

# 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 Jeevan-Jyoti Bima Yojana
- PM Suraksha Bima Yojana

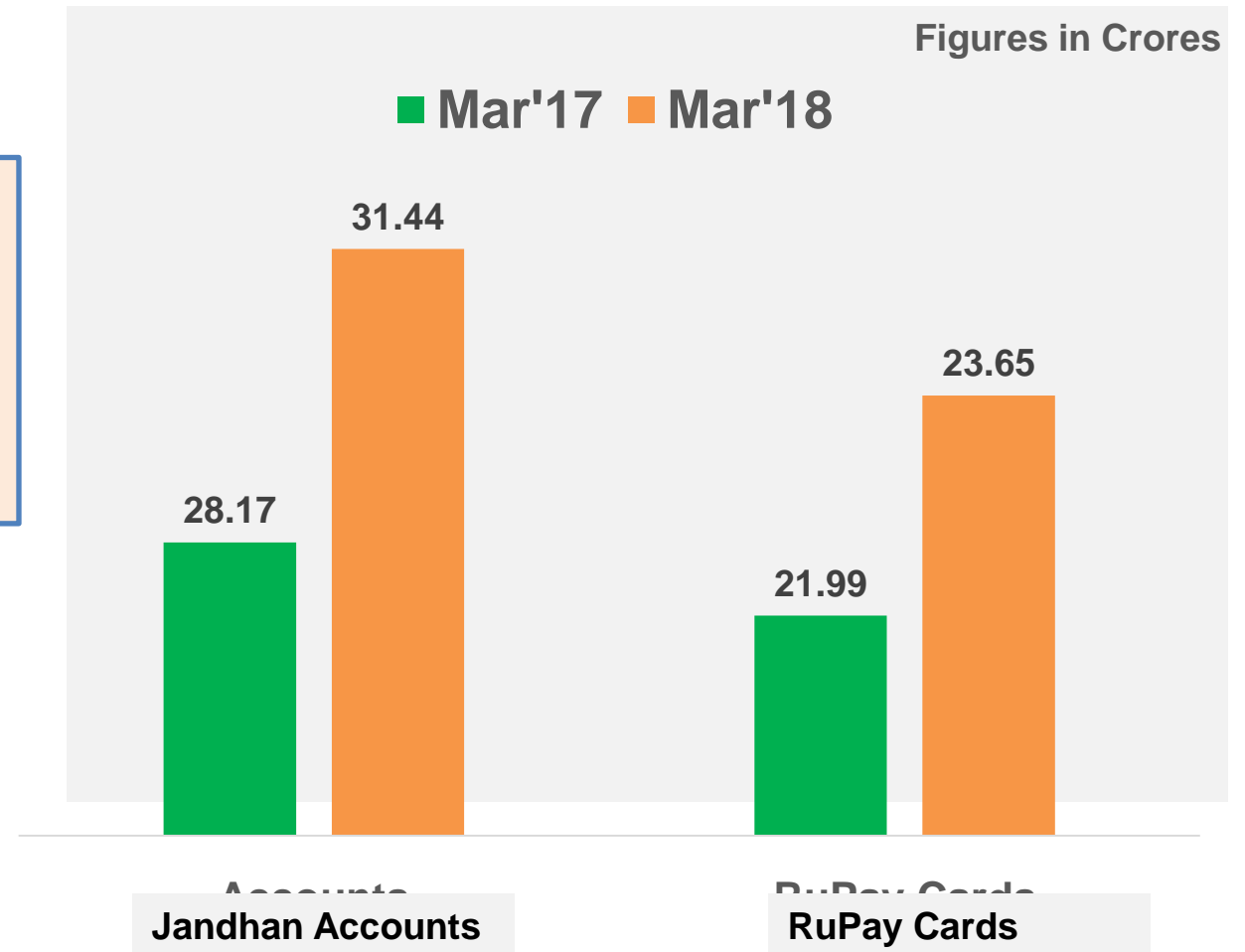


# Achievements under PM Jan-dhan Yojana



- ❑ Launched on : 28th 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)

