

Minutes of Meeting of Member Banks and LDMs– SLBC Delhi on 'Gram Swaraj Abhiyan' held on 13.04.2018

A Meeting of Nodal Officers of Member Banks, LDMs & BCs on 'Gram Swaraj Abhiyan' was held on 13.04.2018 (Friday) at 03.30.PM at 3rd Floor, Conference Hall of Oriental Bank of Commerce, Harsha Bhawan, E-Block Connaught Place, New Delhi

At the outset, Shri P. Sreedhar, GM & Convenor, SLBC, Delhi welcomed all the participants (list of the participants attached). After that Sh. Sreedhar stated that as per direction from DFS, MoF dated 06.04.2018 & , a special campaign namely, 'Gram Swaraj Abhiyan' is being organized between 14.04.2018 to 05.05.2018 for 16850 villages (other than Karnataka and West Bengal) targeting the large number of poor households to provide universal coverage under identified programmes, inter alia, including Pradhan Mantri Jan Dhan Yojana (PMJDY), Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) and Pradhan Mantri Suraksha Bima Yojana (PMSBY). The saturation of the following seven activities / programmes in these villages is being attached the highest importance.

- ✓ Opening of Banking outlet (Branch /fixed point BC) within 5 km for each of these villages.
- ✓ Opening of PMJDY accounts for every unbanked adults.
- ✓ Distributing of Rupay Cards.
- ✓ Providing Financial Literacy to activate and use Rupay Card.
- ✓ Enrolment/Renewal for PMJJBY for the period 01.06.2018 to 31.05.2019.
- ✓ Enrolment/Renewal for PMSBY for the period 01.06.2018 to 31.05.2019.

He further stated that keeping in view the importance attached the above, this meeting is convened to give special attention to the programmes covered under the said Abhiyan and to organize camps/ campaign on regular basis to maximize the progress under the above programmes

A power point presentation was given by SLBC-Delhi on 'Gram Swaraj Abhiyan' & PMJDY, PMSBY, PMJJBY Aadhaar/ Mobile updation & seeding etc. in NCT of Delhi in which followings points were highlighted.

Prior Preparation/ Communication Strategy:

- ✓ Village/Local level public awareness on the campaign;
- ✓ Local Panchayat/ body, vendor associations, Self Help Group members be engaged to mobilise participation of people by District Magistrate;
- ✓ Involvement of local public representatives to create awareness.

Events to be organised during 'Gram Swaraj Abhiyan':

- ✓ Activities will be day long events during the entire period till saturation is attained in respect of identified schemes.
- ✓ Pre-decided and well publicized venue will be arranged to hold the activities.

- ✓ If required, house to house canvassing may also be done.
- ✓ Bank officials and BCs should be engaged by banks for this purpose.
- ✓ District Administration may be requested to provide the assistance through Aganwadi workers etc. for this purpose.

The venue should provide following activities:

- Display of Jan-Dhan activities, PMJJBY, PMSBY, facilities in local language.
- Opening of Jan-Dhan accounts of each unbanked adult in the village.
- Distribution and activation of Rupay Cards by providing financial literacy to activate and use of card.
- Enrolment of PMSBY of remaining residents of the area/village in the age 18 to 70 years.
- Enrolment of PMJJBY of remaining residents of the area/village in the age 18 to 50 years.
- Aadhaar seeding and authentication with consent of account holder.
- Mobile seeding.
- Awareness about the schemes.

The Bank wise position/progress under PMJDY accounts opening, Issuance & activation of Rupay Cards, Financial Literacy to activate and use Rupay Card, Aadhaar Seeding & Enrolment/Renewal for PMJJBY /PMSBY was also reviewed /discussed.

Experience of BCs with regard to providing banking services by them in their villages allotted/area of operation was also shared during the meeting. They were requested to make their best efforts to make the '**Gram Swaraj Abhiyan**' a grand success in their area/villages allotted to them by providing their best and timely services.

On **Aadhaar enrolment and Updation Centre**, Sh. Sreedhar stated that Aadhaar Enrolment and Updation Centres have not been set up by some of the banks as per government's guidelines and some of the centres already set up, are not working properly. He requested the member banks/LDMs to ensure that all the pending Centres are set up by the banks in a time bound manner and the centres already set up, are sufficiently manned and are working properly. On Aadhaar & Mobile seeding the Banks & LDMs were requested to make more efforts so that target of 100% Aadhaar/ Mobile seeding may be achieved.

The meeting was concluded with Vote of Thanks.


(P. Sreedhar)

General Manager & Convenor,
SLBC-Delhi.

Encl.: As above