VOLUME - X

VCB NEWS LETTER

(A QUARTERLY PUBLICATION)

Editor : A.V. Rama Krishna Rao

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Chairman's Message

Dear Staff Members

September Half yearly results are on hand. Though there is some progress in top line, bottom line should be improved. All the staff should strive to improve low cost deposits and high yield on advances for supporting profitability of the Bank. Controlling the cost is also important parameter for improving the profitability. Hence, all the staff members should focus on these issues and contribute for overall development of the Bank.

With best wishes,

Ch. Raghavendra Rao.

CEO SPEAKS:

My Dear Colleagues,

Now festival season is already entered. All Branches should take advantage of the same and improve the contacts with our members and customers by meeting and greeting on the occasion of the jubilant atmosphere. Let us rise to the occasion and make our Bank a rising star in the cooperative Banking sector.

Thank you.

With best wishes,

P. V. Narasimha Murthy

BANK BUSINESS

PARTICULARS	31.03.2023	31-03-2024	30-09-2024	GROWTH %	
				2023-2024	Upto 30-09-2024
DEPOSITS (incl. LTD)	3924.82	4197.04	4306.90	6.49 %	2.62 %
ADVANCES	3052.82	3199.24	3356.89	4.58 %	4.93 %
TOTAL BUSINESS	7026.69	7347.54	7663.80	4.37 %	4.30 %
SBCD (Low-cost Deposits)	776.93	768.61	764.45	-1.08 %	-0.54 %
NPA's:					
Gross NPA	4.75 %	2.29 %	3.13 %		
Net NPA	1.22 %	0 %	0 %		

OTHER PARAMETERS

PARTICULARS	31-03-2023	31-03-2024	30.09.2024
Cost of deposits	6.16 %	6.62 %	6.96 %
Yield on loans	10.09 %	10.96 %	10.28 %
Yield on investments	7.17 %	7.37 %	7.43 %
Yield on earning assets	9.11 %	9.75 %	9.35 %
Spread	2.96 %	3.13 %	2.38 %
Cost of funds	5.73 %	6.12 %	6.40 %

" Cooperation is always more powerful than Competition"

- Bob Proctor

ACHIEVER'S CORNER

Branches Achieved the Deposits Target as on 30/9/2024				(₹'in Crores)
Sl. No.	Name of the Branch	Name of the Branch Manager	Target	Achieved
1	GOPALAPATNAM BRANCH	D.Sekhar	341.15	341.89
2	PARVATHIPURAM BRANCH	G.Raghu Babu	19.18	19.23
3	RAJAM BRANCH	P.Simhadri	11.04	11.17
4	MADHURAWADA BRANCH	M.V. Appa Rao	124.92	125.71
5	KURMANNAPALEM BRANCH	A.Govinda Rao	99.29	106.66
6	WALTAIR BRANCH	I.Yugandhar	139.77	140.26
7	VIZIANAGARAM BRANCH	J.Sreenivasa Rao	37.51	38.73
8	ELURU	K.Konda Babu	16.86	18.15
9	NELLORE BRANCH	K.Ratna Babu	30.90	31.22
10	GANNAVARAM BRANCH	Ch.V.R.Sastry	22.90	24.52
11	MVP COLONY BRANCH	D.Jyothi	62.20	62.8
12	YELAMANCHILI BRANCH	R.Prakash	17.59	17.9
13	CHANDANAGAR BRANCH	K.Srinivasa Rao	44.56	46.15
14	MANGALAGIRI BRANCH	R.Ravi Sankar	8.10	8.84
15	VIJAYAWADA I TOWN BRANCH	Ch.Satyanarayana	12.99	13.44
16	ATCHUTHAPURAM BRANCH	R.Uma	5.79	5.81

Branches Achieved SBCD Target as on 30/09/2024				(₹'in Crores)
Sl. No.	Name of the Branch	Name of the Branch Manager	Target	Achieved
1	MADHURAWADA BRANCH	M.V. Apparao	19.92	20.83
2	KURMANNAPALEM BRANCH	A.Govinda Rao	14.69	16.55
3	WALTAIR BRANCH	I.Yugandhar	18.79	19.46
4	VIZIANAGARAM BRANCH	J.Sreenivasa Rao	6.72	7.27
5	ELURU	K.Konda Babu	5.26	5.67
6	DABAGARDEN BRANCH	K.Kranthi Kumari	9.31	10.01
7	GANNAVARAM BRANCH	Ch.V.R. Sastry	5.29	6.62
8	BHEEMILI BRANCH	CH.Aparna	3.94	4.04
9	CHANDANAGAR BRANCH	K.Srinivasa Rao	10.80	13.01
10	MANGALAGIRI BRANCH	R.Ravi Sankar	2.23	2.96
11	VIJAYAWADA I TOWN BRANCH	Ch.Satyanarayana	2.03	2.45
12	ATCHUTHAPURAM BRANCH	R.Uma	1.63	2.38

"Congratulations to all the above Branch Managers & their team"

Branches Achieved the Advances Target as on 30/09/2024 (₹'in Crores)

Sl. No.	Name of the Branch	Name of the Branch Manager	Target	Achieved
1	AKKAYYAPALEM BRANCH	P.Dhilli Rao	131.93	133.10
2	GAJUWAKA BRANCH	K.Srinivasa Rao	216.22	219.43
3	GOPALAPATNAM BRANCH	D.Sekhar	139.14	140.96
4	TUNI BRANCH	K.V.Chinna Rao	111.15	112.73
5	PENDURTHI BRANCH	N.Nageswara Rao	131.07	133.04
6	SEETHAMMAPETA BRANCH	M.Erraiah Reddy	106.05	114.02
7	BOBBILI BRANCH	A.Madhu	42.97	44.99
8	MADHURAWADA BRANCH	M.V.Appa rao	50.76	52.10
9	KUKATPALLY BRANCH	Ch.Srinivas	115.51	119.66
10	KURMANNAPALEM BRANCH	A.Govinda Rao	92.30	94.17
11	WALTAIR BRANCH	I.Yugandhar	57.72	58.20
12	VIZIANAGARAM BRANCH	J.Sreenivasa Rao	54.79	55.87
13	ELURU	K.Konda Babu	63.18	63.60
14	KANCHARAPALEM	P.Srinivasa Rao	50.16	51.72
15	KAKINADA BRANCH	R.V. Rama rao	76.09	77.41
16	MURALINAGAR BRANCH	V.Kalyani	30.85	31.88
17	MVP COLONY BRANCH	D.Jyothi	62.40	65.61
18	KURNOOL BRANCH	G.Dileep	50.72	51.05
19	ANANTHAPUR BRANCH	T.Uday Krishna Suresh	35.54	36.35
20	VIJAYAWADA I TOWN BRANCH	Ch.Satyanarayana	24.59	24.64

Branches Achieved the NPA less than 1% as on 30/09/2024 (₹'in Crores)

Sl. No.	Name of the Branch	Name of the Branch Manager	Achieved
1	AKKAYYAPALEM BRANCH	P.Dhilli Rao	0.80
2	GAJUWAKA BRANCH	K.Srinivasa Rao	0.42
3	SEETHAMMAPETA BRANCH	M.Erraiah Reddy	0.74
4	MARRIPALEM BRANCH	L.Srinivasa Rao	0.15
5	RAMACHANDRAPURAM	M.Raja Kumari	0.81
6	KUKATPALLY BRANCH	Ch.Srinivas	0.96
7	KURMANNAPALEM BRANCH	A.Govinda Rao	0.14
8	CHODAVARAM	Ch.Vasu	0.63
9	PALASA BRANCH	G.L.V. Prakasa rao	0.58
10	MVP COLONY BRANCH	D.Jyothi	0.73
11	CHANDANAGAR BRANCH	K.Srinivasa Rao	0.10
12	GUNTUR BRANCH	K.Bulli kumar	0.68
13	KURNOOL BRANCH	G.Dileep	0.35
14	ANANTHAPUR BRANCH	T.Uday Krishna Suresh	0.44
15	ATCHUTHAPURAM BRANCH	R.Uma	0.00
16	DILSHUKNAGAR BRANCH	Ch.Hemendra	0.95

"Congratulations to all the above Branch Managers & their team"

DREAMS — GOALS— REALITY

A DREAM can be described as a series of imaginations, thoughts, desires or even emotions that pass through mind every day. Dreaming can be fun and exciting, most often it relates to your future, but you will be waiting a lifetime without one key piece to the puzzle to mold them into a reality which was having a clear GOAL. Many think that goals are dreams that what you want to achieve "SOMEDAY". A Dream is never tangible on its own. Just waiting for your Dreams to come true on their own will never happen.

A Goal is something which is tangible and concrete, they are the plans you intend to achieve in the near future. One should have a specific goal. For example, you might have a goal of waking up at 6:00 A.M. in the morning and working out for an hour for 5 days a week. To sum it in a equation DREAMS + PLANNING = GOALS. Without goals, dreams may just stay wishes, hopes and thoughts without having a chance of becoming a reality.

To turn Goals into Reality one need to work hard, stay consistent and proceed as per planning. GOALS + HARD WORK + CONSISTENCY = REALITY.

How to make Goals into Reality:

· Working diligently on your Goals is how you turn your Goals into Reality.

· Breaking down large Goals into smaller mini Goals that will help you reach your overall Goal.

· Share your Goal with others and giving yourself a sense of accountability towards your Goal. Those that share your information will now check in with you and help to keep you on track.

· Surround yourself with likeminded people and someone with experience in the field which will help to reach your goal faster.

· Revert back to your goal and never losing faith. There may come times when you divert from your planning/goal, all of a sudden it seems too hard to focus and continue as per plan, then adjust your plan to the scenario and move slowly towards your goals but never Stop.

And when you do finally reach your goal take some time to celebrate. So often, people won't even attempt a goal for fear of failure, so take your time to enjoy your success and share it with those that were part of your journey.

Finally signing off with my Favorite Line - " It's easy to have Faith when everything is going well, but remember it's the Storm that test the Strongest Sailor. Will you remain Standing? "

B. Tarun
1st Level Accounts Officer, Head Office

Article on Working Women and Fitness : How to Balance both .

With a workforce of women earning nearly as much or more than their male counterparts, women have been plagued by many of the health problems that men have encountered for years. Women are often in higher managerial positions now and stress related illnesses and diseases associated with certain lifestyles have increased for women. Fighting off these life-threatening diseases is one more reason why fitness is important for women.

For the busy career girl who is always on the go, a fulfilling fitness routine is essential to overall happiness and well-being. We work hard to prioritize what is important, and one of the most important things is our health.

