

APY MONTHLY E-NEWSLETTER (JULY, 2023)

A Newsletter for Officials of
Bank Branches & Post Offices



For old age income-security and dignity after Sixty

5.60 Crore

Subscribers Enrolled in Atal Pension Yojana

Join APY for availing lifelong Guaranteed Pension & Other Benefits

1

Lifetime guaranteed pension from Rs. 1,000 to 5,000 per month

2

Equal lifetime pension to the spouse after the death of the subscriber

3

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



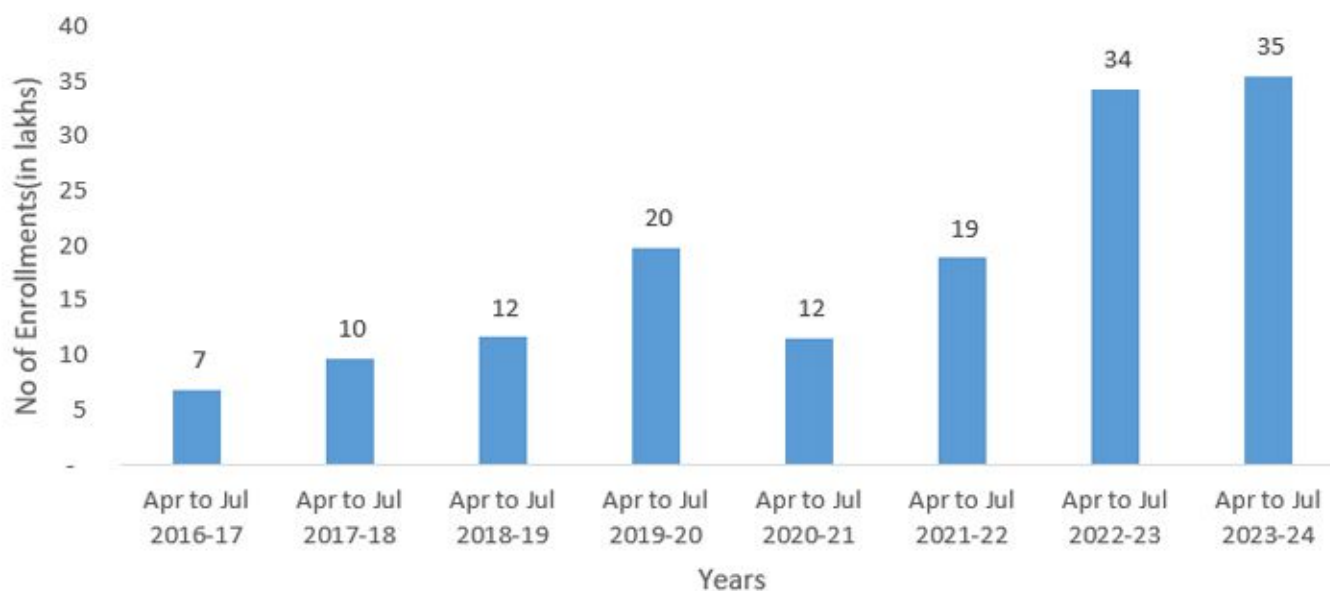
Scan QR code for APY mobile app

If you are between 18 and 40 years of age, you can join Atal Pension Yojana

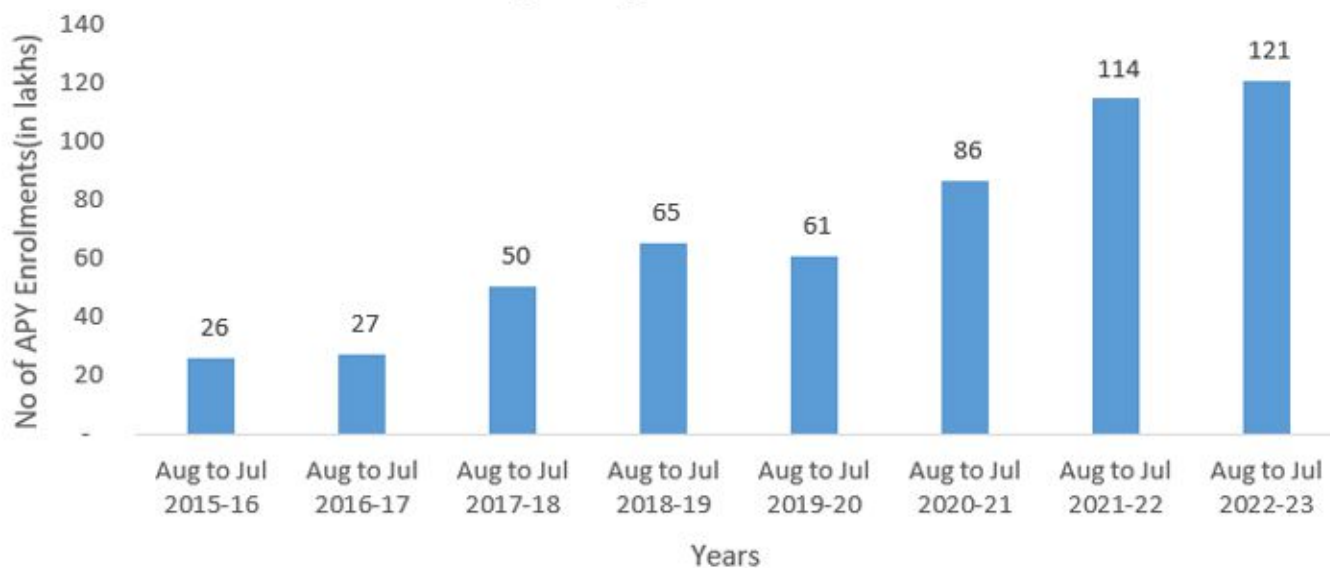
Contact your nearest Post Office / Bank Branch today or call : 1800110069 (toll-free) or visit : www.pfrda.org.in

ALL THE BEST FOR FY 2023-24!

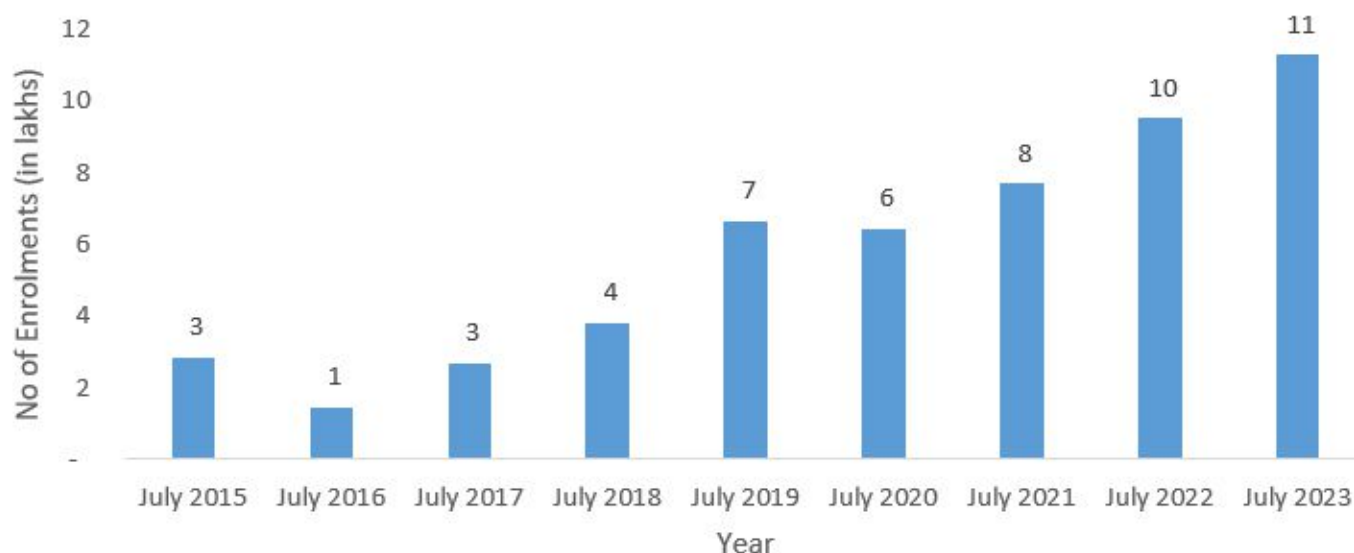
Enrolments for Apr to Jul under APY from FY 2016-17 to 2023-24



