

FINANCIAL PERFORMANCE ANALYSIS OF THE KAKINADA CO-OPERATIVE TOWN BANK LTD, KAKINADA

By

RAMA MOHANA RAO PALEPU*

Research Scholar Department of Commerce and Management Studies Andhra University, Visakhapatnam, Andhra Pradesh (State), India, Email address-mohan221968@gmail.com

Dr. K.V.RAMANA MURTHY**

Assistant Professor, Department of Commerce and Management Studies Andhra University, Visakhapatnam, Andhra Pradesh (State), India Email address-ramanakudumala@gmail.com

ABSTRACT

The Urban Co-operative town banks are another business model and by the definition the key success. The success of all banks, including mature co-operative is ultimately determined by the level of customer member satisfaction, which is in turn influenced by many variables, including the quality and prices of products and services, innovative capacity, the perceived corporate social responsibility and employee attitude, knowledge and competences. Another aspect of these banks is business growth and profitability. Business growth is an essential part of banking organizations to meet its expenditures and achieve much profit to distribute among their share holders by way of dividend. As a part of increasing growth in banking business the co-operative banks has to fetch loans and advances and also increase non-interest income by various means of banking services. The main objective of the study is to find out the Financial Performance of The KTCB for particular period of 5 years.

Key Words: Working Capital, NPA, Current Ratio, Debt Equity Ratio,

CONCEPT OF COOPERATION:

Generally speaking, cooperation means living, thinking and working together. Etymologically, the word cooperation is a derivative of the Latin term "co-perari" where co means with and "operari means "to work". Co-operation, an economic miracle of the 19th century, is not a mere slogan.

CO-OPERATIVE MOVEMENT IN THE WORLD:

England is considered that was the birthplace of co-operative. The spirit of "self -help through mutual help" was impacted by Robert Owen of England (1771-1858), in order to solve the problems of exploited section of society. In 1844, around 28 weavers who were highly influenced by the ideas of mutual aid given by Robert Owen gathered in the Christ hall in Rochdale town with an intention of form

of co-operative store. They were sure that collective working would reduce their expenditure and increase return. The efforts taken by these 8 flannel weavers in forming the first co-operative store in the Rochdale near Manchester in England provided direction to the world that common problem of the underprivileged can be solved by co-operatives. These 28 Rochdale pioneers gave birth to the first co-operative society in the world, in the year 1844 in England, known as "The Rochdale Equitable Pioneers Society" which was registered as per the provisions of the Friendly Societies Act. Thus we can say Rochdale Pioneers are the founders of the cooperative movement in the world.

HISTORY OF CO-OPERATIVE BANKING IN THE WORLD:

Herr. Franz Schulze (1809-1883) was a judge. As the head of the famine commission which provided him a lot of opportunities to know the problems of people. In 1849, he started the friendly society for relief sickness. His work in co-operation usually referred as Schulze-Delitzsch, since he laid down the foundation of the first co-operative society in Delitzsch city. He was also a pioneer in forming first credit association in 1850 and in 1856 Schulze formulated principles of co-operation and published a book on it. The credit of formation of credit co-operatives and banks thus goes to Mr. Schulze. Schulze banks had two main aims, which include fulfilment of financial requirements of small businessman, artisans, workers, and people with limited means, and second bank should be looked upon as a business organization.

Schulze, Raiffeisen work gave inspiration to many leaders to form co-operatives in rural and urban areas. Inspiring from the work of these great men, Luigi Luzzatti established "Peoples Banks in Italy". These credit co-operatives achieved successful as it was formed for the welfare of poor agriculturist and exploited class, which together formed major section of the society. These credit co-operatives were successful in making people from the clutches of money lenders inculcating in them the habit of saving thrift among the members. The work of information of credit co-operatives thus continued further by formation of ROBO BANK in Netherlands, D.G. Bank in Germany

so on. Today we can notice that hardly any country in the world remained uncovered by the credit co-operative movement, and co-operative banking system. In 19th Century European cooperative banks flourished because they overcame important market imperfections.

ORIGIN OF URBAN CO-OPERATIVE BANKS IN INDIA.

The first urban cooperative credit society was itemized in 1904 in Kanjeevaram in Madras Province. Subsequently, the Betegri co-operative Credit Society in Dharwad district in the undivided Bombay Province (now in Karnataka) and the Bangalore city the co-operative credit societies, in the erstwhile Mysore State were registered in October 1905 and December 1905 respectively. However, the real beginning was after the amendment in 1911, enhancing its scope to the formation or non-agricultural credit societies.

