

# **“Implementing Services for Financial Education and Counselling under the Assam Agribusiness and Rural Transformation Project (APART)”**



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## “Implementing Services for Financial Education and Counselling under the Assam Agribusiness and Rural Transformation Project (APART)”

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### **FEC Consortium Partners**

- ☒ Digital Empowerment Foundation
- ☒ Fair Climate Fund
- ☒ Council for Social and Digital Development
- ☒ Indian Institute of Bank Management (Knowledge Partner)

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## **ABBREVIATIONS**

**APART:** Assam Agribusiness and Rural Transformation Project

**ASAMB:** Assam State Agricultural Marketing Board

**AAU:** Assam Agricultural University

**ADO:** Agriculture Development Officer

**AFCSS:** Assam Farmers' Credit Subsidy Scheme

**AFIRS:** The Assam Farmers' Interest Relief Scheme

**AGVB:** Assam Gramin Vikash Bank

**ASRLM:** Assam State Rural Livelihoods Mission

**ASULMS:** Assam State Urban Livelihoods Mission

**BC:** Banking Correspondent

**BFSI:** Banking, Financial Services and Insurance

**CGS:** The Credit Guarantee Fund Scheme for Micro and Small Enterprises

**CHCDS:** Comprehensive Handloom Cluster Development Scheme

**CMS:** Content Management System

**CSDD:** Council for Social and Digital Development

**CSC:** Common Service Centres

**CSP:** Customer Service Points

**DCS:** Dairy Cooperative Society

**DEF:** Digital Empowerment Foundation

**DFEC:** Digital Financial Education & Counselling

**DBT:** Direct Benefit Transfer

**EGF:** Equity Grant Fund

**e-NAM:** National Agricultural Market

**FCF:** Fair Climate Fund

**FCI:** Food Cooperation of India

**FE:** Financial Education

**FEC:** Financial Education and Counselling

**FI:** Financial Institutions

**FIF:** Financial Inclusion Fund

**FIG:** Farmer Interest Group

**FLC:** Financial Literacy Camps

**FPC:** Farmer Producer Companies

**FTI:** Farmers Training Institutes

**FECF:** Financial Education, Counselling and Facilitation

**HMNEH:** Horticulture Mission for North East & Himalayan States  
**HSS:** Hatkargha Sambardhan Sahayata  
**HRS:** Horticulture Research Station  
**IIBM:** Indian Institute of Bank Management  
**ILRI:** International Livestock Research Institute  
**ISDP:** Integrated Sericulture Development Project  
**ICT:** Information communications technology  
**JLG:** Joint liability group  
**KCC:** Kisan credit card  
**LDM:** Lead district manager  
**LMS:** Learning Management System  
**MGBBY:** Mahatma Gandhi Bunkar Bima Yojana  
**MKSP:** Mahila Kisan Sashaktikaran Pariyojna  
**MIS:** Management information system  
**NABARD:** National Bank for Agriculture and Rural Development  
**NABCONS:** NABARD Consultancy Services Private Limited  
**NERTPS:** North Eastern Region Textile Promotion Scheme  
**NMSA:** National Mission for Sustainable Agriculture  
**NMAET:** The National Mission on Agricultural Extension and Technology  
**NLM:** National Livestock Mission  
**NBFC:** Non-Banking Financial Company  
**PDO:** Project Development Objective  
**PMJJBY:** Pradhan Mantra Jeevan Jyoti Bima Yojana  
**SHG:** Self Help Group  
**SRI:** System of Rice Intensification  
**SLF:** Special Liquidity Facility  
**SMAM:** Sub-Mission on Agricultural Mechanization  
**SMAE:** Sub-Mission on Agricultural Extension  
**SMSP:** Sub-Mission on Seed and Planting Material  
**SMPP:** Sub-Mission on Plant Protection and Plant Quarantine  
**SLBC:** State Level Bankers Committee  
**WAMUL:** West Assam Milk Producers Cooperative Union limited  
**WCS:** Weaver's Cooperative Society  
**VRU:** Voice Response Unit

## EXECUTIVE SUMMARY

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The **rapid assessment for the APART's Financial Education and Counselling (FEC)** has been critical to map and analyse critical factors to *“add value and improve the financial understanding, capacity and resilience of the farm community in selected agriculture value chains and core financial service areas focusing in targeted districts of Assam.”*

The assessment has led to key findings related to financial education and counselling needs based on the current practices, issues, and opportunities for the respondents. The assessment was conducted in eight districts of Assam covering 12 Farmers Producers Companies (FPCs) and 208 farmer members. The team also consulted various stakeholders to understand the need of FEC for farm groups.

***The preliminary findings are as follows:***

- i. 95 percent of the FPC members have bank accounts and 5 percent are in the process of opening their savings account. 36 percent of the farmers are availing the deposit services from Post Offices also. In regard to credit facility, the assessment reveals that farmers rely on Microfinance Institutions (MFIs) in comparison to banks to avail loans. Hassle free process and higher probability of receiving loans have pushed the farmers towards the MFIs. It is interesting to report that; the traditional informal methods of savings and credit are still prevalent in selected districts. 80 percent of the farmers have savings in thrift and credit cooperative societies / *Sonchois* as they think they are reliable, trusted within the community, localised, convenient and hassle free.
- ii. Technological advancement has resulted in wide usage of mobile devices in selected rural areas, with 70 percent farmers have smartphone/value added mobile device. However, only 50 percent of them, are aware and use various payment gateways (such as PhonePe, Gpay, Amazon Pe). While interviewing, lack of awareness on safe and secured ways of using payment gateways was observed. Furthermore, the respondents were found reluctant, and are not confident in using the various digital services (like registration and application for PM Fasal Bima Yojana / Crop Insurance Scheme) extended by the banks.
- iii. Knowledge and understanding about the various insurance and pension products among the farmers is relatively low. Around 43 percent have availed the Prime Minister Crop Insurance Scheme (PMFBY) and only two out of the 12 FPCs have insured their animals. 50-65 percent farmers have availed the Atal Pension Scheme and 54 percent have availed the Old Age Pension. However, knowledge about the other Pension schemes like National

Pension Scheme, Schemes under Life Insurance Corporation (LIC) and other Financial Institutes is low.

- iv. The assessment also observed that the farmers have lack of knowledge about the processes, documents, terms and conditions etc. to avail services from the financial institutions. In addition, the accessibility to the financial institutions and poor internet connectivity aggravated the problems. Further, Digital illiteracy, apprehensions regarding safety and security, are issues, keep the farmers away from using digital platforms for payment and other banking services.
- In regard to the findings, the proposed Financial Education and Counselling (FEC) has assumed tremendous scope in effective financial inclusion, financial education, and can enable desired impact on the financial behaviour of the farm community of the State. This shall augment the demand for financial products and services and inculcate the responsible behaviours towards financial services. Thus, there is a need and requirement of interactive physical sessions, supported through digital materials / contents.
- Based on the findings and recommendations from the various stakeholders', the content and design of self-paced e-learning modules are being developed. The components of the ICT-based FEC Solutions delivery framework is under process and other interventions at various levels are listed.

## 1. INTRODUCTION

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### THE CONTEXT

The Government of Assam (GoA), with the support of the World Bank, through the Government of India (GoI), is implementing the Assam Agribusiness and Rural Transformation Project (APART). The Project Development Objective (PDO) is to ***“add value and improve the resilience of selected agriculture value chains focusing on smallholder farmers and agro-entrepreneurs in targeted districts of Assam.”***

This particular assignment is in relation to design and delivery of Financial Education and Counselling (FEC) towards facilitating access to and responsible use of financial services by the farm community in Assam under APART initiative.

### THE ASSIGNMENT

- i. This assignment relates to the APART Project’s Sub-component C (iii) **‘Facilitating access to and responsible use of financial services.’** In this, the focus is and shall be on **one of the three core activities - financial education and counselling (FEC).**
- ii. This FEC assignment aims to provide financial education and counselling services to a significant proportion of project farm beneficiaries and reach out to 2,50,000 farmers in core value chains (agriculture, horticulture, dairy, fishery, handloom, sericulture) during 2022-2024.
- iii. For this assignment, financial services are defined to **include payments, savings, credit, insurance, and pensions.** The services are expected to be tailored to the needs of target beneficiaries and particularities of the value chain groups.

### OBJECTIVE, OUTPUTS AND OUTCOMES OF THE ASSIGNMENT

- i. **The objective of this assignment** is to develop and implement an ICT-based FEC program for target beneficiaries to contribute to enhancing their financial inclusion, defined as their access to and prudent use of appropriate financial services.
- ii. **The key expected project outputs include:** a) MSWord summaries and scripts of the financial education modules and the financial counselling module in English and Assamese– pre-pilot draft and post-pilot final version;
- iii. **The desired outcome** is that the beneficiaries of the FEC programme have improved understanding of financial services that they have access to and have strengthened capability to, better access and use these services responsibly.

## THE PROPOSED ICT SOLUTIONS TO DELIVER FEC SERVICES

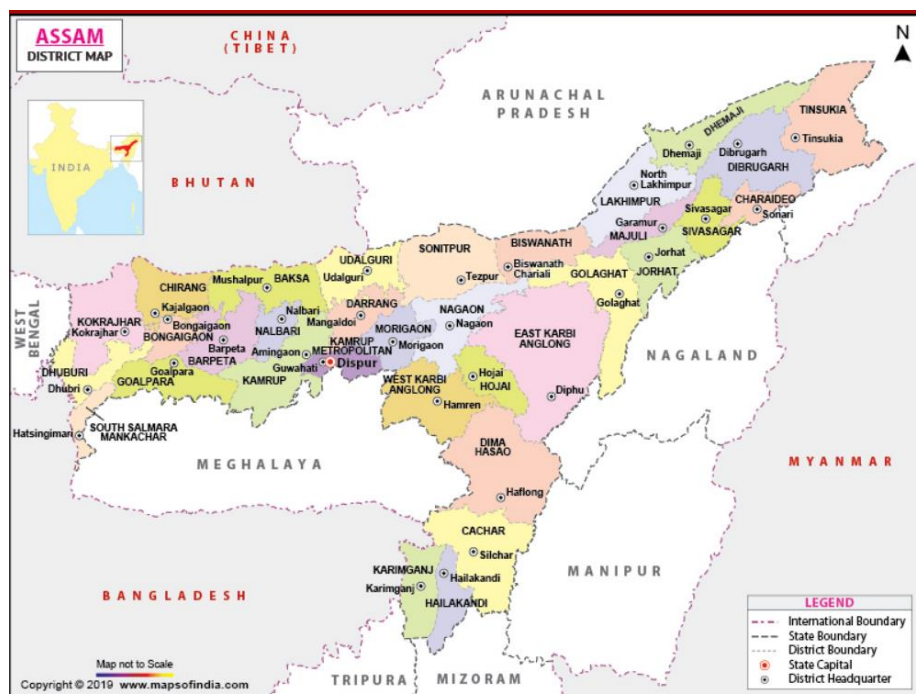
- i. The solution is expected to have a Financial Education (FE) component and a Financial Counselling (FC) component. The FE component is expected to be structured as self-paced e-learning modules.
- ii. The FC component is expected to be structured as an interactive program, where farmers after completing e-learning modules can receive financial advice.
- iii. As appropriate and feasible, the proposed solution is expected to include user-friendly tools such as - 2 way IVR (Interactive Voice Response); pre-recorded voice calls; SMS based responses, and web based /mobile phone based app etc.

## THE SERVICE PROVIDER AND THE CONSORTIUM PARTNERS TO DELIVER FEC SERVICES

- i. **The Consortium:** The Client ARIAS Society has selected a consortium of partners to deliver the FEC services to the farm community across key districts in Assam, led by the New Delhi / Guwahati-based Digital Empowerment Foundation (DEF).
- ii. **The Consortium Partners:** The Consortium is led by the **Digital Empowerment Foundation (DEF)**, a 20 years existing ICT for development agency in India (<https://www.defindia.org/>).
- iii. The **Fair Climate Fund (FCF)** India is a sub-consultant to this project (<https://www.fairclimatefund.nl/en>) along with the **Council for Social and Digital Development (CSDD)** (<https://www.csddindia.in>).
- iv. The **Indian Institute of Bank Management (IIBM)** (<https://iibm.ac.in/>), a Reserve Bank of India (RBI) Institute, based out of Guwahati, Assam, is the Knowledge Partner to this project, providing expertise and support in content / modules, training, evaluation.

## FEC PROJECT DISTRICTS

The FEC project interventions are being carried out in 24 prioritized Districts of Assam (earlier 16 undivided Districts) i.e. Kokrajhar, Barpeta, Nalbari, Darrang, Sonitpur, Goalpara, Nagaon, Cachar, KarbiAnglong, Golaghat, Dhubri, Morigaon, Jorhat, Sivasagar, Hojai, BiswanathChariali, West KarbiAnglong, Kamrup(M), Kamrup(R), Mankachar, Charaideo, Majuli, Lakhimpur and Hailakandi.



## 2. DESK RESEARCH FOR THE ASSIGNMENT

### Key Findings

- i. The **banking institutions continue to hold prominence to support and engage the farm community** in financial access and empowerment. Assam is catered by a network of 2,355 bank branches across 33 districts. There are 21 public sector, 10 private sector and 2 RRBs in Assam.
- ii. In terms of **agricultural lending, the contribution is variable for term loan and crop loan**. In term loan, private banks are the major contributors at 67 percent and in case of crop loans, public sector banks are the major players with 69 percent contribution in 2019.
- iii. **Regional Rural Banks (RRBs) also play a major role in crop loan lending** while private banks' contribution has been comparatively less. This may be attributed to the branch penetration of public sector and RRBs while scope remains in crop loan lending through doorstep service to the farmers. (Figure 1).

