

Sub: Activities to be undertaken in Anchor Month i.e. March 2022 & 2023 and August 2022 & 2023 under Azadi Ka Amrit Mahotsav (AKAM)

India is celebrating 75 years of Independence “ **Azadi ka Amrit Mahotsav (AKAM)**” which is launched from 12.03.2021 by the Hon’ble Prime Minister. The whole programme has been categorized under Anchor & Non anchor months’ campaign / activity.

Dept. of Financial Services (DFS) has assigned Bank of Maharashtra Anchor Months viz. **March 2022, August 2022, March 2023 & August 2023.**

The details of the activities Proposed by our Bank to be undertaken during the anchor month are as under-

1. PMJDY account Opening
2. RuPay Card Issuance
3. Enrollments under Social Security Schemes
4. KCC Saturation & KCC Review Renewal
5. Financial Literacy Camps
6. MSME Campaign

Accordingly, activities will be conducted through branches under monitoring of Zonal Offices & H.O.

- Branches will open PMJDY account of every adult in the Service Area of the Branch & preferably of age group 18 to 21 years as envisaged under Jansuraksha drive.
- Branches will focus new PMJDY accounts opened as well as existing PMJDY accounts not having RuPay card for issuance of RuPay Cards.
- Branches will cover all fresh & existing borrowers under PMJJBY/ PMSBY as per eligibility criteria. During review renewal of PMJDY OD accounts uncovered PMJDY beneficiary be insisted for enrolment under PMJJBY & PMSBY.
- Each branch will open at least 75 PMJDY accounts & also issue 75 RuPay Cards to PMJDY accounts during the ongoing Anchor month. However, there is no cap for maximum RuPay card issuance & enrolment under PMJJBY, PMSBY & APY.
- Branches will grab this opportunity to contribute opening of PMJDY accounts, issuance of RuPay card & enrolment under Social Security Schemes to achieve desired set target.