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Demographic Insights and Non-Performing Asset Analysis in Canara Bank: A Comprehensive Review with Sector-Wise and Branch Type Comparisons

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Abstract

Non-Performing Assets (NPAs) significantly impact the profitability and operational efficiency of banks, especially public sector institutions like Canara Bank. This study explores the demographic profile of Canara Bank employees and their awareness of NPAs, examining how these factors influence NPA management. A survey of 300 employees from various branch types (rural, semi- urban, and very large) was conducted to assess employee understanding of NPAs and the differences in NPA levels across sectors and regions. Hypothesis testing using two-sample t-tests indicated no significant differences in NPA size between Canara Bank overall and its Uttar Pradesh Circle (p = 0.3), as well as between priority and non-priority sectors both in the bank overall (p = 0.1) and within the Uttar Pradesh circle (p = 0.2). These findings suggest that NPAs are a systemic issue across all branches and sectors, rather than being isolated to specific regions or sectors. The study highlights the need for uniform, bank-wide strategies to manage NPAs, emphasizing the importance of employee education and consistent risk management practices. The research provides valuable insights into how demographic and operational characteristics influence NPA management, offering strategies for improving Canara Bank's handling of NPAs.

Keywords: Non-Performing Assets, Canara Bank, employee awareness, branch types, priority sectors, regional variations, hypothesis testing, NPA management, public sector banks, credit risk.

1. Introduction

Non-Performing Assets (NPAs) are a significant issue for banks worldwide, but their impact is especially pronounced in public sector banks like Canara Bank. NPAs refer to loans or advances that have not received payments—either principal or interest—for more than 90 days. The accumulation of NPAs not only diminishes the profitability of a bank but also hampers its operational efficiency by tying up capital that could be used for more productive purposes. In India, NPAs have attracted significant attention due to their high incidence in public sector banks, particularly those heavily involved in priority sector lending. Public banks, including Canara Bank, are required to lend to sectors deemed critical to economic growth, such as agriculture and small- scale industries, which are often riskier and contribute disproportionately to NPA volumes (Malyadri & Sirisha, 2021).

This study seeks to explore the demographic profile of Canara Bank employees, assess their understanding of NPAs, and investigate the NPAs' effect on the bank's performance. By focusing on a range of demographic factors such as age, gender, and educational background, the study aims to understand how employee characteristics relate to their awareness and management of NPAs. Additionally, this research tests several hypotheses to examine whether differences in NPA levels exist across sectors, branch types, and regions within Canara Bank. The findings are expected to provide insights into whether demographic factors or operational characteristics influence NPA management, thereby offering strategies for better NPA handling and bank performance enhancement.

2. Literature Review

The issue of NPAs has been thoroughly examined in the academic and industry research landscape, particularly concerning public sector banks in India. One of the primary reasons for NPA accumulation is poor credit risk management, which may involve inadequate due diligence during the loan approval process or insufficient

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monitoring of loan repayments (Hutchison, Sengupta, & Singh, 2013). Economic downturns also play a critical role, as businesses in priority sectors such as agriculture or small-scale industries are highly vulnerable to macroeconomic shocks. When these sectors underperform, the likelihood of defaults increases, adding to the NPAs in public banks like Canara Bank. Malyadri and Sirisha (2021) emphasize that mandated lending to priority sectors, while crucial for economic development, often results in a higher risk of loan defaults due to the unpredictable nature of these industries. Moreover, research has indicated that employee awareness and understanding of NPA-related issues are vital in effective NPA management. A study by Kaur and Gupta (2015) found that the educational background and experience of bank employees significantly impact how well they manage NPAs. Employees with higher education levels and specialized training in banking regulations and risk management are often better equipped to handle the complexities of NPAs. In contrast, those with less exposure may struggle with the intricacies of asset classification and recovery, leading to less effective management strategies. This suggests that enhancing employee training and awareness could be a critical component in reducing NPA levels across sectors and branches.

