

F.No. 1/56/2014-FI
Government of India
Ministry of Finance
Department of Financial Services

3rd Floor, Jeevan Deep Building, Parliament Street
New Delhi, dated 11th November, 2014

To

CMD/s of Public Sector Banks
CMD/s /CEOs of Private Sector Banks

Sub: Scheme for incentivizing Bank Branches under PMJDY

Sir(s) / Madam(s),

I am directed to say that in order to recognize best performance / efforts made by bank branches under PMJDY an incentive scheme has been framed by this Department. Copy of the Incentive Scheme is attached.

2. It is therefore requested to submit the data for the month from August, 2014 to 31 Oct, 2014 on parameters for monthly recognition as per annexed format at the earliest but not later than 15.11.2014.

3. From November, 2014 onward monthly data may be submitted by 5th of succeeding month.

Yours faithfully
sd/-

(Rajiv Sharma)

Under Secretary to Govt. of India (FI)

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SCHEME FOR INCENTIVIZING BANK UNDER PMJDY

1. **BACKGROUND:** On the eve of the launch of Pradhan Mantri Jan-Dhan Yojna, Hon'ble Prime Minister had in his communication to all bank staff / officers sought their whole hearted support for this momentous task which is of national importance. Hon'ble PM had also announced that best performing branches will be recognised.

2. **OBJECTIVE:** This scheme is proposed to motivate the Bankers, State and District level officials for expeditious completion of the PMJDY before 26th January, 2015. The recognition will be done in two stages.

- (i) Stage ONE: To assess the progress at MONTHLY intervals.
- (ii) Stage TWO: To assess the Final Tally, towards the end of January, 2015.

3. **PARAMETERS FOR MONTHLY RECOGNITION to the Bank Branches – Best 3 in each of the following categories-**

- (i) *Total number of households covered in a month which were not covered earlier;
- (ii) Total number of accounts opened for women who did not have an account earlier;
- (iii) Total number of Rupay cards issued and activated;
- (iv) Total number of Aadhaar enrolment done during this period;
- (v) Total number of e-KYC done as a percentage of accounts opened
(Minimum qualifying 100 accounts)
- (vi) Aadhaar seeded as a percentage of accounts opened; and
- (vii) Total deposits mobilized in these accounts.

Best 3 Bank Branches on each of
the 7 parameters mentioned above = 21 awards per month

**(As Survey data for August to October, 2014 is not available therefore only total number of accounts opened will be taken into consideration. There will be a combined award for August to October, 2014. From November, 2014, based on Survey data number of accounts opened in a month will be taken into consideration)*

4. (A) **PARAMETERS FOR RECOGNITION AT THE END (26th Jan 2015)**

	Max. Marks
1) Coverage of SSAs by Either Branches/Fixed point on line interoperable BC Agent;	20
2) Total number of Accounts opened for those who did not have an account earlier;	10
3) Total number of accounts opened for women who did not have an account earlier;	10
4) Percentage achievements of identified households for coverage;	20
5) Total number of Rupay cards issued and activated	

to uncovered beneficiaries;		10
6) Total number of Aadhar enrolment done during the camps;	5	
7) Total number of e-KYC done;		5
8) Total Aadhaar seeding done;		10
9) Total deposits mobilised in the accounts; and	5	
10) Total number of Financial Literacy camps held.		5

	Total	100

4 (B) ELIGIBILITY FOR RECOGNITION ON COMPLETION OF MISSION AT COUNTRY LEVEL.

1) Best Banks/States/Districts/ Branches on overall basis		11
(a) Best three Banks	03	
(b) Best State (in Large State Category)	01	
(in Small State Category)	01	
(c) Best three Districts -	03	
(D) Best three Bank Branches -	03	
2) Best Bank/State(State Mission Director & SLBC Coordinator) /District (Mission Director & LDM)in each parameter.	5X10	50

3) Best three Bank Branches in each parameter
FIRST, SECOND,THIRD.

3x10

30

TOTAL

91

5. Monthly Awards : Certificate of appreciation to all

Overall Awards : Certificate and Trophy to Category (1)
Certificates to Category (2) & (3)
