



ANDAMAN & NICOBAR ISLANDS

**STREET PLAY SPREADS
INFORMATION ABOUT
DIGITAL INNOVATIONS
IN FINANCIAL INCLUSION**

Poor financial awareness and digital literacy impede the advancement of the financial inclusion mandate in India. Often people are aware of only the basic functions of a bank, but their trust in formal banking facilities is a bare minimum. Adequate knowledge and awareness among the people will help step up financial inclusion efforts in the unbanked areas.



Financial and digital literacy camps help educate our society's unserved and underserved populace about the banking system. Street plays are a medium of powerful IEC (Information, Education and Communication). To reach the last mile in the Andaman and Nicobar Islands, a street play on Financial Literacy was organised at Marina Park, Port Blair, by NABARD's Regional Office on December 3, 2022, as part of the two-day NABARD SHG Dweep Mela 2022. Smitha R, IAS, Secretary of the Social Welfare Department, was the Chief Guest for the programme.

“For the first time, a street play on Financial Inclusion was organised by any institution in Andaman and Nicobar Islands. It received an overwhelming response from the audience. The state-run channels - Doordarshan and All India Radio - carried the news, and the video of the street play continues to grab eyeballs on local YouTube channels,” said H Manoj, GM and Officer-in-Charge, NABARD, Andaman and Nicobar Regional Office.



A team of actors were roped in. They prepared a skit covering the need for family budgeting, savings, types of banks, types of deposits, types of loans, insurance schemes, the Government of India's National Mission for Financial Inclusion - Pradhan Mantri Jan-Dhan Yojana (PMJDY) - and the benefits of going cashless by

using digital banking channels for financial transactions was enacted before a live audience.



DIGITAL INNOVATIONS IN FINANCIAL INCLUSION



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- NO. OF MICRO ATMS: 90
- NO. OF DEMO ATM VANS: 3
- NO. OF POS/MPOS: 49
- NO. OF VSAT: 42
- NO. OF FLAPS/DFLAPS: 60
- NO. OF PEOPLE COVERED UNDER FLAPS/DFLAPS: 1000
- NO. OF PMJJBY A/CS: 5685
- NO. OF PMSBY A/CS: 15245
- NO. OF BANK THAT AVAILED GREEN PIN: 69
- NO. OF GREEN PINS ACTIVATED BY CUSTOMERS: 1030



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The street play informed the people about the importance of various social security schemes being run by the Government of India. This awareness will help them avail themselves of these schemes, enabling and empowering them to lead a more financially secure life.

“Apart from being eligible for Direct Benefit Transfer (DBT), the PMJDY entitles one to avail Government of India’s social security schemes such as the Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY), Atal Pension Yojana (APY), Micro Units Development & Refinance

Agency Bank (MUDRA) scheme,” said Roshan Mitra, who watched the street play.



The street play was part of NABARD’s effort to reach the masses and provide information about digital innovations and financial products that could improve people’s lives in many ways. The entertaining and educative financial literacy activity made the information engaging for the audience. It also touched upon the various digital innovations and how one can transact easily, quickly, and safely through Net Banking, Mobile Banking, PoS, and digital payment apps. The awareness programme also covered best practices, tips, and tricks to be followed while conducting transactions through digital channels.

NABARD officials hope that if the programme teaches even one, it will enable them to reach many unbanked people who, in turn, can use digital innovations to advance the mandate of financial inclusion in Andaman and Nicobar Islands.