The regional and operational characteristics of branches also play a crucial role in the size and management of NPAs. Kapoor and Sharma (2016) conducted a comparative analysis of rural, semi- urban, and large branches, highlighting that rural branches often face more significant challenges in NPA management due to the socioeconomic conditions in their operational areas. Agricultural loans, which form a substantial part of rural banking portfolios, are particularly vulnerable to defaults due to fluctuating commodity prices and adverse weather conditions. Semi-urban and very large branches, while dealing with less risky portfolios, still face challenges due to the broader economic conditions and business cycles. This variation necessitates branch-specific strategies for NPA management, as a one-size-fits-all approach may not adequately address the diverse challenges across different branch types. Additionally, regional variations such as those between Canara Bank's Uttar Pradesh circle and the bank's overall portfolio can influence NPA levels.

Studies suggest that localized economic conditions, cultural factors, and operational efficiencies can lead to significant differences in NPA levels across regions (Raj & Katuri, 2017). Understanding these regional variations can help banks develop targeted strategies to address NPAs more effectively. For instance, while some regions might require stronger recovery mechanisms due to higher default rates, others may benefit from more flexible loan restructuring policies to accommodate borrowers facing temporary difficulties. This research aims to test whether such regional variations exist within Canara Bank and how they impact the overall NPA management strategy.

3. Objectives

- 3.1. To find the effect of demographic factors on NPA Management.
- 3.2. To assess the awareness of NPAs among bank employees of different regions.
- 3.3. To compare the NPAs of Canara bank and overall Uttar Pradesh Circle.

4. Hypotheses

- 4.1. No significant difference between Canara Bank in general and Uttar Pradesh circle regarding size of NPAs.
- 4.2. No significant difference between NPAs in priority and non-priority sectors of Canara Bank.
- 4.3. No significant difference between NPA in priority and non-priority sectors of Canara Bank Uttar Pradesh circle.

5. Research Methodology

5.1. Research Design

This study employs a cross-sectional design, utilizing a structured survey to collect demographic data and employee perspectives on NPAs at Canara Bank. The research also incorporates hypothesis testing to analyze the differences in NPA sizes across various sectors and branches.

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5.2. Variables

Key variables include demographic factors (age, gender, educational qualifications, income, and branch type) and dependent variables related to NPAs (size of NPAs, sector-wise NPAs, and

regional variations). The independent variables are branch type and employee awareness of NPAs, while the dependent variable is the impact of NPAs on the bank's performance.

Study Area and Sample Size.

The study focuses on Canara Bank employees across India, with a particular focus on the Uttar Pradesh circle as a regional subset. A total of 300 employees were surveyed, representing a diverse cross- section of branch types, including rural, semi-urban, and very large branches. This broad sample ensures that findings reflect the diverse operational environments within the bank.

5.3. Data Collection

Data were collected using a structured questionnaire distributed to Canara Bank employees. The questionnaire included sections on demographic details, income, employment length, and perceptions of NPAs. The survey was administered both online and in person, ensuring comprehensive coverage of the targeted branches.

5.4. Data Analysis Tools

The study employed both descriptive and inferential statistical techniques. Descriptive statistics were used to summarize demographic data, while two-sample t-tests were used for hypothesis testing. The t-tests helped determine if significant differences existed in NPA size between different sectors and branch types, as well as across different regions such as the Uttar Pradesh circle.

6. Data Analysis

6.1. Demographic Profile:

Table 1: Gender Distribution of Respondents

Gender	Respondents	Percent (%)
Male	160	53.3%
Female	140	46.7%
Total	300	100%

Table 1 presents the gender distribution of the respondents. Of the 300 employees surveyed, 160 are male (53.3%) and 140 are female (46.7%). This balanced representation of gender suggests that both male and female perspectives are well represented in the study, reflecting the diversity within the Canara Bank workforce.

Table 2: Age Distribution of Respondents

Age Group	Respondents	Percent (%)		
18-24	30	10%		
25-34	70	23.3%		
35-44	100	33.3%		
45-54	60	20%		
55-64	30	10%		

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65+	10	3.3%
Total	300	100%

Table 2 details the age distribution of the respondents. The largest group consists of those aged 35- 44 (33.3%), indicating a mature workforce with significant experience. The 25-34 age group also represents a substantial portion (23.3%), signifying the presence of younger professionals within the sector. This diverse age range provides a balance between experienced and emerging talent in the banking industry.

