



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

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- **Date:** 31 / 03 / 2025



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 (NMFII)**, 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 unserved 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:

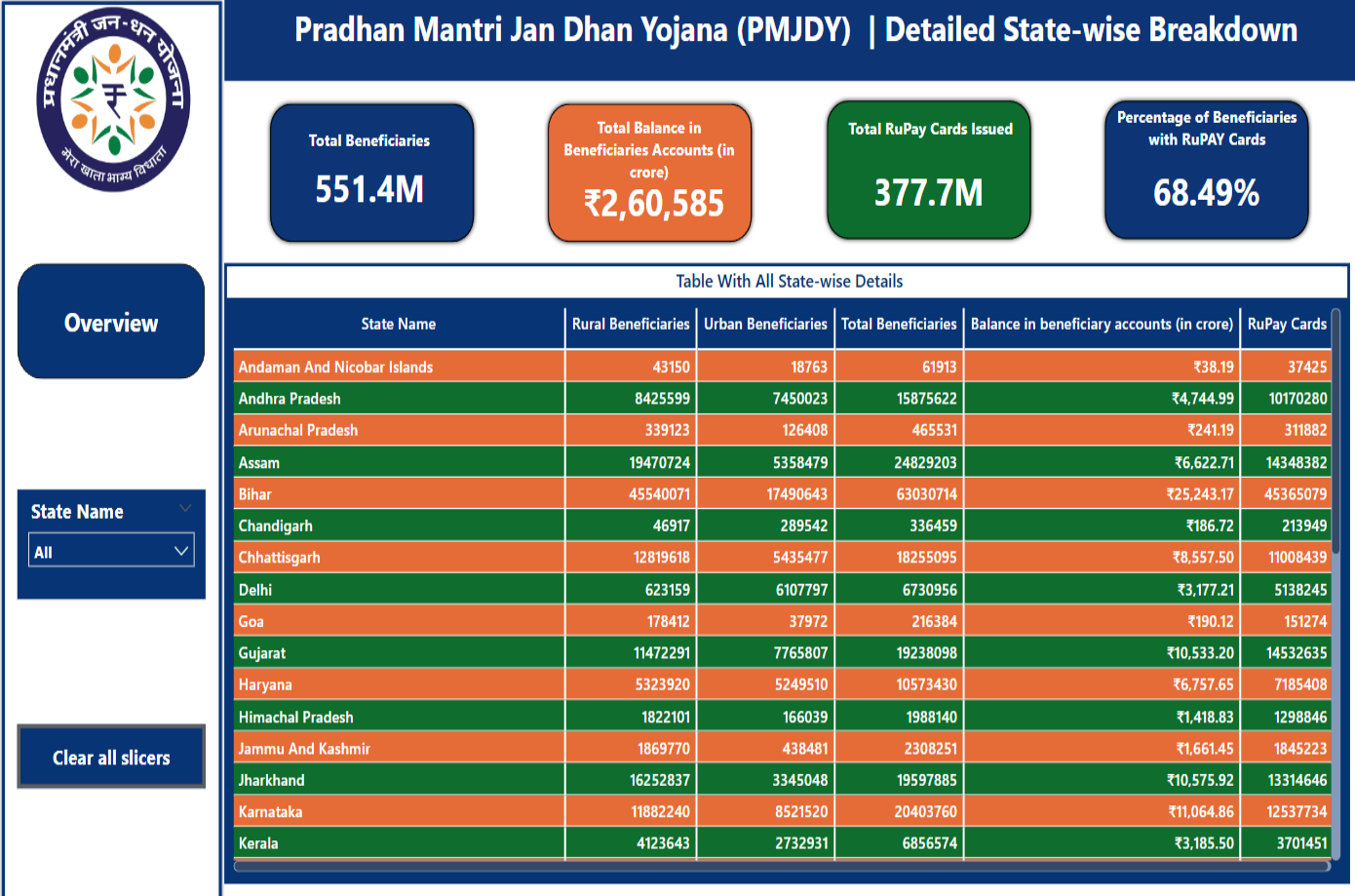
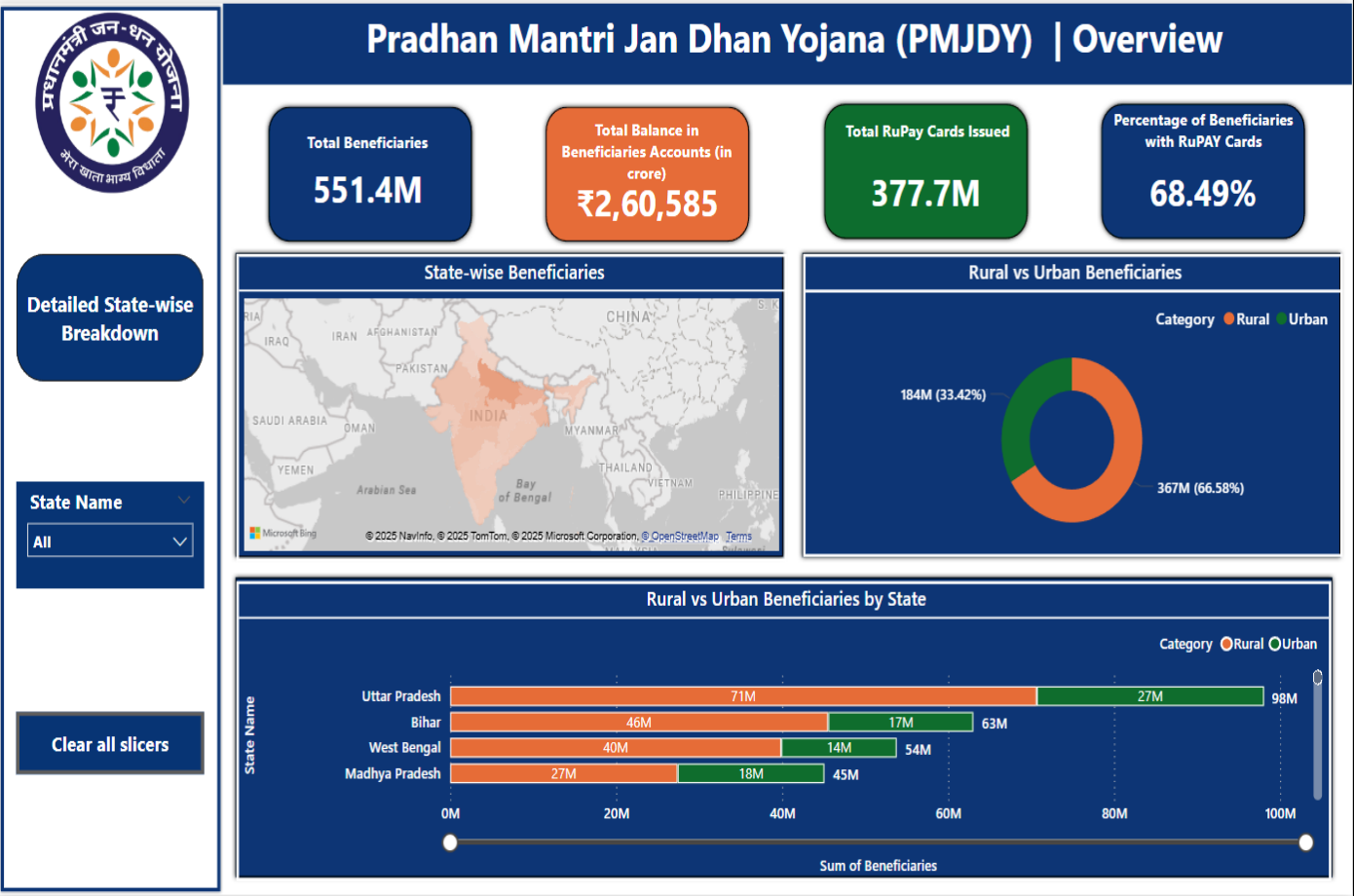
State-wise Statistics: Provides detailed data on the progress of PMJDY across different states in India.

