

F.No.8/11/2011-FI  
Government of India  
Ministry of Finance  
Department of Financial Services

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3<sup>rd</sup> Floor, Jeevan Deep Building,  
New Delhi, dated the 15<sup>th</sup> May, 2012

To

All CMDs of PSBs  
Chairmen, RRBs(through sponsor banks)

Sub: **Launch of campaign to ensure at least one bank Account for each family in FI Villages – regarding -**

Sir,

Attention of all the Banks is invited to para 7 of the Master Circular on Strategy and Guidelines on Financial Inclusion (issued on 4<sup>th</sup> April, 2012) relating to Electronic Benefit Transfer wherein Convener Banks of SLBC have been advised to take up the matter of electronic transfer of subsidies under the 32 Schemes of Govt. of India in which benefits are to be given directly into the accounts of the beneficiaries who can then withdraw it from the bank branch or the ATM or the micro ATM. For such electronic transfer of subsidies, it is important that the beneficiaries have an account in the service area bank in tune with the guidelines of the Reserve Bank of India on “One District – Many Banks – One Leader Bank” model.

2. In view of the above, it has been decided by this Department that :-

- (i) Each bank will launch a campaign to ensure that each family living in the service area of a branch having rural villages attached to it has an account with the branch. If the family already has an account, no new account need to be opened.
- (ii) In cases where the family already has more than one account in the name of its member(s), they may be encouraged to combine these into a Joint Family Account. However, in case the family wishes to continue with the separate account(s), they should be allowed to maintain such account(s).
- (iii) There are no requirements of Government of India to open separate account for each benefit, hence, no account be opened of the family scheme-wise.

(iv) For this purpose, the last electoral roll of each village may be obtained and they may be assigned to respective BCA for the sub-service area assigned to them and where there is no BCA to any other staff of nearby branch for opening of bank account.

v) Wherever the account holder has obtained an Aadhaar number, the same should also be obtained at the time of opening of account and included in the account details.

(vi) During the campaign, people may be motivated to get their account opened in banks considering that banks are already on the Core Banking Solution and electronic transfer of subsidies to the account of the beneficiary and its withdrawal through the huge network of branches/ATM/micro ATMs will be convenient.

3. It needs to be ensured that opening of new account and changes in the existing account is completed by June, 2012.

4. In the light of the above, you are requested to take further necessary action as per para-2 above and intimate this Department of the action being taken in the matter.

Yours faithfully,

(Jitendar Kumar Mehan)  
Under Secretary to the Government of India  
Telephone No.23748767  
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**Copy for information/necessary action to:-**

1. All Chief Secretaries of States/UTs
2. Chairman, NABARD
3. CGM, RPCD, RBI
4. All SLBC Conveners