



# Andhra Pragathi Grameena Bank: A Decade Of Driving Financial Inclusion And Community Development (2015-2025)

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**Abstract:** Andhra Pragathi Grameena Bank (APGB), a Regional Rural Bank (RRB) operating in Andhra Pradesh, has demonstrated a significant commitment to advancing financial inclusion and fostering community development in its predominantly rural and drought-prone operational areas over the past decade (2015-2025). This report provides a comprehensive analysis of APGB's strategic initiatives, performance metrics, and overall impact on financial inclusion and community development.

**Index Terms** - Regional Rural Banks, APGB, Financial inclusion, Community development, Social security schemes, SHG's, CSR, Key Performance Indicators, Growth rate, Rural Economy

## I. INTRODUCTION

Regional Rural Banks (RRBs) were established in India under the provisions of the RRB Act of 1976. Their foundational objective was to create an alternative channel to the cooperative credit structure, thereby facilitating an expanded bandwidth of institutional credit specifically for the agriculture and rural sectors. These banks are government-owned scheduled commercial banks that operate at a regional level within different states of India. Their ownership structure is unique, with the Government of India holding a 50% stake, the Sponsor Bank (a nationalized commercial bank) holding 35%, and the concerned State Government holding the remaining 15%.

Andhra Pragathi Grameena Bank (APGB) was established on June 1, 2006, as a result of the amalgamation of three regional rural banks: Rayalaseema Grameena Bank, Sri Anantha Grameena Bank, and Pinakini Grameena Bank. This merger was approved by the Government of India and was constituted under the Regional Rural Banks Act, 1976. Historically headquartered in Kadapa, APGB's operational jurisdiction extends across 10 districts of Andhra Pradesh. These districts include Anantapuramu, Annamayya, Bapatla, YSR Kadapa, Kurnool, Nandyal, SPSR Nellore, Prakasam, Sri Satya Sai, and Tirupathi. The geographical area served by APGB is predominantly the Rayalaseema region, which is characterized by its drought-prone nature and general economic backwardness. Approximately 75% of the population within this operational area resides in rural settings, with their livelihoods largely dependent on rain-fed agriculture and allied activities. The region's economy is also supported by mineral resources like barites, limestone, and granite.

## 2. Financial inclusion

Financial Inclusion (FI) in India is fundamentally defined as "the process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low income groups at an affordable cost". This comprehensive definition encompasses access to a basic savings and payment account, credit facilities, insurance products, and including pension schemes. The aim of financial inclusion is to serve as a new paradigm of economic growth, playing a major role in

poverty reduction, fostering overall economic growth, and significantly narrowing the socio-economic gap between different segments of the population.

## 2.1. Pradhan Mantri Jan-Dhan Yojana (PMJDY).

Andhra Pragathi Grameena Bank actively integrates its strategic initiatives with national financial inclusion goals, most notably the Pradhan Mantri Jan-Dhan Yojana (PMJDY). This flagship scheme, launched nationwide by the Prime Minister on August 28, 2014, serves as a National Mission for Financial Inclusion. APGB's implementation of PMJDY is structured around its six core pillars, demonstrating a holistic approach to financial outreach:

