

INTERNSHIP REPORT ON

“Yadagere Souharda Credit Co-operative Niyamitha, Koppa”

Submitted by

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USN:4AL21BA086

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE

Mrs. Priya Sequeira , HOD

P G Department of Business Administration

Alva's Institute of Engineering and Technology



P G DEPARTMENT OF BUSINESS ADMINISTRATION

**ALVAS INSTITUTIE OF ENGINEERING AND
TECHNOLOGYSHOBHAVANA CAMPUS, MIJAR, MOODABIDRI 2022**



**ಯಸ್ಕಾನ್
ಯಸ್ಕಾನ್
YASCCON**

**ಯಡಗರೆ ಸೌಹಾರ್ದ ಕ್ರೆಡಿಟ್ ಕೋ-ಆಪರೇಟಿವ್ ನಿಯಮಿತ
ಯಡಗರೆ ಸೌಹಾರ್ದ ಕ್ರೆಡಿಟ್ ಕೋ-ಆಪರೇಟಿವ್ ನಿಯಮಿತ
YADAGERE SOUHARDA CREDIT CO-OPERATIVE NIYAMITHA**

Ref. No.: 720/Yascon/2022-23

ಪ್ರಧಾನ ಕಛೇರಿ : ಕೊಪ್ಪ



Date : 18/01/2023

INTERNSHIP CERTIFICATE

DATE: 18-01-2023

This is to Certify that **Miss. Soujanya G (USN No - 4AL21BA086)**, D/o Gopi Abbigadde Bharat Rice Mill Road, Netaji Nagar, Koppa Taluk Chikkamagalur District -577126 studying 1st Year MBA in Alvas Institute of Engineering and Technology Mijar has successfully completed her 4 Weeks internship programme in our Co-Operative (Yadagere Souharda Credit Co-Operative Niyamitha, Vinobha Road, Koppa) during the period from 22-10-2022 to 22-11-2022.

It is observed that Miss. **Soujanya G** is punctual, hard working and enthusiastic. She has taken very much care in understanding the Functions and working of the Co-Operative during her short internship study cum programme in our Co-Operative

WE WISH YOU GOOD LUCK

Thanking You

ಮುಖ್ಯ ಕಾರ್ಯನಿರ್ವಹಣಾಧಿಕಾರಿ
ಯಡಗರೆ ಸೌಹಾರ್ದ ಕ್ರೆಡಿಟ್
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DATE: 30/01/2023

CERTIFICATE

This is to certify that **SOUJANYA G** bearing USN **4AL21BA086**, is a bonafide student of Master of Business Administration program of the Institute (2021-23) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on "**YADAGERE SOUHARDA CREDIT CO-OPERATIVE NIYAMITHA, KOPPA**" is prepared by her under the guidance of Mrs. Priya Sequeira, HOD, Sr. Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Mrs. Priya Sequeira
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DECLARATION

I Soujanya G, here by declare that the internship report entitled “A study on organization” with reference to “Yadagere Souharda Credit Co-operative Niyamitha, Koppa” prepared by me under the guidance of Mrs. Priya Sequeira HOD of MBA department, Alvas institution of engineering and technology, Mijar and external assistance by Mr. Sudheera C A, CEO of YASCCON Koppa.

I also declare that this internship work is towards the partial fulfillment of the university regulations of the degree of master of business administration by Visvesvaraya technology university, Belgum.

I have undergone an industry internship for four weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the any other university or institutions.

DISCLAIMER

The enclose document is the outcome of a student academic assignment and does not represent the opinions or views of the university or the institution or the department or any other individuals referenced or acknowledged within the document. The data and information studied and presented in this report have been accessed in a good faith from secondary sources/ web sources/ public domain, including the organization website solely and exclusively for academic purposes without any consent or permission express or implied from the organization concerned. The author makes no representation or any kind regarding the accuracy, adequacy, validity, reliability, availability or completeness of any data or information here in contained.

Date: 22/11/2022

Signature of student

Place: Koppa

Soujanya G

ACKNOWLEDGEMENT

It was my privilege to do Internship study at Yadagere Souharda Credit Co-operative Niyamitha, Koppa. There are many people who have helped me to complete this study successfully. It is with the gratitude that I acknowledge the help, which guided my efforts with success.

I express my sincere thanks to Mrs. Priya Sequeira, HOD, PG Department of Business Administration, Alva's Institution of Engineering and Technology, Mijar for facilitating me in an organization for internship.

It is my foremost duty to express my wholehearted thanks to my guide Mr. Sudheera C A, CEO of YASCCON for the valuable guidance, support and motivation during the course of this study. The inspiration provided by my guide at every stage of my work has helped me immensely in completion of this internship study and preparation of this report.

Soujanya G

4AL21BA086

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EXECUTIVE SUMMARY

The company that has been chosen to do the organization study on is Yadagere Souharda Credit Co-operative Niyamitha, Koppa. It belongs to service Industry. The study report is divided into six chapters, each of which covers a distinct area of the company. The majority of the information, such as financial statements and balance sheets. This research is being carried out in order to introduce students to the fundamentals of an organization and to apply theoretical concepts through secondary research conducted online. The first chapter discusses the industrial background, major players, functions, government policy, RBI policy, growth opportunities, International Co-operative Alliance, applicable acts.

The Organizational Profile section of the second chapter covers the company's history, nature of business, vision, mission, and quality policy, workflow model, services profile, ownership pattern, achievements, future growth and prospectus.

The third part looks at McKinsey's 7S structure, which contains the Hard Ss: Strategy, Structure, System, Style, Staff, Skills (Skill Matrix), and Shared Values. These 7S are analyzed from the perspective of the hierarchical construction, and they are extremely helpful in figuring out where the organization is going as far as in general industry execution. This section additionally covers Porter's five power model, which incorporates the competitor's rivalries, power of suppliers, power of buyers and members, threats of substitute, threats of new entrants.

The SWOT Analysis, which depicts the organization's strengths, weakness, opportunities, and threats, is the fourth section. SWOT investigation permits us to look at and expect how we might utilize our qualities and freedoms to moderate our shortcomings and threats. The fifth chapter focuses on Financial Statement Analysis and ratio analysis, which helps us understand the company's financial status. The sixth chapter gives me the opportunity to discuss my learning experiences from the organization study that I complete.

CHAPTER-1

CREDIT CO-OPERATIVE SOCIETY IN INDIA

INTRODUCTION:

The new co-operative societies act was passed in 1912 to remove the shortcomings of the previous act. the first co-operative societies movement was started in Karnataka in Kanaginahal village at 1905. It was headed by Sir Siddanagouda Patil who is also known as the father of c-operative movement in Karnataka.

A co-operative credit society is characterized by section 5(ccii) of the Souharda Act 1997 as a co-operative society, “the major goal of which is to offer financial accommodation to its members. The institution mentioned here are thrift societies.

A credit co-operative society is a society which takes care of the welfare of society, these societies are there to help you out with financial support to its members. The primary role played by the credit co-operative society is that it safe guards the rights of producers and consumers in rural areas. They collect deposits from the members of the society and remove ang middlemen making profits in business and trade. They provide home loan, personal loan, vehicle loan to the members at a lower and reasonable rate of interest.

MAJOR PLAYERS OF CREDIT CO-OPERATIVE SOCIETY IN INDIA:

A. Agricultural co-operative societies

1.Agricultural credit co-operative societies

a. Short-term agricultural co-operative societies (PACS- Primary Agricultural Co-operative Societies)

b. Long-term agricultural co-operative societies (PCARDB-Primary Co-operative Agricultural Rural Development Banks)

2.Agricultural non-credit co-operative societies

a. Agricultural marketing and processing co-operative society

- b. Commercial crops marketing and processing co-operative society
- c. Agricultural farming co-operative societies
- d. Co-operative sugar factories
- e. Irrigation co-operative societies
- f. Milk producers' co-operative societies
- g. Fertilizers production co-operative societies
- h. Bee keeping collection and processing co-operative societies
- i. Poultry co-operative societies
- j. Large scale (Agrl.) Adhivasis multipurpose co-operative society
- k. Souharda marketing co-operatives

B. Non-agricultural co-operative societies

- 1. Non-agricultural credit co-operative societies
 - a. Co-operative credit societies Souharda credit co-operatives
 - b. Urban co-operative banks Souharda urban co-operative banks
- 2. Non-agricultural non-credit co-operatives societies
 - a. Weavers co-operative societies
 - b. Fisheries co-operative societies
 - c. House building co-operative societies
 - d. Consumer co-operative societies
 - e. Mahila multipurpose co-operative societies
 - f. Labor contract co-operative society
 - g. Co-operative printing press
 - h. Transport co-operative societies

i. Souhardha multipurpose co-operatives

7 PRINCIPLES OF CO-OPERATIVES:

1. Voluntary and open membership
2. Democratic member control
3. Members economic participation
4. Autonomy and independence
5. Education, training and information
6. Co-operation among co-operatives
7. Concern for community

HOW TO START IT:

Any person can be part of the credit co-operative society by following procedure of registration,

- Certificate from the bank is required to declare the credit balance is in support of it.
- It should have minimum of 50 members.
- There should be the promoters name and list.
- No objection certificate of the intensive enquiry letter.
- The board member should be at least 7 and maximum 21.
- Details and copy of pre-registration meeting are required which includes capital members the board and the operation and so on.
- The recommended name by the members of credit co-operative society.