The co-operative bank was an important constituent of the Indian Financial System, judged by the role assigned, the expectations supported to fulfil, the number of officers of the co-operative banks to operate. Though the Co-operative movement was originated in the western countries, but the importance of Co-operative banks was assumed in India was rarely paralleled anywhere else in the world. The Co-operative banks in India play an important role even today in rural financing. The business of co-operative banks in the urban areas also has increased phenomenally in recent period due to great increase in the number of Primary Co-Operative Banks. Cooperative banks in India are registered under the Cooperative Societies Act. The Cooperative banks are also regulated and Banking by the Reserve Bank of India. They were governed by the Banking Regulation Act 1949 and Banking Laws (Co-operative Societies Act 1964, and the mutually aided Cooperative Societies Act 1995 and the Multi-State Cooperative societies act 2002 which are under the purview.

OBJECTIVES OF THE STUDY:

Today Urban Co-operative banks are under great pressure to perform ever rising expectations of their shareholders, Employees, Depositors etc., Banks must made available to scrutinise their investors and general public their financial statements.

The study assessed the Growth of Share capital, Working Capital, and growth of Deposits. Study also includes calculation of ratios like Profitability, Solvency, and Liquidity position of the bank

To examine the operating efficiency regarding deposit mobilization, credit distribution, recovery performance and profitability of Kakinada Town Bank Ltd, Kakinada, Kakinada District, Andhra Pradesh India.

1. To study the financial growth position of KCTB
2. To study the growth trend of interest and non interest income KCTB
3. To make suggestions for improving profitability of the KCTB

PERIOD OF THE STUDY:

This study covers a period of 5 years 2016-2017 to 2020-2021. The present study covers origin of Co-operation, Co-operative banking and urban banking in India and to study The Kakinada Co-operative Town Bank Ltd, Kakinada's financial performance and analyse the various operations. The above said period is adequate.

DATA COLLECTION:

The Secondary data constitutes Reserve Bank of India bulletins, basic Co-operative statistical returns of federations of state and national level, various journals of Co-operative and Commerce and Industry and (Books and on line journals) the Reports of Annual General Body Meeting of the bank

SELECTION OF VARIABLES FOR THE STUDY BASED ON SECONDARY DATA:

The variables identified for the purpose of current study include growth trend analysis of Share capital, Reserve fund and surplus, long term liability, current liability, owned funds, Borrowed funds, Fixed Assets, Investments, Current Assets, Bank Net worth, Capital Employed, Profitability Ratios, Liquidity and Solvency Ratios, Proprietary Ratios, NPA, Price Earnings Ratios, Working capital, Earning per Share.

DATA ANALYSIS:

The researcher analysed and understand the growth trend and the results for analysis were done with the help of Microsoft Excdel-2007 such as Ratio Analysis, simple percentage and statistical mathematical tools

SCOPE OF THE STUDY:

The present study is focused on evaluating the financial performance of KCTB Hence there is a scope for comparative analysis of individual branches of KCTB.

LITERATURE REVIEW:

Agale Sudhir Vasantarao (2012) aptly observed that the number of DCCBs increased in the Maharashtra during the study period from 30 to 31. The number of branches decreased during the period was 3,718 in the year 2001 to 3,646 in the year 2007. The total number of members of DCCBs also shows the decreasing position during the period from 100 percent to 90.97 percent. The amount of Share Capital of DCCBs shows the increase in the percent

that 100 percent to 173.37 percent. It is interesting to note that the share of government in the share capital was decreased from 100 percent to 58.34 per cent during the study period. The progress of owned funds shows by the table that the owned funds of DCCBs increased from 100 percent to 262.33 per cent during the seven years period. The growth seen from the table in the deposits was 100 percent to 154.83 percent during the period 2001-2007. The working capital also shows the growth from 100 percent in the year 2001 to 167.65 percent in the year 2007.

Banu A.R.R. and Santhiyavalli (2019) evaluated the financial performance of 40 scheduled commercial Banks in India by using TOPSIS approach. The period of the study was 16 years from 1999-2000 to 2014-15. Study used CAMEL model to evaluate the performance of select banks on five broad parameters namely Capital adequacy Ratio, Asset Quality, Management ability, Earning efficiency and Liquidity capability. It was observed that different select banks performed in a different ways on each ratio. In order to rank the banks on the basis of their overall performance on ratios study used multi criteria decision making technique called TOPSIS. With the help of TOPSIS technique ranking was given to all from first (best) to last (worst). The study revealed that the banks which are effective in reducing their gained more profits and maintained consistency in their business.