Enrolments for Aug to July under APY from FY 2016 TO FY 2023



July month enrolments from FY 2015 to 2023



TOP PERFORMERS UNDER APY DURING JULY, 2023

Highest number of APY Accounts sourced by APY SP during the month	3,03,949	State Bank of India
Highest AAPB achieved by APY SP during the month	99.37	Karnataka Vikas Grameena Bank
Highest number of APY Accounts sourced by Single APY SP Branch during the month	2,573	FINO PAYMENTS BANK LIMITED-HEAD OFFICE JUINAGAR-9001
Highest number of APY Accounts sourced by State/ Union Territory Co-ordinator during the month	1,81,804 (Uttar Pradesh)	Baroda U. P. Bank (35,141)
Highest number of APY Accounts sourced by a District during the month	21,329	Belagavi (Karnataka)

Photographs of APY Annual Felicitation Program held on 7th June 2023 in New Delhi



Photographs of APY Zonal Felicitation & Strategy Review Meeting held on 16th June 2023 in Chennai



Photographs of APY Zonal Felicitation & Strategy Review Meeting held on 14th July 2023 in Kolkata



Photographs of APY Zonal Felicitation & Strategy Review Meeting held on 18th July 2023 in New Delhi



Photographs of APY Zonal Felicitation & Strategy Review Meeting held on 21st July 2023 in Mumbai



RADIO JINGLES

PFRDA released a 5-week radio campaign on the Prasar Bharati network radio channels for a wider reach of the scheme. The campaign was released in the following languages i.e. Hindi and 10 regional languages i.e. Assamese, Bengali, Gujarati, Kannada, Malayalam, Marathi, Odiya, Punjabi, Tamil, Telugu.

S.No.	LANGUAGE	LINK
1.	MARATHI	https://www.youtube.com/watch?v=0bqT4NOH5Mw
2.	MALAYALAM	https://www.youtube.com/watch?v=aw4H6hwtD0Q
3.	PUNJABI	https://www.youtube.com/watch?v=AWb9hKh7Sxs
4.	BENGALI	https://www.youtube.com/watch?v=cP3MCs0-mTo
5.	KANNADA	https://www.youtube.com/watch?v=t1xkEGv1rCk
6.	GUJARATI	https://www.youtube.com/watch?v=fb3k7CkFLOY
7.	ODIA	https://www.youtube.com/watch?v=grf2FF7CXXA
8.	TAMIL	https://www.youtube.com/watch?v=nGwSAQvglak
9.	HINDI	https://www.youtube.com/watch?v=qbgJFz515PY
10.	ASSAMESE	https://www.youtube.com/watch?v=zJJZaP7plxw
11.	TELUGU	https://www.youtube.com/watch?v=2y_s_U49a4M

APY FLYERS

For the outreach of APY, PFRDA is in the process of creation of One-pager APY flyer/ handout in all the Indian languages which are included in the Eighth Schedule of the Indian Constitution. In this regard, APY Flyers in 14 languages have already been released. Further, the work on remaining languages is being undertaken.

APY VIDEOS

PFRDA has produced an informative 3:10 minute video on APY in Hindi. Further, to reach out to the general public in their local language and for ease of understanding, the voice-over of the video has been facilitated in English and 11 other regional languages namely **Assamese, Bengali, Gujarati, Marathi, Odiya, Tamil, Telugu, Punjabi, Malayalam, Kannada and Urdu**. The videos highlight the benefits and progress under Atal Pension Yojana. The Ministry of Finance has released the video in Hindi on their official YouTube page in commemoration of the 8th Anniversary of APY on May 9th, 2023