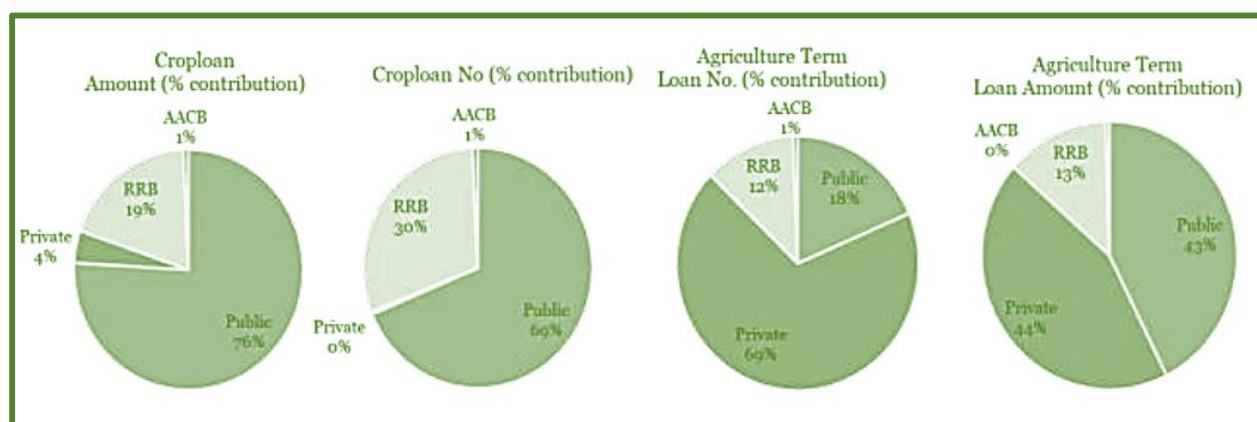


Figure 1: State of agriculture loans in Assam

Source: SLBC

- iv. In Assam, apart from crop loan and agricultural term loan, other agricultural lending products are not very active, since **Kisan / Farmers Credit Card (KCC) and term loan are broad spectrum product** which are not dependent on value chain linkages.
- v. There are currently **several agricultural insurance schemes in Assam, most important among them is the Pradhan Mantri Fasal Bima Yojana (PMFBY) / Prime Minister Crop Insurance Scheme, and the Livestock Insurance Scheme**. There are also insurance schemes for online marketing, organic farming, fisheries, irrigation, and income protection of farmers. In regard to key challenges of the PMFBY in Assam, some studies have highlighted suggestions by farmers as critical - like timely release of compensation, more transparency in

implementation, reduction of time for completion of paper work, further lowering of premium, more awareness campaign, and increase in number of notified crops.

- vi. In most of the cases, **public schemes for farmers are having immense financial inclusion and empowering value as most of these provisions are tied up to capital support, loan support, interest subsidy, insurance, and such products, services** that are essentially having wider financial education and counselling significance. Importantly, most of these public schemes are tied up to support and facilitation by the banks.
- vii. Though, several measures are taken for financial inclusion, **some hindrances for adoption of the financial inclusion programmes linger around higher transaction costs in financial products (small size of seasonal credit, wide geographical spread and lack of communication infrastructure), unawareness among the farmers/customers, lack of financial literacy and geographical limitations** amongst others.<sup>1</sup>
- viii. The **challenges of not having appropriate digital device and handsets** to avail services are real. The use and access of internet is another hurdle to rising cost of internet. Lack of digital skills to navigate solutions have hindered digital financial inclusion of the farmers.
- ix. The **language of banking** is mainly English or Hindi and these poses a challenge for farmers in Assam in financial inclusion and access.
- x. Already **mainstream banks and FIs are seeking to engage the farm community with digital based and enabled products, solutions and services** online, through mobile banking and last mile banking, efforts are being made to build **digital skills and capacities** to improve last mile access.

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<sup>1</sup> “Assam AgriFin-Xamahar Challenge Fund”, Smart Agri Post, 26 Jan, 2022 <https://smartagripост.com/assam-agrifin-xamahar-challenge-fund-last-date-to-apply-is-4th-february/>

### 3. RAPID ASSESSMENT CONDUCTED FOR THE ASSIGNMENT

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#### The Rapid Assessment

The FEC project core team conducted a rapid field assessment during the month of April and May, 2022 to ensure the following:

#### The Assessment Focus

The assessment was done to attain information on the following components.

|       |                                                                |
|-------|----------------------------------------------------------------|
| i.    | Financial Inclusion Needs of the Farm Community in Assam       |
| ii.   | Financial Inclusion Issues                                     |
| iii.  | The Financial Access Stakeholders / Focused Audience           |
| iv.   | The Financial Delivery Stakeholders                            |
| v.    | FEC Related Information / Content/ Module Delivery             |
| vi.   | FEC related technological needs, scope, relevance, feasibility |
| vii.  | Scope for synergy in FEC Delivery Channel and Access           |
| viii. | Financial Delivery and Access Review mechanism                 |
| ix.   | Gender aspect of Financial Access, Education, Counselling      |

#### The Geographical Coverage

- i. FEC team reached out to 8 districts
- ii. The assessment covered Barak Valley, Upper and middle Assam;
- iii. Districts were carefully selected to have diverse information;
- iv. For example, the district of Marigaon was selected for having largest number of APART beneficiaries;
- v. 6 blocks of Kamrup Metro District and Kamrup Rural District were selected to cover all the APART Value chains;

### The Value Chains assessed

- i. FEC team tried to conduct the assessment based on 5 key value chains under APART project;
- ii. At least 2 FPCs from 2 different locations under each value chain were engaged and interviewed for this.

| #  | Value chains Covered   | Number of value chains Covered |
|----|------------------------|--------------------------------|
| 1. | Horticulture           | 4                              |
| 2. | Agriculture            | 7                              |
| 3. | Dairy                  | 1                              |
| 4. | Fishery/Livestock      | 3                              |
| 5. | Sericulture & Handloom | 2                              |

### The Assessed Population Groups

| #            | Groups Assessed   | Blocks (Assam) | Total attendance | No. of male participants | No. of female participants |
|--------------|-------------------|----------------|------------------|--------------------------|----------------------------|
| 1.           | FPC meeting       | Dimoria        | 15               | 15                       |                            |
| 2.           | Individual Farmer | Dimoria        | 27               | 25                       | 2                          |
| 3.           | FPC Uttaran       | Rangia         | 3                | 3                        | 0                          |
| 4.           | DCS meeting       | Mayong         | 12               | 6                        | 6                          |
| 5.           | FPC meeting       | Bezera         | 57               | 25                       | 32                         |
| 6.           | FPC meeting       | ChayaniBarduar | 14               | 1                        | 13                         |
| 7.           | FPC meeting       | Chandika       | 7                |                          | 7                          |
| 8.           | FPC meeting       | Kamalpur       | 36               | 30                       | 6                          |
| 9.           | FPC meeting       | Gomari         | 5                | 5                        | 0                          |
| 10.          | FPC meeting       | Pub Mongoldai  | 4                | 3                        | 1                          |
| 11.          | FPC meeting       | Korunabari     | 10               | 8                        | 2                          |
| 12.          | FPC meeting       | Dangtal        | 3                | 3                        | 0                          |
| 13.          | FPC meeting       | Borkhola       | 6                | 5                        | 1                          |
| 14.          | FPC meeting       | Narshingpur    | 5                | 5                        | 0                          |
| 15.          | FPC meeting       | Palonghat      | 4                | 3                        | 1                          |
| <b>Total</b> |                   |                | <b>208</b>       | <b>137</b>               | <b>71</b>                  |

### The Assessed Units & Stakeholders

| #  | Banks name/Office name               | Count | Districts / State |
|----|--------------------------------------|-------|-------------------|
| 1. | Banks                                | 9     | State & District  |
| 2. | Bank regulatory bodies               | 3     | State             |
| 3. | Insurance companies                  | 2     | State             |
| 4. | Government departments               | 5     | State             |
| 5. | District Departments                 | 3     | 3                 |
| 6. | Post Office                          | 1     | District          |
| 7. | NGO                                  | 2     | State             |
| 8. | Non-Banking Financial Company (NBFC) | 1     | State             |
| 9. | Academic & Training Institute (IIBM) | 1     | Regional          |

### The Offline Assessment (coverage and range)

| # | Banks name/Office name | Count |
|---|------------------------|-------|
| 1 | District covered       | 4     |
| 2 | FPC Population covered | 186   |
| 3 | Female participants    | 68    |
| 4 | Male participants      | 118   |
| 5 | Value chain covered    | 6     |

### The Online Assessment (coverage and range)

| # | Banks name/Office name | Count |
|---|------------------------|-------|
| 1 | District covered       | 4     |
| 2 | FPC Population covered | 22    |
| 3 | Female participants    | 3     |
| 4 | Male participants      | 19    |
| 5 | Value chain covered    | 3     |

## 4. THE RAPID ASSESSMENT – KEY FINDINGS

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Below-mentioned findings are based on interactions with members of 12 FPCs and 208 farm members, all under APART, from different district locations across Assam, as well as other farm stakeholders.

### 4.1. STATE OF ACCESS AND USAGE OF FINANCIAL PRODUCTS AND SERVICES BY THE FARM COMMUNITY

#### Related to Savings

- **Current practices and usages:** 95 % of the FPC members have bank accounts and rest 5% are in the process of opening their savings account. However, out of the 95% who have accounts, around 82% visit the banks for transactions only twice or thrice a year. 50% farmers use ATM for withdrawal. 10% use various Banking Apps and around 3% - 5% use the internet banking services.
- **Information and awareness:** Farmers know about the saving instruments like Recurring Deposits (RD), Fixed Deposits (FD), Kisan Vikas Patra (KVP). Around 36% open these savings accounts in the Post Offices as the return of investment is higher and also they can open savings account with just Rs.20.00. The process is hassle-free and quick. 48% of farmers have Recurring Deposits (RD); 22% in Fixed Deposits (FDs) and 80% of farmers have savings in thrift and credit cooperative societies / Sonchois.

#### Related to Loan/Credit:

- **Current practices and usages:** 39% farmers avail loans from the Micro Finance Institutions (MFIs) as the process is easier and faster. Also the documentation process is easier. The MFI agents come to the doorstep and help in availing the loans. While there are access-related issues for loans from scheduled bank branches, on many instances, it is difficult to get proper responses from the Bank branches to the queries related to loans. There are also cases of non-repayment of loans from banks affecting credit uptake and demands.
- **Information and awareness:** 65 % farmers know about the different types of loans available. 75-80 % farmers are aware about the KCC loans and many have applied too but the loans have neither been approved nor rejected. 35 % farmers know about Non-Performing Assets (NPAs) and around 15 % know about CIBIL Score that determines financial score card of individuals. Another aspect, many farmers even after taking KCC loans are still not aware about the benefits associated with repayment done within the fixed tenure, implications of not repaying the loan and impacts of negative CIBIL score in their financial standing.

### **Related to Payments**

- **Current practices and usages:** 70% of the farmers are using smartphones. Around 50-55 % farmers know about the various payment gateways available. Among these, 50% use PhonePe, 30% use Gpay, 10% Amazon Pe and the rest use local gateways like HookulePe.
- **Information and knowledge:** Farmers who use UPI gateways for payments have knowledge on the usage. However, they lack awareness on safe of secured ways of using these methods of payments.
- **Capacities:** Lack of digital / mobile literacy and apprehension about using the digital methods of payment, prevent the farmers from using the same.

### **Related to Insurance**

- **Current practices and usages:** 70-85% farmers are aware of and 43% have availed the Pradhan Mantri Fasal Bima Yojana / Prime Minister Crop Insurance Scheme (PMFBY). Around 56% is aware but do not understand the full benefits of availing health and life insurance policies under the Social Security Schemes like Pradhan Mantri Suraksha Bima Yojana (PMSBY), Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY). 2 out of the 12 FPCs have taken initiative and got the Animal insurance done for most of their farmers.

### **Related to Pensions**

- **Current practices and usages:** 50-65% farmers are aware and have availed the Atal Pension Yojana (Atal Pension Scheme), under the Social Security Scheme. Around 54% have availed the Old Age Pension. However, they do not have much knowledge about the other Pension schemes like National Pension Scheme, Schemes under LIC and other Financial Institutes.

### **Related to knowledge, understanding, capacities, access and availability of Financial Products and Services**

- **Knowledge and understanding:** Most of the farmers are aware of the financial products and services but they lack knowledge about the processes, documents, terms and conditions etc. Language also acts as a barrier at times.
- **Access and availability of services:** Access is a problem. In some areas Bank branches are very far from the villages. However, in other areas though the banks are within 2-3 km radius but due to bad road connectivity the farmers find it difficult to visit. However, the Customer Service Points (CSPs) / last mile bank units are accessible and help farmers in availing the services. Due to poor internet connectivity and access, digital / online payments or services is a problem in many parts.

- **Safe and secured Access:** Digital illiteracy, apprehensions regarding safety and security, are issues which keep the farmers away from using digital platforms for payment and other banking services.

#### 4.2. ISSUES RELATED TO FINANCIAL EDUCATION (FE) AROUND FIVE CORE SERVICE AREAS

The assessment helped to map the following key issues related to five core service areas:

- Lack of knowledge related to financial products and services
- Unawareness related to processes to avail financial products and services
- Documentation-related issues and requirements
- Ignorance of terms and Conditions linked to availing financial services
- Knowledge related to benefits and advantages of using mainstream financial products and services
- Issues on safety measures to be adopted for safe and secured online banking/ Payments.
- ***Based on these, relevant FE-related modules have been mapped (refer to section 5.1)***

#### 4.3. ISSUES RELATED TO FINANCIAL COUNSELLING (FC) IN CORE SERVICE AREAS

- **Savings:** Importance of effective Fund Management, Inculcate healthy savings and investment habits, Importance of regular transactions.
- **Loan :** Understanding the requirement of the Loan Amount, Proper utilisation of the fund, repercussions of non-repayment, NPA, CIBIL
- **Payments:** Advantages of Digital Payments, why should it be adopted
- **Insurance:** Benefits of Insurance Schemes and why follow regularity in premiums
- **Pensions:** Benefit of Pension at Old age and why avail schemes and follow processes.
- ***Based on these, relevant FC-related modules have been mapped (refer to section 5.1)***

#### 4.4. CHOICE AND PREFERENCES OF THE TARGET BENEFICIARIES TO ACCESS FEC SOLUTIONS

- **FEC Content – Language:** For availing FEC solutions, farmers prefer it in Local Language
- **Methods / formats:** Farmers prefer solutions more in audio, audio-video, message, voice calls formats and very less in text formats.
- **Platforms / mediums:** The preference for FEC solutions are through smartphone based, basic phone based, call centre, Sahayaks ( human interface)
- **Offline mode last mile related like centres:** Interestingly, because of oral nature of the society, low literacy and education, and for better convenience, 90% of the respondents wanted a physical centre for FEC handholding and facilitation.