K.S.L.Kant, Krishnamurthy M.G.et.al.(2017) studied financial performance of Malenadu Credit Co-operative Credit Society Ltd. Shimoga by using CAMEL model for a period of 5 years from 2008-09 to 2012-13. Total 13 ratios were calculated by the researchers which include for assessing capital adequacy (3ratios), Assets Quality (3ratios), Management efficiency (2ratios), Earning Quality (3ratios) and Liquidity position (2ratios). Study revealed that select credit co-operative Society has maintained capital adequacy ratio above standard ratio, Debt Equity ratio is satisfactory. Advances to total Assets are also as per prescribed norms similar management efficiency also showed good performance. However, the performance of the society on other parameters like assets quality and liquidation position is satisfactory and needs improvement for smooth function and its good growth. Credit Co-operatives should focus more on increasing earning ability. Thus, efficient use of assets is essential and also deployment of fund should be done in the highest earning asset.

Sahoo S.K. and Sahoo S.C. (1991) studied the Performance of Central Co-operative Banks in Keonjhar district of Orissa. The study focused on evaluation of the performance of central co-operative banks with regard to mobilization of deposits, managerial and financial efficiency and to examine the problem of over dues and efficiency of central banks in recovery of loans. The study is based on the primary and secondary data. Statistical tools like ratios, percentages, link relatives, co-efficient of co-relation and co-efficient of variation were used for analyzing the data.

GROWTH TRENDS OF CAPITAL AND LIABILITIES:

TABLE-1

GROWTH TRENDS OF CAPITAL/LIABILITIES OF KCTB (RS.INLAKHS)

Year	Share Capital	Reserve & Surplus	Long Term Liability	Current Liability	Total
2016-17	1723.72	4761.39	65675.37	4803.79	79664.27
2017-18	2090.34 (21.26%)	5324.10 (11.81%)	70700.27 (7.65%)	6624.12 (37.89%)	84738.83 (6.36%)
2018-19	2364.62 (13.12%)	6175.83 (15.99%)	76789.22 (8.61%)	8603.78 (29.88%)	93933.45 (10.85%)
2019-20	2604.68 (10.15%)	7352.84 (19.05%)	88257.78 (14.93%)	8710.19 (1.23%)	106925.49 (13.83%)
2020-21	2762.58 (6.06%)	9431.05 (28.26%)	96534.72 (9.37%)	11208.85 (28.68%)	119937.20 (12.16%)

SOURCE: ANNUAL REPORTS OF 2017-TO 2021 OF KCTB.

Note: The figures in parentheses indicates percentage change over the previous year.

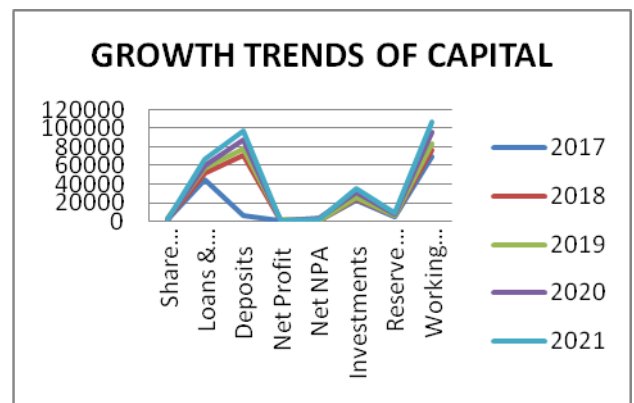


Fig-1

Initially the share capital of The KCTB was Rs.1723.72 lakhs in the year 2016-17 which increased to 2762.58 lakhs in the year 2020-21 registering an increase of 6.06% @ lowest than the previous 4 years. The reserves and surplus being 4761.39 lakhs during 2016-17 rose to Rs.9431.05 lakhs at the end of the year 2020-21. The increase in reserves and surplus was 28.26%. Long term liability and current liability respectively increased during the years 2016-17 to 2019-20 .

