



अनन्ता गोपाल दास
मुख्य महाप्रबन्धक
Ananta Gopal Das
Chief General Manager

Annexure

पेंशन निधि विनियामक और
विकास प्राधिकरण
बी-14/ए, इंद मंजिल, छत्रपति शिवाजी भवन
कुतुब इंस्टिट्यूशनल एरिया, कटवारिया सराय,
नई दिल्ली-110016
दूरभाष : 011-26517092
फैक्स : 011-26517507
ई-मेल : ag.das@pfrda.org.in
www.pfrda.org.in

PENSION FUND REGULATORY
AND DEVELOPMENT AUTHORITY
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PFRDA/03/05/1/0061/2017-PnD-APY

Dear *Shri. Gupta,*

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श्री. जे. वि. / RURAL BUSINESS UNIT मु. न्या. म. का. / MUMBAI LHO				
19 AUG 2017				
उप (कृषि)	उप (ग्रामीण)	उप (पंचायत)	उप (म. र.)	उप (नगरपालिका)
UGM (ABU)	UGM (R)	UGM (P)	UGM (M)	UGM (C)

03rd August, 2017

Mr. Revankar
SLBC

Performance review of Atal Pension Yojana by SLBCs

With a view to bring the economically disadvantaged section of the society in the unorganized sector within the pension fold or old age income security coverage, Government had launched the Atal Pension Yojana in May 2015.

- In order to expand the outreach of APY across the country, all the Public Sector Banks, Private Sector Banks, Regional Rural Banks, Cooperative Banks (Rural & Urban) & Department of Post are involved in the registration of subscriber under APY. As on date there are 231 active service providers under APY and more than 58.5 lakh subscribers have been registered under the scheme.
- All States are organizing periodic SLBC meetings for the review of status of banks business/performance in various aspects, in which representatives /Minister(s) from State Govt./officials, officials from Ministry of Finance, Regulatory Bodies, Commissions are engaged for suitable guidance. However, despite DFS/PFRDA's communication to include APY Performance Vs Target of the State are not adequately covered in those meetings.
- Atal Pension Yojana being a flagship scheme of Govt. of India seeks a special attention on itself considering the huge population which is beyond the scope of pension. Moreover, the performance of the Banks barring few Banks is not encouraging. Hence, PFRDA requests all the SLBC convener banks to suitably place the agenda item of Atal Pension Yojana and an assessment review may be carried out during the meetings to enhance the performance of the Banks.
- PFRDA / NSDL CRA is already providing the information pertaining to the State on the performance under APY. A circular regarding this has been already shared with all the SLBC convener banks (copy enclosed). SLBCs which

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are in need of any additional information on APY may refer the matter with NSDL (MohinderS@nsdl.co.in) and PFRDA (manish.mani@pfrda.org.in & k.mohangandhi@pfrda.org.in)

6. SLBC may also communicate in advance about the conduct of SLBC Meeting well in advance for deputing PFRDA officials if need arises. SLBC may also advise District Level and Block Level Banks for covering the performance of APY in their regular meetings.

7. SLBC Conveners are requested to share the minutes of SLBC meeting with PFRDA on regular basis.

Yours Sincerely


(Ananta Gopal Das)

Mr. Manosh Kumar Dutta,
General Manager,
SLBC Goa Convener,
State Bank Of India,
Rural Business Unit, LHO
Second Floor, "Synergy", BKC
Mumbai 400 051



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Circular

1st November 2016

FILE NO: PFRDA/3/109

To

All SLBC/DLBC/BLBC
(APY Service Providers)

Atal Pension Yojana - Monitoring the performance of Banks at State/District/Block Levels

Atal Pension Yojana, a Govt guaranteed pension scheme has enrolled 37 lacs subscribers till date. But considering the potential customers of each bank and the target allotted to each bank, banks are still not actively participating in sourcing APY accounts in a desirable manner.

2. Though Dept of Financial Services (DFS), Ministry of Finance/ PFRDA monitor the progress of APY on a periodical basis but a very close monitoring at the levels of State/District and Block levels would help in activation of all Bank branches towards APY which invariably facilitate reaching the target allotted to each Bank by Govt. APY targets are allotted on yearly basis by DFS and the targets are based on the number of branches of each Bank has. The number of accounts vary from 20-70 accounts/year as per the category of Banks. The target for FY 2016-17 is as follows:

- i. 70 Accounts per branch for PSBs/ Select Private Banks like Axis, ICICI, HDFC and J K Bank.
- ii. 50 Accounts per branch of RRBs
- iii. 20 Accounts per branch of Coop Bank.

3. SLBC/DLBC/BLBC Banks are requested to incorporate APY as one of the important agenda in the discussions and monitor the performance of Banks as per the number of branches/target in each State/Dist or Block as the case may be. Since APY is a flagship Govt pension Scheme, a concerted and collaborative action is required from all Banks considering the huge pension coverage gap existing in the country.

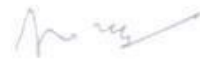
4. Efforts for meeting the target and reasons for increasing APY outreach are to be analysed and report is to be submitted after conduct of meetings at State/Block and District levels. Periodical Report of APY progress is to be sent to Mission Office (missionfr@nic.in) and PFRDA (manish.mani@pfrda.org.in & k.mohangandhi@pfrda.org.in),

5. Before conduct of State level meetings (SLBC) , PFRDA/NSDL CRA will be providing the required State level information of APY. Hence banks are requested to submit their request to kaustubhv@nsdl.co.in of NSDL/CRA under copy to PFRDA as per the email ids provided in point no 4. The request from SLBC should ideally reach well in advance preferably 15-20 days.

6. In the meetings, emphasis is to be laid on the following important aspects for enhanced APY outreach,

- a) All Branches of Banks should mobilise minimum accts as per its category (PSB.Private Banks, RRB or Coop Bank)
- b) Involving Banking correspondents (BCs) for sourcing APY.
- c) Establishing tie up by Banks with Non Bank Aggregators/ MFI/ NGO for sourcing APY.
- d) Inclusive participation by Bank branches in various APY campaigns to increase the coverage.

7. SLBCs are requested to circulate the information to District level banks which in turn can forward to all Block level Banks.



(A G Das)
Chief General Manager

Copy to

1. Mission office. DFS, MoF
2. Mr Sudhir Shyam, Director. DFS. MoF