

Case Documentation Competition for Faculty Members of Cooperative Training Institutes (CTIs): 2020-21

Theme: “PACS as Multi Service Centres”



C-PEC

**CENTRE FOR PROFESSIONAL EXCELLENCE
IN COOPERATIVES (C-PEC)**

**BANKERS INSTITUTE OF RURAL DEVELOPMENT,
LUCKNOW**

CENTRE FOR PROFESSIONAL EXCELLENCE IN COOPERATIVES (C-PEC)

BIRD, LUCKNOW

Competition on “PACS as MSC” Case Documentation: 2020-21

About C-PEC

A Centre for Professional Excellence in Cooperatives (C-PEC) has been set up within the Bankers Institute of Rural Development (BIRD) to streamline training systems in Cooperative Credit Structure (CCS) which would ensure availability of professional staff with the cooperatives for efficient delivery of banking and financial services. The vision of C-PEC is to be an independent, competent and eminent centre offering services to promote creation of a cadre of professional excellence in the cooperative credit structure.

Case Study Background

The concept of PACS as Multi-Service Centres for their members was envisioned by NABARD in 2011-12. PACS can play an important role in providing all the facilities required by the farmers. To increase the business portfolio of PACS so as to make it a self-sustainable entity, it is essential that the PACS should provide additional services like offering agriculture implements on hiring basis, enabling collective purchase of inputs, having good quality storage capacity as per Warehousing Development and Regulatory Authority (WDRA) norms, etc. The concept of PACS as MSC can be used to emphasize those business activities that benefit particular segments of beneficiaries, particularly the economically and socially weaker sections of society.

The success of PACS as Multi Service Centres is to a large extent, dependent on being an early entrant in a business opportunity in the rural areas. Studying the demands of rural population and segmenting those demands vis-à-vis the demographic profile is crucial part of a successful business plan of the PACS aiming to diversify its business activities.

Case Study Competition

PACS as MSCs was a thrust area for NABARD since 2012 to encourage PACS to become viable business entities through member oriented services. Several PACS have implemented successful development

initiatives under the Multi- Service Concept. GoI emphasis on the doubling of farmers income can become a reality if the right type of facilities are extended to the agriculture sector. Towards this end, Central Sector Schemes such as promoting 10,000 FPOs in the next five years, setting up of Agri Infrastructure Fund and Market Reforms are significant measures impacting the farmers in a positive way.

On August 9, Prime Minister Narendra Modi launched the Rs. 1 lakh crore Agriculture Infrastructure Fund (AIF). NABARD has been encouraging PACS to take up such activities as are eligible for subvention under the AIF. To facilitate PACS to avail of the interest subvention benefit extended for eligible activities under the Agriculture Infrastructure Fund, NABARD has launched a Special Refinance Facility for the co-operatives under the PACS as MSC scheme.

As faculty of CTIs, we need a pool of cases that documented professionally for motivating our co-operatives to turn into viable Multi- Service Centres. C-PEC, BIRD is pleased to announce a Case Documentation Competition on the theme “PACS as Multi Service Centres (MSC)” to encourage all **the existing faculty members of Cooperative Training Institutes (CTIs)** to prepare case studies documenting successful interventions in this domain.

Broad Features

- a) The guidelines for preparing the case, including its format and other details are enumerated in the **Annexure**. The case should conform to the prescribed format.
- b) The case can be documented by individuals or a team of individuals and submitted. However, in case of teams, the honorarium will be awarded to the team and shared among the members of the team, if selected.
- c) These cases may be sent by email to C-PEC at ***cpecforccs@gmail.com*** with subject ***“Entry under C-PEC Case Study Competition 2020-21”***. A copy of the same may also be endorsed to ***jothi.srinivas@nabard.org***.
- d) A Screening Committee set up by C-PEC would select the top 5 cases received, based on certain qualifying criteria adopted. These cases would be used by CPEC and BIRD as part of its study material and also may be considered for publishing as a Compendium, giving due recognition to the Authors. The cases submitted in the competition will be the sole intellectual property of C-PEC, BIRD, Lucknow and it will be free to use it for all its

academic purposes.

