

Duties to be performed by Counsellor

A) General

- (i) Advising public on financial management.
- (ii) Creating awareness among the public about financial management.
- (iii) Counseling people who are struggling to meet repayment obligations and helping in debt resolution.
- (iv) Helping in rehabilitation of borrowers in distress to enable them reestablish normal day to day life.

B) In Urban Centers

Focus is on issues relating to personal financing extended through use of credit cards and personal loans.

C) In Semi Urban and Rural Centers

The focus will be on agriculture and related activities, such as:

- (i) Guiding farmers regarding modalities for availing loan from Banks, Debt Swap schemes of Banks to free them from money lenders, educating them on banking habits, other banking products including "No frill Accounts".
- (ii) Guiding distressed farmers to enable them reschedule/ restructure their account or settle of OTS.
- (iii) Co-ordinate with SHGs/JLGs to effectively animate the formation to discuss issues leading to excessive indebtedness, preventive measures and other avenues of income generation other than agriculture/ activities related to the needs of the village and nearby areas etc.
- (iv) Providing technical counseling by coordinating with agencies like NABARD, training facilitators including Government agencies etc.
- (v) Guiding on community aggregation for purchase of common inputs, sale of products generated etc. for achieving reasonable levels of economies of scale. For this purpose the counselor will extend assistance for linkage with NGOs etc.
- (vi) Help individuals left out of the banking system by coordination with banks/ other voluntary agencies to bring such people under the ambit of Financial Inclusion.
- (vii) Similarly providing linkage with NGOs/ MFIs for uncovered areas so that the benefits of the micro financing can accrue to the people in those areas and they get the full benefit of financial education too including management of their personal finances.
- (viii) In nonagricultural areas, it will provide guidance to the distressed debtors to reschedule/ restructure their borrowings or guide them for resolution.
- (ix) Wherever needed, counselors will co-ordinate with the other bankers with whom the person is having a banking relationship.
- (x) Spread awareness on the dangers of excessive indebtedness through loans/ usage of credit cards etc. through various foray including NGOs etc.

(Signature of the candidate)

