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Abstract: It is impossible for the farmers and other target groups in Agriculture areas to save first a certain amount of deposits and then undertake investment in land or allied activities or service sector. It would be more realistic first to help them with a loan to invest in their familiar sector, so as to enable them to raise their productivity and income. The banks should then recover loans from the increase income. Regional rural Banks plays a vital role in the Agriculture and Agriculture development of India. The RRBS have more reached to the agriculture area of India, through their huge network. The success of Agriculture credit in India is largely depends on their financial strength. RRBs are key financing institution at the agriculture level which shoulders responsibility of meeting credit needs of different types of Agriculture credit in Agriculture areas The process of economic development, the banks are to play an innovation role by introducing newness in delivery and recovery system. At present, most of the regional Agriculture banks are facing the problems of overdue, recovery, nonperforming assets and other problems. Therefore, it is necessary to study financial performance of RRBs in India. The present research paper is designed in nature and makes use of secondary data. The relevant secondary data have been collected mainly through the articles, journals, books, and websites have been referred. This research paper throws light on the need of banking system in Agriculture areas and significant role played by banking system in the development of Agriculture areas. This paper made an attempt analyse RRBS and Agriculture in India.

Key words: *Regional Agriculture banks Agriculture, Government, Agriculture economy. Credit*

Introduction

Replacement of moneylender credit by institutional credit has been accepted as an essential pre-condition for technological transformation of Agriculture in the country. RRBs has play the important role in the reduction of poverty is important because Agriculture areas have the maximum people are living below poverty line, about 30% of the population is below the poverty line. The present study is a modest attempt to make an appraisal of the agriculture credit structure and the role played by RRBs in the development of Agriculture economy. The present study is a modest attempt to Agriculture credit structure and the role played by RRBs in the development of Agriculture economic development. Regional Agriculture banks are basically, banking organisation for local level operations across the States in India. The primary goal of Regional Agriculture Banks was to end the agriculture debt culture and close the credit gap that existed between geographical regions. Regional Agriculture Banks are government owned scheduled commercial banks of India that operate at regional level in different states of India. The agriculture development is mainly concerned with increasing the income of the low-income groups in Agriculture society. The developing countries are usually surplus in labour force. Uneconomic holdings provide insufficient income. The survival of the households would depend upon the non-farm activates. The non-farm sector absorbed the unemployed and underemployed Agriculture labour forces and segments the income and employment of the agriculture households. Further, if the labour-intensive farm strategy is designed to increase employment opportunities, the agriculture low-income groups are not in a position to get sufficient employment opportunities particularly in slack season. Therefore, the non-farm sector becomes an important employment potential sector in these countries. So, through RRBS Agriculture development is partially low-income, there are 43 RRBs in India serving 14494 branches in 525 districts across the country. the RRBs are to be set-up mainly with a view to develop Agriculture economy by providing credit facilities for the purpose of development of Agriculture, trade, commerce, industry and other productive activities in the agriculture areas. Regional Agriculture banks, by bringing credit facilities closer to the poorer sections of the agriculture population, will help to free them from the grip of the

moneylender. In addition, it should be noted that small/marginal farmers, agricultural labourers, artisans, and other vulnerable groups in Agriculture areas are the primary recipients of loan assistance from regional

