

National Cooperative Development Corporation

Work Manual Marketing, Inputs and Consumer Division (Updated 18th May 2021)

INDEX

S.No.	PARTICULARS	Page No.
1.	Functions of Division	3
2.	Process Details	4-9
3.	Process Measurement	10
4.	Process Controls	11
5.	Details of Documented information retained	12
6.	Details of Documented Information maintained	13
7.	References	13
8.	Division Structure	14
9.	Responsibilities & Authority	15-17
10.	Abbreviations	18

1. FUNCTIONS OF THE DIVISION:

Identifying and meeting requirements (financial as well as managerial) of Cooperatives involved in Marketing and Distribution activities under following schemes. The scope of work:

1.1 Marketing and Inputs

- 1.1.1 Margin Money assistance for raising working capital
- 1.1.2 Working Capital assistance for Marketing & Distribution operations.
- 1.1.3 Investment loan to State Government for participation in the Share Capital of Cooperatives for development of business activities.
- 1.1.4 Assistance for purchase of Transport Vehicle for development of Marketing and Distribution operations.
- 1.1.5 Assistance for establishment of Bio-Fertilizer Units for producing Rhizobia, azotobacter, blue-green algae, azolla phosphate, mobilizing bio-fertilizer.
- 1.1.6 Assistance for establishment of Bio-fertilizer units.
- 1.1.7 Assistance for establishment of Farmers Service Centers to meet all non-credit needs of farmers such as fertilizer, seeds, pesticides/insecticides etc.
- 1.1.8 Assistance for establishment of Agricultural inputs manufacturing & allied units small / medium sized pesticides insecticides formulation units, seed processing units etc. for providing Agri. Inputs to the farmers.
- 1.1.9 Assistance for Development / Strengthening of Agri. Marketing infrastructure, grading & standardization to promote direct marketing and provide agricultural marketing infrastructure facilities

1.2 Consumer

To provide financial assistance for various consumer activities to Primary Cooperatives, DDistrict Wholesale Consumer Stores and State Consumer Federation for undertaking distribution of consumer goods in rural and urban areas.

- 1.2.1 Margin Money assistance for raising working capital
- 1.2.2 Working Capital assistance for marketing and distribution of consumer articles.
- 1.2.3 Investment loan to State Government for participation in the Share Capital of Consumer Cooperative for development business activities.
- 1.2.4 Assistance for expansion/ renovation of existing infrastructure and construction of new infrastructure such as shopping complex, godown / diesel / kerosene bunk/ warehouse etc.
- 1.2.5 Assistance for purchase of transport vehicle including refrigerated vans.
- 1.2.6 Assistance for purchase of furniture & fixtures.
- 1.2.7 Assistance for creation/ expansion/ modernization of consumer oriented processing / industrial activities.

2. PROCESS DETAILS

2.1 Preparation of yearly Programme of Activities (POA)

Process Input:

- (i) Spillover sanctions at the beginning of the year.
- (ii) Proposals under consideration.
- (iii) Feedback from Regional Officers.
- (iv) Potential Proposals.

Source:

- (i) SRDB, Files of the Divisions.
- (ii) Regional Offices, Files of the Divisions.
- (iii) Regional Offices.
- (iv) Cooperatives / State Government.
- 2.1.1 Preparation of State-wise / Activity-wise financial and physical annual targets.

Process Output: State-wise / activity-wise physical & financial annual targets

2.2 Generation of proposals

Process Input:

- (i) Finalized Programme Outlay along with physical & financial targets.
- (ii) Scheme circulars

Source:

- (i) As per approved POA
- (ii) Division

2.2.1 The schemes of the MI & Consumer Division for financial assistance are circulated among all the State Governments / Union Territories / Cooperative Federations to advise the Societies to formulate suitable proposals and avail financial assistance including benefits available under various schemes.

2.2.2 On receipt of the proposal from State Government / Cooperative Society, it is diarized in the Division.

Process Output: Receipt of proposal

2.3 Examination of Proposal

Process Input: Receipt of proposal.

Source: Cooperative Societies / State Government.

