

**THE KARAD URBAN CO-OPERATIVE BANK LTD., KARAD :  
A PROFILE**

## *CHAPTER III*

### **3 THE KARAD URBAN CO-OPERATIVE BANK LTD., KARAD : A PROFILE**

#### **A) INTRODUCTION**

In the year 1917, working capital of Rs. 1098, reserve funds of Rs. 12, and annual operations costs close to Rs 10 and not a big name was the profile of Karad Urban Co-Operative Bank. After over 80 years from its inception, that bank has progressed multifold. It has reached the mass in the area in terms of services and products. With 16 promoters, the bank started its operations with current name on May 7, 1917. The seed that was sowed this day is now a big tree that brings together the depositors, and enterprising people. Eventually, the bank established its name in the area and more and more depositors turned to the bank as customers. Especially in the year 1933, bank started to disbursing loans across cash crops. Karad was and is market place for goods such as chilies, jaggery, turmeric powder etc. The bank used this agricultural produce as mortgage and offered loans across these produces. The farmers and traders community used this loans facility to get loans and enhance productivity thru further investments in agriculture and business. 1934-34 was marked by looming worldwide downturn in the economy. But because of the creative approach in rotating money in the market place, bank progressed a lot. Bank applied this strategy to other industrial sectors to only promote and encourage industrial developments in the Karad area. In the year 1983, the bank faced turbulent times. It faced frauds, financial problems and the ratios and numbers went southwards.

The new director board focused on talking to people, helping them understand the financial strength of the bank and ultimately building confidence in the depositors. In the mean time bank also focused on various charity schemes for various parts of the society.

After over 80 years in the banking, the bank has gone thru ups and downs and seen all phases of health. It has had a great learning and they feel that they are ready to take up challenges of globalization.

## **B) HISTORICAL BACKGROUND:**

**Scheduled Status:** Due to very professional approach towards banking and employee dedication towards results, the bank was conferred the status of scheduled bank in the year 1999-2000, The later part of thesis discusses the details of it. No doubt, this was a milestone and endorsement of bank's professionalism and financial health. It was a feather of honor in its crown. It gained the status of "Scheduled Bank". For the bank, it was a mile stone and also a turning point for its future directions.

**Computerization:** All the 38 branches including the head office are computerized. Computerization helped bank carry out operations with greater efficiency, manage customer data very well and also offer value added services to its customers.

**Agriculture Department:** Bank established High Techno Agricultural Department. This department performs multifold services right from selection of land, crop to

using various technology investments to yield more out of the piece of land. It also conducts educational seminars and workshops for farmers.

**Staff Training and Research Center:** Bank has well established training and research center that caters to needs of employee training in various areas of banking, technology, customer services and service excellence. Bank also lends its training facilities to banks in the area in order to help them flourish and grow in human capital.

**House Magazine:** “ArthSangam” is the in-house magazine published by the bank to communicate with its employees.

### Karad Urban Bank Logo



The bank has designed the logo only after studying various factors before arriving to a logo that depicts various bank schemes, its application to various layers of the society and the benefits thereof. The byline of the bank states: “Sakal Janansi Aadharu” in Marathi. It means, the bank want to support the common people.

The logo has three main geometric figures (elements):

- ❖ Circle
- ❖ Insignia ( termed as Patch)
- ❖ Lines

Following paragraphs explain the significance of each of the geometric figure.

- ❖ Circle: The circle represents two meaning. First, like a circle is composed of infinite number of points, bank always strives to offer vary many schemes to its customers. Secondly, since the shape of coins traditionally has been circular, the circle also represents money.
- ❖ Insignia (termed as Patch): The patch is very bold and prominent in the logo design. It connects the lines and the circle and represents passion and outlook of the bank towards the schemes.

❖ Lines: Lines are vital in making any geometric shape. Two and more lines used at ones create a shape. In this logo, the lines represent “FLOW”. It represents the flow of money. It shows that the bank is focused on money flow on the deposits and investments it makes. Flow is always down words. The lines in logo are down words. The patch connects the circle and the lines and also overlaps to some extent showing bank’s savings schemes. The complete design of the logo follows a geometric balance and that beautifies it further.

The patch is also trimmed in angles showing closed-box or square shape. It is representation of financial security to its depositors. It shows that the bank is willing to help the big and small alike thru its schemes.

### **C) BRANCH EXPANSION**

Till 1993 the bank had only 8 branches spread over Satara district only. Since then it has expanded its wings in other prominent districts of Maharashtra viz. Sangali, Kolhapur, Ratnagiri, Solapur, Pune and Mumbai. Now bank has its 38 branches. The bank has made tremendous progress in all these districts and considering the need and demand has amended its bye-laws to cover the other districts of Maharashtra viz. Raigad , Ahamadnagar and also planning to go multi state by opening branches in Ahmadabad and Belgum, in Gujarat and Karnataka state respectively.