Agriculture banks. These banks are under the ownership of Ministry of Finance, Government of India and a sponsored commercial bank. They were created to serve Agriculture areas with basic banking and financial services, agricultural and Agriculture development. The area of operation of an Agriculture bank is limited to a specified region which comprises of one or more districts. These banks cannot have a lending rate which is higher than the prevailing lending rate of cooperative credit societies in any particular state. The main factor that has contributed to their loss of profitability is that they exclusively lend to the poorer sections at low-interest rates, despite the fact that their operational costs in handling small loans are quite high which made regional Agriculture banks are more challenging. The salary structure of the employees of these banks is fixed in consonance with the salary structure of the employees of the state government, local authorities of comparable level and status in the area. They are public sector banks. The paid-up capital of each bank is Rs. 25 lakhs. 50 percent of the capital is contributed by the Central Government. The concerned state government contributes 15 percent. 35 percent is contributed by the sponsoring public-sector commercial banks. Providing of loans and advance to the farmers and other person already engaged in Agriculture activities. RRBS Providing of loans and advance to the co-operative societies and other society which are involved in Agriculture processing. During the first 10 years of their formation, the number reached 183 banks with a large number of them coming up in Uttar Pradesh, Rajasthan, Bihar, and Madhya Pradesh. By 1987, 196 RRBs were present in 363 districts in the country. But this model's path was not so rosy, as it took long years for many RRBs to attain break-even point. The agriculture development is mainly concerned with increasing the income of the low-income groups in Agriculture society. The developing countries are usually surplus in labour force. Uneconomic holdings provide insufficient income. The survival of the households would depend upon the non-farm activities. The nonfarm sector absorbed the unemployed and underemployed Agriculture labour forces and segments the income and employment of the agriculture households. Further, if the labour-intensive farm strategy is designed to increase employment opportunities, the agriculture low-income groups are not in a position to get sufficient employment opportunities particularly in slack season. Therefore, the non-farm sector becomes an important employment potential sector in these countries. It was time to restructure their operations and the Government initiated the first round of amalgamation of RRBs in the country in 2005. RRBS will also Accepting the various types of deposits from the agriculture and other connected areas. providing loans and advances to small entrepreneurs and others who are engaged in trade, commerce and industry in Agriculture areas. The non-farm sector is contributing various benefits to Agriculture development. Firstly, Agriculture development is a multi-sect oral concept. Agriculture would often be the starting point for Agriculture development and the agricultural sector has already constrained in some of the developing countries by lack of additional acreage for cultivation. Raising production and income from agricultural sector is to increase the yield per acre and also to increase labour productivity. Thus, the labour absorptive capacity of Agriculture is limited in developing countries. In such circumstances the agriculture industries construction would generate substantial opportunities for productive employment and augment the income of the agriculture people. All these activities are and strengthening the agricultural sector.

A brief history of development RRBS

The establishment of RRBs in working committee report dated July 30, 1975, the Working Group headed by Shri M. Narsimha recommended the establishment of a new type of institution to supplement the efforts of commercial and cooperative institutions in the agriculture sector. Such rural banks were to be established in areas with a weak credit structure. This was the start of Regional Agriculture Banks, which made rapid progress in the decade that followed. The first five regional Agriculture banks were established on October 2, 1975, in West Bengal, Uttar Pradesh, Rajasthan, Karnataka and Haryana. In 1977, the government established the Review Committee on Regional Agriculture Banks, chaired by Prof. M.L. Dantwala, to investigate the operation of RRBs. The

committee made several recommendations, including encouraging the establishment of RRBs in areas where central co-operative banks can be converted to RRBs. This is the way where RRBS were established. According to the committee, the better-off segments of Agriculture society should not be completely denied credit because this would have a negative impact on mobilisation and depress it.

Objective of the study

1. To study the existing promotional strategy of Agriculture Banking for Agriculture development in India
2. To study the existing coverage of operational activity role of Regional Agriculture banks in India
3. To explore the possibilities of marketing strategies for the effective Agriculture development.

Research Methodology

A study of the RRBs and Agriculture banking in India was conducted for the purpose of this research. The information for this study was gathered from prior studies in the literature as well as from primary and secondary sources in the Agriculture banking industry and the research articles.