Here's a fitness guide for the new-age working women who are too catch up with their work, having no time for fitness:-

1. Water is the pro

Enough water is very essential for the proper functioning of your body. Keep drinking water at regular intervals, so that you don't de-hydrate yourself. Keep a couple of 1 litre bottles filled with water on your desk. Target to finish them by the end of the day. Soon it will be a habit.

2. Healthy Breakfast- a must !

A healthy breakfast with the inclusion of fibre and glucose is imperative to retain energy for the entire day. Out of all the three-time meals, breakfast is the most important one which should be light, healthy and nutritious. Choose food that is rich in fibre, protein, calcium, vitamins, and glucose as it provides energy for the entire day, fulfilling the requirements of the body.

3. Replace junk food with healthy snacking

The very first rule of maintaining a fit body is to remove unhealthy junk and oily food from their daily routine as it will affect your exercise routine and immune system. So switching to healthy snacking rich in protein, calcium, fats, carbs, minerals, and fibre will help in maintaining weight and reducing the risk of several diseases.

4. Do Not Starve Yourself

One of the most important fitness tips for women which I too feel is that they should never starve themselves. The point is to eat healthy food whenever the hunger strikes. Eat lot of fruits and vegetables and stay away from junk food.

Starving yourself give rise to increased cortisol which is a stress hormone and increased levels of cortisol can make you eat more and give rise to many diseases like diabetes, high blood pressure etc.

5. Post lunch, walk

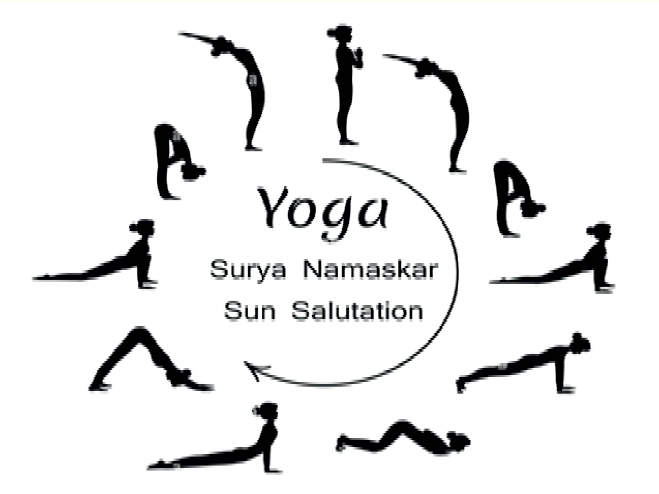
If you have the option of walking across to a company canteen or café to eat your lunch, do so. Never eat at your desk. One, you will be tempted to work while eating, which is not a good idea. Two, you won't get a chance to walk post your lunch, thereby losing out the little chance that you have of digesting your food. Similarly, if you're at home, avoid hitting the bed for an afternoon siesta post your lunch.

6. Keep Away From Sugar and Caffeine

This is another nutrition tip, but it is very important if you want to make fitness a part of your daily routine. For the overworked woman, the coffee maker is the most precious tool in her entire office. She starts her day with a cup, and probably comes back for more at least a few times throughout the 9-to-5 grind.

Those afternoon cups of coffee can undo your fitness goals. Too much caffeine (or sugary snacks) can make you feel jittery, and the inevitable crash can leave you feeling too tired to work out. Next time you need to beat the afternoon slump, try taking a brisk walk around the office. This healthier option will definitely make you feel much better.

When we work out, we burn off all the frustration, the anxiety, and any other feelings the work day has drudged up. And we always feel better afterwards, one hundred percent of the time.



7. Good rest is the key

Getting enough sleep is very important to keep stress at bay. When the stress hormones in your body pile up, all the functions in the body including metabolism and immunity get repaired. One response of the body to increased stress levels is food craving and more fat deposits. It is important to recognize that that's ok; in fact, there may be days when rest is actually better for you than pushing your body harder. But when you do have rest days, remember to be your healthiest in every aspect.

8. Reduce refined carbs intake

Limit your refined carb rich foods like cookies, chocolates, honey and white rice. When you eat a refined carb rich food, it will spike your blood sugar level and further will produce more insulin which will increase the fat in your body.

9. Choose workouts as per your mood

Grab a few friends and try out a zumba class on Friday night! Commune with nature by hiking along local nature trails in your neighbourhood. Check out fitness hula hooping for a core workout that reminds you of your playground days. 30 minutes of cardio will be a gem to achieve your fitness goal. Choose activities that you enjoy like walking, jogging, swimming, or cycling, for starters. By mixing up your routine, you can keep exercise from becoming monotonous and boring, which keeps you coming back. All you have to do is switch up your routine and try new things that make you happy.

10. Never focus on weight loss

If you just focus on reducing the numbers on your scale, then ultimately you will land up gaining pounds. Instead, you goal should be to maintain a healthy and fit life, by eating right food and practicing right exercise.

Final

Women are busier today than ever and many may think they don't have time for exercise. But exercise helps to brighten our outlook and enhances good vibes, encouraging us to handle challenges with ease and confidence as well as stay in shape. You don't have to spend hours at the gym—just commit to exercising at least 30 minutes a day and reap the full benefits of fitness.

D. Venkateswari
Branch Manager (I/C), Sheelanagar Branch

CLOUD BANKING

Cloud banking combines digital assets like data algorithms, capabilities, and software platforms specifically tailored for banking operations. Cloud services enable banks to rapidly build customized solutions on software applications and infrastructures that streamline banking operations.

Cloud computing in financial services is a kind of on-demand service that offers online access to pooled resources, programs, or storage. It makes it possible for financial organizations to process and store data on remote servers rather than on their local system

In this article, we have selected the best offerings from cloud banking solution providers that are enjoying success in 2022 and will continue to evolve.

1. **Oracle Flex cube…**
2. **Finacle. …**
3. **TCS BaNCS. …**
4. **Corniche. …**
5. **Temenos…etc.,**

The cloud enables a bank to access computing services such as servers, storage, databases, networking and software over the internet as opposed to running these services themselves in an on-premises data center.

Cloud storage can be separated into four categories:

- **Public cloud storage.**
- **Private cloud storage.**
- **Hybrid cloud storage.**
- **Community cloud storage.**

There are also three main types of cloud computing services: Infrastructure-as-a-Service (IaaS), Platforms-as-a-Service (PaaS), and Software-as-a-Service (SaaS)

Cloud Storage is a mode of computer data storage in which digital data is stored on servers in off-site locations. The servers are maintained by a third-party provider who is responsible for hosting, managing, and securing data stored on its infrastructure.

Differences. Cloud storage is for data, while cloud computing is for processes. Essentially, cloud storage simply holds your data, while cloud computing allows you to do things with that data Leveraging the cloud to create new business frontiers

The bank of 2030 will look very different from today. Facing changing consumer expectations, emerging technologies, and alternative business models, banks need to start putting strategies in place now to help them prepare for this future. An important indicator of the shifting landscape? Cloud computing is moving to the forefront as a focus for the chief information officer, C-suite executives, and board members.

Banking and capital markets leaders increasingly recognize that cloud is more than a technology; it is a destination for banks and other financial services firms to store data and applications and access advanced software applications via the internet.

The leading public cloud providers offer an array of innovative products-as-a-service that can be accessed on their platforms and help banks implement business and operating models to improve revenue generation, increase customer insights, contain costs, deliver market-relevant products quickly and efficiently, and help monetize enterprise data assets.

The cloud also offers a huge opportunity to synchronize the enterprise; to break down operational and data silos across risk, finance, regulatory, customer support, and more. Once massive data sets are combined in one place, the organization can apply advanced analytics for integrated insights.

After years of focusing on the technology's value as a cheaper, faster, and more “elastic” alternative to on-premise data storage, bank leaders are considering how they can leverage the cloud in three areas “above the line” to create new business frontiers and in three areas “below the line” to optimize the organization. Applying cloud technology in these six areas may help banks drive improved business performance and shareholder return.

The future of banking will look very different from today. Faced with changing consumer expectations, emerging technologies, and new business models, banks will need to start putting strategies in place now to help them prepare for banking in 2030.

Cloud computing can help banks and financial services firms meet ever-evolving regulatory reporting requirements (e.g., Comprehensive Capital Analysis and Review, Solvency II) in multiple operating jurisdictions a critically important capability in an industry where cross-border transactions are the norm.

Cloud solutions can also help banks conduct intraday liquidity and risk calculations, and mine trade surveillance data to detect anti-money laundering and other fraud issues. A cloud platform enables data-brokering placement capabilities based on data criticality and Certified Safety Professional certifications.

Data security concerns are top of mind for bank leaders. An important part of understanding the cloud is considering how an enterprise's current infrastructure and capabilities may be limiting its ability to detect and address new risks and vulnerabilities and how cloud technology can help.

Security is different in the cloud because of the tools that are native to each cloud provider's environment and the fact that cloud providers typically take responsibility for the security of the lower-level infrastructure layers. The shared security responsibility between cloud providers and the clients they host changes how organizations should anticipate and prepare for security risks.

Not only is the cloud helping to innovate IT strategy, also it is becoming an engine to quickly build new capabilities and services to address business imperatives. Many transformative solutions (e.g., customer relationship management, finance, enterprise resource management) already are cloud-based they are just not primarily communicated as such.

A cloud business case should emphasize how the bank can cost-effectively tap into cloud-delivered solutions to drive customer insights, experiences, and offers; grow revenue; lower costs; find and onboard better talent; and provide more consistent enterprise operating platforms. It also should include a baseline cloud value-assessment model to map the economics of changing market forces, pricing, and business assumptions and aid in scenario planning.

CA. G.SUDHAKARA RAO
INSPECTION ADVISOR (HO)

DIGITAL MARKETING

Digital marketing typically refers to online marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts.

Essentially, if a marketing campaign involves digital communication, it's digital marketing.

It has significantly transformed the way brands and businesses utilize technology for marketing since the 1990s and 2000s.

As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly, Used digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace.

Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callbacks, and on-hold mobile ringtones. The extension to non-Internet channels differentiates digital marketing from online marketing.

Key Takeaways

1. Digital marketing promotes products and services through channels such as websites, mobile devices, and social media platforms.

2. Digital marketers have a number of tools to measure the effectiveness of their campaigns.

3. One of the biggest challenges digital marketers face is how to set themselves apart in a world that is oversaturated with digital ads and other distractions.

TYPES OF DIGITAL MARKETING CHANNELS

Digital marketing channels have evolved since the 1990s and continue to do so.

