


APY MONTHLY E-NEWSLETTER (FEBRUARY, 2023)


A Newsletter for Officials of
Bank Branches & Post Offices



FOR A DIGNIFIED RETIRED LIFE

5 CRORE

Subscribers Enrolled in Atal Pension Yojana



"Banking the unbanked, funding the unfunded and financially securing the unsecured are the three aspects our Government is focused on. Our efforts are aimed at helping our citizens lead a life of dignity and happiness."


Sri Narendra Modi
Prime Minister of India

Join APY For Availing Lifelong Guaranteed Pension & 2 Other Benefits

1 Life-time guaranteed pension from Rs. 1,000 to 5,000 per month

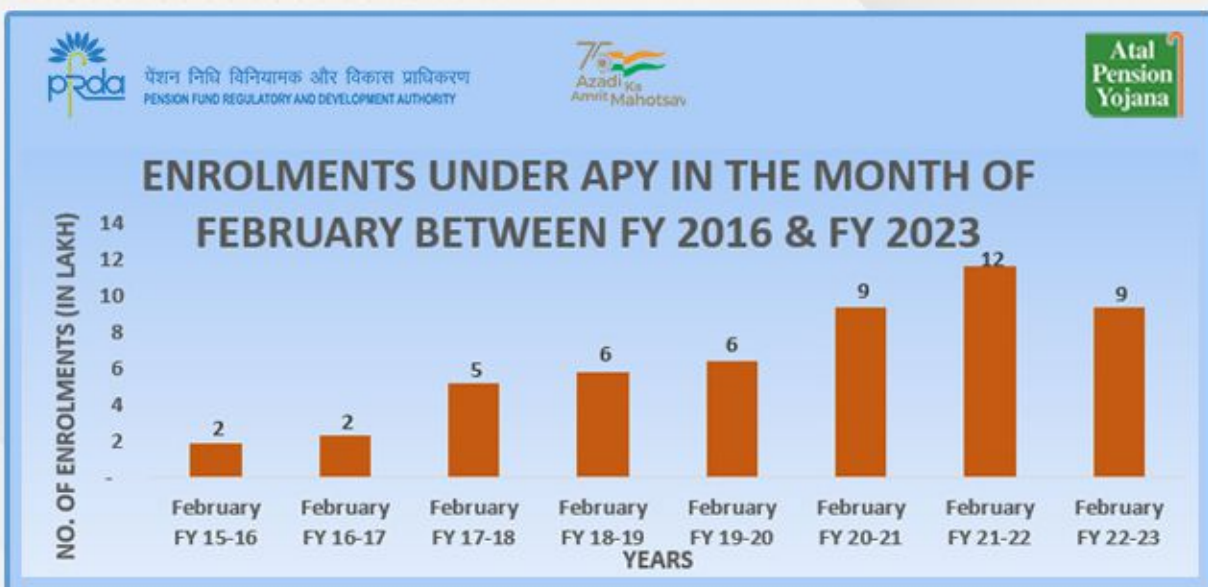
2 Equal life-time pension to the spouse after death of the subscriber

3 Return of Corpus accumulated till 60 years to the nominee after death of both subscriber and spouse



Scan QR code for APY Mobile App

If you are between 18 and 40 years of age, you can join the Atal Pension Yojana. Contact your nearest Post Office/ Bank Branch today or call: 1800110069 (toll-free) or visit: www.pfrda.org.in



CONGRATULATIONS TO ALL THE WINNERS!

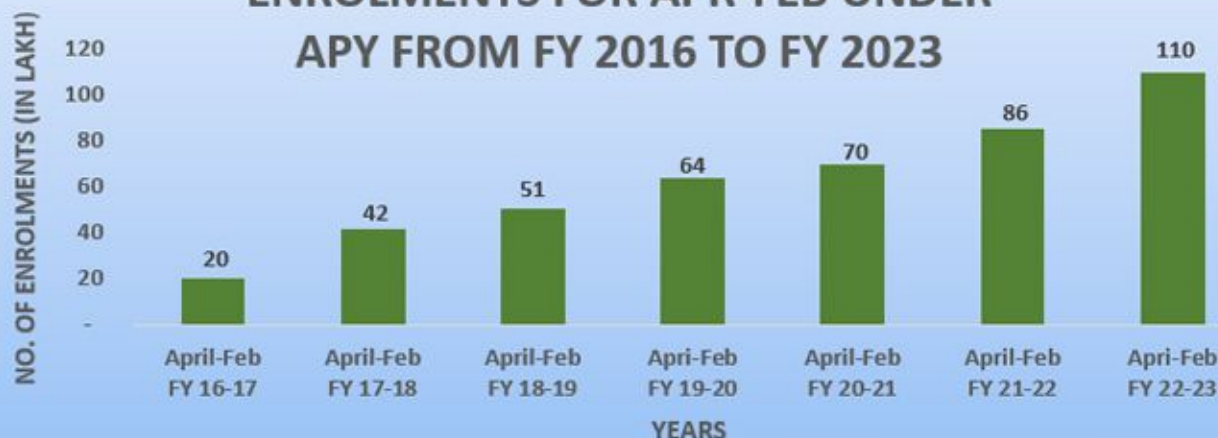
ALL THE BEST FOR LAST MONTH OF FY 2022-23



