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## Financial Inclusion in India: A Statistical Study of Pradhan Mantri Jan Dhan Yojana

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### Abstract

The Pradhan Mantri Jan Dhan Yojana (PMJDY), introduced by the Government of India on 28 August 2014, is a national financial inclusion initiative made available to every Indian citizen. It aims to expand affordable access to financial services like universal access to banking facilities, bank accounts, remittances, credit, pensions and insurance. It helps promote financial literacy and inclusion for those who were previously unbanked. This research involves the statistical analysis of various factors like number of accounts opened over the years, number of deposits, number of debit cards issued etc to assess the growth and utilization of the program over the period of 2015 to 2024. The study is based on secondary data. It employs statistical tools like Trend Analysis/Time Series Analysis, Correlation Analysis, Regression Analysis, Ratio Analysis to analyze year wise growth of accounts and deposits, examine the relationship between debit cards issued and UPI transactions. The key findings show a significant increase in the number of accounts created from 2015 to 2024, indicating massive financial inclusion. There is an increase in the Number of Deposits, Rupay Debit Cards issued and UPI transactions which indicates rising trust in formal banking, higher adoption of digital payment systems and explosive growth in digital payments respectively. The study highlights that the scheme has led to rapid financial inclusion with strong growth in accounts, deposits, and digital transactions. The rise in UPI and debit card usage shows India's population increasingly adopting digital banking and payments. It shows how a government initiative can expand banking access, improve financial literacy, encourage savings and accelerate digital payments- paving the way for inclusive economic development.

**Keywords:** Financial Inclusion, Pradhan Mantri Jan Dhan Yojna (PMJDY), Banking Penetration, Economic Empowerment, Digital India, Socio-economic Development.

## **Introduction**

Financial inclusion plays a critical role in the socio-economic development of any nation. It ensures that individuals, especially those from low-income groups and rural areas, have access to useful and affordable financial products and services such as savings accounts, credit, insurance, and digital payments. The Government of India launched the Pradhan Mantri Jan Dhan Yojana (PMJDY) on 28th August 2014 to overcome this challenge.

PMJDY aim was to transform India's banking system among a particular section of population and with the goal of ensuring "Banking for Every Household." The scheme focused on opening zero-balance accounts, providing Rupay debit cards, extending overdraft facilities, and linking beneficiaries to insurance and pension schemes.

These results show that PMJDY is not just a scheme to open bank accounts, but a powerful tool for improving people's lives. It helps in reducing poverty, giving financial strength, and promoting digital payments. In addition, PMJDY supports India's dream of becoming a Digital India and directly contributes to the Sustainable Development Goals (SDGs), especially those focused on reducing inequality and promoting inclusive growth.

## **Review of Literature**

Since its launch in 2014, the Pradhan Mantri Jan Dhan Yojana (PMJDY) has been widely studied for its role in advancing financial inclusion. Early research primarily focused on expanding access, while later studies began examining usage patterns and digital financial adoption.

**Verma and Garg (2016)** explored PMJDY's role in addressing financial exclusion through zero-balance accounts, RuPay cards, and insurance. They found that although the scheme successfully expanded access, awareness and utilization among marginalized groups remained limited.

**Dutta and Das (2017)** provided a bank-wise analysis of account growth and RuPay card issuance, revealing variations between public and private sector banks. Their work supports ratio-based analyses such as deposits per account and card usage patterns.

**Shylaja (2021)**, using secondary data and surveys with Business Correspondents, found that PMJDY has greatly increased the number of bank accounts and deposits, showing success in reaching more people. However, the study pointed out that just opening accounts is not enough, and there is a need to focus on active use of accounts, regular transactions, and improving financial awareness so that people can fully benefit from the scheme.

**Satpathy and Supkar (2014)**, the Pradhan Mantri Jan Dhan Yojana (PMJDY) can significantly enhance financial inclusion by providing unbanked individuals with access to essential banking services such as zero-balance accounts, RuPay debit cards, and insurance. These services help people manage their money securely while also contributing to overall economic growth and inclusive development, enabling more individuals to join the formal financial system and strengthen their financial stability.

**Kamini Gupta's (2023)** study "Pradhan Mantri Jan Dhan Yojana: History and Present Impact" uses secondary data and reviews past research showing that PMJDY has greatly expanded financial inclusion through zero-balance accounts, RuPay cards, insurance, and DBT. While it reduced poverty and widened banking access, studies also note low awareness in rural areas, limited account usage (especially by women), and regional or caste-based gaps. Overall, PMJDY has been a success in access but still faces challenges in literacy and active usage.

**Maity and Majumder (2024)** carried out a nationwide study on financial inclusion through PMJDY and developed a Financial Inclusion Index using factors like banking coverage, fund distribution, and service availability. Their study showed large variations across states, with only a few achieving high inclusion levels while many others remained at medium or low levels. For instance, Chhattisgarh ranked the highest in inclusion, whereas Puducherry ranked the lowest, indicating that the benefits of PMJDY have not been evenly distributed and some areas still face difficulties in fully accessing the scheme's advantages.

