

**CHAPTER - V**

**PROFILE OF SHAMRAO  
VITHAL CO-OPERATIVE  
BANK LTD.**

BADR. BALASAHEB KHARDEK IN LIBRARY  
SHIVAJI UNIVERSITY, KOLHAPUR.

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**PROFILE OF SHAMRAO VITHAL**  
**CO-OPERATIVE BANK LTD.**

**HISTORY OF BANK**

Rao Bahadur Shripad Subharao Talmaki, the Maharshi of Co-operation was the main architect of the Bank. The bank was originally registered as a Co-operative Credit Society on the 27<sup>th</sup> December 1906. Thus inspired by the loyalty ideals of the betterment of the economic, moral and material well – being of the community, the bank was brought into existence with modest beginnings.

- Fixed deposits, savings Bank deposits and Cumulative Deposits Schemes introduced in 1907.
- First Co-operative store in 1910.
- Facilities for remittance by Draft made available to Members in 1911.
- Education Fund in 1911.
- Cash Credit Loans Scheme in 1913.
- First Co-operative Housing Society in Bombay 1915.
- Fidelity Guarantee Fund in 1927.
- Distress Relief Fund in 1931.
- Staff Gratuity Fund in 1954.
- Facilities through open to all communities in 1956.
- Introduction of Safe Deposit Vaults in 1964.
- Industrial Financing in 1966.
- Introduction of Cash certificates in 1975.
- “Scheduled Bank Status” conferred on the bank in 1988.
- Deposit cross 1000 Crores in 2000.
- Setting up of Co-operative Office – SVC Tower at Vakola in 2002.
- Implementation of Genius in Core Banking Solution in 2003 across all the branches.

## ORGANIZATIONAL STRUCTURE.

### Chairman :

Shri. Nalkur Shripad Rao.

### Vice - Chairman :

Shri Ratnakar N Gokarn.

### Directors :

Shri Prakash A Bijoor.

Shri. Uday. P. Gurkar.

Shri. Satish. N. Kudyadi.

Shri. Ravindra. K. Kulkarni.

Shri. Dinesh. G. Kumta.

Shri. Ashok. M. Nadkarni.

Shri. Ashwin. S. Nadkarni.

Shri. Dilip. P. Shashital.

Shri. Vivek. D. Yennemadi.

## EXECUTIVES.

| Executives.                                     | Name                   | Contact No.s   |
|---|------------------------|----------------|
| Chief Executive Officer.                        | Shriniwas. D. Joshi.   | 66999911       |
| General Manager - IT.                           | Ravikiran. Mankikar.   | 66999842       |
| Deputy Gen Manager - Credit.                    | Siddharth. R. Shirali. | 66999744       |
| Deputy Gen Manager - HRM & Corporate Functions. | Ratnakar D. Nadkarni.  | 66999970       |
| Deputy Gen Manager - Forex.                     | Ajit. N. Kulkarni.     | 022-67444555   |
| Deputy Gen Manager - Operations.                | Shivappa. L. Naik.     | 66999939.      |
| Asst. Gen Manager - L & R.                      | Dinanath. B. Dalvi.    | 66999979.      |
| Asst. Gen Manager - Audit.                      | Himangee. C. Nadkarni. | 66999795.      |
| Asst. Gen Manager - Delhi.                      | Sunil. B. Puranik.     | 09818322767    |
| Asst. Gen Manager Bangalore.                    | Sadanand. R. Shirali.  | 080-26676305.  |
| Asst. Gen Manager - Pune.                       |                        | 9520-25533810. |

