

Pradhan Mantri Jan Dhan Yojana

Pradhan Mantri Jan Dhan Yojana makes sure complete financial inclusion of all households in India by ensuring that every household gets access to a bank account, credit access, insurance, universal banking services, and financial literacy.

In August 2020, PM Jan Dhan Yojana successfully completed its six years of implementation. Financial Inclusion is also the delivery of financial services at an affordable price to low-income groups and providing them with enough access to financial services and products.

Features Under PM Jan Dhan Yojana

Pradhan Mantri Jan Dhan Yojana focused on providing unbanked people with easy and simple access to financial services and information about banking services through financial literacy programs.

- PMJDY also offers access to an overdraft facility after six months of good credit history and account operation.
- Eligible bank account holders can access personal accident insurance coverage through their bank accounts through various government schemes.
- There is no minimum balance requirement in Pradhan Mantri Jan Dhan Yojana accounts.
- Government would provide interest on the deposit in PM Jan Dhan Yojana accounts.

Benefits of Pradhan Mantri Jan Dhan Yojana

The main motive of PMJDY was to the opening of bank accounts for around 7.5 crores of uncovered households by 26th Jan 2015.

- PMJDY was successful as it opened around 12.54 crore accounts by 31st January 2015. Due to this, PM Jan Dhan Yojana is also certified by the Guinness World Records for its excellent achievements, which states that most bank accounts opened in one week as a part of the Financial Inclusion Campaign.
- The number of bank accounts opened in a week by the Department of Financial Services, Government of India, was 18,096,130.
- Pradhan Mantri Jan Dhan Yojana covers both rural and urban areas. It also ensures to provide Core Banking System (CBS) along with mobile banking using USSD facilities.
- Another attraction of Pradhan Mantri Jan Dhan Yojana is it provides basic banking accounts with inbuilt accident insurance and debit card to every beneficiary.
- For Those accounts that are opened between 15th August and 26th January 2015, a 30,000 life insurance cover will be provided to the eligible beneficiaries.

Pradhan Mantri Jan Dhan Yojana Implementation

There were three phases in the implementation of the Pradhan Mantri Jan Dhan Yojana.

Phase I: 15 August 2014- 15 August 2015

PM Jan Dhan Yojana was launched on 28th August 2014 with the aim to bring universal access to banking services to all households in India. It also organized many financial literacy programs to educate citizens on various financial topics.

Phase II – 15 August 2015 – 14 August 2018

In this phase, the aim was to provide microinsurance to eligible beneficiaries with the help of pension schemes.

Phase III – after 14 August 2018

During Phase III, the prime focus of Pradhan Mantri Jan Dhan Yojana was to open accounts for every household in the country with an existing overdraft limit of Rs 5,000 to be raised to Rs 10,000. Only people between the age of 18 to 65 years were eligible for this facility. The insurance cover of new RuPay cards was raised to 2 lakhs for the accounts opened after 28 August 2018.

Achievements of Pradhan Mantri Jan Dhan Yojana

PMJDY was a successful mission, and since August 28, 2014, it opened 46 crore bank accounts in the country, and the deposit amount is Rs. 1.74 Lakh crore.

- PM Jan Dhan Yojana expanded its reach to 67% of semi-urban and rural areas. In addition, 56% of women have Jan Dhan accounts which is a great achievement.
- The total amount of deposits under the Pradhan Mantri Jan Dhan Yojana is Rs. 1.31 lakh crore. Between 2015 to 2020, the deposits have increased 5.7 times, with 2.3 times accounts increase.
- To make things easier and more feasible, Jan Dhan Darshak App was launched. It helped the users to locate bank branches, post offices, ATMs, etc.