

PETALS

of Malankara



boCHE's entry at 16th Malankara day celebration on May 1st, 2025

930+

Crore Business

119860+

Happy Members

16780+

Depositors

77250+

Loanees



MALANKARA CREDIT SOCIETY LTD

REGD. OFFICE: 4th FLOOR, WEST FORT TOWER, WEST FORT JN., THRISSUR, KERALA-680004

REG. NO. MSCS/CR/297/2008

MALANKARA MULTI STATE CO-OPERATIVE CREDIT SOCIETY LIMITED

Registered Under

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PETALS
of Malankara



(Dr. BABY CHENNAZH) 812 Km. Run Unique World Record & Guinness Record Holder : World Peace Social Worker / Sportsman / Author / Motivator / Entrepreneur / Baby Group

Corporate Monthly E-Magazine of
Malankara Credit Society

Printed and Published by:
Malankara Credit Society Ltd

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Objectives:

TO Instil a sense of belonging and involvement
Appreciate and upload the achievements
Act as a communication medium
Increase the professional competence



Smt. SALINI

**HIGHEST NOS OF BORROWERS
FOR THE MONTH OF APRIL 2025**



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MESSAGE



Jisso Baby
CHAIRMAN

ലോകത്തിലെ ആയിരക്കണക്കിന്, ലക്ഷക്കണക്കിന്, കോടിക്കണക്കിന് ജനങ്ങൾക്ക് ഒരു നന്മവെങ്കിലും ചെയ്യുക എന്ന ലക്ഷ്യത്തോടെ പ്രവർത്തിക്കുക

Dear Members and Well-wishers,

We have successfully celebrated our Malankara Day and I extend my heartfelt greetings and warm wishes to each one of you. It gives me immense pride to witness the continued growth and unity of our cooperative family.

The past year has been one of resilience, innovation, and renewed commitment. Despite the challenges, our society has taken significant strides in fulfilling its mission of financial inclusion, social welfare, and cooperative development across multiple states. Our achievements are a reflection of your trust, the dedication of our employees, and the vision we collectively uphold.

As a cooperative based in Kerala, Tamilnad and Karnataka, we are deeply committed to our founding principles: cooperation, transparency, and service. We have strengthened our branches, expanded digital services, supported members, small entrepreneurs, and women self-help groups, and remained true to the spirit of collective progress.

It is with immense pride and joy that I announce a historic milestone for our cooperative—**we have been officially granted membership in the International Cooperative Alliance (ICA).**

This prestigious recognition marks a new chapter in our journey, placing us among the global community of cooperatives that are committed to shared values of democracy, equity, and sustainable development.

Becoming an ICA member is not just an honor—it is a testament to the dedication, integrity, and cooperative spirit of each and every one of you. It reflects our unwavering commitment to transparency, people-centered growth, and international collaboration. As we join hands with cooperatives from across the world, let us embrace this opportunity to learn, share, and lead with even greater purpose. Together, we will continue to uphold the cooperative movement's ideals and contribute meaningfully to both our local communities and the global cooperative family.

Congratulations to all! Let this achievement inspire us to aim higher and work harder. The ICA recognition granted to Malankara Credit Society enables it to offer services across India, effectively becoming a pan-India cooperative credit society

Let us take this day to celebrate our shared successes and reaffirm our commitment to building a stronger, more inclusive society. Together, let us continue to dream big and work with integrity, compassion, and cooperation.

Wishing you all a very happy and prosperous Malankara Day.

Warm Regards,
Chairman
Malankara Credit Society Ltd.



A I JAMES
BCOM, CAIIB, ICWA, ACS

FINANCIAL INCLUSION

Financial inclusion is the process of ensuring access to financial products and services needed by vulnerable groups at an affordable cost in a transparent manner by institutional players. It aims to include everybody in society by giving them basic financial services regardless of their income or savings. It focuses on providing financial solutions to the economically underprivileged.

Objectives of financial inclusion

The objectives of financial inclusion are to provide the following

- a) A basic no-frills banking account for making and receiving payments
- b) Saving products (including investment and pension)
- c) Simple credit products and overdrafts linked with no-frills accounts
- d) Remittance, or money transfer facilities
- e) Micro insurance (life) and non-micro insurance (life and non-life)
- f) Micro pension

Financial inclusion in India

The Central govt. has introduced many financial inclusion schemes mainly through banks and financial institutions. These schemes intend to provide social security to the less fortunate sections of the society. The important schemes are as follows.

