

Success Story: Financial Inclusion

XLRI Jamshedpur branch

The branch located adjacent to XLRI – Xavier School of Management which is one of the top B-Schools in the country. A lot of migrant workers, labourers and daily wage earners reside in the nearby area. In a financial inclusion drive, the branch has opened accounts of 160 Women who work on as casual labour in XLRI, Jamshedpur. One of such women was a victim of financial scam in West Bengal and she lost her prime savings of Rs 50,000/- to a chit fund company. The branch provided financial literacy in association with XLRI and around 90% of these accounts are active with average balance of over Rs 2000/-.

Faridabad branch

The industrial town of Faridabad in NCR Delhi has a large population of migrant workers. Since most of the industrial units were paying wages in cash to their workers, it was decided by the administration to use banking channel to route such payments through bank accounts. Our Faridabad branch took up the initiative of reaching out to industrial units and opening accounts in camp mode. The branch deployed 72 Business Correspondents and opened 55,000 accounts of industrial workers. Issuance of Pass books and RuPay cards was also ensured so that these workers can withdraw amount from any ATM nearby. Majority of accounts are linked with Aadhaar. The branch has also placed 'Swayam' machine to enable updating of pass books.

Assam

Kajal Medhi (CSP-DDCL code 10021208, Contact-9854698461, Link Branch-LUKI) from Nogarbera village of Kamrup District joined us 2 years back as banking kiosk. Till date he has opened around 2500 kiosk banking accounts and during the PMJDY scheme he have opened 1400 accounts. Medhi is creating good image among villagers as financial adviser and maintaining good professional relationship with branch.



Honestly saying, Branch

Managers even redirects possible customers to Mr. Medhi. Gradually villagers are widely benefitted by his guidance and better service he is providing. During the launch of PMJDY scheme his

area customers are being benefited and he has opened around 1000 account under these scheme.

Now Mr. Medhi is really very happy with his job and earning around Rs.15,000 average monthly income to manage his family livelihood. Incremental support and faith of villagers encouraging him at a stretch.

2. GULAM NABI AZAD (CSP-DDCL code 10021482, Contact-9957060653, Link Branch-PATHER KANDI) from **SSA Butiyapunjee village Karimganj** district joined as customer service provider for DRISHTEE-SBI alliance on 15 August 2013. Started journey till now more than 90% people of local community have been opened the saving account in the customer service point, which has been operated by Mr.Gulam nabi Azad , and providing a massive improve of the particular locality in terms of financially, economically. The customer service point holder providing a regular services of cash deposit, cash withdrawal, breaking cheque facilities etc to account holder, by which they are feeling in happy appreciate in establishing such kind point, They declared it that it is not a point, it has been running journey as a mini branch

After the PMJDY scheme he has successfully opened **2700 accounts**.

Villagers are widely benefitted by the banking services he made easy for them and economically the region is developing day by day. Monthly average income is more than 10,000 rupees in hand. In enhance his business he had also taken POS machine and is one of the top performers. Earning a good reputation, better interaction and by helping villagers to the best he is playing a dominant role over there. Really the business is playing a pivotal role in his livelihood and great self-satisfaction.

3. Ikbal Hussain (CSP code 10020004, Contact-9854088405, Link Branch-Dalgaon) from Bechimari village Darrang district joined as customer service provider for DRISHTEE-SBI alliance couple of years back. He has opened more than **1500 accounts** during the PMDJY scheme, fixed deposits of more than 1.75 crore, over 4 crores agri and non-agri loan amounts sanctioned and most importantly around 12000 kiosk banking accounts opened.

Villagers are widely benefitted by the banking services he made easy for them and economically the region is developing day by day. Especially with the agro based and sme loans he is facilitating common people are encouraging and finding their self sustainability source.

Monthly average with more than 30,000 rupees in hand Mr. Hussain is very happy these days. Regular interaction and by helping villagers he is creating a better image over there. Really the business is playing a pivotal role in his livelihood and in attaining self satisfaction.