

Stronger FLC Architecture- Board Approved Policies:

Financial Literacy Centres are the basic units that initiate the financial literacy activities at the ground level. Hence, RBI advised to put in place Board approved policies on the modalities for engagement / recruitment of Financial Literacy Counsellors in FLCs and suggested the following points to keep in minds:

- a) The qualifications and the knowledge / skills of the FL Counselor in conducting camps
- b) Prior experience in banking related field:
- c) Working knowledge of computers
- d) Knowledge of the local languages
- e) Maximum Age of FL Counsellors
- f) Fixed Remuneration at market rates with incentives for better performance

Accordingly, we propose following criteria for engagement of FLCs Counsellors:

Revised selection procedures for FLC Counsellors on contract basis:

Bank will be hiring services of FLC Counsellors at various centres . The details of the personnel which are proposed to be hired as Counsellors by Bank are as under:

A. Criteria for Engagement of FLC Counsellors:

Sr. No	Particulars	Proposed Criteria
1	Eligibility:	<p><u>Qualification:</u></p> <ul style="list-style-type: none">i) A graduate degree from recognized University. Preference will be given to officers with rural development background .i.e Agriculture finance Officer/Rural Development Officer, Rural Branch Manager of Bank, Agriculture Officers converted to Mainstream of Banking/Lead District Managers/Faculty members of training centers /college with specialization in Rural Development / or having post graduate degree in the area of Veterinary Science, Sociology, Psychology and Social work.ii) Should be well conversant with the local language.iii) Should possess flair for teaching and computer knowledge. <p><u>Experience :</u></p> <ul style="list-style-type: none">i) Shall be an Officer who has retired / Opted for VRS not below the post of Scale-III with minimum 20 years of service in any Nationalized Bank/ SBI Group/ Pvt. Bank.



		<p>ii) He should have worked as Branch Manager/ Agri. Officer in any scale in a rural branch for at least 3 years.</p> <p>iii) He should possess satisfactory service certificate from previous employer.</p> <p>iv) Should be well conversant with the local language.</p> <p>v) Should be resident of the same state, preferably same or nearby district.</p> <p>Age :</p> <p>At the time of appointment on contract, candidate will not be more than 62 years.</p>
2	Remuneration:	<p>A Consolidated remuneration of Rs. 25000/- including HA/TA (conveyance expenses) will be paid for hiring services of counsellors for each completed calendar month, of which Rs 5000/- per month towards Mobile ,conveyance etc) for conducting Financial Literacy Camps, subject to the condition that minimum 15 days have to be spent in conducting Financial literacy camp at villages in the district, failing which conveyance expenses @ Rs.200/- per day for actual numbers of days visit to villages will be paid.</p> <p>Explanation: If FLC counsellor will go to field for 5 days ,he will get $Rs200*5=Rs1000/-$ and not Rs 5000/-.so the total remuneration will be $Rs20000+Rs1000=Rs 21000/-$.To get Total remuneration of Rs 25000/-, the FLC counsellor has to spend minimum 15 days in conducting financial literacy camp at villages in the district.</p> <p>FLC Counsellor has to submit monthly visit diary of Financial Literacy Camps to the Lead Bank Manager (LDM). Subsequently, LDM should submit monthly report to Zonal Manager every month before payment of monthly remuneration. Zonal office will release amount of monthly remuneration on verification of monthly visit diary of FLCCs. For a service period of less than one month, the payment will be made on pro-rata basis. Statutory tax deductions will be done as applicable by the paying authority.</p>
3	Halting/Travelling Allowance while on tour:	No separate Halting / Travelling Allowance would be considered for conducting Financial Literacy Camps.
4	Discretionary Authority for Engaging FLCCs & Contract Period:	<p>MD & CEO or ED will be the competent Authority for selection of FLC counsellors. General Manager/ Circle Head will issue Assignment letter to selected candidates for hiring services as FLC Counsellors / renewal of contract.</p> <p>i) Appointm will be on contract basis for a maximum period of 3</p>



