

A cluster of colorful triangles in red, orange, blue, and pink, arranged in a geometric pattern in the top-left corner of the slide.

# Gram Swaraj Abhiyan –2018

(14<sup>th</sup> April to 5<sup>th</sup> May 18)

## Saturation of Financial Inclusion Schemes in select villages

- PM Jan-Dhan Yojana
- PM Suraksha Bima Yojana
- PM Jeevan-Jyoti Bima Yojana



# PM Jan-Dhan Accounts



## Rationale

Exclusion from banking system excludes people from all benefits that come from a modern financial system. Gram Swaraj Abhiyan will be opportunity to gain easy and universal access to financial services through Jan-Dhan accounts, viz credit for economic activity, pension and insurance for social security

## Target Group

All unbanked Adults / Scholarship-DBT receiving students of select village will be target for account opening.

## Benefit

- Zero Balance accounts with no minimum balance charges.
- A RuPay debit card is provided to Jan-Dhan accountholders with in built accidental insurance coverage of Rs. 1 Lakh
- Jan-dhan account-holders may have easy loan (overdraft) upto Rs. 5000 from banks at much lower interest rates than generally charged by informal loan-providers.
- Easy access to Micro-Insurance, pension & DBT.

## How to open an account

- Accounts can be opened at bank mitra or bank branch

# PM Suraksha Bima Yojana



## Rationale

Accidental deaths create unsaid difficulties for family and pushes poor family into abject poverty. This accidental insurance scheme is offered to all willing and eligible persons with the purpose of 'Securing the Un-Secured'.

## Target Group

The insurance is available to people in the age group 18 to 70 years having a bank account and who give their consent to join and enable auto-debit an annual renewal basis.

## Benefit

- ❑ PMSBY scheme is aimed at covering the uncovered population at a highly affordable premium of just Rs.12 per year payable through auto-debit from subscribers' bank-account;
- ❑ risk coverage will be Rs. 2 lakh for accidental death and permanent total disability and Rs. 1 lakh for permanent partial disability, for a one year period stretching from 1 June to 31 May;
- ❑ Individuals who exit the scheme at any point may re-join the scheme in future years by paying the annual premium;

## How to get PMSBY Insurance

A person can join PMSBY with one Insurance company with one bank account only. Simple one page form with nominee details is needed. Auto debit renewal facility if accounts have sufficient balance and account holder consents for it.

# PM Jeevan-Jyoti Bima Yojana



## Rationale

Deaths create unsaid difficulties for family and pushes poor family into abject poverty. This micro insurance scheme is offered to all willing and eligible persons with the purpose of 'Securing the Un-Secured'.

## Target Group

Scheme is available to people in the age group of 18 to 50 years (life cover up to age 55) having a bank account who give their consent to join and enable auto-debit.

## Benefit

- ❑ life cover of Rs. 2 lakh is for one year period stretching from 1 June to 31 May at a premium of Rs. 330 per annum per member and is renewable every year;
- ❑ In case deceased has opted for PMSBY also and death occurs because of accident, family will be eligible for Rs 4 lakh payment;
- ❑ Individuals who exit the scheme at any point may re-join the scheme in future years by paying the annual premium;

