

Npa of Banking Industry & Its Impact on Overall Indian Economy and Measures To Recovery of Npa In Banks

Kankipati Ajay Kumar, A.V.N.Murty

Abstract: Banks assume a significant job in the Indian financial system related framework. In an economy overwhelmed by banks, the continued weakening of the financial segment because of monetary record issues makes a delay genuine financial action and can appear as a monetary emergency. It is basic to rapidly resolve an emergency in the financial segment with the goal that banks, as the fundamental wellspring of credit, can start to work typically once more. In India, the financial emergency is a common phenomenon. Since the progression changes of 1991, there have been two noteworthy scenes of the financial emergency: the first occurred during the period 1997-2002 and the second started in the wake of the Global 2008 Crisis budgetary and has not yet been settled. A solid financial part is significant for an economy like our own. In our nation, the financial part has experienced a turnaround change after 1991 and, in this way, credit to the individuals. Because of which, banks have turned out to be increasingly careful in giving credits. Non performed asset (NPA) will indicates the performance of a bank. The abnormal state of NPA mirrors an enormous number of defaults and, at last, influences the productivity of banks. HDFC Bank, State bank of India and furthermore recommends a few methodologies to lessen them. NPA are the blocks opposite to the growth of National GDP. This paper identifies the impact of NPA on the overall development of the Indian economy as well as the measures to be taken in order to the recovery and control of NPA in future.

Key Words: NPA, Banking, Indian Economy, State Bank of India.

I. INTRODUCTION

A sound financial framework is basic for any economy that endeavors to accomplish development and stay stable in an aggressive worldwide business condition. Indian banks are great regarding development, resource quality and benefit.[1] RBI and the Government have rolled out some remarkable improvements in strategies and guidelines to help reinforce the segment. These progressions incorporate the reinforcing of prudential standards, the improvement of the installment

framework and the reconciliation of business bank guidelines.[2] As far as resource quality and capital amplexness, these banks have perfect, strong and straightforward asset reports in connection to different banks in practically identical economies in their area. PSBs ought to fortify the degrees of institutional aptitudes, particularly in deals and promoting, administration activities, hazard the board and the general morals of hierarchical execution and reinforce human capital.

The nature of the ASSET portfolio has improved drastically during the period. [3]To endure and contend with private and outside foreign banks, it is urgent that banks clean their accounting reports by expanding social capital.[4] Except if the NPA issue is confirmed quite far and diminished to worldwide models, it is probably going to debilitate the exhibition of the SCBs. Basic shortcomings, for example, a divided modern structure, limitations on the accessibility and arrangement of capital, absence of institutional help framework, prohibitive work laws, feeble corporate administration and incapable guidelines past the Programmed Commercial Banks (SCB), except if organizations of open administrations and administration workplaces. One of the principle disservices of SCBs is their NPA. The best pointer for the wellbeing of the financial business in a nation is its degree of Non performed asset (NPA).[5] NPAs are one of the principle worries of banks in India. It mirrors the exhibition of the banks. Diminished NPAs by and large give the feeling that banks have fortified their credit evaluation forms throughout the years and development in NPAs infers the requirement for arrangements, which lessen the general benefit of banks.

The Indian financial part faces a genuine NPA issue. The extent of the NPA is relatively more prominent in open segment banks. To improve the proficiency and benefit of banks, it is important to lessen and control the NPA.[6] This record attempts to comprehend the idea of NPA, its greatness and the primary driver for a record to quit working and the systems to direct the NPA in Indian banks. The Indian financial industry, which is represented by the Banking Regulation Act of India, of 1949, can be arranged into two principle classes: customary banks and non-normal banks. Modified banks incorporate business banks and helpful banks.[7] As far as proprietorship, business banks can be assembled into nationalized banks, the State Bank of India and its related banks, local provincial banks and private part banks (old/new national and remote). These banks have in excess of 67,000 branches all through the nation.

During the main period of budgetary changes, there was a nationalization of 14 noteworthy banks in 1969.

Revised Manuscript Received on November 15, 2019.

* Correspondence Author

Ajay Kumar Kankipati*, PhD Research scholar, Department of Management, KLU Business School, Koneru Lakshmaiah Education Foundation, Greenfields, Vaddeswaram, Guntur Dist., Andhra Pradesh, 522502, India. Email: ajaykumarkankipati@gmail.com.

