CHAPTER - III
CHAPTER-III

PROFILE OF THE STUDY AREA

3.1 History

Since the Namakkal district is a part of the Salem district, the historical background of Salem and Namakkal remains the same. After the struggle between the Cheras, Cholas and Pandiyan, the Hoysalas rose to power and had control till the 14th century followed by Vijayanagar kings till 1565 AD. Then the Madurai Nayakas came to power in 1623 AD. Two of the Poligans of Tirumalai Nayak namely, Ramachandra Nayaka and Gatti Mudaliars ruled the Salem area. The Namakkal fort is reported to have been built by Ramachandra Nayaka. After about 1635 AD, the area came successively under the rule of Muslim sultans of Bijapur and Golkonda, Mysore kings and then the Marattas, when about the year 1150 AD Hyder Ali came to power. During this period, it was history of power struggle between Hyder Ali later Tippu with the British. Tamil is the Main language spoken in this district.
3.2. Fair and Festivals

Many festivals are celebrated in this district. One important festival is the Perumal car festival organized in sendamangalam during February-March. The Christian and Muslim festivals are fewer in number. Rasipuram celebrates Christian festivals while Tirchendugodu and Namakkal taluk celebrate the Muslim festivals.

3.3 Communication

The district is well served by both rail and road transports. By broad gauge line of southern Railway, it is connected by Salem, Mangalore, Thiruvananthapuram, Bangalore, Chennai, Mumbai and Delhi, Whereas NH7 pass through most of the taluk headquarters. Other town and most of the Villages one connected by motorable including state highways and Major District Roads.

3.4 Geographical Location of the District:

Namakkal district is bounded on the north by Salem district, on the east by Attur taluk of Salem District, perambalur and Tiruchirapalli districts, on the south by Karur district and on the west by Erode district. The administrative headquarters of this district is located at Namakkal town. The District lies between 110°09' and 11°65' north latitude and
78° '23' and 79° '45' east longitude. The general geographical information of the district is simple and flatted area. Kollimalai hill rang occurs on the east of the district. Cauvery River is flowing in the district, which will be dry during the summer season. Namakkal district consists of Four Taluk, namely 1. Namakkal, 2.Rasipuram, 3.Paramthivel and 4. Tirchengode. The total geographical area of the district is 4,376.57 Sq.Km. The Namakkal District is divided into 15 Block. The details of the name of the taluk and area have shown in the following Table:

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of Taluk</th>
<th>Area in Sq.Km.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Namakkal</td>
<td>1784.09</td>
</tr>
<tr>
<td>2</td>
<td>Rasipuram</td>
<td>903.18</td>
</tr>
<tr>
<td>3</td>
<td>Paramathivelur</td>
<td>729.09</td>
</tr>
<tr>
<td>4</td>
<td>Trichengode</td>
<td>960.21</td>
</tr>
<tr>
<td></td>
<td>District Total</td>
<td>4376.57</td>
</tr>
</tbody>
</table>

3.5 Administrative Arrangement in the District:

Namakkal District comprises 4 Taluk, 15 Block and 446 Villages. As regards the hierarchy of administrative arrangement, there are 4 municipalities, 20 Town panchayats and 331 village Panchayats in the District. The details regarding the number of block, villages, Village
panchayats, town panchayats & Municipalities with regard to each taluk are given in Table 1.

3.6 Metrological Information:

The monthly average rainfall in the district is worked out and is 82.5 mm. The months of June to October receive a rainfall that is more than the annual average rainfall. The average mean maximum and minimum temperature for the district have been 34.0° c and 21.6° C, respectively.