On year basis share capital declined growth one out of five years, Reserves and surplus had substantial growth during 5 years. Long term liability and current liability has declined growth one out of five years. (Table-1)

GROWTH TREND OF ASSET/PROPERTY OF KCTB:

TABLE-2

GROWTH TREND OF ASSET/PROPERTY OF KCTB. (RS.IN.LAKHS).

Year	Fixed Asset	Investments	Current Asset	Total
2016-17	480.77	15703.84	26800.79	42985.40
2017-18	498.37 (3.66%)	14139.87 (-11.06%)	27524.15 (2.69%)	42162.39 (1.91%)
2018-19	527.92 (5.92%)	15321.14 (8.35%)	28666.53 (4.15%)	44515.59 (5.58%)
2019-20	670.18 (26.94)	20369.49 (32.95%)	36543.69 (27.57%)	57583.36 (29.35%)
2020-21	634.01 (-5.39%)	23348.51 (14.62%)	40125.45 (9.79%)	64107.97 (11.33%)

SOURCE: ANNUAL REPORTS OF 2017-TO 2021 OF KTB.

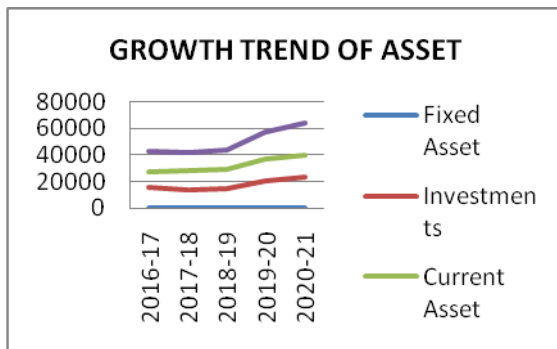


Fig-2

Concerned to the asset portion of the KCTB, fixed assets increasing growth trend over the 3 years and declined growth during the year 2020.21. Fixed assets posted a huge growth 26.94% during 2019-20. Investments during 2017-18 recorded negative growth and remaining 2 has growth and in the year 2019-20 recorded highest growth..Current assets increased during four years but during 2019-20 there is highest growth.

Declining in growth of investments is good sign for banking business. The portion of the reduction in investments has been disbursed in the means of loans and advances which more income than earned in investments.

OWNED FUND AND BORROWED FUND:

Year	Capital Employed	Growth Percentage	Net worth	Growth Percentage
2016-17	38264.87		4564.08	
2017-18	43832.10	14.54	5479.34	20.05
2018-19	47821.68	9.10	6742.36	23.05
2019-20	51842.84	8.40	7617.61	12.98
2020-21	55887.31	7.80	8371.68	9.89

Year	Owned Fund (1)	Growth % (2)	Borrowed Funds (3)	Growth % (4)	Total Funds (1+3)	Total Funds growth (2+4)
2016-17	6779.95		65675.37		72455.32	
2017-18	8030.68	18.44	70700.27	7.65	78730.95	8.66
2018-19	9288.79	15.66	76789.22	8.61	86078.01	9.33
2019-20	10782.38	16.07	88257.78	14.93	99040.16	15.05
2020-21	13079.98	21.30	96534.72	9.37	109614.70	10.67

TABLE-3

OWNED FUND AND BORROWED FUND KCTB (RS.IN LAKHS)

SOURCE: ANNUAL REPORTS OF 2017-TO 2021 OF KCTB.

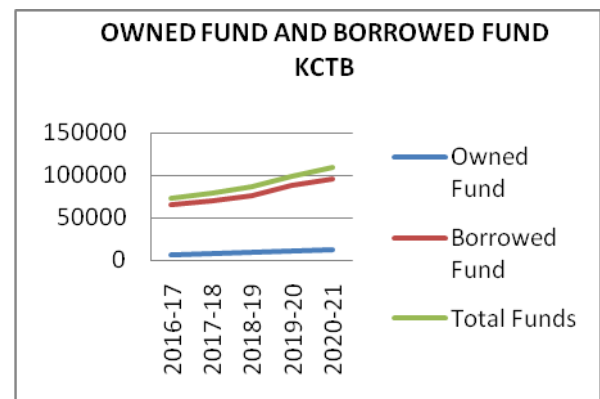


Fig-3

Owned funds of KCTB constituted share capital, reserves and surplus. Borrowed funds included all types of loans and liabilities. Owned funds amounted Rs.6779.95 lakhs in 2016-17 increased to Rs.13079.98 lakhs in the year 2020-21.Net growth trend of owned funds 18.44% in the year 2016-17 to 21.30% in the year 2020-21. Borrowed funds accounted Rs.65675.37 lakh in the year 2016-17 increased to Rs.96534.72 lakh in the year 2020-21. The net growth trend of borrowed funds of KCTB is increased 7.65 percent to 9.37 percent in the year 2016-17 to 2020-21. (Table-3)

CAPITAL EMPLOYED AND NET WORTH:

TABLE-4

CAPITAL EMPLOYED AND NET WORTH OF KCTB. (RS.IN.LAKHS).