2.3.1 The proposal is preliminarily examined as to whether it is furnished in the prescribed format and all the relevant information/documents such as (i) copies of last 3 years audited/ chartered accountant certified financial statements, (ii) business activities during the last 3 years (iii) membership & share capital position, (iv) composition of Board of Directors, (v) Dates of last Annual General Body meeting & election to the Board of Directors, (vi) no default certificate in case of direct funding proposal, (vii) requirement of assistance with justification, (viii) details of the project such as (a) project cost with break up details, (b) proposed funding pattern, (c) cash flow projections, (d) project implementation schedule etc., in case of proposals other than Working Capital loans/ Margin Money assistance.

2.3.2 Request State Government / Cooperative to furnish additional information / clarification in case all the required information / documents are not furnished.Onreceipt of the additional information, the details are entered in SRDB and proposalis examined.

2.3.3 If the cooperative is not found to be eligible for assistance, the same is communicated to the concerned cooperative/ State Govt. alongwith reason for rejection.

2.3.4 After preliminary scrutiny, the proposal is placed before Divisional Screening committee (DSC) for projectupto Rs.100.00 lakhs. Direct funding proposals involving NCDC assistance above Rs. 100.00 Lakh that are placed before Pre-screening Committee (PSC) for its consideration. In case of proposal to be funded through state Govt, involving assistance more than Rs 100.00 Lakh the proposal is preliminarily examined. With the approval of competent authority the proposal is either desk appraised of field appraised.

2.3.5 Based on the desk appraisal / field appraisal, agenda note is prepared by the Division for approval of the Divisional Head for placing before the Divisional Screening Committee / Internal Screening Committee, depending upon the quantum of assistance involved for sanction.

2.3.6 In case of proposals involving NCDC assistance more than Rs. 5.00 crore, on the recommendations of ISC/CSC, draft agenda note is prepared for placing before the Board of Management for its consideration. In case of proposals for sanction of working capital loans to cooperatives which fulfill the Direct Funding criteria, Managing Director has been delegated powers to sanction working capital assistance upto Rs. 300.00 crore and to the chairman, BOM, NCDC in case of loan above Rs. 300.00 crore. Accordingly on the recommendation of ISC, proposals involving working capital roan assistance more than Rs. 300.00 crore are put up on file to Chairman, BOM, NCDC for consideration. Such sanctions are placed before the BOM for information in the immediate ensuing meeting.

Process Output: Approval / rejection of assistance.

2.4 Sanction of Proposal

Process Input: Control number of sanction in SRDB system.

Source: SRDB (Sanction Release Data Base) System.

2.4.1 After the approval from ISC/CSC/BOM, the draft sanction letter containing details of financial assistance including pattern of assistance, schedule for release of assistance, period of loan, validity of sanction letter etc. and other terms and conditions is sent to Finance Division for vetting and allotment of Control Number.

2.4.2 After allotment of Control Number by the Finance Division, Sanction letter is issued. If proposal is not considered by ISC/BOM, rejection letter is issued for the same.

Process Output: Sanction letter / Rejection letter.

2.5 <u>De-sanction Process (wherever applicable)</u>

Process Input: Proposal for De-sanction / Non compliance of terms & conditions of sanction.

Source: Cooperatives / State Government and Sanction letter

2.5.1 In case there is not progress in the project even after considerable time after sanction or request for de-sanction is received from the State Government / cooperative, file for de-sanction is put up to the Competent Authority.

2.5.2 After approval of the Competent Authority, draft de-sanction letter is prepared and sent to Finance Division for allotment of Control Number.

2.5.3 In case of partly un-availed sanction, after a considerable time after sanction or on request by the State Government / Cooperative, partly unutilized sanction assistance is de-sanctioned as per procedure stipulated above.

2.5.4 After allotment of Finance Control Number, de-sanction letter is sent to State Government / Cooperative.

Process Output: De-sanction letter

2.6 Release of Sanctioned assistance

Process Input: Request for release

Source: Cooperatives / State Government

2.6.1 In case of project assisted directly, legal documentation for creation of security is done prior to release of assistance either by Regional Office or Head Office. In case of security involving mortgage of fixed assets, services of empanelled advocate are availed for investigation of the title deeds and execution of legal documents. In case of legal documentation done by Regional Office, original documents are retained in the RO and copies of the documents are sent to HO. In case of documentation done by HO, the original documents are sent to Legal Cell in the finance Division for safe custody and the photocopies of the documents are retained in the concerned file of the Division.

2.6.2 After execution of the legal documents, copies of the legal documents / original documents are sent to Legal Cell of the Finance Division for vetting and acceptance.

