

**AWARENESS LEVEL TOWARDS PRADHAN
MANTRI JAN DHAN YOJANA
(Special reference to Sonipat district of Haryana state)**

Suman Rani *

ABSTRACT

The present study awareness level towards Pradhan Mantri Jan Dhan Yojana (PMJDY) is majorly concentrated only on Sonipat district of Haryana state. The data for this study has been collected from primary sources through questionnaire. In this study, a sample of 100 respondents has been taken from rural population. The study reveals that PMJDY is most successful in Sonipat district. The findings of the study reveal that only 44% of the people are not aware about this scheme, 100% of the people opened account under this scheme. So awareness programmes should be organised everywhere to create awareness among people about this scheme and about financial services. It has been found that this scheme is most helpful in raising the level of new Bank A/c and least helpful in reducing poverty. Most of the people are satisfied from this scheme.

KEYWORDS: - Financial inclusion, PMJDY, Rural population, Inclusive Growth, Poverty, Indian economy, Banking System.

1. INTRODUCTION

Financial Inclusion is a national priority of the Government as it is an enabler for inclusive growth. Financial Inclusion is important as it provides an avenue to the poor for bringing their savings into the formal financial system, an avenue to remit money to their families in villages besides taking them out of the clutches of the usurious money lenders. In order to provide the much needed thrust a flagship programme called the 'Pradhan Mantri Jan-Dhan Yojana' was announced by Hon'ble Prime Minister in his Independence Day address on 15 August, 2014. This is a National Mission on Financial Inclusion encompassing an integrated approach to bring about comprehensive financial inclusion of all the households in the country. The plan envisages universal access to banking facilities with at least one basic banking account for every household, financial literacy, access to credit, insurance and pension facility. In addition, the beneficiaries would get RuPay Debit card having inbuilt accident insurance cover of `1 lakh.

2. LITERATURE REVIEW

Kawal, Nain (2015), study includes the recent trends in financial inclusion in India with special reference to PMJDY highlighting its key areas and suggests strategies to ensure maximum financial inclusion for the unbanked

* Research Scholar, Department of Commerce, K.U.K. E-mail suman_gahlawat@yahoo.com

areas. Data for this study has been collected from the govt. Websites, RBI reports, NABARD reports, Journals, magazines, bank web sources. It was highlighted that PMJDY is a mega financial inclusion plan with the objective of covering all households in the country with banking facilities along with insurance coverage. The purpose is to accelerate growth, fight poverty effectively in Indian economy.

Goel (2015) said that PMJDY is an integrated approach for providing banking, insurance and pension. It is found that more than 8.32 crore banks accounts were opened out of which 74.27% accounts were zero balance. The performance of Public Sector Banks is at top with more than 80% contribution in PMJDY followed by Regional Rural Banks and Private Banks with 17% and 13% respectively. It was found that the various issues and challenges in effective implementation of scheme include several riders for life insurance cover, poor telecom connectivity, Lack of infrastructure, duplication and dormant accounts, poor performance of private banks, increased salary of business correspondent, other operational costs associated with the scheme, and credit facility without the assessment of credit worthiness.

Saravanan.S (2015), explored that financial inclusion is one of the top most priorities of the government. Inclusion of a large number of people from any access to financial services inhibits the growth of our country. There is evidence that financial inclusion is crucial to poverty reduction. The target to cover 7.50 crore households with at least one account under the PMJDY is being targeted to be achieved by 26th January, 2015. It was found that many people have successfully utilized this scheme and received many benefits. Moreover, the people in the rural areas below poverty line have been able to open at least a free account for one household under the PMJDY scheme.

Chandra (2015) explored that PMJDY is a major catalyst in achieving the goal of inclusive growth as the initial figures are encouraging. As more and more people get in the ambit of formal institutions, they will be in a position to contribute more positively in the economic development of the country. When people save money, ultimately they make for themselves the availability of surplus which can be utilized by the banks to channelize it to the needy sectors. Also by opening a bank account people can earn risk free returns and can also enjoy the benefits of other linked financial services which they were not able to access.

3. RESEARCH METHODOLOGY

To make research a success, one has to define and plan the whole program properly and effectively. This plan is called the research methodology comprising of a number of interrelated procedures and practices. This includes the following parts.

