CHAPTER-II

REVIEW OF LITERATURE

Review of literature is the most important aspect in any research work. It is a measure stating the recent output on a particular area of research and organized in a helpful sequence to strengthen the present research techniques. The main objective of the review of literature is to understand the research activities that have taken place in a particular discipline in general and in the area of research in particular.

Review of Literature

Much work related to the performance and evaluation of banking and poverty has been conducted by many researchers and institutions. An analytical attempt is made to review some related works done to organize them in the present form.

The All India Rural Credit Review Committee **(1969)**[1] observed that commercial banks have generally been more successful than co-operative institutions in mobilizing deposits in the semi-urban areas. This may be partly on account of superior customer services and partly because of a more sustained drive for deposits. The committee further pointed out that an important implication of the challenge which awaits banks generally and co-operative banks in particular is that they can win the confidence and patronage of the prospective depositor, urban or rural, only if they can provide him with banking services attuned to his needs, preferences and convenience. What is more important, in providing these services the banks have to display a degree of enterprise and spirit of innovation. The innovation may have to vary from area to area and can only come up from experience depending on the local circumstances and preferences.

Dandekar and Rath's **(1971)**[2] study is concerned with the problem of poverty in India. It is a problem of low national income and its slow pace of development and inequitable distribution of the small gains of development. By using the national sample surveys, they estimated private consumer expenditure of rural and urban households relating to 1960-61 and on the basis of the distribution of the expenditure, they determined the level of poverty. They found that an annual per capita expenditure of Rs. 180 was required in rural areas as against Rs. 270 in urban areas to give adequate diet of 2,250 calories per day. However, as per the prices of 1968-69, the corresponding figure for the rural and urban population worked out to be Rs. 324 and Rs. 485 per capita per annum respectively. On this basis, the author estimated a constant proportion of about 40 per cent of the rural population and about 50 per cent of urban population to lie below the desirable minimum both in 1960-61 and 1967-68. In absolute terms, the rural poor increased from 135 to 166 millions and the urban poor 42 to 49 millions during the same period.

Datta **(1972)**[3] in his study, points out that "where this has been haphazardly tried, it has helped the re-allocation of credit to a marginal extent, but the impact on removal of economic imbalance proved insignificant". "The village industries and crafts will need more effective system of technical and marketing and credit support so as to increase the growth of off-farm employment opportunities in rural areas".

In their report, the PEP Committee **(1977)**[4] opined that the rationale behind the need for a business plan or performance budget is that banking operations should be re-orientcd to provide better service and to obtain the maximum business growth by adopting a market approach. Banks world over have been making increasing use of Marketing approach. It is recognised that market segmentation leads to better quality customer services. The

Committee warned that if diversity of market is ignored, it is possible that market opportunities represented by unfulfilled customer needs might be ignored and lost.

The working group on customer service **(1977)**[5] noted that there was considerable ignorance about the facilities and services offered by banks and the roles they were required to play. Most bank customers are unaware of various schemes and services offered by banks. The group recommended educational campaigns to be carried out by banks illustratively and every customer of bank should be provided a booklet containing the range of services offered by banks. The survey conducted by the working group pointed out that by and large less educated people and females are ... far away from banks. Since developing banking habits is not a strategy for social uplift only but is equally important a strategy for bank marketing in the long run the committee took serious note on this finding.

Garg, Singh, and Tripathi **(1978)**[6] in their study found that "the small and marginal farmers are the major beneficiaries; and there are relatively fewer beneficiaries in the group of rural labourers. This analysis revealed that there is an increasing demand for term loan, particularly for the development of irrigation, dairying and poultry. A study on finishing of public sector banks undertaken by James Raj Committee apart from opening more branches in rural areas, the RRBs should take over gradually the existing rural branches of commercial branches'.

In order to improve operational efficiency, quality of customer service and to speed it up, the Committee on public Sector banks **(1978)**[7] recommended a judicious use of computers for selected services of banks. Apart from an increase in efficiency, it will reduce the load of routine and repetitive work and leave sufficient time for staff to provide better customer service.

