Performing Asset of Indian banks, Phases and Dimension "emphasized on the evolution of trends of NPA in pre and post liberalization. After introduction of liberalization the rate of Net NPA and Gross NPA has declined. It is due to improvement in the credit appraisal process and implementation of new legal initiatives.

**Dr.K Gangadharan and Sajith Kumar S (2015):** As per their research entitled on "Non Performing Asset and Indian banks emerging challenges and forward" focused on study of NPA in nationalized banks in India. Nationalized banks transactions are in large volume.

**Dr. Chandan Tiwari (2015):** In his study he emphasized on the "Management of NPA in Commercial banks and Co-operative banks in Pune" This study has observed that an efficiency of management of NPA is more in commercial banks compared to Co-operative banks.

### STATEMENT OF PROBLEM

The Non-Performing Assets have become a major cause of worry for the banks. The successes of banks depend on how it manages and control NPAs. The study mainly focused on movement of NPA in selected cooperative bank.

### **NEED OF THE STUDY**

The study is mainly concentrated on the analysis of NPA because of the presence of NPA will adversely effect on the performance of Co-operative banks and reduces the profitability of Co-operative banks. The findings of study will suggest effective measures for managing NPA.

### **OBJECTIVES OF THE STUDY**

- 1. To identify the movement of Non-Performing Asset in Co-operative Banks
- To study the consistency level of manage Non-Performing Assets in banks for last five year.

#### SCOPE OF STUDY

The purpose of study is to understand the current position of Non-Performing Assets and also compare the performance of Non-Performing assets in the selected Co-operative banks to know the efficiency and quality of loan assets. It shows the pictures of NPA and its effects of selected banks from 2010-2015. This study is conducted in three banks are Primary Agricultural Credit Co-operative Service Society Kokkada, Primary Agricultural Credit Co-operative Service Society Dharmasthala and Primary Agricultural Credit Co-operative Service Society Nidle, Belthangady Taluk, Dakshina Kannada, Karnataka.

#### RESEARCH METHODOLOGY

Research Methodology adopted for carrying out study the movement, trend and causes of Non-Performing Assets. It seeks to evaluate and compare the trend of Non-Performing Assets and efficiency of selected banks.

### **SOURCES OF DATA**

For this study I used Primary and Secondary data

### A) PRIMARY DATA

The Data which have been collected through direct Interview with the Members and officials of the Co-operative Bank.

#### **B) SECONDARY DATA**

Secondary Data has been collected from Annual Report, Audit Report, Income Statement of Bank and RBI Reports, Books, Journals, newspapers and Websites.

#### TOOLS FOR ANALYSIS

In light of above mentioned objective the present study period ranges from 2010-11 to 2014-2015 to comparative analysis the tendency of Non-Performing Assets of selected banks. The collected information is analyzed by utilizing different statistical techniques such as:

- Percentage method
- Ratio analysis
- Mean Standard Deviation and its Co-efficient of Variations

### SAMPLE SIZE

PACS Ltd., Dharmastahala-5 years Balance Sheet

PACS Ltd, Nidle-5 years Balance Sheet

PACS Ltd, Kokkada-5 years Balance Sheet

### LIMITATION OF STUDY

- The study is restricted to Primary Agricultural Credit Co-operative Society Ltd., Kokkada, Primary Agricultural Credit Co-operative Society Ltd., Nidle, Primary
  Agricultural Credit Co-operative Society Ltd., Dharmasthala only.
- In the wide conclusion is difficult to drawn based on performance from 2010-11 to 2014-15.
- This study could not have examined cause responsible for the Non-Performing Assets in these banks.
- This study not evaluated the adverse effect of Non-Performing assets to other banking factors like profit, relationship with customers etc.

