



CERTIFICATE NO : NCESMAH /2021/C1021778

**A STUDY OF PRADHAN MANTRI JAN DHAN YOJANA AND ITS
SUSTAINABLE DEVELOPMENT**

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ABSTRACT

The new government has begun a big initiative called the Pradhan Mantri Jan-Dhan Yojana to lower the rate of "financial untouchability." This ambitious plan will make it possible for all citizens to have access to financial services and insurance coverage. The goals of the plan are to accelerate economic growth, increase efforts to eradicate poverty, and empower those in India who are living on the lowest incomes. It is a high priority for India's authorities to expand access to formal financial services for those living in rural and semi-urban areas. The prospects for a country's economy improve if it has a solid financial infrastructure in place. India need a streamlined, comprehensive, and technologically advanced financial system to keep up with the country's rapid economic expansion. This gap is maintained by factors such as low levels of education, literacy, mobility, disposable income, and bank account accessibility. Because of this, the goal of financial inclusion is to create a society in which everyone has equal and convenient access to banking and other types of financial services. One way in which financial inclusion contributes to rural economic growth is by inspiring the local populace to adopt new savings habits. In 2013, the World Bank Group and its public and business partners set the lofty objective of achieving Universal Financial Access (UFA) by the year 2020.