

An Analytical Case Study of Pradhan Mantri Jan Dhan Yojana in Ramgarh District

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Abstract

The Pradhan Mantri Jan Dhan Yojana (PMJDY), launched on August 28, 2014, represents one of India's most ambitious and inclusive financial missions. Designed to integrate the unbanked population into the formal financial system, this scheme targeted the poorest and most vulnerable citizens, offering them access to no-frills bank accounts, RuPay debit cards, insurance cover and overdraft facilities. This study explores the historical roots, geographical expansion and real-life impact of PMJDY with a specific focus on the Ramgarh District of Jharkhand, a region characterized by mixed socio-economic patterns, tribal populations and rural-urban disparities.

Historically, the financial inclusion agenda in India can be traced back to bank nationalization in 1969 and various rural banking schemes that followed. However, these efforts lacked a comprehensive reach, especially in geographically remote or socio-economically marginalized regions. PMJDY emerged as a revolutionary step, driven by the JAM (Jan Dhan, Aadhaar, Mobile) trinity, facilitating Direct Benefit Transfers (DBT) and removing leakages in welfare delivery. The government's massive mobilization of public sector banks and Business Correspondents (BCs), along with simplified KYC procedures, allowed even undocumented individuals to participate in the financial ecosystem.

This research is grounded in primary data collected through fieldwork in five blocks of Ramgarh—Mandu, Gola, Chitarpur, Patratu and Ramgarh urban. Using structured surveys, interviews with 100 Jan Dhan account holders, focus group discussions with women-led self-help groups (SHGs) and observations of banking operations, the study reveals a mix of success stories and ground-level challenges. Quantitative data show that more than 60% of surveyed account holders actively use their accounts for withdrawals, with women constituting nearly 55% of the account base. Despite a high rate of account ownership, usage patterns indicate that financial literacy remains a critical barrier, especially among women and older populations.

From a geographical perspective, PMJDY's rollout in Ramgarh district highlights the role of last-mile infrastructure, digital connectivity and the commitment of local field agents. While urban areas have seen higher transaction volumes and digital adoption, rural blocks still rely heavily on physical BC outlets and face periodic issues related to cash availability and equipment failure. Notably, the gendered impact of PMJDY is significant: it has opened the door for

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greater financial participation of women in rural households, even though socio-cultural restrictions often limit their access to banking spaces.

The study also analyses challenges faced by both urban and rural populations. In rural areas, limited awareness, digital illiteracy and over-reliance on BCs hinder full utilization. In urban regions, overcrowded branches and time constraints reduce customer satisfaction. Additionally, issues like dormant accounts, technical glitches in biometric verification and lack of grievance redressal mechanisms continue to impact trust in the system.

Data analysis from Ramgarh reveals that PMJDY accounts have improved access to government welfare schemes, reduced informal moneylending and enhanced savings culture to some extent. However, the dormant account ratio remains a concern, with around 25% of accounts showing no transactions in the past six months. Usage of digital services like mobile banking or UPI is still nascent in rural areas, underscoring the need for targeted financial and digital literacy programs. The availability of micro-credit and overdraft facilities is also underutilized due to lack of awareness and fear of formal borrowing.

Based on the findings, this study offers several policy recommendations. These include strengthening BC infrastructure, improving digital literacy among women and the elderly, incentivizing active account usage and enhancing financial education through community-level workshops. The role of SHGs, Anganwadi workers and local governance institutions is crucial in bridging the awareness and accessibility gap. Furthermore, linking Jan Dhan accounts more seamlessly with insurance schemes, pension plans and livelihood credit can help deepen financial inclusion in meaningful ways.

In conclusion, the Pradhan Mantri Jan Dhan Yojana has laid a solid foundation for universal banking access in India. In Ramgarh district, the scheme has shown promise but also revealed the nuanced socio-economic and geographical barriers that continue to affect full financial inclusion. Future efforts must go beyond account numbers to focus on usage, trust-building and empowerment. With targeted interventions and localized strategies, PMJDY has the potential to evolve from a mass inclusion campaign into a transformative vehicle for long-term financial empowerment.

Keywords :- Financial Inclusion; Pradhan Mantri Jan Dhan Yojana; Jan Dhan Accounts; Ramgarh District; Business Correspondents; Digital Literacy; Financial Empowerment; Government Schemes; Direct Benefit Transfer (DBT); Women SHGs; Rural Banking; Financial Literacy; Aadhaar; Mobile Banking; Social Protection.

1. Introduction

Nestled amidst the coal-rich terrains and burgeoning industrial landscape of Jharkhand, Ramgarh district presents a unique canvas for exploring the transformative potential of financial inclusion. With its economy anchored in mining industries and agriculture, Ramgarh assumes a dual identity—one part deeply traditional, the other slowly integrating into modern economic streams. It is in this context that the Pradhan Mantri Jan Dhan Yojana (PMJDY), India's flagship scheme for universal banking access, acquires profound significance. Launched in August 2014 to usher every family into the realm of formal finance—complete with zero-balance savings accounts, RuPay debit cards, insurance cover, overdraft facilities and access to pensions and credit—PMJDY sought to bridge the gap between urban financial infrastructure and underserved rural populations. In Ramgarh, the initiative's promise is twofold: to open more than just accounts—to open new pathways toward empowerment and resilience. By providing banks and Business Correspondent outlets across the district, PMJDY has aimed to erase barriers of geography, illiteracy and skepticism. But the real story lies beyond infrastructure: does having a bank account translate into economic confidence? Has equitable access to overdraft credit or insurance shifted behavior or aspirations for households in Ramgarh's rural panchayats? How deeply have women and marginalized communities—like those from Particularly Vulnerable Tribal Groups (PVTGs)—benefited from these services?

As Jharkhand's State Level Bankers' Committee (SLBC) rolls out special campaigns to ensure complete financial inclusion across its 4,345 panchayats—many of which include remote areas of Ramgarh—PMJDY's relevance grows stronger. These efforts now include re-KYC drives, insurance claim settlements, cybercrime awareness initiatives and targeted enrollment camps to activate dormant accounts. Against this backdrop, our study explores PMJDY's reach and real-world impact in Ramgarh—analyzing its successes, gaps and potential to catalyze inclusive growth. Ramgarh district, with its lush coal-laden terrain and deep-rooted industrial presence, is a microcosm of both opportunity and challenge. Farm-dependent livelihoods still form the backbone of local life, even as the district's landscapes are etched with mining activity and mineral-rich promise. In such a distinctive setting—where traditional rural rhythms intersect with the pulse of industry—the expansion of formal financial systems stands out as both an imperative and a litmus test of policy delivery.

In 2025, Jharkhand launched a time-bound, three-month Financial Inclusion Saturation Campaign, extending from July 1 to September 30 across all 4,345 gram panchayats of the state. This grand initiative prioritized activation of Pradhan Mantri Jan Dhan Yojana (PMJDY) accounts, reactivation of dormant accounts, enrollment into insurance and pension schemes like PM Suraksha Bima, PM Jeevan Jyoti Bima and Atal Pension Yojana, along with financial literacy and cyber-awareness drives. In this context, Ramgarh becomes a focal district for observing how such national and state-level interventions unfold on the ground—especially given its mix of geographically scattered villages and evolving banking infrastructure.

RBI officials have lauded Jharkhand's performance in the re-KYC campaign, highlighting simplified procedures and active involvement of banking correspondents—a sign that the outreach systems are functioning effectively. Yet, the real question persists: how are these efforts translating into genuine financial engagement among Ramgarh's residents? Are new accounts flourishing with savings or remaining idle? Do villagers, particularly women and marginalized groups, gain genuine access to services like insurance or overdraft facilities? And how does the presence of banks such as the Jharkhand Rajya Gramin Bank, with its extensive rural network, influence uptake and trust in PMJDY offerings?

By weaving together district-specific economic texture, state-led campaigns and the pulse of rural inclusion, this study proposes to examine the reach, responsiveness and real-world impact of PMJDY in Ramgarh. From account activation trends and KYC compliance to qualitative insights into usage and community perceptions, our lens aims to capture both the progress made and the lingering gaps.

1.1 District Profile and Socio-Economic Context of Ramgarh

Understanding the socio-economic fabric of Ramgarh is essential to contextualize the outcomes of PMJDY. Located in the heart of Jharkhand, Ramgarh is not only geographically strategic but also economically diverse. While it thrives on coal mining, cement factories and industrial zones like Patratu and Bhurkunda, a significant portion of the population is still dependent on agriculture, daily wage labor and marginal trades for sustenance. The district has a population of around 10 lakhs, with nearly 70% living in rural areas—many in tribal or forest-adjacent communities (censusindia.gov.in).

Despite moderate urbanization and industrial employment, financial literacy and banking penetration in interior blocks remain relatively low. Limited branch access, low digital infrastructure and language or documentation barriers often restrict formal financial participation. These are precisely the gaps that PMJDY was intended to bridge. Over the past decade, banks like State Bank of India, Bank of India and Jharkhand Rajya Gramin Bank have expanded their footprint in Ramgarh through brick-and-mortar branches as well as Business Correspondent (BC) models. These BCs—locally trained representatives—have played a pivotal role in bringing banking closer to unbanked villages, often using mobile kits or micro-ATMs to conduct transactions. Yet, the real challenge lies not just in opening accounts, but in activating and sustaining financial behavior. According to district-level sources, many PMJDY accounts in Ramgarh were

opened during initial enrollment drives but remained dormant due to a lack of awareness about benefits, irregular income flows or mistrust in digital systems. With this ground reality, the next segment of the study explores how PMJDY has been implemented in Ramgarh, including institutional outreach, coverage, service usage and engagement with government benefit transfers (DBT).

1.2. Implementation and Outreach of PMJDY in Ramgarh District.

Since its launch in 2014, the Pradhan Mantri Jan Dhan Yojana (PMJDY) has been actively implemented in Ramgarh district through a coordinated effort between public sector banks, regional rural banks (RRBs), district administration and the State Level Bankers' Committee (SLBC). With a mission to ensure that every household in both urban and rural areas has at least one bank account, local branches and Business Correspondents (BCs) were mobilized across blocks such as Patratu, Mandu, Ramgarh, Gola, Chitarpur and Dulmi.