Raghupathi **(1979)**[8] has conducted a survey on the lead bank programme and policies thereto. He concluded thus: "Unless the State or Central Government takes up the task of building up of infrastructure, very little would probably be done by the lead bank and the banking institutions in developing the district. It would be discordant if lead bank respond the social and economic impulses on an adhoc basis without proper planned strategy in tune with the overall planning in an integrated regional development".

The quality of customer service of Syndicate Bank, Bombay city region was examined by Kammath **(1979)**[9] in order to identify the areas requiring improvement in system, procedures and customer education. He found that majority of customers of sub-urban and small branches were satisfied with the bank service whereas large and medium size branch customers reported delay in counter service and collection of cheques. Eighty percent of the customers do not know the branch manager and 72 percent were of the opinion that it is not necessary to know someone in the branch to expedite their transactions. In credit related matters, majority of the respondents complained on unnecessary information asked by the bankers and some of them reported that officers discouraged renewal/enhancement of loan proposals. The study strongly recommended for marketing approach in these branches.

In appraising the objective of lead bank scheme that would clearly be framed would have to take into account the resources available in the district. Kantha Rao and Seetha Ramaiah **(1980)**[10] in their research paper emphasized the role of resources in effective functioning of lead bank scheme. They stated: "The credit facilities could meet by the constituents of the lead bank hardly 30 per cent of the allocation for the agricultural sector, and this performance could relate to the provisions of credit in the areas of assured irrigation".

Naveen Chandra Joshi **(1980)**[11] has studied the lead bank scheme functioning and its experiences in providing credit for all-round development of the district. He remarked: "The task of overall monitoring the progress of the scheme would effectively handled this would provide collective supervision which is important since a feeling of domination from the Lead Bank or the Government would have adverse effects on the psychology of participating banks".

Jagadish Prasad and Sunil Kumar **(1985)**[12] studied about various aspects of loan and their impact on improving income and employment conditions of beneficiaries. In the study of 'Vaishali Kshetriya Grameena Bank' in Muzaffarpur district of Bihar, they found that most of the beneficiaries belonged to poor families and the borrowing had a positive effect on generating income and employment position of the beneficiaries.

The overall reactions of customers towards the Syndicate Bank's dealing with credit in Nellore district of Andhra Pradesh was examined and assessed the attitude of customers towards bank credit in raising their living standards by Malayadri **(1988)**[13]. It was revealed that majority of the borrowers were satisfied with the bank personnel in understanding and helping to solve their problems, providing advice and assisting in proper utilisation of credit. But disbursal of loan within reasonable time and supervising the field were lacking. Sixtysix percent of the respondents were unable to follow bank rules and procedures and 54 percent found the working time unsuitable and suggested change of working hours. Forty percent of customers considered bank credit as a risk in future and a few of them stated that taking loans eroded their social prestige.

In his study on Lead Bank Scheme in Kerala, Joseph **(I990)**[14] analysed the mobilisation of bank deposits in Kerala by commercial Banks since the introduction of lead bank scheme. He observed that competition from co-operative and other institutions was the main obstacles to achieving the deposit mobilisation target. The popularity of private financial institutions was due to their personal relations with local people. 56.4 percent of the customers (self employed) surveyed had their first dealing with banks for taking loans. Irrespective of the borrowers income and education level, majority of the customers opined that their first dealing with the bank was to take advances, 44 percent of self employed borrowers reported that it took 76 to 181 days for getting advances and bank officials rarely conducted inspection. The study pointed out the need for adopting adequate marketing techniques to inform the rural masses about the different schemes of the banks.

A study on financial performance of regional rural banks in Rajastan made by Vyas, M.R.**(1991)**[15] analyses their finances performance with the help of quick-ratio, credit-deposit ratio, profit to proprietors' capital ratio and working capital analysis. He said that the RRBs had a promising future as an effective instrument in the economic growth an upliftment of the never-cared for and downtrodden sections of Indian society, particularly in rural areas. The committee on Regional Rural Banks called Dantwala Committee was appointed by the RBI to review the performance of the RRBs. The committee evaluated the performance of the RRBs in the light of objectives, the precise role for which they were set up in the rural credit structure. It recommended the enlargement of its scope and adoption of liberal procedure.

