

Pradhan Mantri Jan Dhan Yojana (PMJDY)

Ideas and lessons from India

April, 2020





About MicroSave Consulting

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With about 190 staff of different nationalities and varied expertise, MSC is proud to be working in over 50 developing countries. We have offices in Bangladesh, India, Indonesia, Kenya, Philippines, Senegal, Singapore, Vietnam, Uganda, and the United Kingdom.

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Table of Contents

1. Objectives of the module	04
2. Financial inclusion in India	05
3. PMJDY – What does it entail?	08
3.1 Key challenges to financial inclusion before PMJDY	08
3.2 Introduction to PMJDY: Scheme objectives	08
3.3 Key features of PMJDY six pillars	09
3.4 Strategies for the implementation of PMJDY	11
3.5 Role of technology	13
3.6 Stakeholders involved	14
3.7 JAM trinity	14
3.8 PMJDY as the base of all the benefits	15
4. Progress so far and challenges	16
5. Future strategies	21
5.1 Current status and challenges	21
5.2 Strategies for further improvement in financial inclusion	22
6. Annexures	24

1. Objectives of the module



01



Financial Inclusion (FI) model adopted by India

02



Challenges faced by India at various stages of FI—before PMJDY

03



Why PMJDY was launched, its objectives, and its components—six pillars

04



How PMJDY filled the gaps and enabled financial inclusion

05



How technology played an important role in the implementation of PMJDY

06



The roles of stakeholders

07



Initial challenges and progress so far

08



The current status and remaining challenges (2017-18) help payments banks succeed

09



The road ahead for financial inclusion in India and other global programs on FI

2. Financial inclusion in India



India's efforts to include citizens into the formal financial system gained traction after the Rangarajan Committee submitted a seminal report in 2008.

The Rangarajan Committee was formed in 2006 to:

- Study the pattern of exclusion from the access to financial services;
- Identify the barriers confronted by vulnerable groups to access credit and financial services. This includes supply, demand, and institutional constraints;
- Review the international experiences in implementing policies for financial inclusion and examine their relevance or applicability to India.

The **Rangarajan Committee defines financial inclusion**, especially for disadvantaged, vulnerable, and low-income segments of the society, as:

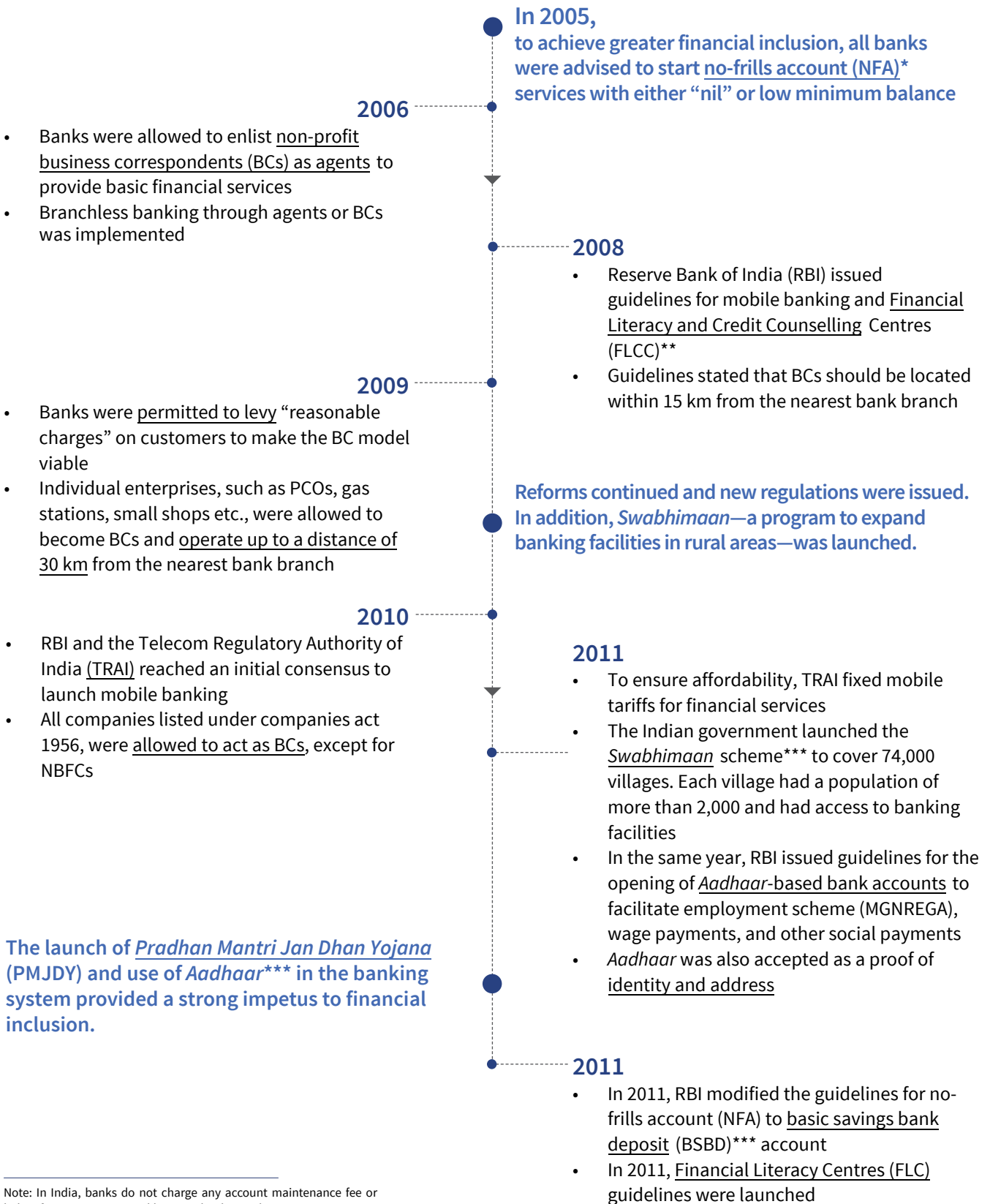


Ensuring access to affordable financial services, such as savings account, deposits, remittance, insurance, pension, and financial literacy



Providing timely and adequate credit to all.

New initiatives, such as no-frills accounts and agent banking, were rolled out. Subsequently, the guidelines for mobile banking and financial literacy were issued.

