

MINUTES OF THE MEETING OF STATE LEVEL IMPLEMENTATION COMMITTEE (SLIC) ON PRADHAN MANTRI JAN DHAN YOJANA (PMJDY) HELD ON 31ST DECEMBER 2014 IN THE OFFICE CHAMBERS OF EXCISE COMMISSIONER J&K GOVERNMENT (MISSION DIRECTOR, SLIC) JAMMU

The first meeting of J&K State Level Implementation Committee (SLIC) on Pradhan Mantri Jan Dhan Yojana (PMJDY) was held on 31st December 2014 in the office chambers of Excise Commissioner, J&K Government (Mission Director SLIC), Rail Head Complex Jammu. The meeting was chaired by Mission Director, SLIC for PMJDY Mr. Zaffar Ahmad Bhat, (IAS), (Excise Commissioner, J&K Government) and was attended by Director Finance, J&K Government, representatives from Reserve Bank of India, NABARD, J&K Bank, State Bank of India, Punjab National Bank, J&K Grameen Bank, Ellaquai Dehati Bank and various Insurance Companies.

The State Level Implementation Committee (SLIC) for PMJDY was constituted in the backdrop of the guidelines on PMJDY issued by Department of Financial Services, Ministry of Finance, Government of India to achieve 100 per cent coverage of all the households at State Level.

The list of participants is enclosed as “**Annexure A**”

At the outset the Mission Director extended warm welcome to the participants of the meeting and briefed them about the objective of launching Pradhan Mantri Jan Dhan Yojana (PMJDY) as a National Mission. He stated that the PMJDY aims at providing financial access to the under privileged and weaker sections of society that have so far remained financially excluded. He emphasized that under PMJDY now the target is the household and not the village. While appreciating the proactive role played by J&K SLBC Secretariat in implementation of PMJDY, Mission Director stated that J&K SLBC Secretariat, based on number of households as per 2001 census, carried out a comprehensive exercise to identify Sub Service Areas (SSAs) and Urban wards and subsequently allocated these to various banks. The banks were asked to conduct survey of households within their allocated SSAs and Urban wards to ensure 100% Coverage of households within the prescribed timeline. Further, he made it clear that the number of households which will emerge on the basis of the survey entrusted to the banks must invariably be on the much higher side than what is reflected in 2001 census. The Mission Director expressed the hope that deliberations on the agenda items shall take place in a meaningful and fruitful manner so that the objective of holding this meeting is realised. He emphasized that the meeting will essentially analyze the progress made by various banks in the surveys conducted in the allocated Sub Service Areas / wards and also issuance of *Rupay Debit Cards*.

Agenda Item No. 1

Constitution of State Level Implementation Committee (SLIC):

Commenting on the composition of the State Level Implementation Committee and the level of participation in the meeting, the Mission Director observed that most of the designated members of the Committee have deputed their representatives and perhaps have not attended the meeting themselves because of the quarterly closing of the banks. He, however underscored the need for participation by the designated members to make the deliberations result oriented. He expressed the hope that the designated members would attend the meetings themselves in future.

Action: All members of the committee

Agenda Item No. 2

Progress under Pradhan Mantri Jan Dhan Yojana (PMJDY):

a) Account Opening

Giving a brief account of the achievements made by the banks in opening of accounts under Pradhan Mantri Jan Dhan Yojana, the chair stated that upto 23rd December, 2014 banks in J&K State have opened **7,38,682** accounts under the Pradhan Mantri Jan Dhan Yojana. J&K Bank has the highest share of **5,12,610** accounts (69%) out of the total accounts opened by all the banks together. While appreciating the performance of J&K Bank, Mission Director impressed upon other banks, whose performance is not satisfactory to substantially improve their performance on this score.

Mission Director, SLIC emphasized that banks should deploy their human resource viz branch level employees, Business correspondents, Bank Mitras etc to ensure speedy coverage of areas including the ones where terrain and topography is challenging. He stated that this mission has been launched by the Hon'ble Prime Minister of India and banks have no option but to register 100% progress by 26th of January, 2015 so that the prospective account holders in PMJDY are not deprived of the additional benefits of life insurance coverage of Rs. 30,000 each. He also shared contents of a DO letter from the Hon'ble Prime Minister of India to the Hon'ble Chief Minister of J&K State, reiterating the importance of achieving the targets within the stipulated timeline.

