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विकास प्राधिकरण
बी–14/ए, छत्रपति शिवाजी भवन,
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File Ref. No.: PFRDA/03/05/1/0070/2017-PnD-APY

20th June 2019

Dear Sir/Ma'am,

Subject: Rewarding SLBCs for APY Performance (2019-20)

As you are aware, the Prime Minister of the country had launched the three key Social Security Schemes viz. Atal Pension Yojana (APY), Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) and Pradhan Mantri Suraksha Bima Yojana (PMSBY). These schemes are aimed at providing social security to the Indian society. Among these schemes, APY is an innovative initiative for ensuring old age income security for Indian Citizens and for building a pensioned society.

APY is an important National Programme of the Government of India and is being extensively promoted by all Bank/India Post branches. As on date, 1.64 Cr. subscribers have been enrolled under the scheme. However, considering the eligible potential subscribers in the country, the outreach needs to be further improved.

In order to keep up the momentum of enrollments as well as to accelerate the pace of acquisition during the current financial year, the SLBC is also provided targets (*enclosed*) for their respective geographies. DFS has allocated target under APY for FY 2019-20 under various categories such as Major Banks: 60 accounts, per branch, Regional Rural Bank: 50 accounts per branch, Private Banks: 30 accounts per branch etc. Accordingly, considering the per branch target and a number of branches in the state, the target for SLBC have arrived.

SLBCs are requested to facilitate to meet the allocated targets by including the performance of APY- Service Providers in the respective State in meetings, workshops etc as a suitable agenda. The top 3 States in terms of enrollment for FY 2019-20 will be awarded by DFS/PFRDA post achieving 50% of States enrollment target with activation of 50% of Branches of the State's Banks with at least 5 accts for FY. SLBCs may also advise LDMs to include the performance at the district level meetings and at the Block level. SLBCs are requested to include Bankwise APY performance in its periodical meetings. Information on APY performance may be obtained from Sh. Kaustubh Vaidya (email: KaustubhV@nsdl.co.in) and/or Sh. Amol Gade (email: amolg@nsdl.co.in). SLBCs may also nominate their best-performing LDMs to PFRDA for reward and recognition with highlighting their performance.

For any assistance on capacity building/training on APY, the Bank may contact Dr. Ashish Dongare, Manager PFRDA and/or Shri Mohit Yadav, Manager, PFRDA at ashish.dongare@pfrda.org.in and/or mohit.yadav@pfrda.org.in respectively.

With Regards,

Yours sincerely,

Ashish Kumar
Chief General Manager

To,
All SLBCs

Encl:

- APY Target for SLBC Calculation
- Allocation of APY Target by DFS dt. 31st March, 2019
- Letter issued by DFS on APY dt. 7th May, 2015