

Banking Related Schemes, Banking Current Affairs 2023

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January 6, 2023

List of Banking Related Schemes 2022

Banking Related Schemes and Initiatives December 2022

Bank Name	Scheme Name	Purpose
Bajaj Allianz Genreral Insurance	<u>Respect Senior Care Rider</u>	Health insurance card for Senior Citizens
One 97 Communication Ltd. & HDFC ERGO	Paytm Payment Protect Insurance plan	To insure a transaction made through UPI across all apps and wallets.
IDFC First Bank	Zero-fee Banking facility	Zero-fee banking on savings accounts, available only to customers who maintain an average monthly balance between 10K and 25K in their savings accounts.
Indian Bank	IND SHAKTI 555 DAYS Scheme	It offers “higher rate of interest for investment starting from Rs.5000 to less than 2 Crore for 555 days in the form of FD/MMD with callable options.”
Canara HSBC Life Insurance	Guaranteed Fortune Plan	A non-linked, non-participating individual savings life insurance plan. It offers life cover and a lump sum amount after the policy term
PNB HFC	‘Roshni’ <u>Loan</u> Scheme	Low-cost home loan program for individuals in Tier 1 and Tier 2 cities. (An individual can apply for Home loan ranging from Rs 5 lakh to Rs 30 lakh.)
RBL Bank & Paisabazaar.com	Co-credit Card- ‘Duet’	It Offers instant transfer of money to bank account and cashback on purchases
Federal Bank	‘Football Fiesta’ campaign	To celebrate FIFA World Cup 2022
ICICI Bank	ICICI STACK for Corporates	It provides banking solutions to the companies related to real estate sector
Yeas Bank & TurtleFin	‘EasyNsure’ Platform	It brings multiple insurance partners on a common platform

Banking Related Schemes and Initiatives November 2022

Bank Name	Scheme Name	Key Points
IDFC FIRST Bank	FIRSTAP	India's 1st sticker-based debit card, which works with Near Field Communication (NFC) technology.
Canara Bank	Electronic Bank Guarantee (e-BG)	Bank Guarantee's API-based digital workflow that eliminates physical issue, stamping, verification, etc.
Axis Bank & Flipkart	Flipkart Axis Bank Super Elite credit Card	To scale the Flipkart Supercoins reward programme
Federal Bank	Deposit Plus Scheme	Deposit scheme for Non-Resident Indians (NRIs)
Karnataka Bank	CASA Campaign	To introduce potential customers to its digitally enabled savings account options
ICICI Prudential Life Insurance	ICICI Pru Sukh Samruddhi	It offers customers guaranteed benefits and growth potential in the form of bonuses
Unity Small Finance Bank	Shagun 366	1 year, 1 day fixed deposit (FD) scheme, which offers 7.8% p.a. returns for retail customers and 8.30% p.a. 366 days tenure for senior citizens
Bank of Baroda	Baroda Tiranga Plus Deposit Scheme	It offers high interest rates up to 7.50% p.a. for 399 days

Banking Related Schemes and Initiatives October 2022

Bank Name	Scheme Name	Key Points
SBI Bank	Gram Seva Program	SBI adopted 30 Remote Villages across 6 states under this program. The 6 states are Haryana, Gujarat, Maharashtra, Punjab, Tamil Nadu, and West Bengal.
ICICI Bank UK PLC	HomeVantage Current Account (HVCA)	New Current Account with Visa Debit Card facility for Indian students traveling to United Kingdom (UK) for higher studies.
ICICI Bank	'Smart Wire' Facility	An online solution to allow non-resident Indian (NRI) and resident customers to make SWIFT (Society for Worldwide Interbank Financial Telecommunication) based inward remittances online
DCB Bank	'Suraksha Fixed Deposit (FD)' scheme	A 3-year Fixed Deposit scheme that offers higher interest rates and free life insurance among other benefits to depositors and their dependents.
Karnataka Bank	'KBL Utsav' loan campaign	Home Loan, Car Loan and Gold Loan facilities to meet the festive needs.
Karnataka Bank	KBL Centenary Deposit Scheme	A unique term deposit scheme with higher rate of interest
IDBI Bank	"Amrit Mahotsav FD" scheme	Fixed Deposit Scheme for a unique bucket of 555 days with a rate of 6.90% as part of the festive offer
India Post Payments Bank (IPPB)	Group Accident Insurance Plan	Group Accident Insurance Plan with an accidental death coverage of Rs 10 lakh.