Dr.A.V.N.MURTY, Professor KLU Business School, Department of Commerce, Koneru Lakshmaiah Education Foundation, Greenfields, Vaddeswaram, Guntur Dist., Andhra Pradesh, 522502, India
Email: ajaystudies@gmail.com

Npa of Banking Industry & Its Impact on Overall Indian Economy and Measures To Recovery of Npa In Banks

This pivotal advance prompted a move from class banking to mass banking. This thus brought about noteworthy development in the geographic inclusion of banks.[8] Each bank needed to designate a base level of its credit portfolio to divisions distinguished as "need areas". The assembling division likewise developed during the 1970s in secured conditions and the financial segment was a basic source.[9] The following influx of changes saw the nationalization of 6 progressively business banks in 1980. From that point forward, the quantity of customized business banks expanded multiple times and the quantity of bank offices expanded multiple times.

After the second period of money related division changes and the progression of the area in the mid 1990s, Public Sector Banks (PSB) discovered it amazingly hard to contend with the new private part banks and outside banks. The new private area banks initially showed up after the rules that permitted them in January 1993 were issued. Eight new private segment banks are in activity. Because of their poor start, these banks approach best in class innovation, which thusly encourages them save money on work expenses and give better benefits. From that point forward, the development of the financial business in India has been a constant procedure. As to current situation, the financial business is in a progress stage. Open part banks, which are the premise of the Indian financial framework, represent in excess of 78 percent of the all out resources of the financial business. Sadly, they are stacked with extreme non-beneficial resources, monstrous work and absence of present day innovation.

Norms of the NPAs in the banking industry

After the nationalization of the banks in July 1969, there has been huge development in the financial business and colossal endeavors were made to improve credit dispensing in the need and non-need divisions.[10] In any case, after 1991, with the opening of the Indian economy and with the presentation of changes in the monetary area, banks become increasingly careful in authorizing advances and advances because of the aggregation of NPA's.

BASEL-I guidelines

The historical backdrop of Basel global codes and gauges (BIS) identified with the sufficiency of least capital for banks goes back to the activity of created nations in 1988 to secure the banks of the Organization for Economic Cooperation and Development (OECD) of the regular monetary emergencies during the 1980s. The Basel I gauges were set up in 1988 and acknowledged throughout the years by around 100 national banks far and wide under what ended up known as the Basel Agreement.[11] The first understanding, presently known as Basel-I, was very straightforward and embraced an immediate 'one size fits all' approach that doesn't recognize diverse hazard profiles and hazard the board benchmarks among banks. Indian fiscal experts executed Basel II in 1999.

Banks needed to assess their benefits and dangers accepted outside the accounting report and join them into their monetary record. The Basel I guidelines recommended a base capital sufficiency proportion (CRAR) of 8% for banks signatory to the Basel Agreement. The Basel I structure was constrained to the prerequisite of just least capital necessities for banks, the Basel II system grows this methodology not exclusively to catch certain extra hazards in the base capital

proportion, yet in addition incorporates two extra zones, Review procedure of supervision and Discipline of the market through the expansion spread. This is the manner by which RBI rules on speculations and operational hazard rose, making ready for the reception of what is known as Basel II norms.

BASEL-II guidelines

It is the second understanding that spotlights on operational hazard alongside market hazard and credit chance. Basel II endeavors to guarantee that the oddities in Basel I are revised. The way toward executing Basel II benchmarks in India is completed in stages. Eliminate I has been conveyed for remote banks working in India and Indian banks that have an operational nearness outside India as of March 31, 2008.

In stage II, all other planned business banks (aside from neighborhood and RRBs) must consent to Basel II rules before March 31, 2009. With the due date of March 31, 2009 for Full usage of Basel II measures, banks are quick drawing nearer.[12] They try to keep up a sleeping pad in their separate capital stores.[13] The proportion of least money to hazard weighted resources (CRAR) in India is 9%, one rate point over the Basel II necessity.

