

Inclusive Growth through Pradhan Mantri Jan Dhan Yojana: A Policy Perspective on Financial Inclusion

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ABSTRACT

The Pradhan Mantri Jan Dhan Yojana (PMJDY) scheme, launched in August 2014, aimed to provide universal access to financial services, primarily to the unbanked and underserved population in India. This research paper evaluates the role of PMJDY in financial inclusion between 2015 and 2025, concentrating on important indicators such as the total number of accounts opened, total deposits, and Rupay Debit Cards issued across Public Sector Banks (PSBs), Regional Rural Banks (RRBs), and Private Sector Banks (PVBs). The findings reveal a significant and consistent increase in financial inclusion during the study period, with total accounts rising from 14.5 crore in 2015 to nearly 55 crore by 2025. Deposits under the scheme grew markedly from Rs. 14.6 lakh crore to Rs. 26 lakh crore, reflecting increasing trust and participation in the institutional banking system. Public sector banks played a leading role, while Regional Rural Banks significantly expanded their outreach. Although Private sector Banks showed gradual growth, their overall contribution remains limited. The study concludes that PMJDY not only bridges the gap between the urban-rural financial divide but also strengthens the digital payment infrastructure through Rupay Debit Cards. The scheme has proven to be a cornerstone of inclusive financial development, offering insights into policy-driven financial inclusion along with its broader social and economic implications.

Keywords: Financial inclusion, Regional Rural Banks, PMJDY, Public Sector Banks, Rupay Debit Cards.

INTRODUCTION

Financial inclusion is increasingly recognized as an important factor in inclusive economic growth and social development. It provides individuals access to essential financial services like savings, credit, insurance, and pension, thereby encouraging financial empowerment and helping in the reduction of income inequality. In a country like India, where a major chunk of the population has remained outside the official financial system and still has 190 million such people, the need for a comprehensive financial inclusion strategy has been critical.

Financial inclusion or inclusive finance can be described as the delivery of financial services at reasonable costs to underprivileged sections and low-income groups of society, as against financial exclusion, in which all these facilities are not affordable and available. This social scourge has given birth to financial

instability and poverty among the low-income groups who do not have access to financial services besides financial products. The present union government's one of the topmost priorities is financial inclusion. The growth of our country is inhibited by the exclusion of several individuals from the ambit of the formal financial system. It is also proven by past studies that financial inclusion is necessary for poverty reduction. The true success of financial inclusion lies in doing away with the relationship between Shady public services and corruption.

The term "financial Inclusion" has been popularized since the early 2000s because of the evidence discovered connected to financial exclusion and its direct linkages with poverty. In India, also, the financial inclusion activities were taken into consideration since 2005-06 (Subbarao, 2009; Divya, 2013; Chowhan and Pande, 2014; and Rafiq and Premavathy, 2014).

The word "financial inclusion" is defined as "the process of providing access to adequate financial services and products required by the vulnerable segments of society, such as weaker sections and low and middle-income groups at an affordable cost by the formal financial institutions" (Rangarajan, 2008). Thus, financial inclusion cannot be seen as just having ownership of a bank account; rather, it means how efficiently and regularly an account holder makes use of the banking services. To gauge the degree of financial inclusion, it becomes compulsory to have in-depth information about bank deposits and withdrawals, direct payments, and non-bank product investments like life insurance or pension schemes in the PMJDY accounts.

The Government of India has taken several initiatives and policies like Bank Nationalization in 1969 and again in 1980, introduction of lead bank scheme in 1969, Creation of Regional Rural Banks in 1975, Establishment of National Bank for Agriculture and Rural Development (NABARD) in 1982, and innovations like Micro-finance institutions, Rural Infrastructure Development Fund, Kissan Credit Card in 1998, General Credit Card in 2005 etc. among others. Nevertheless, all these initiatives do not percolate to reach those in need (Das, 2010 and 2014). Subsequently, Prime Minister Sh. Narendra Modi, in his 15 August 2014 Independence Day Speech, announced a novel scheme, namely Pradhan Mantri Jan Dhan Yojana (PMJDY) for financial inclusion. He mentioned that every single Indian Household should have at minimum one basic bank account with a Rupay Debit Card and an accidental insurance cover of 1 lakh, besides a 30,000 life coverage meant for individuals opening a bank account before January 26, 2015.

Pradhan Mantri Jan Dhan Yojana

The "Pradhan Mantri Jan Dhan Yojana (PMJDY)" scheme was initiated with an objective/aim to deliver Nationwide access to banking services to all households using a bank branch network or immovable point (Business Correspondent), under the catchphrase Mera Khata Bhagya Vidhata (My Bank Account-The Creator of the Good Fortune). The main thrust of the idea is to connect each household with the bank. The scheme further envisions that those persons who were not having an account in any bank may open a bank account, by providing at least one of the documents like Voter Identity card, Aadhar Card, MGNREGA Card, Ration Card, Driving License, PAN Card, and Passport that can be considered as an official valid document.

The scheme was started under the theme "Sab Ka Sath, Sab Ka Vikas" i.e., inclusive growth, by Prime Minister Narendra Modi on 28th August, 2014 to guarantee access to financial services like, Basic savings and deposits account, transfer facilities, credit facilities, insurance, and pension in a cost-effective manner. "Jan Dhan Yojana" is a word in the Hindi language that translates into "People's Wealth Scheme," which was carefully chosen after conducting an online contest on the "My Govt" online platform, which received more than 6,000 recommendations from the masses.

The Swabhimaan programme was the precursor to the PMJDY, announced in February 2011. Though the scheme considerably fell short of its target of providing a banking service point or a bank branch in each village having a minimum population of 2000 persons. Basic Savings Bank Deposit Account (BSBDA), as a no-frills zero balance account, was introduced by the government in 2010 for those people falling in the section of lower-income group. Accounts that could be opened initially only using a photo rather than with identity proof were termed “Small accounts.” The “Small accounts” were effective for 12 months in the beginning. They were supposed to be bound by some limitations such as; (i) The total amount of all credit transactions would not surpass rupees one lakh in a financial year; (ii) The total amount of drawings and transfers would not be more than rupees ten thousand in a month; then (iii) The balance should be a maximum of rupees fifty thousand at any time. PMJDY, equally like the BSBDA on various aspects, was started considerably on a larger scale and with larger organizational backing.

