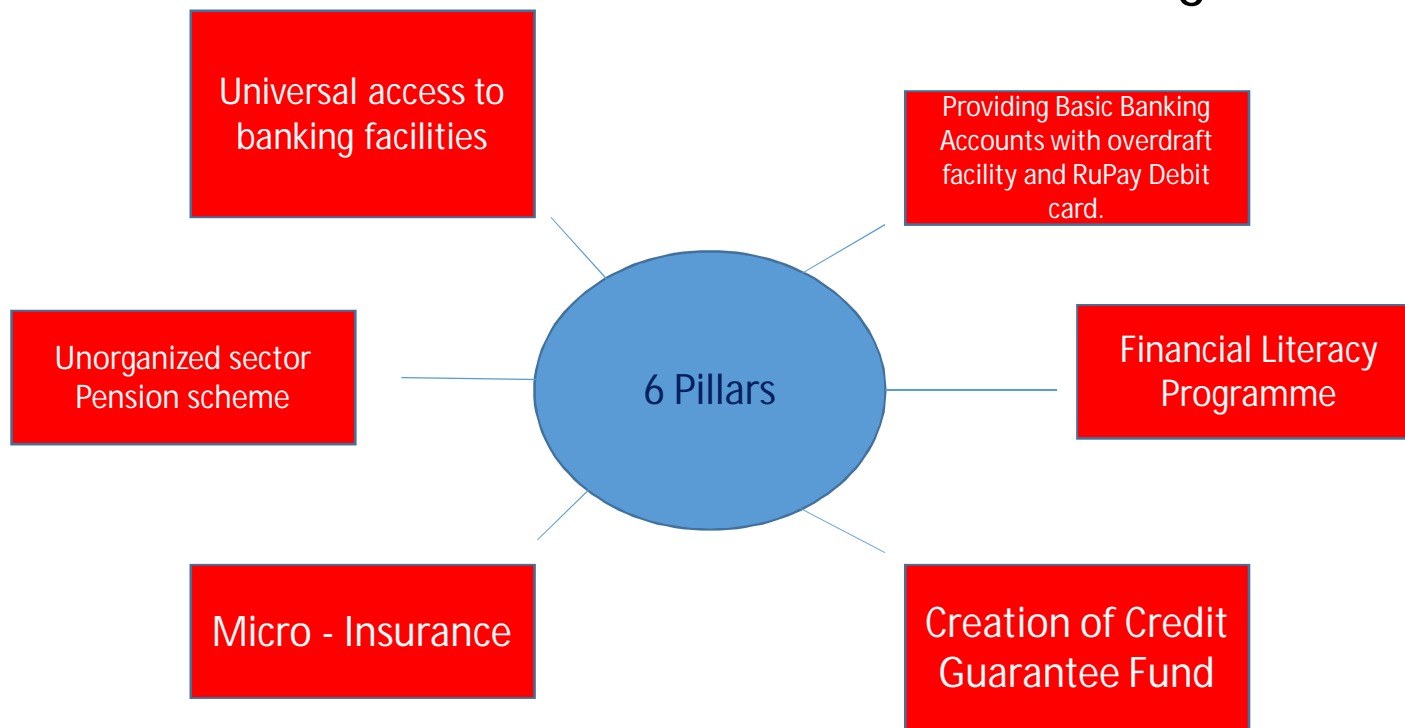


Vision

- To ensure universal access to banking & other financial services at reasonable distance and affordable cost.
- Make financial inclusion an enabler for inclusive growth.



