

A Study on Customer Satisfaction towards Pradhan Mantri Jan Dhan Yojana Scheme

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ABSTRACT

Pradhan Mantri Jan Dhan Yojana (PMJDY) puts the financial inclusion efforts on the mission mode. It is a comprehensive program aiming at ensuring that the financially excluded people can access to financial services, such as banking accounts, remittance, credit, insurance deposit accounts and pension in an affordable manner. PMJDY accounts can be opened in any bank branch or business correspondence (BC) (Bank Mitra), even with zero balance.

Keywords: zero savings, scheme, PMJDY

I. INTRODUCTION

In the recent years the Government and Reserve Bank of India has been pushing the concept and idea of financial inclusion. Honorable Prime Minister Narendra Modi announced Pradhan Mantri Jan Dhan Yojana scheme for comprehensive financial inclusion on his first Independence Day speech on 15th August, 2014. The scheme was formally launched on 28th August, 2014 with a target to provide universal access to banking facilities starting with Basic banking accounts with overdraft facility of Rs. 5,000 after six months and Ru-pay Debit Card with inbuilt accident insurance cover of Rs. 1 Lakh and Ru-pay Kisan card. The scheme has been started with a target to provide universal access to banking facilities starting with basic banking accounts with overdraft facility of Rs. 5,000 after six months and Ru-pay Debit Card with inbuilt accident insurance cover of Rs. 1Lakh and Ru-pay Kisan card. In the next phase, micro insurance and pension etc. will also be added. Reports said that, on 28th August, more than 1.5 crore bank accounts were opened in a single day. The main objective of this scheme is that easy financial services for the excluded section i.e. weaker sections and the low-income group.

II. STATEMENT OF PROBLEM

Investors are confronted with multiple choices of investment avenues in the ever-changing investment markets. A sound investment plan can be devised if the Investor familiarizes with the various alternatives available. Pradhan Mantri Jan Dhan Yojana as one of the investment avenues performs various necessary functions for economic development of the country mobilizing of financial inclusion from unproductive to productive. Pradhan Mantri Jan Dhan Yojana offers several schemes to attract the savings of the people and develop the habit of savings. The Investor must avail of the Investor preference for PMJDY scheme. Hence it is an attempt to analyses the preference of PMJDY scheme.

III. SCOPE OF STUDY

This study covers the respondents of both rural and urban areas who have been actively using this Pradhan Mantri Jan Dhan Yojana Scheme. This study helps in identifying the benefits and satisfactory level of the respondents towards this Pradhan Mantri Jan Dhan Yojana scheme. It provides an opportunity to know about the impact of the respondents after using the benefits of this scheme. Since the study is wider and hence it is limited to selected respondents following different occupation and income groups who have the account under the Pradhan Mantri Jan Dhan Yojana Scheme

IV. OBJECTIVES OF THE STUDY

The main objectives of the study are as follows:

- To examine the demographic factors influencing in the selection of Pradhan Mantri Jan Dhan Yojana.
- To provide awareness to the customer in opening the bank account and also engage them in bank saving practice.
- To study the benefits and challenges of Pradhan Mantri Jan Dhan Yojana.
- To study the satisfaction of the account holder under Pradhan Mantri Jan Dhan Yojana.

V. LIMITATIONS OF THE STUDY

- The study was confined to Coimbatore District and may not be applicable to other areas.
- The study results were based on the respondents from Coimbatore District.
- The study was limited to the 150 respondent households, from all income groups.
- The study covered only the Awareness level of Pradhan Mantri Schemes by the respondents of the present study.

