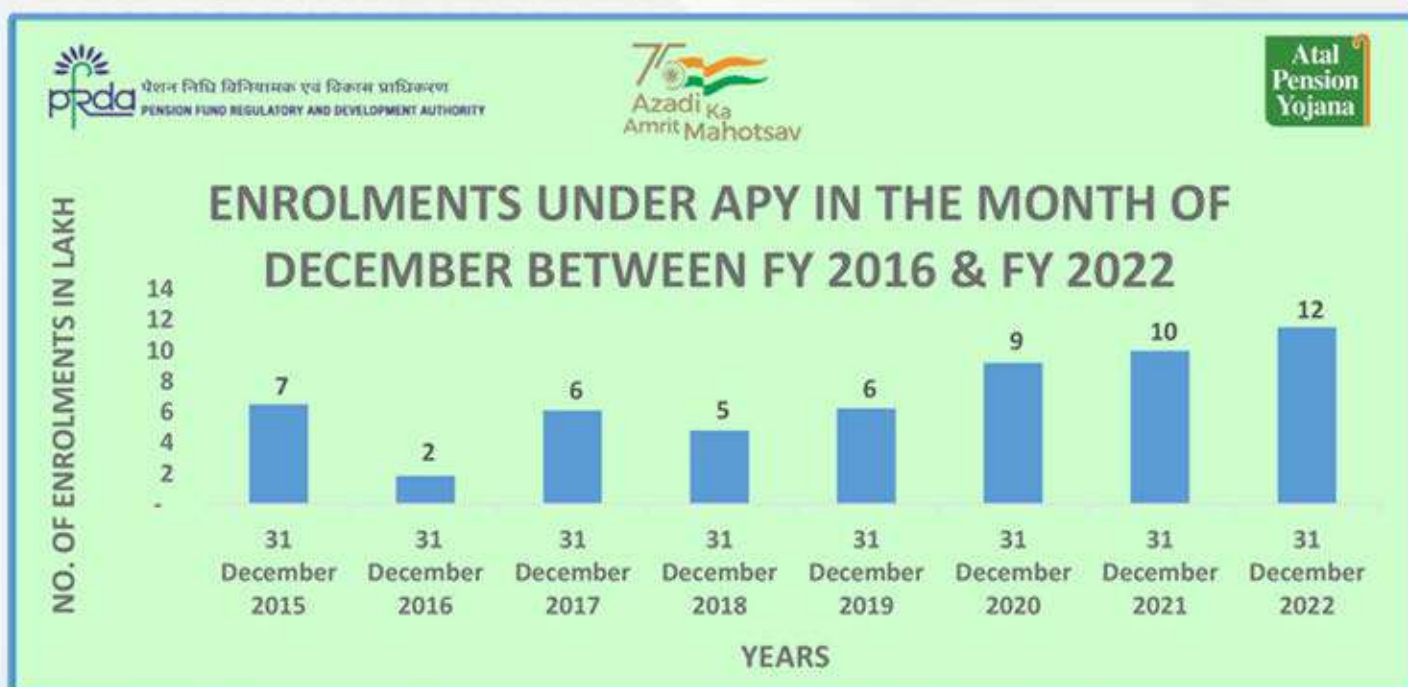


APY MONTHLY E-NEWSLETTER (DECEMBER, 2022)

