ROLE OF MICROFINANCE IN THE DEVELOPMENT RURAL FARMER WITH REFERENCE OF KISAN CREDIT CARD SCHEME

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ABSTRACT
The kisan credit card played a vital role in the development of farmers. The kisan credit card (KCC) scheme introduced in August 1998 has emerged as an innovative credit delivery mechanism to meet the production credit requirements of the farmers in a timely and hassle-free manner. The scheme is under implementation in the entire country by the vast institutional credit framework involving commercial banks, RRBS and cooperatives and has received wide acceptability amongst bankers and farmers. The present paper has been an aggressive attempt of the role of microfinance in the development rural farmer with reference of kisan credit card scheme of district hamirpur of the Himachal Pradesh. The research revealed that majority of beneficiary taking loan from commercial bank and followed by cooperative bank. In present paper shows that most of beneficiary using KCC for the purpose of Purchasing highly yield seeds, fertilizer and purchase tools, equipment and machinery for agriculture. Study regarding increase in income level found that the farmers’ income constantly increases with the help of kisan credit card and investment level also increase. On the behalf of present study conclude that the kisan credit card scheme very helpful for farmers and working in good manner in the point of view of the agriculture growth.

KEYWORDS: Kisan Credit Card scheme, Microfinance, banks.

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