- **Schedule related:** For the next 3 years of getting FEC support / services, farmers prefer regular sessions and engagements to know and avail FEC processes and solutions better.
- **Continuous support and facilitation** – Continuous and 360 degree support preferred for thorough understanding of the financial products, services and the related processes.

#### **4.5. FINDINGS RELATED TO SCOPE FOR COLLABORATION AND PARTNERSHIPS**

- **Banks and FIs:** Banks, in association with NABARD and the Lead District Managers, conduct Financial Literacy Camps (FLCs) in the villages from time to time. Collaboration with the financial institutes will add value, in terms of Education and Facilitation of the farmers. Also information regarding new products or services can be gathered from them which will help FEC in keeping the FE modules updated.
- RBI conducts programme on Financial Literacy through their Depositor Education and Awareness Fund (DEAF) which offers FEC a scope for collaboration in disseminating information related to financial products and services.
- **Local Farm related agencies:** Farmer Producer Companies, APART agencies, Gram Panchayats, Village level communities etc can be engaged in reaching out and mobilising the beneficiaries for ensuring full participation in FEC.

## 5. THE RECOMMENDED STRATEGY – THE ICT BASED FEC SOLUTIONS

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Based on the assignment Terms of Reference (ToR), desk research, and key findings from the rapid assessment involving the farm community and stakeholders, the following Information Communication Technology (ICT) based Financial Education and Counselling (FEC) Solutions and Strategy is recommended that are:

- **User Centric** – The FEC solutions design, access and delivery shall be based on farm users centric in terms of their needs, priorities and as emerging in the delivery process.
- **Iterative Process** – The FEC solutions design, delivery shall be based on constant iterative process based on farmer's needs, issues, and priorities as emerging during the assignment.

This strategy comprises of the following core elements:

|                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>5.1. FEC Modules / Content Solution</b>                                                                                                                                                                                                                                                                                                                                            |
| <ul style="list-style-type: none"><li>• Financial Education Modules (self-paced e-learning)</li><li>• Financial Counselling Modules (on very specific advisory and guiding needs)</li></ul>                                                                                                                                                                                           |
| <b>5.2. Modules and Formats of content delivery</b>                                                                                                                                                                                                                                                                                                                                   |
| <ul style="list-style-type: none"><li>• Format for base phone users</li><li>• Formats for smartphone users</li></ul>                                                                                                                                                                                                                                                                  |
| <b>5.3. FEC Solutions Delivery – An ICT based Blended Approach</b>                                                                                                                                                                                                                                                                                                                    |
| <b>5.4. Core Components:</b>                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"><li>• Mobile based Chatbot LMS (Smartphone users) – Bittiya Sakhi</li><li>• Mobile based Content capsules (base phone users) – Bittiya Capsules</li><li>• IVR Call Centre (for all users) – Bittiya Khetu (Financial Bridge)</li><li>• Financial Facilitators (Bittiya Sahayaks) – ICT enabled FEC frontline intermediaries for all users</li></ul> |
| <b>Additional Component</b>                                                                                                                                                                                                                                                                                                                                                           |
| <ul style="list-style-type: none"><li>• Financial Service Centres (Bittiya Sewa Kendras) – A Post-Assignment sustainability option as a way forward</li></ul>                                                                                                                                                                                                                         |
| <b>5.5. FEC Components &amp; Interrelationships</b>                                                                                                                                                                                                                                                                                                                                   |
| <b>5.6. Schedule of FEC Solutions Delivery</b>                                                                                                                                                                                                                                                                                                                                        |
| <b>5.7. FEC Solutions and Delivery: Scope for Collaboration</b>                                                                                                                                                                                                                                                                                                                       |

## 5.1. FEC MODULES/CONTENT PROPOSED

- FINANCIAL EDUCATION (FE) MODULES (Self-paced e-learning modules)**

Based on assessment findings, following are the key suggestive areas to be focussed upon in Financial Education for farmers in core service areas namely, Savings, Loan, Payments, Insurance and Pension. This education shall be based on variability of farmers need on the ground.

The following self-paced e-learning modules are broadly recommended for the following five core services. This along with the key proposed topics are listed:

|                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b><u>SAVINGS:</u></b> <ol style="list-style-type: none"> <li>1. Process of opening an account</li> <li>2. Know Your Customer (KYC) mandatory norms</li> <li>3. Regular transactions</li> <li>4. Savings tools like RD/ SD</li> <li>5. Social Security schemes including PMJSY, PMJJY, APY</li> <li>6. Usage of ATM</li> <li>7. Banking Apps/Online Banking</li> <li>8. Grievance redress mechanism</li> </ol> | <b><u>LOAN/CREDITS :</u></b> <ol style="list-style-type: none"> <li>1. Understanding the loan process</li> <li>2. Sources of loans</li> <li>3. Questions to be asked before taking a loan( ROI, EMI, Repayment period, Subsidy if any),</li> <li>4. Understanding the fund requirement</li> <li>5. Types of loans, customised loans to suit different requirements (home loan, education loan, MSME loans, Mudra loans, car loan, two wheeler loan etc)</li> <li>6. Kisan Credit Card (KCC) loans</li> <li>7. Documentation Processes</li> <li>8. Repayment processes and guideline</li> <li>9. Grievance redress mechanism</li> </ol> | <b><u>INSURANCE :</u></b> <ol style="list-style-type: none"> <li>1. Types of Insurance available (Crop, Livestock, Life, Health, Home)</li> <li>2. PMFBY- Prime Minister Fasal Bima Yojana (PM Crop Insurance Scheme)</li> <li>3. Documentation</li> <li>4. Claim Process</li> <li>5. Grievance redressed mechanism</li> </ol> |
| <b><u>PAYMENTS :</u></b> <ol style="list-style-type: none"> <li>1. Importance of Digital payment mode</li> <li>2. Types of Digital payment gateways available ( PhonePe, GPay, others)</li> <li>3. How to use digital payments</li> <li>4. Safety and security principles while engaging in digital payments</li> <li>5. Grievance redress mechanism</li> </ol>                                                | <b><u>PENSIONS :</u></b> <ol style="list-style-type: none"> <li>1. Importance of investing in the Pension schemes</li> <li>2. Types of pension schemes available</li> <li>3. Documentation</li> <li>4. Grievance redress mechanism</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                |

- **FINANCIAL COUNSELLING (FC) MODULE PROPOSED**

Based on assessment findings, the following Financial Counselling areas for farmers are proposed based on variability of farmers need on the ground.

| Towards an interactive programme where farmers who have completed the e-learning modules can receive financial advice tailored to their needs:                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b><u>SAVINGS :</u></b> <ol style="list-style-type: none"> <li>1. Better fund management</li> <li>2. Savings in scheduled mainstream banks / FIs</li> <li>3. Benefits of regular transactions</li> <li>4. Importance of saving tools like RD/ SD</li> <li>5. Safe and secured savings</li> </ol> | <b><u>LOANS/CREDITS :</u></b> <ol style="list-style-type: none"> <li>1. Difference between a grant and a loan,</li> <li>2. Benefits of taking loan from organised banking</li> <li>3. Proper utilisation of fund</li> <li>4. Importance of timely repayment (CIBIL Score, NPA)</li> <li>5. Effects of non-repayment of the loan</li> </ol> | <b><u>INSURANCE:</u></b> <ol style="list-style-type: none"> <li>1. Importance of insurance (at individual, family and farm levels)</li> <li>2. Insurance and dealing with emergencies</li> <li>3. Timely payment of premiums</li> </ol> |
| <b><u>PAYMENTS:</u></b> <ol style="list-style-type: none"> <li>1. Why digital payment</li> <li>2. Why maintain safe and secured practices</li> </ol>                                                                                                                                             | <b><u>PENSIONS :</u></b> <ol style="list-style-type: none"> <li>1. Need to invest in Pensions</li> </ol>                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                         |

## 5.2. MODULES AND FORMATS

Based on the need assessment, modules for the FEC solutions will be developed in Assamese language and in the following formats, based on ownership of digital device (read mobile phones especially). It is expected and desired that both the base option and the smartphone option should allow user-choice in modules to learn, allow learning at user's own pace, and be interactive to maximize learning.

### Financial Education & Counselling modules - services / formats

| For basic phone users (Base version)                                                                                                                                                                                                                                                                                                                                                                                                                       | For smartphone users (base and value-added versions)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>☑ Crisp and customised Financial Education content (on core modules) delivered through SMSs and voice messages to FPC/FIG/DSC members;</li> <li>☑ SMSs and voice messages to provide updates on financial products / schemes</li> <li>☑ Crisp and customised advisory services / counselling messages / sent through SMSs and voice messages on responsible practices and usages of products / services.</li> </ul> | <p>For the smartphone users, the Chatbot based LMS platform will be key platform to receive and navigate content of modules.</p> <ul style="list-style-type: none"> <li>☑ 20% of the content will go in text format which will include the introduction and quiz part</li> <li>☑ Rest 80 % of the content will go audio-visual format along with info graphics</li> </ul> <p><b>Additionally,</b></p> <ul style="list-style-type: none"> <li>☑ SMSs and voice messages will be sent on key topics from the module.</li> <li>☑ SMSs and voice message updates will be delivered on financial products/services</li> <li>☑ SMSs and voice messages as advisory / counselling messages on responsible usage.</li> </ul> |

### 5.3. DELIVERY OF THE FEC SOLUTIONS – AN ICT-BASED BLENDED STRATEGY

#### WHAT IS RECOMMENDED?

1

- For an effective, involving, engaging, inclusive and outcome-oriented FEC solutions delivery, an integrated ICT-based blended delivery strategy is being recommended for the pilot phase, with any required revision in strategy, post-pilot.

2

- This strategy is based on rapid assessment and engagement with the farm community and assessing their needs, their rural and remote situational contexts, oral nature of community and literacy levels, priorities, capacities and access-related issues pertaining to informed access and usage of relevant financial products and services.

#### WHY RECOMMENDED?

Diverse farm community with socio-economic differences, lower literacy levels; oral nature of the community; issues of small and marginal farmers and their challenges



Still emerging digital society; digital divide; issues of access and affordability; network and access issues;



In all the FPCs covered, 30-40% farmers have basic feature phone. The percentage is higher for those living in remote areas. Most women farmers have base phone and little expertise of using smartphone even if they have one.

In this context, FEC Solutions delivery would require more than one delivery option. More than one option will give choices to the farmers to opt for and access services in their given conditions.



In a State with average access to devices and connectivity, network reach and speed, digital reluctance, a complete ICT mode of delivery would be a limiting one. Thus require to have offline element as supplementary / complimentary support. This more necessary for continuous engagement during assignment period and thereafter.



FEC proposes a blended model wherein FEC solutions will cater to base and smartphone users, both assisted by the physical component in the form of Bittiya Sahayak (Financial facilitators) along with two-way call centre support.

## **5.4. THE CORE COMPONENTS OF THE ICT-BASED FEC SOLUTIONS DELIVERY FRAMEWORK**

**There will be four (4) key delivery components of FEC solutions to the farm community. The FEC solution components design and delivery based on variability of farmer's needs at local level:**

- Mobile Chatbot LMS (Bittiya Sakhi) [FOR SMARTPHONE USERS]
- Mobile Basic (base phone users) / Bittiya Capsules [SMSs +Voice Calls] [FOR BASE PHONE USERS]
- IVR Call support (Bittiya Khetu / bridge) [FOR BOTH BASE AND SMARTPHONE USERS]
- Financial Facilitator (Bittiya Sahayaks) [FOR BOTH TYPES OF USERS]

**Additional Component:**

- Financial Service Centres (Bittiya Sewa Kendras) – FOR ALL USERS IN POST ASSIGNMENT PHASE

**The above is illustrated and described below:**

# FEC Core Component

**[FEC frontline human intermediary]**  
These will connect both the base phone users and smartphone users with FEC orientation, workshops, important FEC responses, queries, feedback, assistance, counselling with the support of other FEC components

  
**BITTIYA SAHAYAK**  
(FINANCIAL FACILITATOR)

  
**BITTIYA SAKHI**  
CHATBOT BASED LMS

**[Mobile – Telegram enabled Chatbot LMS]**  
This platform for smartphone users with text, audio-visuals and infographics content and additional resources in local Assamese language.

  
**FARMER GROUP MEMBERS**

**[Two-way interactive IVR call facility]**  
This will connect both the base phone users and smartphone users with important FEC responses, queries, feedback, assistance, counselling.

