



NATIONAL RURAL LIVELIHOODS MISSION (NRLM) OR AJEEVIKA

National Rural Livelihoods Mission (NRLM) is an initiative of the Ministry of Rural Development (MoRD), Government of India by replacing the existing Swarna Jayanthi Gram Swarozgar Yojana (SGSY) scheme (RBI circular no. RPCD. GSSD. CO. No 81 / 09.01.03/2012-13 dated 27.06.2013. The initiative, in its first phase will focus on 150 most backward districts i.e. Category I Districts, as identified by Ministry of Rural Development (MoRD). In the Districts other than Category I Districts i.e Category II Districts, NRLM compliant women SHGs will be registered with State Rural Livelihood Mission (SRLMs).

Broad features of the Product:

- **Target Customers:** Self-Help Groups (SHGs) particularly women under 150 districts identified by the MoRD.
- **Purpose:** Assistance under the Scheme shall be used for high cost debt swapping, meeting social needs and taking up sustainable livelihoods by individual members within the SHGs or to finance any viable common activity started by the SHGs.
- **Facilities offered:** Cash Credit (CC) & Term Loan (TL)
- **Eligibility Criteria:**
 - Active existence for at least last 6 months
 - Regular meeting ,regular savings, regular internal lending, regular recoveries and maintenance of proper book of accounts
 - SHG should consists of 10-15 members in a group
- **Interest subvention:** NRLM has a provision for interest subvention to cover the difference between the Lending Rate (Weighted Average Interest Charged –WAIC) of the banks and 7%, subject to a maximum limit of 5.5%
- **Security:** No collateral and no margin will be charged up to Rs. 10.00 lacs limit to the SHGs.

NATIONAL URBAN LIVELIHOOD MISSION (NULM)

The scheme will focus on providing financial assistance through a provision of interest subsidy on loans to support establishment of individual & group enterprises & Self Help Group of urban poor for setting up gainful self-employment ventures, according to the skills, training, aptitude and local conditions.

- **Purpose:** for getting gainful self-employment ventures according to skills ,training and aptitude
- **Facilities offered:** Term loan (TL)
- **Target Customers:** Urban population identified presently as below poverty line population in urban areas .It will also include families of disadvantaged groups like SC,ST, women ,minorities ,disabled etc
- **Maximum Project cost Details:**

Target Customers	Max. Project Cost	Maximum Limit of bank's finance
Individual	2.00 lacs	1.5 lacs
Group Enterprise	10.00 lacs	7.50 lacs
SHG	10.00 lacs	7.50 lacs

- **Security:**
 - As per internal bank guidelines 25% of the amount sanctioned will be contributed by the borrower
 - Collateral Security -NIL

Prime Minister Employment Generation Programme (PMEGP)

This scheme is being implemented only in those States where prior necessary approvals have been obtained from the concerned State govt. officials. We have sought approval from the respective state government authorities of all States. We have so far received approval from 11 states namely Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura, Kerala, Karnataka, Goa and Orissa. In respect of other States / UTs the approvals are still awaited. Some of the branches situated in the North-east region of the country have started implementing the scheme.

Target Customers:

- Any individual above 18 years of age with no income ceiling assistance
- Self-help Group (those belonging to BPL provided they have not availed benefits under any other scheme)
- Production Co- operative societies
- Charitable trusts

Clarification regarding Bank's finance

- Maximum cost of the project under manufacturing sector is 25.00 lacs
- Maximum cost of the project under business/service sector is 10.00 lacs

Eligibility Criteria

- Neither the borrower nor any of his/her family members shall be a defaulter.
- Generate the CIBIL report of the borrower & attach to the mail.
- No other family member of the borrower shall be benefited under this scheme. Kindly confirm.
- The borrower had not assisted earlier under any other subsidy linked programme