WHO CAN APPLY:

The applicability of the person is given under the section 5 of the co-operative society act, which says that no person may be an individual member of the registered society. If he is less than 18 years of age provided that the by-laws of the society prescribed the minimum age to be the member of the society.

FUNCTIONS OF CREDIT CO-OPERATIVE SOCIETY IN INDIA:

- A co-operative credit society aims at providing goods and services like loans, goods at discounted prices and so on at an affordable rate to its members.
- Another main function of such societies is to eliminate any middlemen by providing goods and services directly.
- These societies also serve the function of preventing the exploiting of the weaker members of society.
- Such societies also protect the rights of producers as well as the consumers by keeping a track of the prices of all goods and consumers.
- They also aim to create a more sustainable food system.

GOVERNMENT POLICY AFFECTING CREDIT CO-OPERATIVE SOCIETIES IN INDIA:

Co-operative credit structure in India is characterized by a plethora of institutional segments. Leaving aside the agricultural co-operative credit institutions, in the urban co-operative credit fold itself, there are 3 types of institution recognized by the banking regulation act 1949 (as applicable to co-operative societies).

- Primary credit societies, who virtually function like banks, but whose net worth is less than rs.1 lakh; who are not members of the payment system and to whom deposits insurance is not extended.
- Primary co-operative banks, popularly called urban co-operative banks, whose net worth is rs.1 lakh and above; who are recognized as banks, are members of payment system who enjoy deposits insurance.
- Co-operative credit societies, who confine their activities to their members alone and who do not perform banking functions. In this chapter, the committee deals with these co-operative credit societies.

RBI POLICY STANCE ON CO-OPERATIVE CREDIT SOCIETIES:

On receipts of requests from few co-operative credit societies for conversion into urban co-operative banks in 1996, reserve bank of India had examined the issue, in the context of its policy posture of granting banking status to primary credit societies.

- Have amended their by-laws to the effect that their primary object is the transaction of banking business and they accept deposits from the public;
- Have attained the entry point norms for organization of new urban co-operative banks; and
- Their methods of operation are not detrimental to the interests of the depositors.

GROTH OPPORTUNITIES:

Every village was encouraged to have at least one co-operative society. It also helped setting up co-operative farms. From agricultural markets, these co-operative societies in India expanded to credit sector, and later to other large-scale sectors, housing and development, fishing markets, banking, etc.

Economic growth and the increase in disposable incomes have played an important role in the growth of co-operatives in India. However, there are reasons on the micro level such as certain decisions, good execution, policies and procedures, among others, which are then key reasons behind the success of co-operatives.

INTERNATIONAL CO-OPERATIVE ALLIANCE (ICA):

The concept of co-operation nurtured by Rochdale equitable pioneers' society in 1884. Lancashire UK, for supply of essential articles to its members, made impact and spread a movement in various countries. It was felt to create among co-operative of different countries.

ROLE OF ICA:

- Co-operative development has been diversified in each country according to local needs and conditions through regional office of ICA.
- Consistent and constant focus on training democratization of co-operative legislation in conformity with co-operative principals.
- Organization conferences for the ministers of co-operation on different regions from time to time enhanced the national outlook and approach to co-operative development.
- Creating mutual understanding among governments about co-operatives.
- Co-ordinating schemes of UN, relating to co-operative development in region.
- Organization needs based orientation conference like, consumer co-operative leadership, trade etc., so as to promote business relationship.
- Recognizing the greater role for the women in co-operative development.

APPLICABLE ACTS:

- The Karnataka Souharda Sahakari act 1997
- The banking regulation act 1949
- The goods and services act
- The negotiable instrument act 1881
- Income tax act

CHAPTER-2

ORGANIZATION PROFILE

YADAGERE SOUHARDA CREDIT CO-OPERATIVE NIYAMITHA

INTRODUCTION:

Yadagere Souharda Credit Co-operative Niyamitha known to satisfactorily cater to the demands of its member in 2004 and has, since then, been a known name in its field.

It stands located at Vinoba Road Koppa, Chikkamagaluru district, Koppa taluk, Koppa post-577126.

The business strives to make for a positive experience through its offerings. The accepted modes of payment such as cash and non-cash (digital transactions) make every business transaction easy and seamless, contributing to making the entire process even more effective.

Customer/members centricity is at the core of Yadagere Souharda Credit Co-operative Niyamitha in Koppa HO, Koppa and it is this belief that has led the business to build long term relationships. Ensuring a positive customer/member experience, making available required services to the members that are of top-notch quality is given prime importance.

In the near future, this business aims to expand its line of products and services and cater to a large client base.

BACK GROUND:

Origin of **Yadagere Souharda** dates back to the year 1990. The erstwhile two financial firms viz. **Yadagere finance and Panchami finance** which were functioning in Narasimharajapura Taluk got amalgamated into the **Yadagere Souharda Credit Co-operative Niyamitha during the year 2004.**

The Yadagere Souharda Credit Co-operative was registered duely on 20-05-2004 under the provisions of the Karnataka Soudharda Sahakari Act 1997 covering the initial **170 individual members** comprising N.R.Pura, Koppa, Sringeri taluk jurisdictionally. The total outreach of the co-

operative in terms of members intake is increased to 6,973 coupled with **paid-up share capital from rs.00.16 crores to rs.04.58 crores** after its brakeless functioning of over one and half decades.

After the short duration of about two months only, from the date of its registration, the ever **first branch office of co-operative was opened at Koppa followed by the second branch office at Narasimharajapura on 24-03-2006.**

Thereafter the **third, fourth and fifth branch offices have been opened at Tarikere, Kalasa and Kudregundi of Chikkmagaluru district on 09-09-2011, 27-02-2012 and 30-12-2020 respectively.** The statutory jurisdiction of the co-operative extends to the entire state of Karnataka as of now. In the mean while as its subsidiary allied services unit customized to its members **m/s YASCCON foundation dealing with hardware products at koppa on 12-10-2009.**

NATURE OF BUSINESS:

The two business types **credit cooperative business and noncredit cooperative business** were developed by YASCCON.

The main purposes of YASCCON are credit cooperative business. accepting deposits from members and providing loan to them. Providing loans to solar installations and providing loans by pledging agriculture commodity.

YASCCON acts as an agent by providing various noncredit co-operative activities like,

- General insurance will be provided.
- Manipal health card will be provided.
- Pan card will be provided.
- E-stamping will be provided.
- CIBIL report will be provided.

- Hardware business.
- Locker facility.
- Issue ness of Pahani (RTC) and mutation.
- NEFT and RTGS facility.

MAIN OPERATIONS OF YASSCON:

- Acceptance of deposits
- Lending activity
- Locker facilities
- NEFT and RTGS facility
- Providing loans against pledging agricultural commodity.

VISION OF YASCCON:

- To evolve as the most customized, professionalized and modernized financial co-operative with the highest outreach in the southern Karnataka.
- Fulfill the objectives of partnership of the co-operative as **per sec.14, establishment of supplementary institution as per sec.15**, co-operation of the **co-operatives as per sec.16, and the fulfillment of the objectives of co-operative “by law chapter 3(5)”**.
- Scheme of purchase and sale of silver and gold etc., in collaboration with firms.
- opening cold storage warehouse, big bazar and super bazar centers.
- An institution with cultural care and loaning opportunities.

MISSION OF YASCCON:

- Continued strategic implementation, monitoring, evaluation and revision of three years comprehensive and achievable development action plan for achieving exponential growth in social intake and financial productivity.

- Timely upgradation of technology to facilitate effective services more economically.
- Expansion of organizational network to ensure financial and allied services at the doorstep of the member clientele.
- Diversification of core business and non-funding business activities to safeguard the financial interest of, especially, the farming members.
- To encourage and finance rural agro-based MSM startups in mofussil area as an integral part of integrated rural development process with the objective of creation of new employment opportunities and avoid migration.

