

Government of West Bengal
Department of Higher Education
Bikash Bhavan, 6th floor, Salt Lake, Kolkata – 700091

Memo No.: 37/Sr. SS (JM)/HED/2024

Date: 11/03/2024

- To : 1) The District Magistrate..... (All)
2) The Addl. District Magistrate (SCC) (All)
3) The Registrar (All Universities)
4) The Principal / TIC / OIC (All Colleges)
5) The General Manager, SLBC, West Bengal

Sub: GUIDELINES FOR CONDUCTING AWARENESS CAMPAIGN ON WEST BENGAL STUDENT CREDIT CARD (WBSCC) SCHEME AT ALL EDUCATIONAL INSTITUTIONS IN THE STATE FROM 18.03.24 TO 23.03.24

Madam / Sir,

Pursuant to decision taken at a meeting of the State Level Bankers' Committee (SLBC), West Bengal held on 8th March 2024 in Kolkata, an **Awareness Campaign on the WBSCC Scheme** will be held at educational institutions across the State as well as those situated in other States, during the period from 18th – 23rd March 2024. The objective of the campaign will be to encourage students to apply for education loans under the Scheme. The campaign will highlight the benefits of the Scheme, share success stories and provide handholding support to students intending to apply, through a series of events and activities conducted at the campuses during the campaign period. The events and activities may comprise seminars/ workshops of students to disseminate the Scheme benefits, its features, eligibility conditions and the processes, involve the display of IEC materials within the institution campuses, distribution of leaflets among the students, exhibiting A-V Clips showing the benefits of the Scheme as well as success stories and visits by banks to encourage students to apply and clear their doubts on banking processes and procedures.

In order that the Campaign may be conducted smoothly and efficiently, the roles and responsibilities of each of the stakeholders (viz. ADMs (SCC), DIs (SE), Nodal Officers of other Departments, the Jt. / Dy. / Asst. DPIs and Jt. / Dy. DTEs) are given below, to facilitate a clear understanding and appropriate action.

Role of ADM (SCC)

- Overall in charge of implementation, monitoring and supervision.
- Holding on-line meeting with HOIs/ Nodal Officer of all University and Colleges within the district, to hold the weeklong Awareness Campaign and deploy / activate for the campaign.
- Engaging the DI(SE)/ DEO for reviewing the activity plans of the institutions and monitoring performance on a daily basis.
- Engaging with the LDMs to ensure sharing of the institutions' activity plans with the banks and ensure the banks to participate in the Campaign, by making at least one visit of bank representative in each institution.
- Sharing the IEC materials. Printing of IEC materials, if required.
- Ensuring the display of success stories at each institution obtained from the existing beneficiaries of the same institution.
- Overseeing the display of IEC materials at the institutions' campuses during the Campaign period.

Role of DI (Sec)/ DEO

- Liaising with HOIs to oversee activation of the institutes' Nodal Officers for the Campaign and ensuring timely framing of activity plan for the Campaign by each institution.
- Making visits to the institutions in a phased manner during the Campaign period to monitor the activities and the effectiveness of the campaign at each institution.
- Monitoring the role of Brand Ambassador and guiding the institution appropriately.
- Sharing the soft copy of IEC materials to institutions.
- Submission of daily reports on outcomes (in a prescribed format) to the Jt. DPI / Jt. DTE.

Nodal Officers of Other Departments

- Sharing IEC materials with HOIs/ Nodal Officers of Institutions.
- Sensitizing the HOIs/ Nodal Officers about the role of the institutions' Nodal Officers, display of IEC materials with the campuses, drawing up activity plans by each institution and sharing these plans with the ADM (SCC) of each district and with them.
- Engaging district level line dept officers / extension officers for monitoring activities during the Campaign.