The Pradhan Mantri Jan Dhan Yojana scheme was initially launched under two phases, but later extended further. The first phase was planned to range from August 15th, 2014, to August 14th, 2015, and the second phase was scheduled from August 15th, 2015, to August 14th, 2018. The PMJDY scheme consists of six pillars, which were proposed to be accomplished in a staged manner. Out of the six pillars first three will be given thrust in the first phase, and the remaining three pillars will be taken up in the second phase as below:

1st Phase (August 15th 2014 to August 14th 2015)

Universal Access to Banking Facilities

The foremost essential pillar of Pradhan Mantri Jan Dhan Yojana was to cover those sections of the society who were outside the ambit of the formal banking system and make sure that each family has access to formal banking services using a bank branch or a fixed-point Business Correspondent (BC) at a nearby distance throughout the country. The geographical planning of every district into Sub Service Areas (SSA), catering to 1000 to 1500 families, was accomplished in August 2015. This was planned in a manner that each habitation has access to banking services within a 5 Km area.

Providing Basic Banking Accounts with Overdraft facility and Rupay Debit Card with Rs. 1 Lakh Accidental Insurance Cover to all Households

The subsequent important pillar of the scheme is related to the provision of providing all the adult citizens of the country, a basic bank account. Furthermore, there is a provision for providing a Rupay Debit card and an inbuilt accidental insurance of Rs 1 lakh. An overdraft facility of Rs 5,000 for each basic banking account holder would be provided after looking at the credit transaction details of the past six months or the operation of the account.

Financial Literacy Programme

The scheme has made a financial literacy programme a fundamental part of it. The reason behind this motive was to help the beneficiaries make maximum use of the financial services. The thrust was laid that this programme should be particularly initiated in far-flung areas to promote financial awareness among the rural masses.

2nd Phase (August 15th 2015 to August 15th 2018)

Creation of Credit Guarantee Fund

This is the fourth pillar of this scheme. The Credit Guarantee Fund was established to cover those overdraft accounts that are in default or unable to pay their overdraft amount.

Micro Insurance

The fifth pillar of Pradhan Mantri Jan Dhan Yojana is to offer micro insurance. With the aim of broadening

financial inclusion and keeping in view the success of this scheme, the Indian Prime Minister, Sh. Narendra Modi announced insurance related two insurance-related social security schemes under Phase II of this Scheme in 2015. The schemes comprise an accidental insurance scheme, namely, Pradhan Mantri Suraksha Bima Yojana (PMSBY), and a lifetime insurance scheme, namely, the Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY). The schemes have Rs. 2 lakhs as life insurance coverage.

Unorganized sector pension schemes like Swavalamban

The last pillar of this scheme is related to the pension scheme of workers working in the unorganized sectors of the economy. This scheme inspires those unorganized workers to save on their own will for their old age. The flagship scheme “Atal Pension Yojana” was introduced by the Indian Prime Minister for this purpose. The scheme provides a pension every month, amounting to Rs. 1,000 to Rs. 5,000

The union government has thought towards extending the Pradhan Mantri Jan Dhan Yojana (PMJDY) alternatively called the National Mission for Financial Inclusion beyond the time line of August 14, 2018, as an open-ended scheme, with the emphasis on opening of accounts transitioning from “every household” to “every adult” besides the changes deciphered under.

- The present limit of an overdraft for PMJDY account holders has been increased from Rs. 5000 to Rs. 10,000. The age limit has also been increased from the present age criterion of 60 years to 65 years. Further, an overdraft of up to Rs. 2,000 would be available without any restrictions.
- The accidental coverage meant for those persons who have received a new Rupay card after 28th August, 2018, has been revised from the earlier tranche of Rs. 1 lakh to Rs. 2 lakhs for new PMJDY account holders and an additional life insurance cover of Rs. 30,000. As of March 2025, there are 55.31 crore total beneficiaries under the PMJDY scheme. Public Sector Banks are leading in account opening, and near about 78 percent of the total accounts are opened in these banks. As far as the number of beneficiaries is concerned, the State Bank of India stands first with 15.10 crore beneficiaries, followed by Bank of Baroda with 6.4 crore beneficiaries.

Under Pradhan Mantri Jan Dhan Yojana, the focus was on the poor people of the country who had not yet been included in the formal banking system because they had no money in their accounts or lacked the necessary documents. The idea of a one-time lump sum credit to each new bank account, along with the strict targets set for bank staff to open such accounts, led to a spectacular advancement in the scheme's initial phase. An individual's lack of an existing bank account was the only prerequisite required by the system for creating a bank account. While over 318 million new accounts were opened in the first three years of PMJDY, while just 150 million accounts were opened in the first phase of the Financial Inclusion Programme (FIP) between 2010 and 2013. After that, all BSBDAs were converted to PMJDY accounts. The administrative policy was to link these accounts to insurance or pension contributions to activate them under PMJDY. ¹ As a result, the program's scope was expanded and capital formation was started, in addition to its fundamental goals of capital reorganization through Direct Benefit Transfer (DBT).

¹ “The Government will expand the coverage under Prime Minister Jan Dhan Yojana by bringing all sixty crore (or, 600 million) basic accounts within its fold and undertake measures to provide services of micro insurance and unorganized sector pension schemes through these accounts.”, Arun Jaitley, Finance Minister, Union Budget, 2018–2019.