**The K.T.H.M. College (2022)** study used secondary data from government and banking sources along with primary survey data from 100 respondents in Nashik to analyze PMJDY's impact. It found a sharp rise in account openings, deposits, and RuPay card issuance between 2018 and 2021, with rural participation much higher than urban. While almost all households now have bank accounts, the study noted issues of underutilization due to illiteracy, poverty, and unsuitable financial products, stressing the need for financial literacy and better-tailored services.

**Dr. Rajeshwari M. Shettar's (2016)** study, "Pradhan Mantri Jan Dhan Yojana: Issues and Challenges," utilized secondary data sourced from government publications, journals, newspapers, reports, books, and official PMJDY websites. Key findings revealed that the scheme effectively facilitated direct access to government benefits for both rural and urban populations. However, the study emphasized that merely opening bank accounts is insufficient; it highlighted the necessity for continuous account activity to achieve the scheme's objectives fully.

**Sonam Kumari Gupta (2015)**, in her study on the performance of PMJDY, used government and banking reports to assess the scheme's impact. She found that Public Sector Banks opened 78% of the accounts, with 71% being zero-balance

accounts and only 28% active, holding around ₹9,000 crore in deposits. While the study showed that PMJDY improved financial inclusion, it also noted challenges with account activity and utilization.

**Bedi (2015)** examined the role of the PMJDY scheme in addressing financial exclusion, aiming to bring the unbanked population into the formal financial system and reduce dependence on informal money sources. The study discussed the scheme's benefits, implementation strategy, current performance, challenges, and criticisms, highlighting its potential to promote financial inclusion while noting areas requiring improvement for greater effectiveness.

### Research Gap

Since its launch in 2014, the Pradhan Mantri Jan Dhan Yojana (PMJDY) has been widely studied for its contribution to financial inclusion. With the availability of data up to **2024**, there is a need for a more comprehensive assessment of its sustained progress.

Previous studies have primarily highlighted the number of accounts opened and overall deposit growth but have paid less attention to **account utilization**, such as deposits per account, or the impact of **Rupay card issuance** on deposit behavior.

Methodologically, much of the existing work is descriptive or policy-oriented, with limited use of **quantitative tools such as correlation, regression, and ratio analysis** to measure relationships among variables

This study addresses these gaps by analyzing secondary data (2015–2024)

### Hypothesis

Hypothesis Area (Variables)	Null Hypothesis (H <sub>0</sub> )	Alternative Hypothesis (H <sub>1</sub> )	Tools Used for Analysis
<b>Total Accounts and Deposits</b>	There is no significant relationship between the number of accounts and total deposits.	There is a significant positive relationship between the number of accounts and total deposits.	Correlation Analysis, Regression Analysis
<b>Total Accounts and Rupay Cards</b>	There is no significant relationship between the number of accounts and Rupay cards issued.	There is a significant positive relationship between the number of accounts and Rupay cards issued.	Correlation Analysis, Ratio Analysis
<b>Total Accounts and UPI Transactions</b>	There is no significant relationship between the number of accounts and UPI transactions.	There is a significant positive relationship between the number of accounts and UPI transactions.	Correlation Analysis, Trend Analysis

<b>Rupay Cards and Deposits</b>	Rupay card issuance does not significantly influence total deposits.	Rupay card issuance significantly influences total deposits.	Correlation Analysis, Regression Analysis
<b>Rupay Cards and UPI Transactions</b>	There is no significant relationship between Rupay cards and UPI transactions.	There is a significant positive relationship between Rupay cards and UPI transactions.	Correlation Analysis, Trend Analysis
<b>Deposits and UPI Transactions</b>	There is no significant relationship between deposits and UPI transactions.	There is a significant positive relationship between deposits and UPI transactions.	Correlation Analysis, Trend Analysis
<b>Overall Growth (All Variables)</b>	There is no increasing trend in accounts, deposits, Rupay cards, and UPI transactions during the study period.	There is a significant increasing trend in accounts, deposits, Rupay cards, and UPI transactions during the study period.	Trend / Time Series Analysis, Ratio Analysis

### Research Methodology

This study is based entirely on secondary data collected from reliable and authentic sources such as Reserve Bank of India (RBI) publications, official PMJDY portals, NABARD reports, government documents, and academic journals. The dataset primarily covers the period from 2015 to 2024.

Descriptive statistics are used to present and explain annual growth in accounts, deposits, and digital transactions. Ratio analysis helps to assess account utilization through deposit-per-account and cards-per-account. Trend analysis is applied to identify the increasing trajectory of all key variables. Correlation analysis is used to measure the strength of relationships between variables, with results showing strong positive association. Finally, regression analysis is carried out with total deposits as the dependent variable and total accounts and Rupay cards as independent variables. In this context, Deposits (in lakhs) serve as the Dependent Variable (DV), while Total Accounts, Rupay Cards, and UPI Transactions function as the Independent Variables (IVs).