  
**BITTIYA KHETU**  
(FINANCIAL BRIDGE)

  
**BITTIYA CAPSULES**  
(FINANCIAL CAPSULES)

**[Self –paced module content]**  
This resources for base phone users with SMSs and Voice Calls on FEC modules in Assamese language; this will also cater to smartphone users

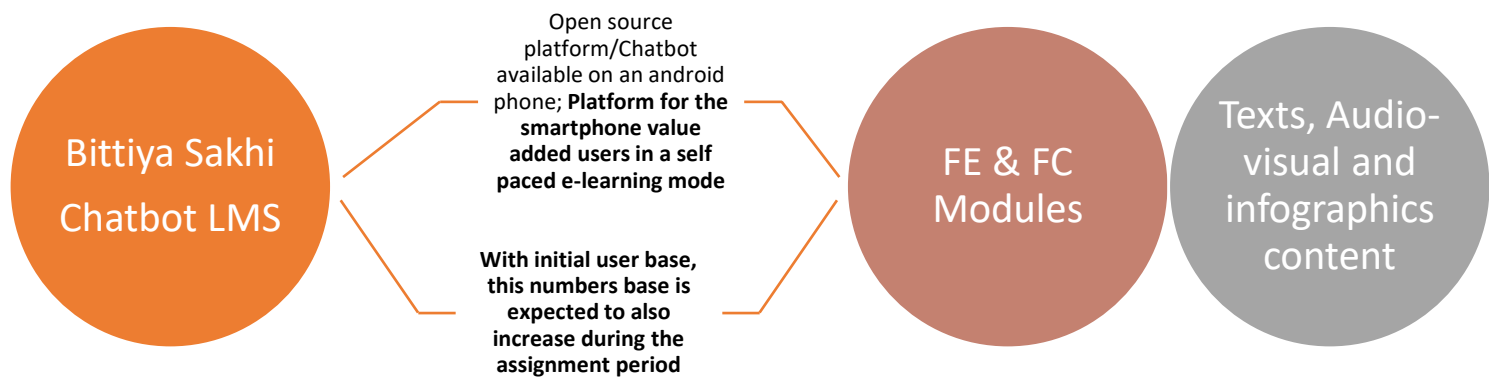
ADDITIONAL COMPONENT  
TO BE ADDED POST TRAINING PHASE

  
**BITTIYA SEWA KENDRA**

**Post training phase facilitation Center**  
Once the training phase is over DEF will fund such Sewa Kendra where ever required as physical unit that is ICT enabled for further handholding, counselling and facilitation in coming year.

- **MOBILE TELEGRAM BASED CHATBOT FEC LMS (BITTIYA SAKHI) [FOR VALUE BASED SMARTPHONE SERVICE USERS]:**

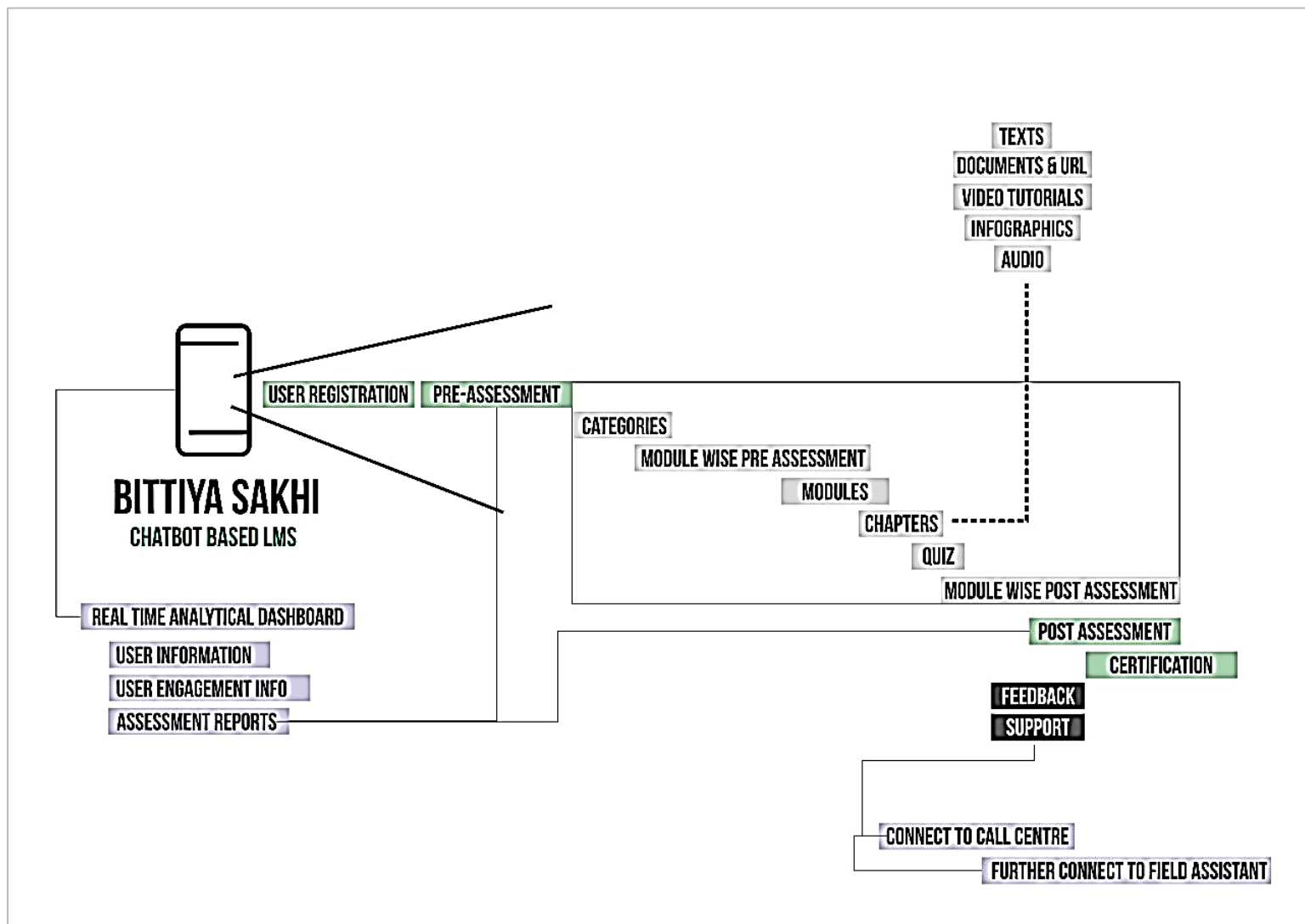
## About



### STEP WISE Content delivery process via Chatbot LMS (for value added Smartphone users):

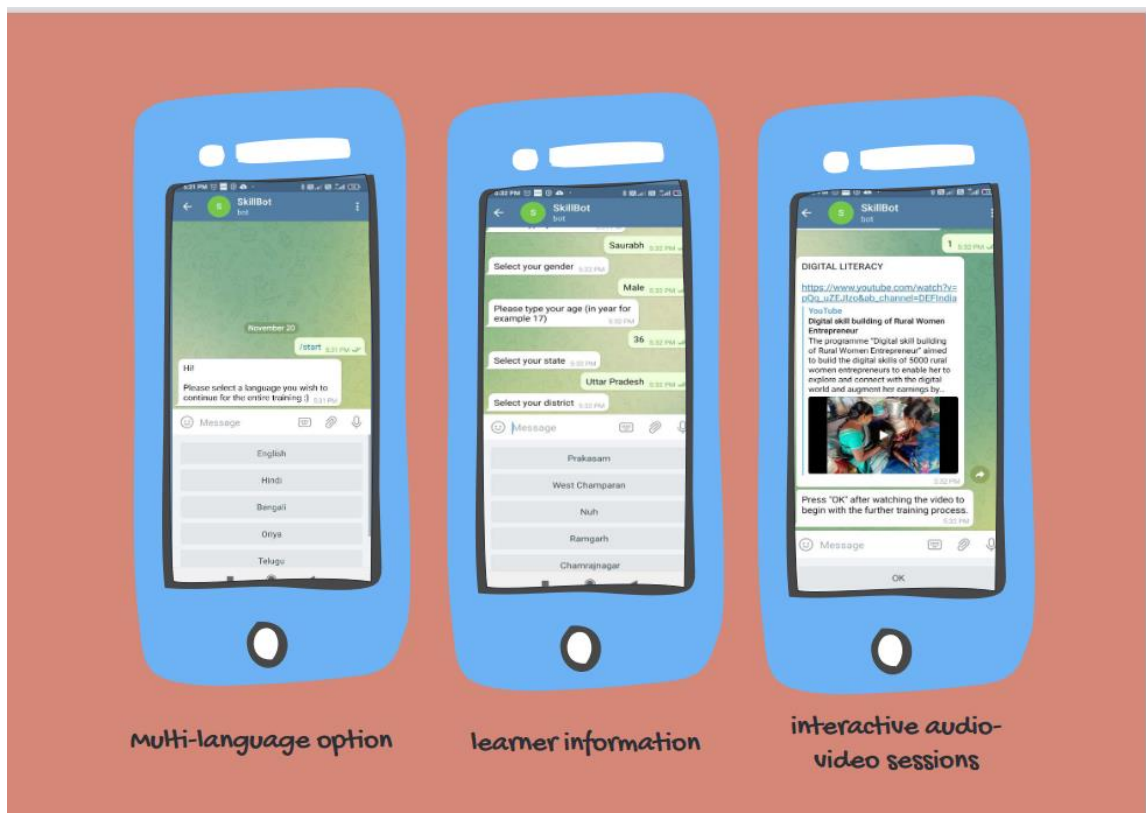
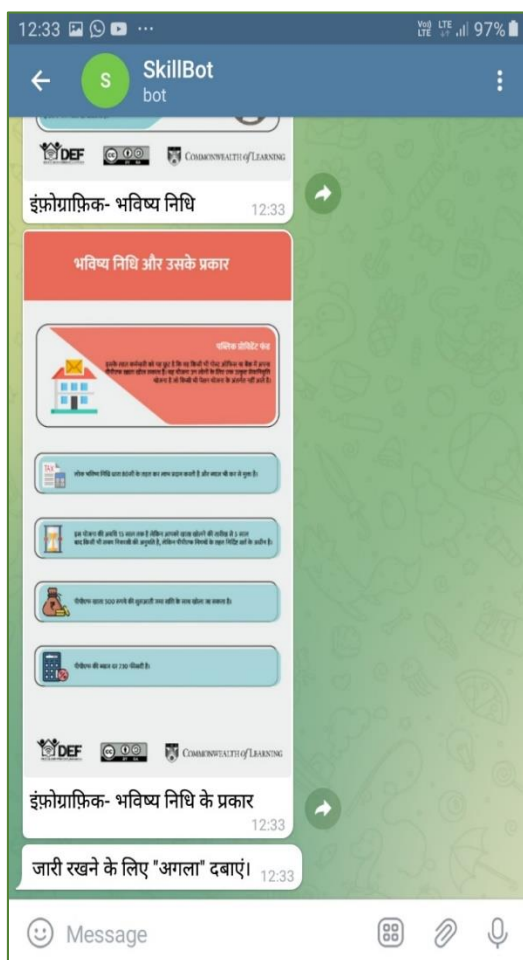
1. Farmers will be asked to register in Bittiya Sakhi Chatbot platform with basic info including – Name, Phone number, gender, village/block name, FPC/FIG name.
2. Once the farmers register they will be shown a pre-assessment questionnaire, response to which will be saved in the backend and later used for monitoring and recording purpose.
3. Next a welcome note will be shown post which they will get a list of content they will be studying with a call to action button to scroll down to the next module
4. The learning module will have content, video, audio, and infographics that will explain key concepts related to Credit, Saving, Insurance, Pension, Payment, and any relevant topics.
5. Each module will be divided into various sub-module/sub-topics.
6. Each sub module will have an introductory note in text followed by video containing graphic animation and infographic explaining the topic.
7. After every module we will have a quiz section which will help us evaluate the users understanding of the topic.
8. Below the quiz section we will provide “Know More” button. Users who click the button will be connected to the call center number where their query will either be answered or the call will be directed to the Bittiya Sahayak (Financial Facilitators).
9. On successful completion of all the modules, the user will get a certification of participation which can be directly downloaded from the Chatbot and saved in the phone.
10. This e-learning module will also support the offline learning package, as it will be used during the physical training sessions of farmers by Bittiya Sahayaks.
11. Data collected from the channel will be saved in the backend for reporting, monitoring, evaluation and further engagement with the users
12. The content in the CMS will be dynamic which will be updated as per the content requirement from time to time.