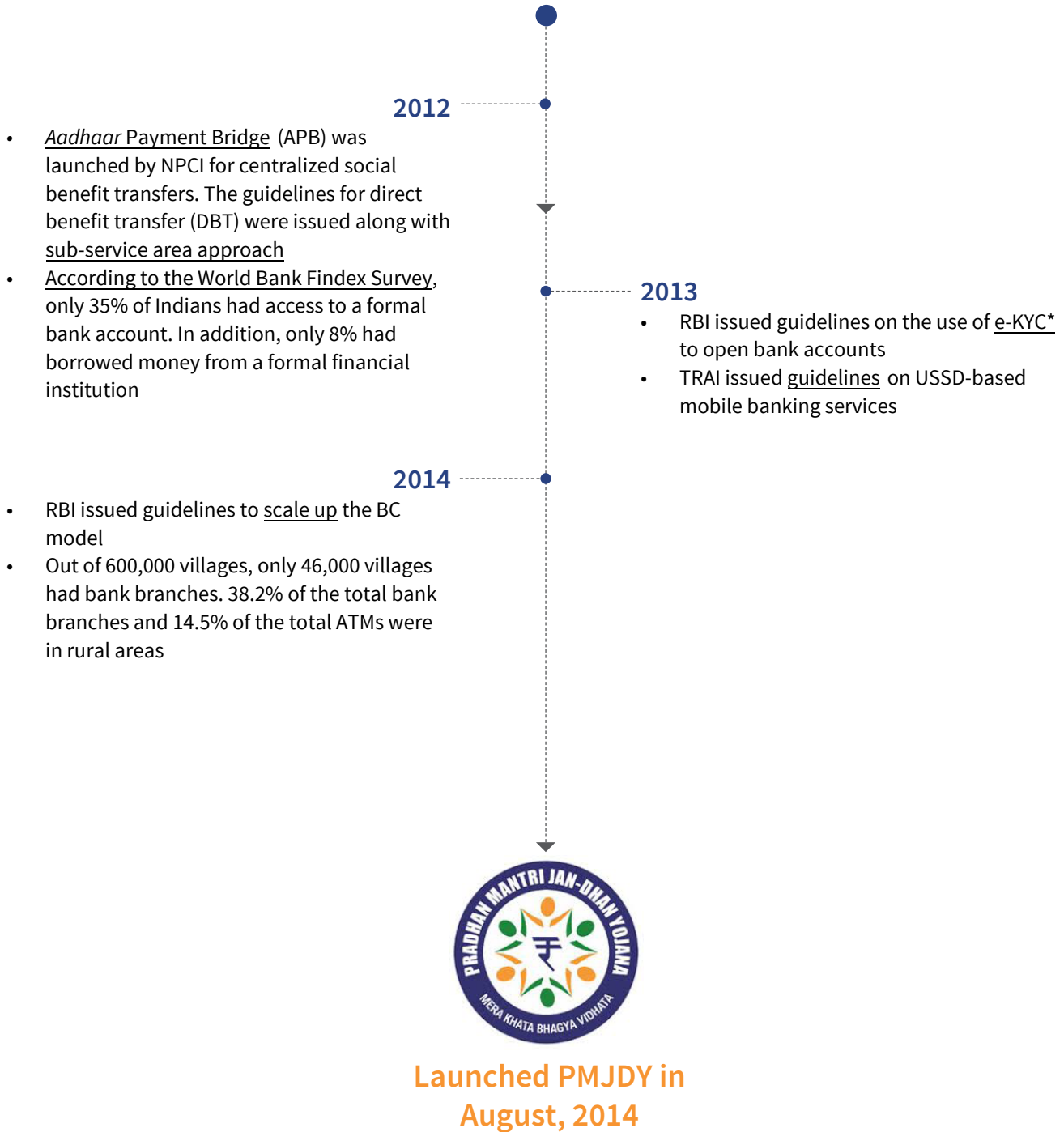


Note: In India, banks do not charge any account maintenance fee or ledger fee to customers, unlike many banks in other countries.

*Details in Annexure A

**Details in Annexure B

***Details in Annexure C



*Details in Annexure C

3. PMJDY-What does it entail?



Before the launch of *Pradhan Mantri Jan Dhan Yojana*(PMJDY), financial inclusion in India faced challenges around coordination, planning, and operations

Lack of coordination among stakeholders	Lack of proper planning	Operational issues
<ul style="list-style-type: none"> All the initiatives, such as NFA or BSBD account, pension scheme <u>Swavalamban</u> (self-sufficiency), and coverage related guidelines, among others were developed in silos. Various <u>stakeholders</u> or departments like DFS, RBI, banks, state governments, SLBC, were working on various aspects without aligned planning or coordination. 	<ul style="list-style-type: none"> No umbrella policy on financial inclusion. Digital modes were pushed, even though the presence of banks in rural areas was still low. The focus was only on rural areas and on opening zero-balance accounts. Low focus on financial literacy. Absence of grievance redress policy for stakeholders. 	<ul style="list-style-type: none"> The interoperability of accounts was not available at BC points. Cumbersome KYC formalities because of long processes. Few BC outlets to provide financial services. Low BC commissions and lack of capacity building for the BCs. High churn rates among BCs.

Note: Most of these challenges are similar to the challenges faced by other governments across the globe. A majority of them prevent the progress or growth of financial inclusion.

PMJDY focused on six key pillars

Pradhan Mantri Jan Dhan Yojana (PMJDY) was launched on 24th August, 2014 as a national mission on financial inclusion. The six pillars—providing bank accounts, credit, insurance, pension, financial literacy, and increasing the penetration of banking agents—were designed to address the prior challenges and to accelerate financial inclusion in India.



Universal access to banking facilities—two phases

- 0.6 million villages across the country are mapped into [0.125 million](#) sub-service areas* (SSA) and each SSA is linked to a BC point.
- [>600,000 BCs**](#) manage branchless banking.



Providing Basic Banking accounts with overdraft facility and RuPay debit card to all households

- 381.2 million [beneficiaries](#) have been banked so far
- [6 million](#), accounts have been sanctioned OD facility in 2019
- [290 million RuPay cards](#) have been distributed



Financial literacy program

- [1,396 FLCs](#) in India, as on August, 2019
- FL materials in 10 languages
- Also delivered through schools and skilling centers



The creation of Credit Guarantee Fund

- Started with a corpus of USD 143 million to provide guarantee against the defaults in OD facility in bank accounts



Micro-insurance

- [>470 million](#) beneficiaries in PMSBY (Accidental insurance), as on March, 2020
- [>211 million](#) beneficiaries in PMJJBY (Life Insurance), as on March, 2020.



Unorganized sector pension schemes like Swavalamban

- [>4.3 million](#), as on December, 2019 subscribers in NPS Swavalamban scheme
- [>19 million](#), as on December, 2019 APY subscribers



* Sub Service Area (SSA) is a cluster of more than one village wherein up to 1,000 to 1,500 households and provided banking services by a fixed BC point.

** Out of all the BCs, 126,000 were enrolled under PMJDY as on February, 2019.

USD 1 = INR 70

Key features of PMJDY pillars



Universal access to banking facilities—two phases

- Segregating the country into sub-service areas (SSAs[#]) and mapping them to different banks
- Allocating fixed point business correspondent (BC) agent in each SSA
- Focusing on urban financial inclusion** also and not just rural financial inclusion
- Providing basic banking services through the [National Unified USSD Platform](#) (NUUP)
- Ensuring regular monitoring by the Department of Financial Services ([DFS](#)) through online tracking of the progress of SSAs
- Ensuring the promotion of mobile banking through mobile wallets, as well as linking mobile number, *Aadhaar*, and bank accounts
- Focusing on BC agent recruitment and training to ensure effective implementation



Basic Savings Bank Deposit (BSBD) accounts with overdraft facility and RuPay debit card to all households

- Cover all uncovered households (HHs) by opening one BSBD account (per HH) in the first phase and later targeting individuals within the HH
- Provide [RuPay card](#)* to all PMJDY account holders
- Provide overdraft (OD) facility of up to USD 71.43 to account holders based on six months satisfactory credit or savings history



Financial literacy program

- Financial literacy (FL) is important as people will only use formal banking services if they have knowledge about them and the benefits they offer
- Mapping of all SSAs to different banks to manage the FL initiative
- Strengthening programs like [NRLM](#), [NULM](#) and aligning other stakeholders ([SLBCs](#), [LDMs](#), [DLCCs](#) among others) to manage financial literacy camps and centers
- Strengthening JLGs and SHGs for financial literacy dissemination

- **A Joint Liability Group (JLG)** is an informal group comprising four to 10 individuals coming together to avail loans from MFIs or banks on the basis of a group mutual loan guarantee mechanism that helps to manage the information asymmetry for the lender.
- **A Self Help Group (SHG)** is a group usually comprising 10–20 local people. Members make small regular savings contributions over a few months until there is enough money in the group to begin people lending. They may also run an enterprise together. They save money over time, and then take loans from banks.



