

**Ministry of Personnel, Public Grievances & Pensions
Department of Pension & Pensioners' Welfare**

**Nationwide DLC Campaign 2.0
November, 2023**

OBJECTIVES

- To spread awareness about the benefits and technique of submitting DLCs
- Special emphasis is given to the Face Authentication Technology for DLC generation
- The campaign held in November 2022, resulted in DLC by approximately 35 Lakh out of 69.8 Lakh Central Government Pensioners across India.
- The Department is now organising a Campaign on above lines at 100 cities in November, 2023 to target DLC submission by 50 Lakhs Pensioners.

STAKEHOLDERS

- Pension Disbursing Banks
 - Pensioners' Welfare Associations
 - Ministry of Defence, Postal, Telecom & Railways (for their own pensioners)
 - PIB & DD (for media support)
 - UIDAI & MeitY (for technical support)
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- The Banks associating for the Campaign in a particular State shall hold camps on designated days of November.

PREPRATION

- All-India uniform banner.
- DoPPW Nodal officers for each State.
- Camps at the identified multiple locations (05) in each of the 100 cities on multiple days.
- Each Bank - Nodal officers from DoPPW for each State/UT who shall coordinate with the Bank's nodal officer for each city for the Campaign.
- M/o Defence, Railway, Posts & Telecom, UIDAI and MeitY, PIB & DD and Pensioners' Associations shall appoint their own Nodal Officers.
- A comprehensive OM defining the roles of all the stakeholders has been circulated.
- A Nation-wide DLC Portal has been developed.

MEDIA PLAN

- PIB notes/ tweets on all campaign sites.
- DD coverage of each camp-site.
- Launch of Twitter Series
- Panel discussion by DD.
- Release of DLC campaign booklet at the end of campaign.
- Mid – Campaign Press conference on 15th November, 23.
- End of Campaign Press conference on 30th November, 23.

PUBLICITY/ AWARENESS

- Will commence from September, 2023.
- A WhatsApp group of all the Nodal Officers.
- All awareness material on the DOPPW portal.
- DoPPW shall send SMS to Central Civil Pensioners in October & November, 2023.
- Banks will conduct Awareness Campaign in the select cities in local languages & newspapers.
- Videos in Hindi and English on Youtube and DOPPW website.

Campaign Period activities (1st to 30th November, 2023)

- Launch of Campaign 2.0 on 1st November, 2023 by Hon'ble Dr. Jitendra Singh, MOS.
- DLC camps in 100 cities as per schedule from Nov 1-30, 2023.
- Visit of DoPPW nominated officials to different locations.
- Daily updation of data centrally by MeitY.
- Release of PIB note and tweets.
- Mid – Campaign Press conference by DOPPW on 15th November 2023.
- Sharing of PIB notes, tweets links, DD coverage, photographs on Campaign by the Nodal officers.
- End of Campaign Press conference by DOPPW on 30th November.
- Release of Nation – Wide DLC campaign booklet by DOPPW.

Roles

MOD (SPARSH)

- Wide publicity to be given to this campaign.
- Gear up SPARSH centers & Zila Sainik Welfare Boards for the Campaign.
- Organize home visits for disabled pensioners.

UIDAI

- Set-up helplines for giving technical support.
- Arrange Aadhaar updation Camps at the Campaign Centres.

MEitY (Jeevan Pramaan Team)

- Provide MIS of the progress of the Nationwide DLC Campaign 2.0
- Provide technical support in case of any technical glitches.

DLC Campaign Portal

- URL for DLC Campaign Portal: - <https://ipension.nic.in/dlcportal/>
- DLC User Manual has been prepared.
- List of cities and Nodal Banks & Pensioners' Associations have been entered.
- Details of Nodal Officers from Banks entered in Portal.
- On receipt of details of Nodal Officers from Pensioners' Associations, the same will be entered in the Portal.
- User IDs and passwords will be created for the Nodal Officers. However they will be able to login and feed information w.e.f. 1st November, 2023

List of 100 Cities for DLC Campaign

Director (RM)
i. US (AKS)
ii. US (VK)

Director (RK)
i. US (S. Chander)
ii. US (D.P. Singh)

Director (PK)
i. US (D. Gupta)
ii. US (S. Chakrabarti)

DS (RCS)
i. US (RK)
ii. US (RKD)

Andhra Pradesh

Visakhapatnam (UBI)
Guntur (UBI)
East Godavari (SBI)

