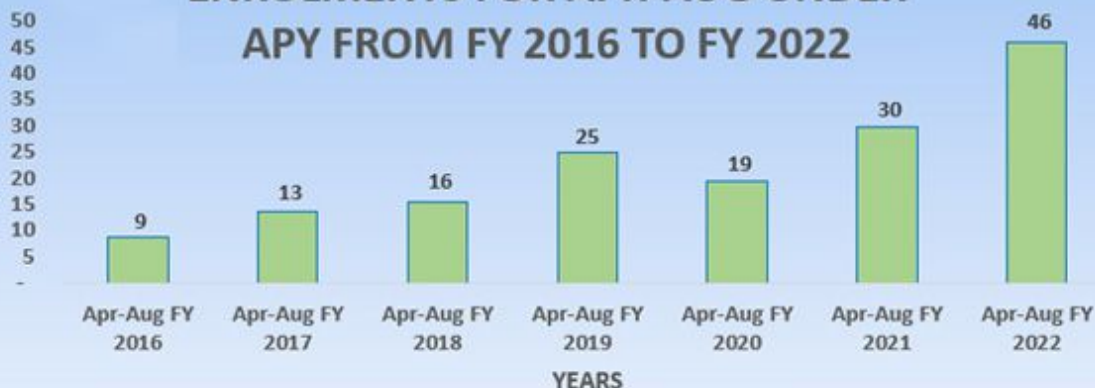


**CONGRATULATIONS TO ALL BANKS
AND TOP PERFORMERS OF THE MONTH!**

NO. OF ENROLMENTS IN LAKH

ENROLMENTS FOR APR-AUG UNDER APY FROM FY 2016 TO FY 2022



NO. OF ENROLMENTS IN LAKH

ENROLMENTS UNDER APY IN THE MONTH OF AUGUST BETWEEN 2016 & 2022



NO. OF ENROLMENTS IN LAKH

ENROLMENTS FROM AUGUST-JULY UNDER APY FROM 2015-16 TO 2021-22



TOP PERFORMERS UNDER APY DURING AUGUST, 2022

Number of APY accounts sourced during August, 2022:

11,75,001 APY accounts

Best Performing Bank (No. of APY Enrolments) during the month:

State Bank of India
(3,28,424 APY accounts)

Best Performing Bank (Average Account Per Branch) during the month:

Tripura Gramin Bank (40 AAPB)

Best Performing Bank Branch (No. of APY Enrolments) during the month:

Kerma Branch, Bank of India (1,224 APY accounts)

SUCCESS STRATEGIES BY HIGHEST PERFORMING BANK BRANCH

KERMA BRANCH, BANK OF INDIA

Success strategy:

1. Regular Camps to reach remote area customers.
2. Active participation of Banking correspondents.
3. Interaction with walk in customers.
4. Regular support and guidance from Zonal office, specially AFD.



UPDATES ON APY



Gift a pension account

Family members / friends / well-wishers can generate a lead. Banks can follow up and open account

Benefits

- Suits to subscribers not accustomed to online options
- Generate a lead request sitting at the comfort of home/office



Follow few simple steps



Well-Wisher will visit on www.enps-nsdl.com

Go to 'Atal Pension Yojana' and then 'APY Lead Generation'

Provide mandatory details

Complete the process through OTP authentication

Bank allots PRAN after verification

Protean eGov Technologies Limited
(Formerly NSDL e-Governance Infrastructure Limited)



Use the APY Mobile App to get information with minimal effort

Features in APY Mobile App



Protean eGov Technologies Limited
(Formerly NSDL e-Governance Infrastructure Limited)



Call Center for APY Subscribers

Existing APY subscribers can address their queries/grievances by dialing a dedicated toll free number

APY Subscribers can follow the simple steps given below



Dial 1800-889-1030

Select language preference - English or Hindi

Provide your PRAN & Date of Birth

Address your queries/grievances with the call center official

Protean eGov Technologies Limited
(Formerly NSDL e-Governance Infrastructure Limited)



