

Minutes of Special SLBC-Delhi meeting held on 14.01.2016 at 3.00 PM at Conference Hall of Oriental Bank of Commerce, Harsha Bhawan, New Delhi to discuss/ review the progress of Pradhan Mantri Mudra Yojna & Issuance/distribution and Activation of RuPay Cards under PMJDY in NCT of Delhi

At the outset, **Shri Navleen Kundra, General Manager/ Convenor, SLBC, NCT of Delhi** welcomed Shri A.K. Dogra, Deputy Secretary, DFS, MoF, Gol; Smt. Rachna Dikshit, GM, FIDD, RBI; Ms. Juhi Mukherjee, IAS, DC (HQ), GNCTD; Shri Pardeep Chauhan GM, Oriental Bank of Commerce, Corporate Office, Controlling Heads / Senior Officials from all the Member Banks, LDMs & all other participants.

Further, Shri Kundra informed the house about the initiatives taken by the SLBC-Delhi for promoting the MUDRA Yojna and stated that:

- As per direction from DFS, MoF, Gol, SLBC-Delhi got published the advertisement on MUDRA Yojna in two leading newspapers (Delhi Edition) one in English 'Times of India' and other in Hindi 'Nav Bharat Times' on 18.12.2015 on behalf of all member banks.
- Convenor SLBC-Delhi participated in Radio Programme **कार्यक्रम - भेंटवार्ता 'प्रधानमंत्री जन धन योजना और मुद्रा योजना'** which was broadcasted on 09.01.2016 on 'Inderprastha' Channel at 7.30 AM at Frequency 819 khz. or 366.3 mtr.

He requested the member banks/ LDMs/ FLCs to use CD supplied by SLBC-Delhi containing the Financial Literacy Material i.e. Rules, Regulations, FAQs, Forms, Advertisement Material and Documentary Films etc., on MUDRA Yojna, PMJDY and social security schemes i.e. PMSBY, PMJJBY & APY, for creating awareness among the general public as well as staff about these schemes.

He shared the news in the New Papers dated 07.01.2016 and briefed the house on decision taken by the Gol in its cabinet meeting held on Wednesday (06.01.2016), on approval for the setting up of a credit guarantee fund for (MUDRA) scheme, to boost the micro and small entrepreneurs.

He requested all members banks to accelerate the progress under PMMY, keeping in view the above initiatives by the Govt.

On Financial Literacy through various skilling centres, he stated that Additional Mission Director (PMJDY), MoF, Gol vide their e-mail dated 12.01.2016 informed that mapping in all skilling centres (including ITIs, VTPS and OCs) has already been completed by concerned LDMs/FLCs and for smooth implementation of the Financial Literacy Program, Mission (FI) has given the action plan (step by step).

- i. LDMs/FLCs will share the financial literacy material in the form of Classroom presentation (PPT), Flip Chart, Workbook, Multiple choice Questions and quiz with all the banks operating thereat. Banks can also download the FL material from the link: <http://pmjdy.gov.in/literacy>. SLBC- Delhi has also

provided the Financial Literacy Material on 08.12.2015 in shape of CD on 08.12.2015 to all Member Banks/LDMs/FLCs.

- ii. Two sessions each of one and a half hours will be organized on two days to inculcate the basics of financial literacy in the target audience.
- iii. Banks will be the nodal point for reporting and updating the progress made in conducting financial literacy sessions on PMJDY portal under head financial literacy- MIS -. Where FLCs have been mapped to skilling centres, FLC manager should report/update the details of FL sessions conducted from the link bank branch. A link will be provided by them to banks for reporting the progress in this regard on the PMJDY portal soon.

He requested all member banks / LDMs/FLCs to apprise their staff of the process flow to be followed, ensuring printing and distribution of FL material as per the specifications, for smooth implementation of the financial literacy initiative. Action taken report be intimated at missionfi@nic.in with a copy to pande.alok@nic.in & to SLBC-Delhi at slbc.del@obc.co.in.

SLBC-Delhi has also written to all member bank/ LDMs/FLCs on the above vide their letter/ mail dated 13.01.2016.

Mission Office staff will be visiting various Districts/ States to review the state of readiness and obtain feedback in this regard. He requested all member banks/LDMs to be ready for the same and submit the Action Taken Report of their bank on promotion of PMMY in NCT of Delhi.

He further requested Member Banks/LDMs/FLCs to tie up with Government ITIs, Private ITIs, Vocational Training Partners and Operational Centers & Bank Branches for creating Financial Literacy in a campaign mode in co-ordination with them involving District Administration for imparting Financial Literacy.

