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Sahaj with FFIFS and KPMG host its Third Series Conference – A Quest for Developing Financial Inclusion – ‘Transacting Jan Dhan’ in Kolkata, West Bengal

Kolkata, 6th August, 2015: On August 6th, 2015, Sahaj, in association with the Forum for Inclusive Financial System (FFIFS) and KPMG as the knowledge partner, is hosting its third series conference – A Quest For Developing Financial Inclusion – “Transacting Jan Dhan” at the The Hyatt Regency, Kolkata in West Bengal, Kolkata.

The initiative to push the banking and unbanked sectors commenced with the BF-BC guidelines set by the RBI. On 28th August 2014, the Government announced the Jan Dhan Yojana which completely revitalized and revamped the Financial Inclusion programme of the Government of India. However, the prime challenge of Financial Inclusion drives in India has been to make people transact. This has made banks mostly the PSBs and private sector banks restrictive about the accounting opening bonanza. Research shows that most people are opting for freebies like insurance and overdraft, thus the challenge lies in taking the momentum forward on how to create awareness among people that will make them transact from their bank accounts more often.

This 6 conference series was initiated to deal with the basic gaps that are stalling this vital mission of bringing all the stakeholders on a common platform to collaborate and coordinate their efforts in an integrated manner. The first opener series of the conference held at Bhubaneswar – Odisha was a grand success. This was followed by another successful conference at Lucknow, Uttar Pradesh. Various macro and micro issues related to Financial Inclusion and the Jan Dhan Yojana will be addressed by experienced speakers during this third series conference in Kolkata, West Bengal.

This conference comprises of day long sessions with eminent speakers from the field of finance from the Government as well as Corporate sectors followed by a Quiz Competition and the Closing/Valedictory Session. The conference concluded with Awards to Business Correspondents and Banks who have done commendable work in areas like opening accounts, transaction volumes, and contribution in social security remittance. The conference was open to all banks, IT service providers, financial services companies and Government departments.



Mr. Sanjay Panigrahi, CEO, Sahaj e-Village Limited, addressing a Select Press Briefing Session during the event said, "Sahaj truly understands the need to prioritize Financial Inclusion that is designed to make non-transactional bank accounts transactional. Our efforts in providing banking solution to the unbanked population in India have already shown its results. Today, Sahaj has reached out to almost 91,347,736 rural population of West Bengal through a network of 6000+ Sahaj Centers present across 19 districts of the State through our advanced digital platform. Presently, more than 600 Sahaj centers are operating as kiosk banking centers in West Bengal and have registered more than 2.40 Lac customers. We have observed the present status of the Jan Dhan Yojana introduced by the Central Government and the challenges it is facing. Based on these Sahaj is making a constant endeavor to work out a way forward on how to cross the barriers like making non-transacting accounts transacting. We believe digitization can be one of the game changers in this respect as well. As hosts, we are convinced that many innovative concepts and ideas on how to take this initiative forward will emerge from this event."

About Sahaj e-Village Limited

Sahaj e-Village Limited (www.sahajcorporate.com), a Srei initiative, is a business integrator in the field of IT infrastructure with a focus on rural India. It is a special purpose company incorporated in May, 2007 to implement Common Service Centre (CSC) Scheme in rural India. It has over 99 offices across the six states of Assam, Bihar, Odisha, Tamil Nadu, Uttar Pradesh and West Bengal, and is emerging as one of the largest implementer of ICT-based projects in India. It has taken up the challenging task of eliminating the undemocratic digital divide between rural and urban India, under the flagship of the National e-Governance Plan of the Government of India. Sahaj brings government, business and services to rural India through an expanding network of Village Level Franchisee Partners. The company has established more than 28,000 CSCs providing 300 million people with a wide range of G2C and B2C services.

Sahaj's relentless effort to create a vast network of Village Level Entrepreneurs to deliver government, public and private sector services has been recognised by the United Nations (UN) in its recent publication 'e-Governance and Urban Policy Design in Developing Countries'.

Srei, one of India's largest private sector integrated infrastructure institutions, is constantly and consistently delivering innovative solutions in the infrastructure sector. The company has been playing a significant role in nation building for more than two-and-a-half decades both in urban and rural India. Srei's businesses include Infrastructure Project Finance, Advisory and Development, Infrastructure



Equipment Finance, Alternative Investment Funds, Capital Market and Insurance Broking. Srei has an all-India presence and has also successfully replicated its business model overseas.

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