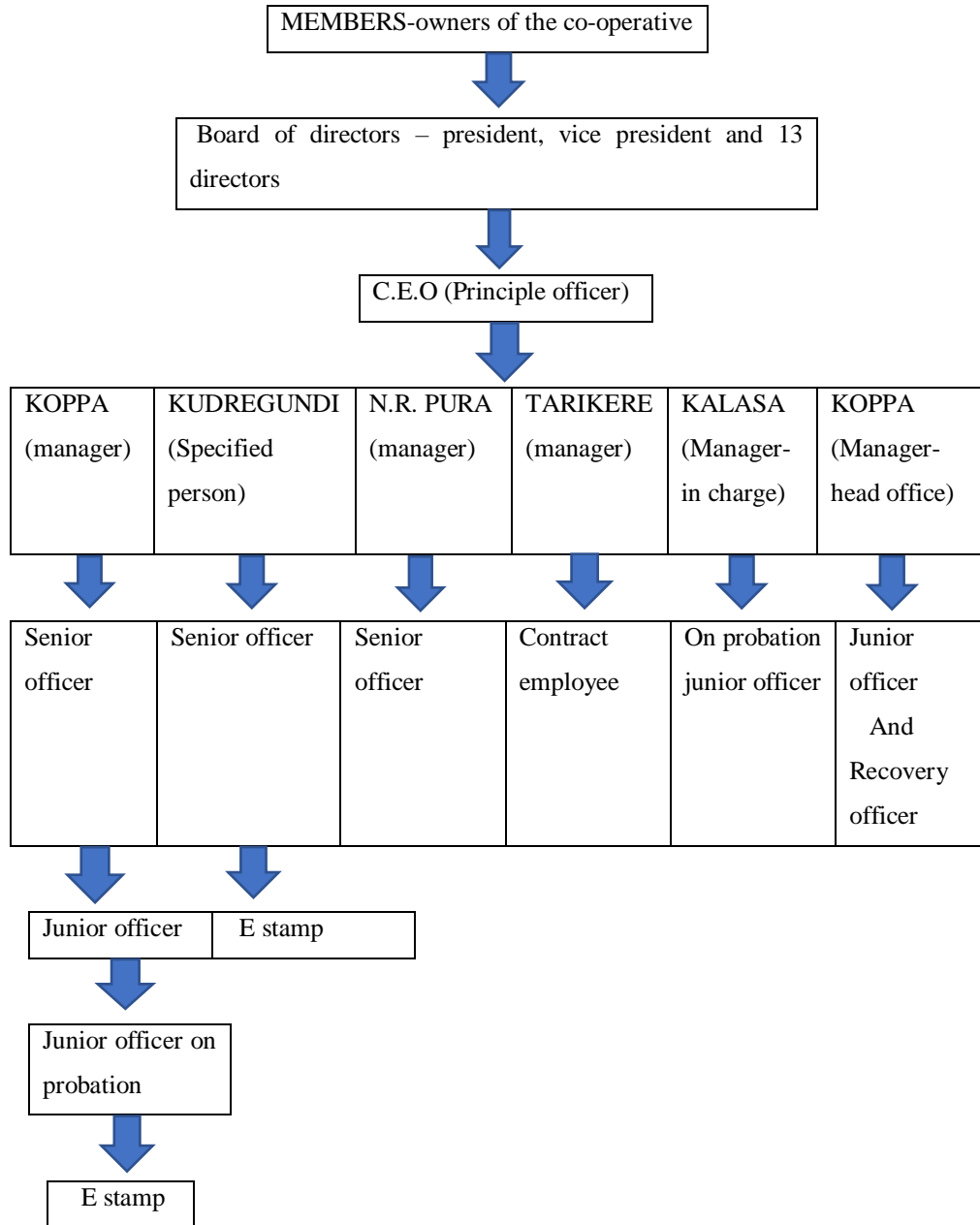
AIMS OF YASCCON:

- To encourage savings, self-help and co-operative among members.
- To provide service to its members by providing variety of deposits.
- To provide variety of loans to its members.

QUALITY PROFILE:

- Society will provide standing instruction for the payment.
- To provide information to members.
- Provide loan policy to needy members with a low interest rate.
- Providing recurring deposits (RD) policy to the customer/members.
- Variety of deposit facility to members with attractive interest rates.

WORKFLOW MODEL:



PRODUCT/SERVICES PROFILE:

- RD (recurring deposit)
- FD (fixed deposit)
- Pigmy deposit
- Deposit loan

- Vehicle loan
- Loan on gold and ornaments
- Loan on purchase of property
- Mortgage of loan/pledging loan
- Salary loan
- Loan on pledging of agriculture commodity
- PAN card facility
- E-stamping
- Saving and current account
- RTC and Pahani services
- Manipal Health Card

OWNERSHIP PATTERN:

Members are the owners of the YASCCON. The day to day working of the society were controlled by the CEO and managed by the board of directors. The present board of directors of the Yadagere Souharda Credit Co-operative Niyamitha are as follows: -

Serial number	Name of the promotors	Designation
1.	Mr. Y.S. Subramanya	Chairman
2.	Mr. L.D. Naveen	Vice president
3.	Mr. Y.S. Krishnamurthy	Director
4.	Mr. K. S. Subramanya	Director
5.	Mr. G.S. Mahabala	Director
6.	Mr. Annappa	Director
7.	Mr. Rama Bandari	Director
8.	Mr. K.P. Krushnanada	Director
9.	Mr. B.P. Sadananda	Director
10.	Mr. G.S. Natarajan	Director
11.	Mr. H.A. Krishnamurthy	Director

12.	Mr. H.K. Bhaskara	Director
13.	Ms. S. Upendra Rao	Director
14.	Ms. Geethasudarshan	Director
15.	Ms. Gayatrisriganesh	director

ACHIEVEMENTS/REWARDS:

- The ever first Souharda Co-operative in dispensation of short-term credit against the pledging of agriculture produces in **Chikkamagalur district 2004.**
- Recording the highest turnover among the co-operatives in online trading in the state of Karnataka-2010.
- Becoming **Uthama Souharda Sahakari** in Chikkamagaluru district-2009-2010.
- Becoming **Uthama Souharda Sahakari** in Chikkamagaluru district-2011-2012.
- Becoming **Uthama Souharda Sahakari** in Chikkamagaluru district-2017-2018.
- Recognition for having managed highest number of manipal health card in 2017-2018.
- Yadagere credit co-operative society has received award of “**Best co-operative society**” in the year 2018-2019 during the annual district level co-operative society.
- Its present president Sri. Y.S. Subramanya got **Sahakari Ratna award for the year 2020-2021** is one of the highest and prestigious awards for a co-operative.

FUTURE GROWTH AND PROSPECTUS:

- Enhance customer services
- Introducing the variety of new types of deposits

- Introduction of credit facility to members of all segments
- Expansion of branches in potential years within the Karnataka.

