



ANALYSIS OF PRADHAN MANTRI JAN DHAN YOJANA (PMJDY):
FINANCIAL INCLUSION AND BENEFICIARY TRENDS

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Ten Years Seven Months of Pradhan Mantri Jan-Dhan Yojana (PMJDY)

Over 551.4M people brought into Formal Banking System through opening of Jan Dhan Accounts

Total deposits in Accounts at over Rs. 2,60,585 Crore; Around 377.7M RuPay cards issued to PMJDY account holders

March 31, 2025

“Economic resources of the country should be utilised for the well-being of the poor. The change will commence from this point.”

- Prime Minister Narendra Modi

BACKGROUND

The Government of India has been making concerted efforts to promote financial inclusion as one of the important national objectives of the country. Some of the major efforts made in the last five decades include - the nationalization of banks, the building up of a robust branch network of scheduled commercial banks, co-operatives and regional rural banks, introduction of mandated priority sector lending targets, lead bank scheme, formation of self-help groups, permitting BCs/BFs to be appointed by banks to provide doorstep delivery of banking services, zero balance BSBD accounts, etc. The fundamental objective of all these initiatives is to reach the large sections of the hitherto financially excluded Indian population.

With a view to further enhance the financial inclusion interventions in the country, Government initiated the **National Mission for Financial Inclusion (NFI)**, namely, **Pradhan Mantri Jan Dhan Yojana (PMJDY)** in August 2014 to provide universal banking services for every unbanked household, based on the guiding principles of **banking the unbanked, securing the unsecured, funding the unfunded and serving un-served and under-served areas**. PMJDY is one of the biggest financial inclusion initiatives in the world.

PMJDY was announced by Prime Minister Narendra Modi in his Independence Day address on August 15, 2014. While **launching the programme on August 28, 2014**, Prime Minister described the occasion as a festival to celebrate the liberation of the poor from a vicious cycle. PMJDY aims to ensure access to financial services namely - Banking/ Savings and deposit Accounts, Remittances, Credit, Insurance, and Pension - in an affordable manner.

OBJECTIVES

- The total number of beneficiaries and financial deposits.
- RuPay card adoption and digital banking penetration.
- Rural vs. urban participation trends.
- State-wise beneficiary distribution and recommendations for improvement.

DATASET DETAILS

Pradhan Mantri Jan Dhan Yojana (PMJDY) dataset contains the following columns:

1. State Name – Name of the state
2. Beneficiaries at rural/semi-urban centre bank branches – Number of beneficiaries in rural/semi-urban areas
3. Beneficiaries at urban/metro centre bank branches – Number of beneficiaries in urban/metro areas
4. Total Beneficiaries – Total number of beneficiaries
5. Balance in beneficiary accounts (in crore) – Total balance in all beneficiary accounts
6. No. of RuPay cards issued to beneficiaries – Number of RuPay cards issued

You can access datasets related to the Pradhan Mantri Jan Dhan Yojana (PMJDY) from the following sources:
Official PMJDY Website:

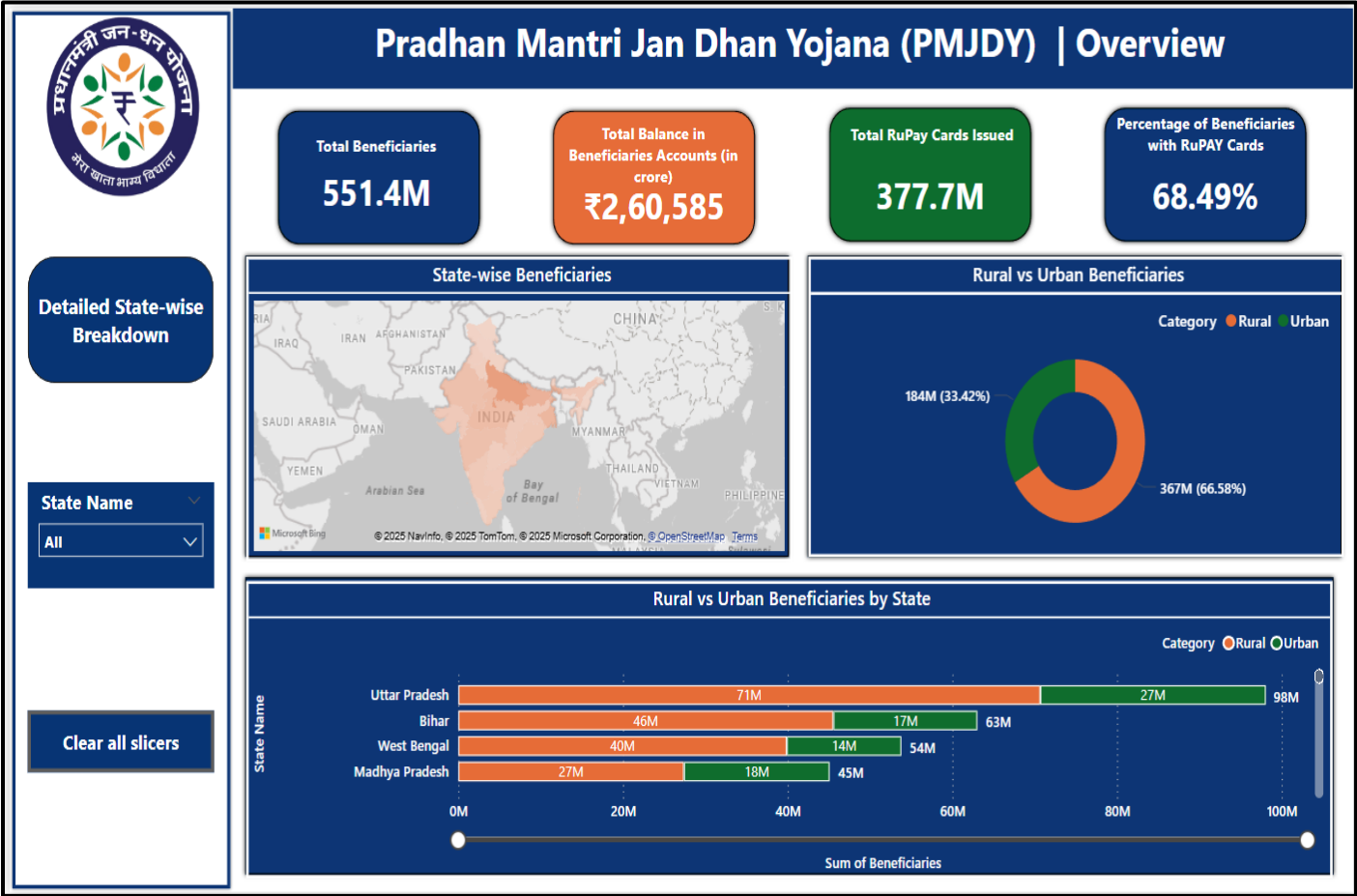
State-wise Statistics: Provides detailed data on the progress of PMJDY across different states in India.

