

GOVERNMENT OF INDIA
MINISTRY OF COOPERATION

RAJYA SABHA
UNSTARRED QUESTION NO. 2088
TO BE ANSWERED ON 19th MARCH, 2025

Economic empowerment of Primary Cooperative Societies and their members

2088. Shri Rambhai Harjibhai Mokariya:

Will the Minister of Cooperation be pleased to state:

- (a) whether RuPay Kisan Credit Cards (KCC) and Micro ATMs distribution campaign can empower the economy of Primary Co-operative Societies and their members;
- (b) if so, the details thereof; and
- (c) whether the members of Primary Co-operative Societies are opening their accounts in cooperative banks under the campaign?

ANSWER

THE MINISTER OF COOPERATION
(SHRI AMIT SHAH)

(a) to (b) Yes Sir. To achieve the prosperity in the country through the mantra of “Sahakar Se Samriddhi” given by the Prime Minister, a pilot project to promote ‘**Cooperation among Cooperatives**’ was launched on 21st May, 2023 in Banaskantha and Panchmahal DCCBs of Gujarat. After the success of the pilot project, a statewide campaign on ‘Cooperation among Cooperatives’ was launched in all the districts of Gujarat on January 15, 2024. Based on the experiences of the pilot project, a Standard Operating Procedure (SOP) for nationwide implementation of the ‘Cooperation among Cooperatives’ Campaign was prepared and launched on 19.09.2024.

The objectives under the Campaign inter alia include distribution of Micro ATMs to Primary Dairy Cooperative Societies (PDCS) and other non-credit cooperative societies to ensure ease of doing business, transparency and financial inclusion by providing door step banking services to all members of PACS, PDCS and all other cooperative societies, thereby increasing the outreach to the people who are at the bottom of the socio-economic pyramid. Under the Campaign, RuPay Kisan Credit Cards (KCC) are also being distributed to all members of PACS, PDCS and other cooperative societies to provide concessional loan facility to them at zero or low interest rate (interest subvention).

(c) Also, one of the objectives of the Campaign is to link all PACS, PDCS and other cooperative societies with the District Central Cooperative Bank (DCCB)/State Level Cooperative Bank (St.CB) to enable them for getting different banking services.

Achievements under the nationwide Campaign so far are as follows:

- More than 27 lakh deposit accounts opened;
- 9915 Micro ATMs distributed to (PDCS) and other non-credit cooperative societies; and
- RuPay KCC distributed to more than 32 lakh members of cooperative societies.