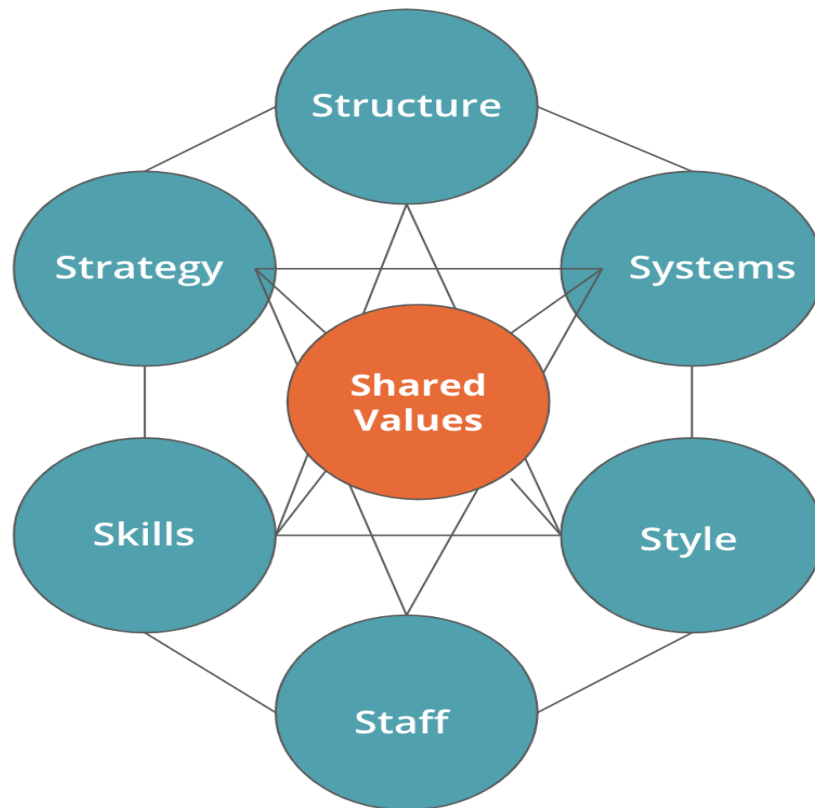
CHAPTER 3

McKinesy 7'S FRAME WOEK AND PORTER'S FIVE FORCES MODEL WITH SPECIAL REFERANCE TO ORGANIZATION UNDER STUDY

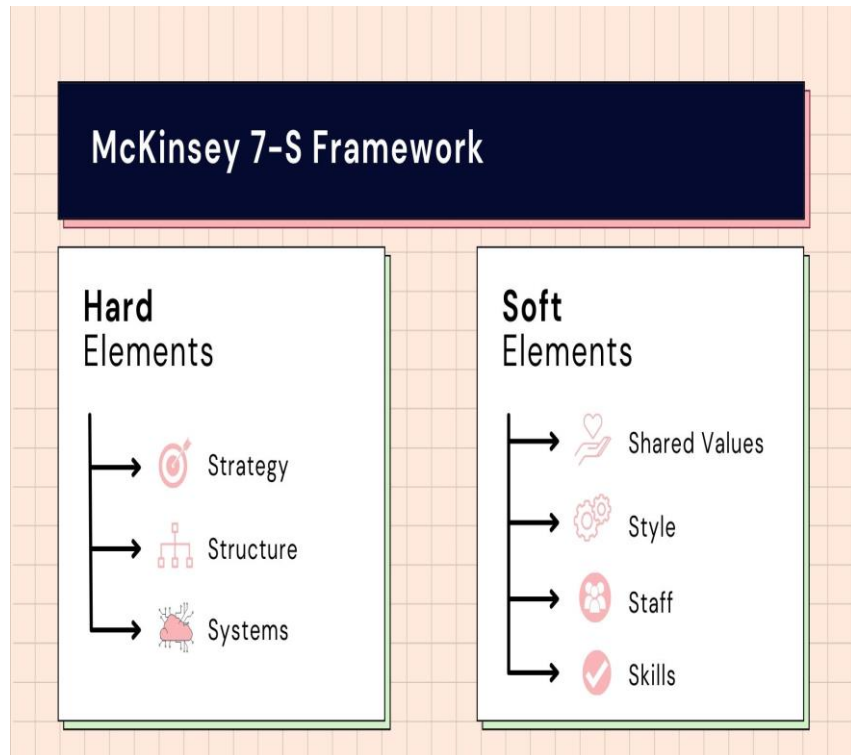
McKinsey 7'S FRAMEWORK:

INTRODUCTION:

The McKinsey 7S Model refers to a tool that analyzes a company's "organizational design." The goal of the model is to depict how effectiveness can be achieved in an organization through the interactions of seven key elements – Structure, Strategy, Skill, System, Shared Values, Style, and Staff.



The focus of the McKinsey 7s Model lies in the interconnectedness of the elements that are categorized by "Soft Ss" and "Hard Ss" – implying that a domino effect exists when changing one element in order to maintain an effective balance. Placing "Shared Values" as the "center" reflects the crucial nature of the impact of changes in founder values on all other elements.



APPLICATION OF McKinsey 7'S MODEL TO YADAGERE SOUHARDA CREDIT CO-OPERATIVE NIYAMITHA:

1. STRATEGY:

Being one of the leading credit co-operative societies the strategy of the YASCCON is to be premier among the association and to exceed expectations in every one of the parameters are it business or social duties. The procedures likewise, incorporates worry for the working class and the direct salary gathering of the general public for financial consideration.

Mainly there are four level of strategies which is followed by YASCCON,

- **Corporate level strategies:**

For the purpose of achieving exponential growth in social intake and financial productivity, YASCCON continues its strategic implementation, monitoring, evaluation, and revision of a five-year, comprehensive, and realizable development action plan.

- **Business level strategies:**

Diversification of core business and non-funding business activities is one of the business level strategies followed by YASCCON to safeguard the financial interest of, especially, the farming members.

- **Functional level strategies:**

In the Southern Karnataka the most customized, professionalized and modernized financial Souharda Credit Co-operative Niyamitha maintain by the highest outreach.

- **Operating level strategies:**

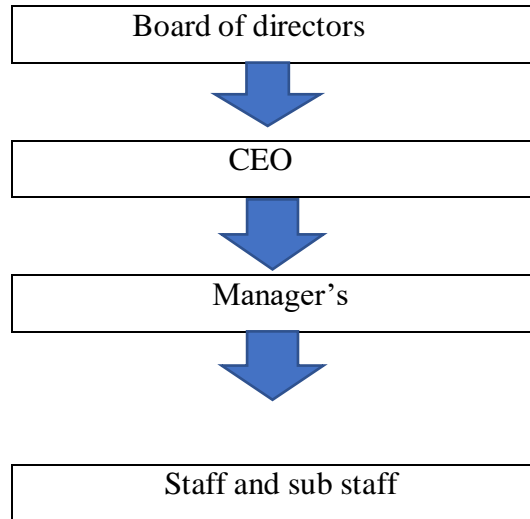
As a crucial component of integrated rural development, YASCCON supports and finances rural agro-based MSM enterprises in mofussil communities with the goal of preventing migration and creating new employment possibilities.

2. **SYSTEM:**

Systems are the company's policies and practices, which disclose the day-to-day operations and decision-making processes. There are using YASCCON software for their day-to-day operations. Systems should be the key area of focus for managers throughout organizational change because they are the part of the business that dictates how business is done. System entails the business and technical infrastructure of the YASCCON that establishes workflows and the chain of decision making. The system and procedures of the credit co-operative society are a time tested one on sound foundation. The systems and procedures are well defined and are available with all the hierarchy as no need-to-know basis. The well structure process manual is available for all the functional areas, be it business or inspection and audit.

At present the co-operative has centralized core banking software on cloud platform where in all branches can perform accounting process without any hindrance. The decision-making team consists of president, vice president, board of directors and chief executive officer, who major decision regarding policies, implementation and credit activities of the co-operative.

3. STRUCTURE:



The credit co-operative has a well-organized 4 structure with 5 branches and a well-defined architecture as the body to support. the company has a **functional organizational structure** used to organize the workers. The YASCCON is governed by the board of directors, president, vice president and 13 directors. The CEO of the YASCCON is in charge of the head office and the 5 branches. In 2004 YASCCON is started with 167 members with the share capital of 16 lakh and now at present 8028 members with share capital of 4.96 crore and having working capital of 93 crore. And it is democratically controlled by its members.

4. SKILLS:

YASCCON possesses set of management skills with employee positioning and employee skills that helps in keeping up the organizational loyalty. The employees are trained to multi task and learn in different activities taking place in the credit co-operative societies which will help in fulfilling the members needs and satisfies the members/customers which is the most important motto of the Souharda credit co-operative societies. The employees also well known about the technical skills and management skills. Managing committee comprises of experience and expertise in co-operative management.

5. **STYLE:**

The employee management comprises of CEO, branch managers and officers. The senior management level has got decades of experience and expertise in the field of accounts, finance and as well as in co-operative sector equally the present staff, who are equipped in co-operative field and they are well versed with the latest digitalized business. The management has given the directions to the employees and employees have to follow that; in that time, it is an **Autocratic leadership style**.

6. **STAFF:**

Staff involves talent management and all human resources related to company decisions, such as training, recruiting and rewards system of YASCCON. The staff of YASCCON composition is a mixture of experience and loyalty to the co-operative reflecting the customer/members loyalty and ethics. The credit co-operative society is recruited staffs in such a way so as to ensure there is a mix of experience and youth.

The staff of YASSCON will be divided into two bases on the base of work system. Staff involves are taken care by the head office. The staff at a head office does the job of controlling, managing and administration, conducting board meeting and human resources functions. While the branch staff consists of branch manager, officer and sub staff does the job of banking and non-banking activities. There is 300+ employees in YASCCON and they are working under the direction of CEO.

7. **SHARED VALUE:**

The mission, objectives and values form the foundation of every organization and play an important role in aligning all key elements to maintain an effective organizational design.

- Timely upgradation of technology to facilitate effective services more economically.

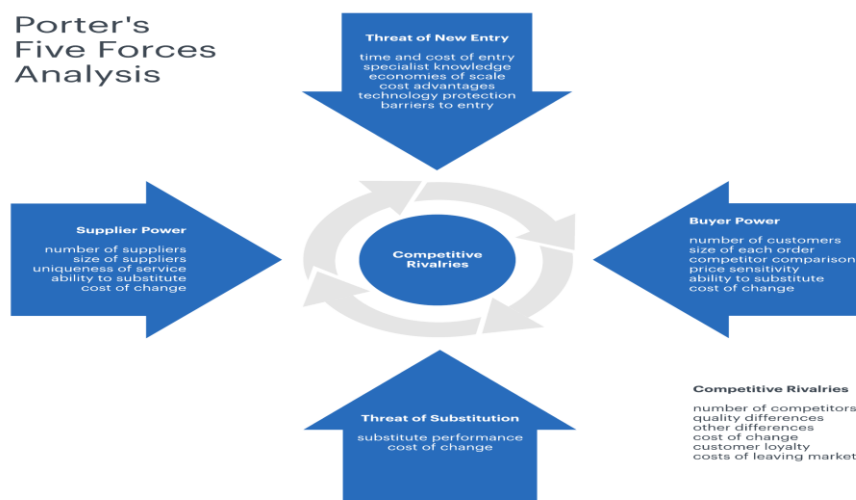
- Expansion of organizational network to ensure financial and allied services at the doorsteps of the member clientele.
- To evaluate as the most customized, professionalized and modernized financial co-operative with the highest outreach in the southern Karnataka

PORTER'S FIVE FORCES MODEL:

Porters 5 forces is a method used to breakdown and understand the competitive nature of an industry or business. It does so by looking at five main factors – threats of substitutes, threats of new entrants, bargaining power of buyers, bargaining power of suppliers and competitive rivalry.

These five forces help us to identify attractive and unattractive industries. This is because these five forces have the potential to negatively affect profitability. For instance, a market that has a high threat of new entrants will see existing business lose market share and profitability.