Analysis of the study

The agriculture development of India in the light of the different Grameen Bank of Kolar regarding Poverty Alleviation Programme Regional Agriculture banks & co-operative banks with a large network of more than 153,000 retail credit outlets (one for every 4100 population). Yet reaching the poorest, whose credit requirements are very small, frequent and unpredictable, is still a difficult task and "Sahukars" continues to be the main agency. Further the systems and lengthy procedures of the banking institution with emphasis on complicated qualifying requirements, tangible collateral margin etc. also kept them away from these formal agencies. The commercial Banks and co-operatives have created considerable regional disparity in Agriculture areas. Large portion of credit has gone to a law irrigated areas and several parts of the country have remained without banking facilities and are under financed. In the large and complex situation of our Agriculture credit structure there cannot be any one solution to solve the residual problems of Agriculture credit system. the credit needs of Therefore Agriculture people are fulfilled by RRBs. In addition, the majority of the county's population, more so marginal and disadvantaged sections of society, stay in villages. There is a lack of infrastructure in Villages. Infrastructure development like electricity, irrigation, credit, marketing, transport facilities, etc., needs to be addressed here RRBs has to play significant role by proving loan facilities to different projects. The two critical needs for the agriculture poor are micro-savings and frequent withdrawals. In RRBS These kinds of needs facilitate a customer in building capital over the long term at the agriculture areas, if there are finding any credit shortage in the near term RRBs paly very important role by providing, loan facilities. However, banks do not offer adequate services to address these needs. The lack of services, therefore, leaves the agriculture poor with little option than to transact with the informal banking. Karnataka Grameen bank crosses 50000 crore Total business, 28435 crore deposits with the net profit 19 crore of as on March 2020. RRBs will be helpful Accept small amounts, provide doorstep service, and ensure ease of enrolment. Agriculture customers need loans not only for productive purposes but also for consumption needs by Karnataka Grameen bank. RRBs a part from agricultural support, Agriculture customers need micro credit for consumption, education and emergencies. As Gandhiji said "Real India lies in villages," and village economy is the backbone of the economic development. The NonPerforming assets Banks have higher non-performing loans in Agriculture areas because Agriculture households have irregular income of the farmers due to uneven distribution monsoon and low-income level of the farmers. NPAs from the Agriculture sector are 7.9%, compared to 3.7% across non- Agriculture sectors.

Development strategy of RRBS

Direct marketing RRBS will use direct marketing to acquire new customers and enhance the experience of existing customers to improve retention and strengthen loyalty. They will also through multiple channels including direct mail, email, web and SMS, based on our customer's preferences.

Interactive marketing as a bank we listen to our customers' voices- in branches and across all digital channels, including social media. As banking has become substantially more sophisticated, we try to innovate in the online banking, listen to customer voices across physical and digital channels, mobile services and on social media. Word-of-mouth marketing RRBS are aware that banking industry is going through turbulent times. In this era of mature and intense competitive pressures, it is imperative that banks maintain a loyal customer base. To achieve this objective and improve our market and profit positions, we are directing our strategies toward increasing customer satisfaction and loyalty through improved service quality. In the present context, that is characterized by rapid change and sophisticated customers, it is important that banks in Ghana determine service quality factors, which are pertinent to the customers' selection process, as well as the dimensionality of customer-perceived service quality. If service quality dimensions are identified, service managers can improve the delivery of customer perceived quality during the service process and have greater control over the outcome. The viability of regional Agriculture bank with reference to demand and supply of lending locational advantages and dis-advantages, and their functional superiority. In fact, the concept of viability was not very structure of regional rural banks. Regional rural Banks were not viable as they came up mostly in unbanked areas and lending in confined to target group with lower interest rate. Therefore, financial viability cannot be the sole criteria for evaluating the performance of regional rural Banks, but the single offices of regional rural banks have done the fairly well in terms of deposit in commercial banks. RRBS will also Undertake of the supply of agricultural inputs & equipment's to farmers. RRBS are Making backward and tribal areas economically better by opening new branches and extending micro credit facilities and operating the scheme of inclusion. It grants loans and advance only to the small and marginal farmers, agricultural labourer's, small traders\ entrepreneurs. This is sponsored bank. It is sponsored by a scheduled commercial bank. These banks can recruit their own field assistants/representatives to make frequent filed visits to villages and help banks to acquire new customers, loans/deposits. These representatives may be village traditional moneylender/village fertilizer shop owner/general stores person or uneducated youth/LIC agent/UTI agent who does have local knowledge, know local people and having confidence by local people. emphasis to be placed more on priority setting in terms of which agroindustries/ crops to be encouraged rather than emphasis on target setting at district level. This approach gives a directive based on social goals to the regional rural banks, without compromising freedom of operations. All the banks operating in a region/district are free to set their own targets.