SOURCE: ANNUAL REPORTS OF 2017-TO 2021 OF KCTB.

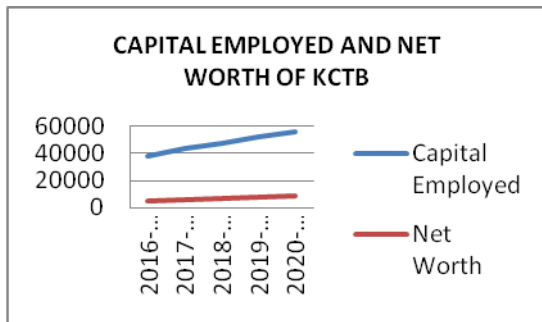


Fig-4

Capital employed has had been as total assets-liabilities and Net worth is the aggregate of ownership funds, reserves and surplus. The data analysis shows that the capital employed of KTCB had decreasing growth trend of Capital employed 14.54 percent in 2016-17 and 7.80% in 2020-21 respectively over the period of 5 years. On the contrary, the Net Worth increased substantially during 2016-17 to 2018-19 i.e., by 20.05 percent to 23.05 percent. On yearly basis, capital employed had increase in amount and percentage wise decreasing year to year. While net worth positive by leaps and bound. This indicates that the funds of the share holders had eroded significantly and their interests were in danger. This situation can be attributed by financial management. The negative growth in capital employed also may be a cause of Covid-19 which shown affect on human life and financial sector during the years 2019-20 and 2020-21. (Table-4)

PROFITABILITY RATIOS OF KCTB:

TABLE-5.

PROFITABILITY RATIOS OF KCTB

Year	Net Profit Ratio	Profitability Ratio
2016-17	1.11%	18.55%
2017-18	1.24%	16.84%
2018-19	1.32%	15.76%
2019-20	1.36%	16%
2020-21	1.32%	16.47%

SOURCE: ANNUAL REPORTS OF 2017-TO 2021 OF KCTB.

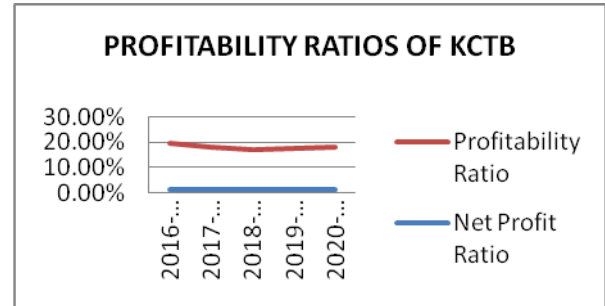


Fig-5

Profitability ratios (NPR and PR) help in analyzing the efficiency of the performance of the banks NPR (i.e., Net Profits/Total loans and advances *100) of KCTB was negative in the last year out of five years. This indicates towards inefficiency of banks under the study. Profitability ratio (i.e., Operating cost/Capital employed*100) had been decreased during 2018-19 and 2019-20. *In general banks should aim for profit ratio between 10 percent to 20 percent is ideal. (Table-5)

Liquidity and solvency position of kctb: Table-6.

Liquidity and solvency ratios of kctb

Year	CR	SR	DER	FA NW	FAPER	FACA	WCN W
2016-17	5.57 :1	11.1 2:1	3.81:1	0.10 :1	27.89 :1	0.01: 1	15.34: 1
2017-18	4.15 :1	11.8 8:1	3.38:1	0.09 :1	23.84 :1	0.01: 1	13.85: 1
2018-19	3.33 :1	13.2 4:1	3.24:1	0.07 :1	22.32 :1	0.01: 1	12.29: 1
2019-20	4.19 :1	13.4 6:1	3.38:1	0.08 :1	25.72 :1	0.01: 1	12.64: 1
2020-21	3.57 :1	13.3 8:1	3.49:1	0.07 :1	22.94 :1	0.01: 1	12.70: 1

SOURCE: ANNUAL REPORTS OF 2017-2021 OF KCTB.

