

*F.No.3/27/2011-AC
Government of India
Ministry of Finance
Department of Financial Services*

*Jeevan Deep Building, Parliament Street,
New Delhi, dated 2nd January, 2013*

To

- 1. The CMD's/CEO's of all Public Sector Banks.*
- 2. Chairman, NABARD, H.O. Mumbai.*

Subject: Progress in the implementation of the Revised KCC scheme.

Sir,

In the meeting held on 15th November, 2012 under the Chairmanship of Finance Minister, it was decided that all KCCs would be converted into ATM-cum-Debit cards for which quarterly milestones should be decided and monitored to ensure roll-out in time-bound manner.

2. Since the issuance of Kisan Credit Cards as ATM-cum-Debit card could be taken up at all branches simultaneously, it is felt that the work can be completed early. The banks are requested to ensure that all KCC holders get ATM enabled cards by June, 2013, the Banks are requested to set up branch-wise quarterly target for the conversion of old KCCs into ATM enabled cards progressively. Issuance of ATM cards needs to be closely monitored at Zonal/Regional as well as Head Office level. ED dealing with Agriculture Credit should be assigned the responsibility of ensuring issuance of ATM cards for all KCC accounts.

Yours faithfully,

*(Mohammad Mustafa)
Director (AC)*