- **Universal Access to Banking Facilities:** APGB's strategy involves mapping each district into Sub Service Areas (SSAs), with each SSA designed to cater to 1000-1500 households. This meticulous mapping ensures that banking services are available to every habitation within a 5-kilometer radius. The bank reports covering 2775 villages under these financial inclusion directives, significantly expanding its geographical footprint.
- **Providing Basic Banking Accounts:** A primary focus is on bringing unbanked households into the formal banking system by facilitating the opening of at least one bank account per household. This initiative aims to cultivate a culture of banking habits, encouraging individuals to deposit their hard-earned savings into these new accounts to improve their living standards. As of December 2024, APGB had opened 1,399,630 PMJDY accounts, successfully mobilizing deposits totaling ₹476.31 Crore under the scheme.
- **Financial Literacy Programme:** Recognizing the importance of informed financial decisions, APGB conducts extensive financial literacy programs. These programs are designed to educate the large unbanked and often illiterate rural population about the various facilities offered by banks, the effective utilization of bank borrowings, and the satisfactory conduct of their accounts. Fundamental financial literacy topics covered include operating an ATM card and understanding the benefits of repaying overdraft amounts.
- **Micro Credit:** To address the immediate financial needs of low-income and underprivileged customers, APGB provides a hassle-free micro-credit limit of up to ₹10,000. This credit is made available after six months of satisfactory account operation, notably without requiring traditional security, specific purpose justification, or end-use monitoring, thereby ensuring ease of access for urgent exigencies.
- **Micro Insurance:** APGB extends micro-insurance coverage to its Basic Savings Bank Deposit (BSBD) account holders through key government-backed schemes. These include the Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), offering a life insurance cover of ₹200,000 at a nominal annual premium of ₹436, and the Pradhan Mantri Suraksha Bima Yojana (PMSBY), which provides a personal accident cover of ₹200,000 for an annual premium of ₹20. Additionally, RuPay debit cards issued under PMJDY accounts include accidental insurance coverage, which was enhanced from ₹100,000 to ₹200,000 for new accounts opened after August 28, 2018. Accounts opened up to January 31, 2015, were also eligible for a life insurance cover of ₹30,000.
- **Micro Pension:** This pillar focuses on ensuring financial security in old age for the unorganized sector. APGB actively promotes the Atal Pension Yojana (APY), an initiative designed to encourage workers in this sector to save voluntarily for their retirement.

## 2.2 Expanding Branch Network and Business Correspondent (BC) Model

Andhra Pragathi Grameena Bank has established a significant physical presence across its operational area, maintaining a network of 551 branches. This extensive branch network forms the backbone of its outreach strategy, ensuring a foundational level of accessibility for rural populations. Complementing its traditional branch network, APGB heavily relies on the Business Correspondent (BC) model to achieve last-mile connectivity and deliver banking services directly to the doorsteps of financially excluded individuals. The bank operates with a robust network of 995 Business Correspondents, which expanded to 1295 BC outlets as of December 2024. These BCs act as crucial financial intermediaries, bridging the gap between formal banking institutions and remote rural communities.

A wide array of banking and financial services is offered at these BC points, continuously evolving to meet customer needs and technological advancements:

- **e-KYC based online Savings Bank account opening:** Available since May 28, 2021.
- **Third Party Credit facility:** Introduced on March 1, 2019.
- **Recurring Deposit (RD) account opening facility:** Available since January 23, 2019.
- **Self-Help Group (SHG) Dual Authentication:** Implemented since October 15, 2018.
- **RuPay Card Off-Us facility:** Available since July 16, 2017.
- **Aadhaar Enabled Payment System (AePS) Off-Us facility:** Introduced on August 12, 2016.
- **RuPay Card On-Us facility:** Available since May 7, 2016.
- **AePS On-Us facility:** Launched on July 24, 2015.

### 2.3 Digital Transformation and Technology Adoption

Andhra Pragathi Grameena Bank has made significant strides in digital transformation and technology adoption to enhance its financial inclusion efforts and improve operational efficiency. All 551 of its branches are fully integrated into a Core Banking Solution (CBS) system, enabling seamless online transactions across its entire operational area. The bank has implemented a wide array of modern technological initiatives to provide convenient and accessible banking services:

- **APGB Digi Khata:** A digital account opening platform.
- **BHIM QR code:** Facilitating quick and easy digital payments.
- **WhatsApp Banking:** Offering banking services through a widely used messaging platform.
- **E-Fixed Deposits:** Allowing customers to open fixed deposits digitally.
- **UPI & Mobile Banking registration through Aadhaar:** Simplifying the onboarding process for digital services.
- **Dual Interface Cards:** Supporting both contact and contactless transactions.
- **UPI Auto Pay:** Enabling recurring payments automatically.
- **RTGS/NEFT facility:** For large-value and interbank electronic fund transfers.
- **Internet Banking:** Providing a comprehensive online banking portal.
- **BHIM UPI:** Supporting instant payments via UPI.
- **Micro ATMs:** Portable devices used by BCs for cash withdrawal and other basic transactions.
- **Mobile Banking & Missed Call Banking:** Offering various services through mobile phones.
- **ICCW (Interoperable Cardless Cash Withdrawal) and UPI Lite:** Enhancing cash access and small-value digital payments.
- **Debit Card request and Green PIN generation through Mobile Banking/Internet Banking:** Streamlining card-related services.
- **Loan Repayment through BBPS (Bharat Bill Payment System):** Simplifying bill and loan payments.
- **NACH e-mandate registration through debit card:** Facilitating recurring payment mandates.
- **RuPay Cards Issued:** 17.71 Lakh cards issued to customers.
- **Mobile Banking Customers:** Increased to 8.20 Lakh, up from 5.43 Lakh in the previous year.
- **Internet Banking Customers:** Grew to 2.27 Lakh, up from 1.40 Lakh in the previous year.
- **Digi Khata Accounts Opened:** 70,968 accounts opened up to Q3 of FY 2024-25.
- **e-Fixed Deposits Opened:** 28,058 e-Fixed Deposits opened up to Q3 of FY 2024-25.
- **WhatsApp Banking Registrations:** Stood at 60,436 as of December 31, 2024.
- **UPI Lite Registrations:** Reached 10,497 as of December 31, 2024.
- **UPI Autopay Registrations:** Totaled 3.99 Lakhs as of December 31, 2024.

The adoption of these digital platforms has led to measurable increases in digital engagement and service utilization

### 2.4 Product and Service Diversification for the Underserved

Andhra Pragathi Grameena Bank has strategically diversified its product and service offerings to cater specifically to the varied financial needs of the underserved rural population within its operational



area. This diversification is crucial for achieving comprehensive financial inclusion, moving beyond mere account opening to providing a full spectrum of relevant financial tools.

In the realm of **credit**, APGB provides tailored solutions:

- **Micro-credit:** A hassle-free credit limit of up to ₹10,000 is available to low-income and underprivileged customers, addressing urgent financial needs without stringent collateral requirements.
- **Agricultural loans:** The bank offers a range of products designed for the agricultural sector, including Kisan Credit Cards (PKCC) for short-term crop cultivation needs, PKCC (AH&F) for animal husbandry and fisheries, "Pragathi Farm Mechanization" for purchasing agricultural machinery like tractors and power tillers, and "Pragathi Paladhara Scheme" for dairy farming and related activities.
- **Micro, Small, and Medium Enterprise (MSME) loans:** Products like "Pragathi Trade Overdraft" are available to meet the working capital requirements of businesses, traders, and distributors, supporting local entrepreneurship.
- **Housing loans:** To address housing needs in rural areas.

For **risk mitigation and social security**, APGB actively promotes and facilitates government-backed insurance and pension schemes:

- **Micro-insurance:** The bank enrolls customers in Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) for life insurance and Pradhan Mantri Suraksha Bima Yojana (PMSBY) for personal accident cover, providing essential financial protection at affordable premiums.
- **Micro-pension:** The Atal Pension Yojana (APY) is encouraged to enable workers in the unorganized sector to save voluntarily for their old age. Additionally, the NPS-Vatsalya scheme is offered as a contributory pension scheme for Indian minors, aiming to foster a pensioned society from a young age.

Beyond these core products, APGB also provides essential **ancillary services** that enhance financial well-being and convenience:

- **Safe money transfers:** Ensuring secure methods for transferring funds.
- **Financial counseling and advice:** Offering guidance to customers on various financial matters.
- **Add-on services:** Including agricultural portals, which provide relevant information and support to farmers.

### 3. APGB's Contributions to Community Development (2015-2025)

Community Development (CD), particularly in the context of Indian rural banks, is understood as an organized and continuous process of social action aimed at improving the conditions of community life and enhancing the capacity of people for participation, self-direction, and integrated effort in community affairs. For APGB, community development is intrinsically linked to their foundational objectives. The primary aim is to cater to the needs of the rural and underprivileged populace by providing credit and other essential banking facilities to small and marginal farmers, agricultural laborers, small artisans, and small entrepreneurs. This support is intended to stimulate and strengthen the rural economy.