This integrated approach ensures that the analysis generates useful insights for policymakers, financial institutions, and researchers interested in strengthening the effectiveness of financial inclusion initiatives in India

### Tools for Analysis

To assess the growth and utilization of the Pradhan Mantri Jan Dhan Yojana (PMJDY) during 2015–2024, the study employed four analytical tools: **Ratio Analysis, Trend Analysis, Correlation Analysis, and Regression Analysis.**

- **Ratio Analysis**

Ratios such as *deposit per account* and *cards per account* were calculated year by year.

- **Trend Analysis**

Trend analysis confirmed a **steady upward trajectory** in total accounts, deposits, and Rupay cards between 2015 and 2024.

- **Correlation Analysis**

The correlation results revealed strong positive relationships among most variables:

- **Total Accounts and Deposits (0.9977)** and **Deposits and UPI Transactions (0.9967)** show that growth in deposits is closely tied both to account expansion and to the digital ecosystem.
- **Total Accounts and Rupay Cards (0.9733)** as well as **Rupay Cards and UPI Transactions (0.9784)** confirm that card issuance is linked with account growth and digital usage.

- **Regression Analysis**

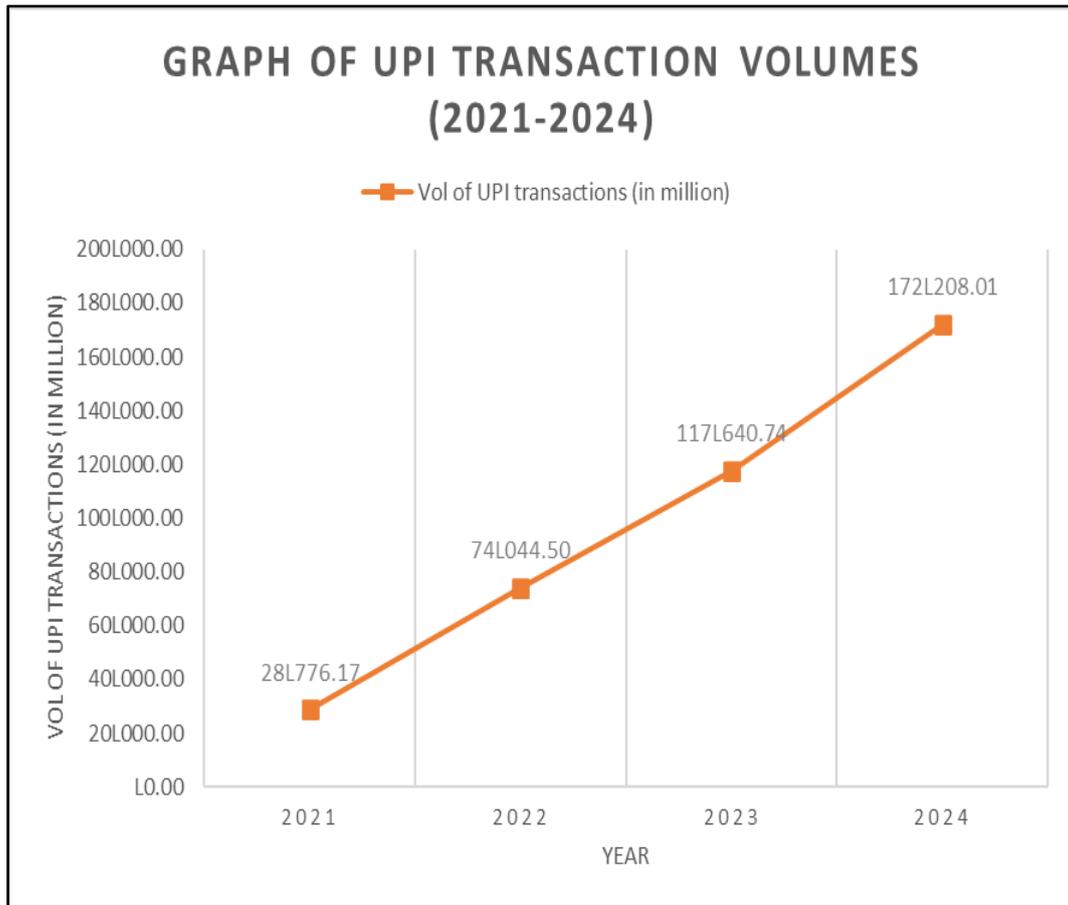
The regression model explained **98.3% of the variation in deposits ( $R^2 = 0.983$ )**. This shows that account creation is the strongest driver of deposit mobilization, whereas card usage primarily supports liquidity and transaction activity.