Gross NPA and Net NPA

The gross NPA is a development that is viewed as unrecoverable, since the bank has made arrangements is as yet kept in the ledger's books. The net NPA is gotten by deducting things, for example, intrigue owed yet not recuperated, some portion of the installment got and kept up in an anticipation record of the gross NPA. The Reserve Bank of India expresses that, contrasted with other Asian nations and the US. In the US, net figures for unbeneficial resources in India appear to be more disturbing than the net NPA figure.[14] The issue of high net NPAs is basically one of legacy. Truly, Indian open area banks have been poor in credit recuperation, principally because of the constrained lawful arrangement overseeing abandonment and chapter 11, long fights in court, fixed advances made to government organizations in the open segment, advance exclusions and need segment advances. Net NPAs are similarly better all inclusive because of the severe provisioning guidelines endorsed for banks in 1991 by the Narasimham Committee. In India, even on account of advance security, an arrangement must be made.

II. REVIEW OF LITERATURE

Yadav, Pavitra August 2014,[15] explained about liquidity analysis as part of few industries in the Indian economy. That methodology was we can apply for even in the banking industries. to reduce the NPA in the banking sector.

Imran, syed, May, May 2015 explained about the study of ten commercial banks performance in the Indian economy by using camel rating cum ranking model[16]. to reduce the NPA in the banking sector

Ajay, Murty describes [17] An advantage is delegated NPA in the event that it is expected as head and intrigue and isn't paid by the borrower for a time of 90



days. A non-profitable resource will be an advance or a development where

- Interest/portions or chief stay past due for a time of over 90 days concerning a term credit.
- The record stays "out of administration" for a time of over 90 days concerning an overdraft/money credit.
- The receipt stays late for a time of over 90 days on account of solicitations obtained and limited.
- The intrigue or portion of the chief stay late for two reap seasons, however a period that doesn't surpass over two years on account of a development conceded for farming purposes and W.e.f. 09-30-2004, after the pinnacle bank issued more corrections: -
- A credit allowed for brief yields will be treated as a NPA if the head or intrigue amount stays late for two developing seasons.
- A credit conceded for a long haul harvest will be NPA if the charge or head or enthusiasm for which it is expected for a developing season.
- Any add up to be gotten stays past due for a time of over 90 days contrasted with different records.

Murty, ajay august 2019 [18] On the off chance that any development or credit office allowed by the banks to a borrower stops to work, at that point the bank must arrangement with every one of the advances/credit offices conceded. Borrower as reprobate without considering the way that there may at present be sure progresses/acknowledge offices for an execution status. Kankipati Ajay Kumar As per the procedural standards recommended by RBI, a bank can't hold enthusiasm on a collected NPA.

Avinash august 2014 explains about the banking industry performance with reference to Indian banking industry.[19] to reduce the NPA in the banking sector

Shukla , Sneha may 2015 describes about the banking industry in order to explain about performance of Indian banking industry to reduce the NPA in the banking sector

Understanding about NPA

Standard Assets: these produce regular income and repayments as they due. Accordingly, a standard resource is an performing resource. It doesn't needed any special provisions.

Sub standard Asset: it is a non performed asset for a period of 12 months.

Doubtful Asset: those which are NPA for period more than 12 months.

Loss Asset: It is a loss which is identified by auditors either internal or external or by RBI but the amount not yet written off properly.

Gross NPA AND Net NPA

The gross NPA is a development that is viewed as unrecoverable, since the bank has made arrangements is as yet kept in the financial balance's books.

The net NPA is gotten by deducting things, for example, intrigue owed however not recouped, some portion of the installment got and held in suspension from gross NPA.

Strategies for overcoming NPAs

- 1. The Preventive management As well as
- 2. The Curative management

A. The Preventive Management:

- 1. The Early Warning of Signals
- 2. The Financial warning of signals
- 3. The Management associated warning of signals
- 4. The Banking associated signals
- 5. The Watch-list as well as Special Mention Category
- 6. The Willful Defaulters
- 7. Reduce the total dependence on the interest.

B. The Curative Management

- 1. The One Time Settlement Schemes
- 2. The Lok Adalats
- 3. The Debt Recovery related Tribunals
- 4. The Securitization & SARFAESI Act 2002.
- 5. The Asset Reconstruction Company [ARC]
- 6. The Corporate Debt Restructuring [CDR]

III. OBJECTIVES - THE STUDY

- Study the status of non-performed resources of business banks in India.
- Study the effect of NPA in banks.
- Know the recuperation of NPA through different channels.
- Make fitting proposals to keep away from future NPAs and oversee existing NPAs in banks.