VI. RESEARCH METHODOLOGY

Random Sampling and 150 respondents were selected for this study. The research mainly focused on the rural and urban areas, particularly households and income people in the Coimbatore District. The study was based on both primary data and secondary data. Tools like

- **Percentage method**
- **Chi-square method**

VII. REVIEW OF LITERATURE

- **M Rifaya Meera, P Kaleeswaran and R Gurunandhini (2017),¹** Financial Inclusion through PMJDY: The author find out in the study that PMJDY Scheme opens majority of accounts in the rural areas so there is a need to focus on urban area also to spread the scheme more. Also find out that government banks are less participate in the scheme whereas private sector banks actively participate in the scheme. Most of the people are still unaware about this scheme so government need to focus on them also.
- **Shanker Kumar, SJ, Aftab Ahmad, S & Shekar, M.(2017),²** the research paper attempt to address the influencing factors of financial literacy, Financial Inclusion status through Financial Literacy and Role of concerned Regulatory authorities for promoting financial literacy and authors concluded that the financial literacy status is not satisfactory, especially in rural areas and the people are not aware of financial services offered
- **Shekar, M.(2017),³** this research paper aimed at briefly reviewing the status of financial inclusion in India, the pre & post demonetization Progress of PMJDY (Pradhan Mantri Jan Dhan Yojana) and its issues & challenges, and also offers suggestions for achieving Inclusive Growth. He concluded that the financial inclusion showed positive and valuable changes because of change in strength and technological changes.
- **Vaishali Khandewal (2017),⁴** A Study on awareness and Benefits of Pradhan Mantri Jan Dhan Yojana; According to researcher most of the people are aware about this scheme and it is good step taken towards the awareness of people towards banking system. Most of them are already taking benefit of this scheme. This scheme also helpful to increase the economic growth and removing the poverty from the country.
- **Bharati Pajari (2016),⁵** “Pradhan Mantri Jan Dhan Yojana (PMJDY): A Major step towards Financial Inclusion in India”. The author suggested that life insurance cover, accidental cover and credit facilities should be given to all account holders without any exclusion and to conduct more number of financial literacy center.

VIII. ANALYSIS AND INTERPRETATION

TABLE 1- DEMOGRAPHIC PROFILE

S.NO	PARTICULARS	NO. OFRESPONDENCE	TOTAL RESPONDENCE	PERCENTAGE (%)
1.	Age	20-30	47	31.3
		30-40	44	29.3
		40-50	35	23.3
		Above - 50	24	16.1
2.	Gender	Male	79	52.7
		Female	71	47.3
3.	Marital Status	Married	103	68.7
		Unmarried	47	31.3
4.	Profession	Govt. employee	35	23.3
		Pvt. employee	45	30.0
		Self employed	51	34.0
		Student	19	12.7
5.	Family Annual Income	Up to- 100,000	22	14.7
		100,000 – 300,000	34	22.7
		300,000 – 500,000	59	39.3
		Above 500,000	35	23.3
6.	Level of Education	Up to primary	23	15.3
		Higher secondary	64	42.7
		Under graduate	44	29.3
		Post graduate	19	12.7
7.	Are You Aware of Pradhan Mantri Jan Dhan Yojana?	Yes	128	85.3
		No	22	14.7

CHI-SQUARE CALCULATION OF GENDER AND REASON FOR OPENING THE BANK ACCOUNT

NULL HYPOTHESIS: There is no relationship between gender and the reason for opening the bank account of the respondents.

ALTERNATE HYPOTHESIS: There is a relationship between gender and the reason for opening the bank account of the respondents

OBSERVED VALUE

GENDER/ PURPOSE OF ACCOUNT	CREDIT FACILITY	INSURANCE FACILITY	SAVING DEPOSITS	REMITTANCE FACILITY	LOAN FACILITY	TOTAL
Male	14	15	25	19	3	79
Female	4	10	47	6	3	71
TOTAL	18	25	72	25	9	150

EXPECTED VALUE

GENDER / PURPOSE OF ACCOUNT	CREDIT FACILITY	INSURANCE FACILITY	SAVING DEPOSIT	REMITTANCE FACILITY	LOAN FACILITY
Male	9.48	13.16	37.92	13.16	4.47
Female	8.52	11.83	34.08	11.83	4.26

There is null hypothesis as there is no relationship between gender and of the reason for opening the bank account respondent.

CHI-SQUARE CALCULATION OF AGE AND BANK ACCOUNT OF THE RESPONDENTS

NULL HYPOTHESIS: There is no relationship between age and bank account of the respondents.

ALTERNATE HYPOTHESIS: There is a relationship between age and bank account of the respondents.