1.3. Account Coverage and Penetrating.

During the initial wave of PMJDY, banking camps were held in schools, panchayat bhawans, haats (rural markets) and even remote hamlets to enroll beneficiaries. By 2020, most eligible families in Ramgarh had at least one Jan Dhan account. According to SLBC updates and district banking reports, nearly 95% household coverage was achieved by 2023, with banks like SBI, Bank of India, Punjab National Bank and Jharkhand Rajya Gramin Bank leading the drive. However, beyond account numbers, the real success of PMJDY depends on usage. In Ramgarh, direct benefit transfers (DBTs) have become a key driver for account activity. Schemes such as PM-KISAN, MGNREGA wage payments, old-age pensions and scholarships are now routed directly into Jan Dhan accounts. This has significantly reduced leakages, delays and dependency on middlemen. For instance, during the COVID-19 lockdown, over 80,000 women beneficiaries in Ramgarh received ₹500 per month in their Jan Dhan accounts under the special relief package. These timely payments not only provided critical support but also reinforced public trust in the banking system.

1.4. Business Correspondents (BCs) as Catalysts.

In remote and tribal villages where physical bank branches are still distant, BC agents have become the face of banking. With the help of micro-ATMs, these agents help locals check balances, withdraw funds, complete biometric KYC and apply for insurance or pension schemes. In areas like Ormanjhi, Dulmi and Gola, BCs have played a vital role in converting dormant accounts into active ones by conducting door-to-door awareness drives. In Ramgarh, Jharkhand Rajya Gramin Bank and SBI have appointed over 150 BCs across the district, covering most panchayats. Many are local youth or SHG members, which helps build community trust.

1.5. Social Security Linkages.

One of the most transformative aspects of PMJDY is its integration with other financial safety nets. In Ramgarh:

- Thousands of Jan Dhan account holders have subscribed to PM Jeevan Jyoti Bima Yojana (PMJJBY) and PM Suraksha Bima Yojana (PMSBY), offering life and accident insurance at nominal annual premiums.
- Atal Pension Yojana (APY) is gaining slow but steady ground among informal workers, especially women in SHGs, Anganwadi workers and small shopkeepers.

Awareness drives by bank mitras, NGOs and financial literacy centers have helped improve enrollments in these schemes, although challenges remain in claim settlement and renewal compliance.

2. Eligibility and Access to PMJDY in Ramgarh District.

A critical component of PMJDY's success lies in its inclusive eligibility framework, which was designed to minimize entry barriers and maximize coverage—especially among rural, tribal and economically vulnerable populations. In Ramgarh district, where much of the population falls into low-income, semi-literate and informal employment categories, the simplicity of eligibility criteria has been pivotal in expanding the reach of formal banking.

2.1. Basic Eligibility Criteria Under PMJDY.

- The national guidelines for PMJDY have set broad and accessible criteria to ensure that no willing individual is excluded from financial services:
- Any Indian citizen aged 10 years and above is eligible to open a PMJDY account.
- Accounts can be opened with zero balance.
- Aadhaar card is the most commonly used document for identity and address proof. However, other documents like voter ID, MNREGA job card, driving license or PAN are also accepted.
- If no valid documents are available, a Small Account can be opened with relaxed KYC norms—this allows limited transactions and balance limits until full KYC is completed.
- There is no requirement of minimum balance, unless the account holder opts to use the RuPay debit card, in which case a minimal balance might be needed to prevent inactivation.

2.2. Access in Ramgarh's Rural and Tribal Areas.

- In Ramgarh's interior blocks such as Dulmi, Gola and Chitarpur, many families initially lacked formal ID documents or proof of address. This was particularly true for tribal communities, migrant laborers and senior citizens, who often found formal banking intimidating or inaccessible.
- The introduction of Small Accounts and e-KYC through Aadhaar helped overcome these barriers. Bank staff and Business Correspondents (BCs) regularly assisted residents in:
- Obtaining or linking Aadhaar numbers.
- Filling simplified forms in Hindi or local dialects.
- Educating them about the benefits of opening a Jan Dhan account, including access to insurance, overdrafts and DBT schemes.

As per district banking officials, over 85% of new account holders in remote gram panchayats came under the relaxed KYC or Aadhaar-enabled eKYC process—making the process far quicker and more inclusive.

2.3. Special Focus on Women and Minors.

- PMJDY also made special provision to encourage financial inclusion for women and minors:
- Women were prioritized as account holders in households without previous bank connections. This not only promoted savings habits among women but also ensured that DBT subsidies (e.g., cooking gas under Ujjwala Yojana or food subsidies) reached the right hands.
- Minors (age 10–17) were allowed to open their own accounts with parental supervision. In Ramgarh, this led to thousands of schoolchildren, especially girls under Beti Bachao schemes, opening accounts as part of school outreach campaigns.

In Ramgarh, women now hold more than 50% of active PMJDY accounts, with many using them to receive pensions, scholarships or payments from SHG (Self Help Group) work.

2.4. Eligibility Criteria for PMJDY – Ramgarh District

Eligibility Aspect	Details	Relevance in Ramgarh District
Age Requirement	Any Indian citizen 10 years or older can open a PMJDY account.	Enabled school children (10–17 years) and youth in Ramgarh to enter formal banking early.
Residency Status	Must be a resident Indian citizen.	No distinction between rural, tribal or industrial-area residents in Ramgarh.
Identity Proof	Aadhaar Card (preferred), Voter ID, PAN, Driving License, Passport, MNREGA job card.	Aadhaar widely used in Ramgarh; MNREGA cards popular in Gola, Chitarpur and tribal areas.
Address Proof	Same as above; often the Aadhaar card is used as both ID and address proof.	Helped simplify the process for migrant families and non-literate applicants.
KYC Compliance	Full KYC not mandatory to open a basic account (can open a ‘Small Account’).	Beneficial in hard-to-reach villages where documents are missing or people lack awareness.
Zero Balance Requirement	No initial deposit needed; account is zero-balance eligible.	Encouraged uptake by daily wage earners, farmers and women-headed households.
Overdraft Facility	Available after 6 months of satisfactory operation (up to ₹10,000).	Underutilized in Ramgarh; many eligible but unaware of overdraft benefit.
Insurance Benefits	Automatic cover: ₹2 lakh accidental insurance with RuPay card; ₹30,000 life cover (limited).	Key draw for rural and tribal workers, especially in mining and construction jobs.
Multiple Accounts Rule	Only one Jan Dhan account per individual allowed.	Prevented duplicate enrollments during mass drives in the early years.
Minor Accounts	Children aged 10 to 17 can open accounts with parental consent.	Popular in schools across Patraru, Ramgarh block and urban wards.
Women Beneficiaries	Priority given in new enrollments; access to DBT, Ujjwala and pension schemes.	Majority of accounts in Ramgarh are now female-led; key channel for government subsidies.

3. Objectives of the Study

- To assess PMJDY implementation in Ramgarh district.
- To evaluate account accessibility and usage.
- To identify gaps in financial inclusion.

- To study impact on women and rural communities.
- To suggest improvements for policy effectiveness.

4. Research Methodology

- Conducted field surveys across 5 blocks in Ramgarh
- Collected interviews from 100 PMJDY account holders
- Held focus group discussions with women SHGs and BC agents.
- Observed bank branch and BC operations firsthand.
- Analyzed account usage and transaction patterns through local bank records.

5. Historical and Geographical Background of Pradhan Mantri Jan Dhan Yojna.

The story of the Pradhan Mantri Jan Dhan Yojana begins as a bold response to a persistent reality: millions of Indian households, especially in rural and marginalized areas, remained entirely excluded from any formal banking system. Despite decades of policy efforts—including bank nationalization in 1969, establishment of branch networks and earlier inclusion campaigns—by 2014 only around half of Indian adults had access to savings accounts, even as the nation pushed forward with economic ambitions. Financial inclusion simply had not permeated the daily lives of the poor. Against this backdrop, on 15 August 2014, Prime Minister Narendra Modi announced from the Red Fort that poverty's long bondage in financial inaccessibility would be broken. By 28 August, PMJDY was launched in mission mode—with packs of zero-balance bank accounts, RuPay debit cards, overdraft facilities, insurance and micro-pensions all bundled into a single program. It was painted as a “festival,” a celebration of financial emancipation for India's poorest. Literally, “Mera Khata, Bhagya Vidhata”—‘My account makes destiny’—became its soulful slogan. Historically, PMJDY drew from earlier efforts like the 2011 Swaabhimaan campaign, which sought financial inclusion but faltered due to limited reach and resources. In contrast, PMJDY was ambitious—targeting every unbanked adult, not just every household. The government orchestrated unprecedented scale: in the first week, over 15 million accounts were opened, a feat swiftly certified by Guinness World Records for setting “most bank accounts opened in one week” under a financial inclusion campaign.

Geographically, the rollout was comprehensive. Camps and BC (Business Correspondent) outreach expanded from dense urban centers to the remotest villages. Within a year, millions of accounts had been activated across India's varied landscapes—from tribal hamlets in Jharkhand to deltaic villages in coastal regions. The design was inclusive, with zero-balance accounts and simplified KYC making inclusion feasible even where documentation was scarce.

In the years that followed, PMJDY grew into the largest financial inclusion program globally. From 147 million accounts in March 2015, the number surged to over 520 million by March 2024 and deposits ballooned from ₹15,600 crore to ₹2.32 trillion—with average balances rising nearly fourfold. Rural and semi-urban areas accounted for two-thirds of these accounts and around 55% are held by women—signaling a quiet revolution for gendered access to finance. Part of PMJDY's success lay in integrating financial inclusion with India's JAM paradigm—Jan Dhan, Aadhaar and Mobile. With Aadhaar linking and mobile access, this allowed direct benefit transfers (DBT) to land instantly in beneficiaries' accounts, cutting out leakages. Over \$361 billion have been transferred through PMJDY-linked accounts across hundreds of central schemes. This integration transformed the Yojana from a banking scheme into a social infrastructure. Beyond numbers, PMJDY had concrete impacts. During the COVID-19 pandemic, ex gratia payments of ₹500 per month to over 206 million women were routed through Jan Dhan accounts—bringing relief quickly to the vulnerable. It established a direct link between state support and citizens' pockets—a readiness that few countries achieved. In 2018, the scheme was extended beyond its original four-year timeline. The focus pivoted from “households” to every “unbanked adult.” Overdraft limits were doubled from ₹5,000 to ₹10,000;

insurance cover increased from ₹1 lakh to ₹2 lakh; and coverage for older individuals was extended. A Credit Guarantee Fund was established to underwrite overdraft-related defaults. PMJDY fostered infrastructure expansion, too. The Jan Dhan Darshak App mapped over 1.3 million touchpoints—bank branches, BC outlets, post offices—making financial services visible within 5 km reach of almost all mapped villages. Connectivity improved across India's geographies—from deserts to mountains—through digital infrastructure and BC networks. The scheme's influence extends to India's fast-growing digital payments ecosystem. RuPay cards and UPI have grown enormously—from hundreds of millions to tens of billions of transactions annually—making PMJDY foundational to India's fintech future.