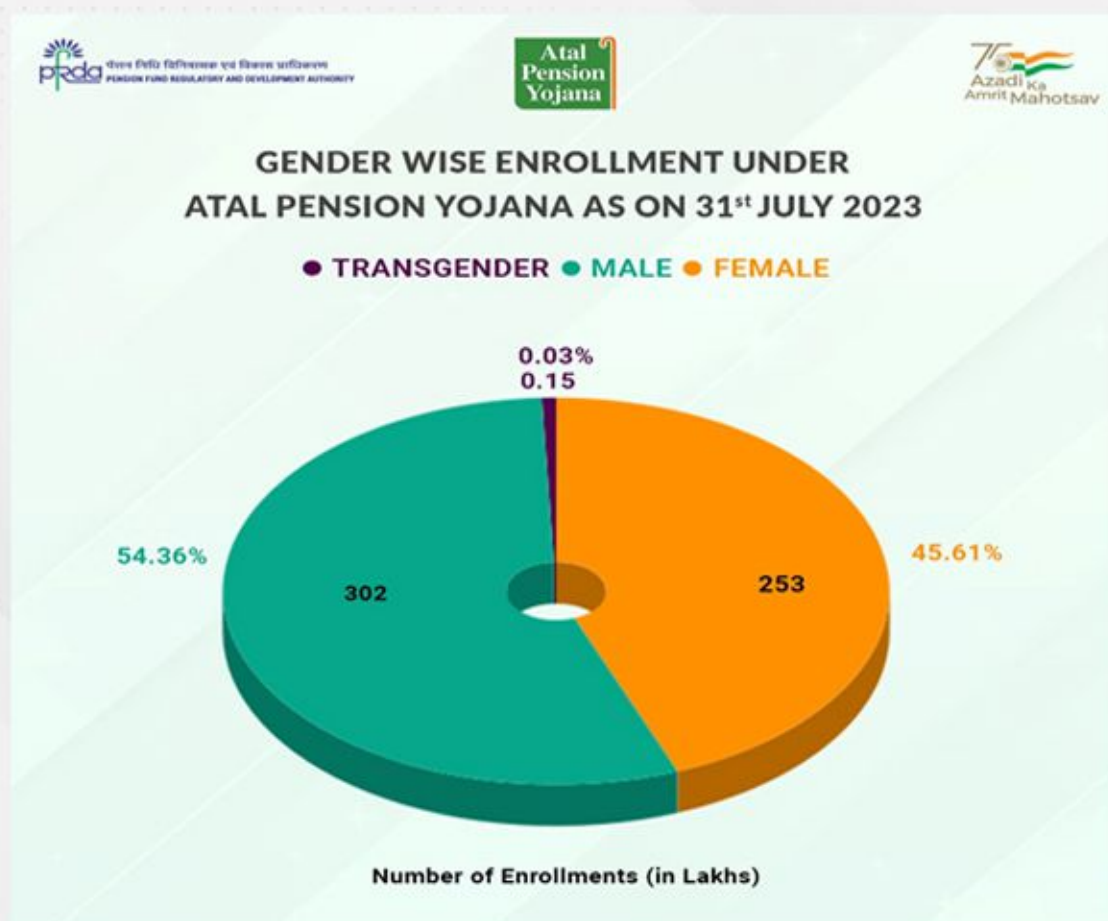
(The link to the video is: <https://www.youtube.com/watch?v=d-fYfB1RtEo>)

SHINE & SUCCEED (A Campaign for CGMs/GMs/SVPs/VPs of Banks and DDG(FS) of DoP monitoring APY at Head/Corporate-Office)

(Campaign period: 2nd June 2023 to 30th June 2023)

Under this campaign, the top performers under the different Bank categories are as follows:

1. Bank of Baroda, Bank of India & State Bank of India were the top performers under the major banks category.
2. Tamilnad Mercantile Bank achieved the target under the Private Banks category.
3. Jharkhand Rajya Grameen Bank performed exceedingly well. Rajasthan Marudhara Gramin Bank, Vidharbha Konkan Gramin Bank, Dakshin Bihar Gramin Bank and Baroda U.P Bank were also the top performers under the RRB category.



State Wise Enrollment of Atal Pension Yojana as on 31st July 2023