Regarding the branch expansion policy, Satya Sundaram **(1991)**[16] observed that, "there are still wide disparities in spread of banking facilities regionally. The lead bank surveys at the district level have identified a number of un-banked rural centres which have potentials for opening branch office."

The Narasimham Committee **(1991)**[17] observed that the productivity and efficiency of banking system have suffered, its profitability has been eroded and its portfolio quality has deteriorated. Customer service has been poor, work technology out dated and transaction costs are high. In the process several banks have themselves become weak financially and unable to meet the challenges of a competitive environment. The committee added that branch is the cutting edge of banking industry where there is direct interface with the depositor and credit customer. It is the functioning of the branch that shows the measure of efficiency in respect of customer services. Banks should therefore need to give attention to the organisation, staffing, work technology, work culture and attitudes of bank staff.

The Committee on Consortium Lending **(1993)**[18] recognised the need to shift to market driven banking from the present practices. The recommendations of the committee have therefore been to ensure financial discipline on the part of borrowers together with improvement in the services offered by banking system in the interregnum till the system completely switches over to market driven banking. So they recommended the introduction of syndication together with continuation of the existing consortium arrangement with substantial modifications. In order to usher in market driven banking the committee recommended enhancement of threshold limit to Rs. 25 crores for mandatory formation of consortium when a borrower enjoys fund based credit limits from more than one bank.

Dixit, Chakrabarthy and Dubey **(1994)**[19] studied as aspect the impact of the RRB finance on income and employment of weaker sections in various districts. They observed that the borrowings from the RRB have helped the weaker sections especially with they size of holding. It also helped nonformers in increasing their level of income and employment of their existing business. But, they suggested that the farmers should invest in such a way that it creates permanent source of income even in agricultural off - seasons by supporting agri-business. It is important for sustainability of profitable agriculture.

Garg **(1994)**[20] studied that Indian scheduled commercial banks have achieved remarkable progress in last two decades under study, particularly in branch expansion in rural areas, deposits mobilization and credit deployment to priority sector and small borrowers but their profits have not kept pace their growth and hence, their share in profits have come down, whereas foreign banks with a much smaller geographical spread and resources base, earn almost as much by way of profits as the 20 nationalized banks put together. There is a lot of difference in the pattern of advances and investments and even lending rates of Indian and foreign banks.

Banoo Prem Kumar **(1995)**[21] made an analysis of the RRBs in Andhra Pradesh. She suggested that all the government programmes, both Central and State, viz., TRYSEM, DPAP, JRY etc., should be interweavers with RRBs. Political interference in the functioning of the RRBs should be avoided. Bureaucratic altitude should be minimized. Timely and requires amount of loan preferably in kind should be given. She felt that in mobilizing deposits, the performance of Andhra Pradesh was not satisfactory, whereas total loans issued were relatively more.

Abhijit Sen **(1996)**[22] has analysed the impact of economic reforms on the nature and incidence of poverty in India. He has estimated long item trends in poverty in India and in the states during 1951-1994 using NSS data from 5th to 50th Round. He has also examined the structure and determination of poverty using the large sample NSS Survey of 1987-1988. His findings are poverty in India is dominantly a rural phenomenon constituting around three-fourths of poor population; casual laborers are more poorer than the self-employed in rural areas; rural poor households in general, tend to have higher dependency ratios; SCs and STs record higher extent and severity of poverty than the general rural population; the self-employed is highly heterogeneous, comprising both highly paid professionals to poorly paid informal sector workers. The irregular and insecure nature of incomes, which are typically low, is the major source of poverty in urban households. SCs and STs were less significant among the poor the urban areas tHan in rural ones and there was no real evidence of regional disparities in urban poverty.

To be effective instruments of rural development, the RRBs should be strong institutions with a good image and with a capacity to mobilize adequate resources through deposits and their staff periodicity and should increase earnings substantially. This has been studied by Ammannaya K.K., **(1996)**[23].

