

From: SLBC DELHI [mailto:slbc.del@obc.co.in]

Sent: 05 December 2018 11:03

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Subject: Meeting Today:MSME SUPPORT & OUTREACH: 100 DAYS CAMPAIGN - Revised Guidelines & Schedule

To All the controlling Heads of Public Sector Banks and LDMs

Reg: MSME camps

Sir/Madam,

We have received a communication from DFS, Ministry of Finance , on Mega camps as per schedule attached. The camps are to be attended by the controlling Heads of all Public Sector banks and Branch Heads of Okhla District Branches alongwith customers . The Application form for account opening etc. should be made available at the camps. The representatives of Industry associations be invited at the camps. The camps are to be organised at a bigger level like one organised by SBI on 2.11.2018 when the scheme was launched.

A meeting in this regard is fixed for 5.12.2018 at 3.00 PM at SLBC Office.

Oriental Bank of Commerce,
Board Room
3rd Floor, Harsha Bhawan,
E-Block, Con. Place, New Delhi-110001.

Please ensure to attend the Meeting,

It is informed that first Mega camp shall be organised by Bank Of india on 7.12.2018 at venue in Okhla district. The counters of all Public Sector Banks be installed there for making the mega camp a grand success.

महा बंधक,

राज्य वित्त बक्ससभ,स,

राज्य राजधानी इलाहाबाद,

हर्षभवन, चतुर्थतल, ई ब्लॉक, कनाट प्लेस,

नई इलाहाबाद-201001

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From: LDMSE LHODEL [mailto:ldmse.lhodel@sbi.co.in]

Sent: Monday, December 03, 2018 4:31 PM

To: slbc.del@obc.co.in

Subject: MSME SUPPORT & OUTREACH: 100 DAYS CAMPAIGN - Revised Guidelines & Schedule

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Dear Sir,

A VC meeting of all the LDMs of selected 80 Districts for MSME Campaign was held with the Secretary, Department of Financial Services, Ministry of Finance, Government of India on 26.11.2018. In the meeting The Joint Secretary announced the following new guidelines for the MSME Camps.

1. Banks should hold only one camp every week instead of two camps every week. The Camps should be hold on every Friday of the week starting from 7th December 2018.
2. The Camps to be organised should be **Mega Camps**.
3. Representatives of all the Banks should attend each and every camp irrespective of the camp being organised some other Bank.
4. There should be separate facilitation Desk for the MSMEs in the Camps.
5. The Prabhari Adhikari, District Authorities, Nodal Officer and SLBC Representative shall also visit the Camps.
6. Senior Executive of the Bank which is organising the camp shall also visit the camp.
7. Representatives of MSME related Government Departments shall also participate in the camps to resolve the issues of the MSMEs.
8. SLBC of the state shall get involved actively and ensure organising of Camps by Banks successfully.

9. LDM will coordinate with Banks in the District. He will collect the MSME Campaign data from the District Coordinators of Banks and upload the consolidated data on the Portal of the MSME Campaign.
10. Photographs of the Camp and a small write up shall be mailed to DFS for uploading on the portal.
11. Every District has been given a target of MSMEs. The target of our district is 37492. Targets are based on the number of MSMEs financed by Banks in the district. Banks have to reach these MSMEs and fulfill their requirement. Banks can go beyond the targets.
12. Maximum number of MSME employees should be enrolled under PM's Social Security Schemes like PMSBY, PMJJBY, and APY. Maximum number of accounts should be opened under PMJDY.
13. Not responding Banks and Government Departments should be brought to the notice of DFS.

In the light of revised guidelines from DFS, we have revised the Schedule of Camps and attach herewith. You are requested to circulate these guidelines and camp schedule among Banks.

Regards,

Lead District Manager
South East District, Delhi