

URGENT - GRAM SWARAJ ABHIYAN

F.No. 6/3/2018-FI
Government of India
Ministry Of Finance
Department of Financial Services

3rd floor, Jeevan Deep Building
Sansad Marg, New Delhi-110001,
Dated 6.4.2018

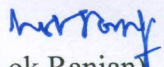
To,
The Chairman / CEO & MD of State Bank of India, Public Sector Banks, Private Sector Banks

Subject: Gram Swaraj Abhiyan - special initiative for 21058 villages with large number of poor households for saturation during 14.4.2018 to 5.5.2018

Sir/Madam,

A special campaign namely, Gram Swaraj Abhiyan will be organised during 14.4.2018 to 5.5.2018 for 21058 villages 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 these seven programmes in these 21058 villages is being attached the highest importance.

2. The banks are accordingly required to undertake the following activities during the campaign -
 - i. Opening of banking outlets (branch or fixed-point Business Correspondent) within 5 km distance for each of these villages
 - ii. Opening of Jan-Dhan accounts for every unbanked adult in the villages
 - iii. Distribution of RuPay cards
 - iv. Providing financial literacy to activate and use the RuPay card
 - v. Enrolment for Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) for the period 1.6.2018 to 31.5.2019
 - vi. Enrolment for Pradhan Mantri Suraksha Bima Yojana (PMSBY) for the period 1.6.2018 to 31.5.2019
3. A list of the 21058 identified villages and an Action Plan related to the campaign and are enclosed at Annexure-1 and Annexure-2 respectively. You are advised to issue suitable instructions to SLBC Convener of the States where your bank is Lead Bank to organise these activities.
4. Banks are also required to submit the daily report as per the format at the Annexure-3 after completion of the each day of the campaign to the SLBC Convener Bank for onward submission to the Mission Office at missionfi@nic.in and jansuraksha@nic.in of the Department of Financial Services. You are also requested to systematically and closely monitor the progress made in these villages and thus help ensure that this attains a grand success.


(Lok Ranjan)
Joint Secretary (FI) 06/04/18

Copy also to:

Coordinators, State Level Bankers Committees to please lead the campaign in their respective States and ensure saturation under the identified financial inclusion components of the Gram Swaraj Abhiyan.