

# LEAP FROGGING IN CLSS/PMAY

# PRADHAN MANTRI AWAS YOJNA

## A Dream Project of the Government of India

- PMAY is Government's flagship scheme to provide houses to Urban poor by the year 2022.
- Any one who does not own a pucca house (an all-weather dwelling unit) either in his / her name or in the name of any member of his/her family in any part of India are eligible for coverage under the scheme.
- Purchase of house has been made more affordable by providing subsidy .
- This will empower the lower strata of the society to fulfil their dream of having a permanent roof over their head.

### Performance of SBI

### Ranked First Pan India in MIG - I Category

(No. of Beneficiaries)

Year	EWS/LIG	MIG	Total
2017-18	4,642	8,877	13,519

# STATE BANK OF INDIA

## TEAMS that contributed in achieving grand success under PMAY Home Loan Scheme

Branches	22,414
Home Loan Sales Team (HLST)	1135
Home Loan Counsellors (HLC)	3260
Marketing Consultants (MC)	245

Home Loan proposals sourced by all entities are processed and sanctioned at 208 Centralised Processing Cells spread over length and breadth of the country

# Our Initiatives To Promote PMAY

We took it as a project and undertook various initiatives which includes New Product Development, Technology Upgradation, Marketing Activities and Publicity campaigns.

## • PRODUCT DEVELOPMENT

1. Low interest rates for Home Loans less than Rs. 30 lakhs based on the LTV (Loan-to-Value).
2. Two innovative products were launched.
  - a) SBI Privilege Home Loan was launched especially for Government employees and
  - b) SBI Shaurya Home Loan targeted the Army and Defence Personnel. The scheme offers repayment up to 75 years. The employees can repay even after retirement.

## • TECHNICAL UPGRADATION

1. The loan operating software was modified. Whenever a new customer applies for the loan it checks the eligibility and if eligible automatically processes under the scheme. If the customer does not satisfy the eligibility norms it is processed under normal loan.
2. The claim format is automated. 82 out of 86 fields of the claim form can be uploaded from our Loan operating software directly avoiding the delays in submission.

# Our Initiatives.....

- **MARKETING INITIATIVES**

- 1) To equip the operating staff, PMAY Gyanshalas were conducted throughout the country.
- 2) Maha Login Days were observed at periodical intervals to encourage sourcing and sanction of PMAY Loans.
- 3) We have entered into Tie-ups with the various builders to increase home loans.
- 4) We have financed builders who are constructing houses under affordable housing scheme under our SBI Grih Nirman Project Finance Scheme, offering concession of 0.5% in Interest rate and 30% in Processing Fee.
- 5) Department / Institution connect programmes.

- **ADVERTISING & PUBLICITY INITIATIVES**

- 1) Wide publicity at:  
Banks Premises, Bus Shelters, Property Fairs and Social Media
- 2) MoU with financial aggregators like Bankbazar, Paisabazar etc.
- 3) Exclusive Home Loan micro site, where in our home loan products are displayed.

## WAY FORWARD

For the needs of the workforce employed in unorganized segment a new product called “Micro Home Loans”, up to Rs. 10 Lacs is being launched shortly.

हर भारतीय का घर का सपना  
साकार करेगा  
**भारतीय स्टेट बैंक**  
जो है अपना

Thank You...