

Sangrahana Banking : Success at PCARD Bank Molkalmur

CASE STUDY OF A PIGMY DEPOSIT MOBILISATION

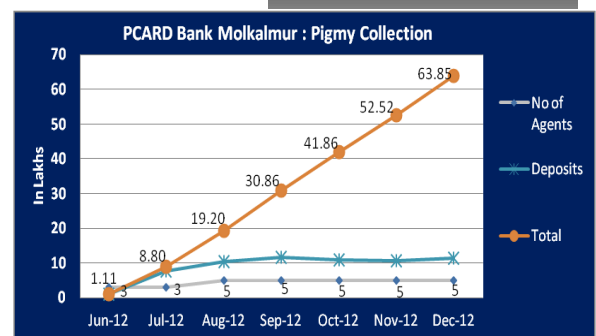
PCARD stands for Primary Cooperative Agriculture and Rural Development Bank, a quasi Government organisation for reaching credit to the Agricultural and Rural Sectors. Till lately it dealt with only disbursing credit provided by KASCARD Bank(Karnataka State Co-operative Agricultural and Rural Development). Due to various political and non political factors these Banks were unable to service the Credit granted to them. KASCARD has been encouraging the PCARD to mobilize funds for meeting the need for non- agricultural credit in rural areas.

Under the guidance of KASCARD, the Board of PCARD Bank at Molkalmur, a remote and draught prone area in Karnataka, decided to start a 'Small Daily Saving Scheme' popularly called 'Pigmy Collection' to mobilize funds. Since they lacked trained manpower to organise collection and manage accounts they decided to adopt our **Sangrahana Online Cash Collection Management System**.

We at **Tycoon Software** offered them training, guidance and a money back policy ,including buying back the hardware if they were not satisfied with the results.

It has been an unqualified success in which they have mobilised Approx 64 Lakhs in 7 Months without any additional manpower.

Month	No of Agents	No of Accounts	Deposits In Lakhs		Earnings @ 1 % per Month	Cumulative Earning
			Month	Total		
Jun-12	3	125	1.11	1.11	-	0.00
Jul-12	3	418	7.69	8.80	1,111.16	1,111.16
Aug-12	5	502	10.39	19.20	8,803.11	9,914.27
Sep-12	5	559	11.66	30.86	19,195.81	29,110.08
Oct-12	5	625	11.00	41.86	30,857.79	59,967.87
Nov-12	5	674	10.66	52.52	41,855.68	101,823.55
Dec-12	5	738	11.73	63.85	52,517.31	154,340.86



Returns On Investment

Investment come under two heads : One Time Costs and recurring Costs. PCARD Invested Rs 75,000 towards hardware consisting of Mobile Phones, Printers and Setting Up charges. They set aside Rs 30,000 towards Yearly License Fees,

Monthly software cost of Rs 2500 started being recovered by third month (Aug 12). The Hardware cost was fully recovered by end of six months (Nov 12).

Recurring Software Costs	
Yearly Fees	30000.00
Monthly Cost	2500.00
No of Months	7
Total Deposits	63.85
Average Monthly Deposit	9.12
Cost/ Lakh Deposit	274.09
In % Terms	0.27%

Deposits with current investment are likely to stabilise at Rs 70 Lakhs as withdrawals start from sixth month onwards. **At the expected return of 1% per month the Bank is likely to be left with a surplus of approx Rs 5 Lakhs, adding to the corpus of funds.**

In practice the interest rates are higher at around 1.2 to 1.5 % per month and the extra earnings cover the interest burden and administrative costs, which in fact is minimal considering all the back office work is effectively taken care of by Sangrahana Banking Software.

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Sangrahana Banking : Tariff Plan Options

Sangrahana Banking : Tariff Plan

		Hosted Model	Stand Alone Model	
Description				
Hosting		By Tycoon in Web/ Internet	By User in User Location	
	Hardware	Tycoon	Customer	For Optimum performance see the Hardware specifications below
	Hardware Maintenance	Tycoon	Customer	
	Internet	Required	Required	
	Android Mobiles	Required	Required	One per Agent,
	Printer	Optional	Optional	One per Agent
	WiFi Router	✗	✓	
	Software	Tycoon	Tycoon	
	Software SetUp	Tycoon	Tycoon	
	Anti Virus/ Hacking Protection	Tycoon	Customer	
Features	Basic			
	Pigmy Account Management	✓	✓	
	Anyplace Anywhere	✓	✗	
	OnLine Collection Info	✓	✗	
	Mobile Data Sync	On Line	WiFi/ Cable at User Location	
	SMS Receipt	✓	✗	Additional Charges
	KYC	✓	✓	
	Service Availability	24 X 7	Customer Responsibility	
	Fraud Control Features			
	Max Collection Limit	✓	✓	
	Max Offline Collections	✓	✗	
	Remote Agent Disable/ Enable	✓	✗	
	Remote Account Disable	✓	✗	
	Out Station Deposit	✓	✗	
	OnLine Balance Enquiry	✓	✗	
	Data *			
	Storage	Tycoon	Customer	
	Backup and recovery	Tycoon	Customer	
	Data Integrity	Tycoon	Customer	
Tariff				
	Server Software			
	Setup / hosting	20,000	20,000	Per Branch-Manger
	AMC	0	3,000	Through Net meeting,. Site Visit at Additional Charges
	Yearly Hosting Charges	10,000	0	First year Free
	Mobile Software			
	SetUp	5,000	5,000	
	AMC	0	1,000	
	Yearly usage Charges	3,000	0	First Year Free
	Printer	5,300	5,300	Per piece Inclusive of Taxes
	Hardware Requirement			
	Core 2 duo, Dual Core, i3 + Processor, 4 GB RAM, 200 GB + Hard Disk with Fire Wall, NetWork Anti Virus System and Un-Interrupted Power Supply			
	* Data for last Two Years Free, additional storage at nominal costs			