

A STUDY ON FARMERS SATISFACTION LEVEL OF USING KISAN CREDIT CARD SCHEME IN HDFC BANK WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The Kisan credit card instrument would allow farmer to purchase Agriculture input such as seeds, fertilizer, pesticides and allow them to withdraw some cash for meeting their other crop production related requirements. The sampling unit is confined to the Coimbatore district. The primary data were collected from the farmers interview schedule was constructed to elicit information from farmers regarding Kisan credit card. The secondary data necessary for the study have been collected through pamphlets, brochures, annual reports and of the published papers of HDFC bank. The sample size for the study is 120 respondents.

KEYWORDS: Agriculture Loan, Satisfaction, Farmers, kisan credit card, HDFC bank.

INTRODUCTION

Kisan Credit Card (KCC) in 1998-99 with three different sub-limits viz. production, assets maintenance and consumption needs is a step-in this direction. This brings integration into the multi-credit product system by offering farm entrepreneurs a single line of credit through a single window for multiple purposes. At the back end, KCC services were linked with Kisan Knowledge Management System coordination and monitoring the services. The KCC Scheme provides agricultural credit to farmers at a lower rate of interest. The Kisan Credit Card Scheme was a step

towards facilitating the access to short-term credit for the borrowers from the formal financial institutions.

SATATEMENT OF THE PROMBLEM

The institutional finance must be adequate enough to provide loan to the farmer. The expansion of credit alone does not bring about an adequate increasing in agriculture production. KCC holders are not aware of the modalities benefits of KCC scheme but they were not aware of its positive aspects like revolving cash credit facility involving any number of drawls and repayment.

SCOPE OF THE STUDY

The present study aims at analysing the farmers Kisan credit card scheme is order to exhibits the farmers satisfaction level about the scheme factors influenced them and means of utilizing loan provided under this scheme and validity period and maximum ceiling limits. The researcher has to create the awareness about the KCC.

OBJECTIVES OF THE STUDY

- To find out the factors influencing farmers to use Kisan Credit Card.
- To study about the satisfaction level of the farmers of Kisan Credit Card in HDFC Bank.

RESEACRH METHODOLOGY

A descriptive research design is used in this study. Primary data are those collected for the first time. In this study primary data are collected by conducting a survey through a well-structured questionnaire. The data which are already collected is called secondary data. It means data that was already available. Secondary data was collected from various journals, articles and internet blogs. The Convenient random sampling technique is used in this study. The sample size is 120 respondents.

AREA OF STUDY

The study cover Coimbatore city only.

TOOL FOR ANALYSIS

1. Analysis
2. Likert scale analysis
3. Rank correlation

LIMITATION OF STUDY

- Since the sample is very small when compared to the universe, the findings and suggestions made are not applicable to the universe.
- All the findings and observations made in this study are purely based on respondent's answer; the response may be due to personal factor.

REVIEW OF LITERATURE

Amitha, C.D. and Karthikeyan. C (2022) In the study the opinion of beneficiaries towards the scheme was studied with a sample of 60 farmers. Opinion towards the scheme was studied under parameters: awareness on PM Kisan, credit utilization pattern, coping capacity and level of satisfaction. The study revealed that only 26.6 per cent of beneficiaries were aware of PM Kisan portal. Only one fourth of the respondents agreed that financial support provided under the scheme was adequate. On the other hand, percent of respondents were of agreement that the financial support aided during the pandemic. It was found that there was significant difference among different group of land holders with regards to credit utilization pattern and coping capacity.

Gaikar Vilas B, Bhadane Jaywant et.al, (2021) The Kisan credit card scheme has shown growth during the period of study *i.e.*, from 2017-18 to 2020-21 in terms of number of Cards issued and amount sanctioned on Kisan Credit Card. It is observed that there is sharp decline in number of cards but multi-fold increase in amount sanctioned on Kisan Credit Card. Among all KCC issuing agency, Commercial Banks found to be ahead than Cooperative Banks and Regional Rural Banks during the period of study in terms of number and amount sanctioned. The number of cards and amount sanctioned were very high in southern Region by Co-operative Banks and in Central Region by Regional Rural Banks and Commercial Banks.

SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. It particularly useful method of expressing the relative frequency of survey responses and other data.

TABLE 1

TABLE SHOWING SOURCE OF AWARENESS

S. no	Source of Awareness	No. Of Respondents	Percentage (%)
1	Family	25	21
2	Friends	20	17
3	Magazine	23	28
4	Advertisement	13	11
5	Bank	34	19
6	Others	5	4
	Total	120	100

Source: Primary Data

INTERPRETATION

The above table reveals that 21% the respondents aware through family, 17% of the respondents aware through friends, 19% of the respondents aware through magazine, 11% of the respondents aware through Advertisement, 28% of the respondents aware through bank and remaining 4% of the respondents aware through other bank.

Here most of the respondents aware through bank

TABLE 2
TABLE SHOWING USAGE OF KISAN CREDIT CARD

S. NO	Usage of kisan Credit card	No. of respondents	Percentage (%)
1	Below 1 year	30	25
2	1-2 year	23	19
3	3-4 year	38	32
4	Above 5 years	29	24
	Total	120	100

(source :primary data)

INTERPRETATION

The above table reveals that 25% of the respondents are using Below 1 year, 19% of the respondents are using 1-2 year, 32% of the respondents are using 3-4 years and 24% of the respondents are using above 5 years.

Here most of the respondents are using kisan credit card for 3-4 years.

