

Government of India
Ministry of Finance
Department of Financial Services

RAJYA SABHA

Unstarred Question No. 871

Answered on Tuesday, December 3, 2024/ 12 Agrahayana, 1946 (Saka)

Distribution of RuPay KCC

871. Shri Rameswar Teli:

Will the Minister of *Finance* be pleased to state:

- (a) whether any pilot project is being implemented by co-operative banks for distribution of RuPay Kisan Credit Cards (KCCs) to the members of primary co-operative societies;
- (b) if so, the details thereof; and
- (c) whether the said pilot project would be implemented as a nationwide campaign?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE
(SHRI PANKAJ CHAUDHARY)

(a) to (c): A pilot project was launched through a campaign namely 'Cooperation among Cooperatives' in Banaskantha and Panchmahal District Central Cooperative Banks (DCCBs) of Gujarat to promote all financial transactions of Primary Dairy Cooperative Societies (PDCs) with Rural Cooperative Banks and to strengthen and make the cooperative sector Aatma Nirbhar. One of the activities taken up during the pilot project was to issue Rupay Kisan Credit Cards (KCCs) to the members of PDCs by DCCB. Under the pilot project, over 20,000 new RuPay KCCs were issued by DCCBs. Government has also launched the Standard Operating Procedure (SoP) for the nation-wide implementation of campaign on 'Cooperation among Cooperatives' on 19th September 2024.