PMJDY, Jeevan Suraksha Bandhan Yojana, Pradhan Mantri Vaya Vandana Yojana, Pradhan Mantri Mudra Yojana, Stand Up India scheme, Venture Capital Fund for Scheduled Castes under the social-sector initiatives, Pradhan Mantri Suraksha Bima Yojana (PMSBY), Atal Pension Yojana (APY), Varishtha Pension Bima Yojana



(VPBY), Credit Enhancement Guarantee Scheme (CEGS) for scheduled castes, and Sukan-ya Samriddhi Yojana etc.

Micro finance and financial inclusion

Basically, microfinance is a kind of financial service provided to unbanked and under-served households and businesses in the form of small loans, also known as microcredit. As per RBI's guidelines, microfinance loans are collateral-free loans provided to a household with a minimum yearly income.

These loans can be used for various purposes, including income generation, and meeting personal requirements of house building, education, and health expenses. Additionally, some microfinance institutions (MFIs) may offer other financial services, such as insurance, remittance, and pensions, in addition to providing credit.

Thus, microfinance enables credit-deprived households and MSMEs to access loans, streamline cash flows, and fuel growth, while also serving as a crutch to cope and rebuild during a financial crisis thereby promoting financial inclusion in the country.

Financial inclusion and economic growth

Financial inclusion strengthens the availability of economic resources and builds the concept of savings among the poor. Financial inclusion is a major step towards inclusive growth. It helps in the overall economic development of the underprivileged population. In India, effective financial inclusion is needed for the uplift of the poor and disadvantaged people by providing them with the modified financial products and services. **Cooperative movement** is one of the best solutions for financial inclusion in our society.

"If you don't understand the language of money, and you don't have a bank account, then you're just an economic slave." – John Hope Bryant.

TOP PERFORMERS OF APRIL, ASSIST TO MEMBER (AM)



KARUNAKARAN PILLAI
4.20 LAKHS



THANKACHEN P P
1.05 LAKHS



THE RISING RELEVANCE OF MULTI-STATE COOPERATIVE SOCIETIES IN KERALA'S FINANCIAL LANDSCAPE

In the deeply woven fabric of Kerala's socio-economic ecosystem, cooperative societies have long been the threads that connect the community to their capital requirements. From small thrift collectives in villages to large credit unions in towns, cooperatives have served as the backbone of grassroots financial empowerment. But in recent years, a new wave has



begun to reshape this tradition — the rise of multi-state cooperative societies.

As the financial sector evolves with digital banking, fintech NBFCs, and aggressive private players, Kerala's cooperative sector isn't being left behind. In fact, it is expanding its reach, sophistication, and relevance — not by mimicking banks or NBFCs, but by complementing them, and nowhere is this more evident than in the rise of multi-state cooperative societies (MSCSs), institutions that have moved beyond local boundaries to tap into regional and national opportunities.

What is a Multi-State Cooperative Society?

A multi-state cooperative society is registered under the Multi-State Cooperative Societies Act, 2002, and is empowered to operate across state lines — unlike traditional cooperative societies that are restricted to a single state. These entities often engage in a wide range of activities: banking, credit, insurance, agriculture, housing, manufacturing, and even IT services.

In Kerala, the cooperative movement has deep roots — historically tied to land reforms, agrarian activism, and socio-political mobilization. However, the shift towards multi-state operations have given the movement new wings. These societies are now reaching members in Tamil Nadu, Karnataka, Maharashtra, and even the North Eastern states, extending the cooperative model far beyond the backwaters and hill towns of Kerala.

Why Are MSCSs Gaining Ground in Kerala?

1. Financial Inclusion with a Human Touch

While banks and NBFCs (Non-Banking Financial Companies) are expanding their digital footprint,

MSCSs are doing something equally important, preserving local trust and community accountability in financial services. In semi-urban and rural pockets of Kerala, people often find it easier to interact with cooperative societies, that speak their language, understand their challenges, and are owned by the very communities they serve.