Creation of Credit Guarantee Fund

- Borrowing money from the informal sector was common, especially in rural areas, due to difficult and low access to formal credit in the absence of a risk mitigation system for banks
- Provisioning an OD facility up to USD 71.43 (INR 5,000) based on the transaction history in PMJDY accounts
- This exigency fund was designed to support poor borrowers to meet their basic credit needs for purposes like micro-enterprises, farming, and health, among others.

*Details in Annexure B

**[Financial inclusion of urban poor in India, K.C.Chakrabarty, 2013](#)

[#]SSA is based on the number of HH in a cluster and not on distance.

USD 1 = INR 70



Micro-insurance

- Micro-insurance policies provide for a risk or insurance coverage to economically vulnerable sections of society
- Focused on schemes like [Aam Aadmi Bima Yojana](#) (AABY) for life insurance and [RSBY](#) for health insurance
- Later, in 2015, [Pradhan Mantri Jansuraksha Yojana](#) was launched, which covered life and accidental insurance
- [Pradhan Mantri Jeevan Jyoti Bima Yojana](#) (PMJJBY) provides life insurance worth USD 2,860
- [Pradhan Mantri Suraksha Bima Yojana](#) (PMSBY) provides accidental insurance worth USD 2,860

- ~[Pradhan Mantri Jeevan Jyoti Bima Yojana](#) (PMJJBY) provides life insurance worth USD 2860 (INR 0.2 million) at a premium of just USD 4.72 (INR 330) per annum.
- ~[Pradhan Mantri Suraksha Bima Yojana](#) (PMSBY) provides accidental insurance worth USD 2860 (INR 0.2 million) at a premium of just USD 0.17 (INR 12) per annum.



Unorganized sector pension schemes

- India's unorganized sector is huge and there was no product in the market to secure the retirement needs of the poor.
- The [Swavalamban](#) scheme was pushed (launched in 2010 for the unorganized sector, for the age group 18-60 years) among all eligible account holders, who are not part of any statutory pension or provident scheme.
- Later, in 2015, [Atal Pension Yojana](#) (APY) was launched as a universal pension scheme with fixed monthly pensions (from USD 14.30 to USD 71.43 or INR 1,000 to INR 5,000) based on the contributions made.

PMJDY was implemented through a multidimensional strategy that strengthened the existing structures and resources across the private and public sector

Multi-dimensional strategy



Encourage public-private partnership (such as public and private banks, insurance companies among others), use inter-department convergence and synergies to push electronic G2P



Use the existing rural infrastructure of [154,965](#) post offices by enlisting postmen as BCs



Branding of the scheme, as well as BC outlets and BCs using uniforms, bags, and jackets, among others



Deployment of online fixed point bank BCs to deliver basic banking services to customers' doorstep



Use expansion plans of the Department of Telecom to provide telecom connectivity in difficult areas



Enhance the flexibility and viability of the BCs' business by increasing their product portfolio

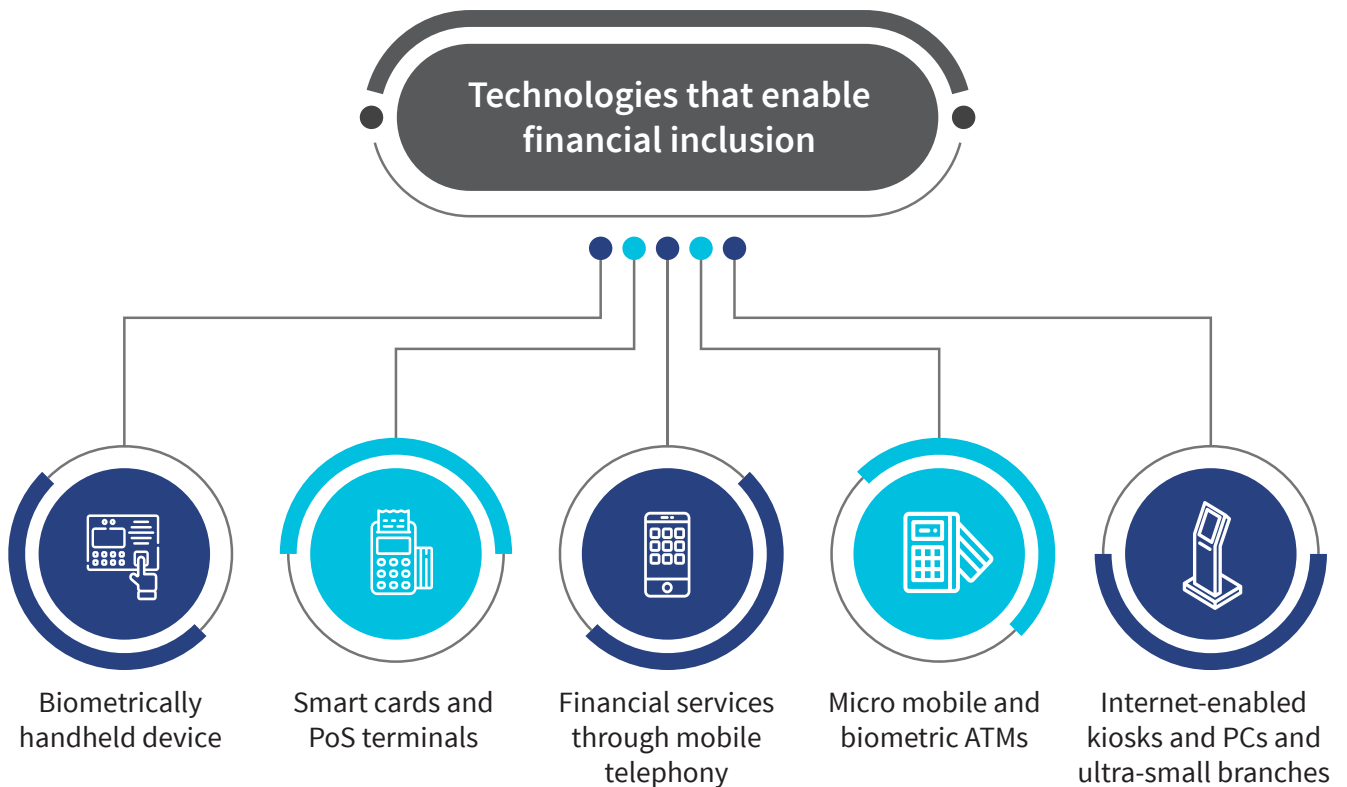
After PMJDY, Business correspondents (BC) are called "*Bank Mitrs*". Women BCs are now called "*Bank Sakhis*"

USD 1 = INR 70

Regulators, government, and the banking industry worked together to financially include millions of people within a short period of time