Porters 5 forces was originally coined by Harvard Professor, Michael E Porter with his framework published in the Harvard Business Review in 1979.



Porters five forces framework is a method of analyzing the operating environment of a competition of a business. It draws from industrial organization economics to derive five forces that determine the competition intensity and, therefore, the attractiveness of an industry in terms of its profitability.

APPLICATION OF PORTERS 5 FORCE MODEL TO YADAGERE SOUHARDA CREDIT CO-OPERATIVE NIYAMITHA:

1. COMPETITIVE RIVALRIES:

It has been 19 years since company has started, company is still facing competition. But they are competing through their services, some of the competitors are,

- Karnataka bank
- SBI bank
- Canara bank
- Syndicate bank
- Muthoot finance
- Sri Ram finance
- Gayatri VSSN, Koppa
- Vasavi VSSN, Chikkamagalur

These are YASCCON's key competitors; they accomplish the same task as YASCCON, such as providing financial benefits and services to their consumers at an appealing interest rate. However, in YASCCON, improved customer services, higher innovation in policies and regular self-assessment, increased customer focus, market expansion, and creating customer solutions are very much tempting people to join as members. If competition is intense then it becomes difficult for existing players such as Cfis rural to earn sustainable profits.

2. POWER OF SUPPLIERS:

In the concept of credit co-operative society, the power of suppliers is not involved because there are no suppliers are there. Being a services industry suppliers are not involved in Souharda credit co-operative. So, power of suppliers is not applicable.

3. POWER OF BUYERS OR MEMBERS:

A person who joins in the application for the registration of a society and a person admitted to membership after registration in line with the by-laws and rules are both members of YASCCON. When buyers have great bargaining power, they tend to drive down prices, reducing the Cfis rural's ability to produce sustained profits.

4. THREATS OF SUBSTITUTES:

Bank and co-operatives societies, non-banking financial institutions are major threats of the Yadagere Souharda Credit Co-operative Niyamitha. If the threat of substitute is high then Cfis rural has to either continuously invest into research and development or it risks losing out to disruptors in the industry.

5. THREATS ON NEW ENTRANTS:

- Rapidly increasing of commission agents in rural areas is a big threat for the society.
- They are providing attractive loan for the members, as a competitive environment, so many new companies have come in to existence which had followed the same procedures of providing attractive loan to their members or customers as YASCCON which is the one of the threats.

If there are string threats of new entrants then current players will to earn less profits to reduce the threats.

CHAPTER 4
SWOT ANALYSIS

INTRODUCTION:

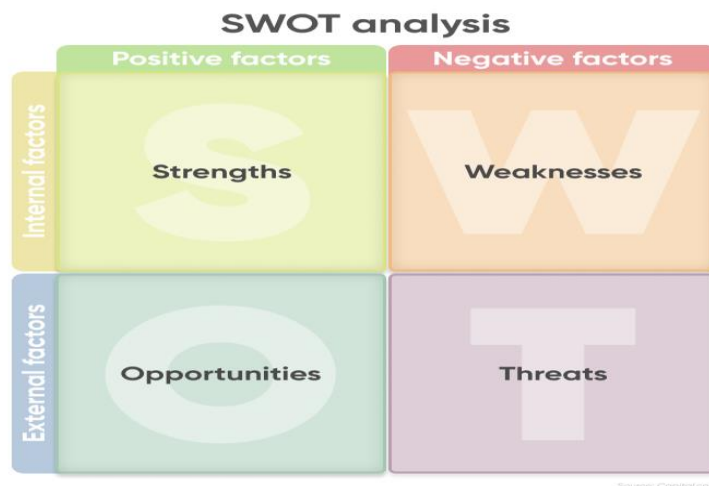
SWOT analysis is frame work for identifying and analyzing an organization's strengths, weakness, opportunities and threats. These words make up the SWOT acronym.

The primary goal of SWOT analysis is to increase awareness of the factors that go into making a business decision or establishing a business strategy. To do this, SWOT analysis the internal and external environment and the factors that can impact the viability of a decision.

APPLICATION OF SWOT ANALYSIS FOR YADAGERE SOUHARDA CREDIT CO-OPERATIVE SOCIETY:

SWOT analysis is a process of defining and analyzing organizational strength, weakness, opportunities and threats. More over SWOT is a basic analytical framework that assesses what an entity can and cannot do. It is very helpful for the organization to accomplish its pre-determined goals.

- To capitalize on the strategies of the co-operative.
- To over-come the weakness of the co-operative.
- To make use of full opportunities available in the environment.



STRENGTHS:

- Highly motivated and committed human resources
- Honest, sincere and democratic leadership
- Good support, mutual caring and sharing between the management and members
- Image, competence, service orientation and profitability
- Open mind ness, innovation and divergent thinking, equity and integrity
- Scope and potentiality
- Quality of services provided to the customers
- Low rate of interest
- Customer friendly atmosphere maintained in the society to the customer
- Capable and well-educated employees in the society to the customers
- Continuous profitability
- Audit clarification
- Good recovery rate
- Good management

WEAKNESS:

- Restriction faced by co-operatives with respect governing law
- Less participation from members
- Legal obstacles to perform like banks
- Natural calamities which restrict the transaction of the co-operative indirectly through its members

OPPORTUNITY:

- The society with its superior services quality and long working hours can capture the members
- Chances to give small business credit and try to take the first delivery services advantage

- Improving digital transactions as part of business
- Improving non-credit activities to its members

THREATS:

- Competition among member societies and banks in the area
- Entry of new co-operative societies with providing loans with attractive interest rates
- Entry of new co-operative societies or banks with providing attractive interest rates to deposit to mobilize working capital
- Threat from additional replacement businesses enhancing business through the use of modern technologies and legislative changes

CHAPTER 5
ANALYSIS OF FINANCIAL STATEMENTS

FINANCIAL STATEMENT:

Financial statements are written records that convey the business activities and the financial performance of a company. Financial statements are often audited by government agencies, accountants, firms etc. to ensure accuracy and for tax, financing or investing purposes.

ANALYSIS OF FINANCIAL STATEMENT:

The process of critical evaluation of the financial information contained in the financial statements in order to understand and make decisions regarding the operations of the firm is known as financial statement analysis.

FINANCIAL STATEMENT OF YADAGERE SOUHARDA CREDIT CO-OPERATIVE NIYAMITHA:

Profit and loss account of Yadagere Souharda Credit Co-operative Niyamitha for the year ended 31/03/2019, 31/03/2020, 31/03/2021 and 31/03/2022

Particular	2018-2019	2019-2020	2020-2021	2021-2022
Expenses				
Interest on expenses	6,35,20,928	4,94,43,016	5,68,65,536	7,50,15,011
Director's cost	1,42,801	1,70,353	2,40,255	2,65,781
Staff cost	37,19,394	45,02,172	66,79,834	55,58,001
Administration cost	40,20,989	39,44,635	43,83,415	49,17,733
Depreciation	12,58,183	13,67,572	15,58,197	14,21,287
Purchase and other cost (medical)	1,43,895	-	-	-
Net profit	1,67,35,695	1,00,12,639	1,05,15,896	1,24,71,000

Total	8,95,41,885	6,94,40,387	8,02,43,133	9,96,48,813
Income				
Income from interest	8,73,63,954	6,74,15,113	7,86,98,492	9,64,56,390
Non income interest	20,22,017	20,61,544	15,44,641	31,92,423
Income from sale (medical)	1,55,914	-36,270	-	-
Total	8,95,41,885	6,94,40,387	8,02,43,133	9,96,48,813

Balance Sheet Of Yadagere Souharda Credit Co-Operative Niyamitha
For The Period Of 2019, 2020, 2021 And 2022

Particular	2018-2019	2019-2020	2020-2021	2021-2022
Liabilities				
Share capital	4,10,92,900	4,58,45,700	4,70,90,000	4,96,58,300
Reserves	5,70,45,676	6,69,21,092	7,19,54,932	7,70,14,388
Deposits	56,85,47,526	64,30,22,556	72,00,50,507	77,49,18,566
Secured loans	7,86,41,810	2,65,47,327	3,63,803	3,13,89,536
Other liabilities	3,31,26,683	3,13,17,096	4,18,91,070	6,34,40,058
Net profit	1,67,35,695	1,00,12,639	1,05,15,896	1,24,71,000
Total	79,51,90,290	82,36,66,410	89,18,66,208	100,88,91,848

Assets				
Real estates	7,41,70,569	7,95,38,310	7,85,92,484	7,76,68,259
Investments	8,31,53,238	11,66,87,73	22,77,68,507	30,52,46,589
Loans	62,58,24,847	61,51,39,166	57,75,61,125	61,74,04,417
Advances deposits	46,64,422	58,92,298	60,23,043	72,98,627
Bank	84,670	-	-	4,41,810
Cash	71,94,703	57,96,431	13,26,145	8,32,146
Inventory	97,841	6,12,432	5,94,904	-
Total	79,51,90,290	82,36,66,410	89,18,66,208	100,88,91,848

APPLYING RATIOS TO YASCCON:

Ratio analysis is the study of several financial data points seen in a company's financial statements. They are mostly used by outside analysts to assess a company's profitability, liquidity, and solvency, among other factors. To gather information to assess a company's financial performance, analysts rely on current and historical financial statements. They make comparisons to other competitive companies and utilize the data to determine whether a company's financial health is trending upward or downward.