A Newsletter for Officials of
Bank Branches & Post Offices



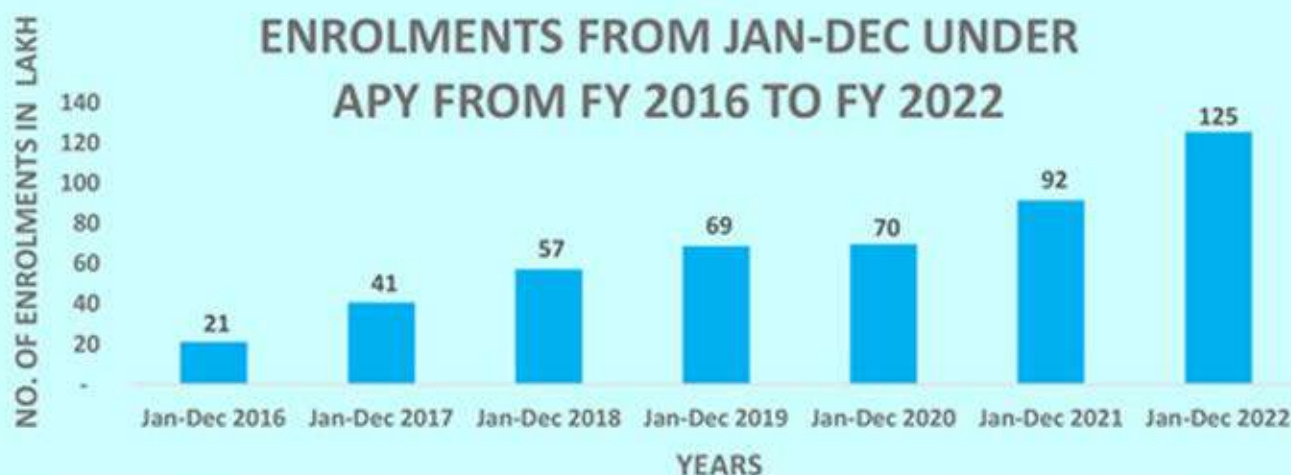
*The Month of December 2022 has been Outstanding
in terms of Performance of APY.
Enrolments During the Month: 11,53,797*

**CONGRATULATIONS TO ALL THE WINNERS!
ALL THE BEST FOR LAST QUARTER.**

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



ENROLMENTS FROM JAN-DEC UNDER APY FROM FY 2016 TO FY 2022



TOP PERFORMERS UNDER APY DURING DECEMBER, 2022

Number of APY accounts sourced during December, 2022:	11,53,797 APY accounts
Best Performing Bank (No. of APY Enrolments) during the month:	State Bank of India (3,14,570 APY accounts)
Best Performing Bank (Average Account Per Branch) during the month:	Tamilnad Mercantile Bank (35 AAPB)
Best Performing Bank Branch (No. of APY Enrolments) during the month:	Jagir Branch, Bank of India (859 APY accounts)

SUCCESS STRATEGY BY HIGHEST PERFORMING JAGIR BRANCH, BANK OF INDIA

The following strategies were adopted by branch to achieve the milestone:

1. The branch popularized the APY scheme among their customers by organizing camps for APY in various villages.
2. Interaction with walk in customers & sharing information about guaranteed pension scheme introduced by Government of India.
3. Got regular support and guidance from Zonal office, specially FI & AFD.



The above image shows the Branch officials of JAGIR Branch who have helped achieve the milestone.

STRATEGIES FOR INCREASING NUMBER OF ENROLMENTS OF APY ACCOUNTS

- 1 Scanning database from other social security schemes to look for potential APY subscribers: Assisting Branches to contact subscribers from various other social security schemes like existing Jan Dhan, PMJJBY, PMSBY customers to look for potential subscribers and onboarding them into APY.
- 2 Displaying of APY Banners related to APY scheme benefits at Branches / Bank Mitra locations.
- 3 Focus & Tie Up with Self Help Group members/Women SHG for enrolment under APY: Time to time such campaigns to be organized with the help of BCs for creating awareness about APY scheme.
- 4 Strengthen the BC channel especially in regions where bank is having large number of branches.
- 5 Regular meetings and awareness session with Corporate BC: Corporate BCs may be utilised for Urban and Metro centres.

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 DECEMBER, 2022

Sr. No.	CATEGORY	BRANCH NAME
1.	PUBLIC SECTOR BANKS	Bank of India, Jagir Branch- 859 APY accounts
2.	PRIVATE SECTOR BANKS	Tamilnad Mercantile Bank, Chennai T-Nagar Branch- 253 APY accounts
3.	REGIONAL RURAL BANKS	Karnataka Gramin Bank, Hudukula Branch- 351 APY accounts
4.	SMALL FINANCE BANKS	Utkarsh Small Finance Bank, Palwal Vatika Branch- 45 APY accounts
5.	COOPERATIVE BANKS	The South Canara District Central Cooperative Bank, Kodialbail Branch- 36 APY accounts

