

Role of Primary Agricultural Cooperative Credit Societies (PACCS) in Promoting Financial Inclusion in Rural Areas

Dr. V. Kanimozhi¹ and G. Mathuvarshini²

Associate Professor, Department of Management Sciences¹

Student - II MBA, Department of Management Sciences²

Hindusthan College of Engineering and Technology, Coimbatore, Tamil Nadu, India

Abstract: *Financial inclusion plays an important role in achieving inclusive growth, which is required for ensuring the overall sustainable growth of a country. This study aims to explore the importance of Primary Agricultural Cooperative Credit Societies (PACCS) in promoting financial inclusion among rural areas. Primary Agricultural Cooperative Credit Societies are grassroots-level cooperative credit institutions which serve financial services in rural India, providing credit, savings, and insurance tailored to rural needs, and promoting financial inclusion. This study conceptually explores how PACCS have influenced the financial behaviour and economic stability of rural households and evaluates their accessibility, functional effectiveness and the potential challenges faced in expanding their outreach and contribution to rural financial inclusion.*

Keywords: Financial Inclusion, PACCS, PACS, Rural Development, Rural Credit Institutions, Financial services in rural India, Cooperative banking

