



Satisfaction of Farmers towards Services – A Study with reference to Public Sector Banks in Dharwad District

A.S.Shiralashetti

Professor, Dept of Commerce, Karnatak University, Dharwad -580003 - Karnataka State

Abstract

Public sector banks have been facing the competition not only from new generation banks of India but also from foreign banks to liberalization, privatization and globalization. The expectations of the users of services also continuously rising as compared to past. In view of this, public sector banks have to meet the rising expectations of users of banking services. The present study is based on both primary and secondary data. The primary data were collected from 125 farmers of Dharwad district. The secondary data were collected from reports of district lead banks and books and journals. The study attempted to examine the level of satisfaction of farmers towards the services of public sector banks in Dharwad district of Karnataka state.