Findings of the study.

RRBs are extending Loans to individual farmers [including Self Help Groups (SHGs) or Joint Liability Groups (JLGs), i.e., groups of individual farmers, provided banks maintain disaggregated data of such loans], directly engaged in Agriculture and Allied Activities, viz., dairy, fishery, animal husbandry, poultry, bee-keeping and sericulture. RRBs also extending Crop loans to farmers which will include traditional/non-traditional plantations and horticulture, and, loans for allied activities. Medium and long-term loans to farmers for agriculture and allied activities (e.g., purchase of agricultural implements and machinery, loans for irrigation and other developmental activities undertaken in the farm, and developmental loans for allied activities. The RRB charges interest rates as adopted by the co-operative society in the state. Personal selling the competition fostered by deregulation of the Ghanaian banking industry, along with increasing complex product/service offerings and the growth of importance of relationship banking have brought the need for personal selling effectiveness to the forefront in the Ghanaian banking industry. Loans to farmers for pre- and post-harvest activities, viz., spraying, weeding, harvesting, sorting, grading and transporting of their own farm produce. Loans to farmers up to ₹50 lakh against pledge/hypothecation of agricultural produce (including warehouse receipts) for a period not exceeding 12 months. Loans to distressed farmers indebted to noninstitutional lenders. Loans to farmers under Kisan Credit Card Scheme. Loans to small and marginal farmers for purchase of land for agricultural purposes. Loans to corporate farmers, farmers' producer organizations/companies of individual farmers, partnership firms and co-operatives of farmers directly engaged in Agriculture and Allied Activities, viz., dairy,

fishery, animal husbandry, poultry, bee-keeping and sericulture up to an aggregate limit of ₹2 crore per borrower. This will include, Crop loans to farmers which will include traditional/non-traditional plantations and horticulture, and, loans for allied activities. Medium and long-term loans to farmers for agriculture and allied activities (e.g., purchase of agricultural implements and machinery, loans for irrigation and other developmental activities undertaken in the farm, and developmental loans. RRBs has play the important role in the reduction of poverty is important because Agriculture areas have the maximum people are living below poverty line, about 30% of the population is below the poverty line. The present study is a modest attempt to make an appraisal of the agriculture credit structure and the role played by RRBs in the development of Agriculture economy. The objective of this paper is to analyse the agriculture credit and the role played by the RRBs in the priority and non-priority sector landings. Their financial needs are linked to their life cycle needs, ranging from savings to credit to insurance to remittances. In fact, even the savings and credit products currently offered to Agriculture customers do not entirely meet their needs. The savings and investment facilities are critical for the poor of Agriculture areas. It also Loans for construction of storage facilities (warehouses, market yards, God owns and silos) including cold storage units/ cold storage chains designed to store agriculture produce/products, irrespective of their location. Soil conservation and watershed development. Plant tissue culture and Agri-biotechnology, seed production, production of bio-pesticides, bio-fertilizer, and vermi composting.

Conclusion

The changing taste and preference of today's consumers have compelled banks Agriculture and universal to employ survival strategies in the financial arena to attract and maintain customers. This invariably will enhance service quality in the industry which will boost economic development in the long-run. The strategy is sound, but the reported weaknesses of the programme in its implementation are related with the human aspects. In nutshell, the physical achievements were less than targeted, whereas the financial expenditure incurred was more than anticipated. The help in achieving larger income through more proactive and productive activities by the beneficiaries that would surely help themselves to lead to raise their status Banking institutions must formulate, and put into force techniques that will allow them to have a competitive edge over their contemporaries in the market. The competitive aim is to provide satisfactory customers service and less developed regions and poor people.

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