Gaurav Dutt (1998)[24] has examined the trends in poverty and distributional measures not only for the rural and urban sectors of India, but also for the major states spanning the period 1951-94. Using 35th NSS rounds he has calculated the three poverty measures, namely, Head Count Ratio (HCR), Poverty Gap Index (PGI) and Squared Poverty Index (SPG) of India

(1951-94) and for the states (1957-94). He used the Planning Commission' National Poverty Line of Rs. 49.09 and Rs. 56.64 at 1973-74 prices for rural and urban areas respectively and the corresponding state specific poverty lines. His findings are; Nearly 35 per cent lived in absolute poverty in 1993-94 and the average poor person's standard of living fell by about 25 per cent short of the poverty line; No trend was noticed from the early fifties up to the mid seventies. After that, there had been a sizable poverty reduction from 56 to 35 per cent between the period 1969-70 and 1993-94; the incidence of rural poverty was higher than that of urban poverty throughout the period. In general, rural poverty declined faster than urban poverty. Despite the faster declined in rural poverty, poverty was still a rural phenomenon 1993-94, since 75 per cent of the poor lived in rural areas; there was an uneven progress in poverty reduction across states. Kerala and the highest rate of decline (2.4 per cent per annum) while Assam had a negative rate of decline of about 0.4 per cent per annum; Regarding urban poverty incidence, Punjab and Haryana performed well in poverty reduction, while Tamil Nadu, West Bengal, Maharastra, Madhya Pradesh and Bihar were the poor performs. Tamil Nadu ranked sixth at the beginning (1957-60) and seventh at the end (1990-94) of the period of analysis when the states were ranked by ascending order of Head Count Ratio. By decomposing the cumulative change in poverty measures (HCR, PG and SPG) between March-September 1953 and 1993-94 into growth and redistribution components, he arrived at the following conclusions.

The growth in mean consumption was more important than the redistribution through the latter was also favourable to the poor. The more serious constraint on poverty reduction was that there was not enough growth. He had also made sectoral decomposition of changes in poverty measures and estimated that rural sector accounted for nearly 80 per cent and urban sector 17 per cent of the cumulative change in poverty incidence. Urbanization or the rural to urban population shifts had been a relatively minor reason for the decline in national poverty index.

A study by Lanjouw, Peter and Martin Ravallion **(1999)**[25] using micro level data from the National Sample Survey (1993-94) had shown that the marginal odds of primary school participation in India was substantially higher for the poor (The marginal odds of programme participation was defined as the increment to the programme participation rate of a given expenditure group, associated with a change in the aggregate rate) suggesting that higher subsidies to primary education are as pro-poor a policy for India as expanding the best of the current anti-poverty programmes.

Appa Rao **(1999)**[26] **in** his article entitled "Rural Women and Poverty Alleviation" expressed the opinion that rural women are to be associated with poverty alleviation programmes right from the planning stage to end use. He contended that there is a need to bring changes the attitude of the state holders of the programme towards the participation in poverty alleviation. Besides, the unfelt needs are to be made felt needs through motivation for yielding better results and ensure better participation of rural women for overall use of human resources for their development.

Mahendra Dev and Ajit Ranade **(1999)**[27] have reviewed the recent evidence on poverty (1987-88 to 1993-94) for 15 major states of India. With very few data points, they have analysed changes in the post 1990s using poverty estimates based on Expert Group methodology. The data showed after decline in rural poverty initially and the decline slowed down considerably after the introduction of reforms. On the other hand, urban poverty showed faster decline in the post-reform period. While the annual rate of decline in rural poverty had come down from 3.41 per cent in 1987-88 to 0.78 per cent in 1993-94, the annual rate of decline in urban poverty had increased from 1.45 per cent in 1987-88 to 2.71 per cent in 1993-94. Hence the trend revealed that urban poverty had declined much faster than rural poverty in the post reform period. Average annual poverty reduction in Tamil Nadu Urban was found to be -1.10 per cent which was grater compared to -0.7 per cent for Urban India during the period 1957-58 to 1993-94.

