

GRAMIN VIKAS TRUST, PURULIA, WEST BENGAL

Awareness program on Financial Inclusion- a report

The captioned program was organized by **Gramin Vikas Trust**, Purulia, West Bengal with the support from **NABARD**, Kolkata on 21st October, at Sirakabad, Arsha Block, Purulia, wherein more than 230 Women and selected progressive leaders / farmers from the Action Research Project, (facilitating by Gramin Vikas Trust in Arsha Block, with the support from NABARD, Kolkata) participated along with the presence of District Development Manager - NABARD, Purulia, Branch Manager, Bangiya Gramin Vikas Bank (local Regional Rural Bank, sponsoring Bank united Bank of India) , Sirkabad Branch, Arsha Block, Purulia, Block Livestock Officer, Arsha Block and GVT-WB officials.



While welcoming the guest gathering, Regional Program Manager, Gramin Vikas Trust - WB / Odisha, Shri. Subrata Sarkar deliberated that, the Financial Inclusion Program is an Integral component of the recently announced Pradhan Mantri Jan Dhan Yojana (PMJDY) and GVT-WB, with the auspicious support of NABARD is trying its utmost in bringing the financially excluded families in five Blocks of Purulia under the aegis of Financial inclusion in collaboration with and support from the Lead District Bank Purulia, respective local Branches, District Development Manager-NABARD, Purulia.

This was followed by the thought provoking deliberation of District Development Manager (DDM), NABARD, Purulia, wherein he lamented the scope of financial inclusion program in empowering the financially excluded families of the district with the support of the local Bank Branches and requested the Branch Manager in extending all sort of support and co-operation to them in this aspect. He also appreciated Gramin Vikas Trust in organizing such an important program in appropriate time and at the appropriate place.

The Branch Manager, BGVB, Sirkabad Branch, Purulia also assured the August house regarding his possible support and co-operation in enabling the excluded families and their members in opening Bank A/Cs in his Bank Branch to avail the available financial services.

This was followed by a vivacious pictorial slide presentation on Financial Literacy by GVT staff Shri. P. Mukhopadhyay and Shri. S. Nayak which reflected the following aspects under Financial Literacy in a lucid manner:

- *Rationale of Savings,*
- *Lifecycle Needs.*
- *Difference between Need, Want and Vices.*
- *“Modus opearndy” in avoiding wasteful expenditure and generate surplus as Savings.*
- *Financial Planning-steps , by marinating financial disciplines,*
- *Despot of hard earn money in the safe custody of Bank, not to other places, chit fund, and the possible consequences in depositing the money/savings to chit fund, or at home or other places rather than Bank,*
- *Why to take loan Bank , not from” Money lender” and the extent of Risk and exploitation of taking loan from Money lenders,*
- *Role of Baking/business (BC) correspondence.*
- *Possible Financial services from Bank ie, Savings, credit, Krishna credit Card(KCC) , General Purpose credit Card(GCC) , Insurance, Remittances etc.*
- *Finally how to get rid of Vicious Cycle of Poverty through Financial Inclusion- i.e., ladder of poverty eradication.*



The said presentation evoked immense response among the participants and lots of questions were asked by them which were clarified by the GVT officials and DDM-NABARD.

This was followed by the deliberation on the background / rationale of Financial Inclusion and GVT's initiative in this regard. Shri. Sarkar informed that, as on Census - 2011, In India, out of 24.67 crore of households 14.48 crore Households are having access to financial services i.e., 58.7% and approximately 10.19 crore Households are still left out from the ambit of financial services. In view of this pale picture therefore Gol, through PMJDY scheme has planned to cover 7.7 households (6crore- Rural Households, 1.5 crores- Urban households) under financial Inclusion within the current financial Year-2014-15, based on the following three main pullers, as informed by Shri. Sarkar:

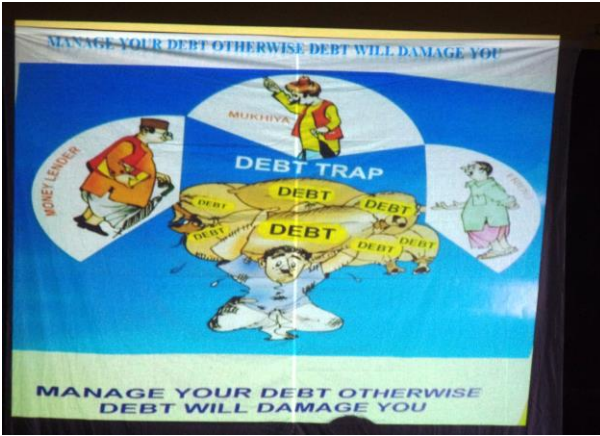
- a. Universal access to Banking facility based Sub Service Area approach.*
- b. Providing Basic Bank A/Cs with overdraft facilities and Rupay debit card to all Households.*
- c. Financial Literacy programmes.*

Besides, the Banking scenario of Purulia district with respect to credit Deposit ratio (CDR) and the status of Financial Inclusion were also appraised by Shri. Sarkar and emphasized upon strengthening the joint collaboration among the Bankers, Development Organizations (like GVT) , LDM , local community under the leadership of NABARD in making the see changes in the status of Financial Inclusion of the district(Purulia) . He also conveyed that minimum 25-30 new Accounts would be opened to the local Ban branch (BGVB-RRB) within 5 days of Organizing such Financial /inclusion Campaign the programmes and the concerned Bank Branches already assured to provide the requisite forms for the purpose by 22nd October.

Immediately after Shri. Sarkar's deliberation, Shri. M. Singha Ray, In-charge - Action research Project , Arsha, Purulia, appraised the house regarding the initiatives taken by GVT in the Action Research Project's operational villages based on motivating the financially excluded families in accessing the Banking facilities through opening the Bank A/C. The Livelihood /Committee, SHGs, Farmer Clubs, VLC, etc promoted through Action Research Project, played pivotal role in mobilizing the community for greater financial inclusion.

The programme venue was nicely decorated with the display of latest IEC materials viz, posters, banners, slides, flashcards, walling on Financial Inclusion, which drew tremendous attention to all the participants and the Bankers including NABARD officials highly appreciated GVT's noble initiatives for organizing such an important programme in Purulia district, one of the most backward district in Eastern India as per Human Development index.

The vivacious awareness cum Campaign programme came to an end through extending the vote of thanks by Shri. B. C. Jana, Program Officer(AgI) GVT-WB to DDM-NABARD, Purulia, Lead bank Office, Purulia, BGVB, Sirkabad Branch, local Wadi, famers, livelihood committee, SHGs and other extension agencies in making the programme a successful one.



Date- 22nd October, 2014

Place- Purulia.