

Minutes of Special SLBC Meeting to discuss/ review the strategies for MUDRA Promotion Campaign (MUDRA Protsahan Abhiyaan) held on 03.10.2017 (Tuesday).

A Special SLBC Meeting of member banks, other Financial Institutions/ Agencies was convened on 03.10.2017 at 4:00 PM at 3rd floor Conference Hall of Oriental Bank of Commerce, Harsha Bhawan, < CP, New Delhi to discuss/ review the strategies for MUDRA Promotion Campaign (MUDRA Protsahan Abhiyaan) going to held on 13.10.2017 at Talkatora Stadium, New Delhi. The meeting was attended by Sh. Abhishek Singh DC (HQ), Govt. of NCT of Delhi, Sh. K. R. Sihna ADG UIDAI, Nodal Officers/Senior officials from the member banks, UIDAI, SIDBI, NPCI, NABARD, LIC, GIPSA. (List of participants is attached)

Important issues and strategies for Delhi Event to be held on 13.10.2017 were discussed through Power Point presentation. **The following main points were emerged for necessary action :**

1. **Sub-Committee - SLBC Delhi for the Mudra Event dated 13.10.2017:** The members of Sub Committee-SLBC Delhi already formed for publicity of PMJDY will remain the same for deciding expenses on Delhi Event on Mudra Promotion Campaign to be held on 13.10.2017 at Talkatora Stadium, New Delhi:
 2. SLBC
 3. State Bank of India
 4. Punjab National Bank
 - 4 ICICI Bank
 5. Canara Bank

It was decided that in addition to the above members, one representative each from Delhi Govt. and LIC will also be co-opt in Sub Committee for deciding expenses on Delhi Event. *It was also decided that expenses of event on 13.10.2017 at Talkatora Stadium will be shared among member banks of SLBC.*

2. **Event Manager for the Event:** It was decided that a Event Manager will be engaged for organizing the event smoothly.
3. **On facilities required from Delhi Govt. for organizing the event,** Sh. Abhishek, DC (HQ) assured for making all arrangements for Security, Traffic arrangements, Wi-Fi, Sanitation and Cleanliness facility, power supply, Nukar Natak and other cultural programme at the event, etc. (as per list of facilities required from Delhi Govt. sent to State Mission Director) for organizing the event smoothly. He also assured for distribution of Invitation Cards to local MPs/ MLAs and other public representatives for the event.

Further, Delhi Government was requested to give advertisement in Local News Paper about the 13.10.2017 Delhi event and to arrange putting of Hording/Banners for Publicity of the event at prominent places in all the 11 Districts of Delhi to create maximum awareness about the event.

4. **Aaddhar enrolment & updation facilities:** Sh. K. R. Sinha, ADG, UIDAI stated that UIDAI will be providing Aaddhar enrolment & updation facilities at UIDAI's stall. He requested the banks to provide the facilities at their stalls also so that maximum participants may be accommodated during the event.
5. **Putting of Stalls:** Sh. P Sreedhar stated that all the Banks, SIDBI, NABARD, NPCI, LIC, GIPSA, UIDAI, PFRDA, State Govt. & Common Service Centres will put their stalls with all the activities/ facilities as per SOP from DFS, MoF for the purpose. The officials attending the stall must be well versed with all Govt. schemes. He further requested for maximum participants from each bank and also sending the sanction letters & success stories along with the small video films/documents on each success story, to SLBC-Delhi latest by 06.10.2017.

Meeting of concluded with vote of thanks by Sh. P. S. Bhatia, DGM, Bank of Baroda.


P. Sreedhar
General Manager & Convenor, SLBC-Delhi