Chatbot for APY Subscribers

Get your APY queries addressed instantly using our Chatbot known as KYNA (Know Your NPS & APY)

Features in KYNA



Available in English and Hindi

Useful for existing APY subscribers as well as New subscriber

Get APY scheme related information

Get transactional information - ePRAN and download transaction statement

Protean eGov Technologies Limited
(Formerly NSDL e-Governance Infrastructure Limited)

FANTASTIC FIVE of APY

A Campaign for Branches of Banks, State Coordinators & Lead District Managers of SLBCs/UTLBCs

Every month from May 2022 to March 2023

TOP 5 BRANCHES FOR AUGUST,2022

Sr. No.	CATEGORY	BRANCH NAME
1.	PUBLIC SECTOR BANKS	Bank of India, Kerma Branch- 1224 APY accounts
2.	PRIVATE SECTOR BANKS	Karnataka Bank, Honnali Branch- 72 APY accounts
3.	REGIONAL RURAL BANKS	Baroda UP Gramin Bank, Fursatganj Branch- 465 APY accounts
4.	SMALL FINANCE BANKS	AU Small Finance Bank, Mumbai BKC Branch- 41 APY accounts
5.	COOPERATIVE BANKS	Shri Mahila Sewa Sahakari Bank, Behrampur Branch- 45 APY accounts

TOP 5 STATE COORDINATORS FOR AUGUST,2022

(On the basis of Average Account Per Branch)

Sr. No.	STATE COORDINATORS	AVERAGE ACCOUNT PER BRANCH
1.	State Bank of India, Bihar	70 AAPB
2.	Bank of Baroda, Uttar Pradesh	56 AAPB
3.	Indian Overseas Bank, Rajasthan	42 AAPB
4.	Tripura Gramin Bank, Tripura	39 AAPB
5.	Bank of Baroda, Uttarakhand	35 AAPB

TOP 5 LEAD DISTRICT MANAGERS FOR AUGUST,2022

(On the basis of Average Account Per Branch)

Sr. No.	LEAD DISTRICT MANAGERS	AVERAGE ACCOUNT PER BRANCH
1.	Pakur District, Jharkhand SLBC	65 AAPB
2.	Fatehpur District, Uttar Pradesh SLBC	60 AAPB
3.	Ambedkar Nagar District, Uttar Pradesh SLBC	58 AAPB
4.	Krishanganj District, Bihar SLBC	51 AAPB
5.	Sahebganj District, Jharkhand SLBC	49 AAPB

STRATEGIES FOR INCREASING NUMBER OF ENROLMENTS OF APY ACCOUNTS

- **Scanning database from various schemes to look for potential APY subscribers:** Assisting Branches to contact subscribers from various other social security schemes like existing Jan Dhan customers by providing MIS to them, to look for potential subscribers and onboarding them into APY.
- **Use of Mobile Van:** The banners, videos, audios may be played/displayed on the mobile van of the bank.
- **Distribution of Information Brochure / Printed Material:** Pamphlets and Brochures can be circulated through Newspapers.
- **Cross selling:** Bank can extend the APY product to the customers having long term association with Banks by the way of Loan/IT etc.
- **Launching of Internal APY campaigns:** To qualified Branches, Staff and BCs.
- **Separate APY login days in Branches with wider advertisement/ announcement through local known bodies of villages** including Panchayats etc. and line departments including Agriculture, Horticulture etc., so that maximum customers may get attracted to APY.
- **Displaying of APY Banners** related to APY scheme benefits at Branches / Bank Mitra locations.

Mission Digital@ APY

(FY 2022-2023)

(Evaluation of performance on the end date of every quarter and financial year)

A QUARTERLY/ANNUAL CAMPAIGN FOCUSED ON ONLINE ONBOARDING FOR APY

About

PFRDA is pleased to launch the **Mission Digital @ APY** campaign for FY 2022-23.