### PERFORMANCE ANALYSIS

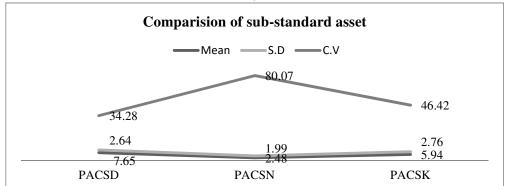
### 1. COMPARISON OF SUBSTANDARD ASSETS

TABLE 1

	PACS D		PA	CS N	PA	CS K
Year	Amount	Percentage	Amount	Percentage	Amount	Percentage
2010-11	6438681	4.95	1527073	2.96	8448701	9.42
2011-12	9844885	5.68	189780	0.28	3606509	3.22
2012-13	14931677	8.15	4634102	5.21	6237685	4.91
2013-14	14332810	7.78	3197253	3.17	5286900	3.86
2014-15	21725478	11.70	853324	0.80	14142542	8.29
TOTAL	67273531	38.26	10401532	12.42	37722337	29.7
Mean	13454704	7.65	2080306	2.48	7544467	5.94
S.D	5779567	2.64	1813497	1.99	4082402	2.76
C.V	42.96	34.48	87.17	80.07	54.11	46.42

Source: Audit Report

FIG. 1



The above table and chart shows that the consistency of sub-standard asset is very high in PACS Dharmasthala with compare to PACS Nidle and PACS Kokkada. It indicates PACS Dharmasthala can able to collect more outstanding compare to other two PACS.

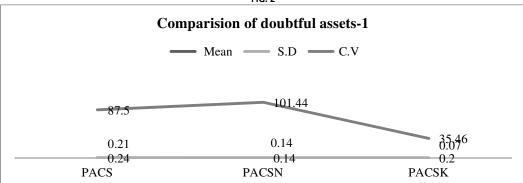
### 2. COMPARISON OF DOUBTFUL ASSET-1

TABLE 2

	PACS D		PACS N		PACS K	
Year	Amount	Percentae	Amount	Percentage	Amount	Percentage
201011	52970	0.41	0	0	220890	0.25
201112	235835	0.13	247680	0.36	268053	0.24
201213	0	0	106630	0.12	324930	0.26
201314	331432	0.18	39250	0.04	126000	0.09
201415	907140	0.49	178450	0.17	310585	0.18
TOTAL	2004114	1.21	572010	0.69	1250458	1.02
Mean	400822.8	0.24	114402	0.14	250092	0.20
S.D	341197.6	0.21	100823.10	0.14	80365.27	0.07
C.V	85.12	87.5	88.13	101.44	32.13	35.46

Source: Audit Report

FIG. 2



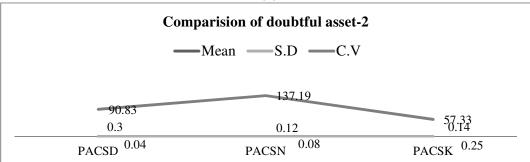
The above chart and table shows that the mean of doubtful assets-1 is more in PACS Dharmasthala and consistency of doubtful assets is less in this bank. The level of consistency of doubtful assets-1 is more in PACS Ltd., Kokkada. The consistency of doubtful assets-1 is very low in PACS Ltd., Nidle compare to PACSD and PACSK.

### 3. COMPARISON OF DOUBTFUL ASSET-2 OF THREE BANKS

TABLE 3

	PACS D		PACS N		PACS K	
Year	Amount	Percentage	Amount	Percentage	Amount	Percentage
2010-11	0	0	0	0	55200	0.06
2011-12	0	0	2200	0	197643	0.18
2012-13	138969	0.08	197400	0.22	509600	0.40
2013-14	91253	0.05	200830	0.20	529530	0.39
2014-15	115005	0.06	0	0	390830	0.23
TOTAL	345227	0.19	400430	0.42	1682803	1.26
Mean	69045	0.04	80086	0.08	336561	0.25
S.D	65248.19	0.036	108668.6	0.12	205296.7	0.14
C.V	94.50	90.83	135.69	137.19	60.99	57.33

FIG. 3



In the above table and chart shows the consistency of doubtful asset-2 among three banks. It clearly indicates that the consistency of doubtful assets-2 is more (57.33%) in PACS Ltd., Kokkada while compare PACS Ltd., Dharmasthala (90.83%) and PACS Ltd., Nidle (13719).

