

# Kalpakashree debit card launched by State Bank of Travancore, in association with CDB



CDB Chairman Shri.T K Jose IAS and SBT MD Shri.Jeevan Das Narayan distributing the combo card to farmer representative Shri.T P Unni. SBT CGM Shri.Harikumar is also seen

# Farmers Receive KALPAKASHREE Debit Cards

The **Kalpakashree debit cards** issued to the farmers by the State Bank of Travancore (SBT) and Coconut Development Board (CDB) is expected to make advancements and improvements in the agricultural sector, said Mr. T.K. Jose IAS while inaugurating the launching ceremony of the **Kalpakashree combo cards** to farmers who are members of Federated Coconut Producers Societies affiliated to CDB for use in ATMs and Point of Sale. He said it expected to distribute at least one lakh cards by the end of this year. The farmers should make use of the features of the card, said Mr. Jeevan Das Narayan, Managing Director, SBT. The card was jointly launched by Mr. Jeevan Das Narayan and Mr. T.K. Jose IAS on 18th April, 2015 at 3.30pm at a function held at Flora Airport hotel at Nedumbassery by handing over a blow up card to a farmer representative. Those farmers who repay short-term loans up to Rs. 3 Lakh can avail loans with 4% interest under special obligations set up by the Central Government, said Mr. Shashidharan Pillai, Assistant General Manager, SBT.

Around 65 nos of coconut farmers have been selected from five Coconut Producer Federations from Ernakulam district for receiving the card. State Bank of Travancore is distributing Combo Card initially to the Coconut Producer Societies in Kerala with the intention to promote small and marginal farmers. SBT and CDB have mutually agreed to pool their resources together to promote market and make successful issuing of cards to farmer groups. Presently around seven lakh farmers who are registered under the Farmer Producer Organizations (FPOs) can avail the benefits of the Kalpakashree debit card. Under Coconut Development Board's initiative, 6394 Coconut Producer Societies (CPSs), 361 Coconut Producer Federations (CPFs) and 19 Coconut Producer Companies (CPCs) are formed in the state.

**"Kalpakashree"** is a Debit Card for cash withdrawal from ATMs as well as Point of Sale/ e-Commerce transactions. The "Kalpakashree" Card is a magnetic stripe Debit Card bearing the logo of "SBT" and "CDB". The name of the card holder will be printed on one side of the Combo Card which is issued in RuPay platform (Personalized cards).

The card holders are eligible for need based agriculture loans as per the scheme, scale of finance, unit cost after due approval and the sanction at any branch of State Bank of Travancore. The coconut farmers possessing Kalpakashree cards are eligible for term loan facility for taking up plantation/ replantation of coconut trees with a period of 13 years and the unit cost is Rs. 1.26 lakhs for rainfed and Rs. 1.50 lacs for irrigated gardens per hectare and the loan is released in stages. Besides this, the card holders are also eligible for short terms ACC/KCC for maintenance of yielding coconut farms and also for inter cropping and the scales of finance will be crop specific

## Features of Kalpakashree Debit Cards

The "Kalpakashree" card is having the same value proposition as of State Bank Debit Card. The following are some of the value propositions.

Product Code	All SB account holders & Current account holders who are members of Federated Societies affiliated with Coconut Development Board are eligible for this Debit Card.
Daily ATM Limit	Rs.40,000 /-
Daily POS Limit	Rs.50,000/-
Issuance Fee	Nil (For first Year Only)
Annual Fees	Rs: 112/-[Rs. 100 +Service Tax] ( from Second Year)
Card Type	Signature Based / Pin Based
Validity	20 years from date of Issue
Card Type	Domestic
Loyalty Points	2.5 points per 100 spend at Point of Sale(PoS )
Platform/ Technology	RuPay Platform/ Magstripe
Card Access	Pin with Signature Feedback
Complementary Insurance	All RuPay Card holders are eligible for an insurance cover of Rs. 1 lac offered by NPCI subject to terms and conditions as stipulated in the NPCI Circular : RuPay /20/2014-14 dated 31/3/2015.*
SMS Alert	For all ATM/POS transactions.

Mr. S. Harishankar, General Manager (Network II), SBT, has delivered the welcome address, Mr. E.K. Harikumar, Chief General Manager, SBT, has delivered felicitation address and Mr. Vasu, Deputy General Manager, SBT, has delivered the Vote of Thanks at the function.