4. STATEMENT OF THE PROBLEM

Banking has grown to a greater extent in India. But it mainly concentrates on activities related to the urban sector and lessor no steps have been taken to concentrate on the rural sector. It is very essential that each and every citizen take part in the financial aspects of the country. Hence this study has been taken to analyze the customer awareness regarding the PMJDY scheme and the implications of this scheme on the beneficiaries of Sonipat District since it's a rural area to a greater extent. On the basis of the above problems, the study has the following objectives.

5. OBJECTIVES OF THE STUDY:

- To study the awareness level of beneficiaries towards PMJDY.
- To know implications of PMJDY on beneficiaries.

6. RESEARCH DESIGN:

The present study primarily is exploratory cum descriptive in nature. The main purpose of the descriptive research is description of the state of affairs as it exists at present. The main characteristic of this method is that the researcher has no control over the variables. Researcher is only reporting what has happened and what is happening.

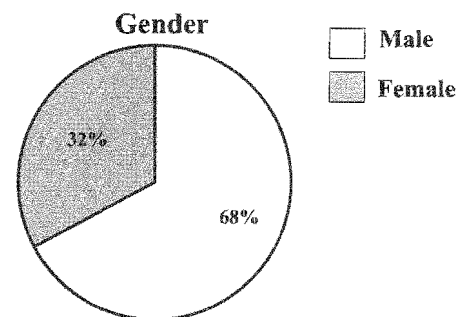
7. SAMPLE DESIGN:

The present study is based on Sonipat district. For present study, judgement sampling technique has been used. A representative sample of 100 respondents of rural population who have bank account under this scheme has been taken into consideration. However, the sample is having representation of different age, gender, education, occupation, marital status and monthly income.

Table 1: Composition of sample according to gender

Male	Female	Total
68	32	100

Figure 1: Composition of sample according to gender

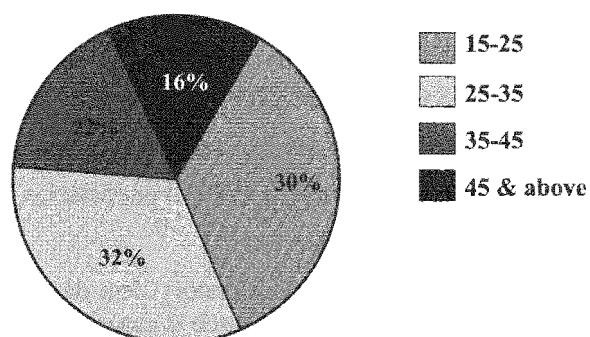


The above table and figure identified that in the present work 68% male and 32% female are considered.

Table 2 : Composition of sample according to age group (in years)

15-25	25-35	35-45	45 &above	Total
16	30	32	22	100

Figure 2: Composition of sample according to age group (in years)

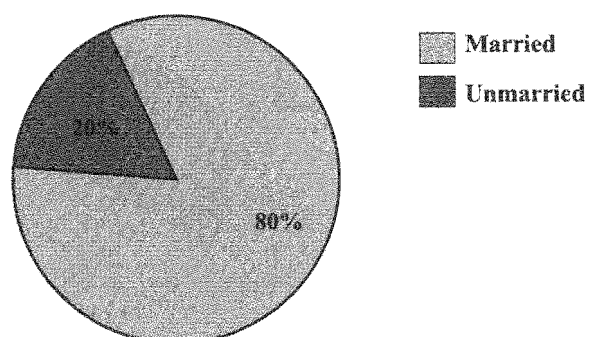


The above table and figure shows that 16% respondent belong to 15-25 year age group, 30% belong to 25-35, 32% belong to 35-45 and 22% belong to 45&above age group.

Table 3: Composition of sample according to marital status

Married	Unmarried	Total
80	20	100

Figure 3: Composition of sample according to marital status

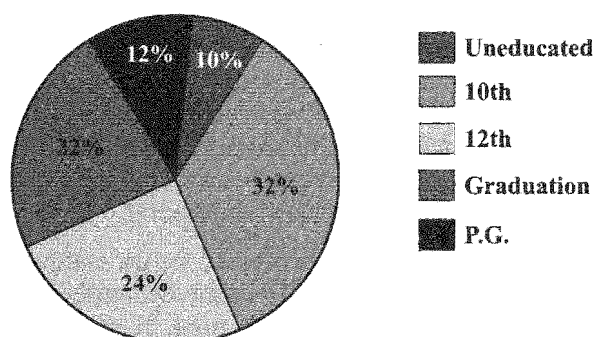


The above table and Figure identified that in the present work 80% respondent are married and 20% are unmarried.