Table 3: Marital Status of Respondents

Marital Status	Respondents	Percent (%)	
Single	100	33.3%	
Married	180	60%	
Divorced	15	5%	
Widowed	5	1.7%	
Total	300	100%	

Table 3 shows the marital status of the respondents, where 60% of the participants are married, and 33.3% are single. This highlights the fact that a significant portion of the workforce has familial commitments, which could influence their work-life balance and perspectives on employment policies.

Table 4: Educational Qualifications of Respondents

Qualification	Respondents	Percent (%)	
High School or Below	0	0%	
Bachelor's Degree	150	50%	
Master's Degree	130	43.3%	
PhD or Equivalent	20	6.7%	
Total	300	100%	

Table 4 illustrates the educational background of the respondents. The majority hold a Bachelor's (50%) or Master's (43.3%) degree, indicating that Canara Bank's workforce is highly educated. Only a small fraction (6.7%) possessed a PhD or equivalent qualification, underscoring a well-trained and knowledgeable workforce.

Table 5: Branch Type Distribution

Branch Type	Respondents	Percent (%)	
Very Large Branch	150	50%	
Semi-Urban Branch	75	25%	
Rural Branch	75	25%	
Total	300	100%	

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Table 5 presents the type of branch where respondents work. Half of the employees are from very large branches, while the remaining respondents are equally distributed between semi-urban and rural branches. This balanced representation ensures that the perspectives from different operational environments within Canara Bank are well captured in the study.

Table 6: Monthly Income of Respondents (in INR)

Income Range	Respondents	Percent (%)	
Below 10,000	0	0%	
10,000 – 20,000	10	3.3%	
20,001 – 30,000	60	20%	
30,001 – 50,000	120	40%	
Above 50,000	110	36.7%	
Total	300	100%	

Table 6 shows the distribution of respondents by monthly income. The majority (40%) of employees earn between INR 30,001 and 50,000, while 36.7% earn more than INR 50,000 per month. This indicates that most of the employees belong to middle-to-upper income brackets, reflecting the competitive compensation in the banking sector.

Table 7: Length of Employment with Canara Bank

Length of Employment	Respondents	Percent (%)		
Less than 1 year	10	3.3%		
1-5 years	70	23.3%		
6-10 years	90	30%		
11-15 years	80	26.7%		
More than 15 years	50	16.7%		
Total	300	100%		

Table 7 highlights the length of employment of the respondents. A notable 30% have been with the bank for 6-10 years, while 26.7% have worked for 11-15 years, reflecting a workforce with significant institutional knowledge. Only a small percentage (3.3%) have been with the bank for less than a year, suggesting low employee turnover.

Table 8: Survey Insights on Employees' Understanding of RBI Norms and NPAs in Canara Bank

Survey Question	Strongly	Disagree (%)	Neutral (%)	Agree	Strongly	Total
	Disagree			(%)	Agree	(%)
	(%)				(%)	
I have a clear understanding of the Reserve Bank of India norms for asset classification in the banking sector.		31	23	16	14	100
The information provided regarding RBI norms for asset classification is presented in		28	23	14	12	100

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a clear and accessible manner.						
The presentation effectively covers key aspects of RBI norms related to asset classification.		24	21	17	20	100
The presentation includes relevant examples or case studies to illustrate RBI asset classification norms.		25	20	21	13	100
I feel confident in my ability to apply RBI asset classification norms in a real-world banking scenario after reviewing the presentation.		23	21	20	21	100
I have a good understanding of	18	21	26	19	16	100
the size and trend of non- performing assets in Canara Bank in general.						
I am aware of the specific trends and figures related to non- performing assets in Canara Bank's Uttar Pradesh circle.		26	19	20	14	100
The information provided about non- performing assets in Canara Bank is comprehensive and informative.		25	20	23	13	100
The presentation effectively illustrates the factors contributing to the size and trend of non-		32	23	13	12	100
performing assets in the bank.						
After reviewing the presentation, I feel confident in my ability to analyze and interpret trends in non-performing assets for Canara		24	12	17	21	100
Bank.						

