UTILIZATION PATTERN OF KISAN CREDIT CARD AMONG THE SMALL AND MARGINAL FARMERS IN REWA BLOCK OF REWA DISTRICT (M.P.)

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Abstract: The Kisan Credit Card scheme introduced in the year 1998 with the objective of fulfillment of agriculture the credit requirement of the farmers in a timely and hassle-free manner for raising agricultural production.Keeping the importance of KCC the present study was an attempt to assess utility of KCC as perceived by the farmers. To gain insight into the functioning of KCCs, the present study entitled "Utilization pattern of KisanCredit Card (KCC) among the small and marginal farmers in Rewablock of Rewa District (M.P.)"was carried out with a sample of 140 beneficiaries of Kisan Credit Card (70 small & 70 marginal farmers).It may be concluded that among the selected indicators the mean utilization index of the indicator increase in income through Kisan Credit Card (70%) was highest. Kisan Credit Card was highly utilized in increasing of agriculture and allied activities and in changing cropping pattern. On the contrary utilization of Kisan Credit Card was low in amount utilized as credit increase in extent saving and duration of utilizing credit. It was also observed that the higher percentage of the small and marginal farmers belonged to medium utilization of Kisan Credit Card. As far as the relationship between profile of the respondents with their utilization pattern of Kisan Credit Card is concerned the characteristics namely education, occupation, credit acquisition, annual income, repayment of loan, contact with credit agency, source of information, mass media exposure, risk orientation, economic motivation and level of satisfaction had significant relationship with their utilization pattern of Kisan Credit Card at 5% level of significance.

Keywords: Farmers, Credit card, Utilization, Rewa district

INTRODUCTION

Agriculture is the most crucial sector of the country because the main policies of output growth, poverty alleviation, social justice and equity are best served in this sector. In modern farming, credit has become one of the crucial inputs.Thus, there is a need to increase the credit flow to agriculture, raise productive capacity of land and enhance the potential of water resources as well as its use efficiency for agricultural production. The Kisan Credit Card scheme introduced in the year 1998 with the objective of fulfillment of agriculture the credit requirement of the farmers in a timely and hassle-free manner for raising agricultural production. The scheme is being implemented in the entire country by the credit institutional bank involving Commercial Banks, Rural Regional banks and Co-operative bank and has received wide acceptability amongst bankers and farmers. With a view to minimize the procedures/ difficulties and to simplify the credit acquisition by small and marginal farmers. It was disbursed through KCC Scheme in our country. The Co-operative credit societies were, in the past and even now, the most important source of credit to the farmers. There has been tremendous increase in the bank branches in the rural areas. Government has adopted the policy of multi-agency approach in agriculturalcredit. Keeping the importance of KCC the present study was an attempt to assess utility of KCC as perceived by the farmers. To gain insight into the functioning of KCCs, the present study entitled "Utilization pattern of KisanCredit Card (KCC) among the small and marginal farmers in Rewablock of Rewa District (M.P.)" was carried out with following objectives:

Objectives
1. To assess the utilization pattern of KCC by the respondents.
2. To analyze the relationship between dependent and independent variables.

METHODOLOGY

The present study was conducted in the Rewa district (M.P.), since the number of Kisan Credit Card holders is maximum in District Co-operative bank as compared to Commercial banks, the study was focused on Kisan Credit Card holders in jurisdiction of District Co-operative Bank only. Rewa District comprises nine blocks. Out of which Rewa block was selected on the basis of higher number of KCC holders.Presently there are 19 credit societies are working through District Co-operative Bank. Out of which 2 credit societies was selected on the basis of higher number of KCC holders. A list of KCC holders from the selected credit societies were prepared and 5 percent KCC holders 70 small and 70 marginal farmers was selected from both societies. The sample was consisted of 140 respondents.

RESULT

1. Utilization of Kisan Credit Card as perceived by the small & marginal beneficiary farmers

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A. Extent of utilization of Kisan Credit Card in terms of selected indicators as Perceived by the beneficiaries

An index was developed in the present study to assess the utilization pattern of Kisan Credit Card among small and marginal farmer. Selected indicators of Kisan Credit Card namely the extent of utilized amount as credit, duration of utilizing credit, operation of various agricultural allied activities, increase in agricultural produce through Kisan Credit Card, increase in saving through Kisan Credit Card, increase in income through Kisan Credit Card and Change in cropping pattern through utilization of credit were incorporated in the index in consultation with the bank officers, economists and experts of J.N.K.V.V. On the basis of responses given by respondents against each indicator total score of each indicator was worked out. Mean Utilization Index of each indicator was find out and presented in Table 1.

