

F.No.3/5/2019-AC  
Government of India  
Ministry of Finance  
Department of Financial Services

3<sup>rd</sup> floor, Jeevan Deep Building  
Sansad Marg, New Delhi – 110001  
Dated: 07 February 2020

To

1. Chairman SBI / MDs & CEOs of all Public Sector Banks (PSBs) and Private Sector Banks
2. Chairman NABARD

**Subject: Campaign for saturation of all PM-KISAN beneficiaries with Kisan Credit Cards (KCC).**

The Department of Agriculture, Cooperation & Farmers Welfare (DAC&FW) launched PM-KISAN, an income support scheme for all land holder farmer families in the country wherein more than 9.7 crore farmers families have been registered on the PM-KISAN portal and the benefit of income support has been transferred to nearly 8.4 crore farmers. The KCC scheme aims at providing adequate and timely credit support from the banking system under a single window with flexible and simplified procedure to the farmers for their cultivation and other needs. The KCC scheme is also intended to meet the working capital requirement of farmers for activities related to Fisheries and Animal Husbandry.

2. There are, at present, 6.67 crore active KCCs under the KCC scheme. Presuming that all KCC holders are PM-KISAN beneficiaries, nearly 3 crore PM-KISAN beneficiaries are outside the coverage of the KCC scheme.

3. With a view to ensuring coverage of all PM-KISAN beneficiaries under KCC, DAC&FW is launching a 15 day special drive starting from 8<sup>th</sup> February, 2020 so as to enable all the beneficiaries of PM-KISAN to avail the benefit of concessional institutional credit under KCC. In this context, DAC&FW vide their letter dated 6<sup>th</sup> February, 2020 and 7<sup>th</sup> February, 2020 (Copies enclosed) have already issued detailed advisory guidelines with the request to the State/ UT Governments to initiate all possible steps to ensure maximum coverage of farmers during the 15 day drive.

4. During the special campaign, banks are advised to make all efforts to ensure the following:

a) **Saturation of all the PM-KISAN beneficiaries under KCC:**

It may be ensured that to the extent possible, all eligible beneficiaries of PM-KISAN are covered under the KCC scheme by issue of fresh KCC; or, enhancement of the existing KCC limit; or, activation of inoperative KCC account.

b) Further, in order to provide the farmers with the much needed social security, eligible farmers may also be enrolled for the following schemes:

(i) **Pradhan Mantri Suraksha Bima Yojana (PMSBY):**

This scheme is available to the people in the age group 18 to 70 years and the risk coverage under the scheme is Rs.2 lakh for accidental death and full

disability and Rs. 1 lakh for partial disability. The premium of Rs. 12/- per annum is to be deducted from the account holder's bank account through auto debit facility.

(ii) **Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY):**

This scheme is available to the people in the age group 18 to 50 years. Risk coverage under the scheme is Rs. 2 lakh in case of death of the insured, due to any reason. The premium is Rs. 330/- per annum from the account holder's bank account through auto debit facility.

5. Keeping in view the importance of the above mentioned campaign, the following may please be ensured:

- a) State Level Bankers Committee (SLBC) Conveners and Lead District Managers of banks should actively associate with the state/ district administration and coordinate with various Scheduled Commercial Banks (SCBs), Regional Rural Banks (RRBs) and Cooperative Banks in organising village-wise or bank branch-wise camps. The District Level Bankers Committee (DLBC) will decide the modalities of the camps and the date wise schedule accordingly. Officials from the concerned banks may actively associate during these camps.
- b) Bank branches of all banks will prepare a list of all PM-KISAN beneficiaries and map it with the list of KCC loan accounts and prepare a list of those PM-KISAN beneficiaries who do not have KCC from that branch. The list may be shared by the bank with the village Sarpanch as well as the Bank Sakhi attached with the bank.
- c) To facilitate quick processing, IBA has devised an one page form which has been uploaded on the website of DAC&FW as well as PM-KISAN portal (copy enclosed). This simplified application form is only for the PM-KISAN beneficiaries. The application form should also be uploaded on the websites of all banks and widely disseminated in local language.
- d) In the branches, dedicated desks, preferably, may be set up for receiving forms and providing appropriate guidance to the farmers, so as to ensure prompt processing and approvals.
- e) The Indian Banks Association, vide letter no SB/Cir/KCC/2018-19/6778 dated 04.02.2019, had issued an advisory guideline to all the banks to waive the processing, documentation, inspection, ledger folio charges and all other service charges for KCC/ crop loans upto Rs.3 lakh, keeping in view the hardship and financial distress of small and marginal farmers. These directions may be followed while processing the applications for issue of KCC.
- f) While filling of the application form, the applicants will be encouraged to give consent for coverage under the PMSBY and PMJJBY as laid down at part (c) of the application form, as this would provide the much needed social security cover to the farmers, besides the facility of KCC.
- g) It needs to be ensured that eligible beneficiaries of PM-KISAN are issued KCC within the shortest possible time and in any case within a maximum period of two weeks

from the date of submission of the completed application forms, after due process and verification as per Bank policy and regulatory guidelines.

h) This Department vide email dated 05.02.2020 had requested for nomination of a nodal officer for coordinating on matters relating to this campaign. The name, designation and contact details of such officer would have been intimated to DAC&FW by this time. The nodal officer will be responsible for reporting the progress of coverage at such intervals and in such format for reporting, as would be required by DAC&FW.

6. Suitable instructions may, therefore, be issued to all concerned including the sponsored RRBs to ensure the success of this campaign. Further, the timely issue of KCC as also the coverage of eligible farmers under PMSBY and PMJJBY in this drive may be closely monitored at the level of an Executive Director of the bank.

Yours Faithfully



(A.K.Das)

Deputy Secretary

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Encl: As above

Copy to:

1. Secretary, DAC&FW
2. JS (Credit), DAC&FW
3. CEO, PM-KISAN and JS (FW), DAC&FW
4. SLBC conveners of all States
5. Chairman of RRBs