Role of Jt. DPs / Dy. DPs / Asst. DPs / Jt. DTEs / Dy. DTEs

- On-Line meeting with all HOIs/ Nodal Officers of all Govt and Private HEIs within their jurisdiction.
- Sending the text / design of one-page flyer to be distributed among students to the HEIs.
- Sending IEC materials to all HEIs (parallel effort, independent of DIs, Sec).
- Attending the on-line meeting held by ADM (SCC) with HOIs to provide inputs on activity to be carried out by each institution.
- Liaising with the DIs (Sec) / DEOs and the institutions' Nodal Officers to obtain the activity plans of each institution during the campaign period and to activity at each institution.
- Obtaining daily reports on outcomes of the campaign at each institution from the DI (Sec) and compiling a consolidated report for each district at HED.
- Conducting random visits, to the extent possible, to institutions during the Campaign period to detect and plug loopholes in the conduct of the campaign (18th to 23rd March 2024).

Role of Nodal Officers of Institutions

- Setting up / Displaying IEC materials at prominent places within the campus.
- Drawing up a schedule of events / activities to be conducted as part of the Awareness Campaign, in consultation with the HOI, specifying the dates and venues of the events / activities- seminars / workshops /drive for registration and application by the students etc. The schedule to be shared with the DI (Sec) / DEO.

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- Identifying success stories from the institution and sharing the same with the DI (SE).
- Displaying the success stories /playing A-V Clips on WBSCC Scheme features /success stories within the campus.
- Setting up dedicated helpdesk for students for applying under the Scheme.
- Facilitating banker – student interactions whenever banks visit the institute during the Campaign period.
- Identifying Student Brand Ambassadors for the Scheme from among the existing beneficiaries and deploying them to mobilize mass participation of students in the campaign.
- Submitting daily outcome reports (In a prescribed format) to the DI (Sec) for onward submission to HED.

Role of HED Team Liaising with Institutions Outside WB

- Holding VCs with HOIs / Nodal Officers of the institutions in a phased manner well before the commencement of the Awareness Campaign.
- Sending e-mail to all institutions.
- Ensuring that IEC materials are made available to all institutions.
- Ensuring that institutions undertaking Awareness Campaign during the period specified are all onboarded for the purpose of Scheme implementation and all are incorporated in the WBSCC Portal Master Data.
- Identifying students already received loan to act as brand ambassador and spread the awareness among other prospective students from West Bengal. Sending e-mail to all of them.

Role of Banks

- The State Heads of Banks to issue instructions to their subordinate offices and branches to ensure participation of the officials at district / subdivision / block levels in the Awareness Campaign by visiting the institutions during the campaign period and encouraging students to apply for WBSCC loans. Besides, all banks to send the accepted letter regarding clarification on R.O.I under the Scheme @4% for male student and 3.5% for female student to all bank branches by 12.03.2024 and among all students, whose cases have been sanctioned, by 15.03.2024.

(5)

- The State Heads to activate the LDMs to act as facilitators for the Awareness Campaign by coordinating with the Dist. Coordinators / Branch Managers of Dist. HQ branches of all banks.
- The LDMs to chalk out, in consultation with the banks / ADM (SCC), an institute visit programme for the banks during the campaign period. The programme may then be shared with the DEO / DI (Sec) for onward communication to each institute.
- Each institute may be visited by at least one bank during the campaign period.
- Banks should interact with prospective students to explain the importance of SCC loan, process of application and documents to be submitted. They may shortlist prospective and potential applicants.

The stakeholders are requested to ensure that the above guidelines are meticulously followed thereby contributing to the success of the Campaign.

Yours faithfully,



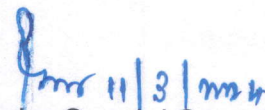
Principal Secretary
Higher Education Department

Memo No.: 37/1(6)/Sr. SS (JM)/HED/2024

Date: 11/03/2024

Copy forwarded for information and necessary action to:

1. Sri Jaydip Mukhopadhyay, IAS, Sr. Special Secretary, Higher Education Department, Government of West Bengal & State Nodal Officer (SCC), with a request to co-ordinate the matter.
2. Director of Public Instructions, Higher Education Department, Government of West Bengal.
3. Director of Technical Education, Higher Education Department.
4. Sri Manas Dhar, Director, Institutional Finance, Finance Department.
5. Sr PS to Additional Chief Secretary, Finance Department, Govt of West Bengal.
6. Sr PS to Principal Secretary, Higher Education Department, Govt of West Bengal.