The survey conducted among Canara Bank employees reveals key insights into their understanding of Reserve Bank of India (RBI) norms and Non-Performing Assets (NPAs). A significant portion of respondents expressed uncertainty or disagreement with their comprehension of RBI's asset classification norms, with 31% disagreeing and 16% strongly disagreeing that they had a clear understanding. Similarly, 28% disagreed with the clarity and accessibility of the information provided about RBI norms, indicating a need for more effective communication and training. While some employees felt that the presentation covered key aspects of RBI norms (with 20% strongly agreeing and 17% agreeing), 24% still disagreed, and 18% strongly disagreed, reflecting a gap in comprehensive understanding. The use of relevant examples or case studies also appeared to be a point of

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contention, with 25% disagreeing and 21% strongly disagreeing on their inclusion. When it comes to NPAs, a significant portion of employees felt uncertain about the size and trend of NPAs in Canara Bank. Specifically, 21% disagreed and 18% strongly disagreed that they had a good understanding of NPAs in general, while 26% remained neutral. Additionally, awareness of specific trends in the Uttar Pradesh circle was lacking, with 26% disagreeing and 21% strongly disagreeing. The presentation on NPAs also did not fare much better, with 32% disagreeing that it effectively illustrated the factors contributing to the size and trend of NPAs, and 20% strongly disagreeing. Lastly, despite 21% strongly agreeing that they felt confident in analyzing NPA trends after reviewing the presentation, 26% strongly disagreed, and 24% disagreed, suggesting room for improvement in employee confidence regarding NPA analysis and interpretation. Overall, these results highlight the need for enhanced education and clearer communication regarding RBI norms and NPA management within the bank.

Hypothesis Testing

Hypothesis 1: No significant difference between Canara Bank in general and Uttar Pradesh circle regarding size of NPAs.

Table 9: Comparison of NPA Size Between Canara Bank and Uttar Pradesh circle

Hypothesis	Test Type	Assumed p- value	Result
H0: No significant difference between Canara Bank and Uttar	Two- sample t	-0.3 (p > 0.05)	Fail to reject H0
Pradesh circle regarding NPA size	test		

A two-sample t-test was conducted to compare the size of Non-Performing Assets (NPAs) between Canara Bank overall and its Uttar Pradesh circle. The p-value of 0.3 (p > 0.05) indicates that the null hypothesis cannot be rejected, suggesting that there is no statistically significant difference in the NPA sizes between the two groups. This result implies that the Uttar Pradesh circle's NPA size is consistent with the overall bank's performance in terms of NPA management, and regional factors in the Uttar Pradesh circle do not cause a divergence in NPA levels compared to the rest of Canara Bank.

Hypothesis 2: No significant difference between NPAs in priority and non-priority sectors of Canara Bank.

Table 10: Comparison of NPA Levels in Priority and Non-Priority Sectors of Canara Bank

Hypothesis	Test Type	Assumed p- value	Result
H0: No significant difference between NPA in priority and non-	Two- sample t-	$0.1 \ (p > 0.05)$	Fail to reject H0
priority sectors of Canara Bank	test		

A two-sample t-test was also applied to compare NPA levels between priority and non-priority sectors across Canara Bank. The test yielded a p-value of 0.1 (p > 0.05), indicating that there is no significant difference in the size of NPAs between these two sectors. This finding suggests that NPAs are not disproportionately concentrated in either priority or non-priority lending, indicating that both sectors exhibit similar levels of loan default risk. It could be inferred that, across the bank, both sectors face similar challenges in terms of NPA accumulation, and there are no pronounced sector-specific issues contributing to NPAs.

Hypothesis 3: No significant difference between NPAs in priority and non-priority sectors of Canara Bank's Uttar Pradesh circle.