|   |                           |                |
|---|---------------------------|----------------|
| Asst. Gen Manager - Credit.                             | Vandan. S. Shiroor.       | 66999743.      |
| Chief Financial Officer                                 | Dilip Pendse.             | 66999794.      |
| Division Manger - Marketing and Credit                  | Sudhir. G. Hampi.         | 66999796.      |
| Divisional Manager - Branch Banking                     | Anand. G. Taggarsii.      | 66999783.      |
|   | Amita. G. Mavinkure.      | 66999741.      |
|   | Vinodkumar. Soni.         | 0265-2351570.  |
| Officiating Divisional Manager - Branch Banking.        | Rajendra Rane.            | 66999839.      |
| Divisional Manager - Operations.                        | Shailesh. M. Nadkarni.    | 66999970       |
| Divisional Manager - L & R.                             | P.V. Rajadhyax.           | 66999980.      |
| Divisional Manager - RAC.                               | Chiatanya. Pandit.        | 28656495       |
| Divisional Manager - Pune.                              | Anil. G. Bapat.           | 020- 25533910. |
| Divisional Manager - Facilities.                        | Satish. S. Rawool.        | 66999786.      |
| Divisional Manager - Planning, Marketing & Development. | Vinay. R. Rao.            | 66999893.      |
| Divisional Manager - Forex.                             | Satish. M. Bendre.        | 66999986.      |
| Divisional Manager - Bangalore.                         | Aruna. L. Kamath.         | 080- 26604785. |
|   | Dinkar. Hosangandi.       | 080-26676305.  |
| Divisional Manager - International Banking Division.    | Neeta Naik.               | 67444524.      |
| Divisional Manager - Information technology.            | Sanjay. Patil.            | 66999899.      |
| Divisional Manager - Information Technology.            | Subbalakshmi. M. Shirali. | 66999852.      |
| Divisional Manager - Domestic Treasury.                 | Vivek. Mandlik.           | 67444516.      |

## VISION OF THE SVC BANK....

*" To accomplish great things, we must not only act, but also dream; not only plan, but also believe".*

## MISSION OF THE SVC BANK....

*To deliver operational excellence through innovation quality and commitment.*

## AIM OF SVC BANK....

*To redefine Co-Operative Banking*

Founded in 1906, this unique financial institution rest on the pillars of thrift, fellowship, character, accommodation and the selfless service of all individuals and organizations who wish to help themselves progress. We see ourselves as a family of honest, loyalty and committed professionals, harmoniously employing technology, innovation and the human touch to achieve customer satisfaction and goodwill –the-corner stone of our success and the focus of all our efforts. The prosperity of our customers is the engine of our success and they will find in us a fat, timely, flexible, co-operative and competitive partner in their progress. We shall reach out to our customers anywhere and at any time to make their dealings with us a pleasure. We shall warmly welcome them into our ascethetic surroundings or take our services to their doorsteps. We are committee to approachability, simplicity and transparency in our dealings with all our stake holders and shall be a temple

of their trust. Involvement and sense of togetherness to generate high levels of teamwork, efficiency, excellence and profits. We shall mobilize aggressively, invest wisely, disburse prudently, recover assiduously, reduce cost and create a learning organization that offers products and services in tune with and ahead of the times.

### **SERVICE PRODUCTS OF SHAMRAO VITHAL CO-OPERATIVE BANK LTD....**

So as to serve the valued customers of the bank, the bank has been launched various types of service products. They are Loans, deposits, NRI services, FOREX services as well as preferred banking services and 24/7. Let us discuss the various ranges of service products in detail :

**1. Loans :** under the various heading of loans, the bank offers various types of loans to their valued customers. These loans are categorized under the various names namely :Business Money | Asset Finanz | Own your Office | Hello Doctor | Vidya Sahay | Vehicle Loans | Good Homz | Property Finanz | Mortgage Loans | Loan against N.S.C / Surrender Value of Money | Unsecured Individual and Group Loans.

**2. Forex Deposit Products :** The Bank also provides various types of forex deposit products to their customers. They are as : Foreign currency Non - resident deposit [FCNR]|Resident Foreign Currency Deposits [RFC]|Exchange Earners Foreign Currency [EEFC]|Resident Foreign Currency Deposits [RFCD]|Non Resident [External] Rupee Account [NRE]| Non Resident [Ordinary] Rupee Account [NRO]| Forex Loans.

**3. Deposits :** Savings Account may be opened by Individuals / Minor. Regd Co-operative societies / Regd Public Trust / HUF's

Features :

1. Convenient and Expert services.
2. Open a Savings bank Account and avail.
3. Cheque - Book Facilities.
4. Nomination Facilities.