Here are eight of the most common channels in use today.

1. Website Marketing

Companies often use their own website as the centerpiece of their digital marketing activities.

The most effective websites represent the brand and its products and services in a clear and memorable way. A website today must be fast-loading, mobile-friendly, and easy to navigate.

2. Pay-Per-Click Advertising

Pay-per-click (PPC) advertising enables marketers to reach audiences on news and other websites and digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, X (formerly Twitter), Pinterest, and Facebook and show their ads to people searching terms related to their products or services.

These campaigns can segment users based on their demographic characteristics (such as age or gender), or their particular interests or location. The most widely used services for PPC are Google Ads and Face book Ads.

3. Content Marketing

The goal of content marketing is to reach potential customers through the use of written, visual, or video content that interests them. That content is usually published on a website and then promoted through social media, email marketing, search engine optimization, or even pay-per-click campaigns. Content marketing attempts to be more subtle than advertising, and the product or service the sponsor is attempting to market may or may not be conspicuously highlighted.

4. Email Marketing

Email marketing is still one of the most effective digital marketing channels, though many people associate it with spam and treat such messages accordingly. Many digital marketers use their other digital marketing channels to collect names for their email lists.

Then, through email marketing, they try to turn those leads into customers.

5. Social Media Marketing

The primary goals of a social media marketing campaign are to build brand awareness and establish trust. As you go deeper into social media marketing, you can use it to obtain leads and as a direct marketing or sales channel. Promoted posts and tweets are two examples of social media marketing.

6. Affiliate Marketing

Affiliate marketing is one of the oldest forms of marketing, and the digital world has given it new life. In affiliate marketing, companies and individual "influencers" promote another company's products and get a commission every time a sale is made or a fresh lead is added to their list. Many well-known companies, including Amazon, have affiliate programs that pay out millions of dollars to affiliates that help sell their products.

7. Video Marketing

A lot of internet users turn to sites like YouTube before making a buying decision, to learn how to do something, to read a review, or just to relax. Marketers can use any of several video marketing platforms, including Facebook Videos, Instagram, and Twitter (X) to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

8. Text Messaging

Companies also use text messages (formally known as SMS, or short message service) to send information about their latest products and promotions. Nonprofit organizations and political candidates also use texting to promote themselves and solicit donations. Today many marketing campaigns make it possible for consumers to make a payment or donation via a simple text message.

Text messaging is very useful to companies to send short information easily and quickly to their customers.

SEO in Digital Marketing

Search engine optimization (SEO) describes a variety of techniques that companies use in an effort to Increase traffic to their website and raise its position in search results. The higher a site appears on the search results page, the more likely consumers are to see it and potentially click to visit it

What Skills Are Needed in Digital Marketing?

Strong communication skills are essential if a marketer is going to be successful in telling a company or product's story to potential customers. Data analytics skills are also important for understanding how well a marketing campaign is performing and where it might be improved. Finally, social media skills are another must.

The Bottom Line

The ways in which people consume media in the 21st century have caused marketers to put increased, and sometimes exclusive, emphasis on digital platforms for their campaigns.

While digital marketing uses many of the same techniques as traditional marketing through print, television, and radio, it also has its own set of tools that marketers need to master in order to succeed.

DIGITAL MARKETING FOR BANKS AND FINANCIAL INSTITUTIONS

Digital marketing for banks is the process of using tools like search engines, online content, email marketing, and social media (Face book, X, YouTube, instagram) to increase brand awareness and connect with banking prospects. You will engage directly with people who want to know about the benefits and advantages of your banking services.

When we work with banks to optimize for search, we focus on three key elements

1. Website - Your bank's website must load quickly, and be free of any technical or 404 errors. The site structure needs to be easy for search engines to index and crawl, and easy for customers to navigate.

2. Content - Every blog post and page on your site should be optimized for its specific intent, whether it's to attract new visitors, serve existing customers, or move people toward a buying decision.

3. Backlinks - Incoming links from other websites, also known as backlinks, give your bank's website an authority boost and can increase its ranking in search engines.

CONCLUSION - Now a day's digital marketing is very effective in every business growth. It may decide the customer to select their destination easily without physical visits to various banks or entities. As Digital marketing has various advantage's but we may be cautious about Spam Email's and unsecured links as it leads to financial fraud and data breach.

S. Siva Narayana,
I/c Manager, Guntur 1 town branch.

Fraud Investigation in Banking

A Bank fraud investigation is a systematic process that banks used to identify, examine & reduce instances of fraud. The goal of bank fraud investigation is to protect the safety of client's assets and ensure the integrity of the banking system

Why does fraud occur?

The fraud triangle is a model that describes three elements to commit fraud.

Motive: Is driven by greed or financial difficulty such as gambling debts or over spending.

Opportunity : He or she oversees on organizations fund as an accountant or book keeper.

Rationalization : They will tell people they will pay it back just as soon as they can fraud investigation is important because it need to be able to manage fraud risk. Risk management is the process of identifying assessing and controlling potential risks or uncertainties that could negatively impact its objects or finances.

Fraud investigation is not a simple undertaking because they need to be caution and judicious and careful investigations consume time and resources.

Example : When fraud is happen the management should not take instantaneous or knee action that would be wrong it is essential to take the time to investigate carefully and make sure that the person is whether employee or trusted outsider such as vendor is truly guilty.

A careful and well documented investigation also can uncover weakness in the company's risk management that it needs to fix.

Conclusion:

In short fraud will always be a dangerous risk as it takes a place in dangerous risk. As it take place in dangerous new forms, organizations will need to undertake fraud investigation with the help of appropriate digital technology and begin the process of risk management to overcome fraud risk.

G. Harsha Nandini
1st Level Accounts officer, Head office

Life Cycle of Indian Rupee

Rupee is the term loved by everyone, so it is ought to know the life cycle of Indian currency. Now I take the privilege to share the life cycle of Indian currency in brief and short through our innovative media "VCB NEWS LETTER".

For a common person, money simply means currency and coins. This is so because in India, the payment system, which includes credit cards & electronic cash, still revolves mainly around currency and coins, especially for retail transactions.

Basic of currency:

❋ **Coins:** Coins in India are presently being issued in denominations of 1 rupee, 2 rupees, 5 rupees and 10 rupees. Coins in the denomination of 1 paise, 2 paise,3 paise,5 paise,10 paise,20 paise,25 paise have been withdrawn from circulation with effect from 30 June 2011 and therefore, no more existence in legal tender.

❋ **Currency:** Currency paper is composed of cotton and cotton rag. Bank notes in India are currently being issued in the denominations of Rs 10, Rs 20, Rs 50, Rs 100, and Rs 200 & Rs 500. These notes are called bank notes as they are issued by RBI. The printing of notes in the denominations of Rs 2 and Rs 5 has been discontinued as these denominations have been coinised. Government of India vide their notification no. 2652 dated November 8,2016 have withdrawn the legal tender status of Rs 500 & Rs 1,000 denominations of bank notes of Mahatma Gandhi Series.

The highest denomination note ever printed by RBI was Rs 10,000 note in 1938 and again in 1954. These notes were demonetized in 1946 and again in 1978.

Name of Indian Currency:

The Indian currency is called the Indian rupee (INR) and coins are called paise. The symbol of Indian rupee is ₹. The design resembles both the Devanagari letter ₹(ra) and the capital letter "R", with a double horizontal line at the top.

Role of RBI in currency management:

The Reserve Bank derives its role in currency management from the Reserve Bank of India Act, 1934. The Reserve Bank manages currency in India. The Government, on the advice of the Reserve Bank, decides on various denominations of banknotes to be issued. The Reserve Bank also co-ordinates with the Government in the designing of banknotes, including the security features. The Reserve Bank estimates the quantity of banknotes that are likely to be needed denomination-wise and accordingly, places indent with the various printing presses. The aim of the Reserve Bank is to provide good quality notes to members of public. Towards this aim, the banknotes received back from circulation are examined and those fit for circulation are reissued and the others (soiled and mutilated) are destroyed so as to maintain the quality of banknotes in circulation.

Role of Government of India:

In terms of Section 25 of RBI Act, 1934 the design of banknotes is required to be approved by the Central Government on the recommendations of the Central Board of the Reserve Bank of India. The responsibility for coinage vests with the Government of India on the basis of the Coinage Act, 2011 as amended from time to time. The Government of India is also responsible for the designing and minting(making) of coins in various denominations.

Who decides on the figure to be printed on a new note?

The Government of India in consultation with the Reserve Bank of India decides the design of banknotes.

Can bank notes and coins be issued only in these denominations?

Not necessarily. The Reserve Bank can also issue banknotes in the denominations of five thousand rupees and ten thousand rupees, or any other denomination that the Central Government may specify. However, there cannot be banknotes in denominations higher than ten thousand rupees in terms of the current provisions of the RBI Act, 1934. Coins can be issued up to the denomination of Rs 1000 in terms of The Coinage Act, 2011.

Languauges on bank notes:

There are 15 languages appearing in the language panel of bank notes in addition to Hindi prominently displayed in the centre of the note and English on the reverse of the bank note.

Meaning of "I promise to pay" clause:

As per Section 26 of Reserve Bank of India Act, 1934, the Bank is liable to pay the value of banknote. This is payable on demand by RBI, being the issuer. The promissory clause printed on the banknotes i.e., "I promise to pay the bearer the sum of Rupees ..." is a statement which means that the banknote is a legal tender for the specified amount. The obligation on the part of the Bank is to exchange a banknote with bank notes of lower value or other coins which are legal tender under the Indian Coinage Act, 2011, of an equivalent amount.

How does the Reserve Bank reach the currency to people?

The Reserve Bank presently manages the currency operations through its 19 Issue Offices located at Ahmedabad, Bengaluru, Belapur, Bhopal, Bhubaneswar, Chandigarh, Chennai, Guwahati, Hyderabad, Jaipur, Jammu, Kanpur, Kolkata, Lucknow, Mumbai, Nagpur, New Delhi, Patna, Thiruvanan-thapuram and a currency chest at its Kochi office. Further, a wide network of currency chests maintained and managed by scheduled banks are part of currency management architecture. The Issue Offices receive fresh banknotes from the currency printing presses which in turn send fresh banknote remittances to the currency chests. Direct remittances by the presses to the currency chests also happen.