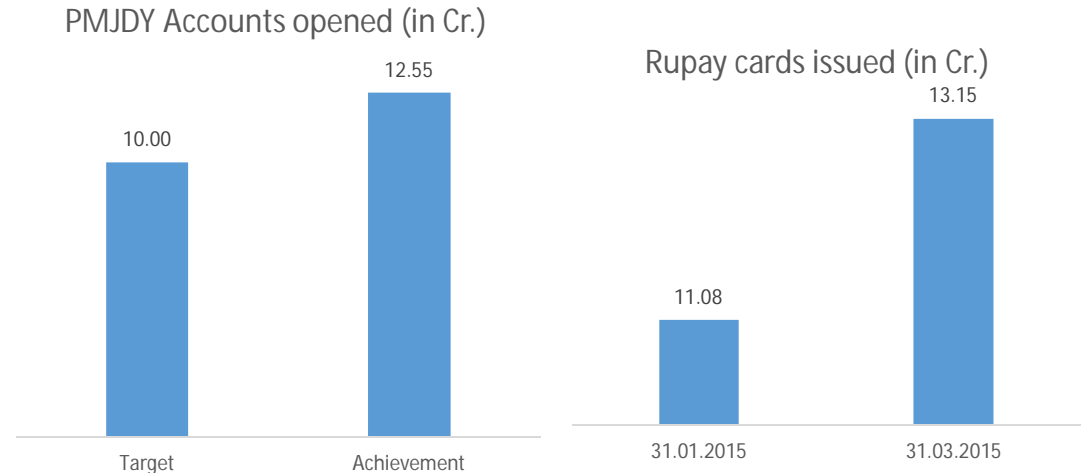
Goals

- PHASE I (15th Aug 2014 – 14th Aug 2015)
 - Universal access to banking facilities with at least one bank account in every household.
 - Basic Banking services for saving and remittance and RuPay Card with inbuilt accident insurance.
 - Financial Literacy Programme

- PHASE II (15th Aug, 2015 – 15th Aug, 2018)
 - Coverage of remaining adults in the households and students.
 - All 6 lakh villages to be mapped into SSAs comprising 1000 – 1500
 - Households with an average 3-4 villages.
 - Each SSA to be serviced either by Bank Branch or Bank Mitr.
 - Provision of Micro – Insurance
 - Overdraft facility upto Rs.5000/- after six months of satisfactory performance of saving / credit history.

Achievements – Phase I

- Household coverage achieved by target date 31.01.2015 by opening 12.55 Crore PMJDY accounts.
- Coverage confirmed through surveys, certification by Gram Panchayats and issuance of Public Challenge.
- Another Public Challenge proposed to be issued through SLBCs shortly for left out households, if any
- 11.08 Crore Rupay cards issued.
- Mapping of 1,59,786 SSAs done in Phase I itself for coverage through 32,535 existing branches and 1,27,251 Bank Mitr.
- Financial literacy undertaken through 718 Financial Literacy & Credit counselling centres (FLCCs).
- Strategy formulated to link FLCCs to Skilling Centres.



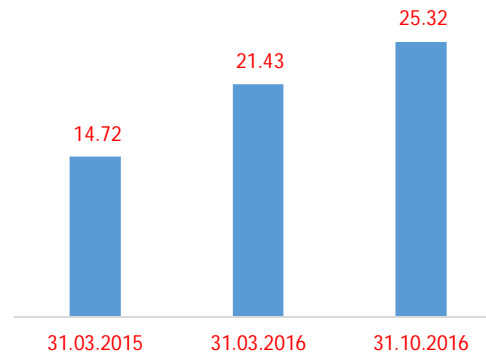
| Banking Network | | | |
|-----------------|------------|-----------|-------|
| Branches | ATMs | Bank Mitr | |
| 134014 | 201861 | 126495 | |
| Rural | Semi Urban | Urban | Metro |
| 50421 | 36056 | 25062 | 22475 |

Achievements under Phase II so far

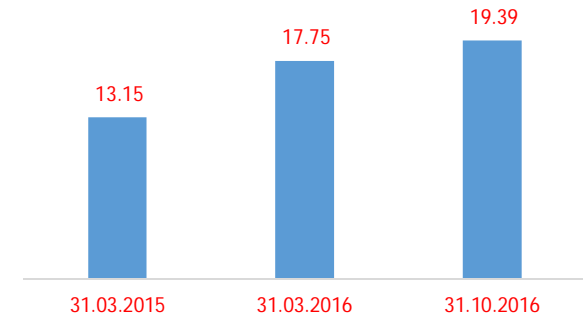
• PHASE II

- Accounts – 25.32 crore
- Zero Balance – 5.93 crore
- Deposit – Rs.44867 crore
- Rupay Card – 19.39 crore
- OD Aailed - 43.18 lac
- OD Amount – 315.82 crore