Senior Special Secretary
Higher Education Department

(6)

Memo No.: 37/2(44)/Sr. SS (JM)/HED/2024

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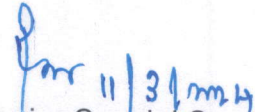
Copy forwarded for information and necessary action to:

- 1) The Additional Chief Secretary, Animal Resources Development Department, Government of West Bengal – with a request to issue suitable advice to the concerned Nodal Officer of the department.
- 2) The Principal Secretary, Technical Education, Training & Skill Development Department, Government of West Bengal– with a request to issue suitable advice to the concerned Nodal Officer of the department.
- 3) The Principal Secretary, Health and Family Welfare Department, Government of West Bengal – with a request to issue suitable advice to the concerned Nodal Officer of the department.
- 4) The Principal Secretary, Agriculture Department, Government of West Bengal – with a request to issue suitable advice to the concerned Nodal Officer of the department.
- 5) The Principal Secretary, School Education Department, Government of West Bengal – with a request to issue suitable advice to the concerned Nodal Officer of the department.
- 6) The Secretary, Minority Affairs and Madrasah Education Department, Government of West Bengal – with a request to issue suitable advice to the concerned Nodal Officer of the department.
- 7) Sunil Kr Chugh, CGM, Punjab National Bank
- 8) P. Mahendar, GM, Punjab National Bank
- 9) Prem Anup Sinha, CGM, State Bank of India
- 10) Aweek Bhattacharya, Spl. Officer & MD, WB State Coop Bank
- 11) Ashwani Kumar, MD, UCO Bank
- 12) Amit Raj, DGM & ZM, UCO Bank
- 13) Joseph L Tobias, Chairman, Bangiya Gramin Vikash Bank
- 14) Sandeep Singh, EVP, HDFC Bank
- 15) Akash Raghav, State Head, ICICI Bank

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- 16) Binoy Kr. Singh, CGM & ZM, Indian Bank
- 17) Sattar Ali, EVP & RBBH, Axis Bank
- 18) G. K. Sudhakar, FGM, Union Bank of India
- 19) Manoj Singh, GM, Bank of India
- 20) Kalyan Mukherjee, CGM, Canara Bank
- 21) S. K. Tiwari, GM, Bank of Baroda
- 22) P. C. Khurana, FGM, Central Bank of India
- 23) D. S. Rathour, Chairman, Uttar Banga Kshetriya Gramin Bank
- 24) M. Mohan, GM, Indian Overseas Bank
- 25) Vikram Khera, Chief Regional Manager, Indian Overseas Bank
- 26) Anjani Kumar, Chief Regional Manager, Indian Overseas Bank
- 27) Pranab Kumar Biswas, Chairman, Paschim Banga Gramin Bank
- 28) Subrata Gayan, CEO, Balageria CCB
- 29) Sayantan Ghosh, CEO, Bankura DCCB
- 30) Asim Chattopadhyay, CEO, Burdwan DCCB
- 31) Yangkee Colitas Cargay, CEO, Darjeeling DCCB
- 32) Sujan Sarkar, CEO, Hoogly DCCB
- 33) Sounak Banerjee, CEO, Howrah DCCB
- 34) Garima Dutta, CEO, Jalpaiguri CCB
- 35) Benojir Hossain, CEO, Malda DCCB
- 36) Amiya Kanti Hota, Spl. Officer, Mugberia CCB
- 37) Sandipan Chakraborty, CEO, Nadia DCCB
- 38) Mingma Bhutia, CEO, Raiganj CCB
- 39) Hiroj Maiti, CEO, Tamluk Ghatal CCB
- 40) Idris Ali Gazxi, CEO, Vidyasagar CCB
- 41) Sourav Dutta, Senior Vice President Regional Business Head, Kotak Bank
- 42) Shri Anunay Kumar Jha, CGM & Zonal Head, IDBI Bank
- 43) Rabiol Alam Molla, Group Executive Vice President & Regional Head, Yes Bank
- 44) Mr Pranaya Kisor Nayak, Business Head, Federal Bank

For kind information and necessary action.


Senior Special Secretary
Higher Education Department