The Reserve Bank offices located at Hyderabad, Kolkata, Mumbai and New Delhi (Mint Linked Offices) receive coins from the mints. These offices then send the coins to the other offices of the Reserve Bank who in turn send the same to Currency Chests and Small Coin Depots. The banknotes and rupee coins are stocked at the currency chests and small coins at the small coin depots. The bank branches receive the banknotes and coins from the Currency Chests and Small Coin Depots for further distribution among the public.

What happens when bank notes & coins return from circulation?

Banknotes returned from circulation are deposited at the Issue offices of the Reserve Bank. The Reserve Bank subjects these to processing, authenticates banknotes for their genuineness, and segregates them into notes fit for reissue and those which are unfit, for cancellation. The banknotes which are fit for reissue are sent back in circulation and those which are unfit for reissue are destroyed by way of shredding (chopping) after completion of examination process. Coins do not come back from circulation, except those which are withdrawn.

M RAM GANESH
BM I/C, CHITTOOR BRANCH

Kondareddy Buruju : A Historical Marvel of Andhra Pradesh

Introduction

Kondareddy Buruju, also known as Kondareddy Fort, is a historical fortress located in the Kurnool district of Andhra Pradesh, India. With its rich history and strategic significance, the fort stands as a testament to the architectural prowess and cultural heritage of the region.

Historical Background

Constructed during the 12th century under the reign of the Kakatiya dynasty, Kondareddy Buruju was built as a military stronghold to protect the territory from invasions. The Kakatiyas, known for their innovative architectural designs, aimed to create a fort that would not only defend but also symbolize their power and influence. The fort's strategic location on elevated terrain allowed for effective surveillance of the surrounding areas, making it a critical point for monitoring potential threats.

Architectural Features

Kondareddy Buruju is characterized by its thick stone walls and bastions, showcasing the military architecture of its time. The fort's design reflects a blend of functionality and artistry, with intricately carved stonework that tells stories of the past. The remnants of gateways and watchtowers provide insight into the fort's strategic importance, while the panoramic views from its heights captivate visitors today.

Cultural Significance

Over the centuries, Kondareddy Buruju evolved into a cultural hub. It became a melting pot of traditions as various dynasties, including the Vijayanagara Empire and later the Mughals, passed through its gates. The fort facilitated trade and commerce, attracting merchants and artisans who contributed to its vibrant atmosphere. Local folklore flourished here, with tales of bravery, romance, and resilience becoming part of its rich narrative.

Modern-Day Relevance

In contemporary times, Kondareddy Buruju is a popular tourist destination, drawing history enthusiasts, photographers, and adventure seekers. The fort's ruins, entwined with nature, offer a picturesque setting for exploration and reflection. Local festivals celebrating the fort's heritage create a lively ambiance, allowing visitors to experience the cultural richness of the region first-hand.

Conclusion

Kondareddy Buruju stands not only as a relic of the past but also as a living testament to the rich history and culture of Andhra Pradesh. Its majestic walls and storied past invite visitors to connect with the legacy of the Kakatiya dynasty and the vibrant communities that have thrived around it. Whether you are a history buff or simply seeking a scenic escape, Kondareddy Buruju promises an enriching experience that transcends time.

SK Roshan Vali
Probationay Officer, Bapatla Branch

The Future of Banking: An AI-Powered Revolution

Introduction

The banking sector has undergone a transformative journey, evolving from traditional systems to technology-driven solutions that have redefined financial services. In the early days, banks relied on manual processes such as ledger books to record transactions. With the advent of computers, banks started using digital systems for bookkeeping and transaction processing, and the introduction of ATMs marked a significant shift towards self-service banking. By the 1990s, the rise of the internet enabled online banking, allowing customers to manage their accounts and conduct transactions from home, which became the foundation for the digital banking experience we know today.

Today, artificial intelligence (AI) has become a critical component in areas such as fraud detection, personalized financial services, and customer service automation, with AI-powered chatbots handling routine customer inquiries and tasks.

The Role of AI in Modern Banking

The application of AI in banking today has brought several benefits. For instance, AI is now used for fraud detection by analyzing transaction patterns to identify suspicious activities in real-time. Machine learning algorithms improve accuracy as they continuously adapt and learn from new data.

AI also plays a role in credit scoring and risk assessment by analyzing broader datasets, allowing for more personalized loan offers and better assessment of a borrower's creditworthiness.

Some of the key areas where AI is making a significant impact include:

1. Personalized Banking:

- **Customer Segmentation:** AI algorithms can analyze vast amounts of customer data to identify distinct segments with specific needs and preferences. This enables banks to tailor their products and services to individual customers, enhancing customer satisfaction and loyalty.
- **Personalized Recommendations:** AI-powered recommendation engines can suggest products and services that align with a customer's financial goals and behavior. This can help customers make informed decisions and maximize the value they derive from their banking relationships.

2. Fraud Detection and Prevention:

- **Anomaly Detection:** AI can identify unusual patterns and behaviors that may indicate fraudulent activity, such as unauthorized transactions or suspicious login attempts. By detecting fraud early on, banks can minimize financial losses and protect their customers.
- **Real-time Monitoring:** AI-powered systems can continuously monitor transactions in real-time, flagging suspicious activities for further investigation. This enables banks to respond swiftly to threats and prevent fraud before it occurs.

3. Risk Assessment and Management:

- **Credit Scoring:** AI can develop more accurate and comprehensive credit scoring models, evaluating a borrower's credit worthiness based on a wider range of factors beyond traditional credit history. This can help banks make more informed lending decisions and reduce the risk of bad loans.
- **Market Analysis:** AI can analyze market trends, economic indicators, and competitive intelligence to assess risk and make strategic decisions. This enables banks to proactively manage their risk exposure and position themselves for success in a dynamic market environment.

4. Customer Service and Support:

- **Chatbots and Virtual Assistants:** AI-powered chatbots and virtual assistants can provide instant customer support, answer frequently asked questions, and resolve simple issues. This frees up human agents to handle more complex inquiries and focus on building stronger relationships with customers.
- **Sentiment Analysis:** AI can analyze customer feedback and social media sentiment to gain insights into customer satisfaction and identify areas for improvement. This helps banks enhance their customer service offerings and deliver a superior customer experience.

AI in Banking: A 2050 Vision

Looking ahead to the year 2050, AI is expected to redefine banking in unprecedented ways. Credit systems may also undergo significant changes by 2050, with traditional credit scoring methods becoming obsolete. AI will analyze behavioral data and social factors, along with financial data, to create a more holistic view of credit worthiness. This could make financial services more inclusive, providing access to credit for individuals who may have been excluded from traditional banking systems.

AI-driven decentralized finance (DeFi) platforms could also gain traction, allowing customers to conduct banking transactions without intermediaries and making cross-border transactions faster and more transparent. AI and blockchain could work together to create a decentralized yet secure financial ecosystem, where transactions are executed via smart contracts that automatically enforce agreements once conditions are met.

Some potential developments include:

- **Fully Automated Banking:** AI-powered systems could automate many routine banking tasks, such as account opening, loan processing, and investment management. This would reduce operational costs and improve efficiency for banks.
- **Predictive Analytics:** AI could leverage predictive analytics to anticipate customer needs and offer proactive solutions. For example, AI might suggest a financial product based on a customer's upcoming life events or changes in income.
- **Enhanced Security:** AI could be used to develop more sophisticated security measures, such as biometric authentication and advanced fraud detection techniques.
- **Hyper-Personalized Banking:** AI could enable banks to offer hyper-personalized banking experiences, tailoring products and services to individual customers based on their unique preferences, financial goals, and behavior.
- **Ethical Considerations:** As AI becomes more integrated into banking, ethical considerations will become increasingly important. Banks will need to ensure that AI systems are fair, transparent, and accountable, avoiding biases and discrimination.

Challenges:

- **Data Quality and Privacy:** AI relies on high-quality data to function effectively. Banks will need to ensure that their data is accurate, complete, and secure while complying with privacy regulations.
- **Explainability and Transparency:** AI algorithms can be complex and difficult to understand. Banks will need to develop methods to explain AI decisions to customers and regulators, fostering trust and transparency.
- **Job Displacement:** As AI automates many routine tasks, there may be concerns about job displacement in the banking industry. Banks will need to invest in upskilling and reskilling their workforce to prepare them for the AI-driven future.

Opportunities:

- **Cost Reduction:** AI can help banks reduce operational costs by automating processes, improving efficiency, and reducing fraud.
- **Revenue Growth:** AI can enable banks to develop new products and services, generate new revenue streams, and enhance customer satisfaction.
- **Competitive Advantage:** Banks that successfully adopt AI can gain a competitive advantage by offering innovative products, improving customer experiences, and managing risk more effectively.

Conclusion

AI will transform banking into a more personalized, efficient, and secure industry. From autonomous financial management to fully automated branches, the integration of AI will change how we interact with our finances.

However, as we move towards this future, banks and regulators must carefully navigate the challenges of data privacy, bias, and workforce adaptation to ensure that the benefits of AI are accessible to everyone. The future of banking with AI promises innovation, but it must also prioritize fairness, security, and ethical considerations to build a sustainable and inclusive financial system.

K. Likitha,
D/O K. Jagadish Kumar,
Head of Audit Department, Central Office

VCBL: A Bank That Puts People Before Profits

The Visakhapatnam Cooperative Bank Ltd (VCBL) has earned a distinguished place in the financial landscape by focusing on one simple yet powerful principle: Supporting its member's financial wellbeing. As a cooperative bank, VCBL operates with a unique model that prioritizes its members' needs, offering personalized financial solutions and exceptional customer service. This dedication has made VCBL truly The People's Bank, standing out in the cooperative banking sector. Personalized Customer Service At VCBL, every member is more than just a customer they are a part-owner of the bank. This ownership structure fosters a strong connection between the bank and its members, allowing us to offer personalized and responsive service. Whether it's helping a young family open their first savings account or guiding a small business owner through the loan process, our staff is committed to understanding and addressing each member's unique financial needs. Unlike larger banks, where customer service can sometimes feel impersonal, VCBL is focused on creating a supportive, member-first experience. Our staff takes pride in providing solutions tailored to individual circumstances, offering the kind of personal attention that builds long-term trust and relationships. A Cooperative Bank with a Difference What truly sets VCBL apart is our cooperative structure. Our bank is owned and governed by its members, which means that all profits are reinvested to benefit the members and the community. This model enables us to offer competitive rates, lower fees, and a range of services designed to meet the needs of the people we serve, rather than external shareholders. Being rooted in the Visakhapatnam community, VCBL understands local needs better than most. We are dedicated to supporting small businesses, families, and individuals by offering flexible financial products that are directly aligned with their goals. This community-first approach has been a cornerstone of our success and sets us apart from traditional commercial banks. Balancing Technology and Personal Touch While VCBL remains committed to personalized service, we are also embracing modern banking technologies to enhance the convenience and accessibility of our services. Our online banking platform, mobile apps, and digital payment systems allow members to manage their finances seamlessly, wherever they are. However, what makes VCBL unique is our ability to combine modern technology with a personal touch. While members can easily conduct transactions online, our branches remain a place where they can receive expert guidance and support. This balance ensures that we continue to deliver the highquality, individualized service our members expect, while keeping pace with the evolving banking landscape. Commitment to Financial Inclusion and Community Development.

