

DFS launches 3 months campaign for Saturation of Financial Inclusion (FI) Schemes at Gram Panchayat (GP) & Urban Local Body (ULB) level in all districts from 01.07.2025 to 30.09.2025

Opening of bank accounts for unbanked adults under PMJDY; increasing enrolments under PMJJBY, PMSBY, APY; Awareness sessions on digital fraud prevention, among others key goals of the campaign

Posted On: 01 JUL 2025 6:38PM by PIB Delhi

A nationwide campaign has been launched by Department of Financial Services for the saturation of Financial Inclusion (FI) schemes at the Gram Panchayat (GP) & Urban Local Body (ULB) level today. The launch events were organized at 33 locations across the country. The event witnessed participation from public representatives, State Government officials, SLBC Conveners, Bankers and beneficiaries. In Gujarat, the Chief Minister graced the event virtually.



Financial inclusion Campaign at Delhi

The campaign will run from 01.07.2025 to 30.09.2025 (3 months) covering all 2.70 lakh GPs & ULBs in the country. During this period campaign will cover following activities:

- i. Re-KYC of all saving bank account holders (wherever due)
- ii. Opening of bank accounts for unbanked adults under PMJDY
- iii. Enrolments under Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) and Pradhan Mantri Suraksha Bima Yojana (PMSBY) and Atal Pension Yojna (APY)
- iv. Awareness sessions on digital fraud prevention and ways to access unclaimed deposit & grievance redressal
- v. Facility of updating nomination in accounts (wherever pending)



Financial inclusion Campaign at Bargarh, Odisha

On 1st day of the saturation campaign, camps were held in 2087 GPs across the country. The camps received warm response from the beneficiaries nationwide.

NB/AD

(Release ID: 2141314)