		<p>years, with annual review.</p> <p>ii) The contractual engagement is purely on temporary basis. This will not vest any right to claim for regular appointment or for continued contractual appointment.</p> <p>iii) The contract may be terminated with notice of one month from either side. Renewal of contract may be possible at Bank's sole discretion in terms of extant policies and Rules.</p>
5	Key Responsibility Area :	He Would be in charge of a particular FLC and would provide counseling at FLC in accordance with the guidelines of RBI on FLC. He shall report to the concerned Lead District Manager.
6	Roles & Responsibilities:	<p>i) Carry on day to day activities of FLCs as per guidelines of RBI (enclosed as Annexure-B)</p> <p>ii) Impart financial literacy in the form of simple messages like why save, why save with banks, why borrow from Banks, etc..</p> <p>iii) to ensure that miss selling of financial products and services does not take place</p> <p>iv) to maintain record in the form of register containing details such as name , gender, age, profession, contact details, whether banked or unbanked, details of services availed and whether linked with banking services</p> <p>v) To arrange gram sabhas/ awareness camps in rural areas</p> <p>vi) Imparting knowledge on various schemes of Govt. of India (like PMJDY, APY, PMSBY, PMJBY and other social security schemes etc.) announced from time to time as per instructions of HO/ ZO/ LDMs.</p> <p>vii) Other responsibilities that may deem fit from time to time.</p>
7	Reporting Authority:	The selected Counsellors will report to the concerned Lead District Manager and LDM will submit monthly report to Zonal Manager before payment of monthly remuneration.
8	Leave entitlement:	<p>i. Casual Leave :- 1 day for every completed month</p> <p>ii. Sick leave : - 15 days full pay for every year. Credit will be given pro-rata Basis on completion of every month.</p> <p>iii. In case of absence from office without valid leave/ leave at credit, prorata deduction from monthly payment shall be made.</p> <p>iv. Un-availed leave cannot be carried forward to next calendar year.</p> <p>v. Bank would be free to terminate the services in case of a counsellor remaining on unauthorized absence for more than 15 days beyond the entitled leave in a calendar year.</p>



9	Discontinuation/ Termination of services:	Circle Heads / General Managers, ARBD, FI & RRB at HO in case there is no Circle Head, on the recommendations of Zonal Manager- If performance is not satisfactory and/ or any other reason, bank does not require FLCC services. One month advance notice period is to be issued by bank & vice versa, in case of counsellors quits the job.
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B. Procedures of engagement for hiring services of FLCCs:

1. **Mode of Selection:**

Interview

2. **Release of Advertisement:**

Vacancies will be advertised in Bank's website / Local newspaper.

Zonal Head, Dy.General Manager under whose jurisdiction the FLC is operationalised / proposed to be **operationalised** will be the competent authority to approve release of advertisement and also to approve the expenses for the advertisement.

Draft of advertisement to be released is annexed at **(Annexure-C)**

3. **Invitation of Application:**

Applications will be invited from interested eligible candidates for the post advertised online/direct in association with IBPS / with any other recruitment agency approved by the Bank. The model of application format is annexed at **Annexure-D.**

Any modification in the application format, if necessary, will be approved by General Manager (ARBD, FI & RRB) at HO.

The candidate will be required to take a print out of the application and submit to the Circle Head under whose jurisdiction the FLC is operationalised / proposed to be operationalised along with required documents/certificates in respect of eligibility criteria, and application fee.

4. **Application Fee:**

The application fee/postages would be: Rs.400/-

The application fee will be by way of Demand Draft drawn in favour of UCO Bank payable at Kolkata.

5. **Conducting Interview:**

i. The applications will be shortlisted by a 3 members Committee on the basis of educational qualifications and experience of candidates, in the ratio of 1:4 for the interview. The Committee for short listing of applications will be approved by CMD or ED.



- ii. The Interview will carry 100 marks. Minimum qualifying marks in the interview will be 50%. Marks obtained in the interview will be reckoned for merit ranking.

iii. **Constitution of Interview Panel:**

Based on the recommendations of General Manager, HO, ARBD, the Chairman & Managing Director will approve the panel for conduct of interview. Indicative panel members will be as under:

Sr. No.	Member of Interview Panel	Designation
1	Chairman	ZM of the respective Zone
2	Internal Member	Scale IV /V from Zonal Office
3	External Member	Senior official from NABARD / senior faculty from reputed educational institute.

Depending upon the need, more than one interview panel of same rank as above can be constituted.

iv. **Attributes of Assessment:**

The assessment of the candidates on various attributes with weightage will be as under:

Sr. No.	Attribute	Weightage in the Interview
1	Attitude/Inter-Personal Relations	20
2	Communication Skills	20
3	Banking Knowledge	50
4	Conversant with local language	10
	TOTAL:	100

v. **Interview Scoring by Interview Panel:**

The interview panel will assess the candidates on the above traits and award the marks. The average of all the members of the interview panel will be treated as final marks. The interview rating sheet of the final marks will be signed by all the members of the panel.

vi. **Preparing Final Merit & Declaration of Result:**

The final merit list will be prepared on the basis of the marks scored by the candidates in the interview.