Related literature

A significant body of literature has been devoted to the study of financial inclusion in India. With original data collected through a well-designed questionnaire from 411 families in the states of Meghalaya and Assam in northeastern India, [Bhanot et al. \(2012\)](#) describe the pillars that are critical in shaping the degree

of financial inclusion in geographically far-flung areas. The study revealed that consciousness regarding self-help groups, besides knowledge are significant element of financial inclusion in India. [Chithra and Selvam \(2013\)](#) in their study used the financial inclusion index for understanding the elements of financial inclusion in India. Their study revealed that the social and economic aspects, such as population, income, and literacy, remain substantial aspects that impact the degree of financial inclusion. Additional factors like bank branch network, credit, and deposits have a noteworthy effect on financial inclusion. [Claessens 2006](#)) The study reveals that financial inclusion, specifically in the case of accessibility, affordability, and facilities of basic financial services like deposits, insurance, and credit, along with saving opportunities, is the engine and driver of economic growth. The reforms in the financial sector play a positive role in the reduction of rural poverty, which further helps the economy in achieving inclusive growth [\(Swamy, V. 2012\)](#). As financial exclusion leads to social exclusion, the banks need to increase their dimensions, besides knowing local languages, to encourage financial literacy and inclusion. [\(Jerold 2008\)](#) backed up the claim and recommended credit and banking as the key components of financial inclusion. The study also found that financial inclusion will promote economic growth by fostering financial development in our nation. [Yadav and Sharma \(2016\)](#) in their study examine the factors influencing financial inclusion in India. Information gathered from the Central Statistical Organization (CSO) and the Reserve Bank of India (RBI) is used in the study. The study uses banking proliferation, accessibility, and financial service usage to create a multifaceted indicator of financial inclusion. According to the study's multiple regression analysis, the GDP contribution of agriculture, the literacy rate, population density, and infrastructure development are all significant determinants of financial inclusion. [\(Siddik, Sun, and Kabiraj 2015\)](#) described literacy rate, Availability of deposit, internet, road connectivity, household size and rural population, household size, as significant determinants of financial inclusion. [Ghosh \(2017\)](#) in his study used household-level data from India to study the relationship among PMJDY account, mobile telephony, and Aadhar card. The outcomes of the study display a robust sign of relationship amongst these variables, with each inclining to strengthen the other variable. [Iqbal and Sami \(2017\)](#) investigate the role banks play in India's financial inclusion. The multiple regression results show that the number of bank branches and the credit deposit ratio have a positive and significant impact on GDP using secondary data that was gathered from numerous sources, including the RBI and the Government of India. Additionally, it is discovered that automated teller machines have little effect on the GDP growth of India. Financial inclusion should not be limited to lending; it should include access to savings, insurance, and other services, according to research by [Dasgupta 2009](#)). All of this would be made possible by promoting literacy or by bank officials providing the proper direction. [Kamath \(2007\)](#) in a similar study also noted the need to include the neglected sections of the social order in the formal banking system. [Ghosh and Vinod \(2017\)](#) investigate women's financial inclusion using micro-level data from India. Compared to their male counterparts, households led by women are more likely to obtain informal financing and less likely to receive formal financing. Additionally, the study reveals that for female-headed households, income and education play a major role in explaining financial access, while political and social factors are better suited to describing financial use. [Sharma et al. \(2018\)](#) investigate the factors that support the PMJDY program. The findings indicate that the most significant factor influencing the PMJDY scheme's reach is infrastructure, such as roads. According to [Srivastava and Malhotra \(2015\)](#), PMJDY helps Indians become financially engaged and creates a broad platform for financial services for all Indian citizens, assisting in economic and public development. [Ghosh \(2019\)](#) studies how mobile phones, financial inclusion, and Aadhaar affect economic growth. The financial access survey data gathered between 2001

and 2014 are subjected to the GMM in this study. The findings demonstrate that mobile phones significantly and favorably affect economic expansion. [Malik et al. \(2019\)](#) studied the elements that contribute to improving financial inclusion's performance in India. According to the survey, banks are at the forefront of most financial inclusion initiatives in India. Additionally, they discover that possible measures like the development of physical infrastructure, Jan Dhan-Aadhaar Mobile (JAM trinity), and information and communication technologies based on financial services and goods have a major impact on overall performance. [Mehar \(2014\)](#) compared India's financial inclusion data to those of other nations. The report emphasizes that achieving financial inclusion has significant problems that require the use of modernity, capital, and technology. [Inoue \(2019\)](#) investigates the relationship between financial inclusion and poverty in India. The results of applying the GMM to data spanning 1973 to 2004 demonstrate that financial inclusion had a negative but significant impact on poverty through public sector banks.

Some research on financial inclusion makes use of the World Bank's Global Findex database (henceforth referred to as Findex). For example, [Allen et al. \(2012\)](#) analyzed Findex 2011 and discovered that older, urban, more educated, and wealthier persons are more likely to have an account and save in a formal financial institution. [Demirgüç-Kunt and Klapper \(2012a\)](#) used Findex 2011 to highlight worldwide financial inclusion figures. [Demirgüç-Kunt and Klapper \(2012b\)](#) studied financial inclusion in Africa using the 2011 Findex. According to their findings, most adults in Africa save and borrow money through informal methods. [Demirgüç-Kunt and Klapper \(2013\)](#) used Findex 2011 to examine financial inclusion in 148 countries. They discover that differences in income between individuals and nations significantly impact financial inclusion. Using the Findex, [Demirgüç-Kunt and Klapper \(2013\)](#) demonstrate how legislative discrimination against women explains the variation in women's access to financing among nations worldwide. [Shaikh et al. \(2017\)](#) demonstrate that the poor have largely remained financially excluded in Islamic countries. [Zins and Weil \(2016\)](#) investigate financial inclusion in 37 African nations using the Findex 2014. The findings show that financial inclusion in African countries is significantly impacted by age, income, and education. [Fungacova and Weill \(2015\)](#) use Findex 2011 to compare the financial inclusion of China with that of the BRICS countries (Brazil, Russia, India, China, and South Africa). The findings indicate that, in comparison to the BRICS countries, the Chinese use more formal methods of finance and savings bank accounts.

Objective and Methodology

The objective of the present study is to evaluate the progress of financial inclusion in India under PMJDY. To achieve the goal of the present study, secondary data and information have been used. Relevant articles were used for the analysis, and secondary data was gathered from www.pmjdy.gov.in. The PMJDY official website (www.pmjdy.gov.in) provided the secondary data about the number of beneficiaries in both rural and urban bank branches for public sector banks, commercial banks, and regional rural banks, as well as the amount deposited in the accounts and the number of Rupay Debit Cards issued. Several figures and tabulation were used to better analyze the data.