Internationally, the World Bank recognised that India achieved in six years what would have otherwise taken five decades—highlighting the power of aligned financial infrastructure, JAM and inclusive policy. Yet, challenges remain. Critics point to dormant accounts—about 20% remain inactive—as well as overburdened public banks and duplication in account creations. RBI's ATM fee policies have at times discouraged usage. Still, the scale and ambition of PMJDY remain unmatched in global financial inclusion efforts.

Geographically, PMJDY's reach is no mean achievement. India's diverse topography—from Himalayan heights to Sri Lankan-straddling isles—posed immense logistical challenges. But through mobile banking, BC agents and mapping tools, financial services trekked into areas previously neglected. Today, a tribal villager in remote Jharkhand can withdraw cash, check balance or receive pension—without traveling for hours to a bank branch. Thematic grounding of PMJDY also draws from India's historical legacy: post-independence, bank nationalization expanded rural outreach, but the effort remained incomplete. PMJDY is the contemporary leap—combining infrastructure, digital identity and mobile reach to fulfill decades-old promises. Looking forward, PMJDY's historical and geographical legacy lays the base for future priorities. These include extending microinsurance, building credit access linked to account behavior, deepening digital literacy and fortifying rural financial ecosystems. PMJDY isn't a static scheme—it's an evolving convector of inclusion and empowerment.

In the end, the historical and geographical background of PMJDY tells a story of ambition, urgency and transformation. From empty ledger books in 2014 to trillions of deposits a decade later, from urban centers to remote villages, from unbanked to digitally connected citizens—India's banking map has been redrawn. PMJDY stands not just as a policy, but as a historic movement toward economic dignity, spanning terrains, time and generations.

6. Case Study

6.1. The Journey of Financial Inclusion through PMJDY in Ramgarh District

Nestled in the mineral-rich belt of Jharkhand, Ramgarh district is a place of contrasts—where coal mines and factories operate alongside small farming communities and tribal hamlets. For decades, access to formal banking remained a distant dream for many here, especially in remote villages where financial literacy was low and mistrust of formal institutions high. It is into this backdrop that the Pradhan Mantri Jan Dhan Yojana (PMJDY) entered in 2014, promising to bridge the gap between these underserved populations and the formal banking system. This case study captures the journey of financial inclusion in Ramgarh through PMJDY by focusing on local narratives, operational realities and the socio-economic impact on the district's diverse communities.

6.2. The Beginning: Opening Doors to Banking.

When PMJDY was first launched, government officials and bank staff in Ramgarh district faced a daunting task—convincing people who had lived their entire lives without bank accounts to trust an unfamiliar system. In villages like

Gola and Dulmi, the typical household was either unaware of what a bank truly was or wary of hidden charges and complex paperwork.

Take the story of Radha Devi, a 45-year-old tribal woman from Chitarpur block. Before PMJDY, Radha had no formal savings account. She stored her small earnings from daily wage labor under her mattress or lent money informally within the village. When a bank camp was organized at the local panchayat bhawan, Radha hesitated but eventually opened a zero-balance Jan Dhan account after persistent encouragement from a Business Correspondent (BC), who patiently explained the benefits in her native dialect. For Radha and many like her, PMJDY was not just about opening an account—it was about empowerment. With her RuPay card, she could safely receive payments, access insurance schemes and slowly begin saving for her children's education.

6.3. Overcoming Barriers: The Role of Business Correspondents

Physical distance from bank branches remained a major obstacle in many parts of Ramgarh. The district's rugged terrain and scattered villages made travel difficult, especially for women and elderly residents. This is where Business Correspondents (BCs) became the lifeline of PMJDY.

In the villages of Patratu and Mandhu, BCs like Suresh Kumar, a local youth trained by Jharkhand Rajya Gramin Bank, have been instrumental in bringing banking to the doorstep. Equipped with handheld micro-ATMs and biometric scanners, Suresh travels miles every day, assisting villagers in opening accounts, completing KYC formalities and conducting cash withdrawals. His efforts have helped reduce dormant accounts by encouraging account holders to use their accounts regularly, especially for government benefit transfers such as MGNREGA wages and old-age pensions.

6.4. Financial Inclusion for Women: A Steady March.

Women in Ramgarh have been among the biggest beneficiaries of PMJDY. Before the scheme, many women lacked access to independent financial resources. Today, more than 50% of active Jan Dhan accounts in the district are held by women, many of whom use the accounts to receive pensions, scholarships and payments from Self-Help Groups (SHGs). One inspiring story is that of Suman Devi, a member of a women's SHG in Ramgarh block. Through her Jan Dhan account, Suman received a government subsidy for solar lamps and started a small solar-light rental service in her village. This not only provided her with additional income but also illuminated homes that had never seen reliable electricity. Suman's story highlights how PMJDY has become a catalyst for women's entrepreneurship and social empowerment in Ramgarh.

6.5. Impact on Government Benefits and Direct Transfers.

PMJDY's integration with Direct Benefit Transfer (DBT) schemes has streamlined the delivery of government subsidies and welfare payments in Ramgarh. For instance, payments under the PM-KISAN scheme for farmers and PM Ujjwala Yojana for cooking gas subsidies are now directly credited to Jan Dhan accounts, eliminating delays and reducing leakages. For farmers like Rajesh Singh in the Mandu block, receiving timely subsidies through his Jan Dhan account has eased cash flow constraints during the sowing season. "Earlier, I had to rely on local moneylenders who charged high interest. Now, the government money comes directly to my bank account and I feel more secure," Rajesh explains.

7. Lingering Issues

- Despite the successes, several challenges persist in Ramgarh's PMJDY journey:
- Dormant Accounts: A significant number of accounts remain inactive due to lack of awareness, irregular income or distrust in digital transactions.

- Limited Overdraft Usage: Though overdraft facilities are available after six months of active use, many eligible account holders are either unaware or hesitant to use credit.
- Insurance Awareness and Claims: Enrollment in PMJJBY and PMSBY is growing, but many beneficiaries remain unclear about claim procedures and benefits.
- Digital Literacy: Internet connectivity issues and low digital literacy hinder the use of mobile banking and RuPay debit cards in remote areas.
- Documentation Hurdles: Despite relaxed KYC norms, some residents still struggle to provide adequate proof due to lack of documents or incomplete Aadhaar linking.

8. Steps Forward: Policy and Community.

- To fully realize PMJDY's potential in Ramgarh, a multi-pronged approach is needed:
- Enhanced Financial Literacy Campaigns: Tailored awareness programs in local languages focusing on overdraft use, insurance benefits and digital banking.
- Strengthening BC Networks: Increasing the number of trained BC agents, especially women, to build trust and expand coverage in underserved hamlets.
- Infrastructure Improvement: Better mobile and internet connectivity to facilitate digital transactions.
- Simplifying Claim Processes: Clear, community-level support for insurance and pension claim settlements.
- Involving Local Institutions: Partnering with SHGs, panchayats and NGOs to create localized financial inclusion ecosystems.

The Pradhan Mantri Jan Dhan Yojana has undoubtedly reshaped the financial landscape of Ramgarh district. From Radha Devi's first hesitant steps into a bank branch to Suman Devi's entrepreneurial success, PMJDY has proven to be more than just a banking initiative—it has become a vehicle for social and economic transformation. While challenges remain, the foundation laid over the past decade provides a robust platform for deepening financial inclusion. With continued efforts, Ramgarh's story can serve as a shining example of how thoughtful policy implementation combined with grassroots engagement can unlock the power of formal finance for India's most vulnerable.

9. Study area

Ramgarh district, located in the eastern Indian state of Jharkhand, presents a unique blend of industrial growth and rural traditions, making it a fascinating subject for understanding financial inclusion through schemes like the Pradhan Mantri Jan Dhan Yojana. Spread over a moderately sized geographical area, Ramgarh is often described as the "Energy Capital" of Jharkhand because of its abundant coal reserves and its contribution to the state's mining and industrial sectors. This resource-rich district is home to sprawling coal mines, thermal power plants, cement factories and steel industries, which together shape the economic identity of the region. Despite this industrial vigor, a large part of Ramgarh's population still depends on agriculture, daily wage labor and small-scale trade for their livelihoods, underscoring a paradox where pockets of urbanization exist alongside villages that have seen little development. The demographic composition of Ramgarh is equally diverse, featuring a mosaic of tribal communities, scheduled castes and other backward classes alongside more urban and industrial workers. Approximately 70 percent of the district's population resides in rural areas, where the rhythm of life is governed by agricultural cycles, forest produce gathering and local markets. The tribal groups, with their rich cultural heritage, language and customs, continue to play a vital role in shaping the social fabric of the district. Their settlements are often situated in forest-adjacent zones or hilly terrains, where infrastructure development is slower and access to services like banking, healthcare and education remains a challenge. In contrast, the urban centers such as Ramgarh town, Patratu and Bhurkunda showcase a more modern lifestyle, with better road connectivity, educational institutions and access to formal financial services.

The landscape of Ramgarh is marked by undulating hills, dense forests and fertile plains that support a variety of crops such as rice, maize, pulses and vegetables. Agriculture here is largely rain-fed and subsistence-oriented, with farmers relying heavily on monsoon rains. Small and marginal farmers form the backbone of the agricultural community, often lacking adequate irrigation facilities and access to credit from formal banking channels. The district also experiences seasonal migration, with many rural youth and laborers moving to urban centers or industrial sites either within or outside Jharkhand in search of better employment opportunities. This migratory pattern has implications for financial inclusion as migrant workers often find it difficult to maintain bank accounts or access financial products due to lack of permanent residence proof or frequent movement.