On approval of the final merit list, the result will be declared and placed on bank's website for information of the candidates. No separate advertisement will be given in the newspaper.



6. **Issuing Assignment Letter for hiring services as FLCCs:**

On declaration of result, Circle Head will be the competent authority to issue offer letter for hiring services as FLC Counsellors to the candidate selected, giving 15 days' time for joining the services of the Bank.

Wait list of candidates will be drawn provided the candidates meet the minimum required standards and selected by the Interview Committee. Waiting list will be kept to fill the vacancies arising out of non-acceptance, non-reporting, termination by candidate/Bank. Waitlist will be valid for **one year** from the date of declaration of result.

Specimen of the Assignment Letter for hiring services as FLC Counsellors to be issued is annexed at **Annexure-E**.



ANNEXURE – B

- A. **Physical Infrastructure**:- The FLC being a part of the lead bank office or a rural branch should have a separate room/ space with a seating capacity of minimum 10 members to address walk in customers.
- B. **Basic Amenities**:- There should be provision of providing one LCD projector with one laptop, laser printer to Counselor along with furniture and fixtures.
- C. **Vehicular Support**:- There is a provision of providing Rs.200/- per day as payment towards conveyance for organizing Literacy Camps subject to maximum Rs.5000/- per month (Refer Point No. 2 Remuneration)
- D. Each FLC should have a dedicated Help line for addressing grievances of the public in the district and helpline should be adequately publicized.
- E. **Skill building of FL Counsellors**: RBI will organize a workshop / training programme in collaboration with CAB, Pune to train the Financial Literacy Counsellors this year. Regional offices of RBI will hold workshops at state level every year as part of the Financial Literacy Week in each state.

Each SLBC Convener bank should update the data base on Financial Literacy Centres through their SLBC/ UTLBC Website on a real time basis with inputs from the LDMs / Sponsored Banks on Format as per **RBI**.

Tailored Approach to Financial Literacy and conducts of Camps:-

In a diverse country like ours, financial education should be customized to meet the requirements of different target groups, besides the basic financial literacy that every person is expected to know.

In this regard, FLCs and Rural branches should identify different target groups at the ground level and conduct camps for a homogenous audience so that there could be more focus and in depth transmission of financial education.

Going forward, the approach of FLCs and rural branches of banks on conduct of camps will be as follows:-

1. Special camps for the newly included people in the financial system, including PMJDY account holders: FLCs and rural branches of banks across the country should address this target group on a special footing given that they have recently come into the financial system. They should be encouraged to make meaningful transactions and start using the associated benefits of having a bank account. A sample booklet containing the information to this target group has been prepared by RBI and is **enclosed herewith**. The financial literacy guides issued by RBI vide Circular No. RPCD.FLC.No. 7641/12.01.018/2012-13 dated January 31, 2013 may be utilized by trainers as per requirements barring pages ii, iv and v that specify the operational guidelines for conduct of camps (Refer to Instruction Circular No..12831/PSC/2013-14/40 Date: 02.01.2014).



Target: Minimum of one outdoor camp per month by each FLC and rural branch of banks. The special camps need to be conducted for a period of one year. In each camp, efforts may be taken to cover maximum number of participants.

2. Target group specific camps for the following segments:

- Farmers
- SHGs
- Micro and Small Entrepreneurs
- Senior citizens
- School children
- Others (may be identified by the FLCs)

Target: One camp per month for each target group by each FLC and rural branch of banks. Adequate publicity may be given before the conduct of the camps.

I. Concerted Approach & financial support:

FLCs should try to get on board as many stakeholders as possible at the district/panchayat/village level viz. LDM, DDM of NABARD, LDO of RBI, District and Local administration, Block level officials, NGOs, SHGs, BCs, Farmers' clubs, panchayats, PACS, village level functionaries etc. during the conduct of the camps. Adequate publicity should be given before the camps are conducted. Distribution of pamphlets, intimation through panchayat and local administration, media publicity etc. should be considered to make the camps a success.

Currently, NABARD is in the process of preparing a comprehensive policy on funding for setting up of FLCs by all banks. With regard to detail on funding on financial literacy activities from the Financial Inclusion Fund, banks may follow guidelines issued by NABARD.

