



PRESS RELEASE

Shri Sanjay Malhotra, Secretary, Financial Services presided over Financial Inclusion Campaign on “वित्तीय समावेशन से सशक्तिकरण”

Pune, 10th October, 2022: A meeting for pilot Financial Inclusion campaign in the country, at Gram Panchayat Level on the theme “वित्तीय समावेशन से सशक्तिकरण” (*Vittiya Samaveshan Se Sashaktikaran*) held on 10th October, 2022 at Pune. Shri Sanjay Malhotra, Secretary, Financial Services, Ministry of Finance, Government of India presided over the meeting. Dr. Rajesh Deshmukh, Collector of Pune District, presented the roadmap of the Financial Inclusion Campaign to be held from 15.10.2022 to 26.11.2022.

Shri A S Rajeev, Managing Director & CEO, Bank of Maharashtra; Shri A B Vijayakumar and Shri Asheesh Pandey, Executive Directors, Bank of Maharashtra; Smt. Rekha Yadav, Jt. Secretary, MoPR; Shri Jitendra Asati, Director, DFS, MoF; Shri Ayush Prasad, CEO ZP, Pune; Smt. Shalini Kadu, PD DRDA; Shri Hemant Vasekar, CEO MSRLM; Shri G S Rawat, CGM NABARD; Smt. Kalpana More, General Manager, RBI; General Managers of Bank of Maharashtra, Shri Vijay Kamble, Shri Arun Kabade & Shri Rajesh Kumar Singh along with the senior executives of various leading Financial Institutions attended the meeting. The pilot Financial Inclusion campaign at Gram Panchayat Level, will be held at select districts of Country viz. Cuttack (Odisha), Aurangabad (Maharashtra), Pune (Maharashtra), Kakinada (Andhra Pradesh), Kaushambi (Uttar Pradesh), Datia (Madhya Pradesh) and Barpeta (Assam).

The Financial Inclusion campaign envisage to provide bank accounts for every adult under Prime Minister Jan Dhan Yojna (PMJDY) and insurance/pension schemes for every eligible individual. It will also facilitate the coverage of Mudra Loan and KCC with focus on farmers engaged in animal husbandry, dairy and fishery activities. There will be focus on Self Help Group members by extending them credit facility. The campaign will concentrate on Mobile/ Aadhaar seeding of existing accounts with a special focus on making small accounts and normal accounts full KYC compliant.

Efforts shall be made to add fillip to enrolment of various social security schemes viz. Pradhan Mantri Jeevan Jyoti Bima Yojna (PMJJBY), Pradhan Mantri Suraksha Bima Yojna (PMSBY) and Atal Pension Yojna (APY). The Campaign shall also cater loans to Farmer Produce Organisations (FPOs) and Post-Harvest facilities like Cold Chain Infrastructure shall also be targeted.

The campaigns will be coordinated by Lead District Manager (LDM) under the overall guidance and directions of District Level Consultative Committee (DLCC) headed by the District Collector. The camps are scheduled on every Saturday as per a pre-approved program.



बैंक ऑफ महाराष्ट्र
Bank of Maharashtra
भारत सरकार का उद्यम
एक परिवार एक बैंक

75
आज़ादी का
अमृत महोत्सव

Corporate Communications & Investor Relations

Head Office: LOKMANGAL, SHIVAJINAGAR, PUNE-5

TELE -020 :25614495, 25614366, 25514501 to 12 Extn.



Photo Caption: (Left) Shri Sanjay Malhotra, Secretary, Financial Services, Ministry of Finance, Government of India presiding over the meeting. (From Right) Dr. Rajesh Deshmukh, Collector of Pune District, Shri A S Rajeev, Managing Director & CEO, Bank of Maharashtra, Shri A B Vijayakumar, Executive Director, Bank of Maharashtra, Shri Asheesh Pandey, Executive Director, Bank of Maharashtra with other participants.