

Financial Literacy Camps & Awareness Drive

Financial Inclusion and Education are two important elements in the Reserve Bank of India's developmental role. The aim of this initiative is to create awareness about financial products and services, good financial practices, going digital, consumer protection, responsible lending practices, etc.

As to the Financial Literacy, all the Lead District Managers and the RSETIs are designated centres for promotion Financial Literacy and are regularly holding Camps covering general population as well as specific targets like students, farmers, senior citizens, SHGs, small entrepreneurs, etc.

During the Quarter	No of Special camps	Number of participants	No of target specific camp	Number of participants	Total Camps	Total Participants
June, 19	1134	29802	1265	37553	2399	67355
Sept, 19	550	22741	786	31947	1336	54688
Dec, 19	477	20641	736	30141	1213	50782
Mar, 20	418	16831	578	21483	996	38314

The progress for the year 2019-20 is given hereunder.

QUARTERLY REPORT ON CONDUCT OF CAMPS BY RURAL BRANCHES OF BANKS							
State	West Bengal						
Quarter ended	March						
Year	2020						
Sr. No.	District	No of rural branches in district	No of special camps conducted during the quarter	No. of participants	No of target specific camps conducted during the quarter	No. of participants	Target Group Addressed
1	24 Pgs (N)	246	3	101	18	898	1,4
2	24 Pgs (S)	304	2	166	13	1105	1,2,3
3	Alipurduar	51	1	32	5	344	1,2,3,4,5,6
4	Bankura	225	6	349	7	526	1,4
5	Birbhum	212	97	5898	99	5984	1,2,3,4,5,6
6	Coochbehar	124	1	32	12	705	1,3,4
7	Darjeeling	76	7	444	13	521	1,3,5
8	Dakhin Dinajpur	79	61	1574	94	1974	1,2,4,6
9	Hooghly	237	33	212	39	291	1,2,4,5,6
10	Howrah	181	27	1019	55	1643	1,3
11	Jalpaiguri	77	7	134	13	198	1,3,5
12	Jhargram	82	1	17	1	23	1,2
13	Kalimpong	14	1	17	2	45	1,3
14	Kolkata	0	0	0	0	0	NA
15	Malda	184	3	76	14	513	1,2,3,4,5,6
16	Murshidabad	293	6	247	12	523	1,4,5,6
17	Nadia	212	24	2342	24	2002	1,3,5,6
18	Paschim Bardhaman	106	50	1322	75	1400	1,2,5,6
19	Paschim Medinipur	248	2	55	3	65	1,2,3,4,5,6
20	Purba Bardhaman	302	35	1576	42	1576	1,3,4
21	Purba Medinipur	177	2	302	9	579	1,5,6
22	Purulia	114	27	458	14	247	1,2,6
23	Uttar Dinajpur	92	22	458	14	321	1,2,4,5,6
Total		3636	418	16831	578	21483	

1. Farmers 2. Small entrepreneurs 3. School students 4. SHGs 5. Senior citizens 6. Others

Observation: While FLCs will hold minimum of one (1) FLC in a month, the Rural Branches will also hold an FLC per month. SLBC has directed the LDMs vide letter dated 18-02-2019 that the FLCs which have become defunct should be revived with posting of Financial Literacy Counsellors by the Lead Banks. Sponsoring banks may look into the matter.

Performing districts in terms of number of camps during the March, 2020 quarter:

Birbhum (196), Dakshin Dinajpur (155), Paschim Burdwan (125),