### 4. COMPARISON OF DOUBTFUL ASSET

TABLE 4

	PACS D		PACS N		PACS K	
Year	Amount	Percentage	Amount	Percentage	Amount	Percentage
2010-11	0	0	0	0	177325	0.20
2011-12	375970	0.22	0	0	55825	0.05
2012-13	124882	0.07	296022	0.33	140900	0.11
2013-14	47220	0.02	286372	0.29	212600	0.16
2014-15	0	0	15000	0.01	715575	0.42
TOTAL	548072	0.31	597394	0.63	1302225	0.94
Mean	109614	0.06	119479	0.13	260445	0.19
S.D	157402.4	0.09	156913.20	0.17	261008.5	0.14
C.V	143.59	149.75	131.33	134.82	100.21	75.16

Source: Audit report

The above mentioned table and chart shows that co-efficient of standard deviation of doubtful assets is-3 is low in PACS Kokkda (75.16%) while compare to PACS Nidle (133.82%) and PACS Dharmasthala (149.75%). It is high in PACS Dharmasthala and recovery level of doubtful assets-3 is poor.

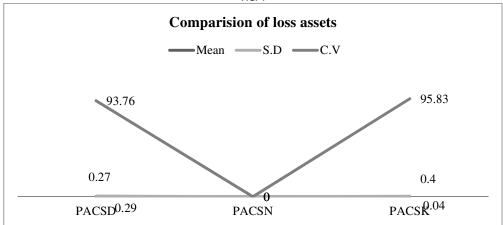
### COMPARISON OF LOSS ASSETS

TABLE 5

	PACS D		PACS N		PACS K	
Year	Amount	Percentage	Amount	Percentage	Amount	Percentage
2010-11	758000	0.58	0	0	0	0
2011-12	758000	0.44	0	0	0	0
2012-13	0	0	0	0	116399	0.09
2013-14	0	0	0	0	86278	0.06
2014-15	773352	0.42	0	0	94593	0.06
TOTAL	2289352	1.44	0	0	297270	0.21
Mean	457870	0.29	0	0	59454	0.04
S.D	418023.6	0.27	0	0	55377.26	0.04
C.V	91.30	93.76	0	0	93.14	95.83

Source: audit Report

FIG. 4



The above table and chart shows that there are no loss assets found in 5 years audit report of PACS Ltd., Nidle. The consistency of loss asset is very high in PACS Ltd., Nidle and low in PACS Ltd., Kokkada.

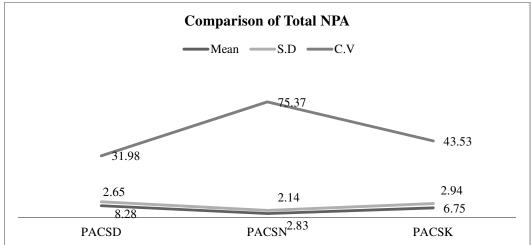
### COMPARISON OF TOTAL NPA OF THREE BANKS

### TABLE 6

	PACSD		PACSN		PACSK		
Year	Amount	Percentage	Amount	Percentage	Amount	Percentage	
201011	7726388	5.94	1527073	2.96	8902116	9.93	
201112	11214690	6.47	439660	0.65	4128030	3.69	
201213	15195528	8.30	5234154	5.88	7329514	5.77	
201314	14805415	8.04	3723705	3.70	6241308	4.56	
201415	23520975	12.67	1046774	0.98	15654125	9.8	
TOTL	72462996	41.42	11971366	14.67	42255093	33.75	
Mean	14492599.2	8.28	2394273	2.83	8451018.6	6.75	
S.D	5887058.2	2.65	2013741	2.14	4385118.4	2.94	
C.V	40.62	31.98	84.11	75.37	51.89	43.53	