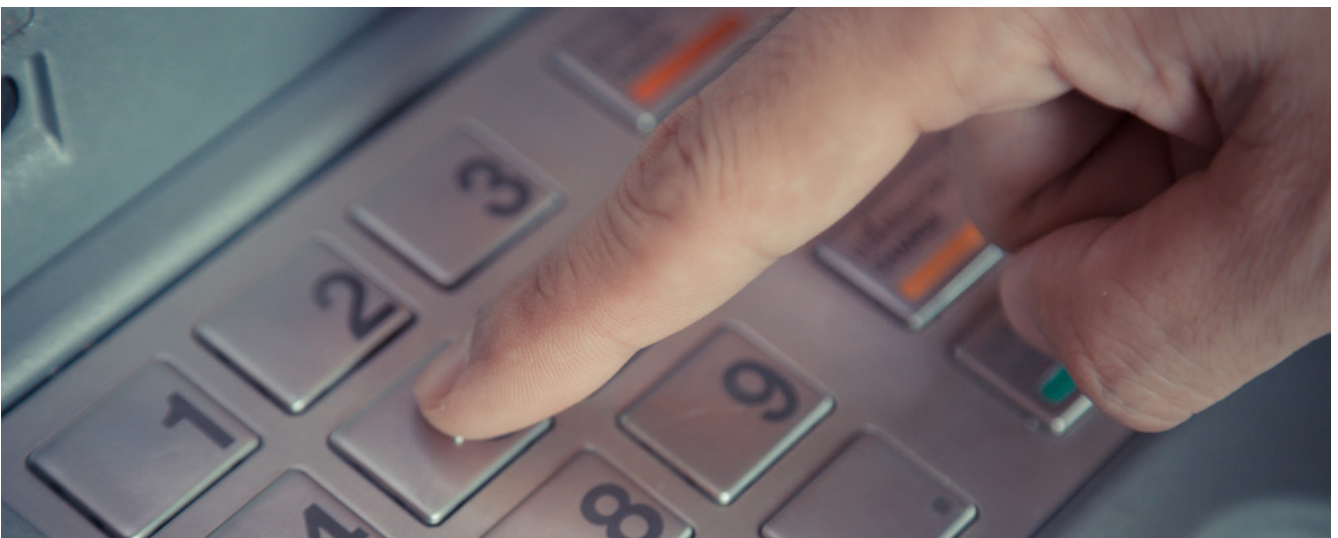
<p>Central Bank</p>		<p><u>Reserve Bank of India</u> (RBI)</p>	<p>RBI's primary objective is to undertake consolidated supervision of the financial sector comprising commercial banks, financial institutions, and non-banking finance companies</p>
<p>Payments coordinator</p>		<p><u>National Payments Corporation of India</u> (NPCI)</p>	<p>National Payments Corporation of India (NPCI) is an umbrella organization for managing all retail payments in India</p>
<p>Policymaker</p>	 <p>Ministry of Finance Government of India</p>	<p><u>Ministry of Finance, Department of Financial Services</u> (DFS)</p>	<p>The Department of Financial Services (DFS) is responsible for policy issues relating to Public Sector Banks (PSBs) and financial institutions</p>
<p>Telco regulator</p>		<p><u>Telecom Regulatory Authority of India</u> (TRAI)</p>	<p>The Telecom Regulatory Authority of India (TRAI) is a statutory body set up by the Government of India to regulate the telecommunications sector in India.</p>
<p>Identity infrastructure</p>		<p><u>Unique Identity Authority of India</u> (UIDAI)</p>	<p>The Unique Identity Authority of India (UIDAI) is a statutory authority created to issue Unique Identification numbers (UID) or "Aadhaar", to all residents of India. Aadhaar is (a) robust enough to eliminate duplicate and fake identities, and (b) can be used to verify and authenticate identities in an easy and cost-effective way.</p>

The technology was optimally used to simplify customer-facing processes and to create an interoperable and robust backbone



- All these devices can manage basic banking services like deposit, withdrawal, and fund transfer.
- Smart cards and PoS terminals, as well as micro-mobile and biometric ATMs can manage transactions using debit or credit cards.
- These devices can also enroll for insurance or pension schemes at any BC point.




Government benefit transfers were made easy by using *Aadhaar* Payments Bridge System (APBS) which facilitates end-to-end processing of bulk electronic payment instructions. In APB system, transactions are routed to a bank based on, which the mapping of *Aadhaar* number to the [issuer identification number](#) (IIN) of a bank.




PMJDY was implemented in close coordination between the banking sector and the government’s administrative structure at all levels

	Banking structure	Administrative structure
Central	<ul style="list-style-type: none"> Ministry of Finance, Department of Financial Services (DFS) Reserve Bank of India (RBI) National Payments Corporation of India (NPCI) 	<ul style="list-style-type: none"> Ministry of Communications Ministry of Rural Development Indian Banking Association (IBA)
State	<ul style="list-style-type: none"> Heads of all major banks Regional heads of RBI State Level Banking Committee (SLBC) 	<ul style="list-style-type: none"> Regional heads of National Bank for Agriculture and Rural Development (NABARD) Insurance companies National Rural Livelihood Mission (NRLM) or National Urban Livelihood Mission (NULM)
District	<ul style="list-style-type: none"> Bank branches or business correspondent points 	<ul style="list-style-type: none"> District Collector Lead District Manager Senior-most officers of banks and NABARD NRLM members Insurance companies Officers of district administration and local bodies

PMJDY accounts formed one of the critical pillars of the JAM trinity to digitize G2P payments and reduce leakages


Plug the leakage of government subsidies		Enable seamless G2P transfers to all the beneficiaries	
J		<p><i>Pradhan Mantri Jan-Dhan Yojana</i></p> <p>Banking infrastructure in 650,000 villages</p>	<p><u>381.2 million accounts</u> <u>USD 18 billion (INR 1277 billion)</u> in deposits</p>
A		<p><i>Aadhaar</i></p> <p>Unique identity</p>	<p><u>1.25 billion Aadhaar</u></p>
M		<p><i>Mobile</i></p> <p>Mobile connectivity</p>	<p><u>1.17 billion mobile phones</u> <u>350 million smartphones</u></p>

Over



658,000 agents (BCs)

and



681 million insurance policies

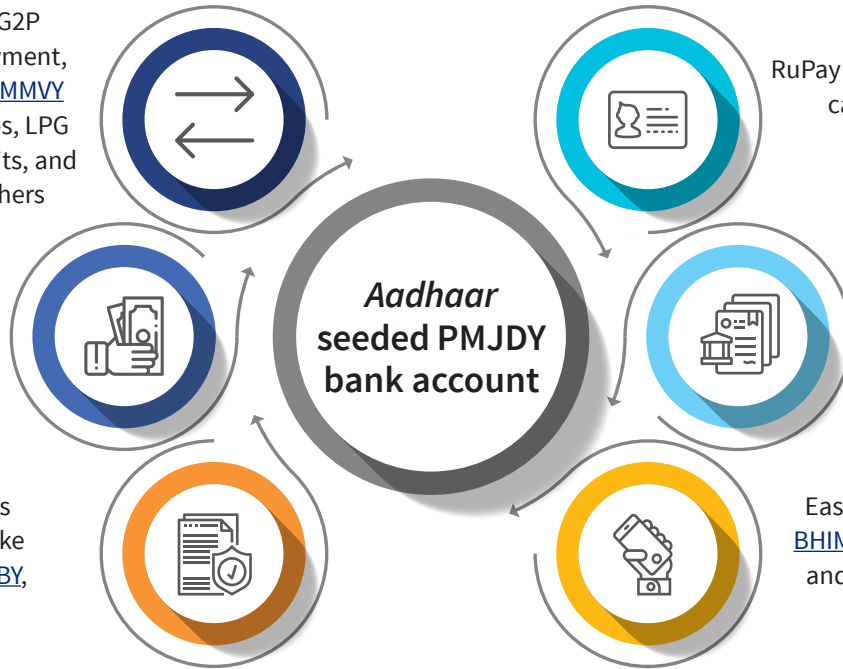
Details in Annexure A and C
USD 1 = INR 70