### Data Analysis

- **Trend Analysis**

Trend analysis is used to study the long-term movement of data over time. In this study, it is applied to total accounts, deposits (in lakhs), Rupay cards (2015–2024), and UPI transactions (2021–2024) to track the growth of PMJDY. This helps reveal whether the scheme has shown steady progress in financial inclusion and digital adoption, highlighting both the expansion of accounts and deposits as well as the rapid rise of digital transactions in recent years.

Year	Vol of UPI transactions (in million)
2021	28776.17
2022	74,044.50
2023	117640.74
2024	172208.01



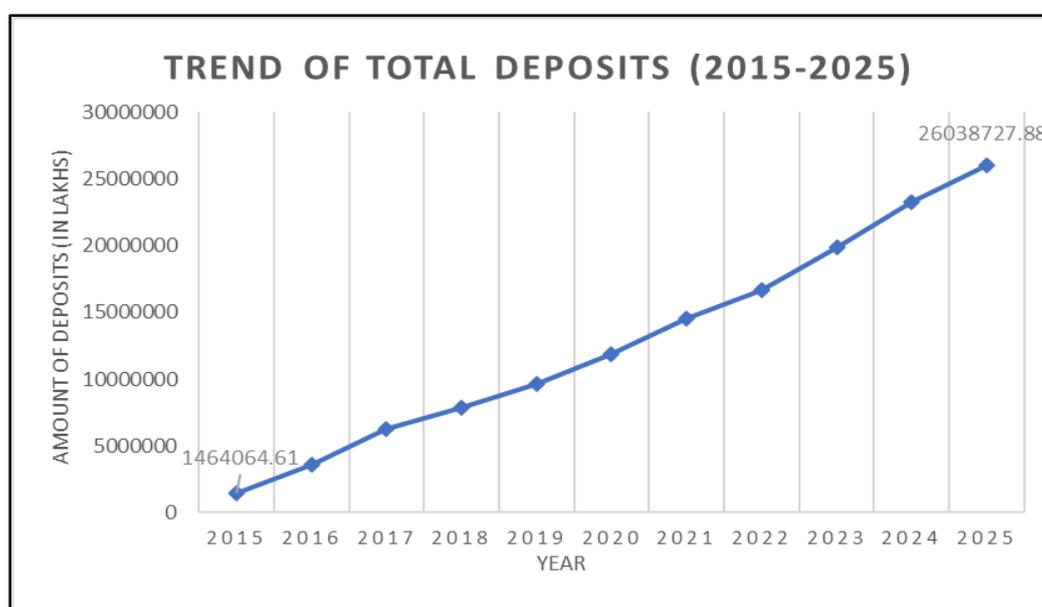
**Graph 1: UPI Transactions (2021–2024)**

The data shows a **sharp and consistent rise** in UPI transaction volumes between 2021 and 2024. In 2021, transactions stood at **28,776.17 million**, which more than doubled to **74,044.50 million in 2022**. This upward momentum continued with transactions reaching **117,640.74 million in 2023** and further increasing to **172,208.01 million in 2024**.

Overall, UPI transaction volumes grew by **almost six times** within just four years, indicating an **exponential adoption of digital payments** in India. This surge reflects increasing public trust in digital financial platforms, ease of access through mobile applications, and greater integration of UPI into everyday transactions.

The trend highlights a major shift in financial behavior under PMJDY, showing how the scheme not only promoted account ownership but also facilitated the **transition from traditional banking to digital transactions**.