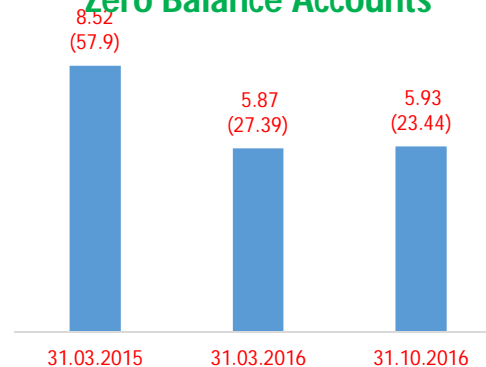
Accounts



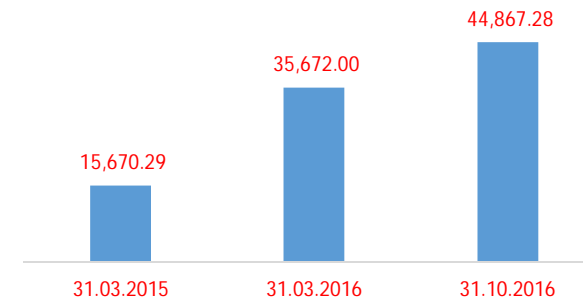
RuPay Card Issued



Zero Balance Accounts

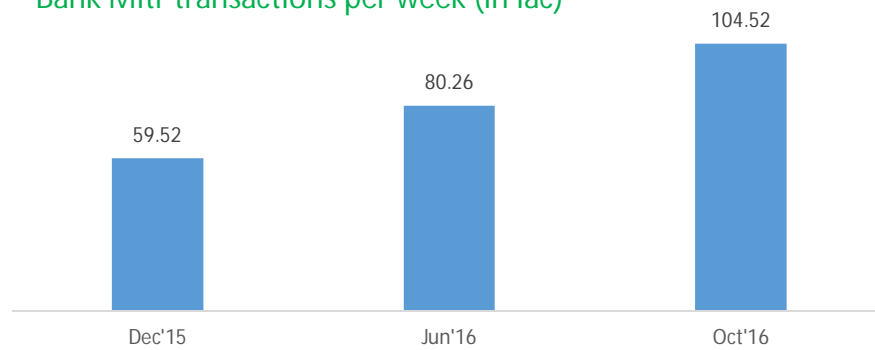


Deposits

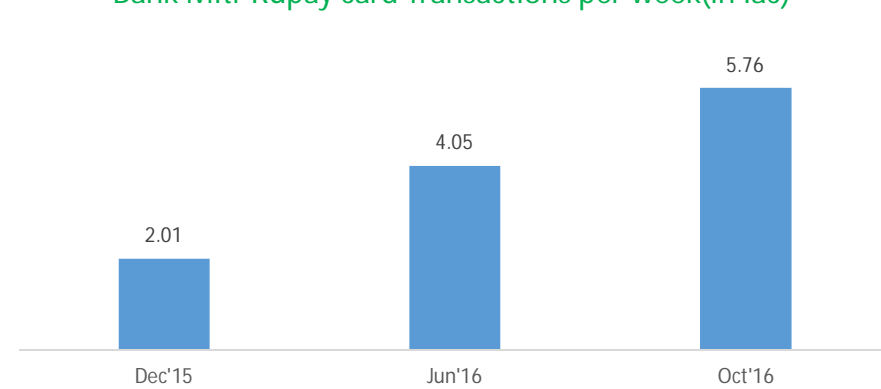


Achievements – Bank Mitr Activity

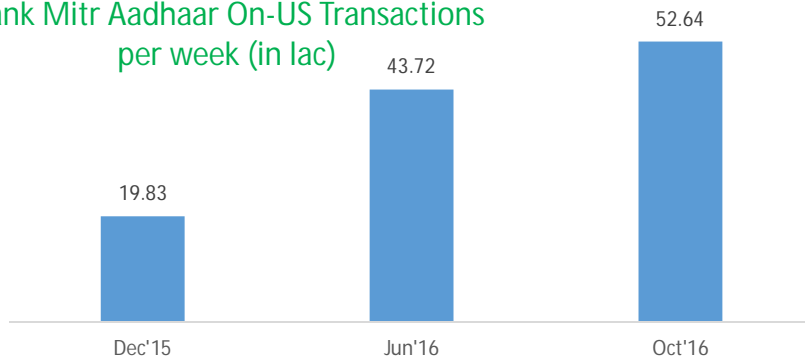
Bank Mitr transactions per week (in lac)



