STUDY NOTES · BASIC CONCEPT

What is Andhra Pradesh's Pashu Kisan Credit Card (PKCC)?

Current Affairs

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Andhra Pradesh Rolls Out Pashu Kisan Credit Card Scheme for Livestock Farmers

Scheme Launch & Objective

The government of Andhra Pradesh has introduced the Pashu Kisan Credit Card (PKCC) Scheme with the primary aim of providing easy and affordable credit to livestock farmers. This initiative focuses on strengthening the animal husbandry sector by ensuring that farmers engaged in dairy, poultry, and other livestock activities get timely financial support. By reducing dependence on informal lenders who charge high interest, the scheme aims to promote financial inclusion and stability among rural farmers.

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What is Pashu Kisan Credit Card (PKCC)?

The Pashu Kisan Credit Card is a specialized credit facility designed specifically for livestock farmers, similar to the traditional Kisan Credit Card but tailored for animal husbandry needs. It enables farmers to access short-term loans for essential expenses such as purchasing animals, buying feed, veterinary care, and maintaining livestock. This ensures that farmers can manage their operations smoothly without facing financial constraints during critical periods.

Loan Benefits and Key Features

Under the PKCC scheme, farmers are offered low-interest loans with flexible repayment options, making credit more accessible and manageable. The process of availing loans is simplified to ensure quick disbursal, which is crucial for meeting urgent needs like medical treatment of animals or feed procurement. By providing institutional credit at affordable rates, the scheme helps farmers avoid exploitation by moneylenders and improves their overall financial health.

Target Beneficiaries

The scheme is designed to benefit a wide range of livestock farmers, including dairy farmers, poultry farmers, and those involved in sheep, goat, and other animal rearing activities. Special emphasis is placed on small and marginal farmers who often lack access to formal banking services. By targeting these groups, the scheme aims to uplift economically weaker sections in rural areas and provide them with sustainable livelihood opportunities.

Impact on Rural Economy

The implementation of the PKCC scheme is expected to significantly boost the rural economy by increasing productivity in the livestock sector. With better access to credit, farmers can invest in improving the quality of their animals, adopt modern practices, and expand their businesses. This will not only increase their income but also create employment opportunities in rural areas. Additionally, it encourages diversification of income sources beyond traditional farming, making rural livelihoods more resilient.

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