IV. SCOPE OF THE STUDY

- The investigation could recommend measures for banks to maintain a strategic distance from future NPAs and decrease existing NPAs.
- The investigation can enable the administration to make and actualize new systems to control NPA.
- The examination will help select suitable proper methods to oversee NPAs and
- Develop an activity plan with a period point of confinement to control the development of NPA

V. LIMITATIONS OF THE STUDY

- The investigation of non-profitable resources constrained to the Bank of India and until the part of the arrangement.
- The reason for distinguishing non-profitable resources is taken from the productions of the Reserve Bank of India.
- NPAs are changing after some time. The examination is done in the present condition without foreseeing future advancements.

VI. RESEARCH METHODOLOGY

A. Hypothesis:

H0: there is no increment in the growth NPA in spite of bank profitability

H1: there is incremental trend in the growth of NPA in spite of bank Profitability

B. Sampling

Total 21 banks were selected based market capitalization value of the market.



Npa of Banking Industry & Its Impact on Overall Indian Economy and Measures To Recovery of Npa In Banks

C. Data Collection the data for this study is secondary. The data collected from RBI web source, individual bank websites, Journals.

V. ANALYSIS

The reasons for NPA are few variables are in charge of expanding the size of the NPAs in the PSB until the end of time. The Indian financial industry has probably the most elevated level of NPA contrasted with global levels. Some significant explanations behind the resources for become NPA is the accompanying:

- Lack of satisfactory checking and follow-up measures.
- Lack of genuine corporate culture. Lacking legitimate arrangements on dispossession and insolvency.
- Change in monetary/natural strategies.
- Non-straightforward bookkeeping strategy and terrible review rehearses.
- Lack of coordination between banks/FI.
- Landing went for specific parts.
- Failure with respect to the advertisers to bring a lot of capital from their very own sources or open issuance on the grounds that the market ends up negative.
- Criteria for resource order.

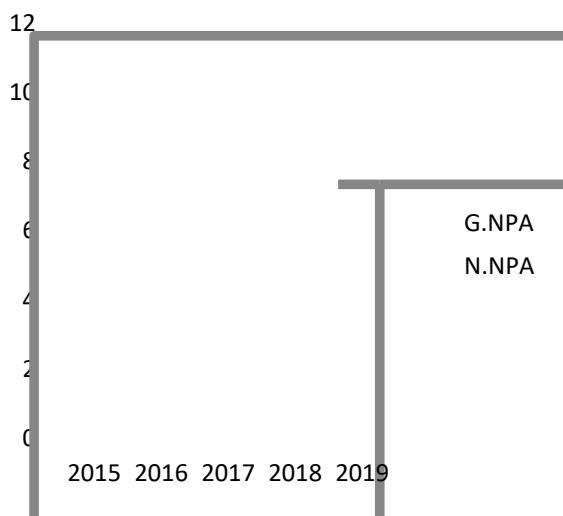
TABLE-I NPA Data Bank Wise

BANK NAME	2016-17	2017-2018	2018-19
Allahabad Bank	15385	20688	26563
Andhra Bank	11444	17670	28124
Bank of Baroda	40521	42719	56480
Bank of India	49879	52045	62328
Bank of Maharashtra	10386	17189	18433
Canara Bank	31638	34202	47468
Central Bank of India	22721	27251	38131
Corporation Bank	14544	17045	22213
Dena Bank	8560	12619	16361
IDBI Bank limited	24875	44753	55588
Indian Bank	8827	9865	11990
IOB	30049	35098	38180
OBC	14702	22859	26134
PSB	4229	6298	7802
PNB	55818	55370	86620
SBI	98185	112343	223427
Axis Bank	5848	20046	30876
Hdfc Bank.	4298	5826	8507
Icici Bank	26221	42159	53240
Kotak Mahindra	2838	3579	3825
Yes Bank	749	2019	2627

Source: RBI gov.in

TABLE-II NET NPA & GROSS NPA & STRESS ASSETS TILL MARCH 2019

NPA	Net NPA	Gross NPA	Stressed Assets
Mar - 13	2.4	3.4	9.2
Sep - 13	2.3	4.2	10.2
Mar - 14	2.2	4.1	10.1
Sep - 14	2.5	4.5	10.7
Mar - 15	2.5	4.6	11.1
Sep - 15	2.8	5.6	11.3
Mar - 16	4.6	7.6	11.5
Mar - 17	8.5	9.3	11.6
Mar - 18	8.6	9.8	11.8
Mar - 19	8.7	9.9	11.9



A.NPA - Impact

The issue of NPAs in the financial arrangement of India is one of the most significant and impressive issues that affected the whole financial framework. A higher NPA file trembles the certainty of financial specialists, investors, banks, and so on. It likewise causes poor reusing of assets, which thusly will detrimentally affect the arrangement of credit. The non-recuperation of advances influences more prominent acknowledge accessibility as well as the budgetary quality of banks.