II. Reporting Mechanism:-

SLBC/UTLBCs will submit the enclosed excel sheet (**Annex III- Part A, B and C**) on a quarterly basis to the respective Regional offices of RBI within 20 days from the end of the quarter.

Apart from what has been indicated in this circular, FLCs are free to undertake financial literacy activities as deemed necessary, as per local needs.

Please note that this set of revised guidelines supersede RBI guidelines vide Circular .No. RPCD.FLC.No. 12452 / 12.01.018 /2011-12 dated June 6, 2012 on financial Literacy Centres-Guidelines. The financial literacy guides issued by RBI vide circular RPCD. FLC. No. 7641 / 12.01.018 /2012-13 dated January 31,2013 may be utilized by trainers as per requirements barring pages iii, iv, and v that specify the operational guidelines for conduct of camps.

The financial literacy camps will be assessed / evaluated on an ongoing basis by the Lead District Officers (LDOs) of Reserve Bank of India.



DRAFT ADVERTISEMENT

APPOINTMENT OF FINANCIAL LITERACY COUNSELLORS
ON CONTRACT BASIS

UCO Bank, a Government of India Enterprise, invites online/ offline applications from interested candidates who are retired/VRS optee not below the rank of a Sr. Manager, for appointment as Financial Literacy Counsellor on contract basis at the various centres in our lead districts in the country.(Name of the District)

- 1) Begusarai
- 2) Munger

For full details visit our Bank's web site: www.ucobank.com

Last date of submission of online application: **06.12.2021**

Date: **_20_11_2021**

Dy.General Manager & Zonal Head

Begusarai Zonal Office



Annexure-D

**APPLICATION FOR THE POST OF FINANCIAL LITERACY COUNSELLOR
ON CONTRACTUAL BASIS**

To,
Dy. General Manager & Zonal Head,
UCO Bank
Zonal Office,
Begusarai

Paste Passport
size Photograph

Please sign across
the Photograph

Dear Sir,

With reference to your advertisement on Bank's website dated _____, I submit my application in prescribed format.

1. NAME (in full)- _____

2. ADDRESS FOR CORRESPONDENCE:

3. CATEGORY: _____

4. If person with Disability:
Type of disability:
Percentage of disability:

5. DATE OF BIRTH (As per School leaving Certificate) :
Age in completed years as on .../.../.....: _____ Years

6. Details of Non refundable Application Fee:
Name of DD issuing Bank: _____ Place of Issue:
Date of Issue: _____ Amount:

7. Contact Details:

MOBILE NO. -

LANDLINE No.

E-MAIL ID-

8. GENDER:

9. NATIONALITY:

10. RELIGION:

11. MARTIAL STATUS:

12. FATHER's/ Husband's NAME:

13. PERMANENT ADDRESS:

14. EDUCATION QUALIFICATION:



Qualification	Details (B.A./B.Sc/ M.A./M.Sc etc.)	Board/ University	Full time/ Part Time	Year of Passing	Subject / Speciali zation	Marks (Rank if any)
Graduation						
Post Graduation						
Professional Qualification						
Others/ Computer Knowledge						

15. RELATIVE EXPERIENCE - Total (in years) _____

SN	Name of Bank	Designation	Duration		Responsibi lities	Pay Scale	Extra Ordinary Achievem ts
			From	To			

16. RETIRED ON VRS/ SUPERANNUATION _____

DATE OF RETIREMENT _____

TOTAL YEARS OF SERVICE _____ years

OUT OF WHICH AS AN OFFICER _____ years

POSITION AT THE TIME OF VRS/ RETIREMENT _____

NO. OF YEARS WORKED AS RURAL BRANCH MANAGER _____ years

17. DATE OF ISSUE OF SERVICE CERTIFICATE OF PREVIOUS EMPLOYER _____

18. DETAILS OF PRESENT EMPLOYMENT:

(a) Organisation

(b) Full Address:

(c) Position:

(d) Reporting to:

(e) Salary/Compensation presently drawn:

19. Brief detail of experience in the Bank in respect of working in Rural area /as Rural Development In-charge/ as Faculty/as LDM/ FI, Agriculture at HO, etc.



20. Significant Achievement (If Any) in respect of above assignments-

21. Name and addresses of two references-

1) _____

2) _____

DECLARATION

I hereby declare that the particulars furnished above are true and correct to the best of knowledge and belief and I understand that in the event of any information being found false or incorrect at any stage or not satisfying the eligibility criteria according to the requirements of the relative advertisement, my candidature/ appointment for the said post is liable to be cancelled/terminated at any stage and if appointed, my service are liable to be terminated. I am willing to serve anywhere in India. I agree that Bank has right to transfer me to any part of the country at its discretion.