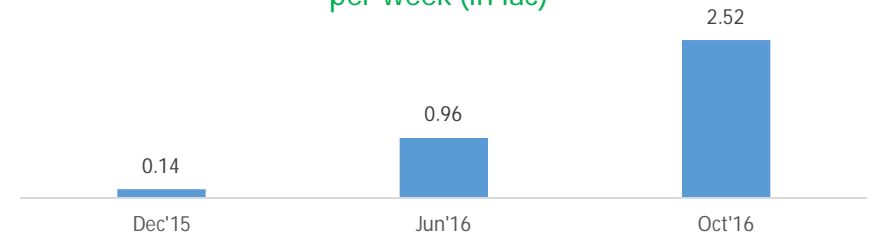
Bank Mitr Rupay card Transactions per week(in lac)



Bank Mitr Aadhaar On-US Transactions per week (in lac)

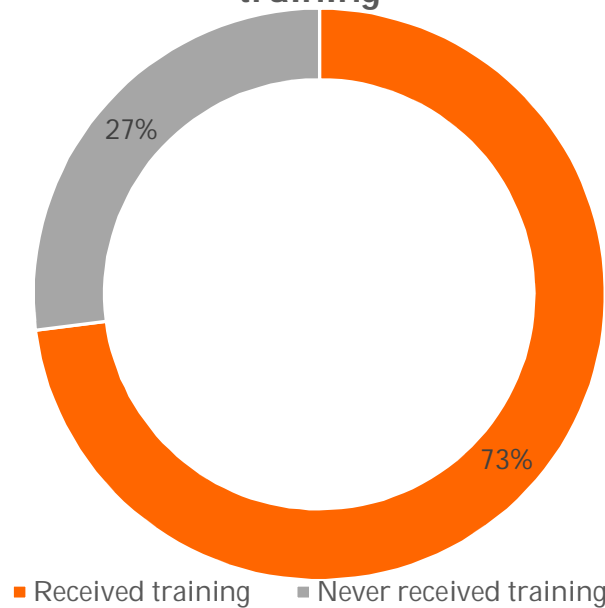


Bank Mitr aadhaar Off-US Transactions per week (in lac)