Shenggen Fan, Peter Hazell and Thorat **(2000)**[28], have investigated the caused of decline in poverty in different states of India by measuring the impact of state government expenditures in poverty alleviation. Using World Bank data sources (1997), they have estimated the incidence of poverty (in 1993), state's share of total poor (in 1993), annual growth rate of Head Count Ratio (during 1957-93) and annual growth rate of number of poor (during 1950-93) for 15 major states of India/for Tamil Nadu the incidence was 37 per cent, the state's share to total poor in India was 5.24 per cent, the annual growth rate of HCR was -1.88 per cent and the annual growth rate of number of poor was -0.38 per cent. A simultaneous equation model had also been estimated using a Full Information Maximum Likelihood Method (FIML) for the period 1970-93 for 14 states. Using Reserved Bank of India data on state government's development expenditures on different heads to measure the impact of public expenditure on poverty reduction. Their finding was that Government spending had significant impact on poverty reduction and any reduction in Government spending on Roads, R & D, Education and Health might reverse the declining trend of poverty.

Vittal **(2001)** [29] concluded that overall profitability of banks has been under constant strains during the study period except 1974-70 and downfall is experienced between1970-1974. Because in India, IT is in infant stage and very less comprehensive studies are conducted. Some articles or research papers are appeared in different journals. The review of literature on various aspects of bank transformation concludes that transformation is taking place and IT is playing vital role in bringing this transformation and it is need of the hour to manage this transformation with IT.

Sandhu **(2003)**[30] the paper analysis the impact of IT and particularly e-delivery channels on the performance of Indian banking system. The paper also highlights that ATM is a major e-delivery channels, which is used mostly in the metropolitan and urban cities. The paper concludes that those banks, which are using e-delivery channels, they are providing better services than the other banks.

According to Jawed Akhtar **(2005)**[31] the alleviation of poverty has been a major objective of India's development plans. The "Garibi Hatao" slogan given by late Prime Minister of India Indira Gandhi in the early 1970s marked the beginning of an intensified approach to help the poor has reflected in a wide range of programmes for direct intervention to benefit the backward and poorer sections of the society. These programmes have had some considerable achievements to their credit, such as public distribution system with a wide rural coverage, employment generation programmes with significant impact on the rural poor and improvement in providing rural amenities and infrastructure facilities like roads, schools, health centres, banks, communication facilities etc. Reduction of poverty is one of the good indications used in measuring the impact of anti poverty programmes in India.

The percentage of population living below the poverty line has declined from 55 per cent during 1973–74 to 36 per cent during 1993–94 and further to 26.1 per cent during 1999–2000 for the country as a whole. However, it may be noted that the whole of the decline in the poverty cannot be attributed to anti-poverty programmes alone but there appears to be a consensus among the researchers that these programmes have been made continuous efforts since 1970 in the reduction in poverty.

Dr.T.Vijaya Kumar and Dr.S.S.P. Sharma **(2005)**[32] in their essay on, "Economic Reforms and Rural Poverty in India: Some Emerging Issues", discussed rural poverty during pre-reform and reform periods. Rural poverty in India declined from 56.44 percent in 1973-74 to 53.07 percent in 1977-78, to 45.65 percent in 1983, to 39.09 percent in 1987-88 (Government of India, 1977 a), to 34.4 percent (thin sample, June-July) in 1989-90, and then increased to 35 percent in 1990-91. During reform period increase in poverty is substantial for first 18 months of reform. At all India level, there is evidence that rural poverty is increased significantly during the first 18 months of reform period.

Singla & Arora **(2005)**[33] studied the comparative performance of Canara Bank and Indian Bank that both the banks have improved their financial performance during the study period where Canara Bank has an upper hand in growth of deposit, advances and average working funds. In case of productivity it is rising in both the banks but remained much higher in Canara Bank.

