

**Minutes of Meeting of Sub Committee to SLBC-Delhi to discuss/ review the progress of 6 Flagship Schemes of Govt. of India viz. PMJDY / PMJJBY/ PMSBY/ APY/PMMY/Stand up India and other Govt. Sponsored Schemes held on 24.05.2017 at 12.15 PM at Conference Hall of Oriental Bank of Commerce, Harsha Bhawan, E-Block Connaught Place, New Delhi.**

A Meeting of Sub Committee to SLBC-Delhi to discuss/ review the progress of 6 Flag ship Schemes of Govt. of India viz. PMJDY,PMJJBY/ PMSBY/ APY/PMMY/Stand up India and other Govt. Sponsored Schemes in NCT of Delhi was held on 24.05.2017 at 12.15 PM at Conference Hall of Oriental Bank of Commerce, Harsha Bhawan, New Delhi. The meeting was attended by Shri Vivek.Srivastava, Asstt. General Manager, RBI; Shri Subhash, Asstt. General Manager, NABARD; LDMS; Representatives from Member Banks and Other Department of NCT of Delhi.

At the outset, Shri K.K. Acharya, General Manager/ Convenor, SLBC, NCT of Delhi welcomed senior officials from the member banks, LDMS and all other participants. Sh. Acharya further made aware the participants that subsequent to the financial inclusion through opening of accounts by banks under PMJDY, now the focus is on keeping the already opened accounts active and emphasized on the following major current issues:

- Focus should be given on distribution and activation of Rupay Cards, PINs and Aadhaar /Mobile Seeding;
- Transaction in Zero Balance Accounts;
- Maximum Financial Literacy Camps in school and other centres;

Adequate publicity in the form of posters, banners at prominent locations in and around branches and through bank mitras, phone calls, text messages, email etc. for Aadhaar and Mobile seeding. Further banks and LDMS should endeavour to get Aadhaar and mobile seeding done in all pending cases and also at the time of opening the accounts.

On Aadhaar and Mobile seeding, he also made aware the participants that on 15.05.2017 a meeting was called by Chief Secretary Govt. of NCT of Delhi to review the Bank wise progress of Aadhaar and Mobile Seeding under all Operative Saving Bank Individual Accounts and PMJDY accounts.

In the meetings, bank wise progress of Aadhaar and Mobile seeding under Operative Individual SB accounts of member banks was reviewed. The Chief Secretary desired that all banks will work out their weekly targets for Aadhaar and Mobile seeding for the period 15.05.2017 to 15.06.2017 to achieve the target of 100% Aadhaar and Mobile Seeding and to prepare action plan/strategy particularly the Private Banks and other banks which are behind the national level of Aadhaar Seeding and follow up with their each branch/field functionary on daily basis to achieve the goal of 100% Aadhaar/ Mobile in a time bound manner.

All the Member Banks were also requested to ensure that:

- Banners for Aadhaar/ Mobile seeding are placed in each of the branch at the prominent place so that the message is disseminated widely;
- Special counter/canopy is place in each of the branch and a dedicated staff is deputed exclusive for Aadhaar / mobile seeding;
- Bulk Messages through SMS and also e-mail where e-mail address is available are being sent to the customers for seeding of Aadhaar/ Mobile Number in their accounts;
- Pop up notification is being used for improving the Aadhaar and Mobile seeding.

The Banks wise progress of Aadhaar and Mobile seeding was also reviewed during the meeting of Sub-Committee to SLBC-Delhi on Social Security Schemes. Sh. Acharya requested the LDMs and Member banks to follow up with their branches/ field functionaries to achieve their weekly targets of Aadhaar and Mobile seeding as given by them to achieve the target of 100% Aadhaar and Mobile seeding and submit daily report on Aadhaar and Mobile seeding.

After that Bank wise progress under 6 Flagship schemes i.e. PMJDY/PMSBY/ PMJJBY/ APY/ PMMY & Stand Up India was reviewed.

**Under insurance schemes Sh. Acharya stated that, now the main issues is** Renewal of Insurance Cover under PMJJBY/PMSBY and enrolments under APY as the progress of enrolments under APY is not satisfactory. He requested all the participants to take more and more initiatives to accelerate the progress under all these schemes.

On Action Plan for ensuring renewal of Insurance under PMSBY/ PMJJBY for all the enrolled subscribers, Sh. Acharya stated that as per instruction from Joint Director (Ins), DFS, MoF, Govt. of India, New Delhi vide their letter no.F.No.H-12011/2/2015-Ins.II dated 12/17April, 2017 it is informed that the following action plan should be implemented by Member Banks/LDMs & Insurers Level to ensure that not only existing subscribers to renew their subscriptions for the next year but all other uncovered bank account holders are also to be covered under these insurance schemes.

- ✓ Wide publicity through radio, TV, hoardings, wall paintings and print media in regional languages to be made;
- ✓ Banners to be put up by the Banks in all their branches;
- ✓ LDMs are to initiate action to spread of message concerning renewal of schemes in each Gram Panchayat in coordination in concerned District Collectors;
- ✓ Renewal drive was to be undertaken from first week of May 2017 to publicize and make subscribers aware of the need to keep sufficient balance in their bank accounts for auto debit of the renewal premium of Rs. 330/- for PMJJBY and Rs.12 for PMSBY between 21<sup>st</sup> May, 2017 and 31<sup>st</sup> May 2017;
- ✓ Banks and Insurers to send SMS for renewal of schemes and the need to have sufficient bank balances;
- ✓ Reminders to be sent by email in case email IDs are available. A minimum of three SMS reminders to be sent;
- ✓ Banks are to focus more on those bank accounts that have insufficient balance for auto debit of premium under these schemes;
- ✓ All participating Banks & LDMs were requested to initiate necessary action to ensure that not only existing subscribers to these schemes renew their subscriptions for the next year but all uncovered account holders are also brought under this insurance cover;
- ✓ GIPSA, LIC and GIC will inform all their members who are participating in these social security schemes;
- ✓ Member Banks/LDMs are to ensure compliance on the above points and send a Action Taken Report so that SLBC may inform the DFS, MoF, Gol, accordingly.