Karnataka

Belgaum (SBI)
Bengaluru (SBI, Canara)
Mysore (Canara)

Kerala

Thrissur (SBI)
Thiruvananthapuram (SBI)
Ernakulam (IOB)
Kannur (IOB)

Madhya Pradesh

Indore (SBI)
Gwalior (SBI)
Bhopal (CBI)
Jabalapur (BOM, BOI)

Tamilnadu

Coimbatore (SBI)
Madurai (SBI)
Perambur (IOB)
Chennai (Indian Bank)
Trichy (Indian Bank)

Telangana

Hyderabad (SBI, UBI)
Rangareddy (SBI)

Andaman Nicobar

Port Blair (SBI)

Dadra & Nagar

Silvassa (SBI)

Haryana

Rohtak (SBI)
Ambala (PNB)
Gurgaon (PNB)
Hissar (SBI)
Jagadhari (SBI)
Faridabad (SBI)

Himanchal Pradesh

Shimla (SBI)
Dharamshala (PNB)
Mandi (PNB)
Kasauli (SBI)
Manali (SBI)

Punjab

Patiala (SBI)
Amritsar (PSB)
Kapurthala (PSB)
Ludhiana (PNB)
Jalandhar (PNB)

Tripura

West Tripura (SBI)

Chandigarh

Chandigarh (PNB, SBI)

Delhi

Central Delhi (SBI, Axis)
North Delhi (PNB, UBI)
South Delhi (Kotak, HDFC)

Jammu & Kashmir

Srinagar (SBI)
Jammu (PNB)

Ladakh

Leh (SBI)

Goa

North Goa (SBI)
South Goa (SBI)

Gujarat

Rajkot (SBI)
Bhavnagar (SBI)
Ahmedabad (BOM)
Baroda (BOB)
Surat (BOB)

Rajasthan

Bikaner (SBI)
Jodhpur (SBI)
Kota (CBI)
Udaipur (SBI)
Ajmer (BOB)
Jhunjhunu (BOB)

Uttarakhand

Dehradun (SBI)
Chamoli (SBI)
Halidwani (PNB)

Uttar Pradesh

Prayagraj (SBI)
Varanasi (SBI)
Agra (SBI)
Lucknow (Indian)
Meerut (Indian)
Bareilly (SBI)
Azampur (UBI)
Farrukhabad (BOI)
Noida (PNB)

West Bengal

Howrah (BOI)
Kolkata (PNB, UCO)
Hoogly (UCO)

Sikkim

East Sikkim (SBI)

Assam

Guwahati (SBI, BOI)
Jorhat (SBI)
Kamroop (SBI)

Bihar

Muzaffarpur (SBI)
Patna (CBI, BOI)
Gaya (BOI)
Chhapra (SBI)
Siwan (BOI)

Chhattisgarh

Bilaspur (SBI)
Durg (SBI)
Raipur (BOM)

Jharkhand

Bokaro (SBI)
Ranchi (BOI)
Janshedpur (CBI)

Odisha

Cuttack (SBI)
Bhubaneswar (BOB)
Puri (BOB)

Puducherry

Puducherry (Indian Bank, SBI)

Maharashtra

Mumbai Sub-urban (SBI)
Mumbai (BOB, HDFC, ICICI)
Pune (BOB, BOM)
Nashik (BOB, BOM)
Kolhapur (BOI)
Ahmednagar (BOM)

COMPARATIVE ANALYSIS SINCE INCEPTION

Sl.No	Date	Total DLC Count	CGOV DLC Count	IPPB Total	IPPB - CGOV	Face Auth	Face Auth - CGOV
1	1st Oct,2014 - 30th Sep, 2015	525933	462741	NA	NA	NA	NA
2	1st Oct,2015 - 30th Sep, 2016	1156056	437929	NA	NA	NA	NA
3	1st Oct,2016 - 30th Sep, 2017	7439249	1133051	NA	NA	NA	NA
4	1st Oct,2017 - 30th Sep, 2018	8189463	1228905	NA	NA	NA	NA
5	1st Oct,2018 - 30th Sep, 2019	8901357	1557012	NA	NA	NA	NA
6	1st Oct,2019 - 30th Sep, 2020	9593493	1845423	NA	NA	NA	NA
7	1st Oct,2020 - 30th Sep, 2021	10290435	2041122	625313	158594	542	463
8	1st Oct,2021 - 28th Mar, 2022	10312781	2201622	530666	158910	82810	27946



THANK YOU