पेंशन निधि विनियामक और विकास प्राधिकरण
PENSION FUND REGULATORY AND DEVELOPMENT AUTHORITY



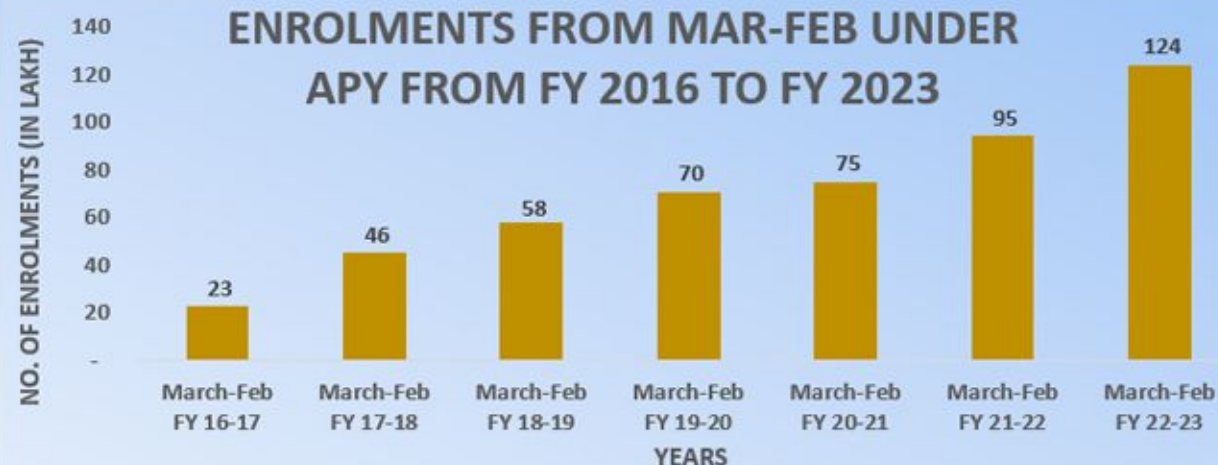
ENROLMENTS FOR APR-FEB UNDER APY FROM FY 2016 TO FY 2023



पेंशन निधि विनियामक और विकास प्राधिकरण
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ENROLMENTS FROM MAR-FEB UNDER APY FROM FY 2016 TO FY 2023



TOP PERFORMERS UNDER APY DURING FEBRUARY, 2023

| | |
|---|--|
| Number of APY accounts sourced during February 2023: | 9,39,077 APY accounts |
| Best Performing Bank (No. of APY Enrolments) during the month: | State Bank of India (1,95,270 APY accounts) |
| Best Performing Bank (Average Account Per Branch) during the month: | Andhra Pragathi Grameena Bank (27 AAPB) |
| Best Performing Bank Branch (No. of APY Enrolments) during the month: | Milkipur Branch, Indian Bank (2,967 APY accounts) |

SUCCESS STRATEGY BY HIGHEST PERFORMING MILKIPUR BRANCH, INDIAN BANK

Success story:

The milestone was achieved by branch as a result of efforts of the team which consisted of 13 members including 5 staff and 8 BC's.

1. The branch evaluated the performance of BC's and then educated BC's about the features of APY. The branch had assigned target to BCs to create awareness among at least 20 customers per BC on daily basis.

2. In addition, branch had organized camps in more than 15 nearby villages.

3. They had also approached the SHG and JLG groups for enrolment.

4. At branch level, a dedicated counter for social security schemes is assigned for login on every Wednesday.

All these collectively contributed to the success of branch.