Banking Related Schemes and Initiatives September 2022

Bank Name	Scheme Name	Key Points
SBI Cards and Payment Services Limited	CASHBACK SBI Card	Industry's first and most comprehensive cashback credit card to boost online spending
Bank of India (BOI)	TIN 2.0 system	First Public Sector Bank (PSB) to go live with the new Direct Tax Collection System – TIN 2.0
ESAF Small Finance Bank (ESAF SFB)	Rainbow Savings Account	Launched for the transgender community, in an effort to promote a trans friendly or inclusive labor culture.
Agribazaar Technology Private Limited (Agribazaar)	Agribazaar Kisan Safalta Card	To help farmers meet their pre-harvest and post-harvest farm requirements and other related expenses
HDF Bank	Bank on Wheels	An initiative to provide banking services to unbanked areas around Ankleshwar in Koteswar village near Ahmedabad, Gujarat.
Max Life Insurance	Smart Flexi Protect Solution	It provides health and enhanced life cover, along with market-linked investment returns
Axis Bank and Square Yards	Open Door platform	Platform for Hassle-Free Home Buying
Canara HSBC Life Insurance	iSelect guaranteed future plan	An individual, non-linked, non-participating, savings and protection life insurance plan in digital platform.
HDFC Life Introduces	Click2Protect Super	A term insurance policy that allows clients to customize their protection needs and pay only for the benefits/plan options they choose.
Union Bank of India (UBI)	Ethical Hacking Lab (EHL)	UBI launched EHL in Hyderabad to strengthen the cyber security ecosystem in India
Bank of Baroda (BoB)	Khushiyon ka Tohar campaign	Annual festive campaigns that offer attractive interest rates on home and car loans.

Banking Related Schemes and Initiatives August 2022

Bank Name	Scheme Name	Key Points
Bank of Baroda (BoB)	Mobile Application 'bobcard'	It provides one-stop solution for customers to manage their Bank of Baroda (BoB) credit card services
Union Bank of India (UBI)	EmpowerHim	It is an industry-first and men-focused committee dedicated to improving the workplace environment
Axis Bank	Axis Receivables Suite (ARS)	ARS is India's first one-stop Cash Management Solution
Kotak Mahindra Bank	Kotak Creme	Kotak Creme is a lifestyle focused corporate salary account that offers an upgraded banking experience.
Karnataka bank	KBL Amrit Samridhi	Term Deposit Scheme for a tenure of 75 weeks (525 days) for the 75th anniversary of India's independence as part of Azadi ka Amrit Mahotsav.
Bank of Baroda	Baroda Tiranga Deposit Scheme	Special Fixed Deposit (FD) scheme offering a higher interest rate for subscribers
Aegon Life Insurance	#PlayForOurHeroes Campaign	To raise funds for Armed Forces Flag Fund (AFFDF)
Bank of Baroda	Yoddha Credit card	It's a co-branded Rupay Contactless Credit Card for Army Personnel
HDFC ERGO	All Things EV	India's first one-stop-solution portal that provides all the required information related to Electric Vehicles (EVs)

Banking Related Schemes and Initiatives July 2022

Bank Name	Scheme Name	Key Points
Standard Chartered Bank	EaseMyTrip Standard Chartered Credit Card	It will provide a flat 20% instant discount on domestic and international hotel bookings & flat 10% instant discount on domestic and international flight bookings on EaseMyTrip
Max Life Launches	Insta confirmation of insurance (Insta-COI)	The Insta-COI enables notification to the customer regarding the commencement of the risk cover pending release of the policy contract with a hassle-free onboarding.
SBI General Insurance	Cyber VaultEdge	It is an insurance plan for protecting individuals against financial losses arising from cyber risks and attacks.
Association of Mutual Funds in India (AMFI)	campaign "Karein Shuru"	Mutual fund (MF) distributor recruitment campaign
Go Digit General Insurance Limited	Pay as You Drive	an add-on feature for motor insurance Own Damage (OD) policies.
Bajaj Allianz	Pay As You Consume (PAYC)	an add-on motor insurance cover under the Insurance Regulatory and Development Authority of India's (IRDAI's) Sandbox Regulations

Banking Related Schemes and Initiatives June 2022

Bank Name	Scheme Name	Key Points
Axis Bank & Indian Oil Launch	“INDIANOIL AXIS BANK RuPay Credit Card”	Aims to offer innovative as well as customized contactless credit card
Equitas Small Finance Bank	ENJOI	Savings account for kids (0-18 years), under the supervision of their parents
Karnataka Bank	‘Video-based Customer Identification Process (V-CIP)’	Online savings bank (SB) account opening facility via video Customer Identification Process
ICICI Bank	‘Campus Power’	It offers financial products and provides information about value-added services related to higher studies in India, Canada, UK, Germany, USA and Australia.
Bajaj Finance Limited	Har Time EMI on Time	financial education awareness campaign