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 – 367M (66.58%)
 - Urban Beneficiaries – 184M (33.42%)
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



KEY INSIGHTS & FINDINGS

1. Strong Rural Financial Inclusion:

- Rural beneficiaries make up 66.58% (367M people), indicating a strong focus on rural financial empowerment.
- Urban beneficiaries account for 33.42% (184M people), reflecting widespread reach in cities but still less than rural participation.

2. Substantial Financial Activity:

- ₹2,60,585 crore balance in accounts suggests active participation and savings behavior among account holders.
- RuPay card adoption at 68.49% indicates increasing digital transaction usage but with scope for further improvement.

3. State-Wise Distribution Shows Variability:

- Uttar Pradesh leads with 98M beneficiaries, followed by Bihar (63M), West Bengal (54M), and Madhya Pradesh (45M).
- States with higher rural populations tend to have a more significant number of beneficiaries.

4. Opportunities for Growth:

- Increasing RuPay card penetration can further enhance digital financial inclusion.
- More awareness campaigns can improve urban participation, ensuring broader coverage in both rural and urban areas.
- States with lower adoption rates may need targeted policy interventions to expand the scheme's impact.

CONCLUSION

1. PMJDY has successfully prioritized rural banking access, with over 66% of beneficiaries from rural areas.
2. The scheme has mobilized substantial savings (₹2,60,585 crore), strengthening financial security.
3. RuPay card adoption is strong but can be further expanded to improve digital banking penetration.
4. State-wise participation is uneven, suggesting a need for region-specific strategies to ensure balanced financial inclusion.