2.6.3 Proposal for release of assistance received from State Government / Cooperatives are examined with reference to terms and conditions of sanction and the eligible assistance for release is assisted. Draft release letter for disbursement of eligible assistance is sent to Finance Division on file for approval and allotment of control number.

2.6.4 After approval of release and allotment of control number by the Finance Division, one ink-signed copy of release letter alongwith 4 copies are sent on file to Loan Cell of the Finance Division for disbursement of funds.

2.6.5 In case of release of assistance within purview of delegation of powers of Regional Director, copies of release letters alongwith one ink-signed copy are sent by RD directly to Finance Division for disbursement of funds and a copy of the release letter is also endorsed to the Division.

2.6.6 In case of disbursement of funds to State Government, a copy of the release letter is also endorsed to the concerned beneficiary cooperative.

Process Output: Release letter

2.7 Extension of validity of Sanctioned Projects

Process Input: Request for extension of validity period of sanction.

Source: Cooperatives / State Government.

2.7.1 Proposal for extension of validity period of sanction is received from the State Government / Cooperative. The same is examined in the division against terms & conditions of sanction.

2.7.2 In case of extension of validity period for the projects sanctioned by head Office, Divisional Head is delegated powers to extend validity upto one year for NCDC assistance upto Rs. 10.00 crore except (i) subsidy from Corporation resources and (ii)

Direct funding. Financial Advisor is delegated powers for extension of validity period of NCDC sanction upto two years in all cases and beyond two years for projects with NCDC assistance upto Rs. 10.0 crore. Managing Director has powers to extend validity of sanction in all cases.

2.7.3 In case of extension of validity period for the projects sanctioned by Regional Offices, Regional Director is delegated powers to extend validity upto two years and Divisional head is delegated powers beyond two years for the same.

2.7.4 If request for extension of period of validity of sanction is required with proper justification, the request for extension is agreed to with the approval of the Competent Authority. In case there is no sufficient justification, the request of extension of validity period is not agreed to.

2.7.5 After approval / rejection by the Competent Authority, letter for extension of validity period / rejection is issued and a copy of the same is endorsed to Finance Division to make necessary entry in SRDB system.

Process Output: Letter communicating extension / rejection of validity period.

2.8 Monitoring of Sanctioned Projects

Process Input: Release of assistance.

Source: Sanction Letter / Release Letter.

2.8.1 Progress report in the prescribed proforma is called for from the beneficiary cooperatives during implementation of the sanctioned projects.

2.8.2 These progress reports are examined with particular reference to utilization of funds and physical progress of implementation of the projects.

2.8.3 The beneficiary cooperatives are advised to speed up implementation of project in case the project is not being implemented as per schedule.

2.8.4 Monitoring is also undertaken by filed visits to the cooperatives implementing the sanctioned projects, as and when required.

Process Output: Review of project implementation

2.9 Return of Legal / Security Documents

Process Input: Request for return of legal / security documents after repayment of entire loan.

Source: Cooperatives.

2.9.1 After repayment of entire loan assistance and interest thereon, the beneficiary cooperative requests for return of legal / security documents viz FDR /PDC / Original Title Deed of property pledged / mortgaged to the Cooperation.

2.9.2 After confirmation about repayment of loan and upto date interest thereon by the Finance Division, in case of documents in the sake custody of Legal Celll, the same are obtained from Legal Cell and sent to Cooperative. In case where the documents are with RO, Regional Directors are advised to return the documents.

2.10 Reporting

Process Input: Requisition for information.

Source: P&C Division / Finance Division /Other Divisions of NDCD, DOAC&FW / Other Departments / Ministries of GOI & State Governments / RTI Applicants etc.

2.10.1 Information / reports required from GOI / State Government / Government Agencies / other Divisions of the Corporation etc. are compiled and furnished as and when required.

2.10.2 After close of the financial year, draft annual report portion pertaining to the Division is prepared and sent to P&C Division.

2.10.3 Quarterly progress report on use of Hindi in the prescribed format is furnished to Hindi Section of the Corporation after end of the quarter.

Process Input: Release of assistance.

Source: Submission of requisite information (statutory /regulatory & others) to the concerned.