Where NBFCs may require rigid credit scores, and banks may hesitate due to high-risk profiles, MSCSs offer trust-based lending models, peer-reviewed microloans, and flexible repayment systems – all rooted in cooperative values.

2. Bridging the Gap between Formal and Informal Sectors

MSCSs often occupy a unique middle space between highly regulated banks and the informal lending economy. This makes them crucial players in bridging financial access gaps. For instance, small-scale artisans, fishermen, marginal farmers, and rural entrepreneurs – often unserved or underserved by mainstream financial institutions – find reliable support in cooperatives.

By expanding across states, these societies scale their operations while retaining their ability to adapt to local needs, a flexibility that larger institutions often lack.

3. Complementing Banks and NBFCs

Far from being competitors, many MSCSs now collaborate with banks and NBFCs. They serve as distribution agents, credit aggregators, or micro-banking intermediaries. Some even acts as facilitators for government schemes or micro-insurance programs, effectively becoming the last-mile delivery channel for formal financial institutions.

Challenges Faced by MSCSs

Despite their promise, multi-state cooperatives face several hurdles:

- **Regulatory Scrutiny:** Since MSCSs fall under central jurisdiction (not state cooperative departments), they often face delays in approvals and inspections, making their compliance process complex.
- **Limited Tech Adoption:** While many are digitilzing, a significant number still rely on outdated systems, making it hard to scale or compete with fintech-enabled NBFCs and small banks.
- **Leadership Gaps:** Many societies are still run by committees that lack professional financial training or modern management experience.
- **Trust Issues:** A few high-profile scams involving fraudulent MSCSs have cast a shadow over the sector, affecting public trust even in legitimate institutions.

The Road Ahead

For MSCSs to truly realize their potential in Kerala and beyond, a few strategic shifts are essential:

- Professionalization of Management
- Digital Transformation
- Public Trust Building
- Strategic Collaborations with Banks & NBFCs
- Central Regulatory Support & Simplified Compliance

In the coming decade, as India's financial sector becomes more inclusive, digitlized, and democratized, MSCSs could serve as the golden bridge between grassroots economies and national growth agendas.

Congratulations



CHAIRMAN'S EVER ROLLING TROPHY BEST BRANCH FOR THE MONTH OF APRIL 2025 **BALARAMAPURAM**

പാലക രംഗം

ചുരുളപ്പം

ആവശ്യമുള്ള സാധനങ്ങൾ
മൈദ / ഗോതമ്പ് പൊടി 1 ക്ഷ്
കോഴിമുട്ട 1 എണ്ണം
നാളികേരം ആവശ്യത്തിന്
പഞ്ചസാര ഹകത്തിന്
എലക്ക 2 എണ്ണം
നെല്ല് 1 ടേബിൾ സ്പൂൺ
ഉപ്പ് ഹകത്തിന്



MARIYAMA PIOUS
Vice -Chairman



തയ്യാറാക്കുന്ന വിധം

മൈദയിൽ കോഴിമുട്ട ചേർത്ത് അതിലേക്ക് ഉപ്പും ഹകത്തിന് വെള്ളവും ചേർത്ത് മാവ് തയ്യാറാക്കുക. ചിരകിയ നാളികേരത്തിലേക്ക് എലക്ക പൊടിച്ചതും പഞ്ചസാരയും ചേർത്ത് തിരുവിലക്കുക നോൺസ്റ്റിക് തവ സ്റ്റാറ്റിൽ വെച്ച് ചൂടാകുമ്പോൾ നെല്ല് പുരട്ടി മാവ് ഒരു തവി വീതം ഒഴിച്ച് പരത്തുക. മറിച്ചിട്ടതിനുശേഷം അതിൽ നാളികേര കൂട്ട് 2 സിസ്പൂൺ ഇട്ട് പരത്തി എല്ലാ ഭാഗത്തേക്ക് ചേർക്കുക അതിനുശേഷം ചുരുളിച്ചെയ്യുക. ചുരുളപ്പം റെഡി.