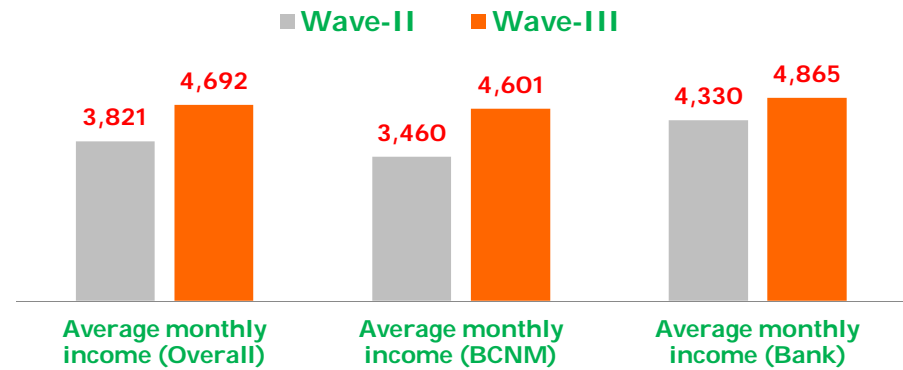


Microsave Wave III Bank Mitr Assessment

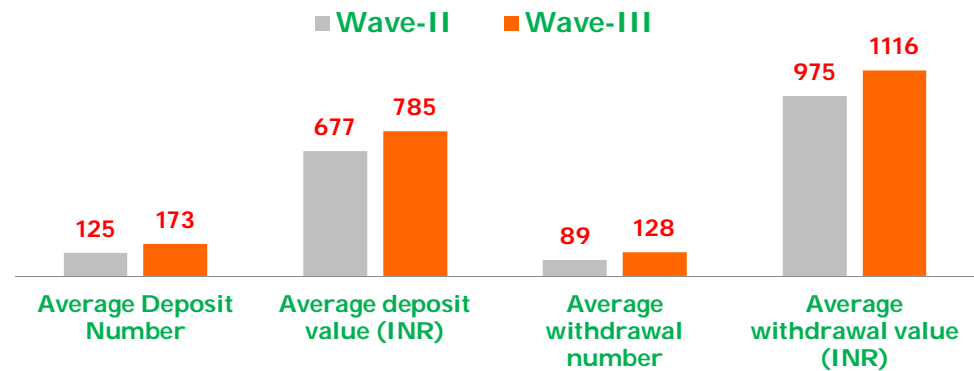
% of BMs who received financial literacy training



Average monthly income of BM



Average transaction



Financial Literacy

As on 31st Oct 2016 a total of 17422 skilling centres have been successfully mapped with branches and Financial Literacy Centres where sessions have been conducted in 9197 skilling centres imparting financial literacy to 7 lac students.

| Type of Skilling Centre (SC) / schools | No. of SC mapped | No. of session conducted | No. of participants |
|--|------------------|--------------------------|---------------------|
| Skilling Centre (ITI, VTPs, OCs) | 17,422 | 9197 | 7.00 lac |
| Schools | | 24815 | 31.17 lac |
| Total | | 34012 | 38.17 lac |

କ୍ଷମିତ ଆବଶ୍ୟକତା କାହିଁକି ?

- କୌଣସି ବିପତ୍ତି ସମୟରେ ଆପଣଙ୍କୁ ସହାୟତା ପ୍ରଦାନ କରିବା ପାଇଁ ସଂରକ୍ଷିତ କରିବା ପାଇଁ ।
- ଅପ୍ରକଳ୍ପିତ କର୍ତ୍ତବ୍ୟତା, ଚିକିତ୍ସା, ପଢ଼ା ଓ ଅନ୍ୟ ଅନାପେକ୍ଷାୟତା ପୂରଣ କରିବା ପାଇଁ ।
- ଦୁର୍ଘଟଣା ଓ ଅନ୍ୟ ବିପତ୍ତି ସମୟରେ ଆପଣଙ୍କୁ ସହାୟତା ପ୍ରଦାନ କରିବା ପାଇଁ ।
- ଅପ୍ରକଳ୍ପିତ କର୍ତ୍ତବ୍ୟତା, ଚିକିତ୍ସା, ପଢ଼ା ଓ ଅନ୍ୟ ଅନାପେକ୍ଷାୟତା ପୂରଣ କରିବା ପାଇଁ ।

କ୍ୟାନ୍ଦରେ କାହିଁକି ସଂରକ୍ଷଣ କରିବା ?

- ସୁରକ୍ଷା-** ଘର, କାର୍ଯ୍ୟାଳୟ, ବିପଦ ସମୟରେ ଆପଣଙ୍କୁ ସହାୟତା ପ୍ରଦାନ କରିବା ପାଇଁ ।
- ବୃଦ୍ଧି-** ଆପଣଙ୍କୁ ସହାୟତା ପ୍ରଦାନ କରିବା ପାଇଁ ।
- କାର୍ଯ୍ୟ-** ଆପଣଙ୍କୁ ସହାୟତା ପ୍ରଦାନ କରିବା ପାଇଁ ।

Why savings are needed?

- To buy something which we cannot afford from regular income.
- To meet unexpected expenses like illness, accident, death, calamity.
- To meet larger expenses like purchasing own house, higher education.
- To meet our needs in old age or when are not able to earn.

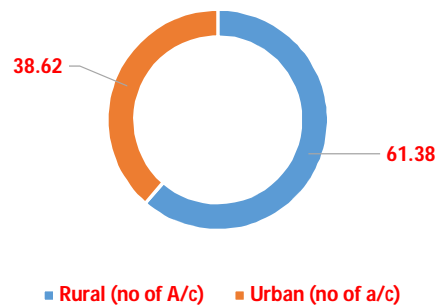
Why Save in a Bank?

- Safety** Money kept at home in a box, under the mattresses or even in purses can be stolen/damaged. It can also be lost during natural calamities like floods, etc. while in the bank money is safe.
- Growth** We receive interest on the money kept in the bank account. This helps our money to grow. Money kept at home cannot grow.
- Loans** On the basis of our savings, fixed deposits or recurring deposits, bank can give us loans for our needs like buying a house or for education etc.