3 PROCESS MEASUREMENT

S.No.	Measurable Process indicators	Standard Working Days
1.	Scrutiny of proposal from the date of receipt and seeking additional information / clarification.	7
2.	Preparation of Agenda on receipt of complete information for projects being desk appraised: i. Direct funding – DSC/PSC agenda ii. Through State Government DSC / ISC agenda	5
3.	Constitution of appraisal team – No. of days for submitting file in DDFS	2
4.	Field appraisal of the Projects to be completed after constitution of team	10
5.	Preparation of appraisal report on completion of field visit and receipt of complete information.	5
6.	Preparation of Agenda Note for CSC / ISC meeting after receipt of appraisal note or minutes of PSC.	3
7.	Preparation of Agenda Note for BOM meeting on receipt of minutes of ISC/CSC.	2
8.	Preparation and submission of draft sanction letter on receipt minutes of ISC/CSC/BOM).	2
9.	Issuance of sanction letter on receipt of control number from Finance Division.	1
10.	Submission of draft release letter to Finance Division from date of receipt of complete information.	2
11.	Issuance of release letter after receipt of control number from Finance Division.	1
12.	Action on request for validity extension on receipt of complete information	2
13.	Submission of executed legal documents for vetting by Legal Cell after receipt of complete information from RO.	2
14.	Parliament Questions / VIP references / other DAC&FW queries.	as per requested timeline
15.	Information called for from other programme divisions & service divisions.	as per requested timeline
16	Reporting to P&C/Finance Division	as per requested timeline
17.	Maintaining guard file and updation of data in division	Immediately

4. **PROCESS CONTROLS**

S. No	Process	Process step	Controls established	
1.	Generation of proposal	Receipt of Proposal	Schemes of NCDC assistance	
2.	Examination of proposal	Operational obligation of the Society. Receipt of relevant information for analysis of operational / financial performance	Bye-laws of the Cooperative Society. As prescribed in common loan application form.	
3.	Sanction	Appraisal of the proposal Constitution of field appraisal team Approval of sanction in case of working capital loans Approval of sanction in case of term loans.	Field appraisal only in case of necessity as decided by PSC/ Competent Authority. Approval from Competent Authority Latest circular on delegation of powers for sanction of Working Capital loans. Latest circular on delegation of powers for sanction of term loans.	
4.	Release	Fulfillment of terms & conditional of sanction Security cover against sanctioned assistance (Direct Funding) Legal documentation work (Direct Funding)	 Latest guidelines for direct funding issued by Finance Division from time to time. 	
5.	Reporting	Compliance to statutory / regulatory queries	 Official Language Act, 1963. RTI Act, 2005. Requisite information within stipulated time. 	

5. DETAILS OF DOCUMENTED INFORMATION RETAINED

SN	Record	Identifi	Location	Maintained	Retention	Disposition
		cation		by	Period	
1	Files					
	A. Project files	By	Division	Sr.	8 years after	Tearing /
		Title	(Almirah-1	Assistant.	project	Shredding
			& 2 / Rack)		completion or	after
					till loan is	digitization
					repaid	
					whichever is	
	D. Others Miss				later.	
	B. Other Misc.				5 years	
-	files	Dv	Division	0.1	15	Da
2	Sanction /	By	Division	Sr.	15 years	-Do-
	Release / De- sanction	Title	(Almirah-3)	Assistant.		
	Registers					
3	CSISAC	By	Division	Sr.	15 years	-Do-
5	Subsidy	Title	(Almirah-3)	Assistant.		DU
	Register		(/air 0)			
4	Diary and	By	Division	Sr.	5 years	-Do-
	Dispatch	Title	(Almirah-3)	Assistant.	,	
	Register		,			
5	Peon Book	By	Division	Sr.	5 years	-Do-
		Title	(Almirah-3)	Assistant		
6	Attendance	Ву	Division	PS to DD/	2 years	-Do-
	Register	Title	(Almirah-3)	Director		
				(MI/Con)		
7	File Register	By	Division	Sr.	Permanent	NA
		Title	(Almirah-3)	Assistant		
8	File	By	Division	SPS/PS	2 years	Tearing /
	Movement	Title	(Almirah-3)			Shredding
	Register					after
9	Customer	By/	Division	SPS/PS	5 years	digitization -Do-
3	Feedback	By Title	(Almirah-3)	553/53	5 years	-00-
	Register	THE	(Airiiiaii-3)			
10	Complaint	By	Division	SPS/PS	5 years	-Do-
	Register	Title				20
11	Process	By	Division	SPS/PS	5 years	-Do-
	Measurement	Title				
	Register					
L						