➤ **Short term solvency ratio:**

Short term solvency ratio is used to check the current financial situation of the market. The liability factor is very small or can even be neglected. This method takes less time to analyze usually less than one month

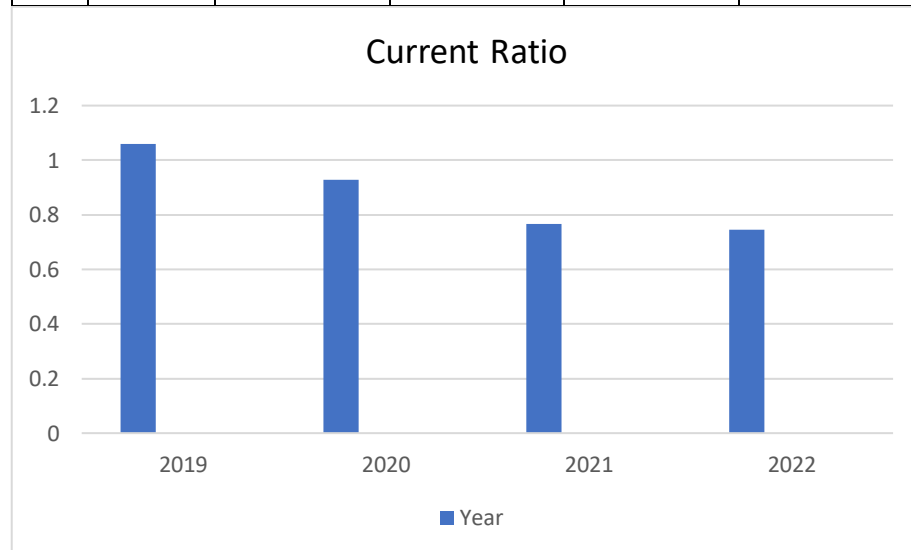
for financial analysis. It is always most preferred as it has less chance of cash loss.

▪ **Current Ratio:**

The current ratio is also commonly referred to as the working capital ratio. It measures the ability of a business to meet its short-term obligations that are due within a year. The ratio takes into consideration the total current assets versus the current liabilities.

Current Ratio/Current Liabilities

Sl. No.	Ratio	As on 31/12/2019	As on 31/12/2020	As on 31/12/2021	As on 31/12/2022
1.	Current Ratio	1.059	0.929	0.767	0.746



INTERPRETATION:

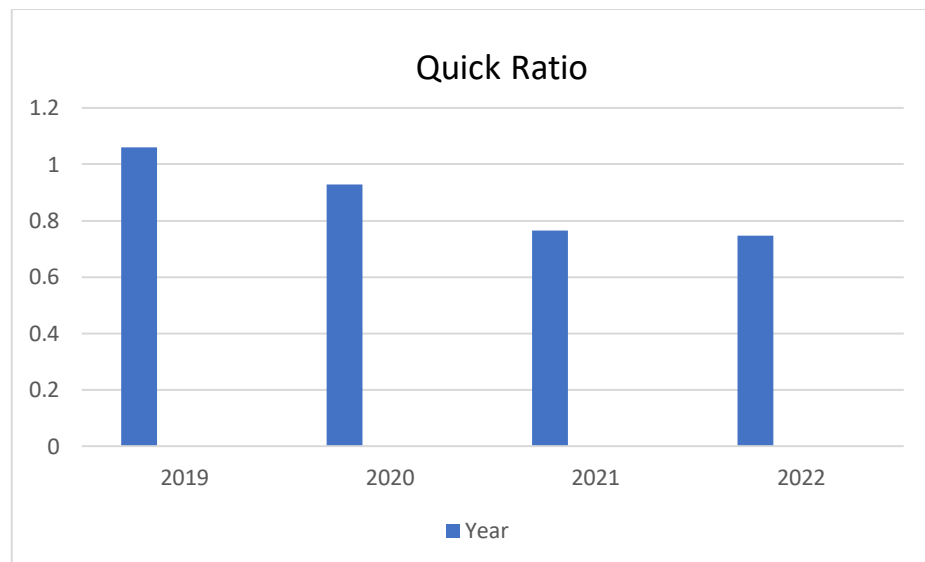
The Current Ratio for the year 2019,2020,2021,2022 is 1.059, 0.929, 0.767 and 0.746 respectively. The Current Ratio from 2019 to 2022 it has been decreased. a decrease in current ratio means that there are problems with the management, ineffective or lax standards for collecting receivables, or an excessive cash burn rate.

▪ **Quick Ratio:**

Quick ratio is also known as acid test ratio is used to determine whether a company or a business has enough liquid assets which are able to be instantly converted into cash to meet short term dues. It is calculated by dividing the liquid assets by the liquid liabilities.

Total current assets – inventory + prepaid expenses/ current liabilities

Sl. No.	Ratio	As on 31/12/2019	As on 31/12/2020	As on 31/12/2021	As on 31/12/2022
2.	Quick Ratio	1.059	0.928	0.766	0.746



INTERPRETATION:

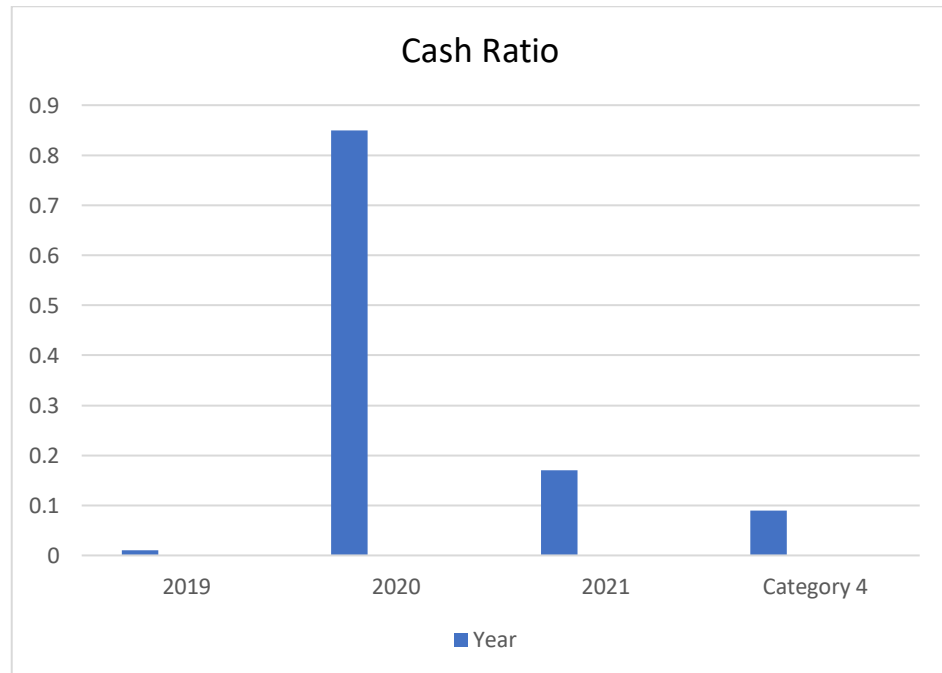
The Quick ratio for the year 2019,2020,2021,2022 is 1.059, 0.929, 0.767 and 0.746 respectively. The Quick ratio from 2019 to 2022 it has been decreased. a decrease in Quick ratio means that there are problems with the management, ineffective or lax standards for collecting receivables, or an excessive cash burn rate.

▪ **Cash Ratio:**

The cash ratio is a measurement of a company's liquidity.it specifically calculates the ratio of a company's total cash and cash equivalents to its current liabilities.

Cash and cash equivalent / total current liabilities

Sl. No.	Ratio	As on 31/12/2019	As on 31/12/2020	As on 31/12/2021	As on 31/12/2022
3.	Cash Ratio	0.01	0.85	0.17	0.09



INTERPRETATION:

The Cash Ratio for the year 2019,2020,2021,2022 is 0.01, 0.85, 0.17 and 0.09 respectively. The Cash Ratio from 2019 to 2020 it has been increased but suddenly there is a decreased in 2021 and 2022. Because there was a differences between cash and current liabilities.