PMJDY is designed in a manner that it keeps the bank account at the center of financial services, products, and associated benefits

Seamless transfer of G2P payments for employment, maternity benefits ([PMMVY](#) and [JSY](#)), scholarships, LPG subsidy, social benefits, and incentives, among others

Access to pension schemes like APY and NPS

Easy access to various insurance products like PMSBY, PMJJBY, [PMFBY](#), among others



RuPay card issued to manage card-based transactions

Hassle-free overdraft (credit) facility by banks

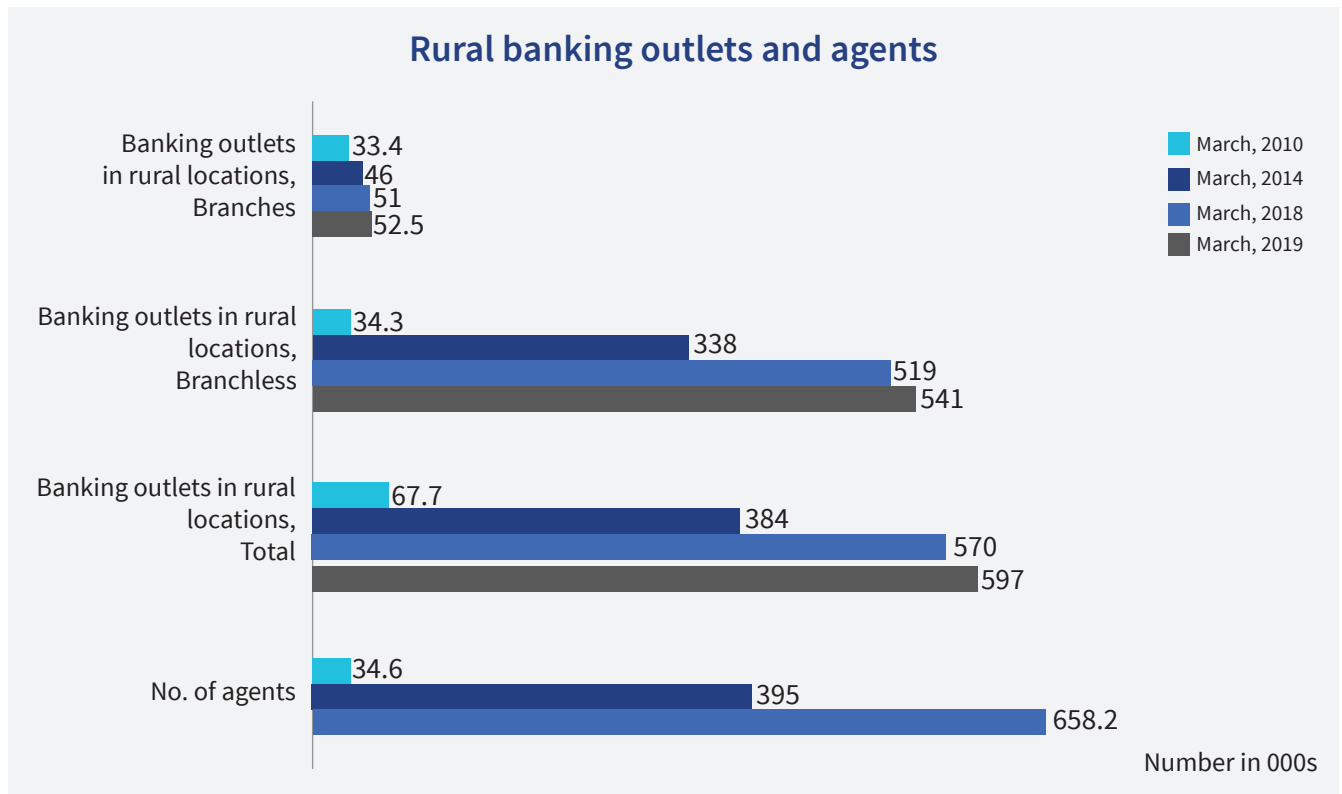
Easy to link the account to [BHIM](#) app (mobile banking) and process remittance as well as pay utility bills



