Dear BC,

You are aware that Aadhaar seeding and mobile seeding are pre-requisites for the success of Govt. of India’s ambitious plan of Digital India. It has been directed by Ministry of Finance that all operative SB accounts (including PMJDY) should be seeded with Aadhaar and mobile invariably by 31st March 2017 which is subsequently extended to 15.04.2017.

Accordingly, it has been decided to launch the campaign from 1st April 2017 to 15th April 2017 to complete Aadhaar and mobile seeding at one go for all existing SB accounts.

This campaign will comprise of Survey-cum-seeding drive. Kindly approach concerned link branch and collect the list of accounts unseeded with Aadhaar and Mobile.  In the survey, BC has to visit unseeded individual customer and obtain Aadhaar number and mobile number for seeding along with consent form.

For the said campaign, BOB has introduced following incentive scheme for encouragement of field BCs :

|  |  |  |
| --- | --- | --- |
| BC undertaking survey cum seeding for Aadhaar | Rs. 8/- per account | If survey is done, Aadhaar seeding consent is received & a/c successfully seeded in CBS |
| Rs. 2/- per account | If survey is done & customer is unwilling to seed Aadhaar or customer does not an Aadhaar |
| BC undertaking survey cum seeding for Mobile number | Rs. 5/- per account | If survey is done, mobile seeding consent is received & a/c successfully seeded in CBS |
| Activation of RuPay cards | Rs. 5/- per account | For the activation of RuPay debit card of customers. |

On completion of entire Survey-cum-seeding drive, field BCs are requested to submit the survey details to the link branch immediately. The link branch in turn will submit to RO/ZO for submission to Corporate Office.

We wish you all the Best.