Awareness of Farmers about the Primary Agriculture Credit Societies (With Special Reference of Uttar Pradesh and Uttarakhand)

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ABSTRACT
Primary Agriculture Credit Society is a basic unit and smallest cooperative credit institution in India. It works on the grass-root level (gram panchayat and village level). Primary Agriculture Credit Society is formed at the village or town level. It is the old cooperative credit system of India. Primary Agriculture Credit Society was designed to be a village-level credit society into which the farmers brought in share capital, deposits, and provide loans to each other. This study aims to assess the Awareness of Farmers about the Primary Agricultural Credit Societies with Special Reference to Uttar Pradesh and Uttarakhand. 58% of farmers know about primary agriculture credit societies and this study will also useful for many other stakeholders.

Keywords-- Primary Agriculture, Credit Society, Awareness of PACs, Farmers, Financial Institution

I. INTRODUCTION
Primary Agriculture Credit Society is the basic unit which deals with rural credit to farmers for meeting their financial requirement. It provides short-term and medium-term loan to farmers which help to meet their short-term financial requirements. It supplies agricultural inputs and provides a marketing facility for agricultural products. PACS is organized at the grassroots level of a village or a group of a small village. It is the basic unit which deals with the rural (agricultural) borrowers, gives those loans, and collects repayments of loans given.

Working of PACS
A group of people from some locality form an association and contribute funds. The funds are also obtained through loans from central cooperative banks. Primary Agriculture Credit Society generally lends small loans for farm inputs, seeds, pesticides, fertilizers, etc. It supplies agricultural inputs and provides marketing facility for the agricultural products, Elected members, one-vote, transparency, ground-level reach, ease of operations, speed, human connect-almost everything about the structure of a PACS makes for robust ‘public policy for credit’.

User of PACS
Co-operative society gives voluntary membership to a person and the person at any time and can be quit by his choice. It is secular and democratizes; anybody from India can be joining the society. Co-operative credit is to increase credit productivity and save farmers from the exploitive tentacles of moneylenders or non-institution of sources of credit.

II. REVIEW OF LITERATURE
Aparna Vemulapalli (2021). The development of the Indian economy continues to be linked to the betterment of the performance of the rural sector. Rural sector includes small farmers, poor households and women. They require adequate and timely institutional finance to safeguard them from the clutches of unscrupulous elements of the society. Providing institutional finance to the rural sector is one of the basic requirements of rural financial system.

P. A. Venkatachalapathy (2020). Agriculture sector is considered to be the vital sector for several people’s livelihood. The study concludes that there is low and medium level of awareness and satisfaction of PACCS services in Erode district. The relationship of society and members is not a one time transaction but a lifelong relation where the members repose their confidence in the societies as the trustees of their funds and saviors at the time of distress.

Jindal Mayank (2020). 81.16% customers have been select their bank on the basis of bank reputation, bank location, bank charges, ATM availability and referred by other persons. Some customers are also selecting their bank because of employer required to maintain a bank account in a particular bank. Customers have been 77.23% satisfied from the major 18 services and facilities provided by PNB and SBI bank. Customer satisfaction has been 80% from PNB customers and 75% of SBI customers. 64 (68%) customers have a saving bank account, 11(11.70%) current account, 5 (5.31%) PPF and 14 (14.89%) fixed
deposit. It can be concluded that saving accounts is the first choice of customers as per their needs.

Lekshmi V. (2019). The origin of the co-operative banks in Kerala was mainly for common people. In the three tier co-operative structure, the primary agricultural co-operative societies are meant to mingle freely with common people. As earlier said there are many primary agricultural co-operative societies which not only satisfy the financial requirements of the common people, but also distribute seeds, fertilizers and agricultural implements, and Kerala state co-operative bank through its district co-operative bank render all the assistance to these primary agricultural co-operative societies. This is unique quality of Kerala state co-operative bank.

III. OBJECTIVE OF THE STUDY

This study aims to assess the Awareness of Farmers about the Primary Agricultural Credit Societies with Special Reference to Uttar Pradesh and Uttarakhand.