Table 4: Composition of sample according to age group (in years)

Uneducated	10th	12th	Graduation	Post Graduation	Total
10	32	34	22	12	100

Figure 4: Composition of sample according to education level

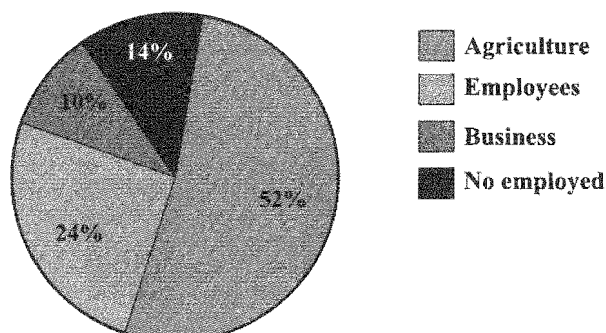


The above table shows that 10% respondent belong to uneducated category, 32% belong to 10th, 24% belong to 12th, 22% belong to graduation and 12% belong to post graduation category.

Table 5 : Composition of sample according to Occupation

Agriculture	Employees	Business	Unemployed	Total
52	24	10	14	100

Figure 5: Composition of sample according to Occupation



The table and figure shows that in the present work 52% respondent belong to agriculture, 24% belong to employees, 10% belong to business and 14% belong to unemployed category.

8. DATA COLLECTION METHOD:

In the present study, for drawing the conclusions, primary data is used. Primary data has been collected with the help of a structured questionnaire. In the questionnaire, there are some multiple choice questions and some open ended questions also.

9. DATA ANALYSIS AND STATISTICAL TOOLS:

The term analysis refers to composition of certain measure along with searching for patterns of relationship that exist among groups. The data from questionnaire is transferred to coding sheets. A Score of 4, 3, 2, and 1 were assigned respectively to strongly agree, agree, disagree and don't know. In case of some question scores of 4, 3, 2, and 1 were assigned respectively to high, medium, low, and neutral.

The generated data has been processed for the computation of percentage, mean and standard deviations. To count the number of responses for those variables where rating has not been used, % method was used. Mean and S.D were calculated for those variables where rating scale has been used.

10. LIMITATIONS OF THE STUDY:

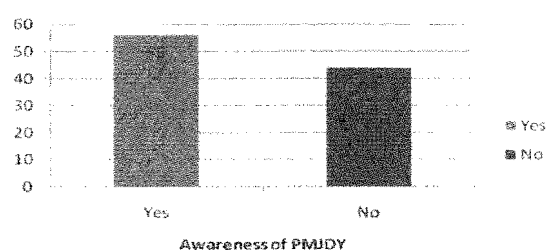
- The present study has been confined to Sonipat district.
- The study is majorly based on people opinion.

DATA ANALYSIS AND INTERPRETATION

Table 6: Awareness about PMJDY

Awareness	% Responses	Respondents in No.
Yes	56%	56
No	44%	44

Figure 6: Awareness about PMJDY

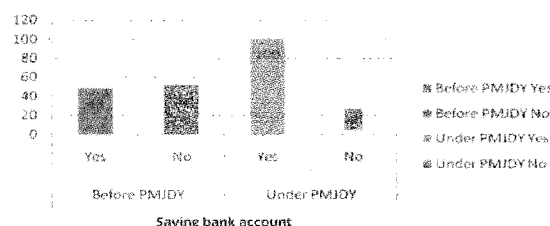


Interpretation: - From the table and figure, it can be seen that only 56% respondent are aware about this scheme. Remaining 44% have no awareness about this scheme. Thus it may be concluded that most of the people are aware about this scheme.