## How to get PMJJBY Insurance

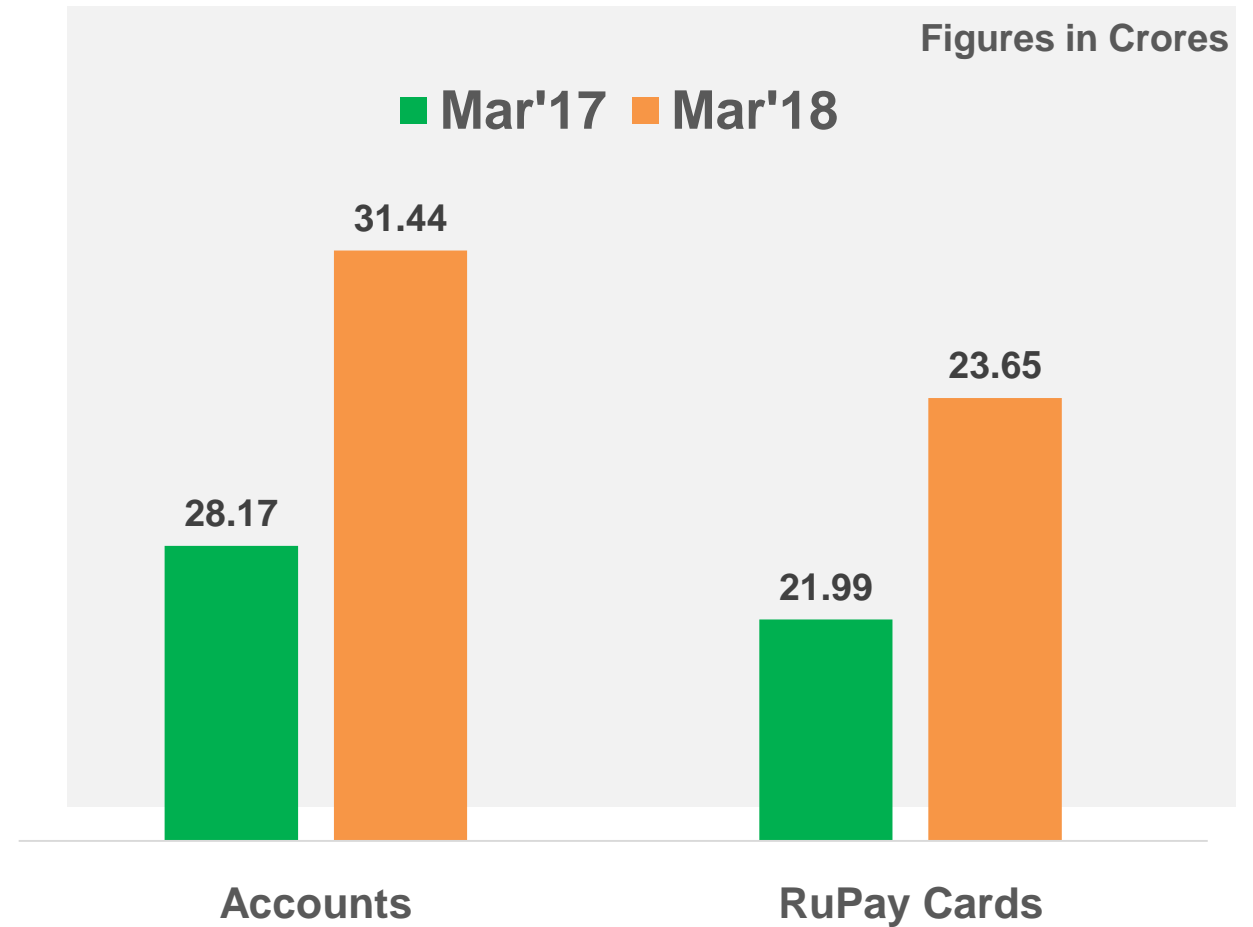
A person can join PMJJBY with one Insurance company with one bank account only. Simple one page form with nominee details is needed. Auto debit renewal facility if accounts have sufficient balance and account holder consents for it.

# Achievements under PM Jan-dhan Yojana



- ❑ Launched on : August 2014
- ❑ Total Jandhan A/cs: 31.44 cr
- ❑ Aadhar Seeded : 23.35 cr