RESULTS AND DISCUSSION

The PMJDY covers both urban and rural areas because it focuses on households. In contrast to other attempts, the PMJDY's design not only stresses on opening of bank accounts but also focuses on additional products that encourage people to create accounts sooner rather than later, such as the Rs. 2 lakh insurance coverage and the Rs. 10,000 overdraft facility. According to the data analysis, financial inclusion under the PMJDY initiative is significantly increasing across all banking sectors.

Table 1 Status of Pradhan Mantri Jan Dhan Yojana as on May, 2025						
Banks	Number of Accounts in Rural Banks (in crores)	Number of Accounts in Urban Banks (in crores)	Female Beneficiaries (in crores)	Total Beneficiaries (in crores)	Total Deposits (in crores)	Rupay Debit Cards (in crores)
Public Sector Banks	26.99	15.92	23.71	42.92	202638.03	32.86
Regional Rural Banks	8.88	1.52	6.06	10.40	51501.54	3.85
Private Sector Banks	0.77	1.04	1.01	1.81	7869.24	1.47
Rural Cooperative Banks	0.19	0.00	0.10	0.19	0.01	0.00
Total	36.83	18.48	30.87	55.31	262008.82	38.17

Source: www.pmjdy.gov.in

The Pradhan Mantri Jan Dhan Yojana (PMJDY) status as of May 2025 is displayed in the above table. This table contains information about the specifics of accounts that were opened under the Pradhan Mantri Jan-Dhan Yojana (PMJDY). Apart from private banks, where more accounts are opened in the urban sector than in the rural sector, the findings showed that the rural sector plays a relatively larger role in terms of account opening under PMJDY than the urban sector in three of the four banking sectors: public sector banks, regional rural banks, and rural cooperative banks.

The Public Sector Banks are playing a vital and dominating role in financial inclusion. These banks hold 42.92 crore accounts having presence both in rural and urban areas. These banks handle 202 crore deposits that is approximately 77% of total deposits. These banks have also issued the highest number (32.86 crore) of rupay debit cards.

In the rural sector, the public sector banks, regional rural banks, private banks, and Rural cooperative banks comprise 26.99 crore, 8.88 crore, 0.77 crore, and 0.19 crore accounts respectively. Whereas, in the urban sector, 15.92 crore accounts were opened in public sector banks, and other banks in this sector comprise very few propositions of accounts opened, that is, 1.52 crore by regional rural banks, 1.04 crore by private banks and rural cooperatives with no account in Urban areas. The table overall shows that public sector banks play a vital role in financial inclusion under PMJDY. These banks are leading across all the indicators of financial inclusion.

Public Sector Banks

Table 2 Performance by Public Sector Banks working under PMJDY as of May 2025					
Banks	Beneficiaries in Rural Banks (in crores)	Beneficiaries in Urban Banks (in crores)	Total number of Beneficiaries (in crores)	Deposits (In lac)	Rupay Debit Cards (in crores)
Bank of Baroda	4,47,60,985	1,95,48,937	6,43,09,922	35,75,144.38	5,91,43,076
Bank of India	2,33,47,598	51,28,378	2,84,75,976	15,46,962.51	2,55,26,427
Bank of Maharashtra	56,01,538	24,58,185	80,59,723	4,37,858.42	44,85,341
Canara Bank	1,52,79,258	62,61,184	2,15,40,442	13,90,929.50	1,34,80,225
Central Bank of India	1,62,43,315	24,30,261	1,86,73,576	7,92,982.44	1,12,17,870
Indian Bank	1,86,97,109	48,32,095	2,35,29,204	11,75,571.41	1,35,00,564
Indian Overseas Bank	25,63,503	62,20,912	87,84,415	3,83,529.04	77,97,154
Punjab & Sind Bank	15,88,697	10,68,107	26,56,804	53,514.58	17,17,602
Punjab National Bank	4,56,27,127	86,62,139	5,42,89,266	24,12,417.87	3,74,99,138
State Bank of India	6,29,40,469	8,81,24,585	15,10,65,054	64,96,806.52	13,23,38,676
UCO Bank	86,53,560	63,12,614	1,49,66,174	5,92,527.62	58,29,483
Union Bank of India	2,41,17,380	79,81,839	3,20,99,219	13,04,395.96	1,35,91,209
Public Sector Banks Sub-Total	26,94,20,539	15,90,29,236	42,84,49,775	2,01,62,640.26	32,61,26,765

Source: www.pmjdy.gov.in

The above table throws light on the performance of public sector banks in financial inclusion, working under the PMJDY scheme as of May 2025. The results revealed that the State Bank of India plays an important and leading role in PMJDY, having 15.10 crore beneficiaries. The State Bank of India contributed in both the rural and urban sectors with 6.29 crore and 8.81 crore beneficiaries, respectively. The number of Rupay Debit cards issued is 13.23 crores, the highest number among all the banks. The deposits comprise 65 lakhs in the State Bank of India as of May 2025.

The other public sector banks performing well to achieve financial inclusion under PMJDY scheme are Bank of Baroda (6.43 crore), Punjab National Bank (5.42 crore), Union Bank of India (3.20 crore), Bank of India (2.84 crore), and Indian Bank (2.35 crore) number of beneficiaries respectively. As far as balance in the accounts is concerned, the State Bank of India holds the highest deposit of Rs. 64,96,806.52 lakhs, followed by Bank of Baroda with Rs. 35,75,144.38 lakhs and Punjab National Bank with Rs. 24,12,417.87 lakhs.

The issuance of Rupay Debit Card is another indicator of financial inclusion. The table shows that the State Bank of India takes the lead in the issuance of debit cards with 13,23,38,676 Rupay debit cards issued, followed by Bank of Baroda with 5,91,43,076 Rupay debit cards and Punjab National Bank with 3,74,99,138 Rupay debit cards issued to the customers. The table highlights the massive scale of financial inclusion achieved under PMJDY through Public sector Banks, with the State Bank of India leading across all indicators.