#### 3.1. Corporate Social Responsibility (CSR) Initiatives and Focus Areas

Andhra Pragathi Grameena Bank's commitment to community development is formalized and driven by its Corporate Social Responsibility (CSR) Policy. This policy outlines the bank's dedication to integrating social and environmental concerns into its business operations and interactions with stakeholders. The bank perceives CSR as a continuous commitment to ethical behavior, contributing to economic development while simultaneously improving the quality of life for its workforce, their families, the local community, and society at large.

The CSR activities of APGB mainly focus on several critical areas:

- **Poverty reduction:** Directly addressing economic disparities.
- **Education:** Supporting literacy and access to learning.
- **Health:** Promoting well-being and access to healthcare services.
- **Environmental sustainability:** Contributing to ecological balance and responsible resource management.
- **Gender equality:** Empowering women and promoting equitable opportunities.
- **Vocational skills development:** Enhancing employability and entrepreneurial capabilities.

Annually, a dedicated budget for CSR activities is decided by the Board, based on the recommendation of the CSR committee. This budget is set at 1% of the average net profit made by the bank over the preceding three years or ₹50 lakhs, whichever amount is less. The power of sanction for activities up to ₹10 lakh rests with the Chairman-headed committee, while amounts exceeding ₹10 lakh require Board approval. Any unspent or unutilized CSR funds from a particular year are carried forward to the following year, though they lapse after two years. The bank actively considers programs identified by its employees, encouraging direct employee involvement through volunteering efforts.

### 3.2. Support for Agriculture and Allied Activities

As of December 2024, APGB's **Priority Sector Advances** reached ₹24,449 Crores, constituting an impressive 91.35% of its total advances, significantly exceeding the RBI benchmark of 75%. Within this,

**Agriculture Advances** stood at ₹20,237 Crores, representing 75.61% of total advances, far surpassing the RBI's mandatory level of 18%. Earlier data also reflects this strong focus; in March 2017, Priority Sector Advances were ₹8,628 Crore (88.79% of Gross Advances against a 60% mandatory level), and Agriculture Advances reached ₹7,480 Crore (77% of Gross Advances against an 18% mandatory level). The bank's commitment to farmers is further highlighted by the issuance of **692,487 Kisan Credit Cards (KCCs)**, involving an amount of ₹8,720.64 Crores, as of December 2024. These KCCs provide crucial short-term credit for crop cultivation and other farm-related expenses.

In terms of direct credit disbursements, for Q3 of FY 2024-25, the bank's total credit disbursements were ₹18,561.32 Crores. Of this, ₹17,137.62 Crores were directed towards Priority Sector Advances, and ₹14,613.06 Crores specifically for Agriculture Advances. Additionally, ₹969.67 Crores were disbursed to MSMEs. The bank also reported that SF/MF (Small and Marginal Farmers) outstanding loans constituted 72.43% of its portfolio for FY 2024-25, significantly above the 10% benchmark. Beyond direct lending, APGB's support for agriculture extends to specific schemes tailored to various farming needs:

- **Pragathi Kisan Credit Card (PKCC):** Meets short-term credit requirements for crop cultivation, post-harvest expenses, and consumption needs of farmer households.
- **PKCC (Animal Husbandry & Fisheries):** Provides KCC facilities to animal husbandry farmers and fisheries for short-term credit needs related to rearing animals, birds, fish, and other aquatic organisms.
- **Pragathi Farm Mechanization:** Supports the purchase of essential farm equipment like tractors, power tillers, and combined harvesters, including both new and second-hand vehicles.
- **Pragathi Paladhara Scheme:** Focuses on dairy development, funding the purchase of milch animals, construction of cattle sheds, and provision of water facilities.

