

JAN DHAN YOJANA- A MOVE TOWARDS FINANCIAL INCLUSION

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ABSTRACT

Financial Inclusion has been featured by government in India few years back. Financial inclusion is a prerequisite for inclusive growth. The need to help every individual have an access to banking and financial services was already in the picture. And along with it financial literacy is also realized as a foremost need of the society to reduce the “financial untouchability”. In order to address this issue, present Indian Government has chalked out a comprehensive action programme – Pradhan Mantri Jan Dhan Yojana. This yojana aims at covering every household including both rural and urban areas. It has been a huge success owing to the efforts of government officials. It has also got place in Guinness World Records for opening highest number of bank in the least time. It aims at providing various financial services at an affordable cost. This paper aims at studying what all financial inclusion initiatives have been taken prior to the yojana, how much has PMJDY contributed and what more can be done in this field.

KEYWORDS: *Financial Inclusion, Economic Growth, Pradhan Mantra Jan Dhan Yojana, Low Income.*