OBSERVED VALUE

AGE/BANK ACCOUNT	SAVING ACCOUNT	RECURRING DEPOSIT	JOINT ACCOUNT	FIXED ACCOUNT	TOTAL
20-30	16	14	5	12	47
30-40	15	10	8	11	44
40-50	16	7	4	8	35
above 50	11	1	5	6	24
TOTAL	58	32	22	37	150

EXPECTED VALUE

AGE/BANK ACCOUNT	SAVING ACCOUNT	RECURRING DEPOSIT	JOINT ACCOUNT	FIXED ACCOUNT
20-30	18.17	10.02	6.89	11.59
30-40	4.4	9.38	6.45	10.85
40-50	13.53	7.46	5.13	8.63
above 50	9.28	5.12	3.52	5.92

There is alternate hypothesis as there is no relationship between age and bank account of the respondent.

FINDINGS

- Majority of 41% of the respondents are using bank and financial sectors as a source of information.
- Majority of 82% of the respondents have bank account under Pradhan Mantri Jan Dhan yojana scheme.
- Majority of 28.7 % of the respondents have bank account in State Bank of India.
- Majority of 35.1 % of the respondents have 3 bank account under PMJDY.
- Majority of 38.9% of the respondents have saving account.
- Majority of 48.3% of the respondents have opened the account for saving and deposit facility.
- Majority of 34.8 % of the respondents think that lack of advertisement radio/ television may be a reason for not having awareness
- Majority of 83.3 % of the respondent's uses Ru-pay debit cards at least once in 45 days.
- Majority of 74% of the respondents strongly agree that PMJDY has to access formal banking system
- Majority of 89 % strongly agree that banking personals helping in providing the details regarding the scheme.
- Majority of 34% of the respondents feels that saving facility provide a greater utility.
- Majority of 84.7% of the respondents have maintained minimum cash balance in the bank account under Pradhan Mantri Jan Dhan yojana scheme.
- Majority of 50 % of the respondents have monthly transaction with the bank.

SUGGESTIONS

To the government:

- The rural economy can be improved with the help of Co-operatives by providing loans.
- Government should ensure maximum financial aid for the underprivileged areas.
- Government can make Pradhan Mantri Jan Dhan Yojana available in all the government institution and create awareness through charts, pamphlets, slogans etc.,
- The government should ensure National development for flexible schemes on providing online education for the Pradhan Mantri Jan Dhan Yojana.

To the Bank:

- The Bank must checkout that No-frills account should be encouraged.
- Banks can redesign their business strategies to attract customers.
- The Bank should give more awareness regarding Pradhan Mantri Jan Dhan Yojana scheme.
- The Bank should make sure that online transaction is available for the saving and Banking scheme.
- There should be efficient and effective implementation of policies by the Government to achieve the target of banking facility.

- The Bank should educate about the Bank and their saving account and the necessity rights to the customers. The involvement of people and people's contribution to the Government scheme leads to the improvement of society.

To the customers:

- The Pradhan Mantri Jan Dhan Yojana is a kind of saving scheme which develop the saving habit to the customer and its users.
- If the customer has multiple choice of investing idea Pradhan Mantri Jan Dhan Yojana.

CONCLUSION

Pradhan Mantri Jan Dhan Yojana (PMJDY) was launched on 28th August, 2014, as a part of DIGITAL INDIA Program By The Honorable Prime Minister Of India Narendra Modi with the intension to reach weaker section and lower income groups have no access to financial service like savings, credits and insurance as well as to increase financial inflow to the bank. PMJDY aims at providing bank account to single household above the age of 10 years who do not have bank account and will be opened with zero balance. It is a mission mode project of the Government of India. The scheme aims to ensure universal access to banking facilities in each and every household of the country. Investors are confronted with multiple choices of investment avenues in the ever-changing investment markets. A sound investment plan can be devised if the Investor familiarizes with the various alternatives available.

This study gives the detailed structure of PMJDY scheme its overall performance and people's satisfaction in using this account. Further this gives the clear note on the people's awareness and some suggestion regarding the better utilization of the scheme in an efficient manner.

WEBSITES

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