To
EDs of all Public Sector Banks/Pvt. Sector Banks
The SLBC Convenor of Gujarat, Maharashtra & Madhya Pradesh


Madam(s)/Sir(s),

It has been decided to launch a financial literacy Campaign in mission mode, on pilot basis in the three States of Gujarat, Madhya Pradesh and Maharashtra. As per the plan, 30 lakh persons will be covered in the ratio 50(rural):30(semi-urban):20(urban). It is envisaged to impart financial literacy to around 21.60 lakh school children (Class 8 to class 12) covering 100 schools per district as per the indicative plan, detailed as under:

<table>
<thead>
<tr>
<th>State</th>
<th>No. of Districts</th>
<th>No. of Schools</th>
<th>No. of Students/ School (tentative)</th>
<th>Total Number of children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gujarat</td>
<td>33</td>
<td>3,300</td>
<td>180</td>
<td>5,94,000</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>51</td>
<td>5,100</td>
<td>180</td>
<td>9,18,000</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>36</td>
<td>3,600</td>
<td>180</td>
<td>6,48,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
<td><strong>12,000</strong></td>
<td><strong>540</strong></td>
<td><strong>21,60,000</strong></td>
</tr>
</tbody>
</table>

A committee was constituted with members from IBA, SLBC Banks and mission office team for finalization of contents of financial literacy material. Committee finalized a standardized
workbook for children and classroom presentation in the meeting in English language. Committee felt need of conversion of the material in regional language i.e. Hindi, Gujarati and Marathi.

For smooth implementation of the Program in the three designated States the following roadmap has been devised.

1. The financial literacy material will be shared with the three SLBCs for conversion in the regional language of the State. Mission office will circulate the converted material to the banks operating in the identified states for preparation of standardized kits and arrange for distribution during the contents delivery to the target group. The Banks will be responsible for printing the material in sufficient quantity and ensure distribution and delivery of the same to bank branches in each of the state.

2. The committee, constituted for content finalization, will arrange for standardization of FL Kit to be given to school children and media plan of the project.

3. SLBCs will arrange for mapping of the schools, as per target, in the State to bank branches operating in the state accordingly. The list of schools mapped to each bank branch will be handed over to Nodal officer of the bank in the state with a copy to mission office (PMJDY).

4. Banks will prepare a project report on the estimated cost of the project and submit to NABARD for funding from financial inclusion fund (FIF).

5. Banks will also arrange for sensitization/ training of branch staff to be involved in financial literacy on the methodology and other delivery channels.
6. The progress under the entire initiative will be monitored by Mission Office (PMJDY).

7. We also propose to coordinate with

a) NIELIT to spread digital literacy and disseminate online education utilizing the financial literacy material for the program in the three States.

b) Google would also be involved to host the contents on YouTube

c) NLM, MoRD, MOUD, Ministry of Panchayati Raj, Ministry of labour & employment and other departments working on various literacy mission in the country to bring synergy of efforts.

SLBC convenors and Banks operating in identified states are requested to initiate actions on the following and ensure completion of tasks and adhere to timelines:

a) SLBC Convenor banks of the three states to arrange for
   • mapping of the schools, as per target, to bank branches operating in the state and furnish the list to the nodal officer of the bank in with a copy to Mission Office (PMJDY) latest by 10 October, 2015.
   • Arrange for conversion of standardized financial literacy material latest by 6th October 2015 (mail already sent on 1st October 2015)

b) Banks to submit action plan w.r.t points 1, 4 and 5 to missionfi@nic.in with a copy to pande.alok@nic.in latest by 10th October 2015

Yours faithfully,
(Dr. Alok Pande)
Additional Mission Director
Tel: 23365809