Table 7: Saving bank account before and under PMJDY

Saving bank account		% Responses	Respondents in No.
Before PMJDY	Yes	48%	48
	No	52%	52
Under PMJDY	Yes	100%	100
	No	0	0

Figure 7: Saving bank account before and under PMJDY

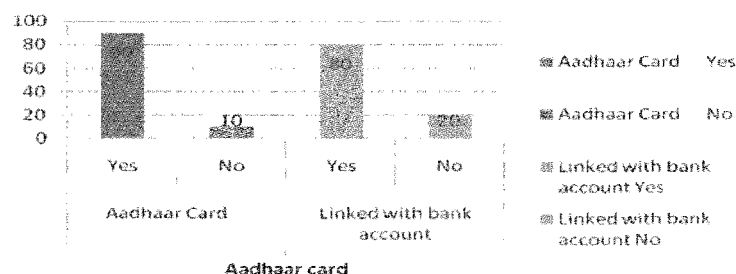


The above table and figure shows that 48% respondent have saving bank account before this scheme and remaining 52% respondent don't have account before this scheme. 100% respondent has account under this scheme. Thus it may be concluded that some respondent who have not account before this scheme have got account opened under this scheme.

Table-8: Availability of Aadhaar Card and linked with bank account

Availability		% Responses	Respondents in No.
Aadhaar Card	Yes	90%	90
	No	10%	10
Linked with bank account	Yes	80%	80
	No	20%	20

Figure-8: Availability of Aadhaar Card and linked with bank account

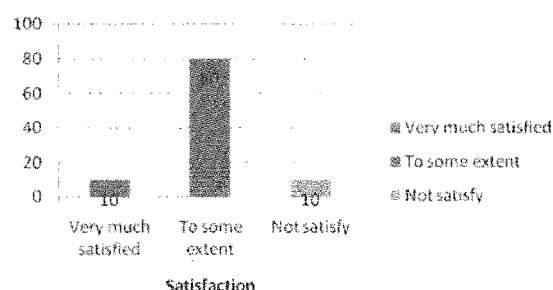


Interpretation: -The above table and figure shows that 90% respondent have Aadhaar card and remaining 10% respondent don't have Aadhaar card and 80% respondent's Aadhaar card linked with their bank account and 20% not. So it may be concluded that most of the respondent have Aadhaar card and it is linked with their bank account

Table 9: Satisfaction level from bank services

Satisfaction	% Responses	Respondent in No.
Very much satisfied	10%	10
To some extent	80%	80
Not satisfy	10%	10

Figure 9: Satisfaction level from bank services

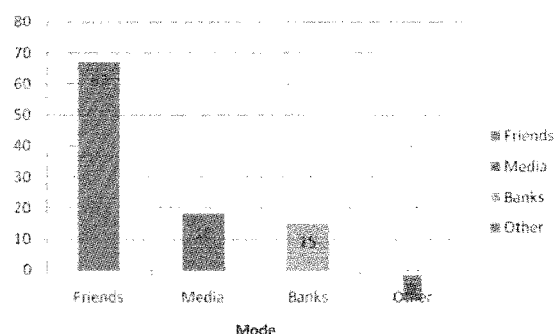


Interpretation: -The above table and figure shows that 10% respondent are very much satisfied, 80% respondent are satisfied to some extent and 10% respondent are not satisfied with their bank services. So it may be concluded that most of the respondent are satisfied to some extent with their bank services.

Table 10: Mode of information known about PMJDY

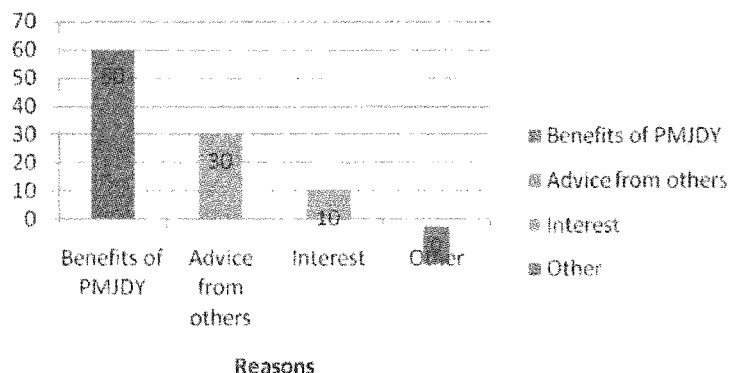
Mode	% Responses	Respondent in No.
Friends	67%	67
Media	18%	18
Banks	15%	15
Other	0%	0

Figure 10: Mode of information known about PMJDY



Interpretation: -The above table and figure shows that 67% respondent have known from their friends, 18% from media and 15% respondent have known from banks about this scheme. Thus it may be concluded that most of the respondent's mode of information about this scheme is their friends.