## LIST OF BRANCHES

Sr.NO.	Name Of Branch	Dt. Of Opening	Address
0.	Head Office	02/02/1985	516/2, Shaniwar Peth, Shahu Chowk, Karad 415 110
1.	Guruwar Peth	23/01/1917	243, Guruwar Peth, Tilak Road, Karad 415 110
2.	Talbhag	15/12/1964	Krishna bldg., Shaniwar Peth, Karad 415 110
3.	Vidyanagar	23/07/1962	Opp. College of Pharmacy, Vidyanagar, Karad 415 110
4.	Sayam, Karad	21/04/1977	Indu Complex, Shaniwar Peth , Karad 415 110
5.	Malkapur	04/09/1995	Plot No.11, Shinde bldg. P.B.Road Malkapur 415 110
6.	Mangalwar Peth, Karad	12/08/1998	Opp. Karad Municipal Corp.Mangalwar Peth Karad 415 110
7.	Rukmininagar, Karad	29/03/1998	Pooja Complex , Rukmini nagar Karad 415 110
8.	M.G.Road, Karad	20/12/1999	Attar bldg, Azad chowk, Raviwar Peth, Karad 415 110
9.	Karve naka, karad	19/04/2001	Plot No.8 Priyadarshini Co-op. Hsg. Soc. Karve naka, Karad 415 110
10.	Satara	29/04/1979	Opp. Kanya shala , palace street, 167 Bhawani Peth, Satara 415 002
11.	Masur	12/07/1972	Near S.T. stand Masur Tal. Karad Masur 415 106
12.	Umbraj	28/06/1980	Kurkure bldg. Umbraj Tal. Karad 415 109
13.	Koregaon	07/05/1990	Vyankatesh Azad chowk, Main road, Koregaon 415 501
14.	Vaduj	26/02/1993	C.S.No.696, Main road Vaduj Tal. Khatav 415 506
15.	Dahiwadi	24/03/1993	Jadhav bldg. opp. Civil court, Dahiwadi, Tal Man 415 508
16.	Malharpeth	07/09/1995	Desai bldg. Malharpeth Tal. Patan 415 205
17.	Powai naka, Satara	09/11/1995	Bhagirathi Chambers, 55 Raviwar Peth, Satara 415 002
18.	Pusegaon	14/11/1995	Jadhav bldg, Pandharpur road, Pusegaon 415 502
19.	Phaltan	28/02/1996	Mahalaxmi, 304 Raviwar peth, Umaji Naik chowk, Phaltan 415 223



20.	Nagthane	21/08/1996	S.S.No.907 Ninam Padali Road Nagthane Tal Satara
21.	Mhaswad	14/10/1996	Shikhar Shinganapur Road, Mhaswad Tal man 415 509
22.	Islampur	17/10/1996	Pardeshi bldg. Main Road Islampur Dist. Sangli 415 409
23.	Sangli	20/10/1997	Omkar Complex opp. Fire fighter Sangli 416 416
24.	Kale	14/08/1997	Grampanchayat bldg. Kale
25.	Rahimatpur	16/09/1997	Tandale bldg. Rahimatpur Tal.Koregaon Rahimatpur
26.	Kolhapur	10/10/1997	1801,C, Rahimatpur complex Shivaji chowk Kolhapur 416002
27.	Gultekdi, Pune	26/03/1998	Chhatrapati Shivaji market, Gultekdi Pune 411 037
28.	Bhosari, Pune	30/07/1998	Shri Swami Samarth Complex Indrayaninagar, Bhosari, Pune 26
29.	Solapur	03/09/1998	94/29, Opp. Padma cinema, Solapur 413 002
30.	Sadar Bazar Satara	21/12/1998	S.S.No.436/7, Plot No.6 Sadar bazaar, Satara 415 001
31.	Karve road, Kothrud	07/03/1999	S.S.No.127/1B Karve Road,Kothrud, Pune 411 029
32.	Raviwar Peth, Pune	25/01/2000	691, Raviwar Peth Opp. Gujarathi high school, Pune 411 002
33.	Chiplun	10/02/2000	Swami Complex - 2 Near Bhaji market Bajar Peth Chiplun 415 605
34.	Market yard, Sangli	15/03/2000	94/A Market yard, opp. Sangli
35.	Shahupuri, Kolhapur	22/03/2000	1104-E Word, opp. Shahaji low college, Shahupuri, Kolhapur – 416 001
36.	Laxmi-Road, Pune	22/01/2001	C.S.No.595 Sadashiv Peth , Laxmi Road, Near common wealth bldg. Pune 411 030
37.	Fort, Mumbai	07/02/2001	79,81 M.B.House, Ground floor, Janmabhumi Marg, Fort, Mumbai 400 001
38.	Staff training & research centre	----	Old Mukbadhir Vidyalay, Vidyanagar, Karad
39.	Camp, Pune	27/04/2001	Rediant house, 150, M.G.Road, Camp, Pune 411 001

**D) ADMINISTRATIVE SET UP**