➤ **Long term solvency ratio:**

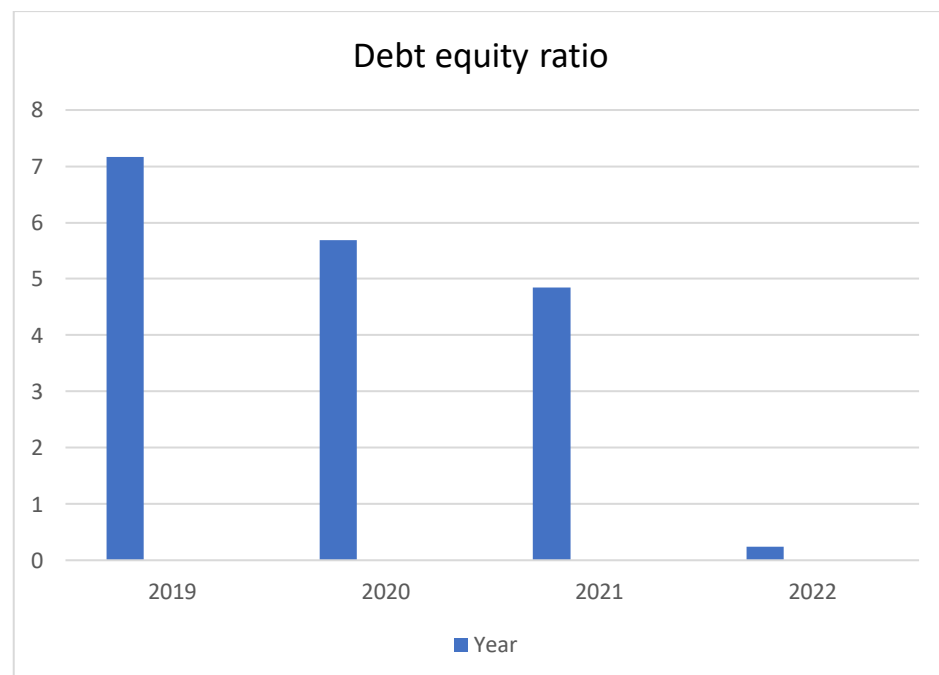
Long term solvency means the firm's ability to meet its liabilities in the long run. Long term solvency ratios help to determine the ability of the business to repay its debts in the long run. The following ratios are normally computed for evaluating long term solvency of the business:

▪ **Debt Equity Ratio:**

Debt equity ratio is calculated to assess the long-term solvency position of a business concern. Debt equity ratio expresses the relationship between long term debt and shareholder's funds.

Long term debt / equity share holder fund

Sl. No.	Ratio	As on 31/12/2019	As on 31/12/2020	As on 31/12/2021	As on 31/12/2022
4.	Debt equity ratio	7.17	5.69	4.85	0.24



INTERPRETATION:

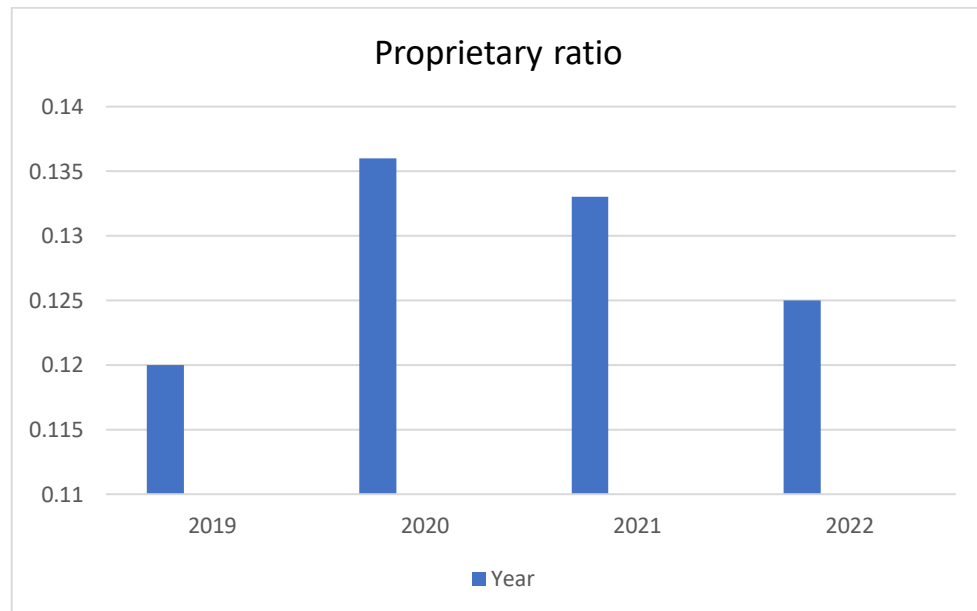
The Debt equity ratio for the year 2019,2020,2021,2022 is 7.17, 5.69, 4.85 and 0.24 respectively. The Debt equity ratio from 2019 to 2022 it has been decreased.

- **Proprietary ratio:**

Proprietary ratio gives the proportion of shareholders' funds to total assets. Proprietary ratio shows the extent to which the total assets have been financed by the shareholders' funds.

Share holder fund / total assets

Sl. No.	Ratio	As on 31/12/2019	As on 31/12/2020	As on 31/12/2021	As on 31/12/2022
5.	Proprietary ratio	0.12	0.136	0.133	0.125



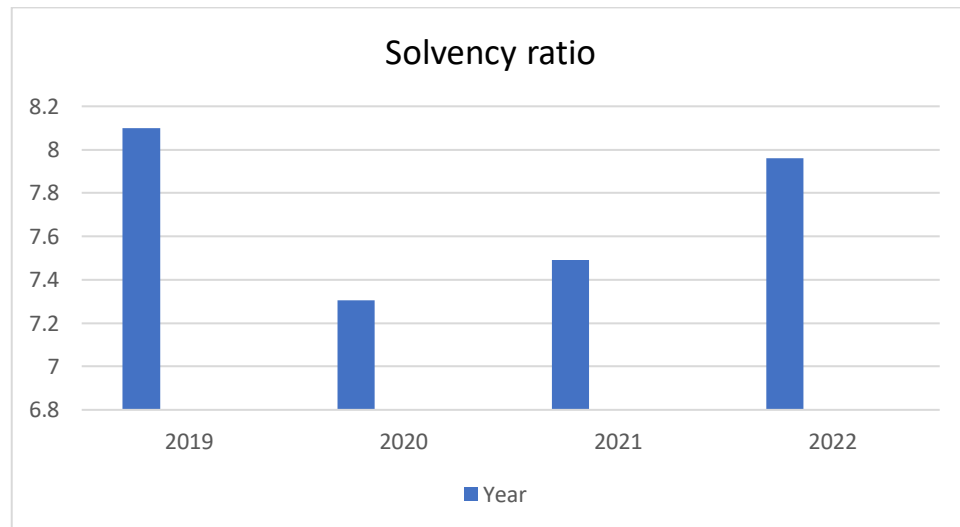
INTERPRETATION:

The Proprietary ratio for the year 2019,2020,2021,2022 is 0.12, 0.136, 0.133 and 0.125 respectively. The Proprietary ratio from 2019 to 2020 it has been increased but suddenly there was a decreased in 2021 and 2022.

- **Solvency ratio:**

Solvency ratio is a measure of how well a company can meet its long-term financial obligations. There are different types of solvency ratios, such as debt to assets ratio, debt to equity ratio, and interest coverage ratio. Each of them has a different formula, depending on the variables used.

Sl. No.	Ratio	As on 31/12/2019	As on 31/12/2020	As on 31/12/2021	As on 31/12/2022
6	Solvency ratio	8.10	7.304	7.49	7.96



INTERPRETATION:

The Solvency ratio for the year 2019,2020,2021,2022 is 8.10, 7.304, 7.49 and 7.96 respectively. The Solvency ratio from 2019 to 2022 it has been fluctuating in the ratio.

➤ **Profitability ratio:**

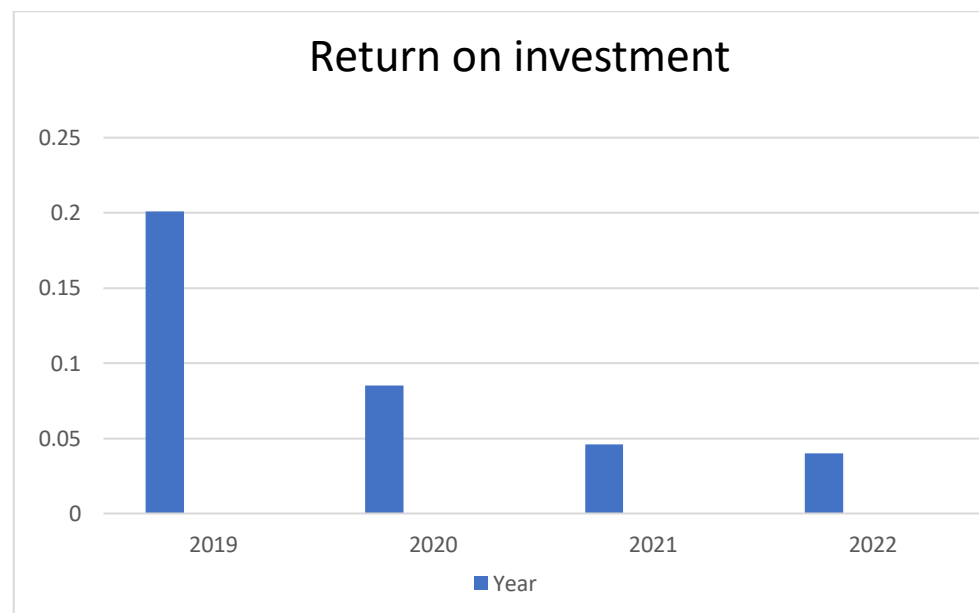
A profitability ratio is a financial measurement. It measures the relationship between revenues and costs. The ratio quantifies the cost levels required to achieve these revenues.