JAMES



SANOOJ



SHAIJU



BERNADIN



RINTO



PREETHA



NEETHU



SATHISBABU



SHOBI



SAJITHA



SRUTHY



PRATHIBAN



RINESH K



NANDHU



VIJINA



HITHENDRAHAS



ANOOP VS



SAJITH



ARUN



VIDYA S



SHEEJA



SULFATH



GOPALAKRISHNAN



ANJU

INDUCTION TRAINING CONDUCTED FOR THE NEW EMPLOYEES



Left to Right Bottom: Akash Ravi, Pranav S, Ashin Thomas, Rahul R, Sandra K P, Rageeshna K R, Rajana P R, Sulfath N, Anu S. LEFT TO RIGHT: Middle, Jose Chacko, Roshin J Cholin, S Ajayakumar. LEFT TO RIGHT: Top, Vigeesh U, Pranav K, Shiju Thampi, Shibilin Joseph, Premkumar M, Deepumon P R, Unnikrishnan V M, Vincy N K, Aswathi Vijay, Susmitha Sundaran, Surya K S, Reshma, Saliha A J, Vibilla K V



Left to Right Bottom: Rajesh T, Amrutha MS, Saranya Rajan, Sanooj P. Left to Right Top: Vineesh A, Sabin S, Gautham S Hari, Renjith A V, Vimalraj K K, Sujith P J, Abhilash S A

BUSINESS CORRESPONDENT (BC) PERSONAL LOAN



KRISHNA KUMAR
10.66 LAKHS



JOSPEH BIXON
9.33 LAKHS



REJITH R.S
7.95 LAKHS

BUSINESS CORRESPONDENT (BC) LOAN AGAINST PROPERTY



RAGESH T. K
10.12 LAKHS



RAGESH T. K
3.30 LAKHS

BUSINESS CORRESPONDENT (BC) VEHICLE LOAN 4 WHEELER



SARITH. K
18.90 LAKHS



DON RAPHAEL
11.50 LAKHS



BIJU T. L
10.50 LAKHS

BUSINESS CORRESPONDENT (BC) VEHICLE LOAN 2 WHEELER



RIJO JOSE - TURBO FINTECH
62.32 LAKHS



AMAL MARTIN
8.72 LAKHS



NAGESH KUMAR B
8.43 LAKHS

Glimpse of Marketing Activities



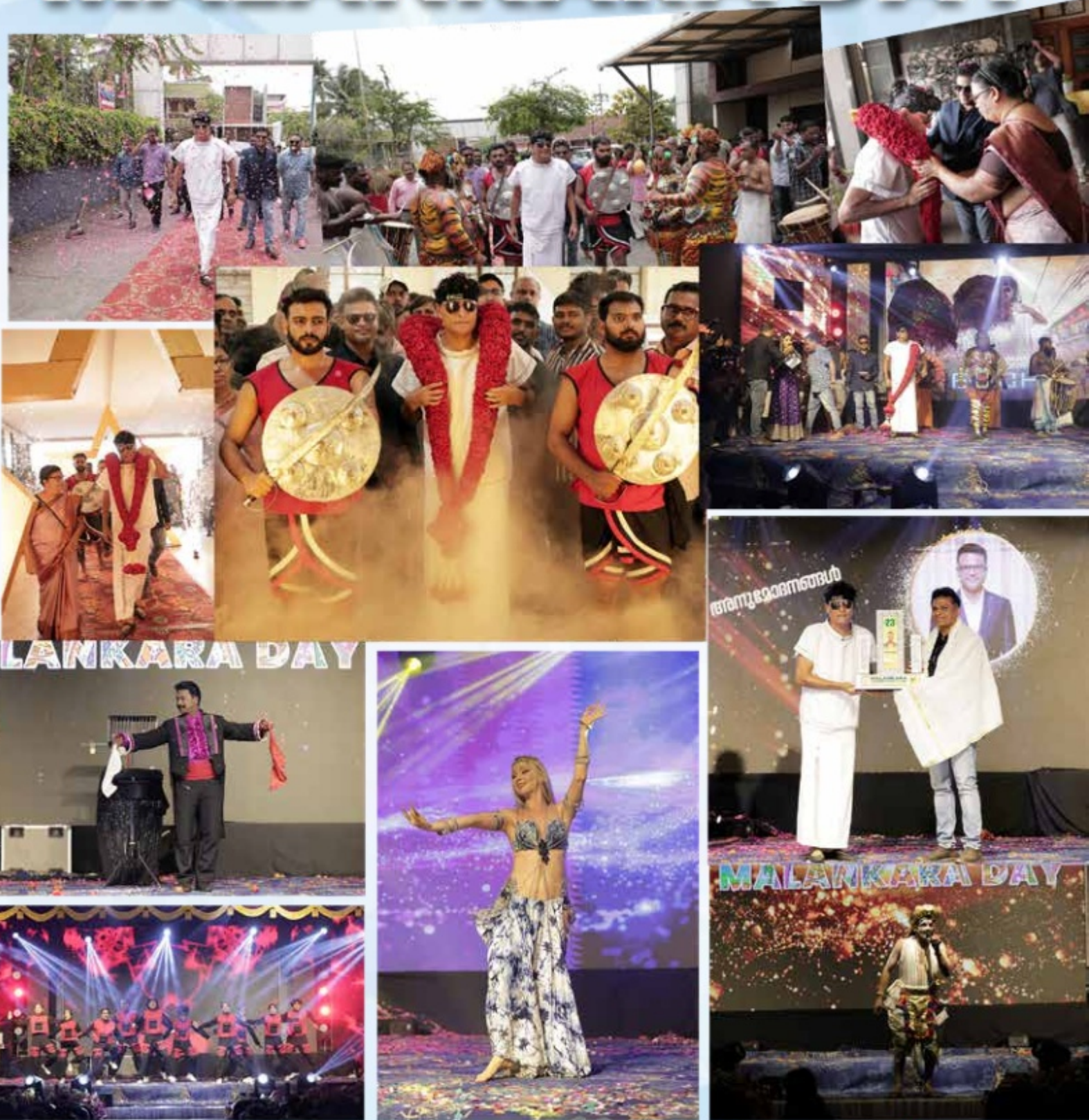
Sambaram distribution at Malankara Head office during Thrissur pooram



