

GOVERNMENT OF INDIA
MINISTRY OF FINANCE
DEPARTMENT OF FINANCIAL SERVICES

LOK SABHA
UNSTARRED QUESTION NO. 1679

TO BE ANSWERED ON MONDAY, 10 MARCH, 2025/ PHALGUNA 19, 1946 (SAKA)

PROMOTION OF ATAL PENSION YOJANA IN TAMIL NADU

1679. Shri Tharaniventhan M S

Will the Minister of Finance be pleased to state:

- (a) the total number of Atal Pension Yojana (APY) beneficiaries in Tamil Nadu till date and the number of new enrolments during the last year;
- (b) the steps taken by the Government to promote Atal Pension Yojana in rural and remote areas of Tamil Nadu and to create awareness of the scheme among the unorganized sector workers and other eligible populations;
- (c) whether there has been any significant increase in the participation of women and small farmers in APY in Tamil Nadu and if so, the details thereof;
- (d) the role of banking institutions and post offices in the implementation of APY in Tamil Nadu and the number of branches that are actively enrolling people in the scheme; and
- (e) the challenges faced/being faced in enrollment and maintenance of APY accounts in Tamil Nadu and the measures taken/being taken by the Government to address these challenges?

ANSWER

MINISTER OF STATE FOR FINANCE

(SHRI PANKAJ CHAUDHARY)

(a) to (e) Atal Pension Yojana (APY) was launched on 09.05.2015, with the objective of creating a universal social security system for all Indians, especially the poor, the under-privileged and the workers in the unorganised sector. It is open to all citizens of India between 18-40 years of age having a savings bank account in a bank or post-office. Scheme was appraised and it was decided that for better targeting of the scheme, from 01.10.2022 an income tax payer is not eligible to join APY. As per the scheme, subscriber will receive pension benefit on attaining the age of 60 years. Hence, the pension benefit under APY is expected to start from 2035 onwards.

The gross enrolments under the APY in Tamil Nadu as on 31.01.2025 are 49,13,640 and new enrolments during FY 2023-24 were 7,15,766.

The Government and the Pension Fund Regulatory and Development Authority (PFRDA) have inter-alia taken following steps to increase awareness and coverage of APY:

- i. Periodic advertisements are published in print, electronic, and social media for awareness creation.
- ii. APY Subscribers Information Brochure in 13 vernacular languages including Tamil.
- iii. Virtual capacity building programs for Banking Correspondents (BCs) and field staff of Banks, Self Help Group (SHG) members, bank-sakhis of State Rural Livelihoods Missions (SRLMs) are being organised to propagate APY among the eligible beneficiaries.
- iv. Various Ministries of Government of India, National Centre for Financial Education (NCFE), National Bank for Agriculture and Rural Development (NABARD), National Rural Livelihood Mission (NRLM) and SRLM are engaged to spread awareness and coverage of APY.

- v. Activating online channels such as e-APY, net-banking, mobile app and bank's web-portal, for easy online onboarding.
- vi. APY outreach programmes are conducted regularly and during FY 2024-25, two outreach programmes have been conducted in Tamil Nadu by PFRDA

As on 31.01.2025, the female gross enrolments under APY in Tamil Nadu is 27,74,265, which is around 56% of the total enrolment in Tamil Nadu.

APY is being implemented through the Department of Posts (DoP) and banking institutions including Public Sector Banks, Private Sector Banks, Regional Rural Banks, Small Finance Banks, Payments Banks, Cooperative Banks. These institutions are registered as Points of Presence – APY (PoP-APY) with PFRDA and are responsible for distribution of APY and servicing of APY subscribers. As on 31.01.2025, a total of 14,685 Bank branches and 2,553 DoP branches are enrolling people into APY in Tamil Nadu.