K. Rajan **(2006)**[34] in his paper on "Post Reform Poverty Trends: Presented an Analysis," has concluded that the structural adjustment programme (Reforms) initiated in 1991 has been concentrated on

Liberalization, Privatization and Globalization (LPG). The reforms have serious implications for the country's economic growth in general and for the poverty in particular. The impact of reforms programme on poverty is examined in terms of the extent and incidence of poverty. The study reveals that economy during the post-reform period compared to the pre-reform period. The growth rate of the tertiary sector has been much greater than that of primary and secondary. Although there are many factors influencing growth and economic reforms are important. Hence the higher rate of growth of the economy during the post-reform period has resulted in reducing the incidence of poverty.

Kavita Chakravarthy and Vikas Batra **(2006)**[35] have suggested that revolving fund should be used to supplement the group corpus and enhance the thrift and credit activities of the poor. Ear-marking of the allocation comes in the way and leads to faulty implementation of the scheme. While economic development of the country proved a lasting solution to the poverty in rural areas, the target oriented intervention through different programmes to deal with the problem of rural poverty can make the difference. Obviously the self-employment programmes like SGSY would account for a major role in the government's efforts for poverty alleviation. Efforts should be taken for the more participation of women in the programme with the more comprehensive approach of women empowerment and social peace.

Singh & Kumar **(2006)**[36] analyzed that deposits is a major determinant of spread followed by borrowings and labor. The study again concluded that average technical and allocative efficiency are the highest in foreign banks while of PSBs is although lower than FBs but much better than private sector banks.

D.Rudroppan **(2007)**[37] is of the opinion that the rise in inequality has been the result of three factors: (i) a shift in earnings from labour to capital income. (ii) The rapid growth of services sector with consequent explosion in demand for skilled workers and (iii) A drop in the rate of labour absorption during the reform period. There has also been an increase in regional inequality, especially in the incidence of rural poverty. This rise in inequality has implied that despite better growth poverty reduction has been sluggish.

M.H.Suryanarayana **(2011)**[38] in his paper on "Expert Group on Poverty: Confusion Worse Confounded" examines the 2009 expert group's recommendations on poverty line and its estimation from the conceptual, methodological and database perspectives, and their implications. The article first summarises the salient features of the report and its recommendations, followed by an evaluation of some of its major features.

S.Subramanian **(2011)**[39] in his essay on the "Poverty Line: Getting it Wrong" again, offers a very brief evaluation of the methodology of poverty identification advanced by an Expert Group of the Planning Commission in 1993, and undertakes more elaborately what is essentially a critical assessment of the 2009 Tendulkar Committee's approach to specification of the poverty line, in any event, the worst possible stratagem for addressing the problem of poverty would be to seek to delude oneself and others by defining it out of existence through the mechanism of postulating unrealistically low and substantively meaningless poverty lines. The issue is of far too much moral gravity to be dealt with in such terms. Or, if that sounds needlessly high-minded, there is still available to one the argument based on enlightened self-interest. Taking poverty seriously should do little harm to the prospects of re election to power.

Sudhakara and T.Rajendra Prasad **(2011)**[40] in their paper on poverty estimation in India and implications, considers that there has been a consistent decline in poor in all the states of India in recent years. The decline in the proportion of poor in the states of Kerala, Jammu and Kashmir, Goa, Lakshadweep Islands, Delhi, Andhra Pradesh, Gujarat, Tamilnadu, West Bengal, Andaman and Nikobar Islands are quite significant. The decline in the proportion of poor in the rural areas and in the urban areas can be attributed to stable agricultural growth, increase in non-farm employment and the introduction of poverty alleviation programmes.

The forgoing review reveals that, with the exception of a few, no systematic and scientific effort has ever been made towards a critical analysis of the performance effectiveness of the nationalised banking industry in India. While there have been several piecemeal studies on some aspects of the banking performance, the results fail to bring out the overall resultant picture about the performance. No systematic effort has been made to review the role of Syndicate Bank in alleviating the poverty which is bound to play a dominant role in the national economy. Further, none of the studies covered an evaluation of the impact of the financial sector reforms on the banking sector. In this context, the present study would be a pioneering venture at analysing the performance effectiveness of the Syndicate Bank role in alleviating the poverty among rural women in backward district of Andhra Pradesh.

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