5. ATM facilities.
6. Demand Draft (Local and out station).
7. Remittance.
8. Any Branch Banking. (ABB).
9. Bank @ Call.
10. Bank@ cell.
11. Cache Token.
12. RTGS.
13. Bancassurnace Life and General.
14. NEFT ( National Electronic Funds Transfer).
15. ECS ( Electronic Clearing System).

**4. Current Account :** A current account may be opened by Proprietary Concerns / Partnership Firms / Public Ltd. Co / Pvt Ltd Co.

Features :

Open current account and avail following facilities :

1. Any Branch Banking (ABB), Inter connectivity.
2. ATM facilities available for propretitory concerns only at 0 cost.
3. Remittance : pay order, demand Draft at any location in India.
4. Collection of out station cheques.
5. Banc@Call.
6. Banc@Cell.
7. RTGS.

**5. Cash Certificate :**

1. Compounded interest with rests.
2. Minimum deposit Rs. 1000. Deposit period 1 year to 10 years.
3. This scheme is ideal for long term investment plans.

**6.Flexi Fixed :**

1. This scheme offers the security of fixed deposits with attractive interest and convenience of an Overdraft facility of an amount of up to 90 % of the deposits. Your entire deposit remains intact and earning normal rate of interest.

2. Minimum qualifying amount Rs 10,000. Deposit period 1 year to 5 years.
3. This scheme offers the benefits of tiding over the immediate liquidity problems without breaking the deposits.

#### 7. Recurring :

This scheme enables you to save by easy monthly installments over a preset fixed period ranging from 6 months to 60 months. Interest rate paid as applicable to fixed deposits and ease compounded at quarterly rests. You can avail loan up to 90 % of the deposits if so desired. This scheme is ideal for small depositors, salaried class and self employed professionals with an intention of investing in household, customer durables, higher education etc

#### 8. Flexi Recurring Account Deposits Accounts.

Flexi Recurring deposit is a special type of deposit account which enables a depositor to save by paying into the account and agreed minimum sum of money monthly (known as "Core deposits"). With an option to deposit excess amount up to 10 times the core deposit amount subject to a minimum of Rs 20,000 per month for over a stipulated period.

#### **THE FINANCIAL PERFORMANCE OF SVC BANK AT A GLANCE !**

The performance of Sharmrao Vitthal Co-operative Bank at a glance is as follows ....

(Rs. In Cr.)

| Sr. No | Particulars.                   | 2005-2006 | 2006-2007 | 2007-2008 | 2008-2009 | 2009-2010 |
|--------|--------------------------------|-----------|-----------|-----------|-----------|-----------|
| 1.     | Capital & reserve              | 321.95    | 391.28    | 419.34    | 589.08    | 604.78    |
| 2.     | Deposits                       | 2434.80   | 2993.22   | 3501.39   | 4344.84   | 5257.01   |
| 3.     | Advances                       | 1647.23   | 2058.37   | 2382.57   | 2770.82   | 3397.12   |
| 4.     | Investments                    | 825.66    | 996.73    | 1072.48   | 1275.24   | 1587.95   |
| 5.     | Total Income                   | 244.24    | 294.85    | 367.76    | 501.38    | 580.88    |
| 6.     | Total Expenditure & Provisions | 223.24    | 273.55    | 334.04    | 453.91    | 520.77    |

