

No.M-01007/5/2020-Admin-1/KCC  
Government of India  
Ministry of Fisheries, Animal Husbandry and Dairying  
Department of Animal Husbandry and Dairying

Krishi Bhawan, New Delhi

Dated: 30.07.2020

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To

All Principal Secretary (AHD) of States/UTs

**Subject: Campaign launched for providing Kisan Credit Cards (KCC) to 1.5 Cr Dairy farmers associated with Dairy cooperatives and Milk Producer Companies-reg**

Ma'am/Sir

I would draw your kind attention to letter of even number dated 28.05.2020 regarding special 2 months drive from 1<sup>st</sup> June, 2020 to 31<sup>st</sup> July 2020 for providing all dairy farmers of Milk Cooperatives and Milk Producer Companies with Kisan Credit Cards. As you are aware that due to COVID-19 lock down and natural disaster like flood in most of the States desired saturation was not been achieved under this special drive. Therefore in order to achieve desired saturation by resolving various bottlenecks faced, this Department vide letter of even number dated 27.07.2020 extend the special drive i.e "Campaign for provision of Kisan Credit Cards (KCC) to 1.5 crore dairy farmers of Milk Cooperatives and Milk Producer Companies" further by two months i.e from 1<sup>st</sup> August - 30<sup>th</sup> September, 2020.

2. A statement prepared based on the daily report being received form State Milk Federation/milk union/Dairy/Coop Department is enclosed herewith for ready reference. From this Statement, it may be noted that there is huge difference in figures regarding number of forms filled, submitted to banks and details entered in PMFBY portal. Moreover, number of applications submitted to bank being reported by milk unions in the daily report is not tallying with the data provided by the banks. In order to reconcile this figures and to speed up the KCC approval process by banks you are requested to take necessary steps to ensure the following;

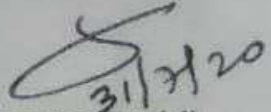
- a) Speed up submission of the filled up forms to banks and also ensure with the banks that all the forms were acknowledged by respective banks by concerned MDs of Milk federation and Unions/State Govt officials in your State. A consistent follow up/monitoring in this regard through District Magistrate may please be ensured at State Government level so that no forms are left unattended.

- b) In addition to the daily report being submitted, concerned MDs of Milk Federation/Union/state Govt officer should prepare statement in excel sheet (enclosed as Annexure) showing District wise, bank wise branch wise number of AHD KCC applications submitted to banks and to be shared through email with this Department (Email: [ajith.moa@gmail.com](mailto:ajith.moa@gmail.com)) as well as respective SLBC on every Monday.
- c) Any issues with banks in submitting the AHD-KCC applications needs to be reported to SLBC and this Department immediately through Email by Concerned MDs of Milk Federation/union/State Govt officer.
- d) Speed up the entry of forms details in PMFBY portal for effective monitoring and implementation of the campaign during the extended period.

This is for kind information and needful action please.

Encl;A/a

Yours sincerely,

  
31/3/20  
(Varsha Joshi)

Joint secretary (C&DD)

Copy to:

1. MDs of State Milk Federations/Unions.
2. Concerned State Govt Departments.
3. Department of Financial Services, Govt.