Banking Related Schemes and Initiatives May 2022

Bank Name	Scheme Name	Key Points
Indian Bank	Digital Broking Solution 'E-Broking	For comprehensive digitalisation of its customer products
Union Bank of India	Online Platform 'Trade nxt	It enable corporate, and MSMEs to transact all cross-border export-import transactions from the comfort of their place.
Indian Bank	First Digital Product "Pre-Approved Personal Loan (PAPL)" Under Project WAVE	It aims to provide customers with instant loan disbursement through a three-step process.
State Bank of India (SBI)	Xpress Credit on YONO	Eligible customers can avail of personal loans, Real-time Xpress Credit (RTXC), up to Rs 35 lakhs through the YONO app, without any paperwork
HDFC Bank	First Digital New Car Loan – 'Xpress Car Loan'	end-to-end digital new car loan solution for both existing and non-customers
Bank Of Maharashtra	'Mahabank Kisan Credit Card' (MKCC)	It aims to provide farmers with adequate and timely credit support through a simple digital experience
Bank Of Maharashtra	Application 'Mahabank Leads'	It is an application for enhanced customer engagement and direct sales of various loan products.
India Post Payments Bank	Aadhaar Enabled Payment System (AePS)	It enables online interoperable financial inclusion transactions at the Point of Sale (MicroATM) using Aadhaar verification through any bank's business correspondent.
HDFC ERGO General Insurance Company	'Pay as You Drive' Program '	It is an insurance solution that provides distance-based insurance under its own damage section in order to lower upfront insurance premiums
Bharti AXA Life Insurance	financial literacy campaign 'InspiHE₹-Enabling an empowered future',	Its a special initiative to enhance financial awareness among women and empower them to make informed financial decisions for a secure future.
Life Insurance Corporation of India (LIC)	Life Insurance Plan "Bima Ratna"	non-linked, non-participating, individual, savings life insurance plan.

Banking Related Schemes and Initiatives April 2022

Bank Name	Scheme Name	Key Points
Reserve Bank of India (RBI)	RBI established Varnika Ink Manufacturing Facility in Mysuru, Karnataka	The unit produces Colour Shift Intaglio Ink (CSII).
HDFC Bank & Shoppers Stop	Shoppers Stop HDFC Bank Credit Card / Shoppers Stop BLACK HDFC Bank Credit Card	The Shoppers Stop HDFC Bank Credit Card is enabled for contactless payments, facilitating fast, convenient and secure payments at retail outlets.
Union Bank of India	Digital Bank within Bank	It is a part of its future ready digital transformation project. Under the project, the public sector bank is planning to launch a super app, as per the bank's regulatory filing.
Karnataka Vikas Grameena Bank (KVGB)	"Vikas Siri Sampat-1111" scheme	It is a deposit scheme of limited tenure of only 1,111 days with an interest rate of 5.70% for the general public and 6.20 % for senior citizens
India Post Payments Bank (IPPB)	'Fincluvation'	Fincluvation will be an industry-first initiative that will build a robust platform to mobilise the start-up community aimed at financial inclusion.
Bank of Baroda (BoB)	'bob World Gold' Mobile Banking Platform	It aims to provide customers with a simpler, smarter, more personalised, and seniorfriendly banking experience.
ICICI Bank	India's First 'Open-For-All' Digital Ecosystem for MSMEs	It is an open architecture to empower all Micro, Small, and Medium Enterprises (MSMEs) in India, including customers of other banks, by integrating banking services with value-added offerings.

Banking Related Schemes and Initiatives March 2022

Bank Name	Scheme Name	Key Points
Reserve Bank of India (RBI)	“RBI Kehta Hai” campaign	Launched by RBI to educate and empower the public about banking regulations.
Axis Bank	‘HouseWorkIsWork’ Initiative	To provide confidence to women about their employment and also about the skills they possess that could fit in various job roles in a bank.
ICICI Bank	“Emirates Skywards ICICI Bank Credit Card”	The co-branded credit card will enable customers to earn Skywards Miles quickly on travel, lifestyle and everyday spends.
Ujjivan Small Finance Bank (USFB)	‘Ujjivan SFB Assisted’ app	This OTP and biometric authentication based application update the mobile numbers for individual banking transactions through paperless and secured manner .
Reserve Bank of India (RBI) and the National Payment Corporation of India (NPCI)	UPI for feature phones ‘UPI123Pay’	UPI123PAY for feature phones will improve digital payments to a higher level.
Reserve Bank of India (RBI) and the National Payment Corporation of India (NPCI)	24*7 helpline named ‘DigiSaathi’	DigiSaathi will help customers to address their queries about digital payments in two languages – english and hindi and also working towards all vernacular languages
Equitas Small Finance Bank (SFB)	Equitas Bank CSK Debit Card	It is a special edition debit card for Chennai Super King (CSK) fans who shared space with the team’s avatars in this virtual experience at www.equiverse.in
ICICI Bank	“Chennai Super Kings ICICI Bank Credit Card”	The Debit card is designed with a range of exclusive privileges for the CSK fans and distinct banking benefits from ICICI Bank.
National Payments Corporation of India (NPCI)	‘On-Device Wallet- UPI Lite”	It will enable small value transactions in an offline mode for the UPI users.
DBS Bank	Green Deposit Programme	A Programmes for corporate clients which will provide a simple way for the companies to support environmentally friendly projects or avenues.
HDFC Bank	“AutoFirst” app	It offers fully automated auto loans exclusively.

