

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

Krishi Bhawan, New Delhi.
Dated: 27.07.2020

To

The Chief Secretaries/Administrators of all States/UTs.

Subject:- Extension of Special Drive further for two months from 1st August - 30th September 2020 , for providing all dairy farmers of Milk Cooperatives and Milk Producer Companies with Kisan Credit Cards (KCC) .

Sir/Madam,

The undersigned is directed to refer to this Department's Circular of even number dated 28.05.2020 (copy enclosed) in which this Department has launched "Campaign for provision of Kisan Credit Cards (KCC) to 1.5 crore dairy farmers of Milk Cooperatives and Milk Producer Companies" from 1st June-31st July 2020 as a special drive.

2. In this connection, it may be informed that due to COVID-19 lock down and natural disaster like flood in most of the States desired saturation was not achieved under this special drive. Therefore in order to achieve desired saturation by resolving various bottlenecks faced this Department has decided to further 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 1st August - 30th September, 2020. During the extended period of the campaign the guidelines mentioned in this Department's Circular dated 28.05.2020 will be followed

3. State/UTs are requested to ensure maximum coverage of farmers in the extended period of drive which will start from 1st August 2020 and continue till 30th September, 2020.

4. Further instruction to Banks shall be issued separately by Department of Financial Services, Ministry of Finance.


(Varsha Joshi)

Joint Secretary to Government of India

Encl:A/a.

Copy for Information:-

1. Principal Secretary to the Prime Minister, PMO, South Block, New Delhi.
2. Cabinet Secretary, Government of India
3. Secretary, Department of Financial Services, Jeevan Deep Building, Parliament Street, New Delhi with a request to direct the banks to reactivate the special drive for another two months.

4. Principal Secretaries, Animal Husbandry and Dairying Department of States.
5. Additional Secretary, Cabinet Secretariat, Rastrapati Bhavan, New Delhi.
6. MDs of State Milk Federations/Unions.
7. Executive Director, NDDB, Anand.
8. All Joint Secretaries , (D/o Animal Husbandry and Dairy)
9. Chairman, NABARD, Mumbai
10. CGM, FIDD, Reserve Bank of India, Mumbai

F.No. M-01007/5/2020-Admin-1/KCC

Government of India
Ministry of Fisheries, Animal Husbandry & Dairying
Department of Animal Husbandry & Dairying

New Delhi.

Dated: 28th May, 2020

To
The Chief Secretaries/ Administrators of all States/UTs.

Subject:- **Special Drive from 1st June- 31st July 2020 ,for providing all dairy farmers of Milk Cooperatives and Milk Producer Companies with Kisan Credit Cards (KCC) .**

Sir/Madam,

As you are aware, under the Prime minister's package for Farmers, Hon'ble Finance Minister on 15 May 2020 has announced to cover 2.5 Crore new farmers under Kisan Credit Scheme (KCC) scheme, which will provide an additional liquidity of Rs.5 lakh crore in the hands of these farmers, suffering from the recent downturn of economy . Dairy is among the fastest growing sectors of the economy with a CAGR of above 6% in the last 5 years. Providing short term credit to dairy farmers for meeting their requirements for working capital, marketing etc. will boost their productivity tremendously. Under the dairy cooperative movement, approximately 1.7 crore farmers are associated with 230 Milk Unions in the country and it is proposed to provide KCC to 1.5 crore dairy farmers belonging to Milk Unions and Milk producing Companies within the next two months (1st June- 31st July 2020) under a special drive.

2. In this connection, you may recall that RBI vide its circular no. RBI/2018-19/112 dated 4th February, 2020, had allowed coverage of all animal husbandry farmers including dairy, poultry and small ruminants' farmers under KCC. Consequently RBI issued another circular RBI/2019-20/48 dated 26 August 2019, through which interest subvention of 2% and prompt payment additional interest subvention of 3% was extended to these farmers. However till date only 37.62 lakh AHD farmers have been provided with KCC loans. Dairy is the biggest sector under AHD and covers approximately 8.12 Crore farmers, with more than 75% of the output.

3. In the present campaign, in the first phase the target is to cover all farmers who are members of dairy cooperative societies and are associated with different Milk