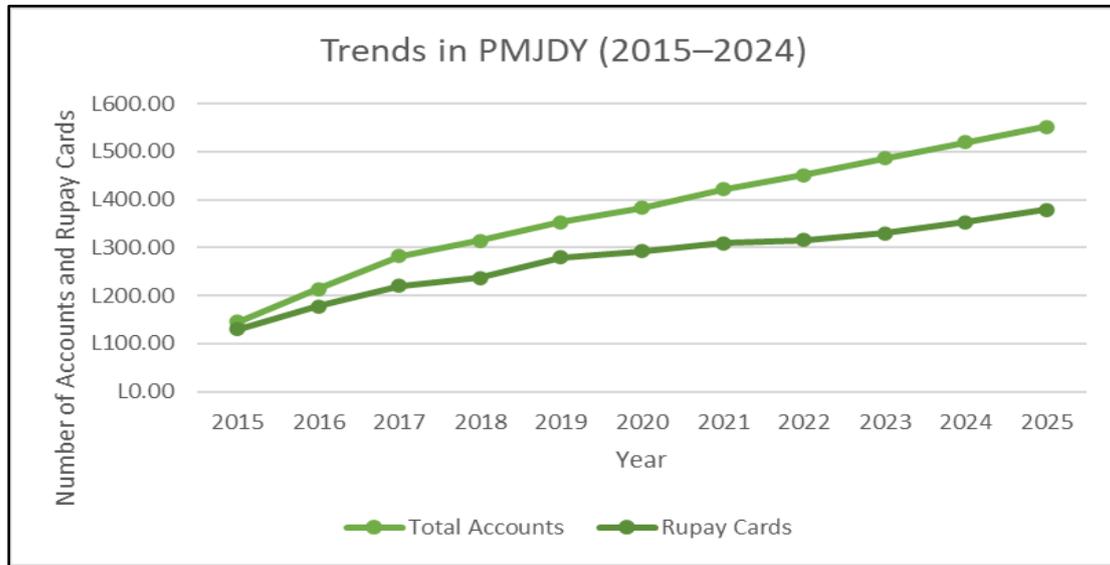
Year	Total Accounts	Rupay Cards	Actual Total Deposits (in lakhs)
2015	L145.37	L129.92	146L406.46
2016	L214.28	L177.53	356L720.07
2017	L281.68	L219.94	629L724.28
2018	L314.44	L236.54	784L939.92
2019	L352.66	L279.11	961L073.51
2020	L383.28	L293.04	1184L344.07
2021	L422.01	L309.01	1455L505.30
2022	L450.62	L316.20	1664L591.62
2023	L486.54	L329.39	1988L443.37
2024	L519.47	L353.48	2325L022.15
2025	L551.80	L378.46	2603L872.79



**Graph 2: PMJDY Deposits (2015–2025)**

Deposits under PMJDY have shown a **remarkable and sustained increase** over the period. In 2015, deposits stood at **₹146,406.46 lakh**, which rose to **₹2,325,022.15 lakh in 2024**, and further to **₹2,603,872.79 lakh in 2025** (up to the current month). This nearly **18-fold increase** demonstrates that PMJDY accounts are not lying dormant but are actively being used for savings.

The continuous upward movement, even in 2025 with partial-year data, shows that the scheme continues to mobilize household savings into the formal banking system. This trend reflects growing public confidence in banking institutions and the integration of PMJDY into India's broader financial inclusion and savings framework.



**Graph 3: PMJDY Accounts vs. RuPay Cards (2015–2024):**

The data shows a **consistent rise in the number of accounts** opened under PMJDY, increasing from **145.37 lakh in 2015** to **519.47 lakh in 2024**, and further reaching **551.80 lakh in 2025** (up to the current month). This steady growth highlights the scheme's success in expanding banking penetration and providing universal access to financial services.

Rupay card issuance has also followed an upward trajectory, rising from **129.92 lakh in 2015** to **353.48 lakh in 2024**, and **378.46 lakh in 2025** (partial data). However, compared to accounts, the growth of cards has been relatively slower, suggesting that while card penetration has improved, the pace of account expansion has been much stronger. This may also indicate a gradual shift toward **digital alternatives like UPI**, which gained prominence in recent years. It could also be due lack of awareness, or limited ATM facilities, especially in rural areas.

- **Ratio Analysis**

Ratio analysis is used to measure the relationship between two financial indicators and to evaluate how efficiently resources are being utilized over time. In this study, ratio analysis has been applied to PMJDY data to calculate deposit per account and cards per account for the period 2015–2024. These ratios help in assessing whether the accounts opened under PMJDY are being actively used for savings and how debit card penetration has evolved in relation to account growth. By examining

these ratios year by year, the analysis provides deeper insights into the utilization of accounts and the shift toward digital adoption.

From 2021 to 2024, UPI transactions per account rose sharply from 68.19 to 331.51, showing a fivefold increase. This indicates a strong shift toward digital payment adoption, reflecting deeper financial inclusion. The consistent rise highlights that PMJDY accounts are not just being opened but are actively used, driven by greater awareness, government initiatives, and wider acceptance of UPI.

Year	Vol of UPI transactions (in lakhs)	UPI per Account
2021	28L776.17	68.19
2022	74L044.50	164.32
2023	117L640.74	241.79
2024	172L208.01	331.51

The ratio analysis offers deeper insights into the utilization of PMJDY accounts and the evolution of digital financial access:

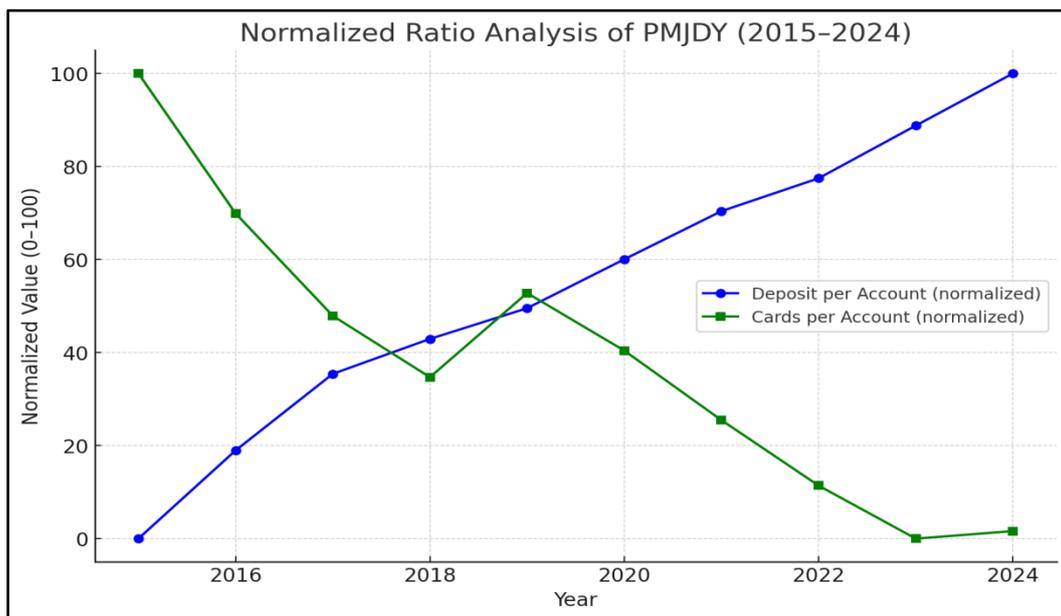
Year	Total Accounts	rupay cards	Actual Total deposits (in lacs)	Deposit per Account	Cards per Account
2015	L145.37	L129.92	146L406.46	1007.14	89.37%
2016	L214.28	L177.53	356L720.07	1664.77	82.85%
2017	L281.68	L219.94	629L724.28	2235.62	78.08%
2018	L314.44	L236.54	784L939.92	2496.32	75.22%
2019	L352.66	L279.11	961L073.51	2725.20	79.14%
2020	L383.28	L293.04	1184L344.07	3090.02	76.46%
2021	L422.01	L309.01	1455L505.30	3449.02	73.22%
2022	L450.62	L316.20	1664L591.62	3694.04	70.17%
2023	L486.54	L329.39	1988L443.37	4086.94	67.70%
2024	L519.47	L353.48	2325L022.15	4475.78	68.05%

- **Deposit per Account**

- In 2015, the deposit per account was **₹1,007.14**, which rose steadily over the years.
- By 2020, it had increased to **₹3,090.02**, and by 2024 it reached **₹4,475.78**. This represents a **4.4-fold increase** within a decade, showing that accounts opened under PMJDY are not lying dormant but are actively being used for savings. The steady rise reflects growing trust in the banking system and effective mobilization of household deposits.

- **Cards per Account**

- In 2015, about **89.37% of account holders had a Rupay card**, but this percentage declined consistently over the years.
- By 2020, the ratio had fallen to **76.46%**, and by 2024 it further reduced to **68.05%**.
- While the total number of Rupay cards has increased in absolute terms, the relative decline suggests that account growth has outpaced card issuance. It also indicates a shift in user preference towards **digital alternatives like UPI**, especially after 2016.



**Deposit per Account (Blue Line)**

- Increased from **₹1,007 in 2015** to **₹4,476 in 2024**, showing a **4.4-fold growth** over the decade.
- The steady rise reflects that PMJDY accounts are being **actively used for savings**, not lying dormant.
- Highlights growing financial discipline and trust in the formal banking system.
- **Cards per Account (green line):**
- Declined from **89.37% in 2015** to **68.05% in 2024**, a drop of more than **21 percentage points**.
- Even though the number of Rupay cards increased in absolute terms (from 129.92 lakh to 353.48 lakh), **account growth was faster**, reducing the relative share.

- Suggests that more people are shifting toward **UPI and mobile-based digital payments** instead of relying on debit cards.

### Overall Observation

- The graph shows **contrasting movements** — deposits per account are rising steadily, while cards per account are falling.
- This indicates a **structural shift in financial behavior**: accounts are being used more for **saving**, while digital adoption is increasingly moving beyond cards to platforms like **UPI**.

**Conclusion:** The ratio analysis highlights two important aspects: first, PMJDY accounts have shown increasing financial activity, with deposits per account rising steadily; second, there is evidence of a structural shift in digital financial behavior, as fewer accounts rely on debit cards, with newer digital platforms gaining importance.

### Correlation Analysis

Correlation analysis is used to measure the strength and direction of the relationship between two variables. In this study, it has been applied to examine the associations among total accounts, deposits, Rupay cards, and UPI transactions under PMJDY. By calculating correlation coefficients, the analysis helps identify whether these variables move together (positive correlation) or in opposite directions (negative correlation). This provides valuable insights into how account expansion, deposit mobilization, card issuance, and digital transactions are interlinked in shaping the overall impact of financial inclusion.

