

Nationwide Financial Inclusion Saturation Campaign sees significant progress

Over 2.3 lakh camps organized across various
districts in the country since 1st July 2025 till 15th
September 2025

More than 61 lakh new PM Jan Dhan Yojana
accounts opened; More than 2.6 crore new
enrollments under three Jan Suraksha Schemes in
last 2.5 months

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The Nationwide 3-months Financial Inclusion Saturation Campaign, launched on 1st July 2025, has recorded remarkable progress in its first 2.5 months. As part of the campaign, more than 2.3 lakh camps have been organized across districts in the country to expand outreach of financial services. This has resulted in the opening of over 61 lakh new Pradhan Mantri Jan Dhan Yojana (PMJDY) accounts and more than 2.6 crore fresh enrollments under the three Jan Suraksha social security schemes, reflecting a strong momentum towards universal financial inclusion. Further awareness programs are conducted regarding digital frauds, access to unclaimed deposits and Grievance redressal mechanisms.

The Department of Financial Services launched 3 months Nationwide Financial Inclusion Saturation Campaign from 1st July, 2025 to 30th September, 2025, with a view to include the last person in the country under Financial Inclusion schemes. The campaign has achieved great success as reflected in the substantial progress made in Financial Inclusion parameters.

The campaign's primary objective is to extend the reach of flagship schemes- Pradhan Mantri Jan Dhan Yojana (PMJDY), Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY), and Atal Pension Yojana (APY) to all eligible individuals across the country. To achieve this objective, camps are being conducted in all the 2.70 lakh GPs and ULBs. These camps are also facilitating Re-KYC, nomination updates for bank accounts and providing awareness on unclaimed deposits & digital frauds.

Between 1st July and 14th September, 2025, the campaign has facilitated meaningful community engagement. Through strategic outreach and publicity of upcoming camps, citizens are being actively encouraged to visit camps and avail the benefit of the schemes.

A total of 2,30,895 camps have been organized across various villages and towns in the country and the progress (as on **15.09.2025**) is as follows:

Category	Details
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PMJDY accounts opened	61.69 lakh
Re-verification of Know Your Customer (KYC) details for inactive accounts:	2.32 crore
Nomination Updates	56.86 lakh
Social Security Scheme Enrolments	PMJJBY: 72.56 lakh
	PMSBY: 1.56 crore
	APY: 31.32 lakh
Claims paid under PMJJBY and PMSBY	44,455
Awareness programs conducted on	Digital frauds
	How to access unclaimed deposits
	Grievance redressal mechanisms

As the campaign advances, focused efforts will continue towards saturating all GPs and ULBs, while enhancing public participation in alignment with the broader vision of **holistic financial inclusion**.

The **Government of India** is committed to achieving **last-mile delivery of banking and financial services**, with active involvement of stakeholders at every level of society.

NB/AD

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