**Figure 5: Below provides an overview of the Bittiya Sakhi mobile based / Chatbot enabled LMS platform for FEC Delivery:**



**Few snapshots of DEF's ongoing 'Skill BOT platform (to be used for FEC program):**





- **MOBILE BASIC (BASE PHONE USERS) / BITTIYA CAPSULES [FOR BASE PHONE USERS]**

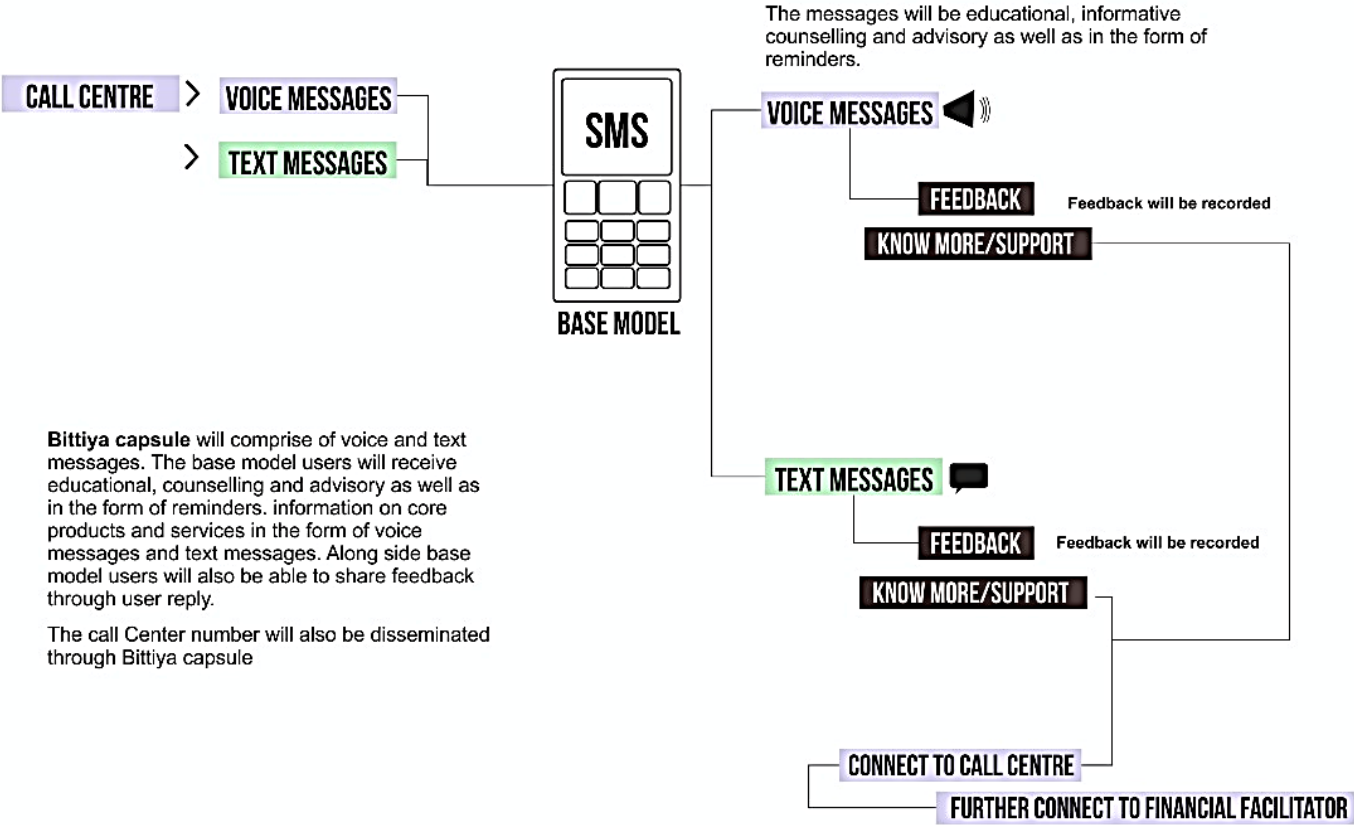
1. The **basic phone users** will be reached out with FEC solutions (capsules) with initial orientation in workshops through smartphone enabled Bittiya Sakhi Chatbot LMS, offline sessions and hand-outs.
2. Subsequently, they will be directly contacted via SMSs / voice calls.
3. Bittiya Capsule encompasses all SMS campaigns and voice calls that will be delivered to the farm community from time to time.
4. The key function of the Bittiya Capsules will be
  - a. Mobilise farmers for FEC training programs
  - b. Inform farmers about upcoming FEC training
  - c. Sent key messages from ICT based e-learning module as reminders
  - d. Send reminder & motivational messages about benefits of completing the module
  - e. Disseminate call centre number
  - f. Inform farmers regarding recent financial schemes, banking products and services
  - g. Send awareness messages related to good financial behaviour & financial citizenship
  - h. Send reminders / repeated communications on key FEC services.



- ☞ **Important Financial Education (FE) modules / content/ capsules in a scheduled manner and timings**
- ☞ **Important messages, reminders, updates, advise on core service areas related in a scheduled manner**



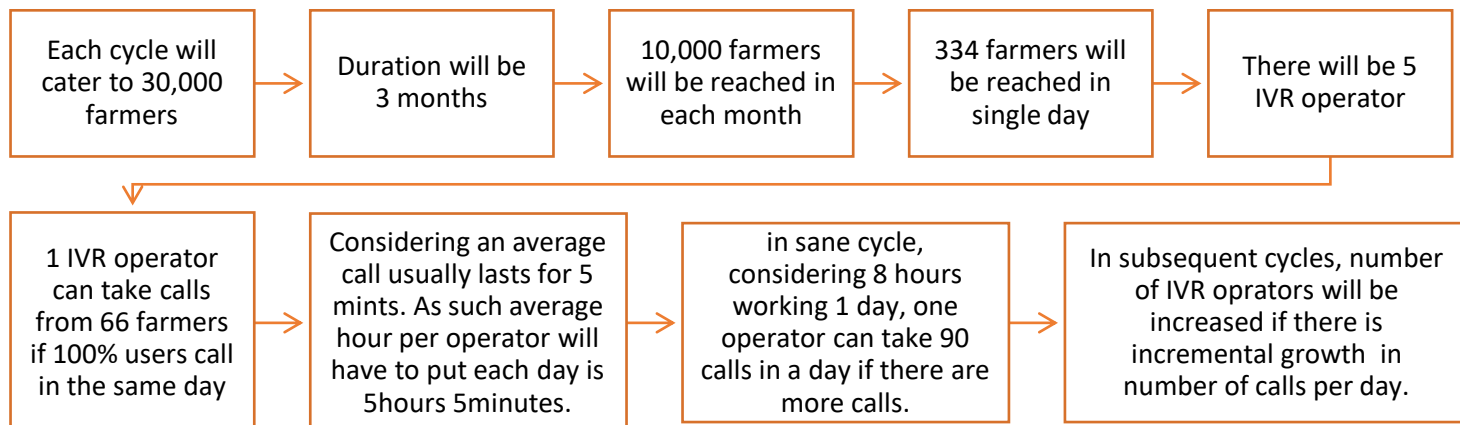
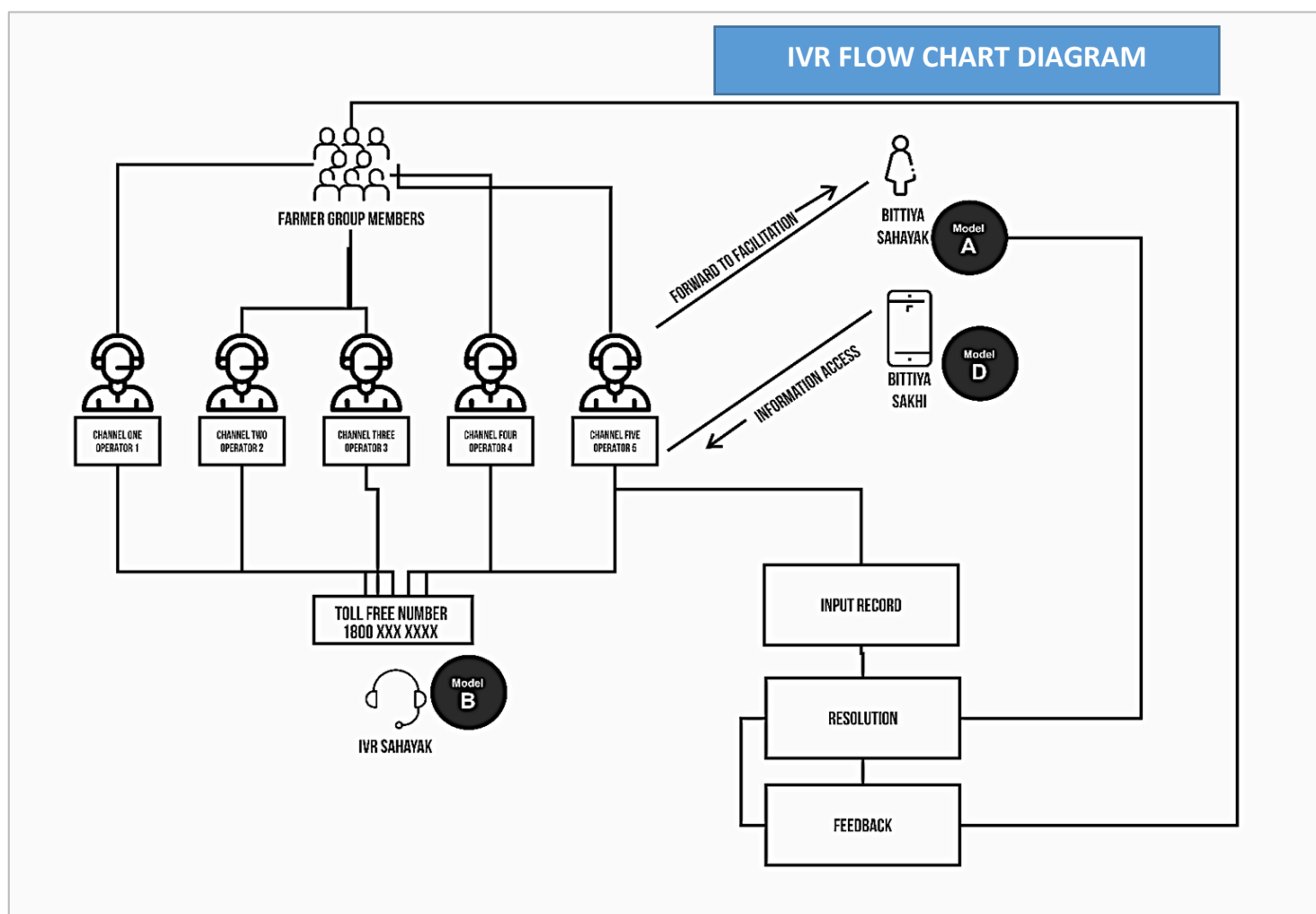
# Education Delivery Model for Base Model Users (Bittiya Capsules)



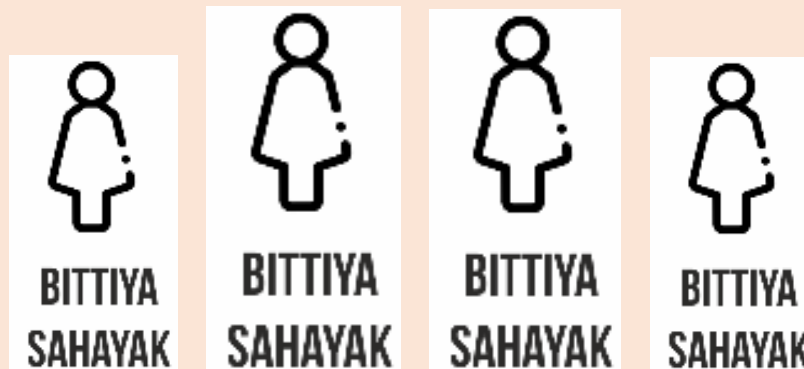
- **IVR CALL SUPPORT (BITTIYA KHETU / FINANCIAL BRIDGE) [FOR BOTH BASE AND SMARTPHONE FARM USERS]**

- i. The call center is one of the major components of FEC delivery model. Farmers will be able to instantly connect with the call center with their queries, information needs and feedback on a toll free number in local language at a time of their convenience.
- ii. The support of the Bittiya Sahayak (Financial Facilitator) will be a key factor to make the call centre effective and engaging last mile.
- iii. The objective of the call center will be
  - a. To answer queries on financial products and services at a block / district level.
  - b. Clarify the doubts of users related to the usage of chatbot LMS platform and modules.
  - c. Take feedback on financial education and counselling training offered by Bittiya Sahayak (Financial Facilitator) in each block / District.
- iv. The Toll free call center number will be disseminated among farm community through chatbot and text messages
- v. Five designated IVR Operators will engage with the farmer groups on five channels.
- vi. On occasion when we receive more than 66 calls, the IVR centers will have the ability to record all the incoming calls which can be catered to by IVR operators in the following day.
- vii. On queries related to financial information, farmers will be assisted in accessing Bittiya Sakhi CHATBOT e-learning content by call center Sahayaks / operators.
- viii. All queries related to FEC where there will be a need for personal counselling, or if the query is pertaining to financial access, the calls will be forwarded to Bittiya Sahayak / financial facilitators.
- ix. Call centres will also intervene and connect to users in occasion where through monitoring we find that a user is not engaging with FEC content or any of the other component
- x. As part of feedback mechanism, on resolution of every query the IVR/ call center operators will have to take feedback from the concerned farmers.
- xi. All calls will be recorded and registered for future reference and report purpose.

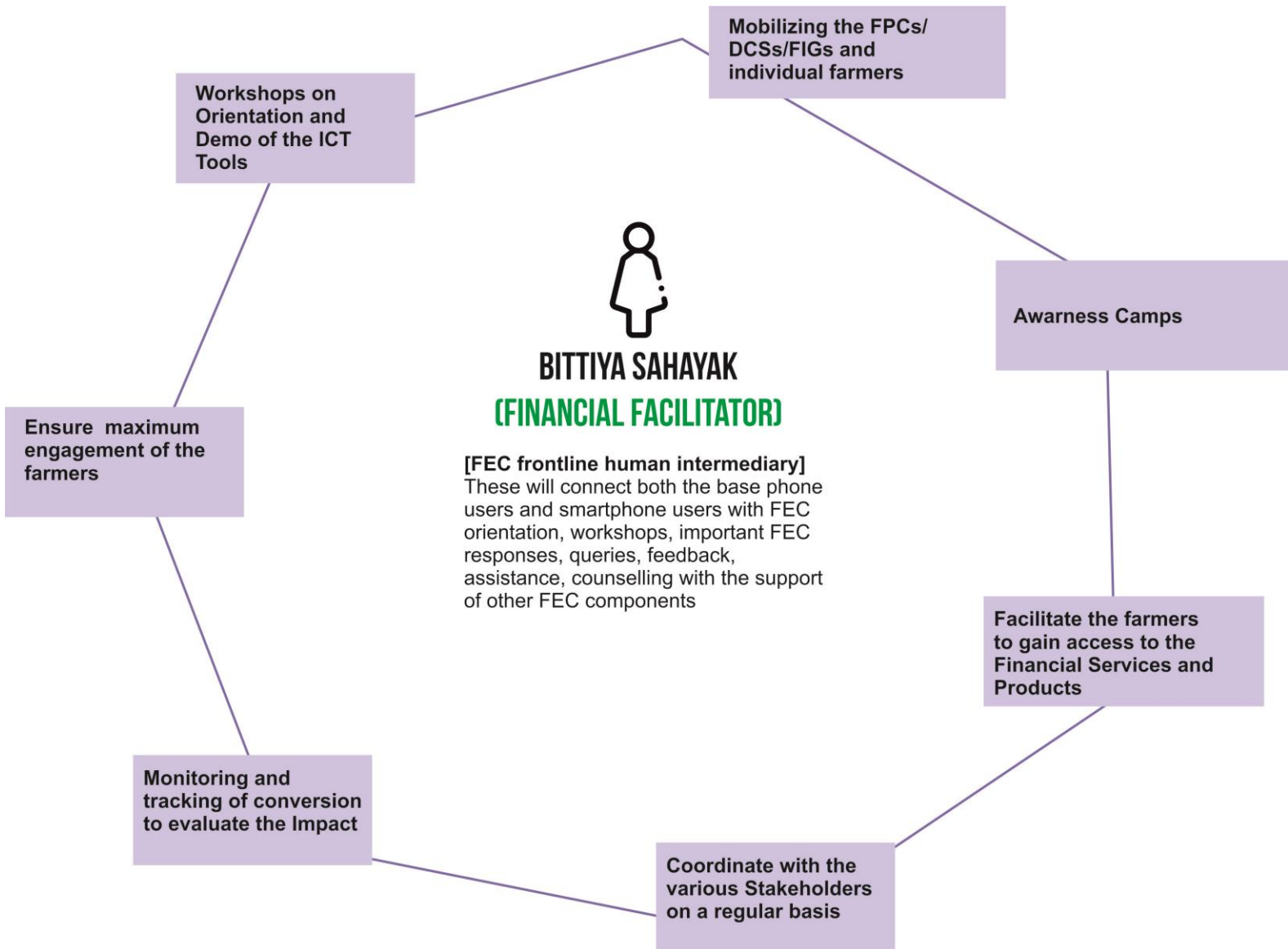
## Flow-chart showing how 5 channel-based IVR center will cater to the farmers' queries:



- **THE BITTIYA SAHAYAKS (FINANCIAL FACILITATORS): THE FEC FRONTLINE INTERMEDIARIES FOR ALL USERS**



- ☑ In field the role of trainer and counsellor will be performed by Bittiya Sahayak.
- ☑ He will be selected from local community where FPCs are located.
- ☑ Sahayak will have to have good understanding of local culture, geography and language and other basic soft skillsets.
- ☑ Eligibility criteria of Bittiya Sahayaks includes:
  - a. Age: 21 yrs to 45 yrs;
  - b. Education: Min Graduate
  - c. Skills: Computer Knowledge, Good knowledge of using Smart Phone
  - d. Communication Skills: Should be well versed with the Local Language,
  - e. Should have proper knowledge about the place/ community
  - f. Ready to travel
- ☑ Bittiya Sahayaks will be offered a 3-4 days training post selection by Indian Institute of Bank Management with further refresher trainings during assignment period.
- ☑ During this training they will be taught details regarding the five core banking products and services, FEC services management including taking queries, grievance and others.
- ☑ The training module for Sahayaks will be built with an objective to offer them acumen needed by a financial inclusion experts. As such TOT module will be more elaborate and detailed.
- ☑ Bittiya Sahayak will mobilise the farm community in their block, provide them training and post-training counselling.
- ☑ He will be the first person on field for query resolution of the farmers.
- ☑ In some occasions he will also help farmers with facilitations such as filling up forms/documents needed for procuring banking facilities, explaining a scheme or features of financial products and services.

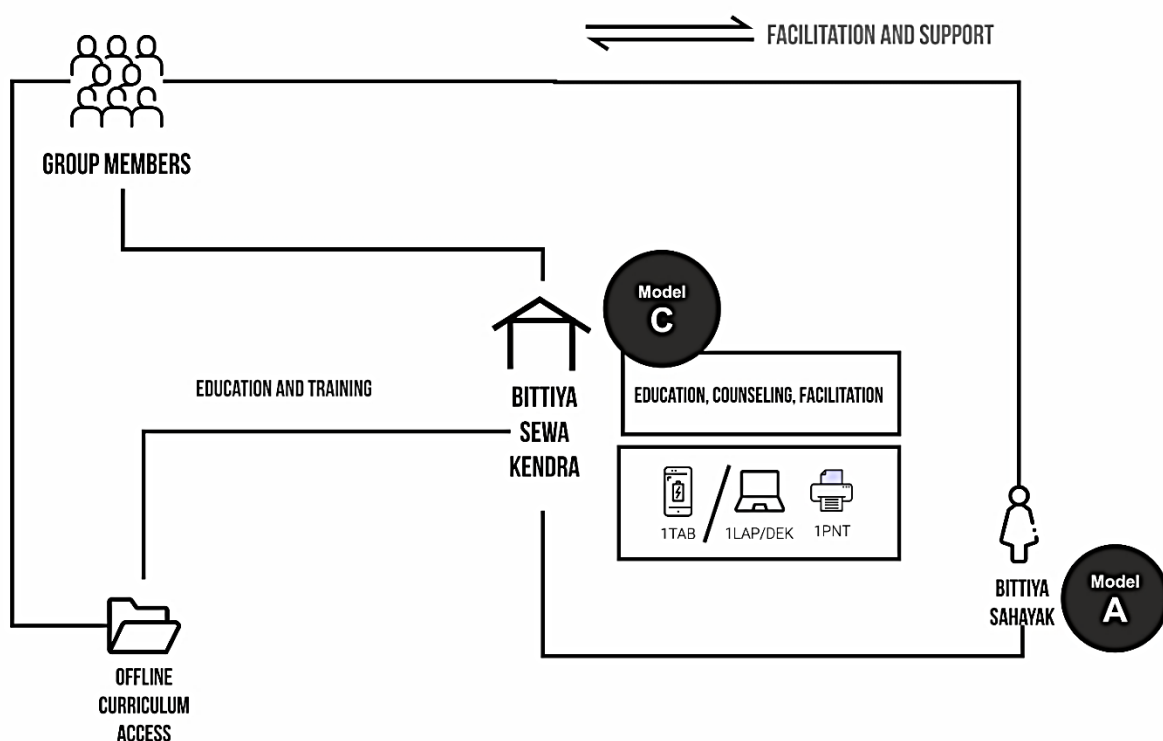


- **ADDITIONAL COMPONENT: FINANCIAL SERVICE CENTRES (BITTIYA SEWA KENDRAS) - POST ASSIGNMENT PHASE – FOR ALL USERS**

*As stated above, this provision shall be considered towards the end of the assignment to consolidate the experiences, familiarities, learning, processed developed, additional support required for the farmers towards continuing the delivery of FEC solutions and additional financial facilitation support and services. This shall be invested and supported by the consultant agencies at its own budget / costs.*

- Bittiya Sewa Kendra [Financial Service Centre]:** The Centres shall be a core ICT enabled component of FEC delivery model. It is expected that education will increase the demand for service. However, the last mile farmers who do not have access to smartphone are unable to access the digital financial tools either.
- Bittiya Sewa Kendra will help in facilitating those services to farmers where they need to interact and engage with digital financial tools. Farmers can directly reach out to the sahayaks in the centers not only for financial counselling but these centers will also facilitate financial services to the farmers group. Each center will be equipped with necessary ICT tools for training, teaching, counselling and facilitation of financial products and services. These ICT tools will be provided and managed by DEF team.

**Figure: ICT Enabled Financial Service Centres**



## 5.5. Interrelationship between ICT Based FEC Solutions Delivery Components

| STEPS | ACTIVITIES                                                         | FEC DELIVERY COMPONENT USED                                                                               |                                                                                         |                                                                                                          |                                                                                                                                                                                         |
|-------|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|       |                                                                    | Bittiya Sakhi<br>(Mobile Chatbot LMS)                                                                     | Bittiya Sahayak<br>(Financial Facilitator / Intermediary)                               | Bittiya Capsule<br>(Financial Capsules for base users / smartphone users)                                | Bittiya Khetu<br>(IVR Call Centre)                                                                                                                                                      |
| 1     | <b>Farm Beneficiary Mobilisation</b>                               |                                                                                                           | Sahayak will reach out to the farmers in their block and inform them about the training | Text messages and voice calls will be sent to inform farmers about date, time and venue of the training  |                                                                                                                                                                                         |
| 2     | <b>1st FEC orientation session</b>                                 | ICT based e-learning module introduced and oriented with the smartphone users                             | Sahayak will give the first orientation on how to use the Bittiya Sakhi                 | The base model users will get the hand-outs of the content                                               |                                                                                                                                                                                         |
| 3     | <b>ICT based self-paced e-learning</b>                             | Users will learn about the financial product and service from the module and advisory information/content |                                                                                         | SMSs and voice calls will be sent from time to time containing key information from each module to users | Will receive all call on queries and redirect them to Bittiya Sahayaks if necessary                                                                                                     |
| 4     | <b>Engagement with farmers to complete the modules + reminders</b> | Backend analysis of module wise engagements of the farm users; follow up with the users.                  |                                                                                         | SMSs reminders to all to complete the module                                                             | Based on the user engagement with modules and FEC component, call centres will call select users who are inactive and encourage them to complete/ check if there are any specific needs |

|    |                                                                                                                                                      |                                                                                                                |                                                                                                                                                                             |                                                                                                                                                                                              |                                                                                                                                                        |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5  | <b>2nd FEC feedback-cum refresher session</b>                                                                                                        |                                                                                                                | Bittiya Sahayaks will take feedback on content from users and resolve any queries                                                                                           | SMSs reminders and invitation for 2 <sup>nd</sup> sessions to both base phone and smartphone users.                                                                                          |                                                                                                                                                        |
| 6  | <b>Call to Take feedback/ replying query and redirecting query</b>                                                                                   |                                                                                                                |                                                                                                                                                                             | Feedback SMSs sent to all users                                                                                                                                                              | 2 <sup>nd</sup> call will go to select users who have not engaged with any FEC component yet. They will record queries and redirect queries to Sahayak |
| 7  | <b>Reaching out to farmers on redirected queries</b>                                                                                                 |                                                                                                                | Sahayaks will reach out to users who have queries                                                                                                                           |                                                                                                                                                                                              |                                                                                                                                                        |
| 8  | <b>Taking feedback on query resolution</b>                                                                                                           |                                                                                                                |                                                                                                                                                                             |                                                                                                                                                                                              | Call centres will call the users concern                                                                                                               |
| 9  | <b>Reminder message on training module/Awareness messages and informative messages</b>                                                               |                                                                                                                |                                                                                                                                                                             | Post training counselling/information communication and reminders will be sent from time to time to farmers on key updates, information; notification on updates of content in LMS platform; | Time to time intervention on queries and feedback calls                                                                                                |
| 10 | <b>Post training counselling &amp; facilitation, assessment, evaluation, tracking, convergences, additional workshops, during the project period</b> | Updated information on product and scheme will be added in the Chatbot about which users will get notification | Sahayak will work for facilitation where ever required, hold workshop on new financial product & services information added in the chat bot to keep engaging farm community | Informative messages on new product and schemes will be sent                                                                                                                                 | Call centres will continue to answer to the queries coming from farmers on financial products and services.                                            |

## 5.6. SCHEDULE OF FEC SOLUTIONS DELIVERY THROUGH ICT MODES

### i. Timed communications (for both base and value added users)

- ☒ The farmers will be initially mobilised and trained on how to use Bittiya Sakhi platform by Bittiya Sahayak.
- ☒ The Bittiya sahayak's contact detail & call center's contact detail will be provided in the chat to farmers so that they can call in case of query
- ☒ Feedback calls will go to farmers from Call centres

### ii. Repeated communications: (for both base and value added users)

- ☒ Call centres will call farmers who do not complete the module to understand what else can be done to resolve the issue
- ☒ Reminders text and voice messages will be sent to the farmers from time to time post-training summing up key lessons from the module
- ☒ Bittiya Sahayaks will visit the farmers post training from time to time to offer counselling

### iii. Reminders: (for both base and value added users)

- ☒ text and voice messages will be sent as reminders for training session, information of financial schemes, products and services post training session during the reminder project phase

### iv. Others: Social media platform such as YouTube, Whatsapp and Facebook will be mobilised to connect with targeted group and keep them updated about financial education and counselling activities.