Figure 11: Reasons for holding account under PMJDY



Interpretation: The above table and figure shows that 60% respondent reason for holding account under this scheme is benefits of this scheme, 30% respondent reason is advice from others and 10% respondent reasons is interest in this scheme. So it may be concluded that most of the respondent reason for holding account under this is the benefits of this scheme.

Responses on the basis of gender

Respondents were asked about whether this scheme helps in reducing poverty, increase in opening bank account, and increase in transaction per account. Data has been collected on these variables on a four point scale. Scores of 4, 3, 2 and 1 were assigned respectively for strongly agree, agree, disagree and don't know. The results have been summarized below.

Table 11: Mean and Standard deviation of responses about benefits of this scheme

Gender		Reducing poverty	Increase in bank account	Increase in transaction per account
Male	Mean	2.91	3.25	3
	S.D	0.660	0.651	0.746
Female	Mean	3	3	3
	S.D	0.673	0.759	0.838
Total	Mean	2.92	3.26	3
	S.D	0.661	0.690	0.778

S.D = Standard Deviation.

Interpretation: -The above table shows that all male and female do not differ significantly on these variables. However male respondents (Mean 3.25) agree that this scheme helps in increase in opening bank account as compared to female (Mean 3). Thus it may be concluded that this is most helpful in increase in opening bank account and least helpful in reducing poverty.

Satisfaction level from this scheme:

Respondents were asked about whether they are satisfied from this scheme or not. Data has been collected on this variable on a four point scale. Scores of 4, 3, 2 and 1 were assigned respectively for high, medium, low and neutral. The results have been summarized below.

Table 12: Mean and Standard Deviation of scores on satisfaction level from this scheme

Gender		Satisfaction level from this scheme
Male	Mean	2.04
	S.D	0.876
Female	Mean	2.13
	S.D	1.0876
Total	Mean	2.08
	S.D	0.960

S.D = Standard Deviation.

Interpretation: -The above table shows that there are no significant differences among male and female towards satisfaction level from this scheme. However the female (Mean 2.13) are more satisfied from this scheme as compared to male (2.04). Thus it may be concluded that female are more satisfied from this scheme.

10. FINDINGS OF THE STUDY

- 56% people are aware about Pradhan Mantri Jan Dhan Jojana scheme.
- 52% people don't have saving bank account before this scheme.
- 90% people have Aadhaar card and this is linked with their bank account.
- 80% people are satisfied to some extent with their bank services.
- 67% people have known about this scheme from their friends.
- 60% people reason for holding account under this scheme is benefits of the scheme.

11. SUGGESTIONS

- Some people are not aware about this scheme till now. Mostly people don't know about this scheme. So awareness programmes should be organised everywhere to create awareness among people about this scheme and about financial services.
- The deposit accounts so opened under the campaign had very limited number of, or no transactions. Hence it is essential to provide some incentives to encourage regular transactions through these bank accounts.
- There is non-availability of bank branches in rural areas. So bank branches should be increased in rural areas.

12. CONCLUSION

It can be observed from the analysis of the data that out of the sample size a very small portion is having a bank account before this scheme. It has been found that this scheme is most helpful in increase in opening bank account and least helpful in reducing poverty. Most of the people are satisfied from this scheme. Comparatively female are more satisfied from this scheme. Most of the respondents have indicated that they have very little savings and they do not have an idea to open a bank account also. The banks have to take note of this situation and try to create more awareness on zero balance account and if possible should launch a campaign for opening bank accounts outside the banking premises so that maximum people get benefited.

13. REFERENCES

1. Chandra, A. Supkar (2015), "PMJDY-A new direction for mainstreaming the financially excluded", International journal of management, Vol.6, Issue 2, Pp.31-42.
2. Goel, Rashmi (2015), "PMJDY: An innovative scheme for financial inclusion in India", International journal of social science, Vol.4, Issue 9.
3. Saravanan. S (2015), "A study on PMJDY with respect to Coonoor Taluk, the Nilgiris district: Customer perception", International journal of scientific research, Vol.4, Issue 3, ISSN: 2277-8179.
4. Singh, Kawal (2015), "PMJDY-A leap towards financial inclusion in India", International journal of emerging research in management of technology, Vol.4, Issue 1, ISSN: 2278-9359.