SATISFACTION LEVEL OF THE MEMBERS OF THE CO-OPERATIVE BANKS: A STUDY AT TAMIL NADU LEVEL

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ABSTRACT

India is a land of village. Majority of her population live in rural areas and most of them are below the poverty line in rural areas and depend heavily on agriculture for their livelihood. Agriculture is the backbone of our national economy. The flow of credit from the profit oriented commercial banks, despite their flow of credit from the profit-oriented commercial banks, despite their large expansion to the agriculture is very inadequate. This leaves farmers to take recourse to the exploitative tendencies of the indigenous moneylenders. Besides this, profit-oriented nature of commercial banks mostly favored non-agricultural sectors. With expansion of co-operative credit institutions, the grip of moneylenders on farmers started petering out though very slowly, and this source still dominates the credit scenario in rural India. The development and progress of village life is liked with the advancement in agriculture. By keeping this, it is an attempt to examine the satisfaction of members of co-operative banks in Tamil Nadu.

KEYWORDS: Co-operative banks- agriculture-members- satisfaction-chi-square test-Regression analysis.