Link: <https://pmjdy.gov.in/statewise-statistics>

KEY PERFORMANCE INDICATORS (KPIs)

- 1. Total Beneficiaries – 551.4M (indicating the overall reach of the scheme).
- 2. Total Balance in Beneficiaries' Accounts – ₹2,60,585 crore (reflecting the savings and deposits under the scheme).
- 3. Total RuPay Cards Issued – 377.7M (showing the financial accessibility provided).
- 4. Percentage of Beneficiaries with RuPay Cards – 68.49% (indicating adoption of digital banking).
- 5. Rural vs Urban Beneficiaries:
 - Rural Beneficiaries – 184M (33.42%)
 - Urban Beneficiaries – 367M (66.58%)
- 6. Top States by Beneficiaries:
 - Uttar Pradesh: 98M (71M rural, 27M urban)
 - Bihar: 63M (46M rural, 17M urban)
 - West Bengal: 54M (40M rural, 14M urban)
 - Madhya Pradesh: 45M (27M rural, 18M urban)

DASHBOARD IMAGES





Pradhan Mantri Jan Dhan Yojana (PMJDY) | Detailed State-wise Breakdown

Total Beneficiaries

551.4M

Total Balance in Beneficiaries Accounts (in crore)

₹2,60,585

Total RuPay Cards Issued

377.7M

Percentage of Beneficiaries with RuPAY Cards

68.49%

Overview

State Name

All

Clear all slicers

Table With All State-wise Details

State Name	Rural Beneficiaries	Urban Beneficiaries	Total Beneficiaries	Balance in beneficiary accounts (in crore)	RuPay Cards
Andaman And Nicobar Islands	43150	18763	61913	₹38.19	37425
Andhra Pradesh	8425599	7450023	15875622	₹4,744.99	10170280
Arunachal Pradesh	339123	126408	465531	₹241.19	311882
Assam	19470724	5358479	24829203	₹6,622.71	14348382
Bihar	45540071	17490643	63030714	₹25,243.17	45365079
Chandigarh	46917	289542	336459	₹186.72	213949
Chhattisgarh	12819618	5435477	18255095	₹8,557.50	11008439
Delhi	623159	6107797	6730956	₹3,177.21	5138245
Goa	178412	37972	216384	₹190.12	151274
Gujarat	11472291	7765807	19238098	₹10,533.20	14532635
Haryana	5323920	5249510	10573430	₹6,757.65	7185408
Himachal Pradesh	1822101	166039	1988140	₹1,418.83	1298846
Jammu And Kashmir	1869770	438481	2308251	₹1,661.45	1845223
Jharkhand	16252837	3345048	19597885	₹10,575.92	13314646
Karnataka	11882240	8521520	20403760	₹11,064.86	12537734
Kerala	4123643	2732931	6856574	₹3,185.50	3701451

KEY INSIGHTS & FINDINGS

- ☐ **Financial Inclusion Growth:**
 - PMJDY has enabled banking access for **551.4M people**, supporting India's financial inclusion goals.
 - ₹2,60,585 crore** in total deposits indicates a positive savings trend.
- ☐ **RuPay Card Adoption:**
 - 68.49% of beneficiaries** have RuPay cards, reflecting significant digital adoption.
- ☐ **Urban vs. Rural Trends:**
 - Urban areas have a higher share of beneficiaries (**66.58%**), while rural inclusion is **33.42%**.
 - Rural states like **Bihar and West Bengal** show strong participation, but more efforts are needed in other rural regions.
- ☐ **State-wise Beneficiary Distribution:**
 - Uttar Pradesh** leads in beneficiary count, followed by **Bihar, West Bengal, and Madhya Pradesh**.
 - Rural states require further interventions to improve banking penetration.

CONCLUSION

PMJDY has significantly contributed to India's financial inclusion efforts, ensuring banking access to over **550 million individuals**. However, **rural engagement, RuPay adoption, and state-wise distribution** require further enhancements. Implementing targeted **awareness campaigns, digital banking solutions, and rural outreach programs** will strengthen the initiative's impact.