One of the key challenges in Ramgarh district is the relatively low level of financial literacy and awareness, especially in the remote villages and tribal areas. Many residents have historically relied on informal credit systems, such as moneylenders, local chit funds and community savings groups, which although familiar and trusted, expose them to high interest rates and financial risks. The traditional hesitation towards formal banking institutions is fueled by factors such as lack of documentation, complex procedures, perceived costs and language barriers. Moreover, infrastructural gaps like limited internet penetration, inconsistent electricity supply and few bank branches have restricted the spread of digital banking and other modern financial services. However, the introduction of business correspondent models and the expansion of banking outlets under government schemes have gradually improved access, bringing banking services closer to the doorsteps of rural and marginalized populations.

The government's focus on financial inclusion, exemplified by initiatives like PMJDY, finds fertile ground in Ramgarh given these contextual realities. The district administration, banks and local NGOs have collaborated to conduct awareness campaigns, enrollment drives and financial literacy programs tailored to the unique needs of the region. The presence of regional rural banks such as the Jharkhand Rajya Gramin Bank, along with nationalized banks like SBI and Bank of India, has strengthened the banking infrastructure, ensuring a mix of urban branches and rural banking correspondents. These efforts have enabled many families—especially women, small farmers and daily wage earners—to open zero-balance accounts under PMJDY and gain access to direct benefit transfers, insurance schemes and pension products. The success of these measures varies across different blocks and villages, often influenced by socio-economic factors, awareness levels and the engagement of local intermediaries. Social indicators in Ramgarh reflect a district in transition. Literacy rates have steadily improved, with increased enrollment in schools and greater participation of girls in education, supported by government scholarships and schemes. Health facilities are available in towns and some rural blocks, though quality and reach still need enhancement. The district also grapples with environmental concerns due to mining activities, such as land degradation and pollution, which affect the health and livelihoods of communities living nearby. These multifaceted challenges necessitate a holistic approach where financial inclusion initiatives like PMJDY not only provide banking access but also empower communities economically and socially to adapt and thrive in a changing landscape.

The cultural vibrancy of Ramgarh is evident in its festivals, folk arts and community traditions. Tribal festivals such as Sarhul and Karma are celebrated with enthusiasm, reinforcing community bonds and identity. These cultural practices also serve as entry points for engagement and outreach by banks and government agencies. For example, financial literacy camps and enrollment drives are often timed to coincide with local fairs and gatherings, maximizing community participation. This integration of socio-cultural understanding into financial inclusion efforts is crucial in a district like Ramgarh, where trust and personal relationships play a significant role in the acceptance of new systems.

Another notable aspect of the district is the role of women in the economy and society. Women in Ramgarh often juggle multiple responsibilities—running households, participating in agriculture, managing small businesses and taking part in community organizations such as self-help groups (SHGs). The PMJDY has been instrumental in bringing many women into the formal financial fold, providing them with tools to save, invest and insure against risks.

This empowerment not only contributes to individual financial security but also fosters greater gender equality and community development. However, gender disparities in education, mobility and access to technology continue to pose challenges that need targeted interventions.

Infrastructure development, including roads, telecommunications and power supply, has gradually improved in Ramgarh, enabling better connectivity both within the district and with neighboring regions. This has facilitated the mobility of goods and labor, enhanced market access for agricultural produce and supported the growth of small and medium enterprises. Such improvements complement financial inclusion efforts by providing the physical and digital platforms necessary for banking, insurance and pension services to be effectively delivered and utilized.

In Ramgarh district is a microcosm of the broader challenges and opportunities faced by many semi-urban, industrially significant yet rural-dominated regions in India. Its rich natural resources, cultural heritage and demographic diversity create a complex environment for development. The implementation of the Pradhan Mantri Jan Dhan Yojana here reflects a nuanced story of progress, resistance, adaptation and hope. As formal banking and financial literacy penetrate deeper into Ramgarh's villages and towns, they carry the promise of transforming lives, fostering economic resilience and bridging long-standing divides between the formal economy and marginalized communities. The district's journey underscores the importance of localized, culturally sensitive and integrated approaches to financial inclusion that can serve as models for similar regions across the country.

Despite the growing integration of formal banking services in Ramgarh, many households still face challenges related to awareness and trust. The deeply entrenched reliance on informal financial systems, such as borrowing from local moneylenders or relying on community-based savings groups, continues to shape financial behavior in several pockets of the district. This is especially true in tribal and more remote areas where government presence is less visible and infrastructural development is limited. Here, traditional practices and social networks play a significant role in economic exchanges and savings, often bypassing banks altogether. Many residents perceive banks as distant, complex and sometimes intimidating institutions, making the role of financial literacy programs crucial. Various non-governmental organizations and local government agencies have made concerted efforts to educate people about the benefits of bank accounts, digital payments and insurance schemes, often organizing village-level meetings and demonstrations to build familiarity and confidence.

One of the significant achievements of Ramgarh's financial inclusion journey has been the gradual increase in the use of digital banking tools. Although internet penetration remains uneven, the proliferation of smartphones and the spread of mobile networks have created new opportunities for digital financial transactions. Many younger residents, especially those working in the mines, factories or migrating seasonally to urban centers, now use mobile wallets, UPI payments and online banking facilities connected to their Jan Dhan accounts. However, for older generations and those with limited education, the challenge remains to transition from cash-based transactions to digital platforms safely and comfortably. This digital divide highlights the need for ongoing support mechanisms, including simplified mobile apps in local languages, dedicated customer service and continued training.

The geographical spread of Ramgarh district also influences how banking services are accessed. While urban and semi-urban areas like Ramgarh town, Patratu and Gola enjoy a reasonably good presence of bank branches, ATMs and business correspondents, more remote blocks such as Dulmi and Mandu rely heavily on business correspondents and banking kiosks. These intermediaries not only provide basic banking services but also act as trusted guides in navigating government schemes, completing paperwork and troubleshooting issues. Their presence has been a game-changer in ensuring that the benefits of PMJDY and related schemes reach the last mile. Still, the workload on these agents is high and their coverage remains patchy in the most isolated hamlets. Strengthening this network by training more local youth, especially women, to become business correspondents is a key priority recognized by district authorities.

The social dynamics in Ramgarh also play a critical role in shaping access to banking. In many households, decisions related to money and finance are traditionally made by male heads of families. However, PMJDY's emphasis on women account holders has slowly begun to challenge these norms. Increasingly, women like Radha Devi and Suman Devi are taking ownership of their accounts, actively participating in savings and managing remittances and subsidies. This shift is not only empowering at the household level but also contributes to broader social change by giving women greater visibility and control over financial resources. Self-help groups formed under various government programs have further strengthened this trend, providing women with collective bargaining power, mutual support and platforms to learn about financial products and entrepreneurship.

Another critical aspect of Ramgarh's socio-economic landscape is the presence of migrant laborers. Many workers from tribal and rural communities migrate to other parts of Jharkhand, Bihar or even metropolitan cities like Delhi and Kolkata for seasonal employment. These migrants often struggle to maintain bank accounts in their home district due to lack of permanent addresses or frequent movement. PMJDY's flexibility in documentation requirements and mobile banking options has helped some of these migrant workers stay connected to formal financial channels, but significant gaps remain. Facilitating portable accounts and creating migrant-friendly financial products are emerging priorities to ensure that this important section of the population is not left behind.

Health and social security benefits linked to Jan Dhan accounts are also increasingly relevant in Ramgarh. The district has a significant number of elderly and vulnerable populations who depend on pensions and insurance schemes to meet their basic needs. The automatic linkage of Jan Dhan accounts to insurance products like Pradhan Mantri Suraksha Bima Yojana (PMSBY) and Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) has provided a safety net for many, although awareness about claim processes and coverage details needs further strengthening. Additionally, direct benefit transfers of subsidies for cooking gas, agriculture inputs and education have become more transparent and efficient due to the Jan Dhan framework, reducing delays and leakages that plagued earlier systems.

Environmental and developmental challenges in Ramgarh also intersect with financial inclusion efforts. The district's dependence on coal mining and industrial activity has environmental consequences such as air and water pollution, which affect the health and agricultural productivity of local communities. This adds layers of vulnerability that financial inclusion schemes need to address through tailored insurance products, emergency credit facilities and financial literacy that includes risk management. Moreover, government and civil society initiatives are increasingly focusing on sustainable livelihoods by promoting skill development, renewable energy projects and eco-friendly farming practices, which in turn require effective financial tools for credit and savings.

In Ramgarh district is a vibrant and evolving landscape where the promise of financial inclusion through the Pradhan Mantri Jan Dhan Yojana is steadily unfolding. The district's mixture of industrial progress and rural traditions, diverse social groups and economic challenges creates a complex environment for banking and financial services. Yet, through persistent efforts by government agencies, banks, business correspondents and local communities, Ramgarh is making meaningful strides towards bringing formal financial access to its citizens. The journey is ongoing and demands continuous adaptation to local realities, sustained outreach and inclusive policies that empower every individual—from the coal miner and the tribal farmer to the young schoolgirl and the elderly pensioner—to participate fully in India's economic growth story. The story of Ramgarh thus offers valuable insights and lessons for other districts facing similar challenges in bridging the gap between formal finance and underserved populations.

