

Press Note : 09.01.2015

Video Conference Meeting with Executive Directors(FI) of PSB and Private Sector Banks to review progress of Pradhan Mantri Jan-Dhan Yojana (PMJDY) on 09.01.2015

- A Video conference to review the weekly progress in PMJDY was held on 09.01.2015 under the chairmanship of Shri Alok Tandon , Joint Secretary (FI) & Mission Director, PMJDY and (FI) . The meeting was attended by Executive Directors of Public and Private sector Banks, representatives of IBA, NPCI and HPCL.
- During the review special focus was given on Aadhar seeding in bank account, Activation of Rupay Card and availability of Bank Mitra . Banks have been asked to complete deployment of Bank mitra in remaining 4429 uncovered SSAs expeditiously and all banks agreed to complete the task by second week of January. Banks were also advised to ensure that all the Bank Mitra are provided with on line devices capable of e-KYC based account opening and Rupay card/ AEPS interoperable payment facility for universal banking access.
- It was observed that only 21.72% of Bank Mitra are getting remuneration of Rs.5000/- or more. For uninterrupted banking operation, banks must ensure minimum remuneration of Rs.5000/- to all Bank Mitras to restrain them.
- DFS advised all the banks to take necessary steps for seeding of Aadhar number in their bank account like seeding of aadhar through SMS, internet banking, ATMs , holding special camps for enrollment and seeding of Aadhar etc, as only 3.67 cr accounts are mapped with Aadhar no. which is about 39% of 10.63 crore account opened under PMJDY . Banks have been directed to make efforts to achieve level of at least 59% of account with aadhar no. equal to % of aadhar issued coverage in country .
- Banks were also advised to access to LPG portal to contact consumers on their mobile nos. available there who have not updated aadhar number in bank's record but done in LPG data base to make them cash transfer ready.
- DFS commended the efforts of PNB & BOI in doing good work in Aadhaar seeding and directed the other banks to follow the same and also advised all the bank to share their good practices among all so that every bank can get benefited.
- As per status presented by banks only 56.96% card are in active stage out of 8.96 cr issued .DFS expressed concern over low pace of activation of Rupay Card as Activation is a critical factor, for Personal Accidental Insurance coverage

- DFS complimented all banks for the progress made in achieving saturation level of 99.44%.by covering 20.92 crore households with bank accounts and completion of survey in 99.91% SSA and wards allotted in the country.
- DFS has arranged a film on Financial literacy and which will be used for spreading awareness in villages .
- States of Goa, Gujarat, Hayana, Madhya Pradesh, Punjab, Kerala and Tripura, Union Territories of Chandigarh, Puducherry, Andaman &Nicobar , Dadara & Nagar Haveli, Daman & Diu and Lakshadweep and Thirty three districts of Uttar Pradesh had already covered all households under PMJDY with at least one bank account.