▪ **Return on investment:**

Return on investment is a measure of how much profit or benefit you get from an investment compared to how much it costs. It is usually expressed as a percentage or a ratio.

Net profit / cost of investment

Sl. No.	Ratio	As on 31/12/2019	As on 31/12/2020	As on 31/12/2021	As on 31/12/2022
7	Return on investment	0.201	0.085	0.046	0.040



INTERPRETATION:

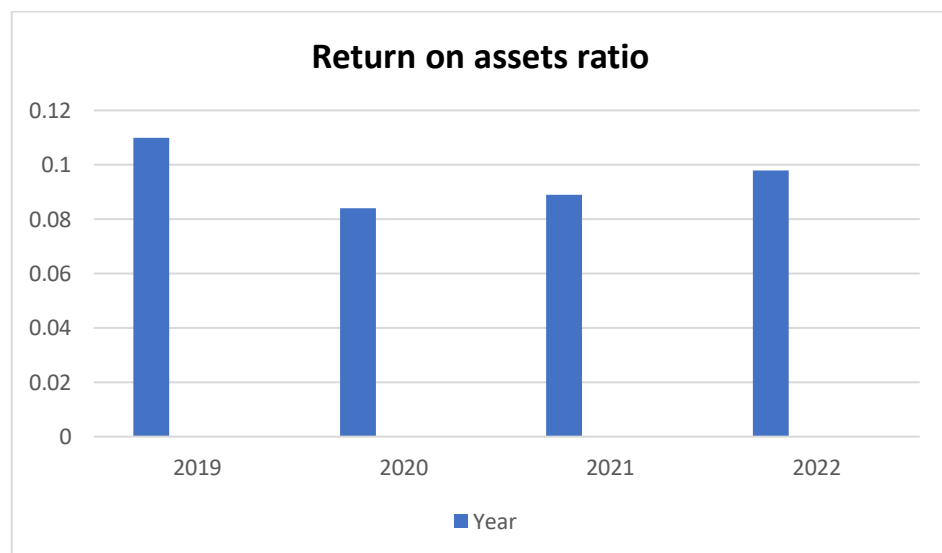
The Return on investment for the year 2019,2020,2021,2022 is 0.201, 0.085, 0.046 and 0.040 respectively. The Return on investment were 2019 to 2022 it was decreased.

▪ **Return on assets ratio:**

Return on asset ratio is a way of measuring how profitable a company is by comparing its net income to its average total assets. net income is the amount of money a company earns after paying all its expenses. Total assets are the value of everything a company owns or controls. The higher the ratio, the more efficient the company is at using to generate income.

Net income / total assets

Sl. No.	Ratio	As on 31/12/2019	As on 31/12/2020	As on 31/12/2021	As on 31/12/2022
8	Return on assets ratio	0.11	0.084	0.089	0.098



INTERPRETATION:

The Return on assets ratio for the year 2019,2020,2021,2022 is 0.11, 0.084, 0.089 and 0.098 respectively. The Return on assets ratio from 2019 to 2022 it has been fluctuating in the return on assets.

CHAPTER 6
LEARNING EXPERIENCE

The internship at **Yadagere Souharda Credit Co-operative Niyamitha, Koppa** was a versatile experience encompassing various learning experiences that's given me more exposure of how the professionals work. I com my internship on **22/10/2022 to22/11/2022**.

The training has assisted me in gaining understanding of the organization's numerous functional departments, such as administration and establishment, planning and development, accounts and operations, and loans and advances. I am quite pleased with the YASCCON staff's prompt reaction. They were quite helpful in completing this project report. As far as I can tell, the different departments are well-coordinated. They are achieving the organization's objectives. They are always extremely good at interacting with their members. They have an excellent knowledge of each other. YASCCON has an excellent management team. They are putting in a lot of effort towards the organization's advancement.

This study has aided me in developing not just my academic knowledge, but also my soft skills, which are critical for professional success. Professionalism, time management, self-awareness, self-regulation, and motivation are examples of soft skills. As a consequence of the project preparation, my professional abilities have increased, which will be useful in the future.

Finally, learning is a never-ending source of amazement as well as a lifetime struggle to stay up with change. We also recognize that action is required for meaningful learning, since we learn best by doing. Regardless, learning about these issues and gaining information was a beneficial learning experience for me, and I am confident that it will benefit me academically and professionally.

This experience remained unique in this own way since its embarked me with professionalism in co-operative sectors. Certainly, the internship helped me developed my-self into working efficiently and effectively towards working in a co-operative sector environment.

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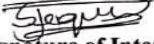
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 - 2021-2022

Organizational Study Weekly Progress Report
Week - 1

Student Name	Soujanya . G
USN	4AL21BA086
Organization Name	Vadagere Souharda credit co-operative Niyamitha, Koppa
Duration (Week Start & End Date)	22/10/2022 - 27/10/2022
Chapters Covered (During the Week)	Chapter - 1 - Industry Profile Chapter - 2 - Organizational Profile
Description of Activities performed during the week.	<ul style="list-style-type: none"> - Industry and organizational background - organization established - vision and mission , - quality profile , aims . - workflow model - ownership pattern - nature of business - Product /services profile

Date : 27/10/2022
"Reviewed"

Soujanya . G
Student Signature


Signature of Internal Guide
Date: 27/10/2022

Signature of external guide
Guide with date - 28/10/2022

ಮುಖ್ಯಪಾಠ್ಯನಿರ್ವಹಣಾಧಿಕಾರಿ
ಯದಗರೆ ಸೌಹಾರ್ದ ಕ್ರೆಡಿಟ್
ಕೋ-ಆಪರೇಟಿವ್ ನಿಯಮಿತ,ಕೊಪ್ಪ

Organizational Study Weekly Progress Report


Week - 2




Student Name	Soujanya . G
USN	4AL21BA086
Organization Name	Yadagere Souharda Credit Co-operative Niyamitha, Koppa.
Duration (Week Start & End Date)	28/10/2022 - 03/11/2022
Chapters Covered (During the Week)	Chapter 3 - McKinsey 7s framework and porter's 5 force model.
Description of Activities performed during the week.	<ul style="list-style-type: none"> - Applying McKinsey 7s model to organization. - studying organization <ul style="list-style-type: none"> > strategy > structure > systems > shared values > style > skills. - Applying porter's 5 force model to the organization.

Soujanya . G
Student Signature

Date : 03/11/2022
"Reviewed"


Signature of Internal Guide
Date: 03/11/2022

Signature of external guide
with date 03/11/2022


ಮುಖ್ಯಕಾರ್ಯನಿರ್ವಹಣಾಧಿಕಾರಿ
ಯಡಗರೆ ಸೌಹಾರ್ದ ಕ್ರೆಡಿಟ್
ಕೋ-ಆಪರೇಟಿವ್ ನಿಯಮಿತ, ಕೊಪ್ಪ

Organizational Study Weekly Progress Report

Week -3



Student Name	Soujanya, G
USN	4AL21BA086
Organization Name	Yadagera Souharda Credit Co-operative Niyamitha, Koppa.
Duration (Week Start & End Date)	04/11/2022 - 11/11/2022
Chapters Covered (During the Week)	chapter 4 - SWOT analysis.
Description of Activities performed during the week.	<ul style="list-style-type: none"> - Applying SWOT to organization. - studying organization <ul style="list-style-type: none"> > strength > weakness > opportunities > Threats.

Soujanya, G
Student Signature

Date: 11/11/2022

"Reviewed"

Signature of Internal Guide

Date: 11/11/2022

Signature of external guide
with date. 12/11/2022

ಮುಖ್ಯವಾರ್ಯ ನಿರ್ವಹಣಾಧಿಕಾರಿ
ಯಡಗರೆ ಸೌಹಾರ್ದ ಕ್ರೆಡಿಟ್
ಕೋ-ಆಪರೇಟಿವ್ ನಿಯಮಿತ, ಕೊಪ್ಪ

Organizational Study Weekly Progress Report

Week - 4



Student Name	Soujanya . G
USN	4AL21BA086
Organization Name	Yadagere Souharda Credit co-operative Niyamitha, Koppa .
Duration (Week Start & End Date)	18/11/2022 - 22/11/2022
Chapters Covered (During the Week)	Chapter 5 - Analysis of Financial statement. Chapter 6 - Learning experience.
Description of Activities performed during the week.	<ul style="list-style-type: none"> - Analysing financial statement of the organization. - Finding of the following ratios <ul style="list-style-type: none"> > Short-term solvency ratio > Long-term solvency ratio > Profitability ratio .

Date: 22/11/2022

"Reviewed"

Soujanya . G
Student Signature

Signature of Internal Guide

Date: 22/11/2022

Signature of external guide with date. 22/11/2022

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ಮುಖ್ಯಕಾರ್ಯನಿರ್ವಹಣಾಧಿಕಾರಿ
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