

**MINUTES OF THE MUDRA PROMOTION CAMPAIGN HELD ON 02.10.2017 AT SRIMANTA
SANKARDEV KALAKSHETRA, GUWAHATI, ASSAM.**

The MUDRA PROMOTION CAMPAIGN was organised by SBI, SLBC Convener, Assam at Srimanta Sankardeva Kalakshetra, Panjabari, Guwahati on 02.10.2017 jointly with Govt. of Assam and it was inaugurated by Sri Rajen Gohain, Honourable Minister of State, for Railways, Govt of India, as Chief Guest. The other dignitaries present on the dais were Smti Bijaya Chakraborty, MP, Lok Sabha, Guwahati. Sri V. B. Pyarilal, IAS, Additional Chief Secretary(Finance), Govt of Assam, Sri Pankaj Jain, Joint Secretary, DFS, Sri PVSLN Murty, CGM, SBI, NE Circle, and Sri Om Prakash Mishra, General Manager, NW-1, SBI, and convener, SLBC Assam. The officials of all major Banks, Insurance Companies, SIDBI, NABARD, NPCI and UIDAI were also present and the function was attended by approx 1200 participants. 23 Banks had setup stalls where CSPs, SHGs and staff were available to make people aware of PRIME MINISTER'S MUDRA YOJANA, PRIME MINISTER'S AWAS YOJANA, PRIME MINISTER'S FASAL BIMA YOJANA and operationalisation of various Digital modes of transactions. Hon'ble Union Minister of State for Railways visited each and every stall and appreciated the role played by the Bank for socio economic development of the State. Stalls were also set up by various State Govt Departments like Industries, IT and Panchayat and Rural Development .

A large no. of people availed the facility of drawing cash through Micro ATM and Cash@POS, verify their balance in the S/B A/cs, opening of Accounts, downloaded various Apps on BHIM, *99#, SBI BUDDY, SBI QUICK. A good number of queries were raised on PRIME MINISTER'S MUDRA YOJANA, PRIME MINISTER'S AWAS YOJANA, PRIME MINISTER'S FASAL BIMA YOJANA etc. and their queries were attended to with promptitude. Few CSPs through the Micro ATMs generated green PINs and activated the RUPAY Cards. SHGs were also present in the stalls with their products and sale of items was routed through Digital Transactions. People were also advised to avail Social Security Schemes namely PRIME MINISTER'S SURAKSHA BIMA YOJANA with a premium of Rs12/- per annum for an accidental insurance coverage of Rs2 Lacs, and PRIME MINISTER'S JEEVAN JYOTI BIMA YOJANA with a premium of Rs330/- per annum for life insurance coverage. These are flagship schemes of Govt. of India and requested the gatherings to enrol themselves under the schemes to accrue benefit there from.

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The programme started at 11 am by the dignitaries paying floral tributes to Mahatma Gandhi on the occasion of Gandhi Jayanti followed by lighting of ceremonial lamp by the Chief Guest along with other dignitaries on the dais. The inaugural address by Sri PVSLN Murty, CGM, SBI, LHO Guwahati highlighted the role played by the banking fraternity in North East in implementing various flag ship schemes of Govt of India like PMMY, PMAY, PMJJBY, PMSBY, APY etc. During Demonetization drive of Govt of India, banks pushed familiarisation of digital banking in the Tea gardens by opening 6,25,622 Savings Bank account and putting in place large number of ATMs with pass book updating machines where 87% of the pass books are being printed which is much above the national average. Shri Murty also thanked the support of the State Govt in implementing various projects in Tea Garden areas in the form of waiver of Entry Tax and sales tax for easy transportation of ATM machines in the Tea gardens.

Shri V B Pyaralal, IAS, also mentioned that "Mudra Promotion Campaign" is being organised in Assam commemorating the birthday of Late Mahatma Gandhi and talked about the initiative of Central Govt for formulating people friendly Schemes like PMJDY, PMSBY, PMJJBY, APY, MUDRA Yojana, Stand UP India. He also mentioned that coinciding with the Govt of India Schemes, the Govt of Assam has also taken initiative to formulate Schemes like Vivekananda Yuva Sabolikaran Yojana, Kananlata Mahila Sabolikaran Yojana, Sud-Bihin Swachha Rinn Asoni etc. for the benefit of masses.

Shri Pankaj Jain, Joint Secretary, DFS, in his opening speech mentioned that India got Independence through the movement of Mahatma Gandhi. He complemented the Govt of Assam for coverage of tea garden labourers. He also mentioned that more and more use of ATM, BHIM, Mobile Banking, Aadhaar Seeding will help towards handling of unnecessary cash and suggested to accelerate more and more transfer transactions so that frequency of loading cash in ATM by bank is minimised.

Shrimati Bijoya Chakraborty, Member of Parliament, Lok Sabha, suggested to avail Mudra Loan by the interested entrepreneurs as it is collateral free loan and repayable within 5 years. Interest is also very less and provide employment opportunity to many unemployed youths.

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Shri Rajen Gohain, Honourable Minister of State for Railways, GOI – Chief Guest in his speech dwelt at length at the various multifaceted changes that has taken place in the financial sector like Cash to Cashless, physical to digital. In his speech Mr Gohain also mentioned that the various initiatives of the Govt towards infrastructure development and more so in the Railways. While speaking on the Mudra Protsahan Abhiyan(Mudra Promotion Campaign) Mr Gohain mentioned that Govt of India seeks to promote Mudra Loans, Financial Inclusion and digital payment methods to encourage consumers and merchants to increasingly shift to these payment modes and requested the youths to avail Mudra loans duly complying with terms and conditions of the Schemes and strict adhering to repayment schedule.

Symbolic distribution of sanction letters under PRIME MINISTER'S MUDRA YOJANA to 262 beneficiaries worth Rs.7.80 Cr, and 29 Nos of Stand Up India beneficiaries worth Rs.5.60 Cr and sanction letters to 15 SBI SHGs was done through the hands of Hon'ble Minister of State for Railways Shri Rajen Gohain and other dignitaries present on the dais. Also, 7 successful PMMY Entrepreneurs who had availed loans from various Banks under PRIME MINISTER'S MUDRA YOJANA earlier and 3 successful SUI borrowers were felicitated by the Hon'ble Minister. The Hon'ble Minister of State for Railways had expressed his happiness over the massive gathering and the enthusiasm and commitment shown by the entrepreneurs.

The meeting came to an end with a vote of thanks extended by Shri Omprakash Mishra, General Manager, NW-1 and SLBC Convener, Assam.
