

Banks in Maharashtra to Implement Sampurna Vittiya Samaveshan (SVS)



Bank of Maharashtra, Convener of the State Level Bankers' Committee for Maharashtra State, convened a Special SLBC meeting on 28.07.2014 to implement Sampurna Vittiya Samaveshan, a new Government Programme. The meeting was attended by Shri Anandrao Patil, Director, Department of Financial Services, Ministry of Finance, Government of India, Shri S. Ramaswamy, Regional Director, Maharashtra & Goa, Reserve Bank of India, Vice President of National Payments Corporation of India, General Manager NABARD, Manager Key Accounts of Bharat Sanchar Nigam Limited, Representatives of Member Banks of various SCBs, Private Sector Banks, RRBs and & Lead District Managers.

Government of India will be implementing SVS in a phased manner. The programme will be launched on August 15th, 2014 all over India. The families not having any bank account will be brought under the fold of banking. As the role to be played by all Member Banks and LDMs will be of a crucial nature for successful implementation of SVS, this Special SLBC meeting was called.

Shri S. Bharatkumar, General Manager Resource Planning & Convener, SLBC, Maharashtra in his address assured, on behalf of Member Banks and Lead Districts Managers that no stone will be left unturned for successful implementation of SVS.

Shri R.K. Gupta, Executive Director, Bank of Maharashtra appealed all the participants to take up the challenge of SVS in all sincerity and dedication. He suggested that the opening of accounts and transactions thereafter could be converted to their advantage by the bankers and they were sure to reap long term benefits from the same. He also appealed for bringing those urban residents under the banking fold who do not have a bank account yet.

Shri S. Ramaswamy, Regional Director, Maharashtra & Goa, Reserve Bank of India complimented Bank of Maharashtra for convening the Special SLBC meeting for successful implementation of SVS. He explained the Mission Mode of the programme and assured Reserve Bank of India's full support for the cause. He felt that the activity should be more voluntary in the nature. He noted that advanced available technology like mobiles can be put to fruitful use while implementation of the ambitious project of the Government. He appealed to address various issues related to the Business Correspondents model.

Shri Anandrao Patil, Director, Department of Financial Services, Ministry of Finance, Government of India enquired about witnessing the working of BCs in person and opined that it was a fantastic model. He explained the approach of the Government towards the gigantic task ahead, in detail including the six pillars of the Scheme. He recounted his experiences in various places and felt that the BC model must be remunerative and viable one for successful implementation of SVS. He appealed the bankers to finalise the areas, appoint the BCs, provide training to them and ensure availability of hand held devices on priority basis. In short he has thrown light on connectivity issues in the State of Maharashtra & how to improve / tackle the position in concerned areas. He advised that the Branch Managers must be in constant dialogue with their customers and the BCs and their involvement was very much necessary. He also felt that the BLBC / DLCC forums could be used effectively for the purpose. He remarked that the SVS had a huge untapped business potential for the bankers. He expressed confidence that this programme would ultimately bring the people out from the clutches of private money lenders. He specially complimented Bank of Maharashtra for excellent coverage of all related topics in the Agenda note distributed during the Special meeting.

Shri L.M. Deshmukh, Dy. Gen. Manager, Bank of Maharashtra and Member Secretary, SLBC discussed the Agenda of the meeting in detail and informed the house about various aspects of SVS including roles of banks, the State Government and LDMS.

Vice President, National Payments Corporation of India gave an informative presentation on India's very own RuPay cards.

Manager Key Accounts, Bharat Sanchar Nigam Limited assured there support in cases where the Banks & LDMs are facing the connectivity issues in the State of Maharashtra.

The meeting concluded with vote of thanks by Shri Philip D'Silva, General Manager, Priority, Bank of Maharashtra.