HDFC Bank	SmartHub Vyapar app programme	This app combines payment platforms such as cards, UPI, QR codes, tap-pay, and SMSbased payments
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Banking Related Schemes and Initiatives February 2022

Bank Name	Scheme Name	Key Points
National Bank for Agriculture and Rural Development (NABARD)	JIVA Programme	To promote natural farming under its existing watershed and wadi programmes in 11 states.
Small Industries Development Bank of India (SIDBI)	Waste to Wealth Creation' Programme	<ul style="list-style-type: none"> • The program virtually inaugurated by SIDBI. • The 'Waste to Wealth Creation' Programme, designed for the women in Sundarbans in South 24 Parganas district of West Bengal.
Punjab National Bank (PNB), and Patanjali Ayurved Limited (PAL) in partnership with NPCI	"PNB RuPay Platinum" and "PNB RuPay Select" Contactless Credit Card	<ul style="list-style-type: none"> • To make easy transactions by placing your card within a few inches of the PoS terminals.
Paisabazaar Partners with RBL bank	'Paisa on Demand' (PoD) credit card	<ul style="list-style-type: none"> • The aim of the partnership is to build products that offer integrated services for the large under-served segments across India.
Yes Bank	Annual Start-up Program – 'Agri Infinity program'	<ul style="list-style-type: none"> • To co-develop digital financial solutions for the food and agriculture, ecosystem by mentoring entrepreneurial ventures in the field
Standard Chartered Bank	'interest-only home loan' facility	<ul style="list-style-type: none"> • For complete residential properties where borrowers can pay only the interest without principal deduction during a limited period.
TripMoney Partners with SBM Bank	'TripMoney Global Card'	<ul style="list-style-type: none"> • 'TripMoney Global Card' is a rupee-denominated secure credit card, powered by Visa and it can be used across over 150 countries

Banking Related Schemes and Initiatives January 2022

Bank Name	Scheme Name	Key Points
Reserve Bank of India	market-making scheme	<ul style="list-style-type: none"> • To promote retail participation in Government Securities (G-Secs) by providing prices/quotes to Retail Direct Gilt Account Holders (RDGAHs) enabling them to buy or sell securities under the RBI Retail Direct (RBI-RD) Scheme.
Pencilton fintech	PencilCard	<ul style="list-style-type: none"> • It is India's 1st debit card with National Common Mobility Card (NCMC) for teens. • PencilCard is an NCMC – compliant RuPay debit card specially designed for the teenager.
SBI General Insurance	#BahaneChhodoTaxBachao' Campaign	<ul style="list-style-type: none"> • To increase awareness around the need to buy health insurance to save tax.
LazyPay Partners with SBM Bank	LazyCard	<ul style="list-style-type: none"> • To empower financially underserved Indians with easy access to credit as their card has limited credit options.
UCO Bank	UCO Bank RuPay Select Contactless Debit Card	<ul style="list-style-type: none"> • This contactless debit card comes with a host of benefits and has been curated keeping in mind the needs and lifestyle of premium/HNI customers of the bank," the lender said in a statement. • The card also offers an ATM withdrawal limit of Rs 50,000 along with a purchase of up to Rs 2 lakh at POS or e-commerce
Ujjivan Small Finance Bank	Platina Fixed Deposit' (FD)	<ul style="list-style-type: none"> • It offering interest of 15 basis points (bps) higher than the regular term deposit rates provided by Ujjivan SFB

Life Insurance Corporation (LIC)	Digi Zone	<ul style="list-style-type: none"> • It can be used by the customers to purchase policies online, pay the premium and avail of other services.
Paytm Money	Intelligent Messenger 'Pops'	<ul style="list-style-type: none"> • It provides specific information related to their stock, portfolio analysis, market news, and important market movements all in one place and easily available to its users.
Bank of Baroda (BOB) Partnered with National Payments Corporation of India (NPCI) And Snapdeal	Contactless RuPay Credit Card	<ul style="list-style-type: none"> • To popularise the adoption and usage of credit cards among the online buyers from India's smaller cities and towns.
MobiKwik & Bharat BillPay	'ClickPay'	<ul style="list-style-type: none"> • ClickPay is a two-factor authentication payment feature wherein the billers generate a unique payment link within the bill-pay message and allow customers to make payments directly on the payment page.