

Minutes of the Meeting held on 3rd August, 2017 under the Chairmanship of Shri Shyam Jagannathan, IAS Commissioner and Secretary, Finance Department, in the Conference Hall of Finance Department, Dispur Guwahati-781006.

List of officials present in the meeting is enclosed at Annexure- "A".

At the outset, Commissioner & Secretary, Finance Department, Shri Shyam Jagannathan, IAS, welcomed the officials present & explained the purpose of the meeting.

After detailed discussion on the relevant issues the following decisions were taken in the meeting :-

1. Agriculture Department will submit detail Action Plan in pursuance of Budget Announcement Para 67.11- Zero Interest On Crop Loan, Para 67.12 -Financial Incentives For farmers Using Kisan Credit Cards(KCC) and Finance(IF) Department's O.M. No FIF.12/2017/30 dated 26th July,2017. **Regarding full scale publicity** to be launched so that farmers who take loan including KCC know and understand the scheme fully. **A hoarding** in front of all rural Banks should be put as far as practicable. All steps should be taken to popularized and sensitize the scheme through **mass awareness and training programme involving the beneficiaries** at the District level, village level and so on. Agriculture department will also submit **the contents of hoarding, rural radio channel announcement, TV/Radio programme me based Advertisement etc** in consultation with DIPRO Assam and submit detail Action plan **with 10 days** time positively.
2. SLBC will submit District wise and Bank wise details of active KCC and inactive KCC list. SLBC will also submit District wise information on Rural Banks. Block level publicity/awareness campaign is necessary for success of the schemes where coordination among District Level Agriculture Officer, NABARD officials & LDM is necessary.
3. There is a budget provision of Rs. 300.00 Lakh in Agriculture Departments Budget (under publicity Head).
4. DIPR, Assam will submit the Approve Rate for Hoarding, Rural Radio Channel Announcement, TV/Radio programme based advertisement etc. and detail procedure thereof.
5. The Meeting ended with vote of thanks from the Chair.

Sd/-

Commissioner & Secretary the Govt. of Assam,
Finance Department.

Memo No.FIF.12/2017/39-A,

Dated Dispur, the 8th August/2017.

Copy to :-

1. P.S. to Hon'ble Minister, Finance etc., Assam, Dispur, Guwahati-6 for information.
2. P.S. to Addl. Chief Secretary & PAC to the Govt. of Assam, Agriculture Department for information.
3. P.S. to Addl. Chief Secretary to the Govt. of Assam, Finance Department for information.
4. P.S. to Principal Secretary to the Govt. of Assam, Finance Department for information.
5. P.S. to Commissioner & Secretary to the Govt. of Assam (S.J.), Finance Department for information.
6. The Deputy General Manager (AB), Convenor SLBC, State Bank of India, Local Head Office, Dispur, Guwahati-6 for information and necessary action. He is requested kindly to forward the minutes to all the member banks from his end.
7. The Director, Information & Public Relation, Dispur, Guwahati-6 for information.
8. The Director, Department of Agriculture, Assam, Khanapara, Guwahati-22 for information.
9. Members present.
- ✓ 10. The Deputy Secretary to the Govt. of Assam, e-Governance Unit, Finance (Estt.-B) Department for information with a request for uploading the minutes in website of Govt. of Assam.

By order etc.,

[Signature]

Director,
Finance (IF) Department.

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8/8/17