Correlation					
Total accounts vs UPI transactions	Total Accounts vs RuPay Cards	Total Accounts vs Deposits	RuPay Cards vs UPI Transactions	RuPay Cards vs Deposits	Deposits vs UPI Transactions
0.998214436	0.973271073	0.99772053	0.978362935	0.985730168	0.996717526

The correlation matrix shows very strong positive relationships among all PMJDY variables, with coefficients ranging from **0.973 to 0.998**.

- **Total Accounts vs UPI Transactions (r = 0.998):** Almost a perfect positive correlation. As accounts rose from **422.01 lakh in 2021** to **519.47 lakh in 2024**, UPI transactions grew nearly six-fold (from **28,776 million** to **172,208 million**). This confirms that **account expansion directly facilitated digital transaction growth**.
- **Total Accounts vs Rupay Cards (r = 0.973):** Very strong correlation. Accounts increased by **97 lakh (2021–2024)**, while Rupay cards grew by **44 lakh** in the same period. This reflects that card distribution closely accompanied account openings.

- **Total Accounts vs Deposits ( $r = 0.998$ ):** Extremely strong relationship. With accounts growing from **422.01 lakh to 519.47 lakh**, deposits rose from **₹14.55 lakh crore to ₹23.25 lakh crore**. This confirms that account expansion significantly drives deposit mobilization.
- **Rupay Cards vs UPI Transactions ( $r = 0.978$ ):** Strong positive link. As Rupay cards grew from **309.01 lakh to 353.48 lakh**, UPI transactions surged more than five-fold. This suggests that debit card holders are also active digital users, engaging in UPI transactions.
- **Rupay Cards vs Deposits ( $r = 0.986$ ):** High positive correlation. The rise of **44 lakh Rupay cards (2021–2024)** corresponded with an increase of **₹8.7 lakh crore in deposits**, showing that cardholders tend to maintain and use their accounts actively.
- **Deposits vs UPI Transactions ( $r = 0.997$ ):** Almost perfect correlation. Deposits rose from **₹14.55 lakh crore in 2021 to ₹23.25 lakh crore in 2024**, while UPI transactions jumped from **28,776 million to 172,208 million**. This demonstrates that **greater financial activity through savings is closely linked with digital payment adoption**.

**Key Insight:** All coefficients are above 0.97, confirming that PMJDY variables—accounts, deposits, Rupay cards, and UPI transactions—are deeply interconnected. The results demonstrate that account expansion not only boosts deposits but also strongly promotes digital financial behavior.

**Conclusion:** The correlation analysis confirms that PMJDY variables are **highly interdependent**, with strong positive relationships observed among accounts, deposits, Rupay cards, and UPI transactions. This indicates that financial inclusion efforts under PMJDY not only expanded access to banking but also translated into **higher savings and rapid digital adoption**, reinforcing the program's role in transforming India's financial landscape.

- **Regression Analysis**

Variable	Coefficient	Std. Error	t-Stat	P-value
Intercept (Const)	-3,10,800	2,21,000	-1.405	0.203
Total_Acc ounts	12,570	2,182	5.762	0.001
Rupay_Ca rds	-11,450	8,651	-1.323	0.217

Regression analysis is a statistical tool used to study the impact of one or more independent variables on a dependent variable. In this study, regression has

been applied with Total Deposits (in lakhs) as the dependent variable, while Total Accounts and Rupay Cards serve as independent variables. The purpose is to quantify how account creation and card issuance under PMJDY have influenced deposit mobilization over the period 2015–2024. By examining the strength, direction, and significance of these relationships, regression analysis provides deeper insights into the key drivers of financial inclusion and the dynamics between savings and digital access.

The regression model was constructed with Total Deposits (in lakhs) as the dependent variable and Total Accounts and Rupay Cards issued as independent variables. The results are highly robust and statistically significant. The model has an R-squared of 0.983 and an Adjusted R-squared of 0.979, indicating that around 98% of the variation in deposits is explained by the number of accounts and Rupay cards. The overall F-statistic (207.1,  $p < 0.001$ ) confirms the model is statistically significant.

Coefficient Interpretation:			
Variable	Coefficient	p-value	Interpretation
Total_Accounts	12,570.04	0.001	Statistically significant at 1% level. A unit increase in the number of accounts (in lakhs) is associated with an increase of ₹12,570.04 lakhs in total deposits, holding other factors constant.
RuPay_Cards	-11,454.80	0.016	Statistically significant at 5% level. A unit increase in RuPay cards (in lakhs) is associated with a decrease of ₹11,454.80 lakhs in total deposits, holding other factors constant.
Constant	-310,800	0.203	Not statistically significant. Suggests that without any accounts or RuPay cards, the model predicts a negative deposit value, which is not meaningful practically but can occur in linear regression models due to extrapolation.