In the era of digitalisation and in line of the Govt. of India's mission 'Digital India', it is essential to source new APY accounts through digital modes as well.

The Campaign aims to improve the percentage of enrolment of APY accounts through digital mode.

For declaration of score-card, respective data needs to be shared by Banks.

Period/Evaluation Dates under the Campaign

1st April 2022 to 31st March 2023

Evaluation of Digitalization as on

30th June 2022

30th September 2022

31st December 2022

31st March 2023

Recognition under Digitalization Campaign

Certificate of Excellence (Quarter, Year) for achieving highest % of total enrolments, bank-category-wise, in any quarter through e-APY during FY 2022-23.

Certificate of Achievement (Quarter, Year) for achieving highest % of total enrolments, bank-category-wise, in any quarter through Net-Banking, Mobile-app and/or web-portal based on-boarding during FY 2022-23.

Certificate of Par-Excellence (Financial Year) for achieving highest % of total enrolments, bank-category-wise, during FY 2022-23, through digital onboarding (Net-banking, Mobile app, Web-Portal and e-APY).

LIST OF WINNERS FOR Q1, FY 2022-23

BANK CATEGORY

MAJOR BANKS

PRIVATE SECTOR BANKS

CERTIFICATE OF EXCELLENCE

ICICI BANK LIMITED

RBL BANK LIMITED

CERTIFICATE OF ACHIEVEMENT

HDFC BANK LTD

KOTAK MAHINDRA BANK

MISSION UPGRADE

(Upgrading Pension, Upgrading Lives)
(1st July 2022 – 31st March 2023)

(Evaluation of performance on the end date of every quarter)

A CAMPAIGN FOR ALL MAJOR BANKS, PRIVATE BANKS, REGIONAL RURAL BANKS, AND SMALL FINANCE BANKS TO UPGRADE PENSION AMOUNTS OF EXISTING APY SUBSCRIBERS ENROLLED UNDER RS. 1000 PENSION & TO ENROLL NEW APY SUBSCRIBERS IN HIGHER PENSION AMOUNTS OTHER THAN RS. 1000 PENSION AMOUNT

Objective &

Ways to achieve it

PFRDA is pleased to launch the **MISSION UPGRADE** campaign commencing on 1st July 2022.

Currently, around 80 per cent of enrollments under APY are under Rs. 1000 pension amount. We all know that as income increases over the years, paying capacity of the APY subscribers also increases, so in order to ensure pension adequacy at the time of attaining the age of 60 years, it is essential to motivate the subscribers under Rs. 1000 pension amount to upgrade to higher pension amounts or get enrolled under higher pension amounts, other than Rs. 1000 pension amount. This campaign requires Banks to motivate their existing APY subscribers under Rs. 1000 for up-gradation to higher pension amounts. Also, this campaign aims to enrol new subscribers in higher pension amounts of Rs. 2000-Rs. 5000, according to their paying capacity. Scorecards of the performances under this campaign will be evaluated w.r.t. to active accounts as on date and will be shared on a monthly basis.

Campaign 1 (Quarterly)

An increment of at least 10 basis points, by the end of a quarter, in the share (%) of active subscribers under the pension slab of Rs. 2000 to Rs. 5000 cumulatively to the total active subscribers under the all-pension slabs as on the end of the previous quarter.

First such increment would be judged on **30th Sept 2022** over status as on **30th June 2022**, being shared with the campaign template.

Targets can be achieved by upgradation of Rs. 1000 pension-amount to higher pension amounts of Rs. 2000-Rs. 5000 as well as fresh enrollments in higher pension-amounts of Rs. 2000-Rs. 5000.

Campaign 2 (Annual)

Achieving the Highest Average Accounts Per Branch (AAPB) for fresh enrollments under Pension Amounts of Rs. 2000 – Rs. 5000, in their respective bank category, during the period between 1st July 2022 and 31st March 2023.