9.1. General Overview of PMJDY in Ramgarh District – Based on Primary Data

Aspect	Findings from Primary Data
Study Area	Ramgarh District, Jharkhand (Blocks: Gola, Chitarpur, Patratu, Mandu, Dulmi)
Data Collection Tools	Household surveys, interviews with account holders, focus groups with SHGs & BC agents
Sample Size	100 Jan Dhan account holders across 5 blocks
Account Ownership	~92% of respondents had at least one PMJDY account in the household
Gender Distribution	55% accounts held by women, especially for DBT and welfare schemes
Bank Usage Frequency	60% used their accounts regularly (monthly); 25% used occasionally; 15% accounts were dormant
DBT Utilization	80% received schemes like PM-KISAN, LPG subsidy, old-age pensions through their Jan Dhan account
Role of Business Correspondents	70% of rural users relied on BCs for transactions and withdrawals
Awareness of Overdraft Facility	Only 34% knew about the overdraft feature; 10% had used it
Insurance Scheme Enrollment	45% enrolled in PMJJBY or PMSBY; few understood claim process clearly
KYC Compliance	88% accounts were Aadhaar-linked and fully KYC compliant
Digital Literacy	42% had used digital banking/UPI; higher usage among youth and semi-urban respondents
Major Challenges Reported	Low awareness, digital illiteracy, poor BC availability in remote areas, long wait times
Perceived Benefits	Easy access to subsidies, safety of savings, no need to travel far for banking

Suggestions by Respondents	Improve BC availability, local language awareness drives, simplify insurance claim processes
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9.2. Data Table – PMJDY Study in Ramgarh District

Research Activity	Indicator/Variable	Value/Count	% or Notes
Field Surveys (5 blocks)	Total households surveyed	100	Across Gola, Dulmi, Chitarpur, Mandu, Patraru
	Households with Jan Dhan accounts	92	92% account penetration
	Male account holders	41	45% of total
	Female account holders	51	55% of total
Interview Data (100 respondents)	Regular monthly account users	60	60%
	Occasional users (1–3 times in 6 months)	25	25%
	Dormant accounts (no activity in 6+ months)	15	15%
	Respondents receiving DBT (subsidy, pension, etc.)	80	80%
	Users aware of overdraft facility	34	34%
	Users who used overdraft	10	10%
	Enrolled in PMJJBY/PMSBY insurance	45	45%
	Insurance claim filed	4	8.9% of insured users
Focus Group Discussions (3 SHGs + 2 BC Groups)	Total SHG women participants	28	From 3 SHGs across 3 blocks
	Women using account for SHG transactions	24	86% of participants
	BC agents interviewed	6	Spread across 5 blocks
	Average monthly transactions handled by BCs	320–400	Based on BC logbooks
	BCs reporting inadequate connectivity	5 out of 6	83%
Bank/BC Site Observations	Bank branches observed	4	1 per major block
	BC kiosks observed	7	Included mobile BC points
	Avg. time spent per transaction (BC)	8–12 minutes	Varies by queue size
	Avg. daily transactions per BC kiosk	30–45	Based on 3-day observation period

Account/Transaction Analysis (Bank Records)	Sample bank accounts reviewed	30	Random sample across 3 branches
	Avg. monthly credit per account (DBT-related)	₹ 1,100	Range: ₹600–₹1,800
	Avg. account balance (active users)	₹ 720	Excluding zero-balance accounts
	Dormant account rate (bank- stated)	~16%	Matches closely with survey finding (15%)

Key Calculations

- PMJDY Penetration Rate = $(92/100) \times 100 = 92\%$
- Female Account Ownership = $(51/92) \times 100 = 55.4\%$
- DBT Utilization Rate = $(80/100) \times 100 = 80\%$
- Overdraft Usage among Aware Users = $(10/34) \times 100 = 29.4\%$
- Insurance Claim Rate among Insured = $(4/45) \times 100 = 8.9\%$

9.3. Data Table – PMJDY Study in Ramgarh District

Research Category	Indicator/Variable	Value/Count	% or Notes
Demographic Profile of Respondents	Total respondents	100	All Jan Dhan account holders
	Literate respondents	76	76%
	Respondents educated up to primary level	41	41%
	Respondents educated beyond Class 10	21	21%
	Respondents with no formal education	24	24%
	Households earning below ₹5,000/month	63	63%
	Households with more than one income source	29	29%
	Respondents engaged in agriculture	37	37%
	Daily wage laborers	43	43%
	Respondents with migrant family member	26	26%
Digital Usage Insights	Respondents using mobile phones	88	88%
	Respondents using smartphones	62	62%

	Respondents using UPI-based apps (Paytm, PhonePe, BHIM, etc.)	31	31%
	Respondents with access to internet	54	54%
	Respondents confident using ATM or digital payments	33	33%
Jan Dhan Account Specifics	Accounts opened between 2014–2016	58	58%
	Accounts opened between 2017–2021	29	29%
	Accounts opened after 2022	13	13%
	Account holders receiving PM-KISAN subsidy	24	24%
	Account holders receiving LPG subsidy (Ujjwala)	19	19%
	Account holders receiving pension or social security	21	21%
	Respondents who have ever withdrawn cash from ATM	39	39%
	Respondents who used RuPay card actively	26	26%
	Respondents unaware of RuPay card usage	41	41%
BC Operation Data (from Observations)	BCs with functioning micro-ATM devices	6 out of 7	86%
	BCs with internet/technical downtime issues	5 out of 7	71%
	Avg. number of account openings per BC/month	45–60	Depends on season/campaigns
	Avg. cash withdrawal volume per BC/day	₹35,000–₹55,000	As per BC ledger check
	Villages without a nearby functional BC (within 2 km radius)	11 (from respondent pool)	Indicates service gap
Training and Awareness	Respondents who attended any financial literacy session	22	22%
	Respondents trained by SHG leaders or NGOs	13	Mostly women-led SHGs in 3 blocks
	Respondents aware of insurance claim process	18	Only 18% had clarity

	Respondents who received SMS alerts from bank	47	47%
	Respondents using passbook regularly	52	52%

9.4. Calculations for Key Metrics

Metric	Formula	Result
Female to Male Account Ratio	51:41:00	1.24:1
Smartphone Penetration (among mobile users)	$(62/88) \times 100$	70.45%
UPI Users (among smartphone holders)	$(31/62) \times 100$	50%
ATM Usage among Total Respondents	$(39/100) \times 100$	39%
Account holders aware but not using RuPay	41/67 (non-users)	61.19% of non-users
Awareness of overdraft vs actual usage	$(10/34) \times 100$	29.4% used after awareness
Avg. account opening per BC/month (range midpoint)	$(45+60)/2 = 52.5$	~52 accounts/month/BC
Avg. BC daily cash volume (range midpoint)	$(₹35,000+₹55,000)/2$	₹ 45,000

9.5. Data Table – PMJDY Study in Ramgarh District

Research Category	Indicator/Variable	Value/Count	% or Notes
Savings Behavior (Self-Reported)	Respondents with regular monthly savings	39	39% of respondents save monthly
	Avg. monthly savings amount	₹ 185	Range: ₹50 – ₹500
	Respondents saving informally (outside banks)	26	Mostly in cash or chit funds
	Respondents saving only in bank accounts	47	47% exclusively use formal savings
	Households with more than one PMJDY account	34	Due to family member additions
	Respondents with both PMJDY and other savings accounts	18	Accounts in post offices, cooperative banks, etc.
Credit and Overdraft Use	Respondents aware of overdraft	34	34%
	Respondents who tried applying for overdraft	17	Half of aware respondents

	Respondents approved for overdraft	10	₹2,000–₹5,000 average approved
	Respondents denied due to inactivity/low balance	7	Lack of eligibility compliance
	Avg. overdraft amount used	₹ 2,300	Among approved users
	Respondents used loan from SHG/self-help group	21	Short-term needs or microenterprise use
	Respondents used bank formal loan	6	Mostly KCC (Kisan Credit Card) holders
RuPay Card Usage	Total cardholders (active + inactive)	67	67% of all account holders
	Active card users (used in last 3 months)	26	38.8% of cardholders
	Respondents who lost/damaged card	9	13.4% of cardholders
	Respondents who replaced card	4	Indicates low follow-up
	Respondents who didn't know card PIN	17	Mostly elderly or illiterate
Transaction Types (in last 6 months)	Cash withdrawals	91	From BC or ATM
	Deposits	37	Often seasonal or irregular
	Balance inquiry only	19	No financial transaction
	UPI-based fund transfers	14	Mostly youth and urban respondents
	Pension/scholarship credited	21	Verified via bank passbooks
Time & Distance Data	Avg. distance to nearest BC or bank (rural)	3.2 km	Reported by respondents
	Avg. time spent to access banking services (rural)	45 minutes	Including travel and wait time
	Avg. wait time at BC kiosk	18–25 minutes	Varies by location and time of day
	Avg. bank queue wait time (branches)	35–50 minutes	Higher during pension/DBT days

9.6. Calculated Insights

Metric	Formula	Result
Active RuPay Usage Rate	$(26/67) \times 100$	38.80%
Overdraft Application Success Rate	$(10/17) \times 100$	58.80%
Informal Savings Rate	$(26/100) \times 100$	26%
Formal-Only Savings Rate	$(47/100) \times 100$	47%

Average Time Spent Accessing Bank Services (rural)	Travel (20 min) + Waiting (25 min)	~45 minutes
Avg. Distance to BC (reported rural users)	-	3.2 km
Respondents relying exclusively on BCs	70 out of 100	70%

10. Effects of Pradhan Mantri Jan Dhan Yojana (PMJDY)

1. **Enhanced Financial Inclusion of Marginalized Communities** :- PMJDY successfully brought millions of previously unbanked individuals into the formal banking system, especially from low-income, tribal and rural households. In districts like Ramgarh, around 92% of households surveyed had at least one PMJDY account, reflecting strong penetration in marginalized communities. This has reduced dependency on moneylenders and informal credit systems.
2. **Increased Access to Direct Benefit Transfers (DBT)** :- With Jan Dhan accounts linked to Aadhaar and mobile numbers (the JAM trinity), beneficiaries now receive subsidies and welfare benefits directly into their accounts. In your field data, 80% of respondents received schemes like PM-KISAN, LPG subsidy (Ujjwala) and pensions through their Jan Dhan accounts. This has improved transparency and reduced leakages in welfare distribution.
3. **Women's Financial Empowerment** :- PMJDY has played a transformative role in empowering women economically. Over 55% of accounts in your study were held by women, often to receive benefits like maternal health incentives or SHG-related funds. Having a personal account gives women greater financial independence, improved savings habits and a say in household financial decisions.
4. **Promoted a Culture of Savings in Low-Income Households** :- Despite zero-balance requirements, PMJDY has encouraged a habit of saving among rural populations. In your data, 39% of account holders reported regular monthly savings, averaging ₹185. Even small savings increase financial resilience and promote financial planning in economically weaker sections.
5. **Facilitated Credit and Overdraft Access** :- PMJDY accounts offer access to overdraft facilities (up to ₹10,000). Though awareness was limited (only 34% knew about it), those who used it reported it helped during emergencies or lean periods. 10% of respondents in your study had used the overdraft facility, with an average amount of ₹2,300—this represents a shift towards formal, small-ticket credit access.
6. **Increased Use of Digital Banking Tools** :- With RuPay cards, UPI and mobile banking, PMJDY has promoted digital financial transactions even in semi-urban and rural regions. 31% of respondents in your study used UPI.
7. **Increased Financial Inclusion** :- PMJDY significantly expanded access to formal banking systems, especially in rural and tribal areas of Ramgarh. According to your field data, 92% of surveyed households had at least one PMJDY account. Many people opened a bank account for the first time, ending generations of financial exclusion.

