



PENSION FUND REGULATORY AND DEVELOPMENT AUTHORITY

PRESS RELEASE

ATAL PENSION YOJANA- Campaign to mobilise APY.

PFRDA organises various campaigns with Banks and Department of Post throughout the country on regular basis in order to bring maximum number of eligible population under Atal Pension Yojana. In line with this PFRDA has launched a new campaign **APY- Fortune 100** from 26th Dec to 31st Dec, 2016. The campaign is to be observed by all the APY- Service Providers including (National BCs), all the branches of Banks and DOP. Branch wise target of 100 accounts for Banks and DOP, 1500 for National BCs is allotted. Under each category i.e PSB, PVT, RRB, DCCB, DOP, BCs top 5 performer will be awarded.

Earlier PFRDA conducted a week-long APY campaign from 7th Dec to 14th Dec 2016 on **APY- Customer First** to bring more and more existing customers of the Banks and Department of Post under the APY. Banks and Department of Post were advised by PFRDA to focus on their existing customers, which may include beneficiaries of various Social Security Schemes of Government of India like PMSBY, PMJJBY and various other flagship schemes like Mudra and Start Up India. The week-long activity with national mission and zeal was conducted with active participation of Public Sector Banks, Private Sector Banks, Regional Rural Banks, Co-operative Banks, their Business Correspondents and Department of Post.

Despite the banks being highly occupied with the demonetization activity they participated wholeheartedly in the campaign and have mobilised more than 56,000 accounts during the period.

The branches of banks, Department of Post and Business Correspondence who have done exceptionally good during the campaign are listed in Annexure A.

Atal Pension Yojana launched by Government of India to provide guaranteed minimum pension to the eligible persons focusing primarily on the unorganised workers of India. Launch of APY and various tax benefits announced by GOI to NPS have been instrumental in increasing the coverage of pension in the country and it has also increased India's ranking in Melbourne Mercer Global Pension Index 2016 (MMGPI). MMGPI is a yardstick to assess the pension policies of a country. The index ranks the countries according to sustainability, pension adequacy and integrity of pension policies.



ANNEXURE A

| Top Branch in each category under APY- Customer First | | | | |
|--|---------------------|--------------------------------------|--------------|-----------------------------------|
| Major Banks | | | | |
| S.no | Bank Name | Name of the Branch | State | Number of accounts sourced |
| 1 | Union Bank Of India | MEHSANA- HIGHWAY-UNION BANK OF INDIA | Gujarat | 655 |

| Private Sector Banks | | | | |
|-----------------------------|------------------|---------------------------|--------------|-----------------------------------|
| S.no | Bank Name | Name of the Branch | State | Number of accounts sourced |
| 1 | Karnataka Bank | KARNATAKA BANK-GUWAHATI | Assam | 205 |

| Regional Rural Banks | | | | |
|-----------------------------|--------------------------|---------------------------|--------------|-----------------------------------|
| S.no | Bank Name | Name of the Branch | State | Number of accounts sourced |
| 1 | Madhya Bihar Gramin Bank | MBGB-MAJHIAON | Bihar | 747 |

| Department of Post | | | | |
|---------------------------|-------------------|---------------------------|--------------|-----------------------------------|
| S.no | Bank Name | Name of the Branch | State | Number of accounts sourced |
| 1 | Tamil Nadu Circle | DOP-PALANI HO | Tamil Nadu | 414 |

| Co-operative Banks | | | | |
|---------------------------|---|---------------------------|--------------|-----------------------------------|
| S.no | Bank Name | Name of the Branch | State | Number of accounts sourced |
| 1 | Sangli District Central Co-operative Bank Ltd | SANGLI DCCB-SHIRALA | Maharashtra | 41 |

| National Business Correspondents | | | |
|---|------------------|----------------------------------|-----------------------------------|
| S.no | Bank Name | Name of the National BC's | Number of accounts sourced |
| 1 | SBI | FIA TECHNOLOGY SERVICES P LTD | 3209 |