## PRIMARY AGRICULTURAL CREDIT CO-OPERATIVE SOCIETY - A SYSTEMATICRE VIEW OF LITERATURE

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# ABSTRACT

Co-operation is a worldwide movement. It is the backbone of economic activities and social progress. Co-operative Societies play a vital role in bringing about socio-economic transformation and agricultural development in any country. This study reviews the current status of Primary Agricultural Credit Co-operative Services, especially short-term crop loans. The secondarydata wascollected from sources like scholarly literature, internet sources, books, journals, proceedings, magazines, newspapers, personal resources, libraries, websites, government records, and documents. Agriculture is still the primary source of livelihood for the majority of people in India. Credit is an important input in the development of agriculture. There are many reasons which motivate the crop cultivators to get a crop loan from Primary Agricultural Credit Co-operative Societies. The important reasons are less time-consuming procedure, government subsidy, self-interest, low-interest rate, and reliability. Primary Agricultural Credit Co-operative Societies' contribution increases the productivity in agriculture and improves the standard of living of the rural people. Through the present study, the current status of co-operative society credit practices and operations were identified. The goal of the present study is to examine the research gap in the Primary Agricultural Credit Co-operative Society through advanced literature review and analysis; hence the gap identified was customer attitude towards agricultural credit.

**KEYWORDS:** Agricultural Credit, Development, Operations, Short-Term, Beneficiary, Customer Attitude, Crop Loan.

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