Action: All FIP participating banks

b) House Hold Surveys

Making an in depth analysis of the progress made by various banks in the survey of house holds in their allocated Sub Service Areas, the Mission Director stated that out of the allocated **2,178** SSAs to various banks, the survey has been completed in **1,600** SSAs while in **556** SSAs survey has been partly completed. In the remaining **16** SSAs the survey has not yet been started. While the progress made by J&K Bank is reasonably good, the performance of the other banks in this aspect is relatively poor. He stated that banks should initiate timely measures to achieve their allocated target. The

representatives from various banks explained their position on the performance in the survey and the challenges they are facing to reach out to households in far flung areas and difficult areas. The Mission Director stated that Pradhan Mantri Jan Dhan Yojna has actually been framed to essentially target unbanked areas. Therefore, the banks should use their resources both material and human to overcome the difficulties and achieve the set targets. Mission Director also observed that there are certain SSAs where survey has already been completed but the 100% coverage in terms of opening accounts has not been achieved. He emphasized the need to carry out the survey and open accounts concurrently. Mission Director noted with concern that some banks (HDFC Bank, Canara Bank & UCO Bank) have not shared the information/data in this regard and if such attitude continues, the committee shall be constrained to report to the Ministry of Finance, Government of India and other regulatory authorities of the banks.

Action: All FIP participating banks

Agenda Item No. 3

Other Thrust Areas of PMJDY.

a) Uniform for Bank Mitras

Expressing his views on the Thrust Areas of Pradhan Mantri Jan Dhan Yojana Mission Director, stated that providing uniforms to Bank Mitras is an essential part of the Programme for creating financial literacy among the people. Bank Mitras wearing specified uniform will be easily identifiable. The uniform will enhance their credibility which will result in achieving the required targets. This aspect should be given the importance it deserves by all the participating banks he said.

b) Rupay Debit Card

Progress in issuance of Rupay Debit Cards as reported was far from satisfactory. All the banks were urged to expedite the distribution of Rupay Debit Cards so that the benefits trickle down to the intended target groups.

Action: All FIP participating banks

c) Progress in enrollment of Adhaar

On the issue of enrollment process for Adhaar, Mission Director, stated that against the target of 1.39 crore, biometric data of 52 lakh people has been uploaded. He stated that The Adhaar linkage is extremely crucial for EBT scheme and banks are the vital instrumentalities for facilitating transfer of benefits directly to the beneficiaries' accounts.

Concluding the deliberations, Mission Director reiterated that all the stake holders must put in concerted efforts to accomplish the targets within the stipulated time. It was decided that the next meeting of the committee will be held on 20th of January 2015.

The meeting concluded with vote of thanks to the chair.

ANNEXURE-A**LIST OF PARTICIPANTS OF THE MEETING OF
STATE LEVEL IMPLEMENTATION COMMITTEE (SLIC) IN J&K STATE
HELD ON 31st DECEMBER, 2014**

<u>S.NO.</u>	<u>NAME OF THE PARTICIPANT</u>	<u>...</u>	<u>DESIGNATION/ DEPARTMENT</u>
<u>Chairman:</u>			
1.	Mr. Zaffar Ahmad Bhat	...	Mission Director, PMJDY for J&K State
<u>J&K Government</u>			
2.	Mr. Showkat Aijaz	...	Director, Finance Deptt. J&K Govt.
3.	Mrs. Anuradha	...	Dy. Excise Commissioner, Executive.
4.	Mr. Sunil Bhagat	...	Programmer, Excise Department, J&K Govt.
<u>Reserve Bank of India</u>			
5.	Mr. B. B. Sharma	...	Manager, Reserve Bank of India
<u>NABARD</u>			
6.	Mr. Ranbir Singh	...	General Manager, NABARD.
7.	Mr. Sukhvinder S. Bhatia	...	Deputy General Manager, NABARD.
<u>Banks</u>			
8.	Mr. Vagesh Chander	...	Chairman, J&K Grameen Bank.
9.	Mr. Mohammad Ibrahim Wani	...	Vice President, J&K Bank.
10.	Mr. Mohammad Lateef Mir	...	DGM, Punjab National Bank.
11.	Mr. M. L. Bhat	...	General Manager, Ellaquai Dehati Bank.
12.	Mr. R. L. Lochan	...	Chief Manager, State Bank of India.
13.	Mr. S. S. Chib	...	D.H.A Coordinator, Punjab National Bank.
<u>Insurance Companies</u>			
14.	Mr. Ashok Kumar	...	Sr. Divisional Manager, Oriental Insurance Co.
15.	Mr. Duni Singh Motten	...	Divisional Manager, Oriental Insurance Co.
16.	M. L. Verma	...	Divisional Manager, United India Insurance Co
17.	Dr. Daleep Pandita	...	Divisional Manager, New India Assurance Co.
18.	Mr. Desh Bandhu	...	A. O, LIC of India.
19.	Mr. S. L. Bhagat	...	Manager, M.I, LIC of India
<u>SLBC Secretariat</u>			
20.	Mr. Gulzar Ahmad Zargar	...	Assistant Vice President.
21.	Mr. Imran Rasool Shah	...	Relationship Executive
