



**पेंशन निधि विनियामक और
विकास प्राधिकरण**

बी-14/ए, छत्रपति शिवाजी भवन,
कुतुब इंस्टिट्यूशनल एरिया,
कटवारिया सराय, नई दिल्ली-110016
दूरभाष : 011-26517503
फैक्स : 011-26517507
वेबसाइट : www.pfrda.org.in

**PENSION FUND REGULATORY
AND DEVELOPMENT AUTHORITY**
B-14/A, Chhatrapati Shivaji Bhawan
Qutab Institutional Area,
Katwaria Sarai, New Delhi-110016
Phone : 011-26517503
Fax : 011-26517507
Website : www.pfrda.org.in

Circular

PFDA 4/APY/62

Date: 29-11-2016

**To,
All APY Service Providers/SLBC*
(Banks and DOP)**

Dear Sir/Madam,

Unlimited Opportunity- Customer First

Please refer our earlier mails on "*Unlimited Opportunities - Customer First*" and a circular was issued by PFRDA on Potential To Performance Mapping(P2P). The circular is available in PFRDA website in APY link. It is widely believed that Banks/DoP can undertake bulk enrollment by properly analyzing the existing customers and map them for APY registrations. Many Banks have undertaken the exercise of P2P and submitted the report to DFS and PFRDA. The Banks which are yet to submit the report, kindly submit at the earliest. APY - Customer First Campaign is planned in the second week of December 2016 (i.e Dec 7th to 9th). The entities will be ranked based on the minimum as indicated and the top branch will be awarded. CRA report from the 9th to 14th Dec 2016 would be considered for performance ranking.

2. Objective of the Campaign: The banks should identify the potential available in each bank and those customers are to be targeted for APY enrollment. The target specified for the campaign Customer First will be 2 - 5 accounts per branch as specified below.

1. For major banks and DoP - 2 accts / Branch.
2. For RRBs - 5 accts / branch
3. For other Private Banks - 3 accts / branch.
4. For CCBs - 4 accounts / branch.
5. For each Corporate BCs - 1000 accts.

The CRA Report from 7th till 14th Dec will be considered for activation and ranking. The Banks' reporting on the BC performance will be the basis for ranking.

3. AWARDING THE BEST BRANCHES and Corporate BCs in Customer First

PFRDA will recognize the best performing branches (NOT the Banks) in terms of numbers under each category of Major Banks, RRBs, Other Private Banks, CCBs and Corporate BCs. The award is for 1 branch in each category as mentioned below.

4. Qualifying Numbers for Customer First contest:

- Major Bank Branches - 100 accts.
- Other Private Bank branches - 75 Accts.
- DoP branch - 50 Accts.
- DCCB branch - 25 Accts.
- Corporate BCs - 1000 Accts.

5. Distribution of Awards of Customer First:

The award will be sent to the respective Regional/Zonal Office by PFRDA and the Regional/Zonal Manager/Head of DoP circle can distribute the award to the Branch Heads in any of their regular meetings in the presence of other peer officers. This process is adopted by PFRDA to award the best performers on the immediate basis and RECOGNIZING those best performers after 6- 8 months in a function at Delhi is having its own logistical issues and the interest of participating officials also evaporates due to longer time.

The complete list of best performers will be announced by PFRDA before 16th December 2016. However, announcing best corporate BCs depends upon performance reporting by banks. Banks may intimate the associated corporate BC performance before 15th Dec so as to consolidate at PFRDA and circulate.

6. PFRDA believes that distribution of award to best performing branches at the regional level in the presence of other Branch Heads in a reasonably shorter time of completion of any campaign will enthuse the concerned best performer greatly and motivate other officers to outperform in the subsequent campaigns planned in the future.

All the very best, Customer First.

Mr Rupam Nath (rupam.nath@pfrda.org.in) is identified as "APY Customer First - Campaign Champion" who can be contacted for all queries and correspondence. He will be circulating periodical MIS on Customer First and actionable on a regular basis.

With Regards,



**(A.G Das)
Chief General Manager**

*SLBC Convener banks are requested to circulate to DLBC who in turn may issue to BLBC