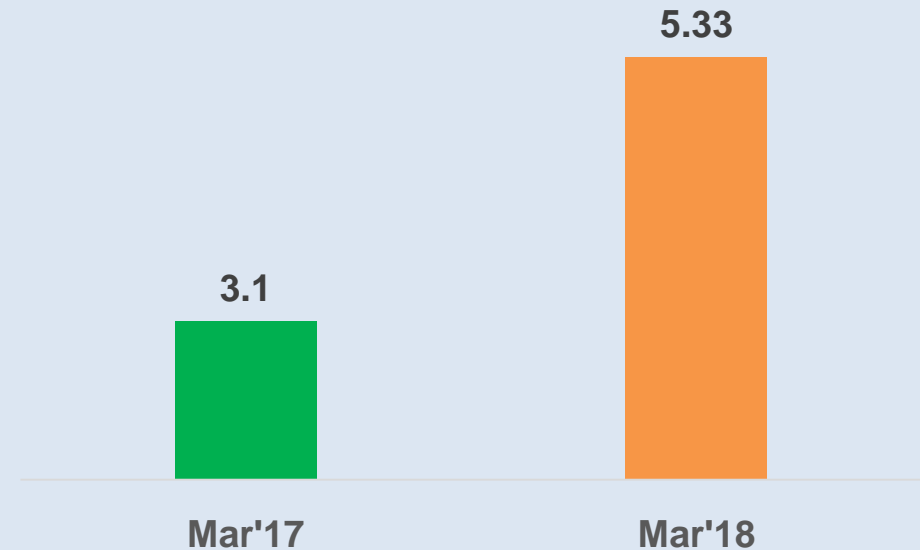
**Premium amount:** Rs.330/- per annum

**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

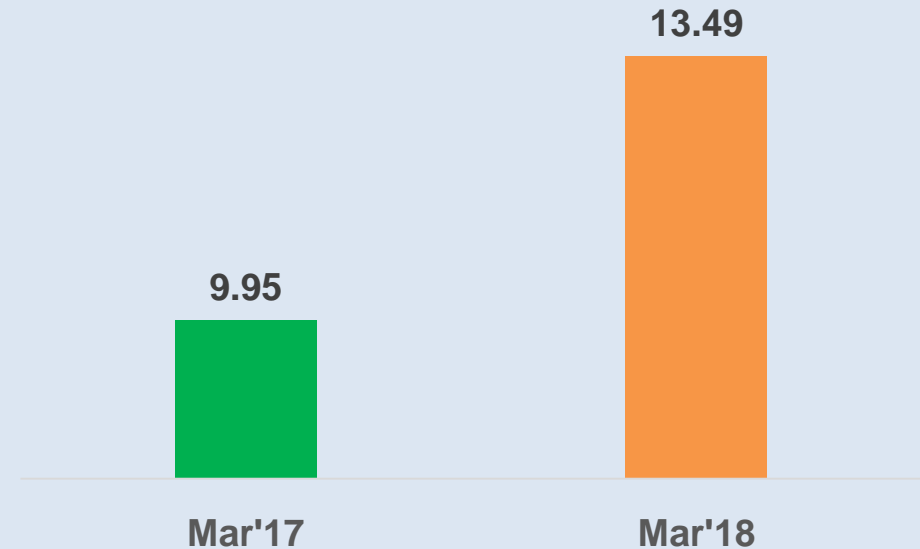
**Annual accident cum death** cover of Rs.2 lac (18 - 70 years)

**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 –

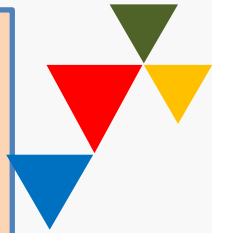


- ❑ Chief Secretary headed Financial inclusion Committee
- ❑ District Magistrate
- ❑ State level Bankers Committee
- ❑ Dy/ Under Secretary
- ❑ State-wise nodal officers of Department

# 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