Note: CR stands for Current Ratio, SR-Solvency Ratio, DER- Debts to Equity Ratio FANW-Fixed Assets to Net Worth Ratio, FAPER: Fixed asset to Proprietary Ratio, FACA- Fixed Asset to Current Asset Ratio, WCNW-Working Capital to Net worth ratio.

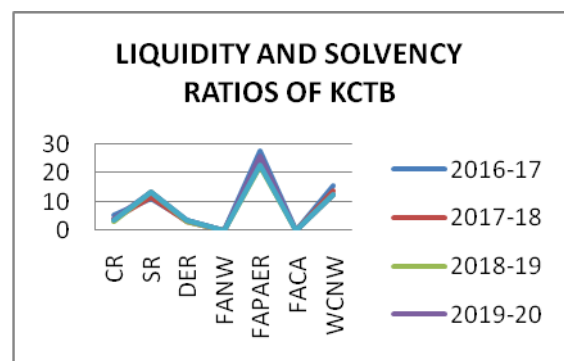


Fig-6

For the purpose of assessing the short term debt paying capacity of KCTB, Current Ratio (current assets/current liabilities) and Solvency Ratio were calculated. As far as current ratio is concerned it was satisfactory. The norm of the current ratio is (2:1). It was higher than the norm during 5 years period of study. The Debt to equity ratio is in between 3.24 to 3.81 in the five years study period. It was satisfactory Norm of the DER is 2 to 2.5:1. But for banks it exceeds the limit to increase business and profits.(Table-6).

TABLE.7.

PROPRIETARY RATIO, NPA,PER,WC,EPS OF KCTB:

Year	PR	NPA	PER	WC	EPS
2016-17	26.04:1	0.92:1	29:1	5.57:1	0.29:1
2017-18	24.14:1	0.35:1	30:1	4.15:1	0.30:1
2018-19	23.88:1	0.10:1	31:1	3.33:1	0.31:1
2020-21	23.24:1	5.41:1	31:1	4.19:1	0.31:1
2021-22	24.28:1	2.98:1	32:1	3.57:1	0.32:1

SOURCE: ANNUAL REPORTS OF 2017-TO 2021 OF KCTB.

Note: PR stands for Proprietary Ratio, NPA-Non Performing Assets, PER-Price Earnings Ratio, WC-Working Capital Ratio, EPS- Earning per Share. (Table-7)

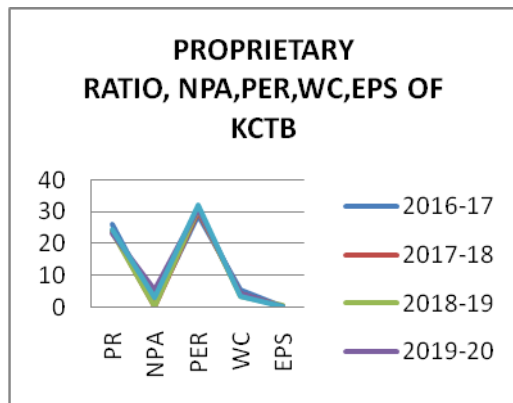


Fig-7

TABLE-8.

FINANCIAL PERFORMANCE OF KCTB (AS ON 31.3.2021)

S.N O.	PARTICULARS	RS.IN. LAKHS.				
		2017	2018	2019	2020	2021
1	Paid-Up Share Capital	1723.72	2090.34	2364.62	2604.68	2762.58
2	Reserve Fund	4761.39	5324.10	6175.83	7352.84	9431.05
3	Investments	23163.20	23764.51	24927.73	31642.99	35676.81
4	Loans and Advances	44899.79	50467.02	56467.65	60553.04	67096.17
5	Deposits	65675.37	70700.27	76789.22	88257.78	96534.72
6	Gross NPA	1703.33 (3.79%)	1648.49 (3.27%)	1713.08 (3.03%)	5017.63 (8.29%)	4552.46 (5.78%)
7	Net NPA	399.97 (0.92%)	170.01 (0.35%)	053.05 (0.10%)	3176.64 (5.41%)	1920.22 (2.98%)
8	Bad Debts Reserve	1445.11	1620.23	1801.77	1982.74	2773.99
9	Priority sector loans & Advances	22754.16	28234.25	33645.13	32248.44	38803.03
10	Net Profit	501.15	630.77	748.34	824.86	886.35
11	Interest on Deposits	5910.25	5893.93	5932.87	6654.61	6890.63
12	Interest on Loans & Advances	6035.08	6490.13	6684.39	7276.13	7698.03
13	Income on Investments	1869.29	1894.21	2062.80	2382.79	2611.22
14	Other Income	47.37	81.01	102.46	120.53	286.99
15	Per employee Income	7.80	10.41	5.84	6.59	6.15
16	Capital Adequacy	11.12%	11.88%	13.24%	13.46%	13.38%
17	Average Business per Branch	6504.42	6731.52	7403.16	8267.27	9090.61
18	Working Capital	70051.12	75941.26	82870.08	96320.32	106388.78