VCBL's mission extends beyond providing financial services it's about promoting financial inclusion. We are dedicated to offering accessible banking options to all, regardless of income or background. Our products, such as small business loans and affordable personal financing options, are designed to empower local entrepreneurs, support economic growth, and improve the quality of life in our community.

Our role in the community also includes active involvement in local development projects, financial education programs, and sustainability initiatives. VCBL is not just a bank; it is a committed partner in the progress and development of the command area.

As we continue to grow, Visakhapatnam Cooperative Bank Ltd remains focused on delivering exceptional customer service, expanding our digital offerings, and staying true to the cooperative values that have defined us for decades. Our goal is to continue being a trusted financial partner for our members, helping them achieve their goals while contributing to the overall well-being of the community.

VCBL stands as a unique institution in the cooperative banking sector a bank that values relationships over profits and focuses on long-term, sustainable growth. As The People's Bank, we are proud of the role we play in the lives of our members, and we are excited to continue building a bright future, together.

Bhogaraju Sri Lakshmi Gayatri
Probationary Officer
Vijayawada 1 town branch

Revolutionizing Finance: The Power of the Seven Cooperative Principles in Cooperative Banks

The Seven Cooperative Principles are not merely foundational guidelines; they represent a carefully considered framework developed over time to encapsulate the essence of cooperation in banking and beyond. Established in 1844 by the Rochdale Society of Equitable Pioneers, these principles were crafted to create a structured approach to cooperative organization that emphasizes ethical practices, member empowerment, and community support.

The choice of seven principles reflects a balance between comprehensiveness and simplicity, allowing cooperatives to maintain a clear focus on their mission while still being adaptable to various contexts and cultures worldwide. Each principle interconnects with the others, fostering an ecosystem where members not only benefit from financial services but also engage in the governance and development of their institutions.

In today's financial world, where traditional banking often prioritizes profits over people, cooperative banks emerge as a transformative force. By adhering to the Seven Cooperative Principles, these institutions are redefining banking through community engagement, ethical practices, and sustainable growth, creating a banking model that truly serves its members.

Open and Voluntary Membership is the cornerstone of cooperative banking. Unlike conventional banks, which may exclude individuals based on financial criteria, cooperative banks invite anyone seeking financial services to join. This inclusive approach broadens their membership base and empowers underserved populations such as rural communities and low-income families by granting them access to essential financial tools and resources.

At the heart of cooperative banks lies Democratic Member Control. Each member enjoys an equal vote in key decisions, regardless of their financial contributions. This governance model fosters a sense of ownership and accountability, ensuring that the bank's policies reflect the collective voice of its members. In an era where trust in financial institutions is waning, this democratic structure builds confidence and loyalty, essential for long-term success.

The principle of Economic Participation further distinguishes cooperative banks. Members invest capital and share in the institution's success, benefiting from lower fees, better interest rates, and even profit-sharing. This symbiotic relationship aligns the financial health of the bank with the welfare of its members, creating a positive feedback loop that fosters mutual prosperity.

Autonomy and Independence are hallmarks of the cooperative banking model. Free from the pressures of external investors, cooperative banks are uniquely positioned to prioritize the needs of their members. This independence enables them to tailor products and services that reflect local community dynamics, ensuring responsiveness in a fast-evolving financial landscape.

A strong commitment to Education and Training is also integral to the cooperative model. Cooperative banks actively invest in financial literacy initiatives that empower members to make informed decisions about their finances. This educational focus enhances member

engagement and cultivates a culture of responsibility and awareness, reinforcing the cooperative principles.

Cooperation Among Cooperatives is a distinctive feature that enhances the cooperative banking experience. By collaborating with other cooperatives, banks can share resources, insights, and innovative practices, expanding their service offerings while maintaining a steadfast commitment to ethical banking. This collective effort enhances their competitiveness and effectiveness in meeting member needs.

Above all, cooperative banks exemplify a deep Concern for Community. They prioritize local development initiatives, such as financing small businesses, supporting affordable housing projects, and promoting environmental sustainability. This commitment transforms the bank's success into tangible community benefits, illustrating how cooperative banks can drive positive social change while achieving financial growth.

As cooperative banks continue to adapt to technological advancements and evolving member needs, they reinforce their commitment to ethical practices while enhancing their resilience in the face of economic challenges. By championing financial literacy, fostering cooperation, and investing in local development, they are driving meaningful change in the lives of their members and the communities they serve.

Looking ahead, cooperative banks are ready to play a pivotal role in shaping a more equitable and sustainable financial future. Their ability to merge financial success with social responsibility positions them as essential players in the movement towards a more inclusive economy. In a world that increasingly seeks authentic connections and purpose-driven initiatives, cooperative banks stand as a testament to the power of collective action in creating a brighter, more prosperous future for all.

Chippada Satyanarayana
Branch Manager, Vijayawada 1 town branch

సహకార భావన -పురోగతి - డా.సి.కృష్ణమెహన్ రావు (డైరెక్టర్)

ఈ మధ్యకాలంలో సహకార రంగం మీద ప్రపంచ వ్యాప్తంగా ఆసక్తి పెరిగింది. దీనికి ప్రధాన కారణం ప్రపంచ వ్యాప్తంగా పెట్టుబడిదారి లేదా మార్కెట్ ఆర్థిక వ్యవస్థలో వస్తున్న సంక్షోభాలు, ఆర్థిక అసమానతలు పెరుగుతున్నాయి. ఆక్స్ఫామ్ 2024 అసమానతల నివేదిక ప్రకారం, 2020 నుండి 2024 వరకు ప్రపంచంలోని ఐదుగురు ధనవంతుల సంపద 405 బిలియన్ డాలర్ల నుండి 869 బిలియన్ డాలర్లకు రెట్టింపు అయ్యింది. ఇది గంటకు 14 మిలియన్ డాలర్లకు సమానం. ఇదే సమయంలో, దాదాపు 500 కోట్ల మంది ప్రజలు పేదరికంలోకి నెట్టివేయబడ్డారు. మన దేశంలో 1% మంది సంపన్నులు జాతీయ సంపదలో 42.5% వాటాను కలిగి ఉండగా 50% మంది ప్రజల జాతీయ సంపద వాటా కేవలం 2.8% మాత్రమే. ఈ అసమానతలకు పరిష్కారాలను ఆలోచించే క్రమంలో సహకార రంగంపై ఆసక్తి పెరిగింది. సామాజిక అభివృద్ధిలోను, పేదరిక నిర్మూలనలోను సహకార సంఘాల ప్రాముఖ్యతను గుర్తించి ఐక్యరాజ్యసమితి 2023 నవంబర్లో జరిగిన సర్వసభ్య సమావేశంలో 2025 సంవత్సరాన్ని రెండవ అంతర్జాతీయ సహకార సంవత్సరంగా నిర్వహించాలని తీర్మానించడం జరిగింది.

మానవ స్వభావం–సహకారం

ప్రపంచ ప్రసిద్ధిగాంచిన 'హెూమో సిపిన్స్' పుస్తక రచయిత హరారే మానవ పురోగతి గురించి చెపుతూ 70 వేల సంవత్సరాల క్రితం ఇతర పక్షులు, జంతువుల్లాగా ఉన్న మానవజాతి భూఖండాన్ని తన అధీనంలోకి తెచ్చుకోవడానికి ప్రధాన కారణం మానవజాతిలోని సహకారం, ఊహాశక్తి అంటారు. వ్యక్తిగత స్థాయిలో చూస్తే ఒక మనిషికి ఒక చింపాంజీకి ఎటువంటి తేడా ఉండదు. ఒక చింపాంజీని ఒక మనిషిని ఎవరూ లేని ద్వీపంలో ఉంచితే మనిషి కన్నా చింపాంజీ బతకడానికి అవకాశాలు ఎక్కువ. అదే ఒక వంద చింపాంజీల్ని, ఒక వంద మంది మనుషుల్ని ఆద్వీపంలో ఉంచితే మనుషులు ఒకరితో ఒకరు సహకరించుకుంటూ ఆ ద్వీపాన్ని స్వాధీనం చేసుకోగలుగుతారు. కొన్ని కీటకాలు కొన్ని జంతువులు గుంపులుగా ఉండి కొంతవరకు సహకరించుకోగలవు, కానీ అవి పరిమిత స్థాయిలో వాటికి స్వతహాసిద్ధంగా ప్రకృతి ఇచ్చిన మేర మాత్రమే సహకరించుకోగలవు. అదే మానవులు తమ ఊహాశక్తిని ఉపయోగించి పెద్ద సంఖ్యలో ఉన్నప్పటికీ ఒకరితో ఒకరు సహకరించుకుంటూ తమ పురోగతికి దోహదం చేస్తారు. తరువాతి కాలంలో పురాతన సమాజంలో మానవులు ఒకరితో ఒకరు సహకరించుకుంటూ ఉమ్మడి శ్రమతో ఉమ్మడి లక్ష్యాలను సాధించడానికి కృషి చేశారు. సహకారం ఒక జీవన విధానంగా ఉండేది.

వ్యక్తి – సమాజం

ఆధునిక యుగంలో వ్యక్తి ప్రధానమా లేక సమాజం ప్రధానమా అనే చర్చ ప్రారంభమైంది. కొందరు తాత్వికవేత్తలు వ్యక్తివాదాన్ని ప్రతిపాదిస్తుంటే, మరికొందరు సమాజం ప్రాధాన్యతను ప్రతిపాదించారు. జాన్ లాక్, జాన్ స్టువర్ట్ మిల్ వంటి తత్వవేత్తలు వ్యక్తి స్వేచ్ఛ అత్యంత ప్రధానమైన అంశమని దాన్ని సమాజం కానీ ప్రభుత్వంగాని నియంత్రించ రాదని వాదించారు. దీనికి భిన్నంగా, రూసో, వంటి తాత్విక వేత్తలు సమాజానికి ప్రాధాన్యం ఇచ్చారు.