Campaign 3 (Annual)

Achieving at least 30 per cent share of Rs. 2000 – Rs. 5000 pension amounts in total cumulative APY enrolments, in their respective bank category, as on 31st March 2023.

Evaluation of Performance as on

30th September 2022 - Campaign 1
31st December 2022 - Campaign 1
31st March 2023 - Campaigns 1, 2 & 3

Recognition

Under Campaign 1 (Quarterly) - to all qualifiers

- Certificates of Excellence

Under Campaign 2 (Annual) to top 3 banks in each category

- Awards of Achievement

Under Campaign 3 (Annual) - to all qualifiers

- Awards of Excellence

APY OUTREACH PROGRAMS CONDUCTED IN AUGUST, 2022

1. Bangiya Gramin Vikas Bank, Berhampore- 2nd Aug
2. SLBC Uttar Pradesh, Lucknow- 5th Aug
3. SLBC Bihar, Patna- 23rd Aug
4. Dakshin Bihar Gramin Bank, Patna- 23rd Aug
5. Paschim Banga Gramin Bank, Kolkata- 26th Aug
6. SLBC West Bengal, Kolkata- 26th Aug





PRINT & VIEW E-PRAN & E-SOT



पेंशन फंडा रेगुलेशन एंड डेवेलपमेंट
PENSION FUND REGULATORY AND DEVELOPMENT AUTHORITY



75
Azadi Ka
Amrit Mahotsav



Atal
Pension
Yojana

An APY subscriber can now

View & Print e-PRAN & e-Statement online by visiting the following weblink:

 <https://npslite-nsdl.com/CRALite/EPranAPYOnloadAction.do>



NSDL
Atal Pension Yojana / NPS Lite

APY contribution auto debit resumes from July 1, 2025. No penal interest is applicable. If contribution for April 2025 is updated till September 30, 2025.

Views for APY / NPS Lite Subscribers

Click here for APY Performance as on 31.03.2025
Click here for APY Subscriber Information Brochure
Click here for APY Facts

☐ Click to search with PRAN
☐ Click to search without PRAN
View for Subscriber *

Country*

59 + 1 =

[Print](#)

Note: In order to print your ePRAN card with background colours, please click on the option "Print background colours and images" under "Page Setup" in the "File" menu.

CRM Home | Downloads | Tools | Certificates | System Configuration | Logout/Logout | Privacy Policy | Governance/Feedback Policy
Copyright © 2010 NSDL All Rights Reserved. Best viewed in Internet Explorer 8 & above or Firefox for 3.5 with a resolution of 1024*768.



Scan QR code for online enrollment under APY



Scan QR code to watch APY video

All Citizens of India between 18 - 40 years of age can join Atal Pension Yojana.
For further information, contact your nearest Post Office/ Bank Branch today or
call 1800 110 069 (toll-free) or Visit: www.pfrda.org.in

APY SOCIAL MEDIA PAGES AVAILABLE AT

APY, PFRDA
Page available at:

APY KI PATHSHALA
Page available at:

PFRDA
Page available at:

APY FAQs in Languages of English & Hindi

<https://www.pfrda.org.in/index1.cshtml?Isid=798>

<https://www.npscra.nsdl.co.in/nsdl-faq.php>

APY Subscriber Information Brochure*

<https://www.pfrda.org.in/index1.cshtml?Isid=682>

<https://www.npscra.nsdl.co.in/scheme-details.php>

APY Citizen Charter *

<https://www.pfrda.org.in/index1.cshtml?Isid=1523>

<https://www.npscra.nsdl.co.in/nsdl-downloads.php>

*** Available In Languages of English, Hindi, Assamese, Bengali, Kannada, Malayalam, Marathi, Odiya, Urdu, Punjabi, Gujarati, Tamil, Telugu**