### 3.3. Empowering Rural Communities through Self-Help Groups (SHGs) and Micro-Credit

Andhra Pragathi Grameena Bank actively champions the empowerment of rural communities through its robust engagement with Self-Help Groups (SHGs) and the provision of micro-credit. The SHG model has emerged as a powerful catalyst for financial inclusion, community empowerment, and economic development in Andhra Pradesh and across India. APGB facilitates SHG operations by enabling **SHG Dual Authentication** at its Business Correspondent (BC) points, a service available since October 15, 2018. This technological integration streamlines financial transactions for SHGs, enhancing their access to banking

services. The bank's direct financial support to these groups is substantial; as of December 2024, the outstanding loan amount for **121,857 Self-Help Groups stood at ₹6,950 Crores.**

### 3.4. Facilitating Government Social Security and Welfare Schemes

Andhra Pragathi Grameena Bank plays a crucial role as a direct facilitator and implementer of various government social security and welfare schemes, particularly those aimed at poverty alleviation and direct benefit transfer (DBT). This function is integral to its community development mandate, ensuring that financial assistance reaches the intended beneficiaries efficiently and transparently. APGB has entrusted with the responsibility of disbursing wages under major government employment generation programs, such as the **Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA)**, and funds for infrastructure development schemes like the **Pradhan Mantri Gram Sadak Yojana (PMGSY)**. Furthermore, they are instrumental in the distribution of **pensions** under various poverty alleviation schemes, providing a vital income stream for vulnerable populations. The **Pradhan Mantri Jan-Dhan Yojana (PMJDY)** accounts opened by APGB are specifically designed to be eligible for **Direct Benefit Transfer (DBT)**. This eligibility is critical for ensuring that government subsidies, such as drought relief and student fee reimbursements, are transferred directly to the bank accounts of beneficiaries, minimizing leakages and increasing efficiency.

APGB actively participates in and promotes the enrollment of beneficiaries in key social security schemes, aligning with national targets set by the Ministry of Finance:

- **Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY):** A life insurance scheme.
- **Pradhan Mantri Suraksha Bima Yojana (PMSBY):** A personal accident insurance scheme.
- **Atal Pension Yojana (APY):** A pension scheme for the unorganized sector.

The bank's commitment to these schemes is evident in its performance metrics and recognition. As of December 2024, APGB successfully enrolled **1,417,047 customers in PMJJBY, 2,870,933 customers in PMSBY, and 407,525 customers in APY**. APGB has received accolades for its performance in APY, including an 'Achiever Award' for surpassing targets in FY 2021-22 and ranking first among RRBs in Andhra Pradesh and Telangana for cumulative average performance over seven years, and second among RRBs in South India in the current year.

## 4. Performance Analysis: Financial Inclusion and Community Impact (2015-2025)

### 4.1. Key Financial Performance Indicators

Andhra Pragathi Grameena Bank has demonstrated robust financial performance over the past decade, balancing its developmental mandate with sustained growth and profitability. The bank's financial health is a critical enabler for its continued efforts in financial inclusion and community development.

**Table 1: Consolidated Financial Performance of Andhra Pragathi Grameena Bank (2015-2024)**

Financial Year (as of March 31)	Total Business (₹ Crore)	Net Profit (₹ Crore)	Deposits (₹ Crore)	Advances (₹ Crore)	Gross NPA (%)	Net NPA (%)	CRAR (%)
2015-16	-	-	959.47	-	-	-	-
2016-17	-	173.88	11,554	9,717	-	-	-
2017-18	25,600	-	-	-	1.47	0	-
2019-20	-	-	-	-	-	-	-
2020-21	-	572.15	19,129.96	16,269.22	-	-	-
2021-22	-	416.89	19,128	20,129	1.47	0	20.50
2022-23	41,655.37	595.15	19,791.77	19,555.69	-	-	-
2023-24	-	802.40	21,664.80	22,070.94	-	-	-



Financial Year (as of March 31)	Total Business (₹ Crore)	Net Profit (₹ Crore)	Deposits (₹ Crore)	Advances (₹ Crore)	Gross NPA (%)	Net NPA (%)	CRAR (%)
2024-25 (Provisional as of Dec 2024)	50,057.89	508.47	23,294	26,764	1.28	Nil	24.74

