



# THE DISTRICT COOPERATIVE CENTRAL BANK LTD., ELURU.

West Godavari District. A.P.

Tel: 08812-233605 Fax: 08812-233600

E-mail:dccb.eluru@gmail.com website:<http://www.elurudccb.org>

## **BRIEF NOTE ON FUNCTIONING OF DCCB, ELURU**

The District Co-operative Central Bank Ltd., Eluru was established in the year 1918 and completed 103 years of dedicated service to the clientele with focused attention on farming community. The Bank has been functioning with a main objective of Agricultural and Rural development in the District. The Bank also has been in support of all priority sectors and contributing to the overall economic development of the District.

The Bank is being professionally managed with a team of qualified and experienced officers and Staff and under the able leadership of governing body.

The Bank has a strong network of 34 Branches and 259 PACS spread all over the District. Apart from this there are 378 Other Cooperative Societies affiliated to the Bank.

### **I) Bank's Financial Progress at a glance:**

➤ Financial Progress for the last 4 Years:

(Rs. in Crores)

SN	Key Performance Indicator	2018-19	2019-20	2020-21	2021-22	%ge growth from March 2021
1.	Share Capital	128.29	135.48	141.19	161.74	14.55
2.	Reserves	102.98	104.51	104.51	107.53	2.89
3.	Deposits	1370.07	1438.39	1672.61	1743.92	4.26
4.	Borrowings	1433.93	1502.39	1629.14	2063.62	26.67
5.	Investments	999.44	799.85	897.51	1057.54	17.83
6.	Loans & Advances	2221.28	2220.69	2525.99	2980.77	18.00
7.	Total Business Vol	3591.35	3659.08	4198.60	4724.69	12.53
8.	Profit	1.90	-14.10	3.55	5.49	54.65
9.	Recovery %	89.93%	84.66%	88.09%	82.08%	-6.01
10.	NPAs	6.09	5.44	4.29	3.38	-0.91
11.	CRAR	11.67	11.19	11.19	11.07	-0.12

## II) Acheivements:

- **Business level of the Bank:** The bank has reached a Business level Rs.4724.69 crores as on Mar, 2022.
- **Own Funds:** The Bank is having own funds of Rs.269.27Crores
- **Net worth:** The Bank has a net worth of Rs.206.19.00 crores as on March 2022.
- **Loans Outstanding:** The Loans portfolio of the Bank has reached a new height of Rs.2980.77 Crores as on Mar 2022 out of which 80 % of the lending has been deployed to farming community.
- **Deposit Mobilization:** The Deposit level of the Bank reached a level of Rs.1743.82 crores.
- **Business Volume:** The Business Volume which has crossed Rs.4500.00 crores in March 2022 has now reached a new level of Rs.4724.69 crores.
- **Business of PACS:** with the timely financial support being rendered by the Bank, the PACS in the District have reached a Business Volume of Rs.4193.00 crores which includes Loans portfolio of Rs.2866.00 crores. The PACs are serving 2.50 lakhs of borrowers.
- **Recovery Performances:** The Bank has always been performing well in recovery front with a recovery percentage of over 82.08% as on June 2022.
- **Profits:** The Bank has an unique track record of earning profits since inception and 'A' class audit classification since 1975 except during the year 2019-20. A Profit of Rs.5.49 crores has been posted as on March 2022.The Bank is now heading for an impressive profit of Rs.10.00 crores for the current financial year.
- **Awards:** The bank has received NABARD Best Performance Award for 3 Years and also "**Sahakaritha Bharathi Award**" in the past.

## III) BANKING:

- **Bank Own Buildings:** The Bank has a good Infrastructure with 14 Own buildings for the Branches in the prime localities and all the branches are fully furnished, air conditioned and with required amenities. The Branches are provided with latest equipment like Fake Note Detector Machines, Burglar Alarms, Surveillance System, Cash Counting machines etc.
- **Higher Int. Rates to PACS on Deposits:** Bank offers 0.5% higher rate of interest on Deposits to the PACS and Urban Banks in the District.
- 7 ATMs were installed and all the Branches and PACS are provided with Micro ATMs. 2 Mobile ATM Vans are present so as to reach out to the remote villages.
- There is Bio Metric attendance system to the staff in all Branches and offices.
- The Bank has been offering a variety of Loan products tailored to meet the needs of Customers.

