

AWARENESS AND UTILIZATION EVALUATION OF KISAN CREDIT CARD SCHEME IN KALABURAGI DISTRICT

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ABSTRACT

The kisan credit card scheme permit agriculturalists to purchase farming inputs such as fertilizer, pesticides, and seeds, pump set, bullock cart and also use some cash for meeting their other corp production related requirements. In this study researcher focused on awareness level and utilization of the scheme, data gathered using the survey method and analyzed data using the simple percentage method and statistical tools, showed a systematic results.

Keywords: Awareness, Utilization, Kisan Credit Card (KCC), Loan, Agriculturalists.

Introduction

Kisan credit card scheme (KCC) was introduced by Central Government in 1998 budget, ideal scheme was prepared by NABARD on the recommendation of the RV Gupta committees report to deliver loans to agriculturalists for farming need with three different sub-limits viz., consumption needs, production, asset maintenance. This brings integration into the multi credit product system by offering agricultural activities in distinct credit through single window for multipurpose. The scheme allow farmers to purchase agricultural inputs and do the needful activity. Under the Kisan Credit Card scheme (KCC), farmers get a loan facility based on the landholding and growing crop of agriculture.

Objectives of the Study

The study has been carried out with the following objectives:

- To study about the awareness level of the kisan credit card scheme.
- To study about the response of farmers towards kcc scheme.
- To examine the challenges faced by kcc holders.
- To evaluate utilization and offer valuable suggestion for improvements of kcc.

Statement of the Problem

The literature shows there is a sufficient research gap of kisan credit card particularly in credit allocation to the farmers, therefore this study purposely selected to study about the awareness and utilization of kcc.

Scope of the Study

The present study focused on the analyzing the kcc scheme in order to exhibit the farmers response and opinion of the service provided by the banks, and challenges faced by the farmers while getting the loan under the kcc scheme.

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Material and Methods

Data gathered by using secondary data using reports, annual reports, and journals and primary data using questioner with the help of interview schedule constructed to bring about information from the farmers.

The study adopted convenience sampling method for the survey. And Sample size for the study is 120 respondents from the Afzalpur and Jewargi Taluka of Kalaburagi District.

Data Analysis

The primary data collected analyzed and showed in the table systematically using percentages of the response.

Gender wise Respondents

| Gender of the Respondents | No. of the Respondents | Percent |
|---------------------------|------------------------|---------|
| Male | 87 | 72 |
| Female | 33 | 28 |
| Total | 120 | 100 |

Source: Field investigation.

Majority of the respondents are male 72 percent and Female 28 percent, it shows that male respondents play a vital role in availing the kcc loan from the bank followed by female respondents.

Source of Awareness about Kisan Credit Card

| Source | No. of respondents | Percentage |
|----------------------|--------------------|------------|
| Agricultural officer | 37 | 31 |
| Bank official | 24 | 20 |
| Friends | 23 | 19 |
| Relatives | 9 | 8 |
| Advertisement | 27 | 22 |
| Total | 120 | 100 |

Source: Field investigation

The above table shows that out of the total respondents 31 percent of the respondents know about kcc from agricultural officer, 22 percent from advertisement, bank official 20 percent, friends 19 percent followed by relatives 8 percent.

Farmers Response towards Service Provided by Bank

| Quality of Service | No. of Respondents | | Total |
|---------------------------------|--------------------|---------|-----------|
| | Yes | No | |
| Quick and Prompt | 38 (32) | 82 (68) | 120 (100) |
| Polite | 77 (64) | 43 (36) | 120 (100) |
| Patiently hear | 87 (72) | 33 (28) | 120 (100) |
| KCC helps improving the produce | 108 (90) | 12 (10) | 120 (100) |

Source: Field investigation

The above table shows farmers response towards service provided by bank, were 68 percent of opined no quick and prompt service by banks, 64 percent respondent opined polite and 72 percent respondents opined bankers hear patiently and 90 of the respondents said kcc loan helps to improving the produce.

Farmers Utilization of KCC Loan

| Utilize Services | No. of Respondent | In Percentage | Rank-wise Classification |
|------------------|-------------------|---------------|--------------------------|
| Fertilizers | 35 | 29.00 | I |
| Seeds | 32 | 27.00 | II |
| Equipment's' | 16 | 13.00 | III |
| Live Stocks | 11 | 09.00 | V |
| Harvesting | 10 | 08.00 | VI |
| Wedding | 2 | 02.00 | VII |
| Pesticides | 14 | 12.00 | IV |
| Total | 120 | 100.0 | |

Source: Field investigation

The utilization of the kcc loan from the farmers given option for the preference rank base, respondents chosen fertilizers in rank first and for personal purpose that is wedding in family purpose chosen the seventh rank in the given option.

Respondents utility of KCC Loan

| Utility | No. of respondents | | | |
|-----------------------------------|--------------------|------------|----|------------|
| | Yes | Percentage | No | Percentage |
| Timely availability of credit | 109 | 91 | 11 | 9 |
| Adequate credit | 97 | 81 | 23 | 19 |
| Savings in cost-in annual renewal | 98 | 82 | 22 | 18 |
| Hassel free procedure | 92 | 77 | 28 | 23 |
| Freedom to repay | 81 | 67 | 39 | 33 |
| Savings interest burden | 78 | 65 | 42 | 35 |

Source: Field investigation

Utility of kcc loan by the farmers are 91 percent respondents opined they get timely availability of credit, 81 percent farmers responded get adequate credit, 82 percent respondents said it helps in savings in cost in annual renewal and Hassel free procedure opined by 77 percent respondents, it also provides a freedom to repay and helps in savings interest burden from the loan.

Findings

- Kisan credit card is one of the innovative, widely accepted and highly appreciated, non-discriminatory banking products. It is beneficial to farmers for their agricultural activities.
- Out of 120 respondents male 87 percent and Female 33 percent respondents plays a vital role in the study area and aware about the kcc scheme.
- Many beneficiaries of kisan credit card scheme are come to know about the scheme from the agricultural officer (31 percent respondent), 22 percent respondents from advertisement and 20 percent respondents are from bank official in the study area.
- Service provided by the banks farmers responded that 64 percent of bankers are polite, 68 percent respondents disagree with quick and promote service, were as 72 percent respondents agrees that patiently hear and 90 percent of the respondents opined loan helps to improve the produce.
- Utilization of the kcc loan from the farmers response showed the positive in the study area.

Conclusion

It can be concluded that the agriculturalist in kalaburagiaarea are well aware of the kcc scheme loan, farmers utilizing the loan efficiently even there are many other credit facilities available to the farmers.

For adequate and timely proper utilization of the scheme by the farmers, government should do the awareness program throughout the country and monitor regularly and increase lending amount in this scheme, this will help farmers financially and encourage to involve in agricultural activities, purchase livestock, agricultural equipment's for perform better than before, it helps to sustainable development and improve the standard of living with highest contribution of GDP to our nation.

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