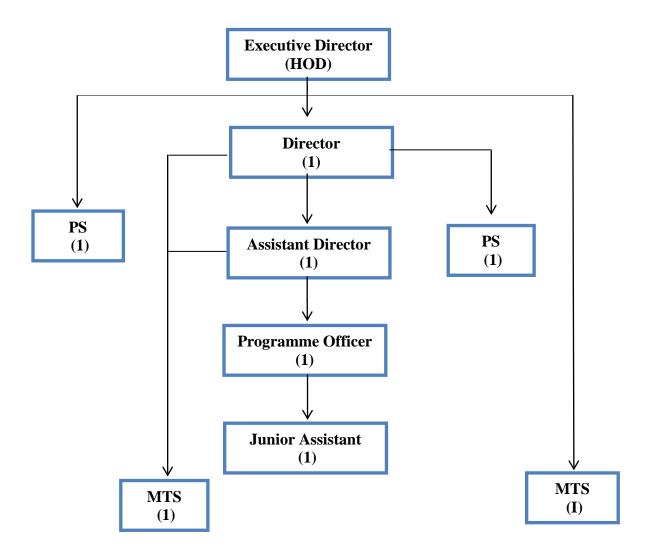
6. DETAILS OF DOCUMENTED INFORMATION MAINTAINED

SN	Record	Identification	Location	Prepared by	Approved by	Revision Number
1	Loan	By Title	Division	Finance	MD	
	Application		(Rack) &	Division &		
	Forms		NCDC	P&C Division		
			Website			
2	Quarterly	By Title	Division	MI & Cons.	HOD	
	Progress		(Rack)	Division		
	Report Forms					
3	Guidelines for	Guidelines	Division	Finance	BOM	
	Direct Funding		(Rack) &	Division		
			NCDC			
			Website			
4	Policy	By Title	Division	Division	MD	
	Circulars		(Rack)			
5	Check List of	Check List	Division	Finance	MD	
	Guidelines for		(Rack)	Division		
	assistance					

7. <u>REFERENCES</u>

- a. NCDC Act, Rules & Regulations;
- b. NCDC's latest circular on Rate of Interest, Service Tax, Record retention etc.;
- c. NCDC's latest guidelines for direct funding;
- d. NCDC's latest loan application form for submission of proposals;
- e. Relevant decision of Board of Management (BOM) / General Council (GC) of NCDC;
- f. Schemes/ Guidelines issued by concerned Ministries / GOI from time to time;
- g. NCDC's schemes/ Schematic pattern of assistance;
- h. NCDC's latest circular on delegation of financial and administrative powers.

8. DIVISION STRUCTURE



Note: Excludes Official working on outsource basis i.e. DEO (1) and MTS (1).

9. RESPONSIBILITIES & AUTHORITY

Designation	Responsibilities	Authorities
Head of the	• Overall management of entire functions of	According approvals
Division	the Division.	within defined delegation
(Executive	• Co-ordination with Govt. of India / State	of powers.
Director)	Govt. and all concerned relating to	 Sanction / recommending
	activities of the Division.	leave of officers / staffs.
	• Forwarding the request to the Competent	 To allocate the work of
	Authority for approvals beyond delegated	Division among the
	powers through proper channel.	officials of the Division.
	 Administration & Supervision. 	
	 Planning and policy matters. 	
	• Act as designated PIO under RTI Act	
	2005 for the Division.	
	• Handling Customer enquiries, complaints	
	and feedback.	
	 Attending to Parliamentary Question. 	
	 Attending to VIP References. 	
	 Attending to Audit Question. 	
	 Appraisal and Monitoring of projects. 	
	• Attending to meetings of concerned	
	federations and other Institutions.	
Director	• Examination of proposals including	• To examination the
	seeking information from State Govt. /	issues pertaining to the
	Cooperatives, preparation of notes for	work assigned and
	Pre-Screening Committee / Divisional	recommending the
	Screening Committee / Internal Screening	course of action.
	Committee / Central Screening Committee	
	/ Board of Management and other related	
	work.	
	Monitoring implementation of the Projects.	
	• Review of working of cooperatives after	
	implementation of the project.	
	 To attend any other work assigned by Senior Officers from time to time. 	
	• Work related to concerned federations	
	and other institutions.	
Assistant	Examination of proposals including	Need based support to
Director	seeking information from State Govt. /	the reporting Officer as
	Cooperatives, preparation of notes for	assigned from time to
	Pre-Screening Committee / Divisional	time.
	Screening Committee / Internal Screening	