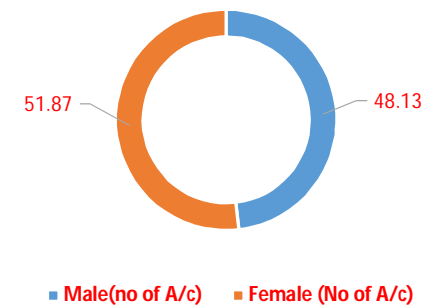
FL Material converted in 10 regional languages

Demographic Analysis of PMJDY account opened (25.45 Crore as on 02.11.2016)

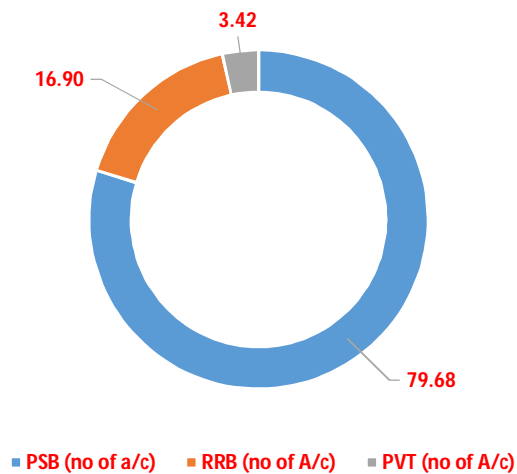
Rural / Urban % distribution



Male/Female % distribution

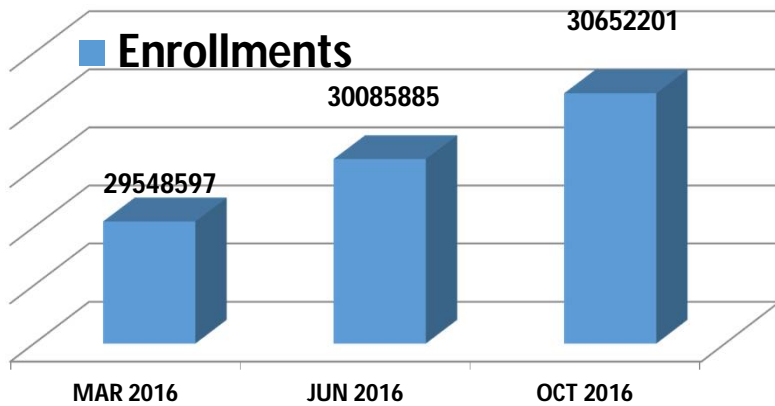


PSB/Pvt/RRB - % share

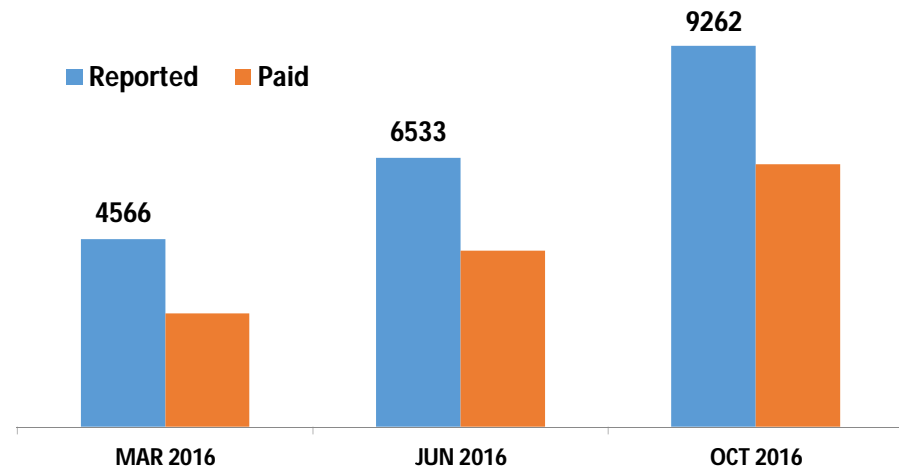
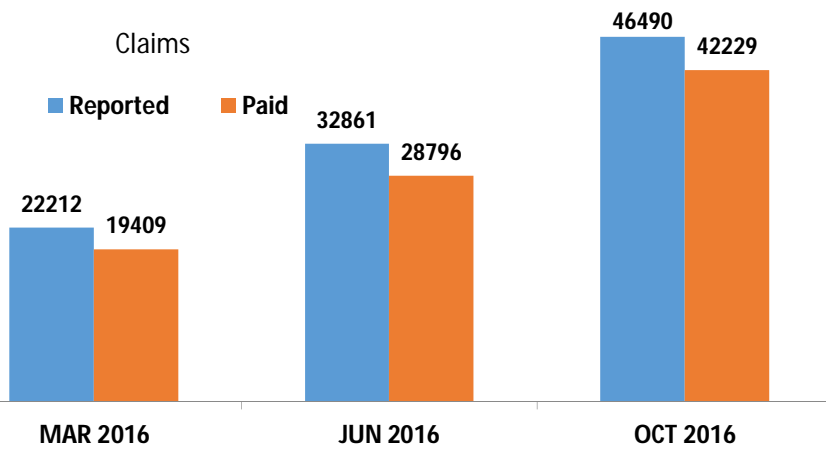
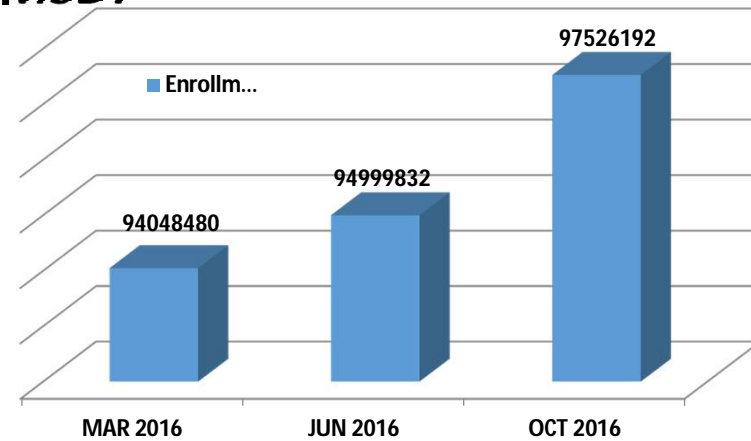


Micro Insurance

PMJJBY



PMSBY



Way Forward

- Strengthening of Bank Mitra Network in all SSAs for regular and dependable services.
- Ensure full interoperability (On us and Off us) at all Bank Mitra locations on Biometric as well as RuPay card devices for improving viability and ease of banking.
- Aadhaar Seeding of all PMJDY accounts by 31.03.2017.

Challenges

- Network issues in Dark Areas (with no connectivity) & Grey Areas (with intermittent connectivity)
- Unviability of operations in low population density areas.
- Frequent attrition among Bank Mitra.
- Challenges in legacy accounts for Aadhaar seeding restricting AEPS interoperability.
- Inter-se restrictions imposed by banks on Off-us transactions.
- Weak resolution mechanism in failed AEPS transactions.

Strategy: Strengthening Bank Mitr Network

- Network issues being resolved through installation of VSATs by banks.
- PDS shops proposed as additional channel for Bank Mitr services for ensuring uninterrupted basic banking services.
- Weekly monitoring of Bank Mitr activity being done with banks.
- A digital dashboard under development to monitor bank mitr activity.
- RBI/IBA in process of creating Bank Mitr registry.

AEPS Interoperability

- Interactions with CEOs of major banks held in areas of concern
- NPCI and IBA advised to improve resolution mechanism & remove inter-se restrictions.

Strategy: AEPS Interoperability

- Interactions with CEOs of major banks held in areas of concern
- NPCI and IBA advised to improve resolution mechanism & remove inter-se restrictions.
- SOPs for interoperable Aadhaar seeding being standardised.

Strategy: Aadhaar seeding

- Focussing on states having drag i.e. percentage share in Aadhaar seeding being less than % share in PMJDY accounts: UP, Bihar, West Bengal, Odisha & Tamilnadu.
- Activation of SLBCs for seeding of MNREGA accounts through daily monitoring.
- Improving interoperability for seeding.