

विपणन एवं प्रचार विभाग

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PRESS RELEASE

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Government of India launches 3 Ambitious Schemes



Government of India had decided to launch 3 ambitious schemes for benefit of citizens of India viz Pradhanmantri Suraksha Beema Yojana (PMSBY), Pradhanmantri Jeevan Jyoti Beema Yojana (PMJJBY) and Atal Pension Yojana (APY). Accordingly Hon'ble Prime Minister dedicated the schemes to the nation on 09.05.2015 in a grand function from Kolkata. The State level launching function for Maharashtra was held at Mumbai and similar launching functions were simultaneously held at various district head quarters viz. Nagpur, Pune, Aurangabad, Solapur, Kolhapur, Amravati, Ratnagiri, Nasik, Nanded, Jalgaon and Latur. The schemes are being administered through banks, insurance companies and PFRDA. State Level Bankers' Committee, Maharashtra, Convener, Bank of Maharashtra is coordinating between various agencies for implementation of the schemes in the State of Maharashtra.

The State level function at Mumbai was attended by Shri Arun Jaitley, Hon'ble Union Finance Minister, Shri Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra, Shri Vinod Tawade, Hon'ble Minister for School Education, Government of Maharashtra, Smt Pankaja Munde, Hon'ble Minister for Rural Development, Government of Maharashtra, Shri Subhash Desai, Hon'ble Guardian Minister, Mumbai City, Shri Raj Purohit, Hon'ble MLA for Colaba, Dr. Urjit Patel, Dy. Governor, Reserve Bank of India, Shri S.K. Roy, Chairman, LIC of India, Shri R. Atmaram, Executive Director, Bank of Maharashtra. Besides this

the function was also attended by MPs, MLAs, and senior officials from the Central Government and State Government, Banks and Insurance companies.

The function started with lighting of ceremonial lamp. Shri R. Athmaram, Executive Director, Bank of Maharashtra, welcomed the participants.

Shri S.K. Roy, Chairman, LIC of India, in his address informed the participants about the present status of insurance coverage in the country and expressed happiness over the fact that with introduction of schemes like PMJJBY and PMSBY, life insurance and accident insurance were now available to all at very affordable premium.

Shri Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra, in his address thanked the Central Government for bringing out these schemes that cover the neglected sector for inclusive growth of the country. He assured that no stone would be left unturned in the efforts for popularizing these schemes so that each every person in the State would be benefitted. He also informed that Government of Maharashtra has already taken the steps in this direction and informed that instructions have already been passed on to District Collectors in the state to popularize the scheme in all class of the society to make the same successful.

Shri Arun Jaitley, Hon'ble Union Finance Minister, in his address explained the brief background for the decision of the Government in bringing out these social security schemes for benefit of the common people. He informed that it was the aim of the Government to bring uniformity of working in various service sectors introduction of these schemes that bring various agencies to work together in unison is one such step. He appealed the representatives from banking and insurance sector to make all out efforts in carrying Hon'ble Prime Minister's vision forward.

Addresses by the dignitaries on the dais were followed by live telecast of the launch function at the hands of Hon'ble Prime Minister being held at Kolkata.

10 subscribers were given certificate of insurance cum acknowledgement by dignitaries on the dais.

The State level launch function concluded with vote of thanks by Shri Philip D'silva, General Manager, Bank of Maharashtra.

Seen in the photo: (from L to R)

Shri S.K. Roy, Chairman, LIC of India, Shri Raj Purohit, Hon'ble MLA for Colaba, Shri Subhash Desai, Hon'ble Guardian Minister, Mumbai City, Shri Vinod Tawade, Hon'ble Minister for School Education, Government of Maharashtra, Shri Arun Jaitley, Hon'ble Union Finance Minister, Shri Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra, Smt Pankaja Munde, Hon'ble Minister for Rural Development, Government of Maharashtra, Dr. Urjit Patel, Dy. Governor, Reserve Bank of India and Shri R. Athmaram, Executive Director, Bank of Maharashtra.



Seen from L to R - Shri S.K. Roy, Chairman, LIC of India, Shri Raj Purohit, Hon'ble MLA for Colaba, Shri Subhash Desai, Hon'ble Guardian Minister, Mumbai City, Shri Vinod Tawade, Hon'ble Minister for School Education, Government of Maharashtra, Shri Arun Jaitley, Hon'ble Union Finance Minister, Shri Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra, Smt Pankaja Munde, Hon'ble Minister for Rural Development, Government of Maharashtra, Dr. Urjit Patel, Dy. Governor, Reserve Bank of India and Shri R. Athmaram, Executive Director, Bank of Maharashtra.