SOURCE: ANNUAL REPORTS OF KCTB 2017-18 TO 2021-22

CONCLUSION:

The financial performance of the KCTB Kakinada was analyzed by using different ratios, from the above analysis, it is concluded that the growth trends of the KCTB is satisfactory of the periodicity of the study. Current Ratio of the KCTB is also good. The norm of Current Ratio is 2:1. But it was more than 2. Non Performing Assets are almost

good. During the study period NPA is below 3% but the NPA norm is 5%. It was a good sign. The reserves increased double and in deposits, loans and advances also there is recognised growth during the study period with a nominal period of variation. During the period 2019-20 and 2020-21 there is overall reduction in share capital and deposits in the banking business due to **Covid-19**. Banks faced challenges in reducing NPAs. RBI also implemented moratorium for loan instalments for customers. During the said period Indian financial sector particular banks faced many challenges. So it also caused for KCTB for backwardness in their business figures. It was suggested the bank, It has to increase other income by providing services by non fund based services and also to provide NET banking services to improve the business. The generation of employment in KCTB is increasing year by year. It was concluded that the overall performance of The Kakinada Co-operative Town Bank is satisfactory.

REFERENCES:

- 1..Dr.R.G.Rasal (2011): "Performance of District Central Co-operative Banks During Post-reform period with special reference to Ahmednagar District Central Co-operative Bank", Indian Streams Research Journal Vol-I, Issue-V (July2011) Economics ISSN 2230-7850.
- 2.Dr.R.Renuka and C.Elamathi (2013): "Development of Co-operative Banking in India" Volumle-3 Issue:8 (August-2013) ISSN-2249-555X.
- 3..Dr. Sandip K.Bhatt, Dharmendra /ISSN-P.Patel (2012): "Role of Urban Co-operative Banks in Sustainable Development of India",Volume-1/Issue:4/July 2013 ,2320-7620
- 4.Dr.Padmaja.B, Dr.Bhaju Kiran.C, and Rama Prasada Rao.CH.(2013): Financial Performance of Ananthapur

Urban Co-operative , International Journal of current Research " Volume-5,Issue-6.

- 5.Sheema Sant, Dr.P.T.Chaudhari (2012): "A Study of profitability of urban Co-operative banks" Zenith international journal of multidisciplinary research Vol.2 Issue-5,May 2012, ISSN-2231-5780
- 6..Jayashree R.Kotnal, Dr.L.C.Mulguand (2013): Case Study of Shree Siddeshwar Co-operative Bank ,Bijpur, and Asian Journal of Multidimensional Research Vol.2, Issue 3, March 2013, ISSN-2278-4853.
7. Subrahmanyam Bhat K.M., Dr. I.Bhanu Murthy (2012): " Financial Performance of The Goa State Co-operative Bank Ltd", Indian Journal of Research, Volulme:1 ,Issue-9, September2012, ISSN-2250-1991.
- 8.Agale Sudhir Vasantrao (2012): "Progress of District Central Co-operative Banks in Maharashtra" International Referred Research Journal, February,2012, ISSN-0975-3486, RNI-RAJBIL2009/30097, Vol.III Issue-29.
- 9..D.A.Divekar (2013): Banking System UCBs in Pune, Journal of Co-operative Management, Vol.No.48No.1 ISSN No.0302-7767.
- 10.Ms. Shachi Pareek (2012): "Urban Co-operative Banks in Jaipur District, International Indexed & Referred Research Journal", June-2012, ISSN-0975-3486,RNI-RAJBIL 2009/30097.