

**Minutes of Special SLBC Meeting held on 14.10.2014 at Oriental Bank of Commerce, Harsha Bhawan, Connaught Place, New Delhi**

A Special SLBC Meeting was held on 14.10.2014 under the Chairmanship of Shri Suresh N. Patel, Executive Director, Oriental Bank of Commerce to take stock of the progress of survey of households under PMJDY. Dr. Alok Pande, Director (FI), Deptt. of Financial Services, Smt. Rachna Dixit, General Manager (RPCD), Reserve Bank of India, New Delhi also graced the occasion. The Controlling Heads and Representatives of the Member Banks and Lead District Managers of all the 11 Districts of Delhi as per list attached also participated in the Meeting.

At the outset Shri Suresh N. Patel, worthy Executive Director expressed concern over the slow pace of progress in survey of households. Thereafter bank-wise progress of the survey was reviewed one by one and all the banks confirmed that the survey shall be completed latest by 31.10.2014. Shri Patel advised the Member Banks to stick to the stipulated time frame. He appreciated the Banks which had already completed the survey of households.

He emphasized the need for imparting financial literacy to the people with a view to making them aware of the benefits of keeping money in their bank accounts and regularly operating the same. They should also be educated that in order to get benefit of Accidental Insurance Cover, RuPay Debit Card must be used at least once in 45 days.

He advised the Banks to create awareness among the public through publicity material, by putting up hoardings at prime locations, advertisements on public transport, bus shelters, publicity through local FM Radio etc. and they also be made aware of the need for extending cooperation in conducting of household survey. All the Member Banks agreed to share the expenses to be incurred on the publicity campaign to be apportioned based on the number of their branches operating in the NCT of Delhi.

He also advised Member Banks to educate the people under financial literacy programme to approach Banks for availing loans as NBFCs and other agencies charge exorbitant interest rates for providing loans to general public.

Ms. Rachna Dixit, General Manager (RPCD), RBI, New Delhi appreciated the great work done by the banks in opening such large number of accounts under PMJDY in a short span of less than two months. She also emphasized the need to follow the prescribed guidelines while opening such accounts.

Shri Alok Pande, Director (FI), Deptt. of Financial Services advised the Banks to complete the survey work well within time and cross check the same by deputing their officials to check the veracity of survey conducted by various agencies.

In response to difficulty pointed out by most of the Banks that Security Guards of Group Housing Societies/colonies are not allowing survey officials to conduct the survey, he advised the Banks to provide proper identification/authority letters to the persons attached with survey work for smooth conduct of the same. He also advised that bank official be deputed occasionally along with the survey team, if need be.

He also advised Banks to get the Aadhaar seeding/mapping done in the newly opened accounts for availing benefits under various Government schemes.

It was decided to constitute a Sub Committee for Publicity with the following Banks as members:

- i. SLBC, Delhi-Convenor
- ii. State Bank of India
- iii. Punjab National Bank
- iv. ICICI Bank

The Sub Committee was advised to decide on the script for advertisement on radio and visuals for hoardings within next two days and to circulate the same to all the Banks for their suggestions and thereafter proceed to give wide publicity to the PMJDY through these channels.

The meeting ended with a Vote of Thanks by Shri K.S. Shergill, General Manager, SLBC. On behalf of the Bankers he assured the House that the survey work shall be completed by 31.10.2014.

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