



सत्यमेव जयते

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सदस्य
Dr. B.S. Bhandari
MEMBER



पेंशन निधि विनियामक और
विकास प्राधिकरण

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April 29, 2016

Dear *Chairman/Managing Director/CEO,*

APY Formation Day - 9th May 2016

The Atal Pension Yojana was launched by the Hon'ble Prime Minister of India on 9th May 2015 to address the old age income security needs of the citizen in an affordable manner linked to auto debit facility from the bank/ postal savings account of the subscriber.

2. It is our endeavor to celebrate 9th May of every year as "APY formation day" with an objective to make APY available to each and every eligible person in the country. PFRDA is planning a series of activities including connecting to the unconnected through rigorous mass media campaigns and vast array of subscribers' awareness sessions across the country.

3. A major login day drive on "APY formation day" is to be observed by all banks/DoP on 9th May 2016 with an objective of enrolling at least 10 Jan Dhan customers of each bank branch into APY. The mission of *Jan Dhan se Jan Suraksha* can be made successful by close monitoring and constant engagement by the Head Office and Regional Office of the banks/ Department of Post. I am sure that the steps taken by you on APY formation day would help in enhancing the old age livelihood of the under privileged and downtrodden people to a greater extent.

4. PFRDA has constituted a specific award for best performing banks and post offices on their performance on APY formation day. The Banks/DoPs are requested to communicate the details of APY formation day and enrolling at least 10 customers of each bank branch/ post office into APY well in advance to all the branches and post offices.

5. Let us all celebrate APY formation day on 9th May 2016 with zeal.

With regards,

Yours Sincerely,

(B. S. Bhandari)

To all Banks and Department of Post