## 5.7. FEC SOLUTIONS AND DELIVERY – PLAN FOR COLLABORATION

- Plan for collaboration (refer to the findings in the section 4.5)

|                       |                                                                                                                                                                                                                                                                                                           |
|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| With Banks/FI         | <ul style="list-style-type: none"><li>• Provide updated information and input on product and services/ Information collaboration</li><li>• Any request for facilitation from farmers to link with the banks products, services, schemes</li></ul>                                                         |
| With Line Departments | <ul style="list-style-type: none"><li>• Farmer Data/ Mobilisation support /logistic collaboration to organise orientation workshops;</li><li>• Inputs, updates, information on core service area related products / services coming from the departments / line agencies for the farm community</li></ul> |
| With APART Agencies   | <ul style="list-style-type: none"><li>• Connecting with FPCs in various districts</li><li>• Review and assessments</li></ul>                                                                                                                                                                              |
| With FPC              | <ul style="list-style-type: none"><li>• Engaging farmers/Mobilisation/logistic collaboration</li><li>• Reviews and assessments</li></ul>                                                                                                                                                                  |

## 6. PILOT IMPLEMENTATION: TESTING KEY FEC SOLUTIONS AND STRATEGY

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### 6.1. Pilot Overview

|     |                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-----|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.  | <b>Pilot Recommended</b>                                 | October - December 2022                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 2.  | <b>Districts</b>                                         | 5 : Kamrup (Lower Assam), Cachar (Barak Valley Region), Sivasagar (Upper Assam) Nagaon (Central Assam), Nalbari (Central Assam)                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 3.  | <b>District Selection</b>                                | <ul style="list-style-type: none"> <li>• They cover the regional, linguistic, cultural and geographical diversity within Assam</li> <li>• They represent all the value chains with in APART</li> <li>• These districts have large number of FPC where we can reach out to framers effectively</li> </ul>                                                                                                                                                                                                                                                  |
| 4.  | <b>Pilot Beneficiaries</b>                               | <ul style="list-style-type: none"> <li>• Member Farmers under various FPC / FIG/ Dairy Cooperative Societies/ Weaver cooperative society/ Individual farmers recommended by line department</li> </ul>                                                                                                                                                                                                                                                                                                                                                    |
| 5.  | <b>Beneficiaries Covered</b>                             | <ul style="list-style-type: none"> <li>• 5000 farmers = 1000/district having 30% female participation</li> <li>• 1-2 Blocks in each district</li> <li>• The Pilot will target FPC, FIG and Dairy society members</li> </ul>                                                                                                                                                                                                                                                                                                                               |
| 6.  | <b>Beneficiary Selection &amp; Validation</b>            | <ul style="list-style-type: none"> <li>• Data is collected through records of service agencies maintained diligently by Project coordinators of service agency</li> <li>• FPC also maintains a record of the member farmers.</li> <li>• All data is correlated with MIS data maintained by the APART office</li> <li>• Finally, farmers are selected as recommended by the districts agriculture officer in consultation with service agencies and the respective FPC/DCS/WCS</li> <li>• On the field, farmers' data is taken by the FEC team.</li> </ul> |
| 7.  | <b>Reaching Out Beneficiaries</b>                        | Through the service agencies<br>Through District marketing coordinator<br>Through District Agriculture officer<br>Block development office                                                                                                                                                                                                                                                                                                                                                                                                                |
| 8.  | <b>Value Chains Covered</b>                              | Six (6) value chains - Agriculture, Horticulture, sericulture, handloom, fishery & dairy                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 9.  | <b>Gender Composition</b>                                | For pilot following the Mandate of the World Bank, the project shall try best to include 30% female beneficiaries.                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 10. | <b>Institutional Representation of the Beneficiaries</b> | FPC/FIG/DCS/WCS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |

## 6.2. What is being tested during the pilot?

| KEY ASSUMPTIONS / QUESTIONS TESTED DURING PILOT                                                                                                                               | HOW WILL IT BE TESTED                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Priority of core services</b>                                                                                                                                              | <ol style="list-style-type: none"> <li>1. For smartphone users, the pre-assessment questionnaire will seek information on users preferred service area; Call centres will record the queries on product &amp; services. This data will be analysed to learn which is the most preferred service and product</li> <li>2. Feedbacks from base phone users through SMSs / voice calls and through call centre.</li> <li>3. The feedback offline session will assess priority of services.</li> </ol>                                  |
| <b>Priority of Modules / content on financial education modules - savings, credit, insurance, pension, and payment/ remittance services. → what most preferable, required</b> | <ol style="list-style-type: none"> <li>1. For smartphone users, each module will have “know more” button in the end for users who wish to know more about that particular product or service. The priority of core service will be recorded by checking how many users clicked know more button in each module.</li> <li>2. For base phone users, feedback SMSs / voice calls will give information on priority of modules / content;</li> <li>3. Call centre based feedback from both base users and smartphone users.</li> </ol> |
| <b>Priority of issues on Financial Counselling</b>                                                                                                                            | <ol style="list-style-type: none"> <li>1. This will be monitored by tracking number of times individual user interacted and engaged with FEC components for counselling.</li> <li>2. Data coming from call centre will allow us to understand the need &amp; effectiveness of counselling</li> <li>3. Physical training of farmers will be interactive sessions where Bittiya sahayak / financial facilitators will record the need and effectiveness of counselling</li> </ol>                                                    |
| <b>Effective communication through the ICT tools / platforms on the basis of requirements and appraisal procedures of financial institutions</b>                              | <ol style="list-style-type: none"> <li>1. Mark scored by user in Post assessments/quiz after each module will help the FEC team monitor users understanding of each module.</li> <li>2. Feedback from base phone users through SMSs and voice calls and call centres.</li> </ol>                                                                                                                                                                                                                                                   |
| <b>Formats of modules including Basic voice-based FE modules that can be accessed through feature phones</b>                                                                  | <ol style="list-style-type: none"> <li>1. The effectiveness of the Chatbot is evaluated through a real-time dashboard. The dashboard gives insights into the usage of the app on various parameters.</li> </ol>                                                                                                                                                                                                                                                                                                                    |

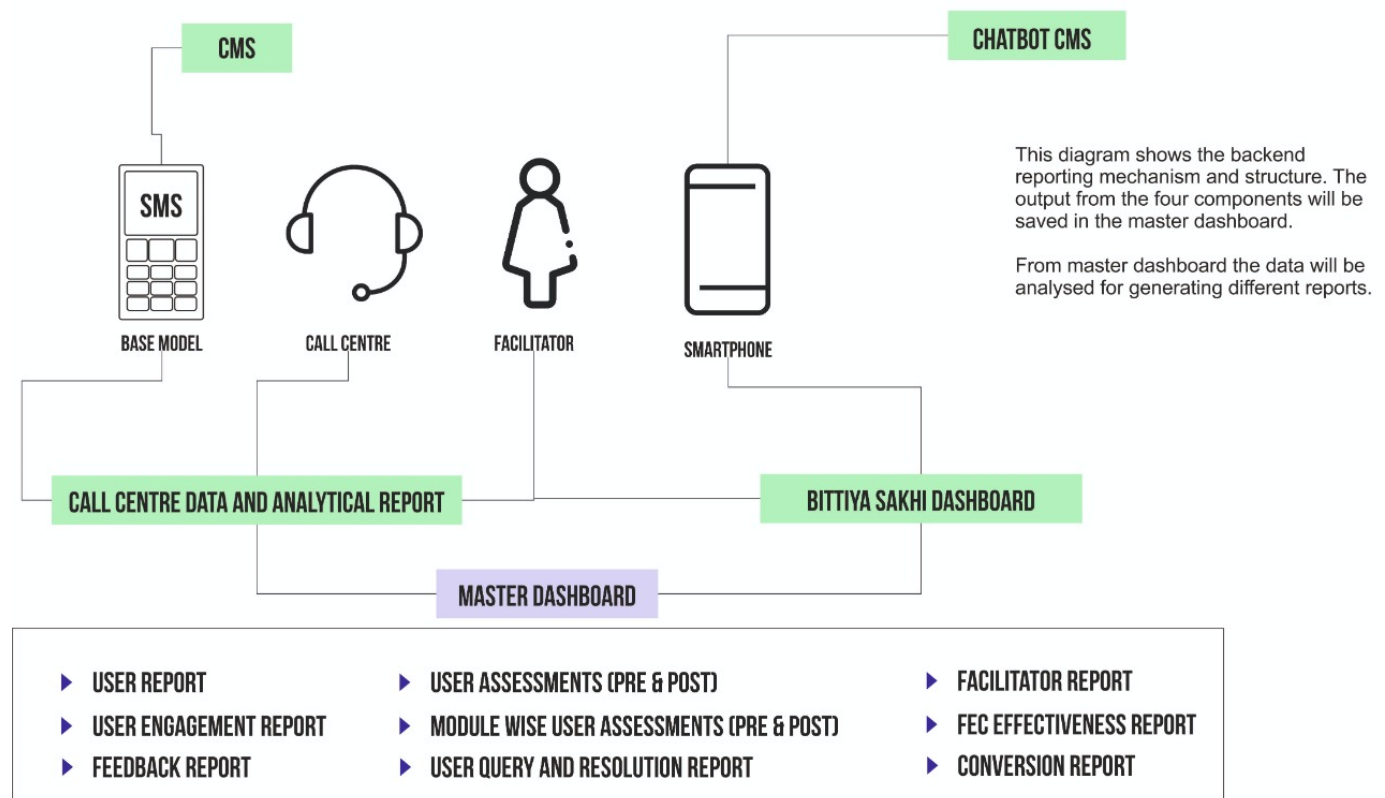
|                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>and optional modules that require smart phones</b>                                                                                                          | <ol style="list-style-type: none"> <li>2. For basic voice based FE module Sahayaks will be asked to make physical visit from time to time and get data on affective implementation of FEC</li> <li>3. Feedback from users through call centre support, SMS and voice calls,</li> </ol>                                                                                                                                                               |
| <b>Voice-based and SMS based counselling services that allows target beneficiaries to engage in two-way communication to receive timely advisory services.</b> | <ol style="list-style-type: none"> <li>1. Data will be collected during the training regarding the number of base phone users and smartphone users.</li> <li>2. Text message and voice calls will be used to disseminate call center numbers among base phone users</li> <li>3. The final data on how many base phone users called the call centre post training period will help us evaluate effectiveness of FEC among base model users</li> </ol> |
| <b>Issues in FEC participation and access</b>                                                                                                                  | <ol style="list-style-type: none"> <li>1. Queries and feedback coming to call centres and the Bittiya Sahayaks / financial facilitators.</li> <li>2. Feedback through SMSs and Voice call responses.</li> </ol>                                                                                                                                                                                                                                      |
| <b>Adaptability of FEC solutions by FPCs and farmers and Identification and capacity strengthening of “Champion farmers”</b>                                   | <ol style="list-style-type: none"> <li>1. The pilot testing the adaptability of the FEC solutions with better outcome and impact by the FPCs and farmers.</li> <li>2. Identifying and selecting “Champion Farmers” who could be instrumental to convince other farmers in changing financial behaviour and practices in use of financial products and services.</li> </ol>                                                                           |

### 6.3. Project Reporting & Monitoring

*In reference to the above 6.2 pilot testing process, the following is a layout of the project monitoring and reporting system with the help of ICT platforms:*

## Report and Monitoring System

### BACKEND



### 6.4. Pilot Implementation

A Tentative Pilot implementation plan and layout is given in ANNEXURE 1 below.

A Detailed pilot implementation plan will be shared to the APART and WORLD BANK team prior to the delivery of the pilot including key aspects:

- ☑ The final pilot districts, target population, value chains,
- ☑ The FEC solutions readiness
- ☑ The FEC Solution delivery channels and methods
- ☑ Monitoring and assessment
- ☑ Measuring output and outcome and processes
- ☑ Pilot management
- ☑ Risks and Mitigation

# ANNEXURE

## ANNEXURE 1: The Pilot Implementation

### The Pilot Engagement

- 1<sup>st</sup> stage: Connecting with FPC board of directors
- 2<sup>nd</sup> stage: Conducting physical meeting of FEC team with the FPC member farmers. Specific set of questions to be asked regarding FEC (refer the questionnaires).
- Also inform the FPC members about upcoming FEC orientation training schedule (date , time and venue)
- 3<sup>rd</sup> stage: Conducting Farmers orientation workshop facilitated by district/block development officer of ATMA office to reach out to individual farmers
- Also inform the FPC members about the upcoming FEC training schedule (date , time and venue)

### Farm Beneficiary Distribution in Pilot Phase

| District  | Agri          |        |        | Horti         |        |        | Fishery       |        |        | Dairy         |        |        | Seri          |        |        | Handloom      |        |        | Total groups |
|-----------|---------------|--------|--------|---------------|--------|--------|---------------|--------|--------|---------------|--------|--------|---------------|--------|--------|---------------|--------|--------|--------------|
|           | total farmers | sample | groups | total farmers | sample | groups | total farmers | sample | groups | total farmers | sample | groups | total farmers | sample | groups | total farmers | sample | groups |              |
| Kamrup    | 4558          | 200    | 8      | 257           | 50     | 2      | 431           | 50     | 2      | 12022         | 500    | 20     | 543           | 50     | 2      | 1600          | 150    | 6      | 40           |
| Cachar    | 2516          | 750    | 30     | 597           | 150    | 6      | 511           | 100    | 4      |               |        |        |               |        |        |               |        |        | 40           |
| Sivsagar  | 3365          | 600    | 24     | 286           | 150    | 6      | 151           | 50     | 2      |               |        |        | 357           | 200    | 8      |               |        |        | 40           |
| Nagaon    | 5144          | 100    | 4      | 564           | 75     | 3      | 314           | 25     | 1      | 51020         | 800    | 32     |               |        |        |               |        |        | 40           |
| Kokrajhar | 2810          | 800    | 32     | 129           | 100    | 4      | 167           | 100    | 4      |               |        |        |               |        |        |               |        |        | 40           |
|           |               |        |        |               |        |        |               |        |        |               |        |        |               |        |        |               |        |        | 200          |

### The Pilot Delivery Methodology / Approach

| Methodology                |                                            |          |                                                |                                    |                                                |                                                           |
|----------------------------|--------------------------------------------|----------|------------------------------------------------|------------------------------------|------------------------------------------------|-----------------------------------------------------------|
| Workshops                  | Module                                     | Duration | count of workshop                              | Duration to cover 1000 people      | Sahayak                                        | The break down                                            |
| 2 workshops each group     | Orientati on workshop                      | 3hrs     | 40groups X 2 rounds= 80 workshops per district | Duration 3 months                  | 2 sahayak in each district = Total 10 sahayaks | Per month 13.33 workshops/dis trict/per sahayak           |
|                            | Follow up session                          | 3hrs     |                                                |                                    |                                                |                                                           |
| 25 participants each group | Gap of 7 days between 1st and 2nd workshop |          | 5 districts                                    | 27 workshop per month/per district | 2 workshop each district every day             | 66.66 workshops/pe rmonth/per sahayak/acros s 5 districts |
|                            |                                            |          | 80 workshops X 5 district = 400 workshops      |                                    |                                                |                                                           |
|                            |                                            |          |                                                |                                    | 1 sahayak 1 workshop per day                   | 135 workshop per month across 5 districts                 |