Climate and Rainfall:

On account of the general dryness of the atmosphere, comparatively cool nights and the appreciable drop in temperature from June following the onset of the monsoon, the climate of this district is more pleasant than that of the adjoining eastern and southern district. The climate on the plateau due to elevation is generally mild and equable. Generally dry climate prevails over major part of the year in plains. The year may conveniently be dividend into four main seasons, the dry season from January to March, the hot season during April and may the southwest monsoon season from June to September and the Northeast monsoon season from October to December.
Humidity

The district on the whole enjoys a dry climate. The driest months are from January to April, average relative humidity in the afternoon being less than 40 percent. Even during the rainy months the average humidity is appreciably below the saturation level.

Cloudiness:

Skies are generally clear or lightly clouded, during the period January to about middle of April. The cloudiness increases from the latter half of April and after about the middle of June Skies are generally heavily clouded till about the middle of December.

Winds

From October to march winds blow mainly from north easterly to easterly directions. In April winds from direction between south and west are also common. From may to September south westerly and western lies predominate.
Geography and Physical Features

The district is extensively covered with hilly ranges, rocks with undulatory plains. The Kollimalai range with peaks 1219 meters runs along the east of Namakkal and Rsipuram taluk. The parent district Salem has fairly extensive forest area of considerable value. The main products from the forest are sandalwood, bamboo, timber/ (silver oak and similar) and firewood. The main source of revenue from the forests is from the Sandalwood trees, which occur naturally in abundance in the plateau and hilly ranges.

Agriculture and irrigation

The main occupation in the district is agriculture. The cultivation generally depends on monsoon rains, wells and tanks. Nearly 90 percent of the cultivated area is under food crops. The principal cereal crops of this district are paddy, cholam, cumba and ragi. Panivaragu, Kuthiananlly, Samai varagu and Thinai are some of the Millets cultivated. Among pulses, the major crops are redgram, Blackgram, greengram and horsegram. Among oil seeds groundnut, caster and gingelly (sesame) Occupy important places. Of the commercial crops, sugarcane, cotton and tapioca are some of the important crops Tapioca is used for manufacture of sago.
The total geographical area of the district was 4376.57 sq.km. in 1995-96. Cropped area for about 64.34% of the total area. Forestlands cover about 10.78% of the total land. However the forestlands accounted in revenue records are at variance with the data on actual extent of forest block available with the forest Department. A significant portion, 21.92% of the land falls under the category of 'non available for cultivation' and 'fallow lands'. About 2.69% fall under the category of other uncultivated land.
ABOUT THE STUDY URBAN AREA

Tamil Nadu is state of government of India is divided into thirty revenue districts. Namakkal is one of the thirty districts of Tamil of Tamil Nadu. Namakkal district is further divided into revenue taluks of Trichengodu, Namakkal, Praramthi Velur and Rasipuram. The Paramathi Velur is mostly comprised of Villages and Semi-urban areas. The Paramathi Velur Taluk is mostly comprised of Villages and Semi-urban areas. The Paramathi Velur Taluk is only selected on grade punchayats considered as towns. The selection grade punchayats in Paramathi Velur Taluk are Velur, Paramathi Velur Taluk are Velur Paramathi, Mohanur, Pothanur, Kabilarmalai, Paundamangalam and Jedarpalayam. The remaining places are Villages.

Agricultural is pre-dominant occupation in Paramathi-Velur Taluk as the river cauvery flow from Jedarpalayam to Mohanur about twenty-five kilometers. The Paramathi Velur Taluk is an industrially backward Taluk in industrially backward Taluk,. There is one first grade Arts and Science aided college Velur and one more Arts and Science college at Mohanur as an Un-aided college. There are a number of Matriculation schools, aided school, government and Punchayat union schools one co-operative sugar mil Ltd., is functioning at Mohanur. The Sugar mill referred above also runs a ploy-Technic matriculation school
under it's Governance. Paramathi-Velur Taluk falls in KabilarMalai assembly constiency of Tamil Nadu and Trichengodu parliament constancy. No Rail Way transport flows over P.Velur Taluk but national highways seven (NH.7) which connects Bangalore and Kanniya Kumari Crosses P.Velur Taluk. So Road Transport is the-dominant transport in Paramathi Velur Taluk.