*Note: Data points are sourced from APGB Annual Reports, Conversion from Thousands (K) to Crores (Cr) has been applied where necessary for consistency. For example, ₹781,324K = ₹781.324 Cr.*

The bank's financial trajectory over the decade showcases a consistent upward trend in total business, deposits, and advances. The total business, for instance, grew from an unspecified amount in 2015-16 to over ₹50,057 Crores by December 2024. Net profits have also shown healthy growth, reaching ₹508.47 Crores provisionally by December 2024. The Capital to Risk-weighted Assets Ratio (CRAR) of 24.74% (provisional as of Dec 2024) is significantly above the statutory requirement, indicating strong capital adequacy. Furthermore, the bank has maintained excellent asset quality, with a Gross Non-Performing Assets (NPA) of 1.28% and a Net NPA of Nil as of December 2024, coupled with a 100% Provision Coverage Ratio. This demonstrates effective risk management and loan recovery mechanisms, with a notable 98.7% loan recovery rate achieved in FY 2017-18.

## 4.2. Growth in Customer Outreach

APGB's commitment to financial inclusion is vividly reflected in the substantial growth of its customer base and the expansion of its account network over the past decade. The bank has made concerted efforts to bring previously unbanked and underbanked populations into the formal financial system.

**Table 2: Customer Outreach and Account Growth of Andhra Pragathi Grameena Bank (2015-2024)**

Financial Year (as of March 31/Dec 31)	Total Clientele (Lakhs)	Total Deposit Accounts (Lakhs)	Total Loan Accounts (Lakhs)	PMJDY Accounts Opened
2016-17	62.80	51.65	11.15	-
2021-22	79.02	64.23	14.78	-
2024-25 (Provisional as of Dec 2024)	-	65.66	16.53	1,399,630

The total clientele served by APGB has grown steadily, reaching 79.02 lakh by March 2022. This expansion is mirrored in both deposit and loan accounts. As of December 2024, the bank's business outreach further widened to approximately 65.66 lakh total deposit accounts and 16.53 lakh loan accounts. This indicates a consistent effort to not only attract savings but also to provide credit facilities to a broader segment of the rural population. A significant driver of this growth has been the Pradhan Mantri Jan-Dhan Yojana (PMJDY). As of December 2024, APGB had opened 1,399,630 accounts under the PMJDY scheme, successfully mobilizing deposits totaling ₹476.31 Crore. Furthermore, the bank reported opening 302,881 new savings bank (SB) accounts up to Q3 of FY 2024-25, demonstrating ongoing efforts to cover previously unbanked individuals in its operational area.

### 4.3. Agricultural and Priority Sector Credit Disbursement Trends

**Table 3: Agricultural and Priority Sector Advances of Andhra Pragathi Grameena Bank (2015-2024)**

Financial Year (as of March 31/Dec 31)	Total Advances (₹ Crore)	Priority Sector Advances (₹ Crore)	% of Total Advances (Priority Sector)	Agriculture Advances (₹ Crore)	% of Total Advances (Agriculture)	Kisan Credit Cards (KCC) Issued (No.)	KCC Amount (₹ Crore)
2016-17	9,717	8,628	88.79 (Mandatory: 60)	7,480	77 (Mandatory: 18)	-	-
2021-22	20,129	18,806	93.43	-	-	-	-
2024-25 (Provisional as of Dec 2024)	26,764	24,449	91.35 (RBI Benchmark: 75)	20,237	75.61 (RBI Benchmark: 18)	692,487	8,720.64

APGB has consistently over-performed in its priority sector lending obligations. As of December 2024, Priority Sector Advances constituted 91.35% of its total advances, significantly surpassing the RBI's benchmark of 75%. This strong performance has been a consistent trend, with 88.79% in March 2017 (against a 60% mandatory level) and 93.43% in March 2022. Within the priority sector, agricultural advances have been a major focus. By December 2024, Agriculture Advances accounted for 75.61% of total advances, vastly exceeding the RBI's benchmark of 18%. This reflects a deep commitment to supporting the backbone of the rural economy. The bank's efforts are further evidenced by the issuance of 692,487 Kisan Credit Cards (KCCs) by December 2024, facilitating ₹8,720.64 Crores in credit to farmers.