കാത്താ തൊനറ്റം വാരാം... തൃശ്ശൂർ പൂരം കാണാൻ...
ദാഹം എനിക്കൊന്ന് ചാറ്റണം കാത്താ... ചലങ്കര സംഭാരം കളിയിക്കണം കാത്താ...



MALANKARA DAY



Liability Products Achievers for the month of **APRIL**



**16.01
Lakhs**



ANJITHA
CFC MANAGER
BALARAMAPURAM



**12.60
Lakhs**



GIRIA K
ABM-LIABILITY
NORTHPARAVOOR



**10.60
Lakhs**



MUHAMMED Bismi N P
CFC MANAGER
MANJERY

ഇ-മാഗസിൻ കുറ്റിഞ്ഞ ലക്കത്തിൽ പ്രസിദ്ധീകരിച്ച
കൃതികളിൽ നിന്നും നറുക്കെടുപ്പിലൂടെ സമ്മാനഹരമാകാൻ



SREEPARVATHY S NAIR



AKHIL KJ



SHABANA SHERIN

നിങ്ങൾക്കും സമ്മാനം നേടാൻ അവസരം

നിങ്ങളുടെ സാഹിത്യ അഭിരുചികൾ വികസിപ്പിക്കുന്നതിനും പ്രോത്സാഹിപ്പിക്കുന്നതിനുമായി മലങ്കര ക്രൈസ്റ്റ് സൊസൈറ്റി മാസം തോറും പ്രസിദ്ധീകരിക്കുന്ന ഇ മാഗസിൻ അവസരം ഒരുക്കുന്നു.

നിങ്ങളുടെ കലാസൃഷ്ടികൾ **90725 97827** എന്ന നമ്പരിലേക്ക് നിങ്ങളുടെ മുഴുവൻ പേരും ഫോട്ടോയും സ്ഥലവും സഹിതം വാട്സാപ്പ് ചെയ്യൂ

അല്ലെങ്കിൽ media@mmsccs.com ലേക്ക് ഇമെയിൽ ചെയ്യൂ.

മാഗസിനിൽ മാസം തോറും പ്രസിദ്ധീകരിക്കുന്ന മൂന്ന് കലാസൃഷ്ടികൾക്ക് നറുക്കെടുപ്പിലൂടെ സമ്മാനം നൽകുന്നതായിരിക്കും.

എല്ലാവർക്കും കലാസൃഷ്ടികൾ അയക്കാവുന്നതാണ്.