Regional Rural Banks

Regional Rural Banks play a vital role in providing loans to the people living in rural areas. Their primary goal is to provide credit to small and marginal farmers, agricultural labourers, and the rural poor to promote the growth of trade, industry, and agriculture. In India, RRBs have a large rural branch network, accounting for about 43% of all commercial banks' rural branches. RRBs have a strong rural inclination; more than 97% of their branch network is made up of rural and semi-urban locations. The development of the branch network has made it possible for the RRBs to mobilize rural savings and increase banking operations in underbanked areas. (Mishra, 2006, and Soni and Kapre, 2012).

Table 3 Performance by Regional Rural Banks working under PMJDY, as of May 2025					
Banks	Beneficiaries in Rural Banks (in crores)	Beneficiaries in Urban Banks (in crores)	Total number of Beneficiaries (in crores)	Deposits (In lac)	Rupay Debit Cards (in crores)
Bank of Baroda	4,47,60,985	1,95,48,937	6,43,09,922	35,75,144.38	5,91,43,076
Bank of India	2,33,47,598	51,28,378	2,84,75,976	15,46,962.51	2,55,26,427
Bank of Maharashtra	56,01,538	24,58,185	80,59,723	4,37,858.42	44,85,341
Canara Bank	1,52,79,258	62,61,184	2,15,40,442	13,90,929.50	1,34,80,225
Central Bank of India	1,62,43,315	24,30,261	1,86,73,576	7,92,982.44	1,12,17,870
Indian Bank	1,86,97,109	48,32,095	2,35,29,204	11,75,571.41	1,35,00,564
Indian Overseas Bank	25,63,503	62,20,912	87,84,415	3,83,529.04	77,97,154
Punjab & Sind Bank	15,88,697	10,68,107	26,56,804	53,514.58	17,17,602
Punjab National Bank	4,56,27,127	86,62,139	5,42,89,266	24,12,417.87	3,74,99,138
State Bank of India	6,29,40,469	8,81,24,585	15,10,65,054	64,96,806.52	13,23,38,676
UCO Bank	86,53,560	63,12,614	1,49,66,174	5,92,527.62	58,29,483
Union Bank of India	2,41,17,380	79,81,839	3,20,99,219	13,04,395.96	1,35,91,209
Public Sector Banks Sub-Total	26,94,20,539	15,90,29,236	42,84,49,775	2,01,62,640.26	32,61,26,765

Source: www.pmjdy.gov.in

The above table shows the performance of regional rural banks in financial inclusion working under the Pradhan Mantri Jan Dhan Yojana (PMJDY) scheme as of May 2025. As is evident from the table, the State Bank of India holds the top position with over 15 crore beneficiaries highest among all banks. The bank also leads in deposits in accounts, totaling Rs. 6496.81 crores, along with 13.2 crore Rupay debit cards distributed to the beneficiaries. Punjab National Bank and Bank of Baroda are next in line with 5.4 crore, 6.43 crores beneficiaries and 2412.42 crore, 3575.14 crores in deposits respectively. Smaller Banks like Punjab and Sindh Bank and Bank of Maharashtra have a significantly low number, indicating a smaller outreach. The table highlights the massive scale of financial inclusion achieved under PMJDY through Regional Rural Banks, with the State Bank of India leading across all indicators.

Major Private Banks

As of April 1, 2025, 21 private banks are operating in India. These banks are a significant part of the Indian financial landscape, offering a variety of services to individuals and businesses.

Table 4 Major Private Banks working PMJDY as of May 2025					
Banks	Beneficiaries in Rural Banks (in crores)	Beneficiaries in Urban Banks (in crores)	Total number of Beneficiaries (in crores)	Deposits (In lac)	Rupay Debit Cards (in crores)
Axis Bank Ltd	2,01,599	11,77,177	13,78,776	84,220.32	8,88,940
City Union Bank Ltd	64,154	1,53,905	2,18,059	5,524.33	1,14,510
Federal Bank Ltd	5,78,434	1,38,505	7,16,939	38,939.99	2,04,605
HDFC Bank Ltd	6,60,612	43,11,345	49,71,957	2,75,864.01	49,71,307
ICICI Bank Ltd	38,30,946	10,23,537	48,54,483	93,190.89	47,20,843
IDBI Bank Ltd.	2,99,751	18,30,715	21,30,466	71,559.86	9,04,031
IndusInd Bank Ltd	32,607	4,00,544	4,33,151	10,903.84	48,575
Jammu & Kashmir Bank Ltd	11,48,479	1,72,561	13,21,040	1,21,092.41	12,61,134
Karur Vysya Bank	1,16,896	66,592	1,83,488	3,073.64	1,80,059
Kotak Mahindra Bank Ltd	4,28,885	5,84,735	10,13,620	15,581.96	6,76,507
RBL Bank Ltd	56,059	46,514	1,02,573	1,665.94	1,02,573
South Indian Bank Ltd	39,551	3,00,518	3,40,069	12,158.51	2,12,957
Yes Bank Ltd	2,41,565	46,799	2,88,364	7,096.09	2,88,364

Major Private Banks Sub Total	76,99,538	1,02,53,447	1,79,52,985	7,40,871.81	1,45,74,405
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Source: www.pmjdy.gov.in

The table shows the role of private banks in financial inclusion working under the PMJDY scheme as of May 2025. The results revealed that Private sector banks have made a notable contribution to PMJDY, especially in urban areas, complementing the reach of public sector Banks in rural regions. HDFC and ICICI Bank are the leading private players in terms of total beneficiaries and Rupay Debit cards issued, leading to 49.7 lakh and 48.5 lakh beneficiaries each, and 49.7 lakh and 47.2 lakh Rupay Debit cards issued by each, respectively. Jammu and Kashmir Bank shows a strong regional impact with high deposits per beneficiary. While considering the rural and urban sectors separately, HDFC Bank is leading in the urban sector with 43.11 lakh beneficiaries, while ICICI Bank is dominant in the rural sector with 38.30 lakh beneficiaries. The highest balances in accounts were registered by HDFC Bank with the deposit of `2.75 lakh followed by Jammu and Kashmir Bank with 1.21 lakh '.

