

### **Success Story of Kella PACS, Kella, Gurla Mandal, Vizianagaram District.**

The Kella PACS formed on 09.06.1977. It is situated in Gurla Mandal of Vizianagaram Dist . Its area of operation confines to six villages having 2085 members on roll.

The society has been doing credit and non – credit business successfully with the financial support extending by the District Cooperative Central Bank Ltd., Vizianagaram and Integrated Cooperative Development Project Vizianagaram.

#### **I. Credit business of the Society:**

The financial status of the society for the last four years is given below

(Rs. In lakhs)

<b>S.No</b>	<b>Year</b>	<b>SC</b>	<b>Deposits</b>	<b>Borrowings</b>	<b>Loans &amp; Advances</b>	<b>Investments</b>	<b>Gross profit</b>	<b>Net profit/loss</b>
1	2009-10	17.99	14.72	103.58	163.04	26.16	+6.32	-5.49
2	2010-11	22.83	12.42	151.21	218.29	26.48	+10.02	+0.03
3	2011-12	27.78	17.43	223.62	297.78	297.98	+5.19	+2.87
4	2012-13	36.10	26.08	312.86	389.58	389.58	+6.98	+3.22

#### **Non – Credit Business :**

The ICDP, Vizianagaram have sanctioned and disbursed an amount of Rs10.08 Lakhs during the years 2008-2009 to 2010-2011 to this society as shown below for doing non – credit activities and to improve infrastructure facilities of the society.

<b>Particulars</b>	<b>Loan</b>	<b>SSC</b>	<b>Subsidy</b>	<b>Total</b>
Renovation of Gowdown	3.80	-	1.20	5.00
Construction of Shop	2.50	-	-	2.50
Construction of Bounder wall	1.20	-	-	1.20
Banking Counter	0.20	-	0.05	0.25
Margin money to deal non credit activities	-	1.20	0.30	1.50

The society has utilized the above financial assistance effectively and constructed new godown with a capacity of 100 M.tons and two shops, and also provided to create banking counter etc., The turnover of non-credit business of the society for last four years is given below.

<b>S.No</b>	<b>Year</b>	<b>Turnover</b>
1	2009 – 10	10.76 Lakhs
2	2010 – 11	20.35 Lakhs
3	2011 – 12	36.99 Lakhs
4	2012 – 13	51.29 Lakhs

The society has received the following recapitalization assistance from the Government of India and the State Government.

Government of India share : Rs. 38.98 Lakhs

State Government share : Rs. 16.85 Lakhs

The society received an amount of Rs 29.19 lakhs under 285 Loan Accounts under Debt waiver scheme. The society also received an amount of Rs. 43.64 lakhs by way of incentive under 1149 Loan Accounts.

As part of implementation of various schemes of the above in the PACS, the Department conducted situation study in the PACS, and identified the potentiality for economics development of members of the PACS.

The management of the society initiated various training programs i.e., Members education program, M.C. members awareness program and staff awareness program with the effective involvement of Financing Bank, ICDP and Department people.

The management of the society has been conducting General Body Meetings and Board Meeting as per the provisions of APCS Act, 1964. As a motivational factor, annual incentive scheme of NDCD to the staff on incremental growth in business. As a result, the business levels of PACS increased. Now the PACS is the major service centre in the village to cater the needs of the farmers.

The management of the society recently launched Gold Loan facility and also loan for purpose of Agricultural Implements.

Now the member involved in utilizing the activities of the PACS particularly financial service, banking service gold loans, input service and consumer service.

With the proper planning and mid plan reviews the management of the PACS could achieve incremental growth in various aspects .

The Kella PACS is catering the needs of the farmers by extending agriculture loans and term loans to the members with reasonable rate of interest and recovery levels.

In the farmers' point of view, the PACS by its services minimized the extent of private money lenders and several the farmers from their clutches. As a result, the livelihood of the farmers/Members was improved immensely and thereby a better socio-economic scenario was developed.

## SUCCESS STORY OF KELLA PACS