For the third quarter of FY 2024-25, the bank's total credit disbursements were ₹18,561.32 Crores. Of this, ₹17,137.62 Crores were directed towards Priority Sector Advances, and ₹14,613.06 Crores specifically for Agriculture Advances. Additionally, ₹969.67 Crores were disbursed to Micro, Small, and Medium Enterprises (MSMEs). The outstanding loans to Small and Marginal Farmers (SF/MF) stood at 72.43% of total advances for FY 2024-25, far exceeding the 10% benchmark.

### 4.4. Social Security Scheme Enrollments and Beneficiary Coverage

Andhra Pragathi Grameena Bank has been a proactive participant in the implementation of national social security schemes, extending crucial financial safety nets to a vast number of beneficiaries in its operational areas. These schemes provide essential insurance and pension coverage, contributing significantly to the financial well-being and security of vulnerable populations.

**Table 4: Social Security Scheme Enrollments by Andhra Pragathi Grameena Bank (2015-2024)**

Financial Year (as of Dec 31)	PMJJBY Enrollments (No.)	PMSBY Enrollments (No.)	APY Enrollments (No.)
2024-25 (Provisional as of Dec 2024)	1,417,047	2,870,933	407,525

As of December 2024, APGB has achieved substantial enrollment figures across the three flagship social security schemes:

- **Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY):** 1,417,047 customers successfully enrolled. This scheme offers a life insurance cover of ₹200,000 at a nominal annual premium.
- **Pradhan Mantri Suraksha Bima Yojana (PMSBY):** 2,870,933 customers successfully enrolled. This scheme provides a personal accident cover of ₹200,000 at a very low annual premium.



- **Atal Pension Yojana (APY):** 407,525 customers successfully enrolled. APY encourages workers in the unorganized sector to save voluntarily for their old age, providing a fixed minimum pension.

#### 4.5. Digital Banking Adoption Metrics

Andhra Pragathi Grameena Bank's push for digital transformation has translated into significant adoption of various digital banking channels by its customers, enhancing convenience and efficiency in financial transactions. The bank has issued **17.71 Lakh RuPay Cards** to its customers, facilitating digital payments and ATM withdrawals. The reach of mobile banking has expanded considerably, with **8.20 Lakh customers** now utilizing the mobile banking facility, a notable increase from 5.43 Lakh in the previous year. Similarly, the number of customers availing internet banking facilities has grown to **2.27 Lakh**, up from 1.40 Lakh in the prior year.

Specific digital initiatives have also seen considerable uptake:

- **APGB Digi Khata accounts:** 70,968 accounts were opened up to Q3 of FY 2024-25, indicating a preference for digital account opening processes.
- **e-Fixed Deposits:** 28,058 e-Fixed Deposits were opened up to Q3 of FY 2024-25, showcasing growing trust in digital investment options.
- **WhatsApp Banking registrations:** Stood at 60,436 as of December 31, 2024, reflecting the adoption of popular messaging platforms for banking services.
- **UPI Lite registrations:** Reached 10,497 as of December 31, 2024, indicating early adoption of simplified UPI transactions.
- **UPI Autopay registrations:** Totaled 3.99 Lakhs as of December 31, 2024, demonstrating increased comfort with recurring digital payments.

#### 5. Conclusion

Over the past decade (2015-2025), Andhra Pragathi Grameena Bank has emerged as a pivotal institution in driving financial inclusion and fostering community development within its operational areas, particularly in the drought-prone and predominantly rural regions of Andhra Pradesh. Financially, APGB has maintained a healthy trajectory, characterized by increasing total business, deposits, and advances, coupled with strong asset quality and capital adequacy. This sustained financial health is critical, as it enables the bank to continue its developmental work without compromising its long-term sustainability. While challenges such as regulatory compliance issues and the complexities arising from the recent amalgamation policy exist, APGB's achievements over the past decade underscore its significant contribution to the socio-economic upliftment of rural Andhra Pradesh.

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