

GOVERNMENT OF INDIA
MINISTRY OF COOPERATION

RAJYA SABHA
UNSTARRED QUESTION NO. 170
ANSWERED ON 27/11/2024

Contribution of RuPay Kisan Credit Card

170. SHRI RAMESWAR TELI:

Will the Minister of COOPERATION be pleased to state:

- (a) whether the members of Cooperative Dairy Societies obtain RuPay Kisan Credit Card from Cooperative banks;
- (b) if so, the details thereof; and
- (c) the manner in which Members of Cooperative Dairy Societies can improve their economic condition by using RuPay Kisan Credit Card?

ANSWER

THE MINISTER OF COOPERATION
(SHRI AMIT SHAH)

(a) & (b): Yes Sir, the members of Cooperative Dairy Societies can obtain RuPay Kisan Credit Card (KCC) from Cooperative Banks.

‘Cooperation among Cooperatives’ is one of the fundamental principles of the cooperative movement and a pilot project to promote the same was launched by Union Minister of Home and Cooperation on 21st May, 2023 in Banaskantha and Panchmahal District Central Cooperative Banks (DCCBs) of Gujarat to promote all financial transactions of Primary Dairy Cooperative Societies (PDCSs) with Rural Cooperative Banks and to strengthen and make the cooperative sector Aatma Nirbhar. Activities taken up under the pilot project are as under:

- i. Dairy cooperative societies were made Bank Mitras of DCCBs:** To ensure ease of doing business of PDCSs through digital financial transactions and to promote financial inclusion, micro-ATMs were given to these Bank Mitra PDCS with support from NABARD’s Financial Inclusion Fund (FIF) to provide doorstep financial services.
- ii. Rupay KCC through DCCBs:** To expand the business and reach of DCCBs and to provide necessary liquidity/credit to the members of dairy cooperative societies, RuPay Kisan Credit Cards (KCCs) were issued by DCCBs to the members of PDCS for providing timely credit at comparatively lower interest rates and enable other financial transactions.
- iii.** Awareness about the campaign was created through Financial Literacy Camps (FLCs) which were also supported through FIF.

On the basis of learnings during the pilot project, the campaign was expanded and launched in all districts of Gujarat from 15th January 2024. Achievements during the State-wide campaign are provided below:-

- Over 1,00,000 new RuPay KCCs were issued by DCCBs.
- 5,173 micro-ATMs were distributed to new Bank Mitra PDCS
- More than 11 lakh deposit accounts opened.
- Deposits amount with DCCBs increased by more than ₹5,000 crore
- Digital transactions increased by over 50 times.

A National Conference on the initiatives taken by the Ministry of Cooperation in the first 100 days was organized on 19 September 2024 in New Delhi. During the Conference, Union Minister for Home and Cooperation launched the Standard Operating Procedure for the nation-wide implementation of the Campaign on 'Cooperation among Cooperatives'.

(c): Members of Cooperative Dairy Societies can enhance their economic situation by utilizing the RuPay Kisan Credit Card in several ways:

i. Affordable Credit: RuPay KCC provides an avenue to members of PDCS to avail low-cost credit at concessional rates of interest on account of interest subvention scheme of GoI available for loans availed through KCC.

ii. Adequate and Timely Credit: Members of PDCS can avail adequate and timely credit through KCC through a simple application process. The Scale of Finance for Working Capital through KCC for Animal Husbandry also has components to cover recurring cost towards feeding, veterinary aid, labour, water and electricity supply.

iii. Ease of transactions: The RuPay KCC card can be used in ATM, micro-ATMs, POS and E-Com channels for transactions and for withdrawal of funds thus obviating the need to visit the bank branches. This saves the dairy farmers both time and money which was earlier spent on commutation to the nearest bank branch.