మనిషి సామాజిక జీవి అని, అతని జీవితం పూర్తిగా సమాజంతోనే ముడిపడి ఉంటుందని, సమాజం లేకుండా వ్యక్తి ఉండలేడని, సమాజ పురోగతి ద్వారానే మనిషి ప్రగతి ఆధారపడి ఉంటుందని వారు వాదించారు.

దీనికి అనుగుణంగానే ఆర్థిక రంగంలో కూడా ఈ భావజాలం కొనసాగింది. వ్యక్తి వాదాన్ని బలపరిచే వారు (Liberals) సరళీకృత ఆర్థిక విధానం అవసరమని భావిస్తారు. ఇది వ్యక్తిగత స్వేచ్ఛ, ప్రైవేటు ఆస్తి, స్వేచ్ఛాయుత వాణిజ్యం యొక్క సూత్రాలపై ఆధారపడి ఉంటుంది. వీరు ఆర్థిక వృద్ధికి బలమైన ప్రైవేటు ఆస్తి హక్కులు అవసరమని నమ్ముతారు. ఇవి వ్యక్తులు వ్యాపారాలకు పెట్టుబడి పెట్టడానికి, నూతన ఆలోచనలను అభివృద్ధి చేయడానికి ప్రోత్సాహాన్ని ఇస్తాయని వారు వాదిస్తారు. దీనిలో వ్యక్తుల, సంస్థల మధ్య పోటీ తత్వం పెరిగి ఉత్పత్తి పెరుగుదలకు, ఆర్థిక పురోగతికి సహాయం చేస్తుందని భావిస్తారు. ఆర్థిక వ్యవస్థలో ప్రభుత్వ జోక్యం తగ్గించాలని, స్వేచ్ఛాయుత మార్కెట్లు ఆర్థిక వృద్ధిని ప్రోత్సహించడానికి అత్యంత సమర్థవంతమైన మార్గమని నమ్ముతారు. ప్రభుత్వ జోక్యం వలన మార్కెట్ వైఫల్యాలకు, అసమర్థతకు దారితీస్తుందని వారు వాదిస్తారు. తరువాతి కాలంలో వచ్చిన నూతన సరళీకృత (Neo-liberal) ఆర్థిక వేత్తలు దేశ ఆర్థిక రంగంలో ప్రభుత్వ పాత్రను మరింత పరిమితం చేయాలని, ఆర్థిక వ్యవస్థ పూర్తిగా మార్కెట్ల ఆధీనంలో ఉండాలని వాదిస్తారు. పెట్టుబడిదారులు ఎక్కువ సంపాదించినప్పుడు 'ట్రికల్ డౌన్ ఎఫెక్ట్' ద్వారా అభివృద్ధి క్రింది వర్గాలకి చేరుతుందని భావిస్తారు. ఈ సిద్ధాంత పరిధిలోనే వివిధ ధోరణులు ఉన్నాయి. ఈ ఆర్థిక విధానం సమాజంలోని అసమానతలకు, ఎక్కువ మంది ప్రజల దారిద్రానికి, మార్కెట్ వైఫల్యాలకు దారి తీస్తుందనే విమర్శ ఉంది.

దీనికి భిన్నంగా సామ్యవాద (Socialist) ఆర్థిక విధానంలో వ్యక్తికి కాకుండా సమాజానికి ప్రాధాన్యత ఇస్తారు. సామ్యవాద ఆర్థిక వ్యవస్థలో ప్రకృతి వనరులు, ఉత్పత్తి సాధనాలు సమాజం/ప్రభుత్వ యాజమాన్యంలో ఉంటాయి. కేంద్రీకృత ప్రణాళిక, సామాజిక సంక్షేమంపై దృష్టి కేంద్రీకరింపబడుతుంది. సామ్యవాద ఆర్థిక వ్యవస్థలో ప్రజలు అందరికీ సమానమైన వనరులకు, అవకాశాలకు ప్రాధాన్యత ఇవ్వబడుతుంది. వివిధ సంస్థల మధ్య ఆర్థిక సహకారం ద్వారా పురోగతి జరగాలని భావిస్తారు. ప్రభుత్వం ఆర్థిక వ్యవస్థలో నాయకత్వ పాత్ర పోషించాలని భావిస్తారు. సామ్యవాద ఆర్థిక వ్యవస్థలు సాధారణంగా సార్వత్రిక ఆరోగ్య సంరక్షణ, విద్య, అవసరమైన వస్తువులను, సేవలను రాయితీలు అందించే బలమైన సామాజిక భద్రతా నెట్వర్క్ను కలిగి ఉంటాయి. దీనిలో వ్యక్తి క్రియాశీలత, ఆర్థిక సామర్థ్యాలు తక్కువగా ఉంటాయనే విమర్శలు ఉన్నాయి. దీనిలో కూడా భిన్న ధోరణులు ఉన్నాయి. వాటిలో ఆర్థిక వ్యవస్థ పూర్తిగా ప్రభుత్వం నిర్వహించే కమ్యూనిస్ట్ దేశాల నుండి కొన్ని రంగాలలో ప్రభుత్వం, కొన్ని రంగాలలో స్వేచ్ఛా మార్కెట్ ఉండే మిశ్రమ ఆర్థిక వ్యవస్థలు ఉన్నాయి.

మధ్య మార్గంగా సహకార వ్యవస్థ

సహకార వ్యవస్థ ఈ రెండు వ్యవస్థలోని కొన్ని లక్షణాలను కలిగి ఉంటుంది. ఉమ్మడి ప్రయోజనం కోసం వ్యక్తులు సమిష్టిగా, పరస్పర సహకారంతో స్వచ్ఛందంగా నిర్వహించుకునే ఒక వేదిక (సంస్థ) గా (cooperative enterprise) గుర్తించబడుతుంది. సరళీకృత ఆర్థిక విధానంలో ఉన్నట్లు వ్యక్తి స్వేచ్ఛకు క్రియాశీలతకు అవకాశం ఉంటుంది. అదే సమయంలో సామ్యవాద వ్యవస్థలో ఉన్నట్టు సొంత ఆస్తి కాకుండా ఉమ్మడి ఆస్తిగా ఉంటుంది. ఇది వ్యక్తి ప్రయెజనాలను, సమాజ సమిష్టి ప్రయెజనాలను గుర్తిస్తుంది. అందుకే అది పెట్టుబడిదారీ ఆర్థిక వ్యవస్థను అనుసరించే సమాజమైనా, సోషలిస్టు ఆర్థిక వ్యవస్థను అనుసరించే సమాజమైనా సహకార భావనకు, ఆచరణకు పెద్దపీట వేయడం చూస్తున్నాం. అందువల్ల సహకారం వ్యవస్థ అన్ని రంగాలకు బాగా విస్తరించింది. ప్రపంచ జనాభాలోని 12% మంది ప్రజలు 30 లక్షల సహకార సంస్థల్లో ఏదో ఒకదానిలో సభ్యులుగా ఉన్నారు. ప్రపంచంలోని ఉద్యోగావకాశాల్లో 10% ఉద్యోగాలు ఈ సహకార సంస్థల ద్వారా కల్పించబడుతున్నాయి.

సహకారం ఒక సామాజిక వ్యాపారం

ఇంగ్లాండ్లోని రాక్డేల్ అనే గ్రామంలో 1844లో 28 మంది నేత పనివార్లు "రాక్డేల్ పయనీర్స్" అనే పేరుతో తమ సమిష్టి ప్రయోజనాల కొరకు ఒక సహకార సంఘం (కన్స్యూమర్ స్టోర్స్) ను ఏర్పాటు చేసుకున్నారు. ఆనాడు వారు సంఘం ఏర్పాటుకు నిర్వచించిన, గుర్తించిన అంశాలే సహకార తాత్విక సిద్ధాంతాలకు ప్రాతిపదికను కల్పించింది. సహకార సూత్రాలకు ప్రాతిపదిక "రాక్డేల్ పయనీర్స్" ద్వారానే రూపుదిద్దుకున్నప్పటికీ ప్రస్తుత సహకార ఉద్యమానికి ఇంగ్లాండ్కు చెందిన రాబర్ట్ ఓవెన్ (1771-1858), విలియమ్ కింగ్ (1786-1869), ఫ్రాన్స్కు చెందిన చార్లెస్ ఫోరియర్ (1772-1837) లతోపాటు మరికొంత మంది ఆలోచనలు, ప్రతిపాదనలు ప్రాతిపదికగా చెప్పబడుతున్నది. ఇంటర్నేషనల్ కోఆపరేటివ్ ఏలియన్స్ ప్రపంచంలోని అతిపెద్ద ప్రభుత్వేతర సంస్థ. వీరు 7 సహకార సూత్రాలను ప్రతిపాదించారు. ఇవి అన్ని రకాల సహకార సంస్థలకు వర్తిస్తాయి. అవి 1. స్వేచ్ఛ పూర్వక ఐచ్ఛిక సభ్యత్వం, 2. ప్రజాస్వామ్య నియంత్రణ, 3. ఆర్థిక భాగస్వామ్యం, 4. స్వయం ప్రతిపత్తి 5. విద్యా, శిక్షణ, సమాచారం, 6. సహకార సంఘాల మధ్య సమన్వయం, 7. సమాజ శ్రేయస్సు. వాటిని సామాజిక, రాజకీయ, ఆర్థిక కోణాలలో పరిశీలించాలి.

రాజకీయ కోణం

రాజకీయ దృక్పథం నుండి చూస్తే బలమైనవి ప్రజాస్వామ్య సంస్థలు. ఇవి సూక్ష్మ స్థాయిలో ప్రజాస్వామ్యయుతంగా పనిచేయడానికి అవకాశం కల్పిస్తాయి. సహకార సంస్థలు సంప్రదాయ వ్యాపార నిర్మాణాలకు ప్రత్యామ్నాయ పాలన రూపంగా పరిగణించబడుతున్నాయి. సహకార సూత్రాల్లోని ఈ క్రింది అంశాలు రాజకీయ కోణంలో కీలకమైనవి.

స్వేచ్ఛాపూర్వక ఐచ్ఛిక సభ్యత్వం: ఏ సహకార సంస్థలోనైన సభ్యునిగా చేరడం, చేరకపోవడం అనేది వ్యక్తుల స్వయం నిర్ణయంపైనే ఆధారపడి ఉంటుంది. తప్పనిసరిగా లేక నిర్బంధంగా చేరాలనే నిబంధన ఏదీ ఉండదు.

