

GUIDELINES FOR SELECTION OF PROFESSIONALS IN TOP MANAGEMENT OF KEONJHAR CENTRAL COOPERATIVE BANK LTD.

Introduction:

The functioning of Cooperative Banks in Odisha including Odisha State Cooperative Bank and District Central Cooperative Banks have been monotonous having entire focus on short term agricultural finance. The loan portfolios of these Banks are heavily biased towards ST agricultural credit, whereas Cooperative Banks in other States are having more diverse loan and deposit portfolio. The Urban Cooperative Banks are also not having a healthy loan/deposit portfolio. The State Government is stressing upon these public institutions to diversify their portfolio. But these Banks lack experienced manpower to handle diversified loan/deposit portfolio. Thus, there is a need to infuse experienced professionals into the Cooperative Banking ecosystem in the top management level below the CEO in the hierarchy. This has been an agenda in the 100 days' action plan of the newly formed Government.

Objective:

The objective of including professionals in top management is to focus on business planning, resource planning, development of financial and non-financial products and services, designing systems and procedures and above all sharing their expertise in Banking with the existing officials. The purpose is to smoothly implement and administer the newly formed loan/deposit schemes and in the process make the existing manpower of these Banks acquainted with the updated Banking ecosystem. Once the existing Cooperative Bankers become self-sufficient with handling the new schemes, the dependency on these professionals may be done away with.

Staffing Pattern:

The persons to be engaged for this purpose must be retired Public Sector Bankers, except the IT professional. There should be two category of resource persons with adequate knowledge of modern Banking practices.

Establishment and Monitoring Mechanism:

The performance of the professionals shall be continuously monitored by the CEO of the Bank. The professionals shall directly report to the CEO. There shall be a committee under the chairpersonship of the President of the Bank to review their performance. The CEO of the Bank, the DRCSS under the area of operation of the Bank, the DDM, NABARD shall be the other members. The review of their performance shall be done after end of every year of service rendered by the professional and their further continuance shall be subject to approval of the committee.

Functional Modalities:

A team of officers and other support staff shall be provided to each professional for ensuring smooth functioning and delivering result. He /She shall be given access to the concerned files of the Bank and all Branch Banks.

Salient Features of the Scheme:

- The scheme envisages setting up of Schemes and their smooth implementation at the Bank level.

- The scheme provides thrust to diversification of loan and deposit portfolio of the Banks and smooth CBS functioning of the Bank.
- The Professionals/Resource Persons shall endeavour to bring in best practices of the PSU Banks into the ecosystem of the Cooperative Banks. They should be encouraged to bring in innovation in the products and functioning of the Banks.

Functions of Professionals:

- Undertake potential assessment, keeping in view the business profile of the CCBs and the opportunities for DCCBs and PACS in the State.
- Conduct market research on financial products offered by banks and other financial institutions including MFIs and NBFCs and study their suitability for offering through their Cooperative Institutions.
- Develop models and design new products for business improvement for meeting the growing needs of customers.
- Explore collaborations or partnerships with Central or State Govt. /Private Sector for co-branded products involving promotion of credit in the focus areas of Central & State Govt. Schemes.
- Constantly interact with the PACS, DCCBS, NABARD, Bankers and other stakeholders wherever necessary.
- Document the success stories and learning's for replication across the structure and in the other geographies in the State.
- Suggest/formulate proposals on different IT initiative of the Bank and propose new models/products in the field of IT development.

Convergence with other schemes:

The possibility of convergence of this scheme/model (induction of professionals in the Cooperative Banks) with any ongoing or future schemes of NABARD, Government of India or Government of Odisha should be explored, so that there will not be any duplicity and the financial burden on the Banks can also be minimised.

Execution of Bond: The concerned DCCB shall develop suitable terms and conditions of appointment and execute agreement with the professional accordingly before engagement.

These guidelines regarding Infusion of Professionals into OSCB, DCCBs and UCBs are issued in exercising the powers conferred under section 33-A of OCS Act 1962.

01/09/25
Chief Executive Officer

Keonjhar Central Cooperative Bank Ltd.