



ROLE OF PUBLIC SECTOR BANKS IN THE DEVELOPMENT OF AGRICULTURE PRODUCT INDUSTRIES IN INDIA

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Abstract

This study examines the role of public sector banks in the development of agriculture product industries in India. A quantitative research approach was employed, using a survey of 100 agriculture product industries and 20 public sector banks. The findings highlight the significance of public sector banks in providing financial assistance, technological support, and market linkages to agriculture product industries. The study also identifies challenges such as inadequate credit facilities, high interest rates, and lack of awareness about banking services.

Key Words - Public sector banks, agriculture product industries, financial assistance, technological support, market linkages.

Introduction

Agriculture is a vital sector in India, contributing significantly to the country's GDP and employment. However, the sector faces numerous challenges, including limited access to credit, technology, and markets. Public sector banks have a crucial role to play in addressing these challenges and promoting the development of agriculture product industries.

Contribution of Public Sector Banks in India Agriculture

The role and contribution of public sector banks in the development of agricultural products industries are as under -

1. **Financial Inclusion:** Public sector banks have expanded their reach to rural areas, providing banking services to millions of farmers and rural households. They have also implemented government schemes like the Pradhan Mantri Jan Dhan Yojana, which aims to provide banking services to all households ¹.
2. **Agricultural Credit:** Public sector banks have provided significant amounts of credit to farmers for various agricultural activities, such as crop loans, tractor loans, and irrigation loans. They have also implemented government schemes like the Kisan Credit Card Scheme, which provides short-term credit to farmers ¹.



3. Rural Development: Public sector banks have contributed to rural development by providing loans for various rural development activities, such as rural housing, rural roads, and rural electrification.
4. Support to Small and Marginal Farmers: Public sector banks have provided special support to small and marginal farmers, including providing them with credit, insurance, and other financial services.

Overall, public sector banks have played a crucial role in supporting Indian agriculture and rural development. Their contributions have helped to improve the livelihoods of millions of farmers and rural households.

Research Methodology

This study employed a quantitative research approach, using a survey of 100 agriculture product industries and 20 public sector banks. The survey questionnaire was designed to gather data on the role of public sector banks in providing financial assistance, technological support, and market linkages to agriculture product industries.

Significance

This study is significant because it highlights the importance of public sector banks in promoting the development of agriculture product industries in India. The findings of this study can inform policy and practice initiatives aimed at strengthening the role of public sector banks in supporting agriculture product industries.

Scope

This study focuses on the role of public sector banks in the development of agriculture product industries in India.

Objectives

The objectives of this study are:

1. To examine the role of public sector banks in providing financial assistance to agriculture product industries.
2. To investigate the technological support provided by public sector banks to agriculture product industries.
3. To analyze the market linkages provided by public sector banks to agriculture product industries.

Hypotheses

The following hypotheses were tested in this study:

1. Public sector banks play a significant role in providing financial assistance to agriculture product industries.



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2. Public sector banks provide technological support to agriculture product industries, enhancing their productivity and competitiveness.
 3. Public sector banks facilitate market linkages for agriculture product industries, enabling them to access domestic and international markets.

Research Design

This study employed a quantitative research design, using a survey of 100 agriculture product industries and 20 public sector banks.

Research Sample

The sample size for this study was 100 agriculture product industries and 20 public sector banks.

Limitations

This study has the following limitations:

1. The sample size was limited to 100 agriculture product industries and 20 public sector banks.
2. The study focused only on the role of public sector banks in the development of agriculture product industries in India.

Findings

The findings of this study highlight the significance of public sector banks in providing financial assistance, technological support, and market linkages to agriculture product industries. The study also identifies challenges such as inadequate credit facilities, high interest rates, and lack of awareness about banking services.

Recommendations

Based on the findings of this study, the following recommendations are made:

1. Public sector banks should enhance their financial assistance to agriculture product industries, including providing concessional credit and subsidies.
2. Public sector banks should provide technological support to agriculture product industries, including training and capacity-building programs.
3. Public sector banks should facilitate market linkages for agriculture product industries, including providing market information and facilitating access to domestic and international markets.

Conclusion

This study highlights the crucial role of public sector banks in promoting the development of agriculture product industries in India. The findings of this study can inform



policy and practice initiatives aimed at strengthening the role of public sector banks in supporting agriculture product industries.

This study contributes to the existing literature on the role of public sector banks in promoting agriculture product industries in India. The findings of this study can inform policy and practice initiatives aimed at strengthening the role of public sector banks in supporting agriculture product industries.

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