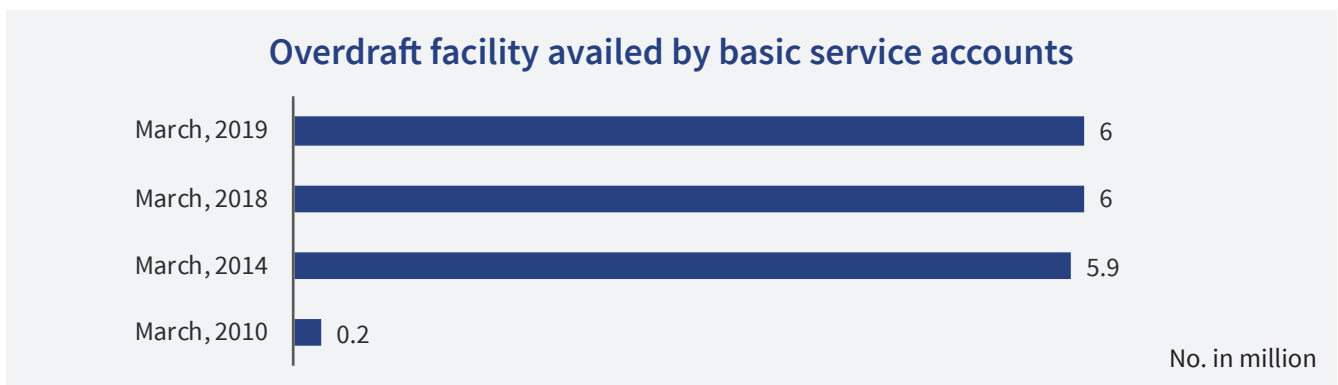
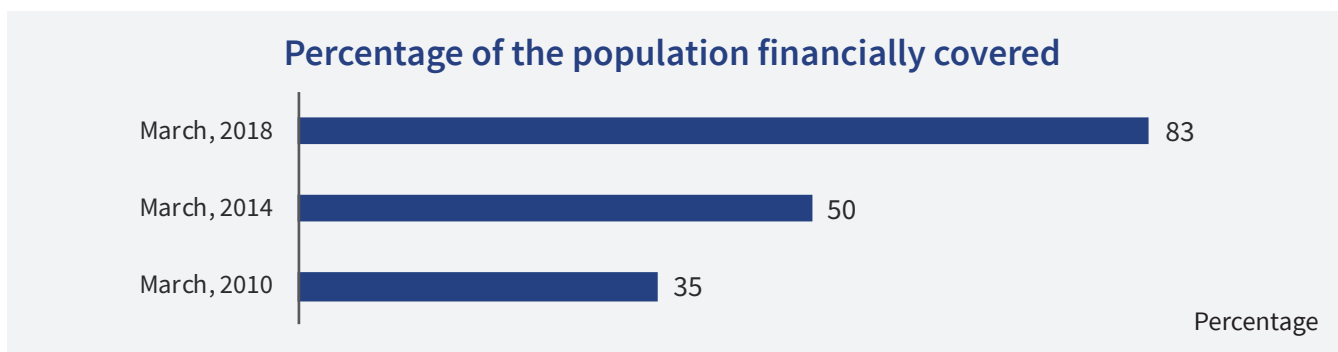
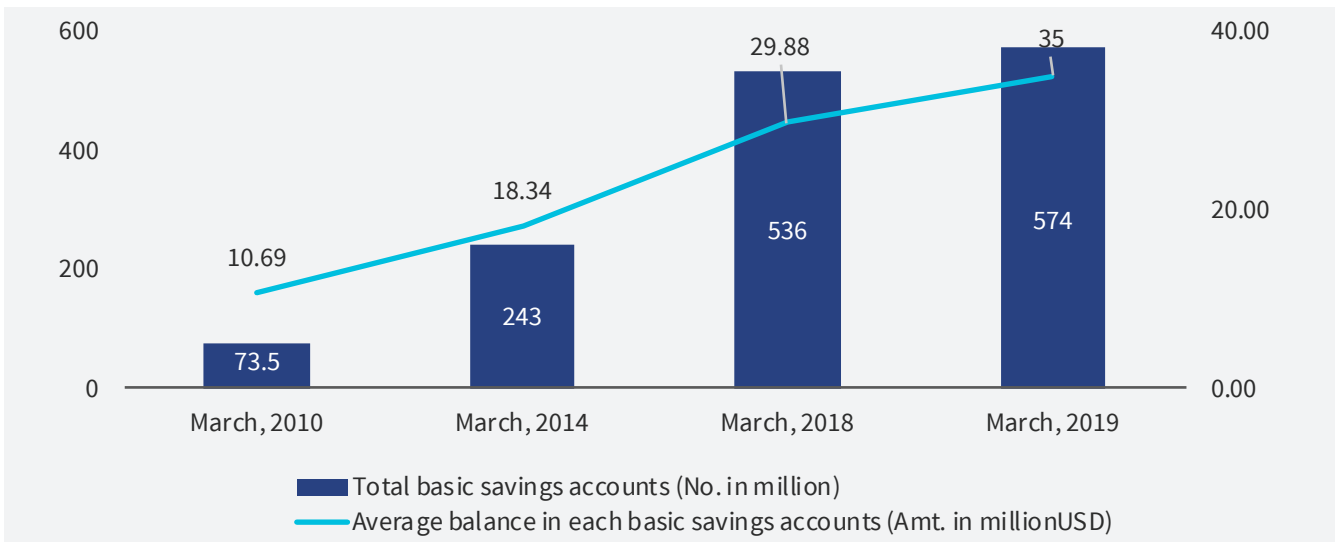


4. Progress so far and challenges

Under PMJDY, more than 300 million new accounts were opened within three years with an average balance of approximately USD 30

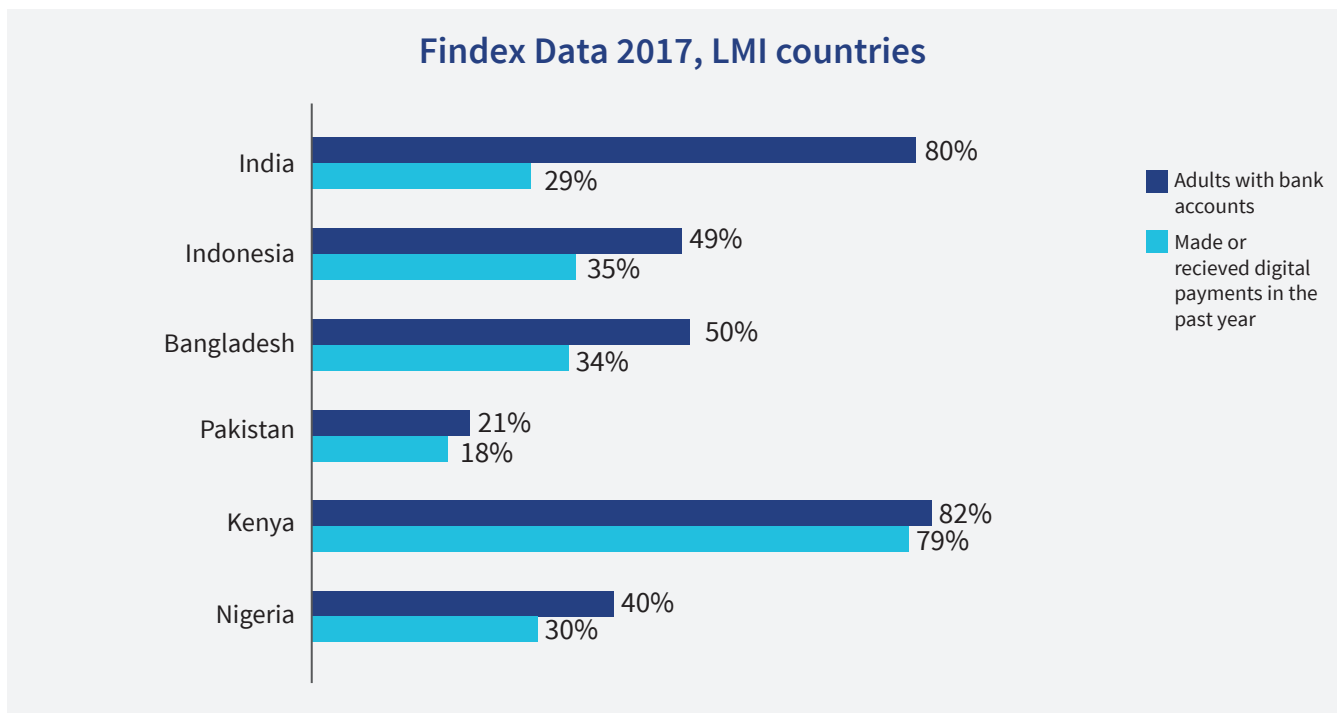


Source: [RBI annual report, 2018](#); [PMJDY mission document](#)
[The Global Findex Database, World Bank, 2017](#)
[Credit Delivery and Financial Inclusion Report, RBI, 2019](#)



Source: [RBI annual report, 2018](#);
[PMJDY mission document](#)
[The Global Findex Database, World Bank, 2017](#)

Post PMJDY, India made huge progress* across financial inclusion indicators



Indicators and critical points post-implementation:

- On an average, 12% of adults and 31% of households own a PMJDY account.
- But there are a number of instances of account duplication.
 - Besides having a non-PMJDY account, 14% of individuals and 30% of households also have a PMJDY account.
 - Besides having a PMJDY account, 51% of individuals and 79% of households also have a non-PMJDY account.
- According to Findex Data 2017, 48% of these bank accounts were inactive in the past year. This indicates the highest rate in the world and about twice the average of 25% for developing economies.
- Nearly 20% of individuals opened their PMJDY account through an agent or business correspondent.