## ANNEXURE 2: The FEC Work Schedule and Planning for Deliverables: YEAR 1: Pilot Phase – 2022

| N   | Deliverables (D)                                                                                                                                                                                                                                       | Deliverable Output                 | Months [May – December 2022] |          |          |            |               |              |               |               |       |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------|----------|----------|------------|---------------|--------------|---------------|---------------|-------|
|     |                                                                                                                                                                                                                                                        |                                    | 5 (May)                      | 6 (June) | 7 (July) | 8 (August) | 9 (September) | 10 (October) | 11 (November) | 12 (December) | Total |
| D-1 | <b>Setting Expectations on the FEC Assignment</b>                                                                                                                                                                                                      | Inception Report                   |                              |          |          |            |               |              |               |               | 1     |
|     | <b>1) Desk Research:</b> Desk Research: Research on all existing resources, reports, documents, ToR, diagnostic study, survey report, as related to the FEC project as provided by the client (APART/ ARIAS)                                           |                                    |                              |          |          |            |               |              |               |               |       |
|     | <b>2) Rapid Field Assessment:</b> To assess financial service needs, service providers across focused geographies and preferences and capabilities of the target beneficiaries to access, demand and increase uptake for financial services, products. |                                    |                              |          |          |            |               |              |               |               |       |
|     | 3) Delivery of Inception Report to Client: Combining inputs from desk research and field inputs for the report                                                                                                                                         |                                    |                              |          |          |            |               |              |               |               |       |
| D-2 | <b>Design and Develop Robust Financial Education &amp; Counselling (FEC) Solution</b>                                                                                                                                                                  | Draft FE and FC modules in English |                              |          |          |            |               |              |               |               | 1     |
|     | 1) Inputs collated, mapped and analysed collected from field                                                                                                                                                                                           |                                    |                              |          |          |            |               |              |               |               |       |

|          |                                                                                                                                                                         |                                                                                        |  |  |  |  |  |  |  |  |   |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|---|
|          | assessment of stakeholders including Financial Service Providers                                                                                                        |                                                                                        |  |  |  |  |  |  |  |  |   |
|          | 2) Inputs from Client                                                                                                                                                   |                                                                                        |  |  |  |  |  |  |  |  |   |
|          | 3) Interviews with potential beneficiaries                                                                                                                              |                                                                                        |  |  |  |  |  |  |  |  |   |
|          | 4) Preparation of draft FE and FC modules and scripts in English                                                                                                        |                                                                                        |  |  |  |  |  |  |  |  |   |
|          | 5) Submission of draft FE and FC modules in English                                                                                                                     |                                                                                        |  |  |  |  |  |  |  |  |   |
| D-2 (i)  | <b>Preparation of draft FE and FC modules in Assamese language in core five services for both smartphone users (audio-visual) and feature phone users (audio files)</b> | Draft FE and FC modules in Assamese for both Smartphone users and feature phone users. |  |  |  |  |  |  |  |  | 1 |
| D-2 (ii) | <b>Draft Pilot test plan of FEC Solutions</b>                                                                                                                           | Draft pilot plan                                                                       |  |  |  |  |  |  |  |  | 1 |
| D-3      | <b>Pilot Implementation of ICT based FEC Solution</b>                                                                                                                   |                                                                                        |  |  |  |  |  |  |  |  |   |
| D-3 (i)  | <b>Pilot Implementation</b>                                                                                                                                             | Pilot report on key findings from the pilot testing                                    |  |  |  |  |  |  |  |  | 1 |
|          | 1) Geography and districts identified                                                                                                                                   |                                                                                        |  |  |  |  |  |  |  |  |   |
|          | 2) List of potential beneficiaries finalised with FEC stakeholders (FPC/FIGs/DSCs/ Others)                                                                              |                                                                                        |  |  |  |  |  |  |  |  |   |

|                                                                                                                                                                                             |  |  |  |  |  |  |  |  |  |  |  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|--|--|--|
| 3) District level FEC Sahayaks identified with FPCs/FIGs/DSCs and oriented and trained to deliver FEC solutions to beneficiaries                                                            |  |  |  |  |  |  |  |  |  |  |  |
| 4) District level / below FEC Sahayta Kendras identified in FPCs/FIGs/DSCs and laid out for use by FEC Sahayaks                                                                             |  |  |  |  |  |  |  |  |  |  |  |
| 5) FEC content solutions readiness ensured                                                                                                                                                  |  |  |  |  |  |  |  |  |  |  |  |
| 6) FEC solution tools / platforms (FEC Bittiya Mitra Skill bot; call message / modules delivery readiness; FEC Helpline readiness) ensured                                                  |  |  |  |  |  |  |  |  |  |  |  |
| 7) Orientation and engagement workshop with beneficiaries in each district in groups rolled out and completed                                                                               |  |  |  |  |  |  |  |  |  |  |  |
| 8) Smartphone users using the FEC skill bot for self-learning in FE monitored, guided, follow ups and completion                                                                            |  |  |  |  |  |  |  |  |  |  |  |
| 9) Feature phone users delivered with voice calls / messages with audio clips on FE, followed and monitored and closed.                                                                     |  |  |  |  |  |  |  |  |  |  |  |
| 10) Engagement and delivery of Financial Counselling (FC) services to beneficiaries; facilitated and linked with FEC products and services with nearest FSPs, tracked, monitored and closed |  |  |  |  |  |  |  |  |  |  |  |

|                      |                                                                                                                                                                                                                            |                                                                                    |  |  |  |  |  |  |  |  |   |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--|--|--|--|--|--|--|--|---|
| <b>D-3<br/>(ii)</b>  | <b>Revised FE and FC module</b>                                                                                                                                                                                            | Submission of revised FE and FC module summary and scripts in English and Assamese |  |  |  |  |  |  |  |  | 1 |
|                      | 1) FEC modules review and analysis based on pilot implementation of the FEC solution with beneficiaries / stakeholders                                                                                                     |                                                                                    |  |  |  |  |  |  |  |  |   |
|                      | 2) Reworking of changes in scripts and content for the revised modules in English and Assamese                                                                                                                             |                                                                                    |  |  |  |  |  |  |  |  |   |
|                      | 3) Submission of revised and updated modules in English and Assamese to Client                                                                                                                                             |                                                                                    |  |  |  |  |  |  |  |  |   |
|                      | 4) Development and submission of final pilot report                                                                                                                                                                        |                                                                                    |  |  |  |  |  |  |  |  |   |
| <b>D-3<br/>(iii)</b> | <b>Final Phase II Roll out plan</b>                                                                                                                                                                                        | Final Phase II Implementation plan                                                 |  |  |  |  |  |  |  |  | 1 |
|                      | 1) Review of the pilot phase in all activities, solutions, method, delivery, learning and experiences.                                                                                                                     |                                                                                    |  |  |  |  |  |  |  |  |   |
|                      | 2) Development of the final Phase II implementation plan in year 2 and 3 of the FEC programme across 24 districts covering all aspects - delivery, communication, Monitoring & oversight, Consolidation and sustainability |                                                                                    |  |  |  |  |  |  |  |  |   |
|                      | 3) Submission of the final phase II plan to client                                                                                                                                                                         |                                                                                    |  |  |  |  |  |  |  |  |   |
|                      |                                                                                                                                                                                                                            |                                                                                    |  |  |  |  |  |  |  |  | 7 |

### ANNEXURE 3: GLIMPSE OF FINANCIAL PRODUCTS, SERVICES AND SOLUTIONS FOR FARMERS IN ASSAM

1. The Table below gives a glimpse of some of the financial products, solutions and services being rolled out for the Farm community in Assam.

| Product/<br>Services | Schemes                                                                                                                                                                                                                                       | Implemented/Body                                                                                                                                                                        |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Loan</b>          | (i) Assam Zero Interest Crop Loan<br>(ii) Farm Loan Waiver Scheme<br>Assam Farmers' Credit Subsidy Scheme (AFCSS)<br>(iv) Kisan Credit Card<br>(v) Asomi Farm Credit Card<br>(vi) Asomi Bhumishree Yojana<br>(vii) Kisan Bhoomi Vridhi (UKBV) | (i) State Government<br>(ii) State Government<br>(iii) State Government<br>(iv) NABARD<br>(v) All mainstream banks<br>(vi) All major banks<br>(vii) All major banks                     |
| <b>Pension</b>       | (i) PM-Kisan Mandhan Yojana<br>(ii) Atal Pension Yojana<br>(iii) Pradhan mantra Jeevan Jyoti Bima Yojana (PMJJBY)<br>(iv) Swahidkushal Konwar Sarbajanin Bridha Pension Achoni<br>(v) Pradhan Mantri Shram Yogi Maandhan Yojana               | (i) Central and State Government<br>(ii) Bank /State/ Central Government<br>(iii) State and Central Government<br>(iv) Central and State Government<br>(v) Central and State Government |
| <b>Insurance</b>     | (i) Pradhan Mantri Fasal Bima Yojana<br>(ii) Livestock Insurance Scheme<br>(iii) Unified Package Insurance Scheme<br>(iv) Pradhan Mantri Suraksha Bima Yojana<br>(v) Pradhan Mantri Jeevan Jyoti Bima Yojana                                  | (i) Central Government<br>(ii) Central Government<br>(iii) Central Government<br>(iv) Central Government<br>(v) Central Government                                                      |
| <b>Credit</b>        | (i) Pashu Kisan Credit Card Scheme<br>(ii) National Mission for Sustainable Agriculture (NMSA)<br>(iii) Gramin Bhandaran Yojana                                                                                                               | (i) Central Government<br>(ii) Central Government<br>(iii) Central Government                                                                                                           |
| <b>Savings</b>       | (i) Pradhan Mantri Jan Dhan Yojana<br>(ii) Sukanya Samridhi<br>(iii) Village Saving and Loans<br>(iv) Savings Farmers Account<br>(v) Krishi Savings Account                                                                                   | (i) Central Government<br>(ii) Central Government<br>(iii) All major banks<br>(iv) All major banks<br>(v) All major banks                                                               |

Table 2: Overview of Financial Services for Farmers

Source: Secondary Research

## 2. Major Financial Service Providers in Rural Assam

| Key details of major financial service providers in rural Assam |                                                                     |                                                                     |                                                                                        |                                                                                             |
|-----------------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| Particulars                                                     | Assam Gramin Vikas Bank                                             | State Bank of India                                                 | Union Bank of India                                                                    | Bandhan Bank                                                                                |
| Rural branches                                                  | 311                                                                 | 187                                                                 | 149                                                                                    | 42                                                                                          |
| Semi Urban branches                                             | 83                                                                  | 99                                                                  | 67                                                                                     | 17                                                                                          |
| Urban branches                                                  | 20                                                                  | 80                                                                  | 30                                                                                     | 13                                                                                          |
| Total branches                                                  | 414                                                                 | 366                                                                 | 246                                                                                    | 72                                                                                          |
| BCs                                                             | 1,097                                                               | 3,084                                                               | 781                                                                                    | 15                                                                                          |
| ATM No. Rural                                                   | -                                                                   | 739                                                                 | 145                                                                                    | 1                                                                                           |
| ATM No. Semi Urban                                              | -                                                                   | 775                                                                 | 74                                                                                     | 4                                                                                           |
| ATM No. Urban                                                   | -                                                                   | 592                                                                 | 83                                                                                     | 11                                                                                          |
| Total (ATM No)                                                  | -                                                                   | 2,106                                                               | 302                                                                                    | 16                                                                                          |
| Deposit Amount (2017-18) (INR Lakhs)                            | 850,747                                                             | 5,671,673                                                           | 1,016,114                                                                              | 166,130                                                                                     |
| Advances Amount (2017-18) (INR Lakhs)                           | 391,632                                                             | 1,972,826                                                           | 426,973                                                                                | 537,237                                                                                     |
| CD Ratio                                                        | 106                                                                 | 43                                                                  | 43                                                                                     | 323                                                                                         |
| Crop loan amount (2017-18) (INR Lakhs)                          | 95,555                                                              | 176,643                                                             | 94,266                                                                                 |                                                                                             |
| Crop loan no                                                    | 254,797                                                             | 272,999                                                             | 142,876                                                                                |                                                                                             |
| Agri term loan amount (2017-18) (INR Lakhs)                     | 89,219                                                              | 35,790                                                              | 44,706                                                                                 | 233,807                                                                                     |
| Agri term loan no. (2017-18)                                    | 130,270                                                             | 14,649                                                              | 44,445                                                                                 | 597,333                                                                                     |
| KCC facility                                                    | Yes                                                                 | Yes                                                                 | Yes                                                                                    | Yes                                                                                         |
| Other Agri Credit products                                      | Credit through SHG-Bank linkage and JLG<br>MoU for Chief Minister's | Agri Gold loan for crop production, Farm mechanization loan, Allied | Loan for irrigation, farm mechanization, working capital and term loan for agriculture | For setting up dairy, poultry farm, fishery or milk chilling plant (financing term loan and |

Source: SLBC Assam

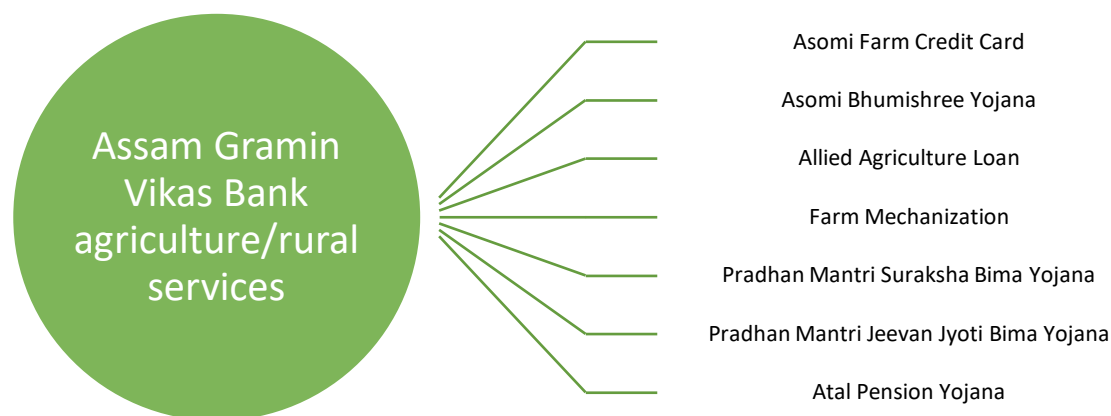


Figure2: An overview of Assam's top rural bank's solutions and services for the farm community