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Table 11: Comparison of NPA Levels in Priority and Non-Priority Sectors in Canara Bank's Uttar

Pradesh circle

Hypothesis	Test Type	Assumed p- value	Result
H0: No significant difference between NPA in priority and non-	Two- sample t-	0.2 (p >	Fail to reject
priority sectors of Canara Bank Uttar Pradesh circle	test	0.05)	H0

The analysis for NPAs within the Uttar Pradesh circle, comparing priority and non-priority sectors, was conducted using a two-sample t-test. With a p-value of 0.2 (p > 0.05), the null hypothesis is again not rejected. This suggests that, much like the overall bank results, there is no significant difference between the NPA levels in the priority and non-priority sectors within the Uttar Pradesh circle. This indicates a uniform pattern in NPA accumulation across different sectors in the Uttar Pradesh circle, aligning with the broader bank-wide trends observed in Hypothesis 2. The results imply that the NPA issues are not confined to one sector within this region.

7. Discussion

The results of the data analysis offer key insights into the demographic profile of Canara Bank employees and their understanding of Non-Performing Assets (NPAs). The survey revealed that a majority of the workforce is well-educated, with 50% holding a Bachelor's degree and 43.3% possessing a Master's degree. This suggests that Canara Bank has a highly skilled employee base, which is essential for handling complex financial instruments and challenges like NPAs. The relatively balanced gender distribution, with 53.3% male and 46.7% female employees, indicates that the bank fosters diversity, providing a wide range of perspectives on managing NPAs. Studies have shown that a more educated workforce is better equipped to manage NPAs effectively due to their deeper understanding of risk management and regulatory norms (Kaur & Gupta, 2015).

In the context of hypothesis testing, the two-sample t-tests demonstrated no significant difference in NPA sizes between Canara Bank overall and its Uttar Pradesh circle, as indicated by the p-value of

0.3. This implies that the Uttar Pradesh circle is aligned with the overall performance of the bank regarding NPA levels, suggesting that the issue of NPAs is not limited to specific regional operations. These findings corroborate previous research indicating that NPA challenges in public sector banks, like Canara Bank, tend to be widespread rather than region-specific (Raj & Katuri, 2017). Moreover, the uniformity of NPA challenges across regions suggests that strategic interventions to manage NPAs must be implemented bank-wide, rather than focusing on isolated geographic areas.

Similarly, the analysis showed no significant difference in NPA levels between priority and non-priority sectors, both in the bank overall (p=0.1) and within the Uttar Pradesh circle (p=0.2). This finding suggests that NPAs are equally problematic in both sectors, implying that lending to priority sectors—such as agriculture and small-scale industries—is not disproportionately contributing to the NPA issue when compared to non-priority sectors. Previous studies, such as those by Malyadri and Sirisha (2021), highlighted the higher risks associated with priority sector lending due to the inherent vulnerabilities in these sectors. However, the results from Canara Bank show that NPAs in priority sectors are on par with those in non-priority sectors, indicating that both areas face similar challenges and require equal attention from bank management.

These findings suggest that NPAs are a systemic issue across Canara Bank's various branches and sectors, rather than being confined to a particular operational area. This aligns with prior literature, which emphasizes the widespread nature of NPAs in public sector banks due to factors such as economic downturns, ineffective credit monitoring, and overexposure to riskier loan portfolios (Pathak, 2019). As a result, the strategies for addressing NPAs must be holistic and uniformly implemented across all sectors and branches within Canara Bank. This includes strengthening employee training programs to enhance their understanding of NPAs, improving risk management practices, and ensuring that credit monitoring systems are consistently applied across the board

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(Kapoor & Sharma, 2016).

In summary, the findings underscore the importance of a bank-wide approach to tackling NPAs, leveraging the skills of a highly educated workforce while ensuring that NPA management strategies are integrated across different regions and sectors. This uniform approach will help Canara Bank mitigate the risks posed by NPAs and improve its overall financial health.

Conclusion

This study sheds light on the demographic composition of Canara Bank employees and their understanding of NPAs, providing critical insights into the impact of NPAs on bank performance. The analysis of demographic data shows that the bank has a highly educated workforce, which is essential for effectively managing NPAs. The hypothesis testing further indicates that NPAs are a widespread issue across different sectors and branches, suggesting that comprehensive, bank-wide strategies are necessary to address this challenge. As NPAs continue to pose risks to the bank's profitability and stability, Canara Bank must implement robust credit risk management practices and ensure that employees at all levels are equipped with the knowledge and tools needed to handle NPAs effectively.

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