Progress of Pradhan Mantri Jan Dhan Yojana (PMJDY) through a Year-on-Year Basis

According to the Guinness Book of World Records, the Pradhan Mantri Jan Dhan Yojana programme made history by opening 18,096,130 bank accounts in India in a single week, from August 23 to August 29, 2014.

Table 5 shows the performance through a year-wise breakdown of the total figure of bank accounts opened under Pradhan Mantri Jan Dhan Yojana (PMJDY) from 2015 to 2025. The data is categorized into Public Sector Banks (PSBs), Regional Rural Banks (RRBs), and Private Sector Banks (PSBs). This analysis highlights the scale and reach of the PMJDY scheme in bringing unbanked citizens into the formal banking system.

The total number of accounts opened under the PMJDY scheme rose from just 14,53,68,040 accounts in the year 2015 to 54,99,17,799 in 2025. This marks a growth of approximately 278 per cent over 11 years, indicating the scheme's large-scale impact.

Public Sector Banks consistently account for most account openings, over 42 crore accounts by 2025. It is further revealed that 78 per cent of the total PMJDY accounts are held by Public Sector Banks in 2025. Regional Rural Banks increased their share from 2.5 crore accounts in 2015 to over 10.35 crore in 2025. They serve as the primary channel in rural and semi-urban areas, aligning with the inclusion goals of PMJDY. Private Sector Banks, though growing, account for just 3.26 per cent of the total accounts in 2025.

Table 5				
Total accounts opened under the PMJDY Scheme from 2015 to 2025				
Year	Public Sector Banks	Regional Rural Banks	Private Sector Banks	Total
2015	11,40,05,009	2,53,21,164	60,41,867	14,53,68,040
2016	16,84,57,737	3,79,28,568	78,89,169	21,42,75,474
2017	22,61,47,624	4,63,83,255	91,47,392	28,16,78,271
2018	25,41,82,574	5,03,52,995	99,03,560	31,44,39,129
2019	28,03,61,546	5,98,93,689	1,24,06,995	35,26,62,230

2020	30,51,87,880	6,55,26,926	1,25,65,155	38,32,79,961
2021	33,38,98,230	7,55,72,898	1,25,34,516	42,19,95,644
2022	35,50,46,743	8,25,52,670	1,30,15,930	45,06,15,343
2023	38,21,64,230	9,04,83,270	1,38,88,860	48,65,36,360
2024	40,49,76,106	9,66,69,938	1,59,37,163	51,75,83,207
2025	42,84,49,775	10,35,15,039	1,79,52,985	54,99,17,799

Source: www.pmjdy.gov.in

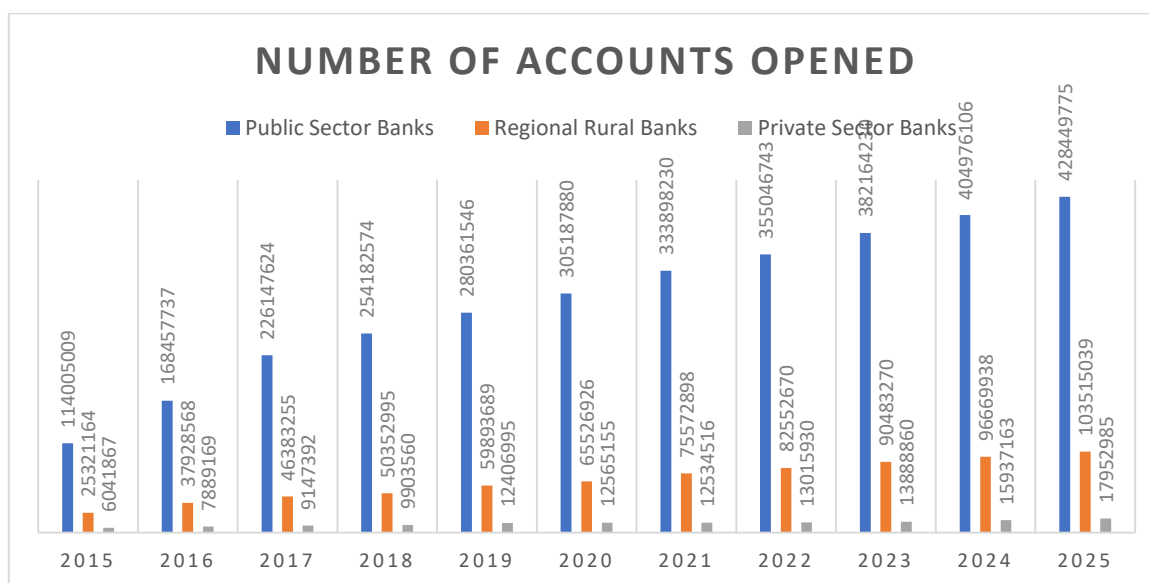


Fig. 1 Figure 1: Number of PMJDY Accounts Opened by Bank Type (2015–2025)

This bar chart displays the annual number of accounts opened under the Pradhan Mantri Jan Dhan Yojana (PMJDY) across three categories of banks: Public Sector Banks, Regional Rural Banks, and Private Sector Banks. Public Sector Banks consistently led in account openings throughout the 11 years, followed by a steady rise in Regional Rural Bank contributions. Private Sector Banks show modest but gradually increasing participation. The data reflects the growing reach and impact of the PMJDY scheme in enhancing financial inclusion across India.

Table 6 Total Deposits under the PMJDY scheme from 2015 to 2025				
Year	Public Sector Banks	Regional Rural Banks	Private Sector Banks	Total
2015	11,45,416.12	2,31,892	86,756.2	14,64,064.32
2016	28,13,916.93	6,17,812	1,35,472	35,67,200.93
2017	49,26,550.19	11,60,891	2,09,802	62,97,243.19
2018	63,02,187.35	13,29,632	2,17,579	78,49,398.35
2019	76,69,682.8	16,59,074	2,81,978	95,10,734.8
2020	93,91,997.16	21,33,180	3,18,264	1,18,43,441.16

2021	1,13,14,570.2	28,12,202	4,28,281	1,45,55,053.2
2022	1,28,41,297.4	33,28,812	4,75,807	1,66,45,916.4
2023	1,54,46,104.1	38,83,200	5,55,129	1,98,84,433.1
2024	1,80,51,939.6	45,11,373	6,86,908	2,32,50,220.6
2025	2,01,62,640.3	51,35,215	7,40,872	2,60,38,727.3

Source: www.pmjdy.gov.in

The above table presents year-wise data on total deposits under the PMJDY scheme across three banking categories. The aim is to analyze the tendency of deposit mobilization and the relative contribution of different banking sectors in promoting financial inclusion through PMJDY.