8. **Empowerment of Women :-** With over 55% of PMJDY accounts in the study held by women, the scheme has empowered them financially. Women now receive direct benefit transfers (DBT) into their own accounts, giving them more control over household spending, savings and decision-making. SHGs also use Jan Dhan accounts for microcredit and internal lending.
9. **Direct Benefit Transfers (DBT) Efficiency :-** Jan Dhan accounts helped streamline the delivery of government subsidies such as PM-KISAN, pensions, LPG subsidies and scholarships. In your study, 80% of account holders received some form of DBT. This reduced corruption, delays and dependency on middlemen.
10. **Rise in Savings Habits :-** Before PMJDY, many people in Ramgarh relied on cash or informal savings. After opening accounts, 47% of respondents reported saving regularly in banks. Even small, irregular deposits are a positive step toward long-term financial planning, especially for poor households.
11. **Increased Use of Business Correspondents (BCs) :-** In remote villages where bank branches are not accessible, BCs (banking correspondents) have played a crucial role. Around 70% of surveyed respondents depended on BCs for withdrawals, balance checks and basic transactions. This localized access has made banking more convenient.
12. **Introduction to Digital Banking :-** While digital penetration is still developing, around 31% of respondents used UPI apps like PhonePe or BHIM. Youth and migrants especially benefitted. It marks the beginning of a digital financial revolution in rural areas, with potential to grow further with proper training.
13. **Access to Government-Linked Insurance Schemes :-** Many PMJDY accounts are linked to insurance schemes such as PMSBY (accident) and PMJJBY (life). In your study, 45% were enrolled, though awareness of claim procedures was low (only 18% had clear understanding). Nonetheless, access to affordable insurance is a major achievement for poor families.
14. **Credit Facility Through Overdraft :-** PMJDY offers an overdraft facility up to ₹10,000 for eligible account holders. About 10% of your respondents had used it and 34% were aware. This small but critical access to credit helps during emergencies or to support small business needs without going to moneylenders.
15. **Reduction in Financial Exploitation :-** Before PMJDY, informal moneylenders charged 5–10% monthly interest. With Jan Dhan accounts, beneficiaries now receive wages, pensions and subsidies directly into their own accounts. This has reduced dependency on exploitative lending practices and improved financial autonomy.
16. **Support During Emergencies (e.g., COVID-19) :-** During the COVID-19 lockdowns, Jan Dhan accounts became a lifeline. Women account holders received ₹500 per month for several months directly into their accounts. Your field discussions revealed that many families used these emergency funds for food, medicine and travel.
17. **Promotion of Financial Literacy (though limited) :-** PMJDY has indirectly raised awareness about banking, ATMs, passbooks and digital payments. However, your study shows that only 22% of respondents attended financial literacy programs. This shows progress, but also a need for expanded awareness campaigns, especially in tribal belts.

18. **Encouragement of Identity and Documentation :-** The scheme required Aadhaar linkage and basic KYC, which encouraged many people to obtain identity documents. This documentation further enabled access to other government schemes and financial services like pensions, health cards and subsidies.
19. **Shift Toward a Cashless Economy (Slow but Ongoing) :-** Although cash still dominates, there is a visible shift. About one-third of users (mostly younger and urban respondents) had used UPI or ATM services. The increasing use of RuPay cards and awareness of mobile banking suggests a slow transition toward digital transactions in the district.
20. **Strengthening Rural Banking Infrastructure :-** PMJDY led to the expansion of rural bank branches and BC points. In Ramgarh, bank officials reported increased account opening drives, improved record-keeping and digital transaction logs, which enhanced overall banking efficiency in underserved areas.
21. **Social and Economic Dignity :-** Having a bank account is no longer seen as a luxury. Respondents reported a sense of pride and security in being "linked to the bank." This psychological impact—especially among poor, tribal and marginalized families—promotes inclusion and dignity in the economic system.

11. Challenges Faced by Urban and Rural Populations under PMJDY

11.1. Rural Challenges

1. **Dormant and Inactive Accounts -** Many households, especially in remote areas, opened Jan Dhan accounts but rarely used them—they remain dormant. Limited awareness of benefits, irregular incomes and lack of bank visits contribute to this inactivity.
2. **Poor Connectivity and Weak Infrastructure -** Banking infrastructure—ATMs, branches and internet connectivity—are patchy or absent in countless villages. Even where Business Correspondents (BCs) operate, frequent network glitches hamper users.
3. **Low Financial Literacy and Awareness -** Rural account holders often don't understand key offerings—like insurance, overdrafts or digital payments. As one rural voice put it, "terms like insurance are just unknown to us."
4. **Technological Barriers -** Even with mobile banking on the rise, many rural residents still use basic phones or lack reliable internet, making UPI or SMS alerts underutilized.
5. **Gender Constraints and Social Norms -** In conservative settings, even if women have accounts, they often can't operate them independently due to mobility restrictions and traditional gender roles.
6. **Difficulty in Active Use of Overdraft and Insurance -** While many accounts are linked to overdraft or insurance schemes, beneficiaries rarely use them—either due to fear, lack of clarity or low documentation compliance.
7. **Cash Dependence and Informal Finance -** The reliance on moneylenders and chit groups remains strong, especially when people lack access to bank withdrawal points or don't trust formal systems.

8. **Multiple Accounts & Misuse** - Some households open multiple Jan Dhan accounts (often to get insurance covers multiple times), complicating tracking and diluting benefits.

11.2. Urban Challenges

1. **Dormant Accounts Even in the City** - Urban users, especially casual laborers or slum dwellers, also open accounts but may not use them regularly, partly due to lack of need or awareness.
2. **Limited Digital Literacy** - Surprisingly, many urban poor remain unaware of how to use mobile or UPI banking, passing on digital exclusion despite living in cities.
3. **Cost of Access and ATM Fees** - While banks open accounts for free, urban users may face charges for ATM usage beyond free limits, discouraging frequent transactions.
4. **Infrastructure Strain** - Urban centers may have more banking outlets, but overcrowding, queuing and digital server issues (as seen in PDS ration systems) still pose hurdles.
5. **Overlooked Vulnerable Populations** - Even in cities, groups like the elderly, disabled or migrants struggle—due to lack of documentation, unfamiliarity or systemic apathy—despite better physical access.
6. **Fraud and Misuse Risks** - Urban users face phishing, misuse of biometrics or exploitation by intermediaries (like BC agents) who may charge hidden fees or mishandle accounts.

Table of Key Challenges

Domain	Rural Challenges	Urban Challenges
Awareness	Lack of literacy about banking, insurance and health covers	Poor digital awareness among low-income urban dwellers
Access	Weak infrastructure, BC network gaps, poor connectivity	ATM overloads, server issues, PDS glitches
Usage	Dormant accounts, underutilized overdraft/insurance	Non-use due to non-requirement or digital barriers
Trust & Inclusion	Social norms limiting women, reliance on informal systems	Migrants, elderly excluded, risk of exploitation
Technical	Limited smartphones, reliance on feature phones, low internet	Urban server failures, lack of cybersecurity awareness
Operational	Multiple accounts misuse, logistic constraints	ATM fees, paperwork burdens, credibility concerns

The Pradhan Mantri Jan Dhan Yojana has undeniably expanded financial access—bringing millions into the banking fold. Yet, both urban and rural populations face their own hurdles: rural India grapples with accessibility, digital knowledge and persistence of cash habits; urban pockets suffer from usage inertia, institutional gaps and vulnerability to system bugs or fraud.

Bridging these gaps calls for grassroots financial literacy, strengthening of BC networks and digital infrastructure, incentives for account usage and localized, culturally sensitive awareness campaigns that reach every shanty, mobile van and hamlet—so that every Jan Dhan account becomes a meaningful tool for economic empowerment.

12. Data analysis, finding and result

Data Table: PMJDY Impact Analysis – Ramgarh District (Primary Quantitative Findings)

Indicator	Value / Count	Percentage
Total households surveyed	100	—
Households with PMJDY account	92	92%
Female account holders	51	55.4% of holders
Regular (monthly) users	60	60%
Occasional users (1–3 times/6mo)	25	25%
Dormant accounts (>6mo inactive)	15	15%
DBT beneficiaries	80	80%
Overdraft-aware users	34	34%
Overdraft users	10	10%
Insurance (PMJJBY/PMSBY) enrollees	45	45%
Insurance claimants	4	8.9% of insured
Smartphone users	62	62%
UPI app users	31	31%
Active RuPay card users	26	38.8% of 67 cardholders
Avg. monthly savings	₹ 185	—
Self-reported savers (formal)	47	47%
Self-reported savers (informal)	26	26%
Avg. distance to banking (rural)	3.2 km	—
Avg. time to access services	45 minutes	—
BC-dependent users	70	70%

1. **High Coverage, Mixed Utilization** - With 92% of surveyed households holding a PMJDY account, the intervention achieved its initial goal of outreach. Still, only 60% used their accounts monthly, while 15% were dormant. This underscores that account opening is just the first step—sustained engagement is essential for real impact.
2. **Women at the Forefront** - Women hold 55% of the accounts—strong representation indeed. But this needs to translate into active usage. Empowerment gains are significant when women possess, use and manage their accounts independently.

3. **Strong DBT Reach but Gaps Remain** - Reliable delivery of government support is reflected in 80% of respondents receiving benefits directly via DBT. However, improving data accuracy and handling mismatches would prevent the remaining 20% from being left out.
4. **Overdraft Facility Remains Underused** - Though 34% know about the overdraft, only 10% actually used it. This gap suggests hesitancy, fear of debt or lack of confidence—areas where more financial education could help.
5. **Insurance Enrollment:- Awareness Not Enough** - At 45%, enrollment in insurance schemes is promising. Yet only 8.9% have filed claims. Likely causes include unclear procedures, paperwork complexity or lack of claim needs so far—but the gap suggests opportunities for targeted awareness.
6. **Growing Digital Adoption with Room to Grow** - Over 60% have smartphones and 31% use UPI apps. This indicates willingness to adopt digital finance, but further training can boost usage among the remaining population.
7. **RuPay Card Usage Remains Low** - Despite distribution, only 38.8% actively use their cards. Barriers include forgotten PINs, lack of nearby ATMs or lack of trust in digital tools.
8. **Modest Savings, Some Informality** - Formal savings habits are developing—47% deposit regularly in banks. Yet 26% still save informally, citing convenience or habit. Institutionalizing this saving behavior can increase financial resilience.
9. **Accessibility & BC Dependence** - Rural households travel an average of 3.2 km and spend 45 minutes accessing banking services. With 70% depending on BCs, strengthening this network is vital—but so is reducing travel burden to improve financial inclusion equity.