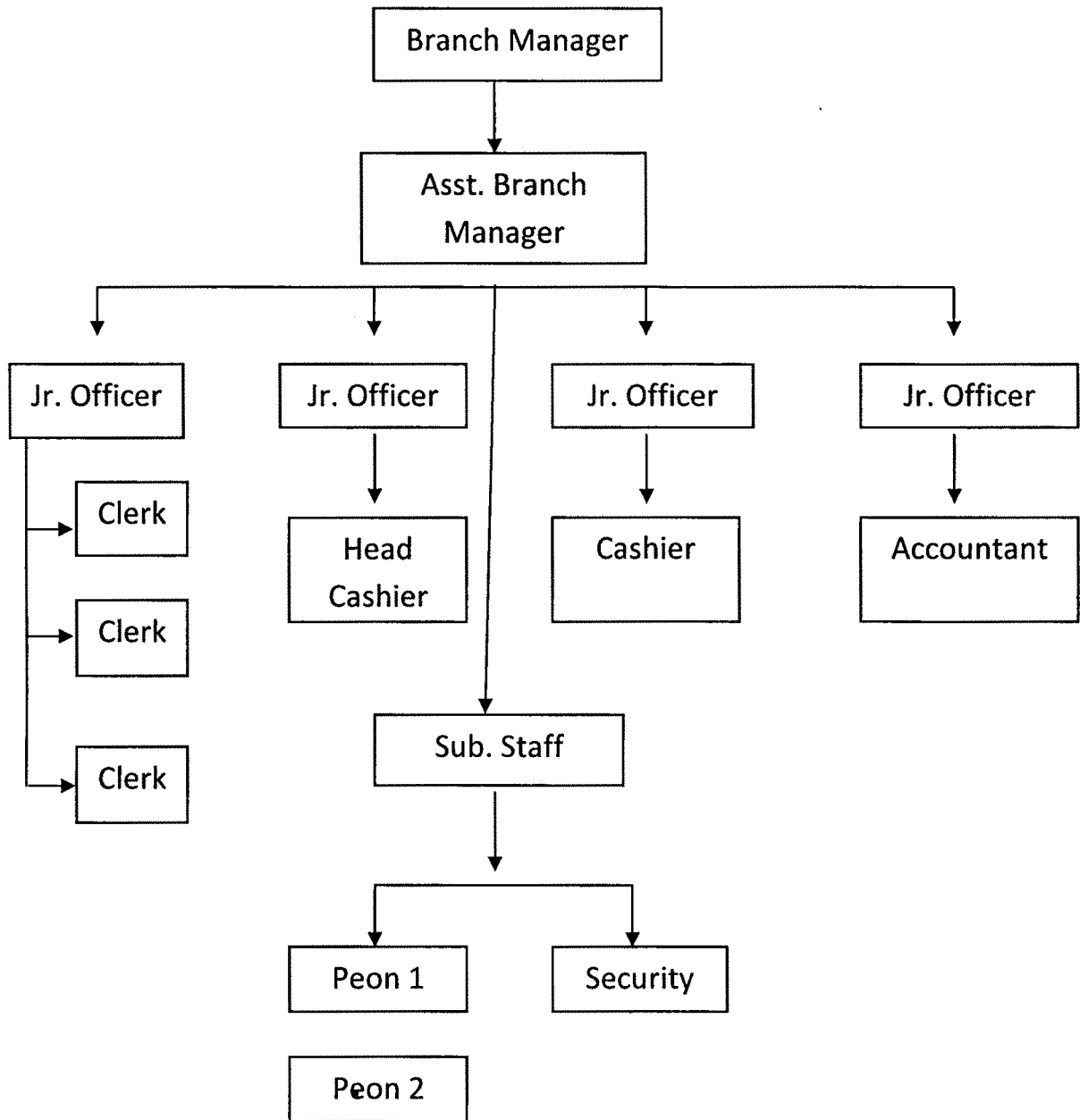


|     |                      |         |         |         |         |         |
|-----|----------------------|---------|---------|---------|---------|---------|
| 7.  | Net Profit           | 21.00   | 21.30   | 33.72   | 47.47   | 60.11   |
| 8.  | Working Funds        | 2816.69 | 3462.68 | 4022.52 | 4913.29 | 5951.20 |
| 9.  | No.of Branches       | 38      | 59      | 66      | 78      | 88      |
| 10. | No.of.Employees      | 759     | 912     | 1016    | 1143    | 1280    |
| 11. | No.of.Shareholders   | 76077   | 83945   | 94250   | 104612  | 114478  |
| 12. | Dividend ( % )       | 20 %    | 12%     | 15%     | 15%     | 12%     |
| 13. | Audit Classification | A       | A       | A       | A       | A       |

Source : Annual Report of 104<sup>th</sup> Annual General Meeting 2009 - 2010.