TOP 5 STATE COORDINATORS FOR DECEMBER, 2022

(On the basis of Average Account Per Branch)

Sr. No.	STATE COORDINATORS	AVERAGE ACCOUNT PER BRANCH
1.	Tamilnad Mercantile Bank, Andaman & Nicobar Islands UTLBC	153 AAPB
2.	Tamilnad Mercantile Bank, Puducherry UTLBC	99 AAPB
3.	Tamilnad Mercantile Bank, Dadra & Nagar Haveli & Daman & Diu UTLBC	90 AAPB
4.	IDBI Bank, Sikkim SLBC	71 AAPB
5.	Tamilnad Mercantile Bank, Maharashtra SLBC	66 AAPB

TOP 5 LEAD DISTRICT MANAGERS FOR DECEMBER, 2022

(On the basis of Average Account Per Branch)

Sr. No.	LEAD DISTRICT MANAGERS	AVERAGE ACCOUNT PER BRANCH
1.	Majuli District, Assam SLBC	77 AAPB
2.	Namsai District, Arunachal Pradesh SLBC	50 AAPB
3.	Charaideo District, Assam SLBC	49 AAPB
4.	Dhubri District, Assam SLBC	49 AAPB
5.	Longleng District, Nagaland SLBC	45 AAPB

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

LIST OF WINNERS FOR DECEMBER, FY 2022-23

BANK CATEGORY	CERTIFICATE OF EXCELLENCE	CERTIFICATE OF ACHIEVEMENT
MAJOR BANKS	ICICI BANK	HDFC BANK
PRIVATE SECTOR BANKS	INDUSIND BANK	THE SOUTH INDIAN 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

WINNERS AS ON 30th DECEMBER, 2022

BANK CATEGORY	CAMPAIGN 1	CAMPAIGN 2	CAMPAIGN 3
MAJOR BANK	1. ICICI Bank	1. State Bank of India, 2. Union Bank of India & 3. Bank of India	1. ICICI Bank & 2. IDBI Bank
PRIVATE BANK	1. Indusind Bank	1. Tamilnad Mercantile Bank, 2. Karnataka Bank & 3. Dhanlaxmi Bank	1. Kotak Mahindra Bank, 2. The Federal Bank, 3. The Jammu and Kashmir Bank, 4. The Nainital Bank, 5. The Karur Vysya Bank, 6. Bandhan Bank, 7. Karnataka Bank, 8. The Catholic Syrian Bank, 9. The South Indian Bank, 10. City Union Bank, 11. Dhanlaxmi Bank, 12. DCB Bank, 13. Tamilnad Mercantile Bank & 14. RBL Bank
REGIONAL RURAL BANK	None	1. Manipur Rural Bank, 2. Tamil Nadu Grama Bank & 3. Odisha Gramya Bank	1. Meghalaya Rural Bank, 2. Nagaland Rural Bank, 3. Mizoram Rural Bank, 4. Arunachal Pradesh Rural Bank, 5. Ellaquai Dehati Bank, 6. Manipur Rural Bank & 7. Utkal Grameen Bank
SMALL FINANCE BANK	None	1. AU Small Finance Bank, 2. ESAF Small Finance Bank & 3. Utkarsh Small Finance Bank	None

APY PROGRAMMES IN DECEMBER, 2022

1. Strategy Review Meeting and Felicitation Programme, Mumbai – 2nd December
2. Strategy Review Meeting and Felicitation Programme, Kolkata- 14th December
3. SLBC Meghalaya Review Meeting, Shillong- 9th December



APY SUBSCRIBER AWARENESS PROGRAM IN JANUARY 2023

1. Assamese (January 17,2023)- <https://bit.ly/3vopegH>
2. Malayalam (January 21,2023)- <https://bit.ly/3YNlzoW>
3. Kannada (January 23,2023)- <https://bit.ly/3WzJx6W>
4. Odia (January 25,2023)- <https://bit.ly/3YYpOz6>
5. Hindi (January 27,2023)- <https://bit.ly/3vqxBse>



APY FAQs in Languages of English & Hindi

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

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

APY Subscriber Information Brochure*

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

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

APY Citizen Charter *

<https://www.pfrda.org.in/index1.cshtml?lsid=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