The table shows that total deposits have steadily increased from Rs. 14.64 lakh crore in 2015 to Rs. 26.04 lakh crore in 2025, indicating growing participation and utilization of financial services by previously unbanked populations.

Public Sector banks held the largest share of deposits throughout the period. By 2025, PSBs alone accounted for over 77% of total PMJDY deposits. Deposits in RRBs grew from Rs. 2.31 lakh crore in 2015 to Rs. 5.13 lakh crore in 2025, i.e., more than a 120% increase, highlighting deeper penetration in rural areas. Though growing gradually, private banks' contribution remained the smallest, reaching Rs. 0.74 lakh crore in 2025. This shows limited rural outreach and participation among private sector banks. The data further shows that there is a sharp increase in deposits after 2020, possibly due to strengthened Direct Benefit Transfer, COVID-19 relief packages via Jan Dhan accounts, and increased digital adoption and awareness.

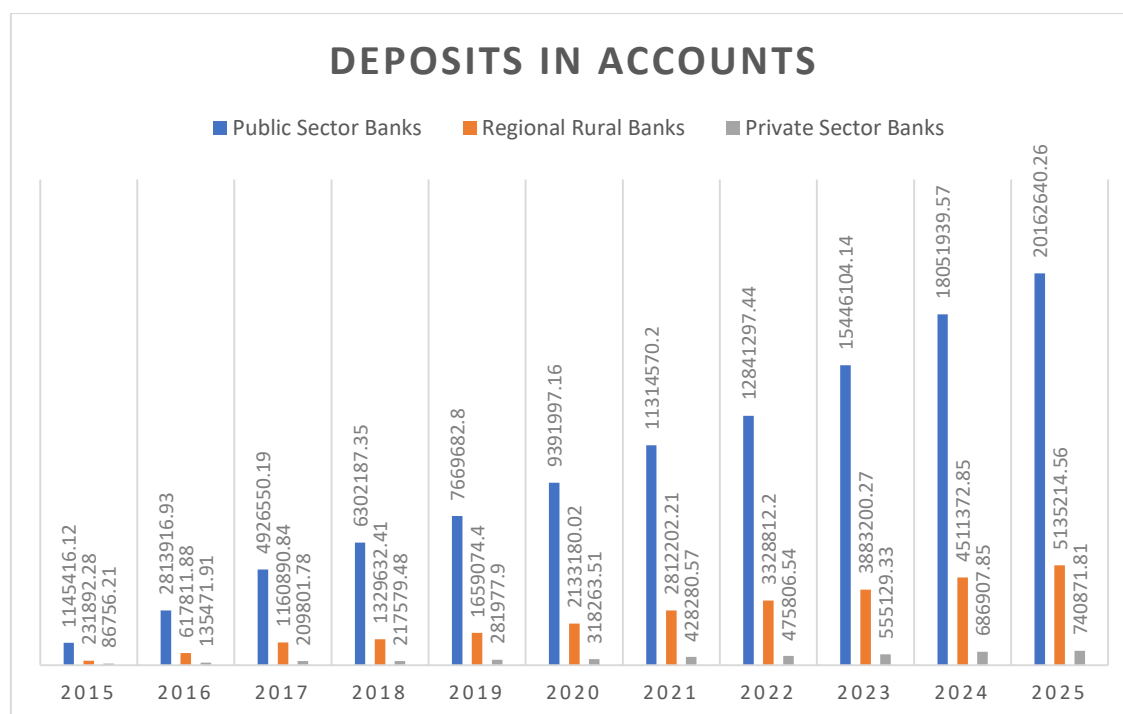


Fig. 2

Figure 2: Total Deposits in PMJDY Accounts by Bank Type (2015–2025)

This bar chart illustrates the cumulative deposits (in ₹ lakh) held in accounts opened under the Pradhan

Mantri Jan Dhan Yojana (PMJDY) from 2015 to 2025, categorized by Public Sector Banks, Regional Rural Banks, and Private Sector Banks. Public Sector Banks account for the highest volume of deposits throughout the period, with a steady annual increase. Regional Rural Banks also show consistent growth, reflecting deeper financial penetration in rural areas. Private Sector Banks contribute modestly but exhibit a gradual upward trend, underscoring their growing role in financial inclusion.

Table 7				
Number of Rupay Debit Cards issued under PMJDY from 2015 to 2025				
Year	Public Sector Banks	Regional Rural Banks	Private Sector Banks	Total
2015	10,66,96,406	1,77,03,280	55,17,324	12,99,17,010
2016	14,31,55,970	2,69,35,193	74,38,509	17,75,29,672
2017	17,60,35,133	3,54,42,883	84,60,741	21,99,38,757
2018	19,06,15,766	3,67,22,513	3,67,22,513	26,40,60,792
2019	22,89,59,558	3,85,90,690	1,15,23,472	27,90,73,720
2020	24,56,62,494	3,58,54,758	1,15,23,472	29,30,40,724
2021	26,34,33,086	3,43,77,256	1,12,02,850	30,90,13,192
2022	27,11,75,139	3,40,02,542	1,10,25,455	31,62,03,136
2023	28,36,01,599	3,44,53,725	1,13,38,588	32,93,93,912
2024	30,59,28,737	3,45,56,423	1,29,97,353	35,34,82,513
2025	32,61,26,765	3,77,60,011	1,45,74,405	37,84,61,181

Source: www.pmjdy.gov.in

The table provides year-wise distribution of Rupay Debit Cards issued under the Pradhan Mantri Jan Dhan Yojana (PMJDY) from 2015 to 2025, categorized across Public Sector Banks (PSBs), Regional Rural Banks (RRBs), and Private Sector Banks (PVBs). The issuance of Rupay Debit card is a key indicator of digital banking access, which plays a critical role in enhancing the utility of Jan Dhan accounts.