PROFILE OF THE STUDY BANK

Velur co-operative Urban Bank Limited N.20 at Velur. The Bank was registered under the Tamil Nadu Co-operative Act in 10"th Nov 1995. the Bank was stared with 72 members. It got approved license from the Reserve Bank of India. The Bank has become full-fledged one and performs all the functions and services rendered by the other Nationalized commercial and scheduled Banks.

It also carries out number of welfare measures announced by government of Tamil Nadu. Many other social service and welfare measure are undertaken by the Bank. The Bank has been performing very well since its beginning in 1905. In the past 100 years it is enjoying a reasonable profit and disbursing attractive dividends of 14 per cent to its shareholders.
Other than the above seen functions the bank has been rendering valuable services to the society by way of contributing and participating in number of social welfare measure organized by the state Government. The bank has also denoted funds to the chief Minister Fund, Tsunmai Fund made contribution for the development of government college, government hospital and Velur branch Library. Rs.400000, Rs.100000 Rs.100000 and Rs.40000 for Hospitals, Library Tsunami and chief minister Relief Fund respectively.

MANAGEMENT

Velur Co-operative Urban Bank is now under the district control of the Reserve Bank of India. For benefit of the depositors State Government and laid down certain laws regarding the Co-operative urban banks Co-operative Urban Bank Accounts are Audited by Co-operative Development Auditors. An internal Auditor is also activities inside the bank. Board of Directors elected by its members manages banks. The day-to-day management of the banks requires qualified and trained staff.
MEMBERS

The membership of an Urban co-operative Bank comprises persons living in the prescribed area. The average membership of Urban co-operative Banks various from state to state. In Tamil Nadu it was more than 7000 while in Rajastan it was low as 700. The Central Banking Enquiry Committee should be encouraged. According to the Report on the Survey of Urban Co-operative Banks (1957-58) the average membership of an Urban Co-operative Banks should be 500.

The Velur co-operative Urban Bank started its function with 72 members. Each and every there is an increasing trend in the membership of bank. As on 01.04.2005 the total number of member stood at 12302, the liability of a member is limited.

SHARE CAPITAL

Share Capital of a bank is divided into certain indivisible units of fixed amount. These units are called shares. “share” means share is part of the capital of a bank. The person owing a share of share of a bank is called a number.
DIVIDEND

Members are part of owners and risk bearers of the bank. They get income on his investment in shares in the form of dividend from bank. Dividend is that part of the profit of the bank which is distributed among the members for the shares by the them.

Usually dividend refers to the payment made to its members out of divisible profits. Dividend will usually be declared after having complied with the provisions of co-operative societies Act and the bye law of the bank. During the last ten years 14 per cent declared as dividend to the members of the bank.

RESERVES

The purpose of creating reserve may be generally to strengthen the financial structural of the bank. Such reserve as known as General Reserve. The certain of general reserves will enable concern to tide over a difficult financial period in future or to plough profit, which is a cost free source of internal financing.
Sometime reserves may be created for specific purpose such as, "Dividend equalization reserve and doubtful debts reserves". Such reserve is called specific reserves.

**PROFIT**

The urban Banks earn their incomes from various sources.

(i) Interest on loan and advances
(ii) Internets on government and other securities
(iii) Dividend on shares held in other co-operative institution.
(iv) Commission from agencies services, bill collection
(v) Discount commission on bills and cheque and
(vi) Profit from trading activities.

The end arrived at after meeting all the expenses are distributed in accordance with the rules and bye-law. A certain percentage is transferred to the statutory reserve fund. The remaining percentage is carried to the dividend Equalization Fund to enable bank to declare dividend uniformly to the members.

Sangita Mehta in her article on “Co-operative banks” Expressed that, “Urban co-operative Banks have for long been the Beacon of hope for unemployed individual become self employed individuals and have also helped small business to expand”.

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