



A BM in Gaya District in Bihar, associated with one of the largest banks in India.

Making The Banks Mitras Effective & Viable

Making PMJDY Accounts Active & Servicing Beneficiaries Efficiently



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PROBLEM	REALITY / STATUS	SOLUTION
Economic Viability	<ul style="list-style-type: none">• Actually receive ~Rs 3000/m (Banks get Rs 5000/m)• Actually get ~0.5% of transaction value (Banks get 1%)• Limited/no transaction volume	<ul style="list-style-type: none">• Bank Mitra gets atleast Rs 15,000/m (minimum wages for graduates)• Bank Mitra gets atleast 2% or a minimum of Rs 10/transaction (implement Nilakeni Committee's 3.14%)• RBI permit corporate BCs (~Bank Mitras) connection on NPCI IMPS switch (like PPIs) for remittance
Certification	<ul style="list-style-type: none">• No approved training or funding for Bank Mitras• No certification so Bank Mitras can deliver uniform service and care	<ul style="list-style-type: none">• DFS/RBI approve BCFI and fund it for training & certification (using mobile app)• Deploy only certified Bank Mitras (allow 12 months to existing to get certified)
Awareness & Financial Literacy	<ul style="list-style-type: none">• Extremely limited customer awareness and protection• Low usage due to limited financial literacy	<ul style="list-style-type: none">• Using trained and certified Bank Mitras would largely resolve these