Gainfulness: NPAs detrimentally affect benefit as banks stop to acquire pay from one viewpoint and pull in higher arrangements contrasted with standard resources then again. All things considered, banks are giving around 25% to 30% of extra arrangements in gradual NPA that has an immediate association with the gainfulness of banks.

Measures for handling Non-Performing Assets of Banks:

1. The Compromise and Settlement Schemes
2. The Debt Recovery from Tribunals & Recovery of Debts.
3. The Asset Reconstruction Companies (ARC) and Recovery of Debts.
4. The Securitization and Reconstruction of Financial Assets & Enforcement of Security Interest - SRFAESI-Act-2002

SRFAESI- Act-2002

- (1) Banks can issue notices to delinquents to pay the expenses and on the off chance that they don't do as such inside 60 days, banks can claim the borrower's advantages: manufacturing plant, land and development, plant and apparatus, and so on . charged to them, including the privilege to move by rent, task or deal and understand the ensured resources. If borrowers dismiss the serene conveyance of the benefits, banks may likewise present an application to the relating officer to claim the advantages.
- (2) Banks can assume control over the administration of the verified resources of the borrower. Moreover, you can likewise assume control over the administration of the organization and select any individual to deal with the ensured resources.
- (3) Banks can bundle and sell advances through securitization and the equivalent can be treated in the market as securities and stocks.
- (4) The forces might be practiced in all cases including charges more prominent than Rs. 1 thousand rupees, where the investor is a solitary broker or on account of joint advances where the moneylenders speaking to 75 percent of the authoritative sum due and pending consent to make a move.

B. MEASURES TO REDUCE NPAs

Lok Adalats

The Lok Adalats framed under the Legal Services Authority Act of 1987 give a methods by which banks can be guaranteed of advantage recuperation. The banks, notwithstanding battling in court, additionally attempt to connect of-court settlements. Some of the time, it is simply the Court that alludes the case to Lok Adalat. The Lok Adalats are directed by the Authorities of the State Legal Service to guarantee a brisk arrangement.

Flow of data on defaulters

The RBI has built up a framework for the intermittent flow of subtleties of deliberate defaults of borrowers from banks and money related organizations. This fills in as a preparatory rundown when considering demands for new or extra credit limits for default of advance units.

Corporate Debt Restructuring

The corporate obligation rebuilding instrument was systematized in 2001 to give an auspicious and straightforward framework for the rebuilding of Rs corporate obligations. Rs 20 million and more with banks and money related organizations. The CDR procedure would likewise enable reasonable corporate elements to rebuild their shares outside the current lawful structure and diminish the rate of new NPAs.

Credit Information Bureau

The regulation of data trade understandings through the recently framed Credit Information Bureau of India Ltd. (CIBIL) is in progress.

PROPOSED RULES ON PURPOSEFUL DEFAULTS/REDIRECTION OF ASSETS

RBI is inspecting the suggestion of the Kohli Group on deliberate ruptures. It is building up a sufficient definition that spreads such classes of defaulters with the goal that dissenters of credit to this gathering of borrowers can wind up compelling and criminal arraignment can be illustrative against deliberate defaulters.

Corporate administration:

A warning gathering under the administration of A.S. Ganguly was made by the Reserve Bank of India to survey the supervisory job of the Boards of banks and monetary foundations and to get remarks on the working of the Boards in connection to consistence, straightforwardness, exposures, panels review, and so on.

Authoritative Restructuring:

Regarding the inner components that lead to the NPA, the duty of containing a similar rest with the bank itself.

Decrease interest reliance:

Indian banks depend intensely on advances and ventures. Banks in created nations don't rely upon this pay, while 86 percent of the pay of Indian banks is represented from premium and the remainder of the salary depends on commissions.