I hereby agree that any legal proceedings in respect of any matter of claims or disputes arising out of this application and/or out of said advertisement can be instituted by me only at Kolkata and Courts/tribunals/forums at Kolkata undertake to abide by all the terms and conditions mentioned in the advertisement displayed on Banks website dated_____.

(Signature of applicant)

Place: _____

Date: _____

Enclosures:



यूको बैंक
सम्मान आपके विश्वास का



UCO BANK

Honours your trust

प्र. का.(HO)/ (आर.बी.डी. (ARBD)/F-203/2021-22/823

दिनांक: 12.11.2021

Zonal Heads

Begusarai, Balasore, Jorhat, Guwahati, Jalandhar, Ajmer, Chandigarh.

Sub: Engagement of Financial Literacy Counsellors - Invitation of Fresh Applications.

शीर्षकित विषय के संदर्भ में हम आपको निम्नलिखित सूचित करना चाहते हैं।

- Please refer to our letter no. **HO/ARBD/F-203/616/2016-17 dt.24.06.2016** regarding Guidelines for Recruitment of Financial Literacy Counsellors - their role for successful implementation of Financial Literacy Scheme in our Lead Districts and our revised guidelines on recruitment of Financial Literacy Counsellors sent vide our letter no. **HO/ARBD/F-203/1176/2018-19** dated **04-10-2018**.
- Since the post of Financial Literacy Counsellors for the below mentioned LDM Offices are vacant, you are advised to invite fresh application from the eligible candidates to fill the said posts.

The State and Zone wise details of the Lead District Offices for which the applications are to be invited is as under:

Sl.No	Name of the Zone	Name of the LDM Office / FLC	Completion of Tenor of Engagement of FLC
1	Begusarai	Begusarai	Vacant
2	Balasore	Bhadrak	Vacant
3	Jorhat	Darrang	Vacant
4	Guwahati	Dhubri	Vacant
5	Guwahati	Goalpara	Vacant
6	Jalandhar	Jalandhar	Vacant
7	Guwahati	Kokrajhar	Vacant
8	Begusarai	Munger	Vacant
9	Ajmer	Nagaur	Vacant
10	Guwahati	Nalbari	Vacant
11	Chandigarh	Ropar	Vacant
12	Guwahati	South Salmara	Vacant

The Zonal Offices are advised to follow the following time limit for publication advertisement in local newspaper for completion of the engagement process their end.

Moreover, Subsequent to formation of 3 members committee for shortlisting of application as well as interview panel must be forwarded to us for approval from competent authority prior to conduct of interview.

Sl. No	Process	Within Date
1.	Publication of advertisement by respective Zonal Offices in Bank's website / local newspaper.	20.11.2021
2.	Formation of 3 member Committee headed by Zonal Head for Shortlisting of Applications at Zonal Offices & sending the details of committee to HO, ARBD for approval.	
3.	Formation of 3 member Interview Panel at Zonal Offices which will consist Zonal Manager as Chairman, Dy. Zonal Head of the zone as Internal Member and an External Member from NABARD / faculty from a reputed educational institution & sending the same to HO, ARBD for approval.	
4.	Last Date of Receipt of application from interested candidates at Zonal Offices.	06.12.2021
5.	Issuance of call letters for interview to shortlisted candidates by the Chairmen of the interview Panel (i.e. Zonal Manager)	10.12.2021
6.	Conduct of interview at respective Zonal Offices for individual Lead District Office.	20.12.2021
7.	Sending of Lead District wise Final Merit list of the candidates to HO, ARBD for approval.	22.12.2021
9.	Placing note for approval of merit list of candidate by Competent authority	31.12.2021
10.	Issuance of offer letter for engagement to the selected candidate	15.01.2022
11.	Procurement of acceptance /non acceptance of offer by selected candidate	30.01.2022

Timeline must be adhered meticulously.

The Draft Advertisement and Application form is enclosed herewith.

Vijay Kumar
(विजय कुमार /Vijay Kumar)
महाप्रबंधक/General Manager
एआरबीडी /ARBD



Encl: As Stated Above.

यूकोबैंक, कृषिवीरग्रामीणविभाग, प्रधानकार्यालय, तीसरातल, 10, बीटीएमसरणी, कोलकाता - 700 001
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