During the first year (2014-15) of implementation, there were several challenges

BC level

- Commissions to BCs were low and not timely paid.
- After a point, new account opening reached a saturation point and BCs were dependent on transaction volumes for earnings.
- Adequate training was not imparted to BCs.
- BCs were unable to handle PMJJY, PMSBY, and APY transaction-related queries, such as non-issuance of policy receipts, premium deduction status, among others.

*In 2014, only 53% of adults in India had bank accounts

Bank level

- RuPay card was not distributed to all the beneficiaries. In some cases, beneficiaries who received the cards did not receive the PINs.
- Ineffective monitoring of BCs and their progress by banks.
- Charges were levied on customers for deposit and withdrawal transactions.
- Some banks were also charging customers to issue PIN for RuPay cards.
- Some banks were deducting insurance premium directly from users' [MGNREGA](#) social safety net wages without their consent.

Beneficiary level

- Customers trusted passbooks. BMs had to collect the passbooks and get them updated at the bank branch.
- Lack of awareness among beneficiaries about the key elements of [Jansuraksha](#) (insurance) schemes.

Others

- Lack of proper mobile and internet connectivity.
- Many areas faced frequent power cuts.
- Low awareness of financial products among BCs as well as beneficiaries.

But most of those challenges were resolved through a mix of strategic and operational interventions

BC level

- Government and all other stakeholders focused on training the BCs.
- Banks were instructed to ensure timely payments to BCs.
- The issue of increasing the commission of BCs (particularly for [G2P payments](#)) remains unresolved. However, a number of dialogs have been doing the rounds regarding it.

Bank level

- Banks have started monitoring the progress of FI properly.
- Both state and central government take regular updates from all states or districts.
- Banks worked extensively on *Aadhaar* seeding for the successful implementation of the *Aadhaar* Payment Bridge System (APBS).

[PMJDY: Milestones Reached, Yet Miles To Go – Customer Side Story Part 2, MSC, April 2016](#)

[Assessment of Bank Mitra's under Pradhan Mantri Jan Dhan Yojana \(PMJDY\), MSC, December 2014](#)

[Assessment of Bank Mitra's \(BMs\) under Pradhan Mantri Jan Dhan Yojana \(PMJDY\) - Round-II, MSC, October 2015](#)

[PMJDY Wave III assessment report, MSC, 2016](#)

[PMJDY: Commendable Growth, Yet Low-Hanging Barriers Persist, CGAP, August 2016](#)

Beneficiary level

- Beneficiary awareness programs were initiated using various modes, such as rural camps, fairs, street-plays, radio, TV, print, and digital media, among others.
- Financial literacy centers are actively involved in spreading awareness among beneficiaries.

Others




- Telecom towers have been installed to improve connectivity.
- There has been a focus on *Aadhaar* seeding with all bank accounts and the deduplication of accounts or beneficiaries in all the schemes.



5. Future strategies







Despite progress, a few challenges still remain

		Status	Challenges
 Channel	Banking infrastructure	<ul style="list-style-type: none"> >500,000 BC banking outlets in the villages. >100,000 urban locations covered by BCs. A total of >600,000 BCs offering branchless banking services. 126,000 are engaged solely in activities under PMJDY. 	<ul style="list-style-type: none"> Only 89% of the 126,000 BCs are active as on 31st March, 2017. Even in the leading Krishna district, 12% of people use BC agents for any form of transactions (cash-in, cash-out etc.). Only 8% of agents are women.
	Bank accounts	381.2 million accounts.	More than five million accounts are closed.
 Product	Savings balances	USD 18 billion in deposits.	20% of accounts are dormant and 48% have been inactive accounts.
	USD 71.43 (INR 5,000) overdraft	USD 10 (INR 700) average overdraft to 6 million individuals.	Banks are unwilling to lend (overdraft) as it is perceived as “free money” by recipients.
 Communication	Zero balance accounts	Mostly used for withdrawing G2P benefits.	Perceived as “accounts only for receiving government payments”.

USD 1 = INR 70

Apart from PMJDY, enhanced channel outreach, communication, monitoring, and new products are needed to improve the status of financial inclusion in India

 Channel	Outreach	An optimal number of active agents (both male and female) to reduce the travel time and increase convenience.
	Structure	Profitable, sustainable, and actively engaged agent network.
 Product	Depositor effectiveness	Diversified or tailored products to cater to the needs of the PMJDY segment and increase the use of accounts.
 Communication	GRM	Responsive recourse mechanism to protect customer and agent's interest.
	Experience	Enhanced transaction experience for customer and agents.
 Monitoring	Quality	Defining and measuring key performance indicators periodically to enhance and track the service quality.



A few measures have already been taken, but we still have a long way to go...

01

In September 2018, the [government declared](#) PMJDY an open-ended scheme (to continue indefinitely), with higher insurance cover and doubled OD facility. The focus has been shifted from every household to every adult.

02

The overdraft facility has doubled to USD 143 from USD 71.43.

03

Accidental insurance cover for new RuPay cardholders has been doubled from USD 1,430 to USD 2,860.

04

0.7 million people, who opened PMJDY account after 28th August, 2018, will get the benefit of increased accidental insurance cover under RuPay card has been doubled from USD 1430 to USD 2860



[RuPay Insurance Program, NPCI, May 2019](#)

5. Annexures



PMJDY implementation structure: Annexure A

Central level					
Department of Financial Services	Reserve Bank of India	Ministry of Communications	Ministry of Rural Development	Department of Telecommunications	Indian Banking Association
CEO, NPCI	Deputy Governor, RBI	CMDs of Banks	DG, NIC	Chairman, NABARD	CMD, BSNL
State level					
Heads of major banks	Regional heads of Reserve Bank of India	Regional heads of NABARD	Insurance companies	NRLM	SLBC
District level					
District Collector	Lead District Manager (LDM)	Senior most officers of Banks and NABARD	NRLM members	Insurance companies	Officers of district administration and local bodies

Features of a RuPay card issued with PMJDY accounts: Annexure B

01

RuPay card, a product of NPCI, is an Indian version of credit and debit cards and has been designed to address the needs of Indian consumers, merchants, and banks.

02

It can be used at 145,000 ATMs and 0.875 million POS terminals across the country. It is also accepted on 10,000 e-commerce websites.

03

Since RuPay card processing is done in India, it reduces the international transaction costs and also processes transactions faster.

04

The processing fees for RuPay card are considerably lower than that of regular debit or credit cards.

05

It opens electronic product options to an untapped or unexplored consumer segment.

06

Accidental insurance for RuPay ATM cardholders—RuPay Classic cardholders are eligible for a cover of USD 1,430, whereas RuPay Premium cardholders are eligible for a cover of USD 2,860—premium paid by NPCI.