13. PMJDY in Ramgarh

1. **Broadened Financial Inclusion** - Near-universal coverage indicates strong policy reach. Breaking into remote villages and marginalized communities is no mean feat.
2. **Women's Financial Empowerment** - Majority female account holders are a positive shift—a crucial stride toward inclusive development.
3. **Efficient Welfare Delivery** - High DBT reach shows that PMJDY can serve as a robust channel for public good distribution with minimal leakage.
4. **Entry into Credit Ecosystem** - Although overdraft usage remains low, its availability signals trust-building steps toward formal financial inclusion.
5. **Resilience through Insurance** - Insurance participation offers a budding safety net, especially valuable for vulnerable groups like daily wage earners.
6. **Seeds of Digital Finance** - Smartphone and UPI adoption marks the transition from cash to digital, with promising signs for future digital readiness.

7. **Savings Culture Formation** - Regular use of formal savings instruments, supported by PMJDY, lays the foundation for long-term financial stability.
8. **Decentralized Service Access** - BCs are facilitating banking access where traditional infrastructure falls short—transformative in rural geographies.

14. Challenges

1. **Account Dormancy** - 15% inactivity rate reveals a need for demand-side interventions like activity incentives or reminders.
2. **Credit Awareness Gap** - Awareness is limited; usage even lower. Financial literacy, especially for marginalized users, must increase.
3. **Insurance Utilization Low** - Low claim behavior suggests need for simplified claim mechanisms and better communication of benefits.
4. **Limited RuPay Usage** - Low card usage hinders adoption of digital payments and diminishes the utility of this issued tool.
5. **Informal Savings Still Prevalent** - A quarter of respondents still rely on non-banking savings—indicating ingrained habits and trust gaps.
6. **Accessibility Barriers Remain** - Time and distance continue to dissuade regular use even when services are theoretically within reach.
7. **Overdependence on BC Agents** - While essential, reliance on intermediaries can expose users to misuse, delays or inconsistent service quality.

15. Insights and Policy Implications

- **Deepening Usage is Key** - Getting accounts is the first milestone. The next is nudging activity—through small incentives, SMS reminders or linking usage to benefits.
- **Enhance Financial Literacy** - Overdrafts, insurance and digital tools remain underused due to lack of understanding. Local workshops with SHGs or community figures can bridge this gap.
- **Boost RuPay Utility** - PIN resets, card replacements and transaction demos at the BC level can improve usage.
- **Strengthen BC Network and Oversight** - Ensure BC accessibility, accountability and fair compensation to avoid informal fees or absenteeism.
- **Promote Formal Savings Behavior** - Easy deposit tools, flexible deposit options and savings-linked incentives (like small interest bonuses) can pull cash into banks.

- **Improve Infrastructure** - Reduce rural travel burden through mobile banking camps, improved BC coverage or shared digital kiosks.
- **Monitor and Follow Up** - Banks should track inactive accounts and conduct periodic re-engagement drives to revive them.

The Pradhan Mantri Jan Dhan Yojana has effectively expanded financial access in Ramgarh. Its effects are visible in the rise of women account holders, regular saving behavior and DBT reach. But the real gap lies in usage quality—the extent to which beneficiaries use and benefit from the tools offered. Addressing literacy gaps, infrastructural challenges and trust deficits will be vital to ensure PMJDY becomes not just a bank account—but a pathway to financial empowerment for all.

16. Field-Level Observations and Beneficiary Voices Insights

In addition to the quantitative data, interviews and group discussions across Ramgarh's five blocks (Gola, Patratu, Chitarpur, Mandu and Ramgarh Sadar) provided deeper context. These real voices bring life to the numbers.

♦ Voice from a Rural Woman (Mandu Block)

- “I opened my Jan Dhan account when the bank came to our village. I got the ₹500 during Corona. Now I save little amounts from my NREGA wages. I don't use the ATM because the machine is far and I fear losing the card.”

→ Interpretation: While account access is there, mobility challenges and fear of unfamiliar technology prevent full usage. She uses the account mainly for saving and DBT.

♦ Youth Migrant (Ramgarh Town)

- “I came from Latehar to work here. I opened my Jan Dhan account in a local bank but didn't get my RuPay card. I use PhonePe now. But my pension goes to my mother's account in my village.”

→ Interpretation: Urban migrant laborers often have split financial management—modern tools in the city, while rural family uses traditional banking.

♦ SHG Leader (Gola Block)

- “In our group, we tell members to deposit money monthly. Many have Jan Dhan accounts but still keep cash at home. They fear the bank will cut money if they don't maintain balance.”

→ Interpretation: Misinformation about bank charges and fear of deductions discourages active saving. Trust-building is essential.

♦ Bank Mitra (Chitarpur)

- “I help 200–250 villagers with banking. But I don't get paid on time. I have to use my own phone and data. Sometimes machines don't work and people shout.”

→ Interpretation: Business Correspondents are critical but often poorly supported—leading to service gaps and user frustration.

17. Findings

Based on all available quantitative and qualitative data, the following themes emerge as the most important:

1. **Access vs. Active Use** - Nearly all households now have accounts—but full financial inclusion requires regular usage. Dormancy, low card use and weak credit uptake show this is still work in progress.
2. **Women's Accounts: A Path to Empowerment** - More women have accounts and they receive direct cash transfers (e.g., pensions, PM-KISAN, maternity benefits). This is improving decision-making roles at home—but social barriers still limit full autonomy.
3. **DBT Has Improved Transparency** - The DBT system has largely reduced middlemen and leakages, especially in schemes like LPG subsidy, scholarships and MGNREGA wages. However, payment errors and delayed transfers persist.
4. **Digital Divide: A Growing Challenge** - Smartphones and UPI usage are rising, particularly among youth and urban workers. But older people, rural women and less educated groups remain excluded from digital finance.
5. **Role of Business Correspondents (BCs)** - BCs bridge the last-mile gap—but without adequate support, their services are irregular or vulnerable to breakdowns. They need training, fair remuneration and technology support.
6. **Insurance, Overdraft and Microcredit Still Underserved** - Jan Dhan-linked services like insurance or overdrafts are available but underused. Bureaucracy, fear of rejection or low awareness prevents beneficiaries from taking full advantage.
8. **Trust, Transparency & Literacy are Crucial** - Many account holders are still suspicious of digital transactions, PIN systems or ATM machines. Strengthening financial education—especially in local dialects and community formats—is vital.

Your field study reveals that the PMJDY scheme in Ramgarh district has made a significant impact in terms of outreach, especially for rural and women populations. However, there remains a clear gap between account ownership and active financial inclusion. Bridging this will require targeted interventions in the following areas:

1. **Conduct Village-Level Financial Literacy Drives** → Use panchayats, SHGs and school teachers to host informal sessions explaining RuPay cards, overdraft and insurance schemes.
2. **Strengthen the BC Network** → Provide regular training, improve equipment support and ensure timely payment to BCs to reduce user grievances.
3. **Incentivize Active Account Use** → Offer micro-rewards (like ₹10 credit) for using ATMs or making a digital payment to encourage dormant users.

4. **Simplify Overdraft and Insurance Access** → Create pre-filled forms, one-page flyers and community outreach using ASHA workers or Anganwadi staff.

5. **Enhance Infrastructure in Remote Areas** → Add mobile ATMs, shared banking kiosks or digital transaction vans for underserved Gram Panchayats.

6. **Monitor and Reactivate Dormant Accounts** → Banks should flag inactive accounts and run follow-up drives to educate users on reactivation.

6. **Promote Digital Confidence with Handholding** → Set up “Digital Didi” programs where trained local women assist others in using mobile banking and UPI apps.

The Pradhan Mantri Jan Dhan Yojana has provided the skeleton of financial inclusion—but muscles and movement require education, empathy and adaptability. The stories from Ramgarh show tremendous progress, yet also highlight urgent needs: better awareness, stronger systems and deeper connection between beneficiaries and the banking ecosystem. If these gaps are addressed, the PMJDY will not just be a policy—but a people’s movement for financial dignity.

18. Recommendations for Government

1. Launch Doorstep Financial Literacy Campaigns

- Many remain unaware of how to use RuPay cards, overdrafts or insurance—especially in tribal and rural areas. A user noted, “terms like insurance are just unknown to us.”
- Deploy mobile outreach units or local volunteers (“Digital Didis”) to villages and urban slums. Use local dialects, folk talks and live demos to explain features like SMS alerts, UPI payments and claims.

2. Use Common Service Centres (CSCs) as PMJDY Hub

- CSCs already improve digital service access at the village level.
- Integrate PMJDY awareness, onboarding and services into CSC workflows. Train Village Level Entrepreneurs (VLEs) to assist with KYC, overdraft applications and insurance claims—ensuring they are fairly compensated and technically supported.

3. Strengthen Business Correspondent (BC) Networks

- With 70% of rural users depending on BCs, service reliability depends heavily on them.
- Provide BCs with consistent pay, device maintenance support and performance-based incentives. Monitor absenteeism and quality rigorously and deploy additional BCs in underserved pockets.

4. Incentivize Active Account Use

- Dormancy remains high—23% of PMJDY accounts are inactive according to the Finance Ministry.
- Offer small incentives—like ₹20 mobile top-up—for account activity (withdrawal, deposit, digital transaction). Tie this with local festivals or fair-days to encourage community participation.

5. Simplify Overdraft and Insurance Access

- Awareness of overdraft is 34%, yet actual usage is only 10%. Insurance claims remain low at under 9% among insured.
- Create one-page, pictorial guides for overdraft and claim procedures. Deploy field camps to assist with forms, document filing and submit claims through BCs or CSCs.

6. Expand Infrastructure via Mobile Banking Dewans

- Many villages remain beyond easy access to banks or ATMs.
- Launch mobile banking vans equipped with micro-ATM and digital tools that visit hamlets on fixed schedules. Use these as opportunity points for training and account engagement.

7. Re-engage Dormant Users Strategically

Dormant accounts waste valuable infrastructure and fail to empower beneficiaries. Banks should flag accounts inactive for six+ months and deploy reminder messages, home visits (through BCs or Anganwadi workers) and micro incentives to reactivate them.

8. Enhance Women-Centric Outreach

- 55% of accounts are held by women—a promising trend in empowerment.
- Expand SHG-linked financial activities—include account-based savings competitions, micro-credit options and entrepreneurship support via Mudra or Stand-up India. Provide women-specific orientation sessions.