Branch Head Mr. Anil Kumar Mishra
lead the camp



Camp organised by branch

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 FEBRUARY, 2023

| Sr. No. | CATEGORY | BRANCH NAME |
|---------|-----------------------------|---|
| 1. | PUBLIC SECTOR BANKS | Indian Bank, Milkipur Branch- 2,967 APY accounts |
| 2. | PRIVATE SECTOR BANKS | The South Indian Bank, Aroor – Alappuzha Branch- 76 APY accounts |
| 3. | REGIONAL RURAL BANKS | Odisha Gramya Bank, Thakurmunda Branch- 232 APY accounts |
| 4. | SMALL FINANCE BANKS | Utkarsh Small Finance Bank, Chauri Branch- 188 APY accounts |
| 5. | COOPERATIVE BANKS | The Udaipur Central Co-Operative Bank, Salumber Branch- 44 APY accounts |

TOP 5 STATE COORDINATORS FOR FEBRUARY, 2023

(On the basis of Average Account Per Branch)

| Sr. No. | STATE COORDINATORS | AVERAGE ACCOUNT PER BRANCH |
|---------|--|----------------------------|
| 1. | IDBI Bank, Chandigarh UTLBC | 48 AAPB |
| 2. | Canara Bank, Ladakh UTLBC | 45 AAPB |
| 3. | Tamilnad Mercantile Bank, Rajasthan SLBC | 40 AAPB |
| 4. | Tamilnad Mercantile Bank, Gujarat SLBC | 38 AAPB |
| 5. | Indian Bank, Uttar Pradesh SLBC | 35 AAPB |

TOP 5 LEAD DISTRICT MANAGERS FOR FEBRUARY, 2023

(On the basis of Average Account Per Branch)

| Sr. No. | LEAD DISTRICT MANAGERS | AVERAGE ACCOUNT PER BRANCH |
|---------|-------------------------------------|-------------------------------|
| 1. | Mahoba District, Uttar Pradesh SLBC | 58 AAPB |
| 2. | Dhemaji District, Assam SLBC | 37 AAPB |
| 3. | Longleng District, Nagaland SLBC | 36 AAPB |
| 4. | Dhubri District, Assam SLBC | 33 AAPB |
| 5. | Sahebganj District, Jharkhand SLBC | 30 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 JANUARY, FY 2022-23

| BANK CATEGORY | CERTIFICATE OF EXCELLENCE | CERTIFICATE OF ACHIEVEMENT |
|----------------------|------------------------------|-------------------------------|
| MAJOR BANKS | ICICI BANK | HDFC BANK |
| PRIVATE SECTOR BANKS | CITY UNION 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

Campaign 1- 'Certificate of Excellence' at the end of each quarter of FY 2022-23 if the bank achieves 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.

Campaign 2- Top 3 banks would be felicitated with '**Awards of Achievement**' at the end of FY 2022-23 on the basis of AAPB (fresh enrollments under Rs. 2000 to Rs. 5000 pension amount) as on 31st March 2023.

Campaign 3- 'Awards of Excellence' at the end of FY 2022-23 if they have at least a 30 per cent share of Rs. 2000 to Rs. 5000 pension amount to total subscribers as on 31st March 2023.

STATUS AS ON 28th FEBRUARY, 2023

| BANK CATEGORY | CAMPAIGN 1 | CAMPAIGN 2 | CAMPAIGN 3 |
|---------------------|------------------|--|---|
| MAJOR BANK | None | 1. State Bank of India, 2. Union Bank of India & 3. Punjab National Bank | 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. RBL Bank & 14. Tamilnad Mercantile Bank |
| REGIONAL RURAL BANK | None | 1. Manipur Rural Bank, 2. Tamil Nadu Grama Bank & 3. Odisha Gramya Bank | 1. Meghalaya Rural Bank, 2. Mizoram Rural Bank, 3. Arunachal Pradesh Rural Bank, 4. Nagaland 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 FEBRUARY, 2023

1. Odisha Gramya Bank, Bhubaneswar – 1st February
2. Utkal Grameen Bank, Balangir- 2nd February
3. Andhra Pragathi Grameena Bank, Kadapa- 14th February
4. SLBC Sikkim, Gangtok- 16th February
5. Uttar Banga Kshetriya Gramin Bank, Siliguri- 17th February



APY SUBSCRIBER AWARENESS PROGRAM IN FEBRUARY 2023

1. Punjabi (March 18,2023)- <https://bit.ly/3kC57Kg>
2. Marathi (March 20,2023)- <https://bit.ly/3IBLrxV>
3. Hindi (March 23,2023)- <https://bit.ly/3J9kCTv>
4. Gujarati (March 24,2023)- <https://bit.ly/3Z53PWY>
5. Telugu (March 27, 2023)- <https://bit.ly/3Y9weK6>
6. Hindi (March 28,2023)- <https://bit.ly/3ZtPjaX>

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

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पेंशन निधि विनियामक एवं विकास प्राधिकरण
PENSION FUND REGULATORY AND DEVELOPMENT AUTHORITY





An APY subscriber can now
View & Print e-PRAN & e-Statement online by visiting the following weblink:

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



Atal Pension Yojana / NPS Lite

APY contribution auto debit resumes from July 1, 2020. No penal interest is applicable, if contribution for April 20 to August 20 is uploaded till September 30, 2020.

Views for APY / NPS Lite Subscribers

[Click here for APY Performance as on 31-03-2020](#)
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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



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