

अनिल कुमार खाची, भा.प्र.से.

अ. सचिव

Anil Kumar Khachi, IAS

Additional Secretary



भारत सरकार  
वित्त मंत्रालय  
वित्तीय सेवाएँ विभाग  
जीवन दीप भवन, तीसरी मंजिल  
१०, पार्लियामेंट स्ट्रीट,  
नई दिल्ली-११००१

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D.O. no. 21(13)2014-15(Mission Office)

CS/3500/COM/2017

6.3.2017

Dear Sir,

Please refer to DO no. 2/6/2011-FI(Pt), dated 12.8.2016 of Secretary, Department of Financial Services, requesting Chief Secretary's leadership and personal involvement in the State-level Financial Inclusion Committee for holding effective, well-publicised camps to seed bank accounts with Aadhaar and mobile numbers, and her DO no. 1/9/2014-FI(Pt-XI)C-69306, dated 31.1.2017 regarding the drive to seed Aadhaar and mobile numbers. The overall achievement, as on 24.2.2017, is 48% Aadhaar seeding and 65% mobile seeding in savings bank accounts.

With a view to enable accountholders for digital payments, banks have been asked to launch a drive in campaign mode in March 2017 for seeding of mobile number in all operative, individual savings bank accounts and voluntary seeding of Aadhaar number in all such accounts outside the low Aadhaar-penetration States of Assam and Meghalaya. Weekly reporting formats for aggregate seeding as well as branch-level performance are attached.

To this end, SLBC convening banks were requested to ensure that all Lead District Managers secure the convening of a special District Level Coordination Committee (DLCC) meeting by 6.3.2017, to draw up the district-level plan of action for the drive. This will include identification of pockets with low levels of seeding for organising of camps where banks would ensure arrangements for on-the-spot seeding after wide publicity and accountholder-specific outreach efforts. For other areas, accountholder-specific outreach efforts should be made through branch personnel and by mobilising and incentivising BCs and, additionally, through innovative strategies to enlist other agencies.

I request you to issue directions to District Collectors to lead the drive and provide support of the district administration and field functionaries for organising the camps, reaching out to unseeded accountholders and ensuring effective local publicity. Further, the drive may also be reviewed in the State-level Financial Inclusion Committee and SLBC meetings. In areas where the model code of conduct for elections is in force, the drive may be taken up subject to the provisions of the code.

with warm regards,

Yours sincerely,

(Anil Khachi)

Encl: As above

Shri S.C. Khuntia  
Chief Secretary,  
Govt. of Karnataka,  
Bangalore

4/1/17

13/3/17