- e) If required, the authors of the selected may be invited to BIRD Lucknow for presentation and finalization of their cases along with trainer's notes before a select audience.
- f) The top 03 entries will be awarded as under:
- 1st Prize: Rs. 15,000/-
 - 2nd Prize: Rs. 12,000/-
 - 3rd Prize: Rs. 10,000/-
- g) All other cases which conform to the norms of the competition and selected as eligible entries will be awarded a consolation prize of Rs.1000/-. CPEC, BIRD will have the right to reject any entry if not found suitable and the decision of C-PEC, BIRD will be final. No representations in this regard will be entertained.
- h) The last date for receipt of entries is **17 November 2020**.
- i) For any queries/clarifications, please contact C-PEC at 0522-2421799 or email to cpecforccs@gmail.com.

Shankar A. Pande
Director
BIRD, Lucknow
14 October 2020

Annexure

General Guidelines for Writing “Case”

1. Introduction

Reports of innovations and development initiatives in the grass root level co-operatives, challenges in implementation, the resultant success, best practices which are initiated or followed in rural areas with or without NABARD support. Each success could be attributed to various reasons. These reasons or parameters could relate to leadership, the idea, the processes followed, financials, gaps in policy, the environment, peoples' participation, etc.

If properly captured and documented, these factual representation of development initiatives or cases, the journey from planning to implementation, their influence on the rural populace, etc., could provide immense learning opportunities as also valuable inputs for policy formulation. The cases can also be resource for the faculty engaged in co-operative training. An attempt has been made by C-PEC, BIRD in the following paragraphs to share broad guidelines for preparation of such cases.

2. What is a Case?

A case is a story of a situation or events or processes based on the real experiences, about something that is unique, special or interesting or a practice connected with an organization, programme, intervention, product, process and programs. **For example, a case on how the successful PACS interventions/service to their members saved costs, improved access to implements and other quality inputs, access to latest technology, other innovative service and credit delivery models evolved , how MSC activities helped in transforming the PACS into a profit-making outlet.**

3. Why to document Case?

The case gives the story behind the success /intervention by capturing what it required to bring it about. It can be a good opportunity to highlight a project/intervention's success. It can also bring attention of the policy makers to a particular challenge or difficulty in an intervention/programme. Documenting such efforts gives an opportunity to an individual/organization to highlight its interventions. It will also help in providing a ready recipe for replication in the similar situations in case of a success story.

4. Advantages and Limitations of a Case

The primary advantage of a case is that it provides complete, authentic and detailed information that may not be available otherwise by mere survey. Cases are generally an outcome of comprehensive study/understanding of the situation from all necessary angles using multiple methods of data collection (i.e., surveys, interviews, document review, and observation) to provide the complete story.

A common complaint about cases is that it is difficult to generalize from one case to another. But cases have also been prone to over-generalization, which comes from selecting a few examples and assuming without evidence that they are typical or representative of the population or specific context. Thus, it is very important while writing a case to highlight sufficiently the conditions/situations that are responsible for causing an effect or result.

A case may provide detailed information about the case in narrative form. However, it may be difficult to hold a reader's interest if it is too lengthy. It will depend on the skills of writing a case that sustains readers' interest. Therefore, the main text of the case may be restricted to not more than 5 pages. The other necessary information, details etc., can go as annexures, if required.

5. Theme for writing the Case

The thematic focus is “PACS as Multi-Service centres”. The cases may document success in promotion of PACS into MSC, adoption of technology, business development, access to credit and other inputs, governance issues, negotiation with market forces or any innovation in terms of service or credit.

6. Format/Structure of the Case document

The case document should be written in the following format:

I. Title

II. Introduction/Background

This includes background about the subject of the case.

III. The Case

The part in which the real content/data/information relating to the case is described. It should be a case minimum word limit of 2400 words (6 A4 size pages) with provision for annexures. An effective case should evince interest among readers. In addition, Trainer's Note could be of 2 more pages.

IV. Points/Issues for Discussion

It may be in the form of questions or simply stated as areas for analysis, discussion and for drawing inferences.

V. Photographs

**4-5 High Definition Photograph of the activities undertaken under the PACS as MSC Scheme must be included in the case
(Entries without HD photos will be rejected)**

Acknowledgements, references, annexures, etc., may be added wherever applicable.

7. Format/Structure of Trainers' Note

Trainers' Note should be given separately at the end of the case, written in the following format:

I. Objectives

- Background of the case
- Why the case was written.
- What the case writer would like to derive after administering the case.

II. Target Group

Who are the target participants/trainees.

III. Session Plan & Time Required

How the case is to be administered and the time required for administering the case.

IV. Trainers' inputs for discussion

The views of the case writer on issues/questions/concerns etc., raised in the case.

The Trainer's note may be restricted to a maximum of 2 pages.