TABLE 3
SHOWING SPENDING KISAN CREDIT CARD FUND

S.NO	kisan credit card fund	No. of respondents	Percentage (%)
1	Purchasing seeds	57	48
2	For fertilizers	11	9
3	Farm equipment	34	28
4	Cultivation purpose	18	15
	Total	120	100

INTERPRETATION

The above table reveals that 48% of the respondents using fund to purchase seeds, 9% of the respondents used to purchase fertilizers, 28% of the respondents using fund for farm equipments and 15% of the respondent using for cultivation purpose.

Here mostly 48% of the respondents using fund to purchase seeds.

LIKERT SCALE

Likert scales are the most broadly used method for scaling responses in research studies. Research questions that ask you to indicate your level of agreement, from strongly agree or highly satisfied to strongly disagree or highly dissatisfied, use the likert scale. In Likert scale method, a person's attitude is measured by combining (additional or averaging) their responses across all items.

TABLE 4

TABLE SHOWING HASSLE FREE CREDIT KISAN CREDIT CARD FORM HDFCBANK

S. No	PARTICULARS	NUMBER OF RESPONDENTS	LIKERT SCALE(X)	TOTAL
1	Highly satisfied	30	5	150
2	Satisfied	43	4	172
3	Neutral	39	3	117
4	Dissatisfied	7	2	14
5	Highly dissatisfied	1	1	1
	Total	120		454

(Source: Primary Data)

INFERENCE

Likert scale value 3.783 is greater than the middle value(3), so the respondents are agree that they preferred hassle free credit kisan credit card form HDFC bank.

TABLE 5

TABLE SHOWING FLEXIBLE REPAYMENT CREDIT KISAN CREDIT CARD FORMHDFC BANK

S. No	PARTICULARS	NUMBER OF RESPONDENTS	LIKERT SCALE(X)	TOTAL
1	Highly satisfied	56	5	280
2	Satisfied	32	4	128
3	Neutral	21	3	63
4	Dissatisfied	7	2	14
5	Highly dissatisfied	4	1	4
	Total	120		489

(Source: Primary Data)

INFERENCE

Likert scale value 4.075 is greater than the middle value (3), so the respondents are agree that they preferred flexible repayment credit kisan credit card form HDFC bank.

RANK CORRELATION

A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of different ordinal variables or different ranking of the same variables, where a “ranking” is the assignment of the labels “first”, “second”, “third”, etc., To different observation of a particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking. The ranking themselves are totally ordered.

TABLE 6

RANKING ANALYSIS OF VARIOIUS FACTORS AFFECTING THE USAGE OFKISAN CREDIT CARD

FACTORS	1	2	3	4	5	6	7	TOTAL	RANK
Size of farm	63(7)	7(6)	12(5)	2(4)	5(3)	4(2)	27(1)	601	1
Crop being cultivated	12(7)	49(6)	11(5)	4(4)	12(3)	14(2)	18(1)	531	2
Income estimated from the crop	3(7)	18(6)	45(5)	6(4)	20(3)	17(2)	11(1)	483	3
Borrower's credit history	9(7)	9(6)	10(5)	56(4)	15(3)	15(2)	6(1)	472	4
Revolving credit facility	4(7)	8(6)	19(5)	17(4)	44(3)	20(2)	8(1)	419	6
Higher credit limit on the card	7(7)	16(6)	9(5)	18(4)	15(3)	42(2)	13(1)	404	7
Bank loan limit	22(7)	13(6)	14(5)	17(4)	9(3)	8(2)	37(1)	450	5

INTERPRETATION

From the above ranking analysis, Size of farm ranks 1, Crop being cultivated ranks 2 Income estimated from the crop ranks 3, Borrower's credit history ranks 4, Bank loan limit rank 5, Revolving credit facility rank 6 and Higher credit limit on the card rank 7.

FINDINGS

1. Majority of the respondents prefer medium term.
2. Here most of the respondents are using kisan credit card for 3-4 years.
3. The above table reveals that 48% of the respondents using fund to purchase seeds, 9% of the respondents used to purchase fertilizers, 28% of the respondents using fund for farm equipments and 15% of the respondent using for cultivation purpose.
4. From the above ranking analysis, Size of farm ranks 1, Crop being cultivated ranks 2 Income estimated from the crop ranks 3, Borrower's credit history ranks 4, Bank loan limit rank 5, Revolving credit facility rank 6 and Higher credit limit on the card rank 7.

SUGGESTION

- 1 Reduction of minimum eligibility criteria will attract the customers to obtain kisan CreditCards.
- 2 Charges for the kisan credit cards should be nominal.
- 3 Awareness must be created about special offer available for maximum usage of kisan credit cards.
- 4 The majority of the cardholders purpose of choosing the card for purchase convenience and interest free on credit facility available.

CONCLUSION

It can be concluded that the agriculturalists in Coimbatore area are well aware of the Kisan creditcard scheme. Most of them are utilizing this loan in an efficient manner. Even though there are various agricultural credits provided by the banks. The majority of banks prepare Kisan credit cards for providing farmers with a range of agricultural financial services. For the banks to function effectively, they must have a clear understanding of the current framework. To conclude that the card issuer of HDFC bank in this study area should adopt right marketing strategy to maintain their existing and attracting new customers for achieving survival and stability of banking business at present and growth of economy of our country in future. This shows that the attitude of KCC Holders was satisfaction towards of kisan credit card.

REFERENCE

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