IV. RESEARCH METHODOLOGY

Research methodology is a way to solve the research problem in an organized manner. Research methodology describes the methods applied to collect the data analyze the collected data to obtained results. The reliability, adequacy, and accuracy of results depend upon the suitability of the research methodology.

Primary Data: Primary Data has been collected by took 50 respondents. Before undertaking the main survey a tentative interview schedule was prepared and administered to 7 people on a pilot basis to test the correctness of the interview schedule.

Secondary Data: Secondary data has been collected by the online journals, newspaper, Youtube, Google, Shodhganga, Magazines.

Time of Data Collection: Primary Data have been collected during the month of May 2021.

V. DEMOGRAPHIC DETAILS OF RESPONDENTS

| Particular          | Total | Percentage |
|---------------------|-------|------------|
| Members of PACS     |       |            |
| Member Respondent   | 29    | 58%        |
| None                | 21    | 42%        |
| Total               | 50    | 100%       |

| Loan Type           |      |            |
|---------------------|------|------------|
| Crop Loan           | 8    | 16%        |
| Seed Loan           | 7    | 14%        |
| Fertilizer Loan     | 4    | 8%         |
| Pesticides Loan     | 4    | 8%         |
| No Loan             | 21   | 42%        |
| Other Loan          | 6    | 12%        |
| Total               | 50   | 100%       |

| Time of Membership  |      |            |
|---------------------|------|------------|
| 1-5 years           | 12   | 24%        |
| New and Below 1 year| 11   | 22%        |
| 5-10 years          | 6    | 12%        |
| No                  | 21   | 42%        |
| Total               | 50   | 100%       |
### Gender

|      | Male | Female | Total |
|------|------|--------|-------|
| Male | 35   | 15     | 50    |
| Female | 15 | 30% | 100% |
| Total | 50 | 100% |

### Marital Status

|      | Married | Unmarried | Widow | Divorce | Total |
|------|---------|-----------|-------|---------|-------|
| Married | 39 | 78% | 2 | 4% | 4 | 9% | 2 | 4% | 50 | 100% |
| Unmarried | 8 | 16% | 1 | 2% | 50 | 100% |

### Age Factor

|       | 18-60 years | 60 Above | Total |
|-------|-------------|----------|-------|
| 18-60 years | 33 | 66% | 50 | 100% |
| 60 Above | 17 | 34% | 50 | 100% |

### Education

|            | Lower Primary | Upper Primary | High School | Intermediate | Graduate | Post Graduate | Illiterate | Total |
|------------|---------------|---------------|-------------|--------------|----------|---------------|-----------|-------|
| Lower Primary | 3 | 6% | 15 | 30% | 11 | 22% | 7 | 14% | 5 | 10% | 2 | 4% | 7 | 14% | 50 | 100% |

### Occupation

|          | Farmer | Animal Husbandry | Housewife | Job | Self Employed | Total |
|----------|--------|------------------|-----------|-----|---------------|-------|
| Farmer   | 29     | 58%              | 4         | 8%  | 29            | 58%   |
| Animal Husbandry | 4 | 8% | 8 | 16% | 5 | 10% | 4 | 8% | 50 | 100% |

Source: Primary Data

All samples have been taken by Random sampling and then stratified random sampling is formed. In the study 58% respondents are farmers. 84% respondents are educated and 58% respondent has membership and has some kind of loan in Primary Agriculture Credit Society. 66% respondents are under 18-60 years age.

### VI. TESTING OF HYPOTHESIS
As per the above analysis, there is no significant difference between the awareness of loan holder and non-loan holder people, there is no significant difference between the awareness of below 60 years and above 60 years and there is no significant difference between the awareness of the time of membership and no membership people.

VII. CONCLUSION AND SUGGESTIONS

This study aims to assess the Awareness of Farmers about the Primary Agricultural Credit Societies with Special Reference to Uttar Pradesh and Uttarakhand. 58% of farmers know about primary agriculture credit societies and 12% farmers have membership between 5-10 years.

Primary Agriculture Credit Society needs to aware farmers about their society. For this, PACS should do campaign for the awareness of farmers. So that farmers can get benefit from societies and do their farming well.

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