సభ్యులచే ప్రజాస్వామ్య నియంత్రణ: ప్రతి సహకార సంస్థ తాను స్వతంత్రంగా రూపొందించుకున్న నిబంధనలను అనుసరించి సభ్యుల నియంత్రణలో నడపబడుతుంది. నిర్దిష్టకాల పరిమితితో ప్రజాస్వామ్య పద్ధతిలో పాలకవర్గ సభ్యులను ఎన్నుకోవడం, ఎన్నిక కాబడడం వంటి ప్రజాస్వామ్య హక్కులు నిబంధనలను పాటించే ప్రతి సభ్యునికి ఉంటాయి.

స్వతంత్ర ప్రతిపత్తి-స్వేచ్ఛ : సహకార సంస్థ పరిధిలో దాని కార్యకలాపాలను నిర్వహించుకునేందుకు అవసరమైన అన్ని రకాల నిర్ణయాలను తీసుకునే హక్కు ఆ సంస్థ సభ్యులు ఉమ్మడిగా కలిగి ఉంటారు. స్వేచ్ఛ, సమానత్వంతో ఇతరుల ప్రమేయంతో నిమిత్తం లేకుండా ఆ సంస్థను వారే స్వయం ప్రతిపత్తితో నడుపుకోవచ్చు.

సామాజిక కోణం

సామాజిక దృక్పథం నుండి సహకార సంస్థలు సమానత్వానికి, సాదికారికతకు, సమాజిక న్యాయానికి దోహదపడతాయి. సభ్యులు ఆర్థిక, సామాజిక హోదాతో సంబంధం లేకుండా అందరికి సమాన హోదా ఉంటుంది. దీనిలోని "ఒకరి కోసం అందరు, అందరి కోసం ఒక్కరు" అన్న సూత్రం సామాజిక పురోగతికి అత్యంత కీలకం. విద్య, ఆరోగ్యం, గృహ నిర్మాణం, ఇతర అవసర సేవలను అందించడం ద్వారా సామాజిక అభివృద్ధిలో కీలక పాత్ర పోషించగలవు. ఇవి కాకుండా సహకార సూత్రాలలోని ఈ అంశాలను కూడా సహకార సంఘాలు నిర్వహించాలి.

సమాజ శ్రేయస్సు: ఏ సహకార సంస్థకైనా అంతిమ లక్ష్యం సమాజ శ్రేయస్సు. తన సభ్యుల శ్రేయస్సు. వ్యక్తులు స్థాపించే సంస్థల యొక్క లక్ష్యం కేవలం లాభార్జన ధ్యేయంగా ఉంటాయి. కాని కొంతమంది ప్రజలు సమిష్టిగా ఏర్పాటు చేసుకునే సహకార సంస్థలకు లాభార్జన ప్రధానమైన ధ్యేయం కాదు. ఉమ్మడి ప్రయోజనాలు ప్రధానమైనవి.

సహకార సంస్థల మధ్య సమన్వయం: ప్రతి సహకార సంస్థ కేవలం తన పరిధిలోని సభ్యులకే పరిమితం కాకుండా ఇతర సహకార సంస్థలతో సమన్వయం చేసుకోవాలి. ముఖ్యంగా ఒకే రకమైన సహకార సంస్థలు వాటి పరిధి విస్తృతి రీత్యా ఒక నిర్దిష్ట ప్రాంతానికే పరిమితమై పని చేయవచ్చు. ఒక సహకార సంస్థ వెలుపల అదే విధమైన ఆశయాలతో ఉన్న ఇతర సహకార సంస్థలతో కూడా కలిసి పని చేయవచ్చు.

విద్య, శిక్షణ, సమాచారం: ప్రతి సహకార సంస్థ తన సభ్యులకు అవసరమైన విద్యను అందించాలి. సందర్భాన్ని అనుసరించి వారికి శిక్షణా తరగతులు నిర్వహించాలి. వారి వృత్తి నైపుణ్యం పెంచేందుకు దోహదపడాలి. తమ స్వంత సంస్థ పనితీరు గురించి, సభ్యుల పాత్ర, హక్కులు, బాధ్యతలువంటి అన్ని అంశాల గురించి సభ్యులలో చైతన్యానికి కృషి చేయాలి. సహకార సంస్థ విధి

విధానాలు, కార్యకలాపాలు, ఆదాయ వ్యయాల గురించి ఇతరత్రా ఏ విధమైన సమాచారాన్నయినా తెలుసుకునే హక్కు సహకార సంస్థలోని సభ్యులందరికీ సమానంగా ఉంటుంది.

ఆర్థిక కోణం

ఆర్థిక కోణం నుండి చూస్తే సహకార సంఘాలకు వాటి సభ్యులే యజమానులుగా ఉండి, వారి చేత నియంత్రించబడే సంస్థలు. అంటే సభ్యులు లాభ నష్టాలను పంచుకుంటారు. ఇవి సంప్రదాయ వ్యాపారాల మాదిరిగా లాభాల కొరకు కాక సభ్యుల సంక్షేమానికి ప్రాధాన్యత ఇస్తూ నడపబడతాయి.

సభ్యుల ఆర్థిక భాగస్వామ్యం: ప్రతి సహకార సంస్థ సంస్థలోని సభ్యుల ఆర్థిక భాగస్వామ్యంతోనే నిర్వహింపబడుతుంది. సహకార సంస్థకు సభ్యులు సమకూర్చే షేరుధనమే సంస్థ నిర్వహణకు మూలధనంగా ఉంటుంది. ఇది షేర్ మార్కెట్ పద్ధతుల వలే ఇతరులకు బదిలీ చేయడం సాధ్యం కాదు. సంస్థ ఆర్జించే లాభాలలోను లేక నష్టాలలోను సభ్యునికి తన షేరుధనానికి సమానమైన భాగస్వామ్యం అన్ని సందర్భాలలోనూ ఉంటుంది. సహకార సంస్థ అందించే అన్ని రకాల సేవలను సభ్యుడు పొందే హక్కు ఎల్లవేళలా ఉంటుంది. ఇందులో ప్రభుత్వాలు లేక బయటి వ్యక్తుల జోక్యం ఉండదు.

భారతదేశంలో సహకార రంగం

మనదేశంలో నాటి బ్రిటీష్ ఇండియా ప్రభుత్వం గ్రామీణ రైతాంగానికి వ్యవసాయ పెట్టుబడులకు వారు ఎదుర్కొంటున్న సమస్యల పరిష్కారానికి తగిన సూచనలు ఇచ్చేందుకు నియమించిన కమిటీలు ఇచ్చిన నివేదిక ఆధారంగా సహకార సంస్థల ఆవశ్యకతను గుర్తించింది. అందులో భాగంగా మనదేశంలో రూపొందించిన తొలి సహకార చట్టం 1904 మార్చి 25 న ఆమోదం పొంది అమలులోకి వచ్చింది. ప్రారంభంలో నాటి బ్రిటీష్ ఇండియా చట్టం ప్రకారం సహకార సంస్థలు కేంద్ర ప్రభుత్వ చట్టంగానే రూపొందింది. అందువలన సహకారం అనే అంశం కేంద్రపరిధిలో మాత్రమే ఉండేది. తదుపరి దేశ వ్యాపితంగా పలు సహకార సంస్థలు ఆవిర్భవించాయి. ప్రారంభంలో గ్రామీణ రైతాంగం కోసం ప్రాథమిక వ్యవసాయ పరపతి సంఘాలు ఆవిర్భవించగా, పట్టణ ప్రాంతాలలోని చిన్న చిన్న వ్యాపారులు, చేతివృత్తుల వారు తదితర విభాగాల వారు పరపతి సంఘాలను ప్రారంభించారు. అప్పుడప్పుడే రూపొందుతున్న ఉద్యోగ, కార్మిక సంఘాలు కూడా చొరవ తీసుకొని థ్రిఫ్ట్ & క్రెడిట్ సొసైటీల పేరుతో సహకార సంఘాలను ప్రారంభించారు. సహకార సంఘాల ఏర్పాటుకు ఎదురౌతున్న సమస్యలను పరిష్కరిస్తూ 1912లో మరొక సహకార సంఘాల చట్టాన్ని 1904 చట్టం స్థానంలో తీసుకొని వచ్చారు.

దేశ వ్యాపితంగా వివిధ స్థాయిలలో వచ్చిన అనుభవాల నేపథ్యంలో సహకార వ్యవస్థను కేంద్రం పరిధి నుండి విడదీసి రాష్ట్రాల జాబితాలో చేర్చారు. నాడు రాష్ట్రాలను ప్రావిన్సెస్ అని పిలిచేవారు. ఆ విధంగా నాటి ప్రావిన్సులో ప్రభుత్వాలు, తమ తమ ప్రాంతాల అవసరాలకు అనుగుణంగా సహకార చట్టాలను రూపొందించుకున్నాయి. స్వాతంత్ర్యానంతరం రాష్ట్రాల పునర్విభజనా అనంతరం నేడు అన్ని రాష్ట్రాలు తమ స్వంత సహకారచట్టాలను రూపొందించుకున్నాయి. బహుళ రాష్ట్రాల సహకారసంఘాల కొరకు 2002లో కేంద్ర ప్రభుత్వం బహుళ రాష్టాల సహకార సంఘాల చట్టాన్ని తీసుకొని వచ్చింది. మన దేశంలో సహకార వ్యవస్థ చట రూపం దాల్చి వంద సంవత్సరాలు పూర్తి అయిన సందర్భంగా వాటి పటిష్టతకు తీసుకోవలసిన చర్యలను సూచించేందుకు సుప్రసిద్ధ సహకారవేత్త శ్రీ శివాజీరావు గిరిధర్ పాటిల్ నేతృత్వంలో ఏర్పాటు చేసిన ఉన్నతస్థాయి కమిటీ నివేదిక ఆధారంగా సహకారసంస్థల ఏర్పాటును రాజ్యాంగంలోని ప్రాథమిక హక్కులలో చేర్చడమే కాకుండా, వాటికి పరిపూర్ణ స్వయం ప్రతిపత్తిని కల్పిస్తూ 2011లో 97వ రాజ్యాంగ సవరణను కూడా ఆమోదించారు. ఈ రాజ్యాంగ చట్టం మన దేశ సహకార వ్యవస్థలో విప్లవాత్మకమైనది.. ఆ చట్టాన్ని గుజరాత్ హైకోర్టు కొట్టి వేసింది. ఆ తీర్పును సుప్రీంకోర్టు పరిశీలన అనంతరం ఆ సవరణ రాష్ట్రాలకు వర్తించదని బహుళ రాష్ట్రాల సహకారసంఘాల చట్టాలకు వర్తిస్తుందని తీర్పునిచ్చింది. దానికనుగుణంగా 2002 నాటి బహుళ రాష్ట్ర సహకార సంఘ చట్టాన్ని సవరించి 2023లో కేంద్ర ప్రభుత్వం కొత్త చట్టాన్ని తీసుకురావడం జరిగింది.