Potential and marginal NPAs under check:

Potential and marginal records require quick finding and remedial measures with the goal that they don't fall into the NPA classes.

E-Banking and VRS:

The impact of these regions of banking changes may not appear to be legitimately significant to deal with the decrease of NPAs. However, computerization gives information precision and operational proficiency and results in a superior administration data administration.

Ordinary preparing programs:

Officials must experience a standard preparing program on layaway the board and NPA. It is extremely valuable and helpful for administrators to treat NPAs appropriately.

Recuperation Camps

Banks must complete customary or intermittent recuperation camps at the bank's offices or somewhere else, that sort of recuperation camps diminished the NPA levels in the banks.

Sudden visit

Bank authorities should visit the spot of business of the borrower/field of borrowers on an ordinary or occasional premise.

Different techniques

- Persistent telephone calls.
- Media declaration.

VI. FINDINGS

The issue of NPAs must be accomplished with a satisfactory credit evaluation and a hazard the board system. In a circumstance of abundance liquidity, the excitement of the



Npa of Banking Industry & Its Impact on Overall Indian Economy and Measures To Recovery of Npa In Banks

financial framework to expand advances can bargain the nature of the advantages, which raises worries about their antagonistic determination and the potential risk of adding to the NPA stock. It is fundamental that the financial framework be furnished with prudential principles to limit, if not totally, to maintain a strategic distance from the issue of NPAs. The duty regarding containing the components that lead to NAPs relies upon the banks themselves. This will require an authoritative rebuilding, an improvement in the board effectiveness and a superior ability rating for a satisfactory evaluation of dissolvability. It is smarter to stay away from NPAs at the early phase of credit thought by actualizing thorough and fitting credit assessment components.

VII. CONCLUSION

Therefore, there is incremental trend in the growth of NPA in spite of Profitability The financial framework assumes a significant job in the budgetary presence of the country. The quality of the economy is firmly identified with the unwavering quality of its financial framework. The NPA issue must be accomplished with a proper component for credit assessment and hazard the board. It is significant that the bank keep the NPA level as low as could be allowed. Since NPA is a kind of obstruction in the accomplishment of a bank that influences its presentation. What's more, this administration should be possible as pursues:

- Credit assessment and observing.
- The opportune authorization and the arrival of credits by the bank must maintain a strategic distance from exorbitant time and expenses.
- Work faculty ought to review the degree of inventories/money due at the hour of the assessment of working capital.
- Identifying the purposes behind the revolution of each record from a branch to NPA is the most significant factor for the headway of benefit quality, since that would start the fitting strides to raise the records.
- The bank's recuperation hardware must be modernized; Objectives ought to be set for field officials/bosses for recuperation by and large, yet additionally regarding refreshing the quantity of existing NPAs.
- Due to the lower credit hazard and the resulting higher gainfulness, little borrowers ought to be empowered more.