Source: Audit Report

FIG. 5



The above table and chart shows the position of total NPA of three banks. The co-efficient of variation of standard deviation is more (75.37%) in PACS Ltd., Nidle in comparison with PACS Ltd., Dharmasthala and PACS Ltd., Kokkda. It shows PACS Ltd., Dharmasthala has low C.V and its consistency in managing NPA is more.

### **FINDINGS**

- > The study found that the recovery percentage of standard asset is more in PACS Ltd. Nidle (97.04%)in comparison with PACS Ltd., Dharmasthala (94.06) and PACS Ltd., Kokkada (90.67)
- > The study found that consistency level of sub-standard asset is very high in PACS Ltd Nidle (12.42%) compare to PACS Ltd Dharmasthala and PACS Ltd Nidle.
- The study reveals that the consistency level of doubtful asset -1 is high in PACS Ltd, Kokkada (35.46%)
- > The study reveals that the recovery percentage of doubtful asset -2 is more in PACS Ltd, Kokkada (57.33%) compare to PACS Ltd, Nidle and PACS Ltd, Kokkada.
- > The study reveals that the consistency level of doubtful asset -3 is more in PACS Ltd, Kokkada (75.16) compare to PACS Ltd, Nidle and PACS Ltd Kokkada.
- > The study reveals that there are no loss assets found in 5 years Audit report of PACS Ltd Nidle, during study period. It also reveals that percentage of loss asset is very high in PACS Ltd., Dharamasthala (93.765%).
- > The study reveals that total NPAs is more in PACS Ltd. Nidle, in comparison with PACS Ltd., Dharmasthala and PACS Ltd., Kokkda. The consistency of level of management of NPAs is more in PACS Ltd., Dharamasthala.

### CONCLUSION

Management of non-performing asset is fundamental challenge for every bank. The improper management of non-performing assets will create a big problem for the banks in India. It not only effects to bank, it affects economy also. The non-performing assets of banks will directly effect on the profitability, liquidity and successive operations of the banks. The effective management of NPA shows financial health of the bank. In this study it identifies that PACS Ltd., Dharmasthala, PACS Ltd., Nidle and PACS Ltd., Kokkada should concentrate to take more efforts on the recovery of outstanding loans. Same time effective measure should take for reducing NPA in the bank.

### **REFERENCES**

- Chatterjee C and Mukherjee, J. and Das, R. (2012), 'Management of nonperforming assets a current scenario', International Journal of Social Science & Interdisciplinary Research, Vol.1 Issue 11
- 2. D.K Gangadharan & Sujith Kumar (2015). 'Asian Journal of Research in Business Economics and Management' Vol. 5, No. 9, pp. 56-73.
- 3. Gupta, B. (2012), 'A Comparative Study of Non-Performing Assets of SBI & Associates & Other Public Sector Banks', SIT Journal of Management, Vol. 2, No. 3, PP. 175-189
- 4. Poongavanam S (2011), 'Non-Performing Assets: Issues, Causes and Remedial Solution', Asian Journal of Management Research, Volume 2(1.201)
- 5. Shruthi J Pandey, Vishakha G Tilak and Bipin Deokar (2013), 'Non-Performing Assets of Indian Banks (phases and dimensions)', Economic and Political Weekly, Volume XLVIIII (24)
- 6. Sulagna Das & Abhijit Dutta (2014). 'A Study on NPA of Public Sector Banks in India' Journal of Business and Management (IOSR-JBM). Volume 16, Issue 11, PP 75-83.

## 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 <a href="mailto:infoijrcm@gmail.com">infoijrcm@gmail.com</a> 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.