9. Promote RuPay Card Usage and Familiarity

- Despite distribution, only 38.8% use their RuPay cards actively.
- At BCs and CSCs, run "RuPay Awareness Days" to help users change PIN, transact at PoS and replace lost cards. Use field skits or community radio for wider reach.

10. Strengthen Digital Infrastructure

- Connectivity issues and lack of devices inhibit digital adoption.
- Invest in mobile internet towers for villages, subsidize smartphones for low-income households and collaborate with telcos for affordable data packages aligned with PMJDY usage.

11. Expand Tailored Products for Different User Segments

- A 'one-size-fits-all' model fails to cater to specific needs—e.g., farmers, daily wage labor, SHGs.
- Launch season-specific loan products for farmers (crop-cycle linked), digitized SHG saving schemes, micro recurring deposit products and urban vendor working capital loans linked to Jan Dha

12. Improve Grievance Redressal Systems

- Distrust arises when ATM, UPI or transaction failures happen without resolution.
- Set up toll-free PMJDY grievance lines and WhatsApp helpdesks. Ensure district-level officials follow up within 48 hours. Employ feedback from community to fix recurring issues.

13. Conduct Community Monitoring and Feedback

- Top-down schemes often miss ground-level gaps like agent misuse, infrastructure failures or cultural disconnects.
- Partner with local institutions—panchayats, SHGs, school committees—to monitor PMJDY effectiveness. Integrate feedback loops into state SLBC monitoring frameworks.

14. Enhance KYC and Account Sustainability

- Accounts older than 10 years face closure if KYC isn't updated by Sept 30, 2025.
- Organize "PMJDY KYC Camps" in every block before the deadline. Allow alternate verification (ration cards, village certifiers). Use mobile vans and CSCs to ease compliance.

15. Align with Rural Digital Literacy Programs

- Digital literacy is fundamental. PMGDISHA has already certified nearly 48 million rural citizens.
- Pair PMJDY with PMGDISHA training modules—offer credits or small incentives for beneficiaries who complete both and demonstrate ability to execute one UPI transaction.

16. Tailor Communication via Multi-channel Outreach

- Standard campaigns fail to reach many due to literacy and language gaps.
- Use folk theatre, local radio, mobile audio vans and local festivals to communicate PMJDY features. Develop short video messages in local dialects and share via WhatsApp and CSC screens.

17. Create Financial Inclusion Technology and Promotion Funds

- Earlier recommendations from Rangarajan Committee called for such funds.
- Encourage NABARD to bank innovation in PMJDY via seed funds—supporting startups or NGOs delivering digital literacy, localized banking solutions and user-friendly tools.

18. Launch Annual PMJDY Inclusion Reviews

- Continuous improvement demands regular assessment.
- Every year at the district and state level, review PMJDY performance—metrics like dormancy, usage, product adoption, grievance cases, BC coverage and gender parity. Publish an "Inclusion Scorecard" to incentivize competition and improvement.

PMJDY has transformed India's financial inclusion landscape—connecting tens of crores to banking, especially women and rural communities. But numbers alone aren't enough. The next phase should focus on **active, empowered and confident use** of PMJDY services. By implementing these recommendations—rooted in local field realities, technology-enabled delivery and citizen-centric design—the government can transform PMJDY from a scheme of account opening to one that births true financial empowerment.

19. Conclusion

The journey of the Pradhan Mantri Jan Dhan Yojana (PMJDY) in Ramgarh district, much like across the nation, has been transformative yet layered with challenges. What began as a bold initiative to bring the unbanked into the formal

financial system has today become a cornerstone of India's financial inclusion narrative. From the villages of Mandu and Gola to the bustling markets of Ramgarh town, the presence of Jan Dhan accounts is now common—even expected. People speak of "bank mein paisa aaya," of getting their MGNREGA wages, PM-KISAN transfers or COVID-19 relief funds directly into their accounts. That in itself is a quiet revolution.

Yet, as our field research shows, access alone doesn't guarantee empowerment. While the number of accounts has skyrocketed, many remain dormant or barely used. Elderly women hesitate to use ATMs. Rural youth prefer cash over UPI due to poor connectivity. Even Business Correspondents, the foot soldiers of inclusion, face issues like delayed payments and poor equipment. These gaps highlight the difference between having a bank account and using it meaningfully. True inclusion must go beyond statistics—it must translate into confidence, autonomy and economic opportunity for the people.

Looking ahead, the future of PMJDY lies in deepening usage, building trust and localizing delivery. Financial services must feel accessible, understandable and safe. Literacy programs in local languages, well-supported BC networks and digital innovations tailored for rural India will be critical. Moreover, as India moves toward a digital economy, we must ensure that no one is left behind—especially the poor, women, elderly and less educated groups who may find this new world overwhelming.

At the heart of it all, financial inclusion is not just about policy—it's about dignity and possibility. When a woman in a village can save ₹100 safely, when a father receives his pension without a middleman, when a young migrant makes a digital payment for the first time—that is when Jan Dhan becomes truly meaningful.

The Pradhan Mantri Jan Dhan Yojana has laid a strong foundation. The next phase must build bridges of trust, awareness and access—so that every citizen not only holds a bank account but holds the power to shape their financial future through it. Ramgarh's experience reminds us that inclusion is a journey, not a one-time achievement—and that journey must continue with empathy, innovation and persistent local effort.

The journey of the Pradhan Mantri Jan Dhan Yojana (PMJDY) in India—and particularly in Ramgarh—has come a long way since its launch in 2014. What was once a bold and ambitious financial mission has now matured into a pillar of grassroots governance. The scheme has touched nearly every household in the district, bringing banking closer to people who once had no concept of a savings account, digital payment or financial insurance. The numbers are impressive, but the real impact lies in the stories we witnessed: a mother receiving her maternity benefit directly into her account, an elderly widow using her Jan Dhan card to withdraw her pension without bribery or a group of self-help group (SHG) women depositing their collective savings digitally. These are quiet shifts—but powerful ones.

However, the task is far from over. Field visits and primary data reveal that many accounts remain underutilized, largely due to poor awareness, low digital literacy and persistent social and infrastructural challenges. The people have the tools in hand, but not always the confidence or support to use them. A farmer may open a Jan Dhan account to receive government subsidies, but withdraws the entire amount in one go and lets the account lie idle thereafter. A daily wage worker may have a RuPay debit card but rarely uses it due to lack of understanding about PIN codes or fear of losing money. These behaviors are not failures of the people—but gaps in the system's handholding and trust-building.

As we look toward the future of PMJDY, it becomes clear that the next phase must focus on quality over quantity. We've achieved scale—now we must achieve depth. The government, along with banks and local stakeholders, must focus on making these accounts truly functional for the people they were meant to serve. That means making it easy, safe and rewarding to use them. Financial inclusion is not a one-time event; it is a continuous process that evolves with the needs, behaviors and aspirations of the people.

One of the most significant takeaways from Ramgarh's case study is the need for localized solutions. What works in an urban town like Ranchi or Patna may not be relevant in a small village in Chitarpur or Gola. People's habits, language, literacy and even financial behavior differ widely across regions. A woman in a remote village may feel more comfortable talking to a local ASHA or Anganwadi worker than visiting a bank branch. A small shopkeeper may prefer a physical passbook over an SMS alert. Financial systems must adapt to these local realities rather than expecting people to adapt to formal systems.

Women deserve special mention in the future vision for PMJDY. In Ramgarh, a substantial number of account holders are women, particularly those associated with SHGs. For many, this is the first time they've had any control over money. And yet, social norms often keep them from visiting banks alone or from understanding features like overdraft or insurance. To bridge this, we need more women-led financial outreach, like "Digital Didis" or SHG leaders trained in digital tools who can act as local financial guides. A woman teaching another woman how to check her balance or use an ATM builds trust in a way that even trained bankers may not.

Another important area is the Business Correspondent (BC) system, which plays a vital role in reaching the last mile. In Ramgarh, BCs act as the face of formal banking in many rural communities. Yet, many BCs lack training, face delays in remuneration or operate without technical support. For PMJDY to flourish, BCs need to be treated as essential service providers, with better infrastructure, timely compensation and performance-based incentives. Their role should evolve from just "transaction points" to financial educators and micro-advisors in their villages.

As we move toward a more digital India, we cannot ignore the digital divide. While UPI, mobile banking and Aadhaar-enabled services are growing, a significant portion of PMJDY users still depend on cash, passbooks or in-person assistance. The government must ensure that digital solutions are not only available but also usable and safe for all. Basic training in mobile usage, data safety and digital payments can make a big difference—especially for older citizens, women and those with limited literacy. It's not enough to build apps and tools; we must also build digital confidence.

In terms of policy, the future outlook should include greater integration of Jan Dhan accounts with other government services. For example, linking PMJDY accounts with affordable micro-insurance, pension schemes or skill development loans can help create a 360-degree financial ecosystem. When people see their accounts as more than just channels for receiving money—when they see them as tools for growth—they will begin to use them more meaningfully. This will also open up access to credit, build savings culture and reduce dependency on informal moneylenders.

At the institutional level, the government must invest in regular monitoring and community feedback mechanisms. District-level dashboards, monthly usage reviews and performance audits can ensure the system remains responsive and accountable. Equally important is creating platforms for citizens to share feedback—whether through Gram Sabhas, mobile apps or BC meetings. Financial inclusion must be a two-way process, where policies evolve in response to ground-level insights.

Looking further ahead, climate resilience, migration and health shocks will increasingly shape the financial lives of rural populations. PMJDY accounts can become a safety net during such times—provided they remain active and accessible. For example, during the COVID-19 lockdown, millions received direct cash transfers through these accounts. In the future, similar rapid relief can be offered for floods, droughts or job losses—making PMJDY not just a financial tool but a resilience mechanism.

In conclusion, the success of Jan Dhan Yojana lies not just in its scale, but in how well it adapts to people's lives, aspirations and changing needs. The story from Ramgarh district is one of hope, gaps and tremendous possibility. With

the right support systems, training and policy commitment, PMJDY can go beyond inclusion and become a catalyst for financial empowerment. It can ensure that every citizen—not just in Ramgarh, but across India—can dream, plan and build a secure future through the simple act of having and using a bank account.

This future will not arrive on its own. It must be built—through continued political will, localized action and community participation. Only then can we say with full confidence that India is not just banked, but truly financially empowered.

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