On District Level events for PMMY Borrowers and promotion of financial literacy etc. Sh. Acharya stated that the Joint Secretary, DFS, MoF, Govt. of India, New Delhi vide their letter no. 27/03/2017-IF-II (PMMY) dated 12.05.2017 informed that:

- ✓ Bank-wise targets for PMMY loans for 2017-18 are currently being finalized. These will be communicated to the Banks shortly;
- ✓ During the course of the year, PMMY scheme will continue to focus on reaching out to more borrowers as well as meeting enhanced credit requirements of existing borrowers;
- ✓ At the district level events to be organized involving Aadhaar and mobile seeding;
- ✓ Financial literacy camps etc.: Organize events with existing borrowers under the PMMY scheme;
- ✓ Aadhaar and Mobile linking of saving bank accounts of borrowers will be taken up along with spread of financial literacy;
- ✓ Hand holding support to Mudra borrowers including:
  - a) Use of Mudra Rupay Card to save interest costs and
  - b) Emphasizing prompt repayment of installments.
- ✓ Representatives of Labour and skilling Departments of the State, SC/ST and Women entrepreneur corporations etc. will also be invited in these financial literacy camps;
- ✓ At least one such event is to be held in each district within this month where all FI programmes including PMMY should be explained;
- ✓ The date for the event must be fixed in consultation with District/State Authorities and Member(s) of Parliament (MP) without further delay and convey to SLBC-Delhi;
- ✓ Member Banks are to ensure active participation of their branches in the camps;
- ✓ Details of District Level events for PMMY Borrowers and promotion of financial literacy to be organised will be sent to SLBC-Delhi so that DFS, MoF, Govt. of India may be informed, accordingly.

Under Stand up India Sh. Subhash, AGM from NABARD showed his concern over low performance till date. He stated that under this scheme LDMs are to play a very important role for success of the scheme and come prepared with updated progress while coming for meeting. He also requested Banks and LDMs to follow up with their branches to achieve the target of minimum two cases per branch one for SC/ST other one for Woman and to make more efforts to accelerate the progress so that the targets may be achieved under the scheme by each bank branch in time.

On Financial Literacy Week from 5<sup>th</sup> June 2017 to 9<sup>th</sup> June 2017, Sh. Acharya informed the participants that:

As per RBI circular dated 13.04.2017 Financial Literacy Week is to be observed on June 5-9, 2017 across the country.

**The Literacy week will focus on:**

- ✓ KYC,
- ✓ Exercising Credit Discipline,
- ✓ Grievance Redressal and
- ✓ Going Digital (UPI and \*99#).

Five messages should be properly communicated to the common man based on the above points during "Financial Literacy Week"

**Publicity Material for ALL Branches:**

- ✓ 5 posters of A3 size (1 set of 5 posters) is to be displayed in All the Branches.

**Publicity Material for Rural Branches:**

- ✓ 500 flyers of A5 size (100 sets of 5 flyers) for distribution in camps & bank branches;
- ✓ 5 charts of A2 size (1 set of 5 charts) for use by rural Branch Managers during conduct of camps.

**Publicity Material for FLCs:**

- ✓ 500 flyers of A5 size (100 sets of 5 flyers) for distribution in to camp participants during camps by FLCs;
- ✓ 5 charts of A2 size (1 set of 5 charts) for use by FLC counselors during conduct of camps.

**Action to be taken by FLCs:**

- ✓ Financial Literacy Centres will conduct special camps on each of the five days in backward/ unbanked areas.
- ✓ FLC Counsellors will utilize the charts of A2 size for training purposes.
- ✓ FLCs will distribute the promotional material of A5 sizes to the participants

**Action to be taken by Rural Branches:**

- ✓ Display A2 size posters on the five messages in the local language inside the branch premises.
- ✓ These posters will continue to be displayed for at least six months in the branch premises even after the Financial Literacy week is over.
- ✓ **Rural Branches** will conduct one camp on any of the five days of the week after branch hour

An online quiz will be hosted for the general public on the four broad themes to generate interest/awareness about financial literacy. Details of the quiz will be intimated shortly through RBI website [www.rbi.org.in](http://www.rbi.org.in).

On **NULM**, he stated that the progress under the scheme is very poor and requested all the stake holders to take active part in this scheme to have the desired results.

**Joint Liability Farming Groups of "Bhoomiheen Kisan":**

On finance to Joint Liability Farming Groups of "Bhoomiheen Kisan", he stated that since there is no progress under it, all banks and concerned LDMs were again requested to take personal initiative for making finance to Joint Liability Farming Groups of "Bhoomiheen Kisan"

A presentation on 6 Flagship Schemes i.e. PMJDY, PMSBY, PMJJBY, APY, PMMY, Stand Up India, other Govt. Sponsored Schemes & on Financial Literacy Week from 5<sup>th</sup> June 2017 to 9<sup>th</sup> June 2017 was also given during the meeting.

**The meeting was concluded with Vote of Thanks.**

  
(K. K. Acharya)

General Manager & Convenor,  
SLBC-Delhi.

\*\*\*\*\*