

## LIST OF ABBREVIATIONS

<b>GDP</b>	Gross Domestic Product
<b>RBI</b>	Reserve Bank of India
<b>SBI</b>	State Bank of India
<b>ICICI</b>	Industrial Credit and Investment Corporation of India
<b>IDBI</b>	Industrial Development Bank of India
<b>UTI</b>	Unit Trust of India
<b>YES</b>	Youth Enterprise Scheme
<b>HDFC</b>	Housing Development Finance Corporation
<b>ING</b>	International Netharlands Group with Vyasa Bank
<b>GOI</b>	Government of India
<b>WOS</b>	Wholly Owned Subsidy
<b>RRB</b>	Regional Rural Bank
<b>DMA</b>	Direct Marketing Association
<b>DSA</b>	Direct Sales Association
<b>NIL EC</b>	No Encumbrance certificate
<b>EFT</b>	Electronic Fund Transfer
<b>EPS</b>	Electronic Payment System
<b>PC</b>	Personal Computer
<b>DEMAT</b>	Dematerialized Account
<b>ATM</b>	Automatic Teller Machine
<b>PIN</b>	Personal Identification Number
<b>RTGS</b>	Real Time Gross Settlement
<b>DSA</b>	Direct Selling Agent
<b>DMA</b>	Direct Marketing Agent
<b>HSBC</b>	Hong Kong and Shanghai Banking Corporation
<b>GII</b>	Gender Inequality Index
<b>NGO</b>	Non Government Organization
<b>CMA</b>	Credit Monitoring Management
<b>GMB</b>	Gramin Mahila Bank
<b>SEWA</b>	Self Employed Women's Association
<b>AB</b>	Andhra Bank

<b>KVB</b>	Karur Vysya Bank
<b>UCO</b>	United Commercial Bank
<b>SEBI</b>	Security and Exchange Board of India
<b>IST</b>	Indian Standard Time
<b>RAB</b>	Radio Advertisement Bureau
<b>AAAI</b>	Association of Advertising Agencies of India
<b>ABC</b>	The India Bureau of Circulation
<b>TV</b>	Television
<b>ASCI</b>	American Standard Code for Information
<b>IMRB</b>	Indian Market Research Bureau
<b>RR</b>	Routinised Response
<b>LPS</b>	Limited Problem Solving
<b>EPS</b>	Extended Problem Solving
<b>M. Phil</b>	Master of Philosophy
<b>Ph.D.</b>	Doctor of Philosophy
<b>P.</b>	Page
<b>PP.</b>	Pages
<b>ANOVA</b>	Analysis of Variance
<b>Ho</b>	Null Hypothesis
<b>H1</b>	Alternative Hypothesis
<b>N</b>	Number of Observations
<b>SD</b>	Standard Deviation
<b>STD</b>	Standard
<b>DOF</b>	Degree Of Freedom
<b>Sig.</b>	Significant Value