Ministry of Finance

Saturation Campaign of Financial Inclusion (FI) Schemes to Run from 21st October 2026 to 31st December 2026

Campaign to Cover 2.70 Lakh Gram Panchayats (GP) and Urban Local Bodies (ULBs)

Under the Campaign, Banks will Conduct Camps for Various Activities including Enrolments under PMJJBY, PMSBY and APY, Opening of PMJDY Accounts, Re-KYC, Awareness Sessions on Digital Frauds, among others

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A nationwide campaign will be organized by Department of Financial Services (DFS) for the saturation of Financial Inclusion (FI) schemes and other key interventions at the Gram Panchayat (GP) & Urban Local Body (ULB) level. The campaign will run from 21.10.2026 to 31.12.2026 covering 2.70 lakh GPs and ULBs in the country. During this period, banks will conduct camps for the following activities:

1. Enrolments under Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY) and Atal Pension Yojana (APY)
2. Aadhaar Seeding in PMJJBY & PMSBY
3. Opening of PMJDY Accounts
4. Re - KYC for existing PMJDY & other saving accounts
5. Generating C-KYC id, wherever pending
6. Updating nominations in saving accounts and other facilities like lockers, wherever pending
7. Awareness sessions on FI schemes, digital frauds and ‘Aapki Poonji, Aapka Adhikar’ regarding unclaimed financial assets
8. Sourcing of KCC applications to support the objective of saturation of eligible PM-Kisan beneficiaries
9. Enrolment under Pradhan Mantri Fasal Bima Yojna to support the objective of saturation of KCC accounts, for the upcoming Rabi season

The campaign reflects Government’s commitment to empowering citizens at the last mile, and build a more inclusive society by bringing them into the formal financial system. A preparatory meeting with senior management of Banks and SLBC was held today under chairmanship of JS(FI), DFS. The progress under the campaign will be closely monitored by key stakeholders including State administration, Banks and DFS.

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KT/AD

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