- Banks' lending is done primarily through PACS with a good outreach through them. All standard Loan products and services of both farm and non farm sector are offered at convenient interest rates.
- The Bank has been participating in all the govt sponsored schemes and contributing to the upliftment of target group beneficiaries.

#### **IV) Developmental Activities:**

- **ICDP Project:** The Bank implemented the ICDP Project during the period from 2010-2017 with an outlay of Rs.27.21 Crores for overall development of the Societies in the District.
- **PACS Development Cell (PDC):** A PACS Development Cell has been established with the initial sponsorship of NABARD so as to strengthen PACS so that the financial and non financial services can be rendered more efficiently and effectively. The Project is now called up and positioned by APCOB with its officer deputed for its operations.
- **Financial Literacy Center:** The Bank has set up three financial literacy centers under the sponsorship of NABARD to create financial awareness.
- **Paddy Procurement Centers:** The Bank has promoted Paddy Procurement centers in over 200 PACS in the District so as to facilitate timely marketing of the produce by the farmers at a good price.
- **Transformation of PACS as multi service centers:** (PACS as MSC): The bank has been extended financial assistance to PACS to convert them into Multi Service Centers. These centers facilitate a variety of farm and non-farm services as a one stop shop to the farmers. Loans are granted to PACS to create necessary infrastructure like construction of godowns and also to create assets like weigh bridges, Petrol Bunks, Milk Chilling Centers, Custom hiring centers etc by the PACS as a part of diversification.
- **Multipurpose facility centers:** The Bank has issued sanction letters to 247 PACS for an amount of Rs.62.42 crores for establishing Multipurpose facility centers at RBK villages under Special refinance scheme and AIF.
- **Partnering with Exide Insurance Company**  
The Bank has entered into an agreement with M/s: Exide Insurance Company (formerly known as Ing Vysya) for undertaking general insurance business to our clientele.

#### **V) Human Resources:**

- **Staff Strength:** The Bank has qualified human resources. The Staff position of the Bank as on date is as follows.

CEO	GMs	DGMs	AGMs	Managers	AMs	S.A	Messengers	Total
1	2	3	5	19	105	116	44	295

- Identity cards were issued to all the staff members as a part of improving corporate image.
- The Bank has constituted various internal committees like Audit Committee, Investment Committee, Recovery Monitoring Committee, ALM Committee, Risk Management Committee, HR Committee etc., to discuss and monitor the related issues from time to time.

#### **VI) Computerization:**

- The Bank is fully computerized with CBS network since the year 2013. An improved version of Software of TCS (Bancs24) has been installed so as to render better services to the customers. The RTGS and NEFT facilities are provided to the customers.
- SMS alert System is Introduced in Branches to send messages of banking transactions from the Bank to our customers.
- Bank has also provided Internet & Intranet facility to all the Branches to send internal circulars and communications to the branches online.
- The Bank has developed a website viz., <http://www.elurudccb.org> as suggested by APCOB and the website is being updated from time to time to provide information of the Bank.
- Bank has a tie-up with Axis Bank for CTS clearing and issuing DDs.

#### **VII) Welfare Activities:**

- **Rythu Seva Sahakara Bhavan:** The Bank has constructed 'Rythu Seva Sahakara Bhavan' at J.R.Gudem for conducting the official functions/meetings of the Bank and social functions by the farmers with nominal charges.
- **Guest Houses at Pilgrim Centers:** The Bank has donated for the construction of guest houses at Tirumala Tirupathi Devasthanam and Dwaraka Tirumala and the accommodation in guest houses are provided to customers and farmers at free of cost.
- **Corporate social responsibility:** The Bank has donated an Ambulance to the District Government Hospital with a cost of Rs.11 lakhs and another ambulance to District Jail in coordination with DCMS and also donated furniture to many Schools/Veterinary Hospitals through Common Good Fund of the Bank. The Bank is participating in all the social activities announced by the Government of Andhra Pradesh.