Role of various stakeholders involved in PMJDY implementation: Annexure C

Department of Financial Services

- Overall ownership of the Mission Mode project on financial inclusion
- Overall monitoring and implementation of the mission

Other central govt. departments

- Coordinate with the stakeholders to ensure the successful transfer of benefits

Reserve Bank Of India (RBI)

- To align directions to banks involved in the mission for financial inclusion
- Financial Inclusion Fund (FIF) allocation support
- Depositor education and awareness fund allocation support
- To guide and support banks on the financial literacy campaign, and revamp and expand FLCCs up to the block level

NABARD

- Coordination in publicity and campaigns
- Monitoring of the implementation of FI for organizations working under NABARD
- Allocation of funds from FIF
- Financial literacy for SHG or JLG beneficiaries

Indian Bank Association (IBA)

- Coordination in financial inclusion efforts with all banks
- Key monitoring role in financial literacy campaign
- Coordination of publicity and communications campaign
- Coordination of centralized handling of customers grievances or issues through toll-free numbers provided by banks
- A dedicated desk setup for monitoring the implementation of FI
- Coordinate with SLBC for grievance redress

State governments

- Appointment of Mission Director at the state level
- Monitoring of financial inclusion campaign in coordination with SLBC and all stakeholders
- Direct transfer of benefits under the state schemes into the bank accounts of the beneficiaries
- Coordinate with SLBC for grievance redress
- One officer of the state government on deputation to oversee the implementation

Unique Identification Authority of India (UIDAI)

- Convergence of *Aadhaar* enrolment with bank account opening
- Facilitating the subsidy scheme on the procurement of *Aadhaar* Enabled Payment System (AEPS) machines by banks
- Fast conversion of enrolment id (EID) to *Aadhaar* number or unique id (UID) to ensure faster credit to bank accounts
- Mapping multiple accounts with a single *Aadhaar* number

State-Level Bankers Committee (SLBC)

- SLBC Convenor General Manager to act as Secretary to state implementation committee
- Coordination with all the banks for financial inclusion activities
- Monitoring and follow-up of different activities of financial inclusion
- Responsible for managing the overall GRM

Lead District Manager (LDM)

- LDM to act as Secretary to the District Implementation Committee
- LDM to coordinate with all the banks for FI implementation in the district
- Manage district-level issues

National Payments Corporation of India (NPCI)

- Coordination and necessary guidance and support to banks for ensuring proper operations of RuPay cards
- To facilitate interoperability among Bank *Mitr* (Business Correspondent (BC))
- Necessary support to banks to make USSD-based mobile banking available with low-end mobile phones so that customers can avail basic banking services like deposit, withdrawal, fund transfer, and balance inquiry across all banks. This product may also be enabled at BC outlets

Local bodies

- Representatives of local bodies (*Panchayats* in rural areas and Municipality in urban areas) to assist in the implementation of FI in various ways, such as organizing camps for the opening of accounts, identification of persons for the opening of account, financial literacy campaigns, etc.

District administration

- Key role in the implementation of FI in districts
- District Collector (DC) to act as chairman of district-level implementation committee

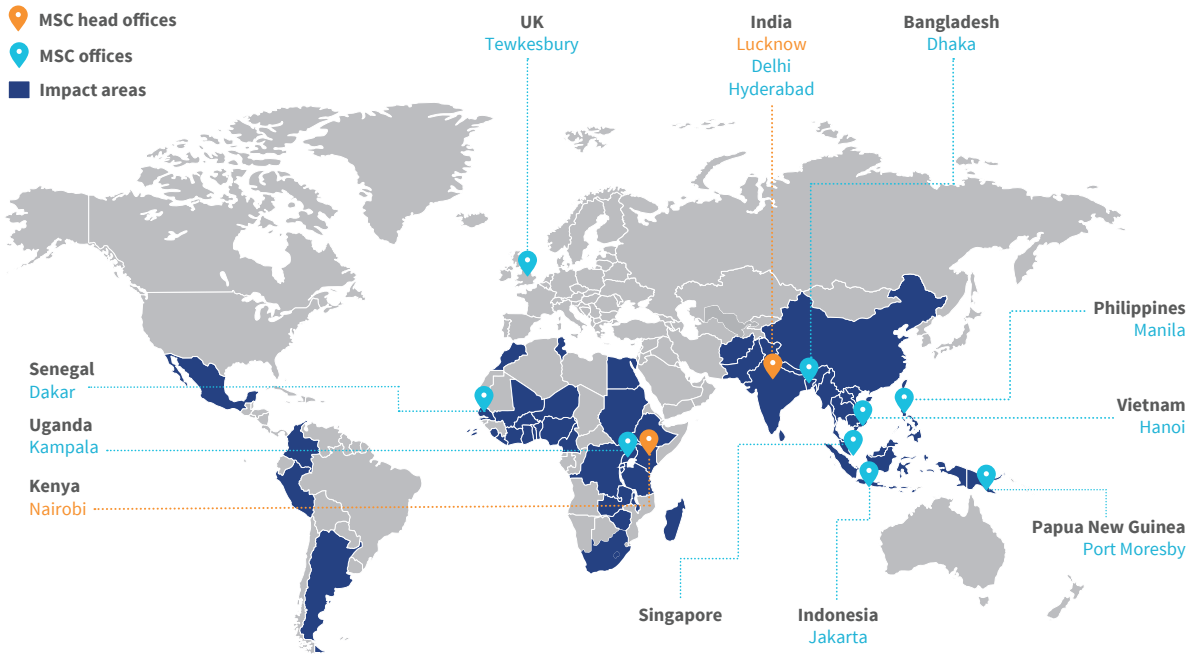
List of abbreviations

AABY	<i>Aam Admi Bima Yojana</i>
APBS	<i>Aadhaar Payment Bridge System</i>
APY	<i>Atal Pension Yojana</i>
ATM	Automatic Teller Machine
BC	Business correspondent
BHIM	Bharat Interface for Money
BM	Bank <i>Mitr</i>
BSBDA	Basic Savings Bank Deposit Account
CEO	Chief Executive Officer
CMD	Chief Managing Director
CICO	Cash in Cash out
CSC	Common Service Centres
DC	District Collector
DFS	Department of Financial Services
DG	Director General

JSY	<i>Janani Suraksha Yojana</i>
KCC	<i>Kisan credit card</i>
KYC	Know your customer
LDM	Lead District Manager
LMI	Low- and middle-income
MGN-REGA	Mahatma Gandhi National Rural Employment Guarantee Act
MIS	Management Information System
NAB-ARD	National Bank for Agriculture and Rural Development
NBFC	Non-Banking Financial Company
NFA	No-frills account
NIC	National Informatics Centre
NPCI	National Payment Corporation of India
NPS	National Pension Scheme
NRLM	National Rural Livelihood Mission
NULM	National Urban Livelihood Mission

EID	Enrolment Identity
FI	Financial Inclusion
FIF	Financial Inclusion Fund
FL	Financial Literacy
FLC	Financial Literacy Centres
FLCC	Financial Literacy and Credit Counselling
G2P	Government to people
GCC	General credit card
GRM	Grievance Redress Mechanism
HH	Household
IBA	Indian Banking Association
ICT	Information and Communications Technology
IIN	Issuer identification number
IRDA	Insurance Regulatory and Development Authority
JAM	<i>Jandhan Aadhaar Mobile</i>

PCO	Public Call Office
PMFBY	<i>Pradhan Mantri Fasal Bima Yojna</i>
PMJDY	<i>Pradhan Mantri Jan Dhan Yojana</i>
PMJJBY	<i>Pradhan Mantri Jeevan Jyoti Bima Yojana</i>
PMMVY	<i>Pradhan Mantri Matritva Vandana Yojana</i>
PMSBY	<i>Pradhan Mantri Suraksha Bima Yojana</i>
PoS	Point of Sale
RBI	Reserve Bank of India
RSBY	<i>Rashtriya Swasthya Bima Yojana</i>
SHG	Self-help group
SLBC	State Level Banking Committee
SSA	Sub-service areas
TRAI	Telecom Regulatory Authority of India
UID	Unique Identity
UIDAI	Unique Identification Authority of India



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