The number of Rupay debit cards issued under PMJDY grew nearly threefold from 129.9 million in 2015 to 378.5 million in 2025. This reflects strong progress in digitizing banking access for underserved and unbanked populations.

PSB issued the highest number of Rupay debit cards throughout the period. In 2025, PSBs accounted for approximately 86 per cent of all Rupay Debit cards issued under PMJDY.

RRBs issued over 37 million cards by 2025, playing a key role in enabling digital financial services in rural areas. Despite growth, private banks issued only 14.5 million cards in 2025, about 3.8 per cent of the total, suggesting limited involvement in the PMJDY initiative.

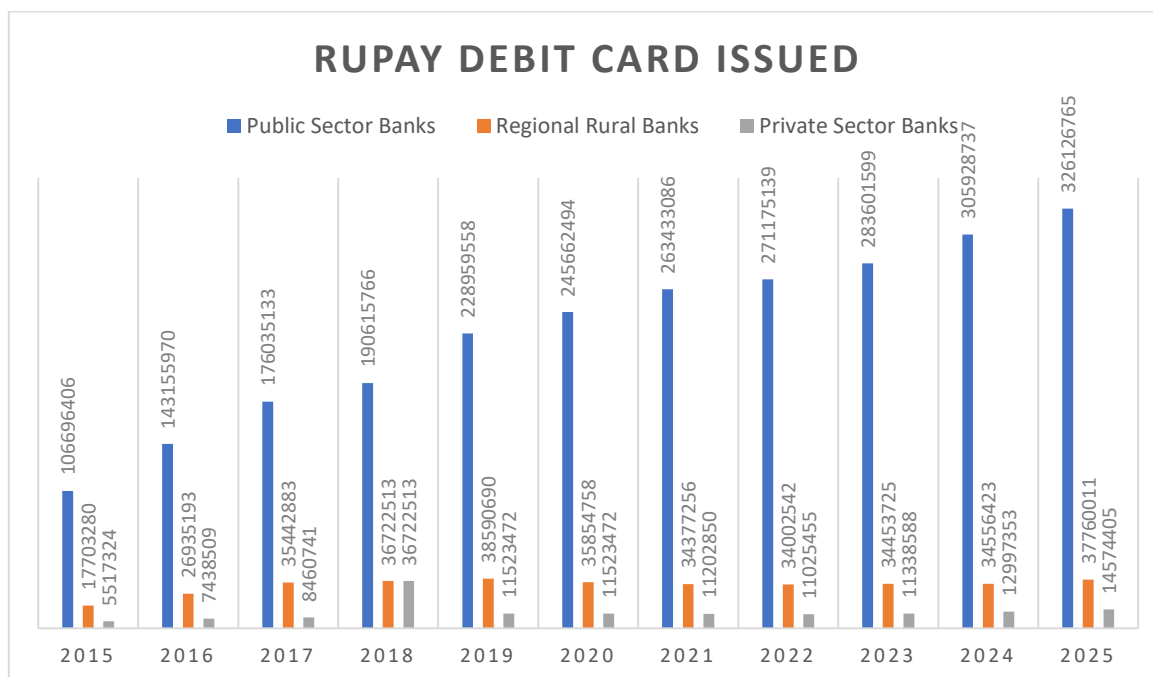


Fig. 3

Figure 3: Rupay Debit Cards Issued under PMJDY by Bank Type (2015–2025)

This bar chart presents the number of Rupay debit cards issued annually from 2015 to 2025 under the Pradhan Mantri Jan Dhan Yojana (PMJDY), divided into Public Sector Banks, Regional Rural Banks, and Private Sector Banks. Public Sector Banks have been the major contributors, with a substantial and consistent increase in card issuance. Regional Rural Banks also demonstrate growth, indicating effective financial inclusion in rural areas. Private Sector Banks, while trailing in absolute numbers, show a gradual rise in their contribution to the overall debit card issuance.

CONCLUSION

The Pradhan Mantri Jan Dhan Yojana (PMJDY) scheme has been started to achieve universal financial inclusion under the slogan Mera Khata Bhagya Vidhata (My Bank Account, The creator of the Good Fortune) has demonstrated remarkable progress over the past decade. The data across multiple indicators like account openings, deposits, and issuance of Rupay Debit Cards shows the widening reach and deepening impact of the scheme.

The total number of PMJDY accounts surged from 14.5 crore in 2015 to nearly 55 crore in 2025, showing an almost 280 per cent increase. Public Sector Banks accounted for over 78 per cent of all accounts, highlighting their pivotal role in financial inclusion. Regional Rural Banks played a significant role in deep rural regions. The private sector banks have shown modest but consistent growth over the period. Deposits under PMJDY accounts grew from 14.64 crores in 2015 to 26.03 crores in 2025. This more than 78 per cent increase in deposits reflects growing trust in the formal banking sector and increased economic activity among the PMJDY beneficiaries. Public Sector banks dominated deposit mobilization, but RRBs showed strong growth, indicating rising rural participation in savings behavior.

The number of Rupay Debit cards issued crossed 3.78 crore by 2025 for RRBs, with PSBs issuing over 32.6 crore cards. These cards have enabled basic digital payments, contributing to India's transition to a

less-cash economy and boosting digital literacy among rural citizens. The scheme further narrowed the urban-rural divide in access to banking services.

PMJDY has transformed India's financial landscape by empowering over half a billion individuals with access to formal banking. It stands as one of the world's largest financial inclusion programs, yet continued efforts are required to promote account usage and activity, improve financial literacy and trust in formal financial institutions, strengthen digital infrastructure in rural areas, and ensure sustainability through technological and policy intervention. As India moves towards a digital, inclusive economy, PMJDY will remain a cornerstone of socio-economic development and a model for other nations pursuing universal financial access.

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