

Pension fund managers devise new strategies to attract youths to NPS

Four months after the [Pension Fund](#) Regulatory and Development Authority ([PFRDA](#)) Bill was passed, fund managers in this segment have seen a marked increase in number of youngsters applying for pension policies. Still, attracting young professionals has continued to be a challenge for these companies.

The pension fund managers distribute products under the National Pension System ([NPS](#)). The NPS is a new contributory [pension scheme](#) launched by the government and is regulated by PFRDA.

Under the NPS, you can regularly invest your money into your pension account and have an option of taking a part of the corpus as lump sum amount and the balance in the form of fixed monthly income. It was first introduced for government employees, and later for all citizens of India.

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