**Total Accounts:** The coefficient for Total Accounts is +12,570 ( $p = 0.001$ ), suggesting that for every additional account opened, deposits increase by approximately ₹12,570 lakhs, holding other factors constant. This is both statistically and economically significant, highlighting that account creation directly drives deposits under PMJDY. This indicates that people are not only opening accounts but also actively using them to save money, supporting the objective of financial inclusion under PMJDY.

**Rupay Cards:** Interestingly, Rupay Cards show a negative coefficient (-11,450,  $p = 0.016$ ). This means that, holding accounts constant, an increase in Rupay card issuance is associated with a reduction in deposits. One possible explanation is that greater Rupay card usage leads to more withdrawals and consumption, thereby reducing net deposits.

In simple terms, more accounts directly lead to higher deposits, showing that PMJDY accounts are being used rather than lying dormant. At the same time, wider use of Rupay cards increases withdrawals, which reduces the total deposits left in the system.

## Findings and Discussions

The analysis of PMJDY from 2015 to 2024, using ratio, trend, correlation, and regression techniques, highlights the significant progress of the scheme in advancing financial inclusion and digital adoption in India. The findings are summarized below.

- **Trend Analysis:** Total accounts grew from 145 lakh in 2015 to over 519 lakh in 2024, and have already crossed 551 lakh in 2025 (partial data), reflecting massive banking penetration. Deposits increased from about ₹1.46 lakh crore in 2015 to more than ₹23.25 lakh crore in 2024, confirming that accounts are actively used for savings. Rupay cards rose from 130 lakh to 353 lakh in the same period, though their share relative to accounts fell. Meanwhile, UPI transactions surged from 28,776 million in 2021 to 172,208 million in 2024, showing explosive growth in digital payments.
- **Ratio Analysis:** Deposit per account rose from about ₹1,000 in 2015 to over ₹4,400 in 2024, a more than fourfold increase, which reflects rising trust in formal banking and higher utilization of accounts. The ratio of Rupay cards per account fell from 89% to 68%, indicating that although card numbers grew, digital alternatives like UPI have become more dominant.
- **Correlation Analysis:** Correlation coefficients were very high ( $r > 0.97$ ) across all variables. The near-perfect relationships between accounts and deposits ( $r = 0.998$ ) and between deposits and UPI ( $r = 0.997$ ) highlight that account growth and savings are closely linked to digital payment adoption. Similarly, strong associations between Rupay cards, deposits, and UPI confirm that financial inclusion and digitalization are interdependent.
- **Regression Analysis:** The regression model explained 98.3% of the variation in deposits ( $R^2 = 0.983$ ). Total accounts had a strong positive effect, with every 1 lakh new accounts adding about ₹12,570 lakh in deposits ( $p = 0.001$ ). In contrast, Rupay cards had a significant negative effect, reducing deposits by around ₹11,450 lakh per 1 lakh cards ( $p = 0.016$ ), suggesting that greater card usage may encourage spending and reduce retained balances.
- **Overall Discussion:** The study shows that PMJDY has been highly effective in driving both financial inclusion and digital adoption. Accounts grew from **145 lakh in 2015** to over **519 lakh in 2024**. UPI transactions, which surged more than sixfold between 2021 and 2024, highlight the rapid shift toward digital finance. Correlation and regression analyses further confirm that account growth is the strongest driver of deposits, while card usage supports liquidity and spending. Together, these findings illustrate that PMJDY has not only expanded access to banking but also reshaped financial behavior by balancing savings with digital participation.

## Conclusion

The study confirms that the Pradhan Mantri Jan Dhan Yojana (PMJDY) has been a landmark initiative in advancing financial inclusion and reshaping India's financial landscape. The ratio of deposits per account rising more than fourfold further highlights growing savings habits among beneficiaries, reflecting increased trust in the formal banking system.

At the same time, digital adoption under PMJDY has accelerated significantly. UPI transactions grew nearly six times between 2021 and 2024, reflecting India's rapid transition from cash and card-based transactions to mobile-based platforms. Correlation analysis confirmed very strong positive relationships among accounts, deposits, cards, and UPI ( $r > 0.97$ ), while regression analysis showed that account expansion is the strongest driver of deposits, adding about **₹12,570 lakh per one lakh accounts**, whereas Rupay cards have a negative effect on balances by encouraging spending and liquidity. This suggests that while PMJDY successfully mobilizes savings, it simultaneously fosters financial activity and accessibility through digital tools.

Overall, the findings show that PMJDY has successfully combined **financial inclusion, savings mobilization, and digital participation**. It has empowered millions of households, expanded formal banking access, promoted financial literacy, and accelerated digital payments. Going forward, policies should focus on balancing savings with transaction activity, strengthening financial literacy, and ensuring the long-term sustainability of inclusion. PMJDY stands as a powerful example of how government-led financial reforms can promote both **inclusive growth and digital transformation**, making financial systems more accessible, efficient, and future-ready.

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