

## **FICCI comments on Pradhan Mantri Jan Dhan Yojana**

**New Delhi, 28 August 2014:** FICCI welcomes the launch of the Pradhan Mantri Jan Dhan Yojana by the Hon'ble Prime Minister Mr. Narendra Modi. *“This launch has brought into focus the subject of financial inclusion in a manner not conceptualized before. The positive spin-off effects of extending financial services to the masses are multifold and would clearly impact the overall development trajectory of the nation”*, **said Mr. Sidharth Birla, President, FICCI.**

*“The key distinction from earlier designs is the introduction of a combination of savings, loans and insurance products. This would ensure most base needs of beneficiaries are taken care of. Linking financial literacy and direct cash transfer with this program ensures demand inducement and sustainability of this model”*, **added Mr. Birla.**

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