



## JHARKHAND

# MOBILE ATM VAN STEERS AHEAD THE MANDATE OF FINANCIAL INCLUSION IN UNDERSERVED VILLAGES

In a bid to further its goal of financial inclusivity and easy access to banking facilities for the rural populace, NABARD sponsored a Mobile Van for Rural Development to the [Jharkhand Rajya Gramin Bank](#) (JRGB) in 8 districts of Jharkhand in March 2022. The initiative has been supported by NABARD under its dedicated Financial Inclusion Fund (FIF), and aims to expand rural financial inclusion initiatives in the state's eight districts.



**Women remain the largest chunk of beneficiaries.**

Working seven days a week in the local tailor's shop gave Putul Mahato, 27, a resident of Singhpur village, Seraikela-Kharsawan

district, a little pin money. She had saved it but couldn't gather the courage to step into a bank, fearing that she might not be entertained by the officials to open an account. Mahato explains that poor transport connectivity was the biggest hurdle for women like her, who had to face many difficulties in accessing banking services, which curtailed their chances of availing benefits of the government-run social security schemes. "I was overjoyed to see the bank on wheels here in the village. It saved me the trouble of travelling to the nearest branch, about 4-5 kilometres away. When the Mobile ATM Van came to my village, I could open my account and deposit my hard-earned savings. I also have an ATM card that will enable me to withdraw cash when needed," she said.



**A financial literacy camp benefitted the women the most.**



#### Mobile ATM Van:-

1. ATM Services
2. Product Display
3. Financial Literacy
4. Self Powered

**The Mobile ATM Van is a boon in disguise, especially to women, differently-abled and elderly persons of her village.**

Centenarian Walo Devi, the oldest person in Chhota Kankra village in Seraikela-Kharsawan district, says that she used to find it very inconvenient to visit the bank branch to withdraw old age pension. “Now, I don't have to undertake that arduous journey to the nearest branch or stand in the long queue in the bank to avail of banking facilities. My bank comes to my doorstep. The handheld device mounted on Mobile Demo Van is parked a few steps away from my home and at regular intervals. It makes withdrawing pension money a breeze for me,” says Devi.

The initiative has reduced the gap between the financial haves and

financial have-nots in the non-descript village inhabited by 232 people, most of whom were excluded from the banking services. A resident of Chhota Kankri village, Milu Dogra, 39, is a differently-abled youth who found it extremely painful to visit the bank branch to avail of the disability pension. Expressing happiness over the banking facility reaching his home through Mobile ATM Van, he says, “Technology has helped people like me to avail the banking service without any hassle. My transactions are secure and reliable. This alone is the biggest takeaway for me.”



**Apart from offering various banking services, the mobile van also promotes financial and digital literacy.**

Small dairy entrepreneur and farmer Kanhai Bajpai, 57, of Chhota Kankri village, elucidates how the Mobile ATM Van is an important digital innovation to bring rural prosperity in India. The vans regularly visit the unbanked areas, often accompanied by Financial Literacy counsellors in Financial Literacy Camps/Haats, Melas, or any other such gatherings/congregation of the rural population. Information about government schemes and banking products is disseminated through audio-visual mode to reach the most deprived. “The information about various banking financial products is displayed on the LCD screen installed in the Mobile ATM Van, which creates curiosity and interest among the unlettered villagers. It is informative, making it easy to understand the benefits related to various banking facilities,” says Bajpai.

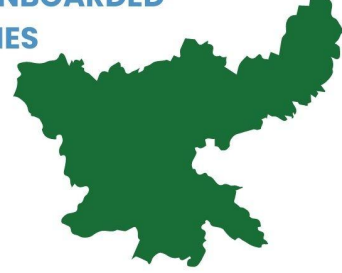


**Women SHG members attending a financial literacy camp.**



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- NO. OF MICRO ATMS: 2726
- NO. OF DEMO ATM VANS: 11
- NO. OF POS/MPOS: 4191
- NO. OF VSAT: 25
- NO. OF FLAPS/DFLAPS: 27363
- NO. OF PMJJBY A/CS: 4.6 MN
- NO. OF PMSBY A/CS: 13.7 MN
- NO. OF BANKS ONBOARDED  
PFMS: 2 BRANCHES



**Villages visited by the Mobile ATM VAN per month: 808**

**No. of transactions per month: 1,369**

**No. of days when the Mobile ATM Van was active: 14**

**No. of non-financial transactions done (monthly): 682**