తీవ్ర ఆర్థిక అసమానతలు, వైరుధ్యాలు ఉన్న నేటి సమాజంలో ఆర్థిక అసమానతలు తగ్గడానికి, ఆర్థిక శక్తిని నేరుగా స్థానిక ప్రజల చేతుల్లో ఉంచడానికి సహకార సంఘాలు దోహదం చేస్తాయి. సహకార సంఘాలు భాగస్వామ్య విలువల ఆధారంగా ఏర్పడతాయి కనుక అవి నైతిక వ్యాపార పద్ధతులపై అనుసరించడానికి అవకాశాలు ఎక్కువ. సాంప్రదాయ వ్యాపార సంస్థలకంటే సహకార సంస్థలు మరింత ఉత్పాదకత, సామర్థ్యాలు కలిగి ఉన్నాయని, దీర్ఘకాలం కొనసాగుతాయని అధ్యయనాలు చూపిస్తున్నాయి. అందువల్ల సహకార వ్యవస్థను మరింత బలోపేతం చేయడానికి కృషి చేయవలసిన అవసరం ఉంది.

Photo Corner....

Inauguration of Bapatla Branch

Inauguration of Chittoor Branch

REGULATORS PERSPECTIVE:

Sl. No.	RBI Circular No.	Date of issue	Contents of the Circular
1	RBI/DOS/2024-25/119 DOS.CO.FMG.SEC.No.6/23.04.001/2024-25	July 15,2024	Master Directions on Fraud Risk Management in Urban Cooperative Banks (UCBs) / State Cooperative Banks (StCBs) / Central Cooperative Banks (CCBs)
2	RBI/2024-25/54 DOR.CRE.REC.29/07.10.002/2024-25	July 25, 2024	Bank Finance against Shares and Debentures
3	RBI/2024-25/53 DOR.CRE.REC.28/07.10.002/2024-25	July 25, 2024	Small Value Loans – Primary (Urban) Co-operative Banks (UCBs)
4	RBI/2024-25/55 DOS.CO.PPG.SEC.No.8/11.01.005/2024-25	July 26, 2024	Prompt Corrective Action (PCA) Framework for Primary (Urban) Co-operative Banks
5	RBI/DoR/2024-25/122 DoR.FIN.REC.No.31/20.16.003/2024-25	July 30, 2024	Master Direction on Treatment of Wilful Defaulters and Large Defaulters
6	RBI/2024-25/57 DOR.CAP.REC.No.30/09.18.201/2024-25	July 30, 2024	Guidelines on treatment of Dividend Equalisation Fund (DEF)- Primary (Urban) Co-operative Banks (UCBs)
7	RBI/2024-25/58 DOR.CAP.REC.No.27/09.18.201/2024-25	August 02, 2024	Prudential Treatment of Bad and Doubtful Debt Reserve by Co-operative Banks
8	RBI/2024-25/60 DoR.FIN.REC.No.32/20.16.056/2024-25	August 08, 2024	Frequency of reporting of credit information by Credit Institutions to Credit Information Companies
9	RBI/2024-25/64 CO.DPSS.POLC.No.S528/02-14-003/2024-25	August 22, 2024	Processing of e-mandates for recurring transactions
10	RBI/2024-25/71 DOR.STR.REC.41/04.02.001/2024-25	August 29, 2024	Interest Equalization Scheme (IES) on Pre and Post Shipment Rupee Export Credit
11	RBI/2024-25/77 DoS.CO.PPG.SEC.10/11.01.005/2024-25	September 30, 2024	Gold loans - Irregular practices observed in grant of loans against pledge of gold ornaments and jewellery

FORGET THEM NOT

The following employees have retired from the Bank during the quarter

Sl. No.	Name of the employee	Designation	Name of the Branch	Date of Retirement
1	Y. Rama Lakshmi	Accounts Officer	Nakkavanipalem	30th September 2024

We welcome our New Director

"Smt. EMANI AVANI SRINIVAS" from Hyderabad to the Board

KNOW YOUR CIRCULARS:

Sl. No.	Date of Issue	Circular No	Contents of the Circular
1	04-06-2024	677/2024	IMPLEMENTATION OF PUBLIC FINANCIAL MANAGEMENT SYSTEM (PFMS)
2	12-06-2024	680/2024	REVISION OF PER GRAM RATE FOR GOLD LOANS
3	16-06-2024	681/2024	STUDYING OF ANNUAL REPORT 2023-24 BY ALL BRANCHES IN TEAMS
4	19-06-2024	682/2024	109TH ANNUAL GENERAL BODY MEETING TO BE HELD ON 23-06-2024
5	19-06-2024	683/2024	MAIL(VCBL)-ALLOCATED TO EMPLOYEES ON ROLL-ITS PURPOSE-REG
6	20-06-2024	684/2024	THRUST AREA - GROWTH IN ADVANCES - IMMEDIATE ACTION REQUIRED
7	21-06-2024	685/2024	ACTION POINTS EMERGING OUT OF THE PROCEEDINGS OF BOM & BOD MEETINGS HELD ON 06-06-2024 & 09-06-2024
8	28-06-2024	687/2024	STUDYING OF ANNUAL REPORT 2023-24 BY ALL BRANCHES IN TEAMS
9	30-06-2024	688/2024	STAFF LIC AND VEHICLE POLICIES - PAYMENT THROUGH OUR BANK AGENT
10	30-06-2024	689/2024	ANY BRANCH BANKING - SERVICE CHARGES FOR CASH REMITTANCE IN REMOTE BRANCH FOR THE CREDIT OF ACCOUNT IN HOME BRANCH - DISCONTINUATION OF SERVICE
11	03-07-2024	691/2024	CREDIT GROWTH - REACHING OF ADVANCES TARGET FOR SEPTEMBER 2024 - DIRECTIONS OF THE BOARD
12	05-07-2024	694/2024	ROLE OF BILL-COLLECTORS AT BRANCHES
13	08-07-2024	695/2024	CREDIT GROWTH - BRANCHES TO SANCTION MINIMUM 50 LOANS IN MONTH
14	09-07-2024	696/2024	BRANCH WISE STATEGIES FOR IMPROVING CREDIT AND REACHING OF ADVANCES TARGETS FOR SEPTEMBER 2024
15	08-07-2024	697/2024	NEW PRODUCT - EDUCATIONAL LOANS - FOR SCHOOL AND COLLEGE EDUCATION
16	07-07-2024	698/2024	LOAN PRODUCT - VCB TRADE FINANCE LOANS AND OVERDRAFTS
17	11-07-2024	699/2024	LOAN PRODUCT- VSP VIDYA ASSISTANCE LOANS – MODIFICATIONS SUGGESTED IN THE SCHEME
18	14-07-2024	700/2024	DETAILS REQUIRED FOR M-SWIPE MACHINES CUSTOMER TARGET GROUP AND NUMBER OF MACHINES REQUIREMENT
19	15-07-2024	702/2024	DELAY IN SANCTION OF SMALL LOANS LIKE SBF, DCL, CL,ETC BY BRANCHES
20	15-07-2024	703/2024	ROUTINE JOBS LIKE CKYC, CERSAI, SIGNATURE SCANNING ETC. NEED TO COMPLETE THE SAME ON DAILY BASIS
21	15-07-2024	704/2024	FURNISHING OF NAMES OF TWO STAFF MEMBERS FOR RESPONSIBLE FOR COMPLETING C-KYC
22	15-07-2024	705/2024	DISPLAY OF BOARDS INDICATING BUSINESS POSITION
23	19-07-2024	708/2024	RBI INSPECTION FROM 23-07-2024-ATENTION OF ALL STAFF
24	22-07-2024	709/2024	TARGETS FOR NEW LOAN PRODUCTS
25	23-07-2024	710/2024	RESIGNATION OF BOARD OF DIRECTORS
26	21-07-2024	711/2024	NEW LOAN PRODUCT - DASARA DHAMAKHA LOAN - PURPOSE NEUTRAL LOAN FOR MEMBERS UPTO RS. 2.00 LAKHS
27	29-07-2024	712/2024	REVISION OF PER GRAM RATE FOR GOLD LOANS
28	05-08-2024	714/2024	BASIC CULTURE IN PERFORMING OFFICIAL DUTIES
29	13-08-2024	716/2024	DISPLAY OF BOARDS INDICATING BUSINESS POSITION - CHECK THE PRACTICE
30	23-08-2024	717/2024	REVISION OF PER GRAM RATE FOR GOLD LOANS
31	23-08-2024	718/2024	NEW LOAN PRODUCT - DASARA DHAMAKHA LOAN - REVISION OG REPAYMENT SCHEDULE
32	06-09-2024	719/2024	CONCURRENT AUDIT REPORTS - IMPORTANT GUIDELINES
33	09-09-2024	720/2024	REVISION OF RATES OF INTEREST FOR INSTITUTIONAL DEPOSITS
34	11-09-2024	721/2024	DISCONTINUING THE PRACTICE OF OBTENTION OF DIRECTORS' SIGNATURE ON SHARE APPLICATION
35	11-09-2024	722/2024	LOAN PROPOSALS FOR "CLEAR OF DEBTS" - NEED TO DISCUSS WITH THE APPLICANTS AND ASCERTAIN THE CORRET
36	13-09-2024	723/2024	FELICITATION TO BELOVED DIRECTORS
37	17-09-2024	724/2024	OBTENTION OF SUPPLIEMENTARY LEGAL OPINION FOR LOANS ALLOWED FOR THE PURCHASE OF HOUSE/OTHER
38	22-09-2024	725/2024	FELICITATION FUNCTION TO OUR RETIRED DIRECTORS TO BE CONDUCTED ON 28-09-2024 (SATURDAY)
39	24-09-2024	726/2024	INVIING ARTICLES FOR PUBLISHING IN THE - VCB NEWSLETTER BROUGHT IN BY THE BANK

Compiled by :- K. Santosh Kumar, 1st Level Accounts Officer

Printed & Published by : **Sri A.V. RAMA KRISHNA RAO,** General Manager on behalf of

THE VISAKHAPATNAM COOPERATIVE BANK LTD.

(Regd. No. MSCS/CR/1101/2014) (MULTI STATE COOPERATIVE BANK)

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