	Committee / Control Personing Committee	
Programme Officer	 Committee / Central Screening Committee / Board of Management and other related work. Timely submission of information to P&C Division / Finance Division etc. Examination of proposal for release /reimbursement of financial assistance. Coordination work Hindi work of Division. Attending all other work assigned from time to time. Assist Director / Assistant Director and maintain files and records for Marketing 	 Need based support to the Officer as
Unicer	 maintain files and records for Marketing and Inputs. Preparation of Sanction and Release letters. Putting up letters for seeking information. Maintain data pertaining to sanction and release of assistance. Making entries and taking out statements from SRDB system Preparation / submission of various periodic reports (viz, Hindi, RFD, DAC Grant requisition etc.) Attending any work assigned from time to time. 	assigned from time to time.
Jr. Assistant	 Opening new files, registers, etc. Handling / maintaining files, registers, books, agendas, records, etc. Attend Diary / Despatch work of Division. Enter the new proposal in SRDB. Diarizing fresh receipts / proposals and opening new files. Dispatching letter to GOI, State Govt. /Societies/ROs by Post / Fax etc. Maintain / compile the data pertaining to sanction and release. To attend any other work assigned from Senior Officers (verbally/writing) from time to time. 	 Need based support to the Officer as assigned from time to time.
PS	 Taking dictation & typing. Submission papers for meetings. Maintenance of file movement register. 	 Need based support to the Reporting Officers. Authority as assigned by Reporting Officers.

		r	
	• Sending E-mails and check the receiving		
	mails and printout the same.		
	 Scanning work. 		
	 Misc. work assigned from time to time. 		
MTS	Moving files from one officer to another.	• To get photocopied of	
	• Photocopy of the important documents	documents.	
	required by Division.	• To make sets / distribute	
	• Delivery of approved information to other	the circulars etc.	
	Division.	• To carry file /document	
	• To attend to any other work assigned		
	(verbally /writing) from time to time.	officer within Division /	
	 Dispatch of letters /circulars. 	outside Division.	
	 Dak distribution in the Division. 	 Need based access to 	
	• Any other work assigned from time to	files & records.	
	time.		

10. ABBREVIATIONS

ACSTI	Agricultural Cooperative Staff Training Institute		
AMI	Agricultural Marketing Infrastructure		
BISCOMAUN	Bihar State Cooperative Marketing Union		
BOM	Board of Management		
CAMPCO	Central Arecanut Marketing and Processing Cooperative Limited		
CICTAB	Centre for International Cooperation and Training in Agricultural		
	Banking		
DMI	Directorate of Marketing and Inspection		
DAC	Department of Agriculture and Cooperation		
DSC	Divisional Screening Committee		
Dy. MD/DMD	Deputy Managing Director		
EEC	European Economic Community		
E&S	Evaluation & Statistics		
FCI	Food Corporation of India		
FPS	Fair Price Shops		
FSS	Farmers Service Societies		
FA	General Administration		
GC	General Council		
GOI	Government of India		
HRD	Human Resource Development		
IFFCO	Indian Farmers Fertilizers Cooperative Limited		
IDA	International Development Association		
IDBI	Industrial Development Bank of India		
IFCI	Industrial Finance Corporation of India		
IFFDC	Indian Farm Forestry Development Cooperative		
ICICI	Industrial Credit & Investment Corporation of India		
ICA	International Cooperative Alliance		
IRDP	Integrated Rural Development Programme		
ISC	Internal Screening Committee		
KRIBHCO	Krishak Bharti Cooperative Limited		
LAMPS	Large Sized Multi-purpose Cooperative Society		
MOAFW	Ministry of Agriculture & Farmers Welfare		
NABARD	National Bank for Agriculture & Rural Development		
NCCF	National Cooperative Consumer Federation		
PACS	Primary Agricultural Cooperative Society		
POA	Programme of Activity		
PSC	Pre Screening Committee		
SRDB	Sanction Release Database		