REFERENCES

1. R. R. Subraveti, "Abhinav National Monthly Refereed Journal of Research in Commerce & Management AN ANALYSIS OF THE PERFORMANCE OF SELECT Abhinav National Monthly Refereed Journal of Research In," Abhinav Natl. Mon. Ref. J. Res. Commer. Manag., vol. 4, no. 10, pp. 5–13, 2015.
2. K. A. Kumar, "A Journey of Goods and Services Tax (GST) and Structural Impact of GST on the Growth of GDP in India," Adv. Sci. Humanit., vol. 3, no. 5, p. 50, 2017.
3. E. Chinedu Innocent, O. Ifeoma Mary, and O. Monday Matthew, "Financial Ratio Analysis as a Determinant of Profitability in Nigerian Pharmaceutical Industry," Int. J. Bus. Manag., vol. 8, no. 8, 2013.
4. K. A. Kumar, "Financial Performance of Selected Public and Private Sector Banks Based on Camel Model With Reference To Indian Banking Sector," IJMSS Int. J. Manag. Soc. Sci. Int. J. -Included Int. Ser. Dir. Int. J. Manag. Soc. Sci., vol. 05, no. 04, pp. 99–107, 2017.
5. K. A. Kumar, "an Analysis of Recent Developments in Neuro Financing and Carbon Financing in India," Int. J. Res. Dev. Technol., vol. 7, no. 6, pp. 18–21, 2017.
6. A. K. Arora, M. Prades, and M. Prades, "Study of performance of Indian banks : A camel model approach," Int. J. Commer. Manag. Res., vol. 2, no. 6, pp. 14–18, 2016.
7. K. A. Kumar, "Performance of MSMEs Sector in India," SSRG Int. J. Econ. Manag. Stud., vol. 4, no. 3, pp. 11–15, 2017.
8. F. Fauzi, A. Basyith, and M. Idris, "The Determinants of Capital Structure: An Empirical Study of New Zealand-Listed Firms," Asian J. Financ. Account., vol. 5, no. 2, p. 1, 2013.
9. K. A. Kumar, "A RESEARCH ON THE RETURNS AND VOLATILITY OF INDIAN BANKING SECTOR INDEX WITH REFERENCE TO BSE SENSEX," EPRA Int. J. Multidiscip. Res., vol. 3, no. september, pp. 34–39, 2017.
10. K. A. Kumar, "A Study on Technology in India- A Paradigm Shifting of Gears for Better Supply Chain Management in Indian Economy," Int. J. Res. Appl. Sci. Eng. Technol., vol. 5, no. Xii, pp. 2500–2503, 2017.
11. K. A. Kumar, "An Empirical Study on Technology Entrepreneurship Ecosystem in India," Int. J. Res. Appl. Sci. Eng. Technol., vol. 5, no. 12, pp. 2409–2415, 2017.
12. K. A. Kumar, "International Journal of Trend in Scientific Research and Development (IJTSRD) Risk in n Internet Banking : A Theoretical Approach," Int. Int. J. Trend Sci. Res. Res. Dev., vol. 1, no. 6, pp. 1263–1267, 2017.
13. J. Kaur and H. V. Kaur, "Camel analysis of selected public sector banks," vol. 6, no. 3, pp. 1–25, 2016.
14. K. A. Kumar, "a Journey of Goods and Services Tax (Gst) and Structural Impact of Gst on the Growth of Gdp in India," Int. J. Journal. Commun., vol. 2, no. 2, pp. 19–22.
15. P. Yadav, "Liquidity Analysis of Selected Pharmaceutical Companies : A Comparative Study International Journal of Advance Research in," Int. J. Adv. Res. Comput. Sci. Manag. Stud., vol. 2, no. 8, pp. 271–274, 2014.
16. S. Imran, N. Ali, A. Quality, P. P. Employee, E. Efficiency, and N. Interest, "A Study of Ten Indian Commercial Bank 's Financial Performance using CAMELS Methodology," IMS Manthan, vol. VII, no. 1, pp. 1–14, 2012.
17. K. A. Kumar and A. V. N. Murty, "Effect of Financial Performance on Profitability in Indian Pharmaceutical Companies," IJEAT, vol. 8, no. 6, pp. 4910–4916, 2019.
18. K. A. Kumar and A. V. N. Murty, "Impact Of Camel Model In Determining The Health Status Of Indian Banking Industry," IJITEE, vol. 8, no. 10, pp. 4575–4581, 2019.
19. A. Jawade, "Capital Structure and Its Impact on Profitability : an Empirical Study for Pharmaceutical Companies With Special," vol. 3, no. 6, 2014.

AUTHORS PROFILE



Kankipati Ajay Kumar, PhD Research scholar KLU Business School, Koneru Lakshmaia Education Foundation, Greenfields, Vaddeswaram, Guntur Dist., Andhra Pradesh, 522502, India. He has proficient knowledge in internal quality assurance of colleges and universities. Such NAAC, UGC, AICTE Works along with good teaching skills. Nowadays accreditation

became mandatory for all the colleges and universities to make their institutions more innovative and quality-oriented. So that delivering that services is the on the job. Earlier delivered services as entrepreneurship coordinator in the university. Being a research scholar, trying to explore more knowledge in the area of research as well as contributions that knowledge to society.





Professor KLU Business School, Koneru Lakshmaiah Education Foundation, Greenfields, Vaddeswaram, Guntur Dist., Andhra Pradesh, 522502, India. He has sound knowledge in the field of research, he guided more than 20 research scholars under his guidance, being a professor he published more number of journal research papers and contributed more to innovative teaching methodologies as well. Being professor he has published few books for the society to explore into new competitive world and under his guidance now more than ten research scholars are doing their Ph.D. along with that he has delivered number of guest lectures in reputed universities and in international conferences.