After that, Sh. Kundra requested Ms. Juhi Mukherjee, IAS, DC (HQ) to address the house.

Ms Mukherjee stated that Mudra Yojna is very important scheme of the GoI. The progress of PMMY is being reviewed at Top Level at weekly Review meeting. She asked the LDMs to get in touch with the District Collector of their district for holding of Financial Literacy camps. She also assured for all support, cooperation and help from Govt. of NCT of Delhi for promoting MUDRA Yojna and other social security schemes of the Govt.

Few banks complained that some of Skilling Centres are not allowing the FLCs to conduct the Financial Literacy programme. Ms. Juhi Mukherjee assured that instructions will be issued by Govt. of NCT to Technical education department in the matter.

Ms. Rachna Dikshit, GM, FIDD, RBI conveyed that Mudra loans are small loans meant for the needy and poor section of the society. Govt. is emphasizing and

supporting all the way. She requested to give loans with due diligence and not only to fulfil the targets, as we all dealing with public money.

Shri Kundra requested Shri A.K. Dogra, Deputy Secretary, DFS, MoF, GoI to address the House and review the bank wise progress under PMMY and RuPay Card Issuance / Distribution and Activation.

Sh. Dogra stated that after the last Sp. SLBC-Delhi meeting, the progress under MUDRA is improved to some extent but not upto the desired level and lot of work is yet to be done. After that , he reviewed the bank-wise progress under PMMY.

He showed his concern on low performance of State Bank of Patiala, UCO Bank, Andhra Bank, Punjab & Sind Bank, Indian Bank and Bank of India. He asked these banks to work hard and to put more efforts so that achievement can be at-least 90% of the targets by the time of next SLBC meeting going to be held in mid of February, 2016.

The Representatives from these banks, committed for visible improvement in their results by the end of current quarter.

He appreciated the efforts made by Corporation Bank, Canara Bank, Indian Overseas Bank, Bank of Maharashtra, State Bank of Mysore and ICICI Banks under MUDRA loans.

Sh. Dogra took the serious view on non participation by State Bank of Patiala. He also showed his concern on low level of participation in the meeting by some of the banks. He asked for proper level participation in such an important meeting, in future so that fruitful discussion may be held and purpose of the meeting may be achieved. He asked SLBC-Delhi to send him the list of participants with designation so that he can take up the matter with the higher authorities of the concerned banks in the matter.

He also showed his concern over the slow pace of MUDRA loans under Special campaign launched from 01.11.2015 to 28.02.2016 and requested the member banks to monitor the progress of their branches personally to achieve the disbursement targets of minimum 15 loans under 'Shishu' category, 4 under 'Kishor' category and 1 under 'Tarun' category per month per branch under MUDRA Yojna fixed for the special campaign.

After that the bank wise progress of Issuance/Distribution and Activation of RuPay Cards under PMJDY was reviewed by him. On Issuance of RuPay card, the performance of State Bank of Patiala and Punjab & Sind Bank was found to be very poor. Under Activation of RuPay cards the performance of Central Bank of India, Allahabad Bank and Union Bank of India was on lower side.

He asked these banks to sensitize their Branches / Staff and monitor the progress of their branches to make sure that by the next SLBC meeting the position is improved.

He appreciated the good performance of Canara Bank, HDFC Bank and ICICI Banks for in this regard.

He also requested the Lead District Managers (LDMs) to organize these meetings in close coordination with the District Collectors and they should also be invited in these meetings. Financial Literacy be also imparted in these meetings regarding process & benefits of activating the card under Social Security Schemes.

After that, Sh. Kundra requested Sh. Pardeep Chauhan, General Manager, Oriental Bank of Commerce, Corporate Office, Gurgaon to conclude the meeting.

Sh. Pardeep Chauhan concluded the meeting with the following points

- a. Mudra Yojna is a very important scheme of Gol, the progress of which is being reviewed by the Ministry at Top Level on weekly basis;
- b. Speed up the disbursement under PMMY to achieve the allocated target under the scheme;
- c. Issuance/ Distribution & Activation of RuPay cards under PMJDY should be taken on priority;
- d. Minimise the Zero Balance and maximise the Aadhaar seeding to get the benefits under DBT/DBTL schemes;
- e. It should be taken in a campaign mode to achieve the real objective of the scheme/s.


(Navleen Kundra)

General Manager & Convernor,
State Level Bankers' Committee-Delhi