Table 1. Extent of utilization of Kisan Credit Card in terms of selected indicators as perceived by the beneficiaries

S.No.	Indicators	Mean utilization index (%)	Rank
1.	Increase in agricultural produce through Kisan Credit Card	47	IV
2.	Operation of various agricultural allied activities	64	II
3.	Duration of utilizing credit	41	V
4.	Increase in saving through Kisan Credit Card	36	VI
5	Increase in income through Kisan Credit Card	70	I
6.	Increase in net sown area	56	III
7.	The extent utilized amount as credit	34	VII

Table 1 exhibits the extent of utilization of Kisan Credit Card among the respondents in related to selected indicators of Kisan Credit Card utilization namely increase in agricultural produce through Kisan Credit Card, operation of various agricultural allied activities, duration of utilizing credit, increase in saving through Kisan Credit Card, increase in income through Kisan Credit Card, Change in cropping pattern through utilization of credit and the extent utilized amount as credit

Table 1 reveals that among the selected indicators the mean utilization index of the indicator increase in income through Kisan Credit Card (70%) was highest followed by operation of various agricultural allied activities (64%), increase in net sown area through utilization of credit (56%), increase in agricultural produce through Kisan Credit Card (47%), duration of utilizing credit (41%), increase in saving through Kisan Credit Card (36%) and the extent utilized amount as credit (34%). It means the Kisan Credit Card was highly utilized in increasing of agriculture and allied activities and in changing cropping pattern. On the contrary utilization of Kisan Credit Card was low in amount utilized as credit increase in extent saving and duration of utilizing credit. The finding of Ahmed (2004), Agarwal et al (2016), Dhanabhakyamm and malavizhij (2012), Harpreet S. (2004), Ramana TV (2011) and Samantara S (2010) are in line with the present finding.

B. Distribution of the farmers according to their utilization of Kisan Credit Card

The mean utilization index of each respondent was also determined in the present study. The mean utilization index of small and marginal farmers was find out separately and presented in Table 2 and 3:

Table 2. Distribution of the small farmers according to their utilization of Kisan Credit Card

S.No.	Utilization of Kisan Credit Card	Number of small farmers	Percentage
1.	Low	19	27.15
2.	Medium	34	48.57

3.	High	17	24.28
Total		**70**	**100**

Table 2 show that out of 70 small farmers respondents. 48.57 percent of respondents showed medium utilization of Kisan Credit Card, 27.15 percent low utilization of Kisan Credit Card whereas only 24.28 percent indicated high utilization of Kisan Credit Card.

Table 3. Distribution of the marginal farmers according to their utilization of Kisan Credit Card

S.No.	Utilization of Kisan Credit Card	Number of marginal farmers	Percentage
1.	Low	24	34.28
2.	Medium	31	44.28
3.	High	15	21.42
Total		**70**	100

Table 3 shows that out of 70 marginal farmers respondents 44.28 percent of respondents showed medium utilization of Kisan Credit Card, 34.28 percent had low utilization of Kisan Credit Card whereas only 21.42 percent indicated high utilization of Kisan Credit Card. Similar findings was reported by Verma A. (2016).

2. To analyze the relationship between dependent and independent variables

Table 4. Correlation between profile of the respondents and their utilization pattern of Kisan Credit Card

S. No.	Characteristics	'r' value
1.	Age	-0.0302ns
2.	Education	0.2645*
3.	Size of family	-0.01276ns
4.	Occupation	0.2645*
5.	Social participation	-0.01276ns
6.	Credit acquisition	0.2679*
7.	Annual income	0.2301^{*}
8.	Repayment of loan	0.2247*
9.	Contact with credit agency	0.2247*
10.	Source of information	0.2839^{*}
11.	Mass media exposure	0.3125*
12.	Risk orientation	0.2615*
13.	Economic motivation	0.2501*
14.	Level of satisfaction	0.2324*

Significant at 0.05 level of probability

Table 4 depicts the 'r' value indicating the relationship between profile of the respondents with their utilization pattern of Kisan Credit Card. The characteristics namely education, occupation, credit acquisition, annual income, repayment of loan, contact with credit agency, source of information, mass media exposure,risk orientation, economic motivation and level of satisfaction had significant relationship with their utilization pattern of Kisan Credit Card at 5% level of significance. The result also depict that age, size of family and social participation of the respondents did not establish significant relationship with their utilization pattern of Kisan Credit Card.This finding are in line with the findings of Bista et al (2012), Bochalaya and Dhaka (2001), Surve *et al* (2006) and Vishvajeet et al (2014).

CONCLUSION

It may be concluded that among the selected indicators the mean utilization index of the indicator increase in income through Kisan Credit Card (70%) was highest. Kisan Credit Card was highly utilized in increasing of agriculture and allied activities and in changing cropping pattern. On the contrary utilization of Kisan Credit Card was low in amount

utilized as credit increase in extent saving and duration of utilizing credit. It was also observed that the higher percentage of the small and marginal farmers belonged to medium utilization of Kisan Credit Card. As far as the relationship between profile of the respondents with their utilization pattern of Kisan Credit Card is concerned the characteristics namely education, occupation, credit acquisition, annual income, repayment of loan, contact with credit agency, source of information, mass media exposure, risk orientation, economic motivation and level of satisfaction had significant relationship with their utilization pattern of Kisan Credit Card at 5% level of significance.

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