

Minutes of Meeting of Sub Committee to SLBC-Delhi to discuss/ review the progress of PMJDY, Social Security Schemes viz. PMJJBY/ PMSBY/ APY/PMMY/Stand up India and other Govt. Sponsored Schemes held on 17.11.2016 at 4.30 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 PMJDY, Social Security Schemes viz. PMJJBY/ PMSBY/ APY/PMMY/Stand up India and other Govt. Sponsored Schemes in NCT of Delhi was held on 17.11.2016 at 4.30 PM at Conference Hall of Oriental Bank of Commerce, Harsha Bhawan, New Delhi which was attended by Sh. Vivek Srivastava, AGM, RBI; Sh. Subhash, AGM, NABARD; LDMs, representatives from Member Banks and Other Departments 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 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 Seeding;
- Transaction in Zero Balance Accounts;
- Maximum Financial Literacy Camps in all skill centres: Govt. and Pvt. ITI's, VTPs and OCs;
- Financial Literacy in Schools.

Under PMJDY on opening of account on demand "Challenge" Sh. K. K. Acharya informed that Director (FI), Mission Office (PMJDY), DFS, MoF, Govt vide their mail letter no. F.No. 1(53)/2015-FI (C-72615) dated 11.11.2016 have informed that:

Even after two years of the implementation of PMJDY, the demand for PMJDY accounts is still very large. In order to cover all households with minimum one bank account

The "Challenge Approach" to focus on coverage of a household without having any bank account. To achieve the desired result the strategy to be adopted is detailed as under:

- The Lead Bank will act as the nodal agency for communication of the public challenge for account opening in their respective district.
- Adequate publicity in the form of posters, banners at prominent locations and in and around branches and bank mitr, display in Banks, phone calls, text messages etc.

Reporting: Banks will submit daily report on number of account opening calls received/ person approached and materialized in account opening to SLBC-Delhi & Concerned Lead Bank of the district as under (format already sent)

LDMs & Banks were requested to follow up the strategy as above. This is a special effort to get the left out ones and in no way should be clubbed with the current drive of opening

accounts. Further banks should endeavour to get Aadhaar and mobile seeding also done at the time of opening these accounts.

After that Bank wise progress under PMJDY, Social Security Schemes i.e. PMSBY/ PMJJBY/ APY, PMMY & Stand Up India was reviewed.

On social security schemes Sh. Acharya stated that under insurance schemes, 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.

Under PMMY, he stated that the performance under the scheme till date is not satisfactory particularly the performance of Public Sector Banks. He requested all to make more efforts to decelerate the progress so that the annual targets may be achieved in time.

Under Stand up India Sh. Subhash AGM from NABARD showed his concern over low performance till date. He said that under this scheme LDMS are to play a very important role for success of the scheme. He requested all the LDMS and Banks who have not logged in till date, to log in, immediately. He also requested to all the stakeholders to make more efforts to decelerate the progress so that the targets may be achieved under the scheme by each bank branch in time.

Under PMEGP on it was informed by Sh. Acharya that against the target of 150 cases , 77 cases has been sanctioned, 70 cases have been disbursed , 305 cases have been rejected and 120 cases are pending.

All concerned Banks were requested to take necessary steps for sanction/disburse of all pending cases / applications received under the scheme to achieve the allocated targets including target fixed for SC category.

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 position of all Social Security Schemes, PMMY, Stand Up India and other Govt. Sponsored Schemes as on September 2016 was also given during the meeting.

The meeting was concluded with Vote of Thanks.


(K. K. Acharya)

General Manager & Convenor,
SLBC-Delhi.