**Deposits Rs. 78499 Crores**



# Jansuraksha Schemes



## PM Jeevan Jyoti Bima Yojana (PMJJBY)

**Launched** - 9<sup>th</sup> May 2015

**Annual life cover** of Rs.2 lac (18 - 50 years)

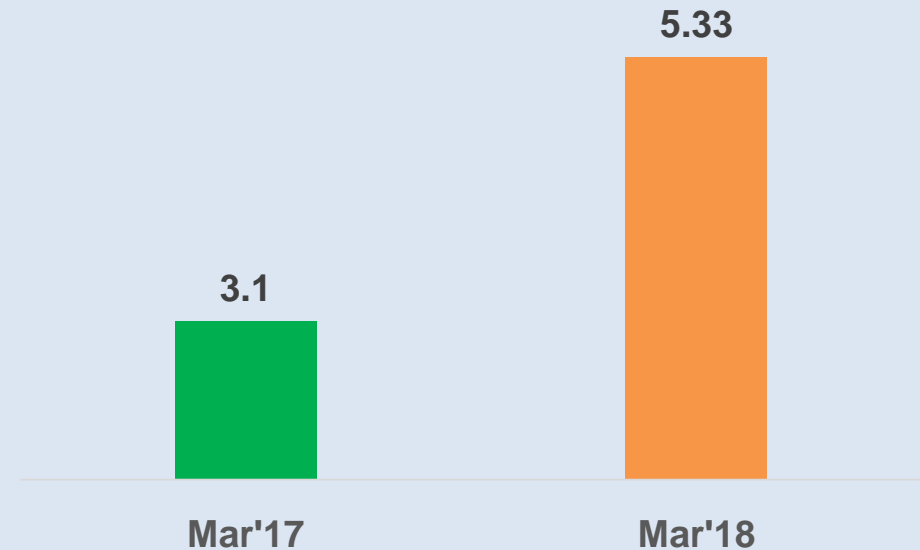
**Premium amount:** Rs.330/- per annum

**Covers death** by any cause

**5.33 Crore  
Beneficiaries**

**-90082 Claims settled  
- Rs. 1802 Crores paid**

Total Enrolments (In Crores)



# Jansuraksha Schemes



## PM Suraksha Bima Yojana (PMSBY)

**Launched** - 9<sup>th</sup> May 2015

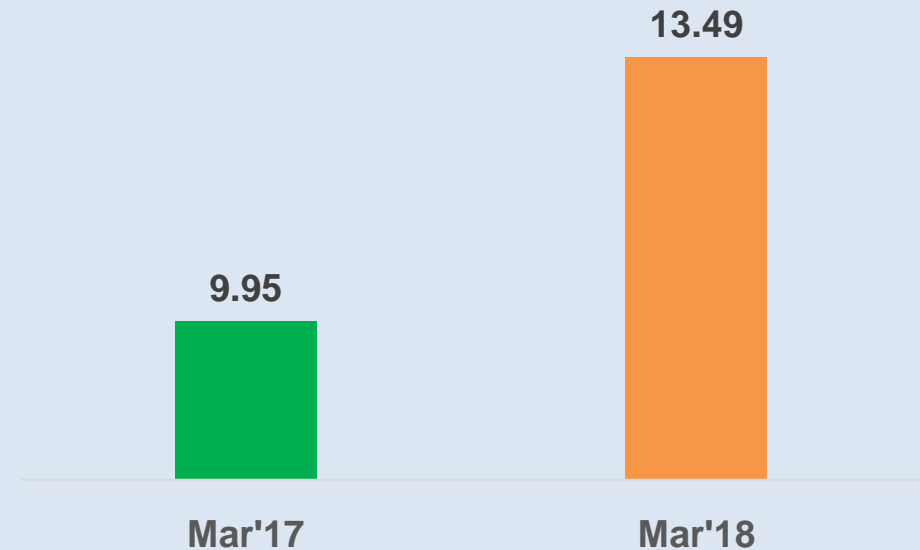
**Annual accident cum death** cover of Rs.2 lac (18 - 70 years)

**Premium amount:** Rs.12/- per annum

**13.49 Crore Beneficiaries**

**-16469 Claims settled  
- Rs. 328 Crores paid**

Total Enrolments (In Crores)



# Gram Swaraj Abhiyan - Strategy



Beneficiary identification



- ❑ Saturation of uncovered population
- ❑ Saturation of all under 3 Schemes

Publicity & enrolment



- ❑ Village level publicity campaign.
- ❑ Community radio
- ❑ Door to door enrolment

Implementation



- ❑ Enrolment targets to Bank Mitras / Insurance Agents
- ❑ Camps
- ❑ Self Help Groups / Panchayats

Monitoring & supervision –



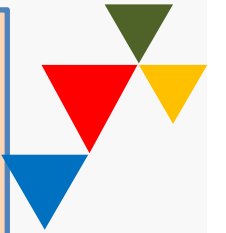
- ❑ Chief Secretary headed Financial inclusion Committee
- ❑ District Magistrate
- ❑ State level Bankers Committee
- ❑ Dy/ Under Secretary
- ❑ State-wise nodal officers of Department



# Desired outcomes



- 100%** opening of Jandhan accounts
- 100%** distribution of RuPay card
- Saturation of PM** Jeevan Jyoti & PM Suraksha Beema Yojna
- Jandhan accounts** as platform for DBT credits
- Financial Literacy** campaign
- Demand generation** for Credit



Thank  
You