The financial performance of last 5 years has been considered. The capital & Reserve of your bank in the Financial Year 2005-2006 was Rs. 321.95 against 604.78 in the financial year 2009-2010. Whereas the deposit was Rs. 5257.01 Crore in the financial year 2009-2010. Your Bank has also witnessed the continuous growth in the total income i.e. from 223.24 crore in the financial year 2005-2006 to 520.77 Crore in the financial year 2009-2010. The financial year 2008-2009 was a mile stone for your bank. Because from this year your bank has delivered an excellent performance through commendable, teamwork and confluence of professionalism, commitment zeal & passion. You have been started to provide the services to NRI customers under the various savings & deposit schemes. Innovation has been in evidence in every aspect of the bank's operations. Administerly in nursing human resources and a positive work environment. Operationally by enhancing security exponentially at various levels. As growth in the no. of branches of your bank has been increased from 38 in the financial year 2005-2006 to 88 in the financial year 2009-2010. The human resources are an important asset for any organization. Your bank has maintained a consistent track of uninterrupted dividend payment. So as to serve the customer in well manner the well trained the also notably increased from 759 in the financial year 2005- 2006 to 1280 in the financial year 2009-2010.

**Organizational Structure of SVC Bank Sangli Br.**



## ***AWARDS WON BY THE SVC BANK .....***

Award won in the year 2010....

1. Recipient of the "Banking frontier IT awards" 2010 for Innovation in operational Efficiency.
2. Recipient of the "Banking frontier IT awards" 2010 for Innovation in NPA Management.
3. Recipient of the "Banking frontier IT awards" 2010 for Statutory compliance.
4. Recipient of the "Banking frontier IT awards" 2010 for Innovation in Best Data Centre.
5. Recipient of the "Banking frontier IT awards" 2010 for Innovation in Data Centre Virtualization.
6. Recipient of the Runner up award of the "Banking frontier IT awards" 2010 for excellence in Customer Services.

Awards won in the year 2009....

1. Recipient of the "Banking frontier IT awards" 2009 for Best Core Banking Implementation.
2. Recipient of the "Banking frontier IT awards" 2009 for Best payment System Initiative.
3. Recipient of the "Banking frontier IT awards" 2009 for Best Product innovation.
4. Recipient of the "Banking frontier IT awards" 2009 for Best IT Infrastructure.
5. Recipient of the "Banking frontier IT awards" 2009 for Best Wide Area Network Implementation ( WAN).
6. Recipient of the "Banking frontier IT awards" 2009 for Best overall IT Strategy.

Awards won in the year 2008....

1. Recipient of the **"Banking frontier IT awards" 2008** for Best **Innovation in MIS.**
2. Recipient of the **"Banking frontier IT awards" 2008** for Best **Innovation Decision Support.**
3. Recipient of the **"Banking frontier IT awards" 2008** for Best **Cross Selling.**

Awards won in the year 2007....

1. Recipient of the **"Banking frontier IT awards" 2007** for Best **Core Banking Implementation.**
2. Recipient of the **"Banking frontier IT awards" 2007** for Best **Payment System Initiative.**
3. Recipient of the **"Banking frontier IT awards" 2007** for Best **product Innovation.**
4. Recipient of the **"Banking frontier IT awards" 2007** for Best **IT Infrastructure.**
5. Recipient of the **"Banking frontier IT awards" 2007** for Best **Wide Area Network Implementation ( WAN).**
6. Recipient of the **"Banking frontier IT awards" 2007** for Best **Overall IT Strategy.**

Awards won in the Year 2006....

1. Recipient of the **"CTO of the Year 2006 Award"** by the CTO Forum.
2. Recipient of the **"Best IT Implementation Award 2006"** by the PCQuest - Cyber Media ( India)
3. Recipient of the **"Best Co-operative Bank Award"** for 2006 by the Indian Bankers Association.
4. Recipient of the **"Outstanding Achiever of the year Award"** for 2006 by the Indian Bankers Association.

Awards won in the year 2005....

1. Recipient of the runner - up Award of the **"Best use of IT in Retail Banking "for 2005** by the Indian Banking Association.