

A Study on Awareness of Atal Pension Yojana Among College Students

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Abstract

The Atal Pension Yojana (APY) is a government pension scheme that provides financial security after retirement, especially for individuals in the unorganised sector. Since college students are future earners, early awareness of such schemes is important. This study examines the level of awareness and knowledge of APY among college students in Coimbatore, using primary data collected through a structured questionnaire covering awareness of the scheme, pension benefits, eligibility conditions, tax benefits, and opinions on the enrolment process. The findings reveal that although most students have heard about APY mainly through social media and friends or family, their overall understanding remains only moderate, with limited awareness of tax benefits and long-term financial advantages. This highlights the need for improved financial education and awareness programmes to enhance students' understanding and participation in the Atal Pension Yojana.

Keywords: Atal Pension Yojana (APY), Pension Awareness, Financial Literacy, Student Perception, Retirement Security, Unorganised Workforce, Pension Participation

INTRODUCTION

In India, a large portion of the population works in the unorganised sector and does not have access to proper retirement benefits. Due to this, financial security during old age has become an important concern. To address this issue, the Government of India introduced the Atal Pension Yojana (APY) in 2015. The scheme aims to provide a fixed monthly pension ranging from ₹1,000 to ₹5,000 after the age of 60, based on the amount contributed by the subscriber. College students represent an important group when studying awareness of pension schemes, as they are at the beginning of their earning life. Awareness at a young age can help students develop good saving habits and make better financial decisions in the future. Although many students may have heard about the Atal Pension Yojana, they may not clearly understand its eligibility criteria, contribution structure, tax benefits, and long-term usefulness. This study aims to examine the level of awareness among college students in Coimbatore regarding the Atal Pension Yojana. It also analyses the sources of information and students' opinions about the scheme. By understanding students' awareness and perceptions, the study attempts to suggest measures to improve financial literacy and promote greater participation in pension schemes.

REVIEW OF LITERATURE

1. "Awareness of Atal Pension Yojana among College Students" (2022) by J Balamurugan. He stated that the Atal Pension Yojana (APY), which offers a guaranteed pension of up to ₹5,000 to the unorganised sector, is insufficient for future income security without greater government allocation.
2. "Atal Pension Yojana: A scenario analysis of its applicability in India" (2022) by B.V. Pushpa, N.S. Viswanath. As an author (APY) noted, targeting the unorganised sector faces challenges despite rising enrollment. Comparative and feasibility studies suggest that its defined benefit design, with a maximum of ₹5,000, is often insufficient to meet future needs. Low scheme strength persists because awareness is coupled with limited knowledge of features such as tax benefits.
3. "Performance of Atal Pension Yojana since its inception: An Insight" (2023) by Mr Ajay Chakraborty, Dr. S.Rajaram. As an author importance of pension and social security schemes for ensuring financial stability in old age, especially for unorganised sector workers. Researchers like Choi (2001) and Yamaguchi (2006) emphasised the need for systematic retirement savings. Studies on APY point out issues such as low returns, rigid contribution structure, and lack of inflation protection. Some authors have criticised penalties for irregular contributions due to the unstable incomes of informal workers. However, limited research has focused on public response and growth trends of APY since its launch.

RESEARCH OF METHODOLOGY

This study adopted a descriptive research design to analyse the level of awareness of the Atal Pension Yojana among college students in Coimbatore. Primary data were collected through a structured questionnaire administered to students from various courses. The study used convenience sampling, and a total of 52 respondents were surveyed. Secondary data were collected from journals, articles, government reports, and websites. The collected data were analysed using simple percentage analysis and chi-square analysis for interpretation.

DATA COLLECTION PERIOD

This data is collected in the period from November 2025 to January 2026.

OBJECTIVES

- To study the awareness about APY among college students, especially in Coimbatore.
- To measure the understanding of APY features such as pension amounts, eligibility and tax benefits.
- To identify the main sources through which students receive information about the APY.
- To analyse students’ attitudes and perceptions about the APY, especially regarding its benefits and enrollment process.

SIMPLE PERCENTAGE ANALYSIS

Table 1.1

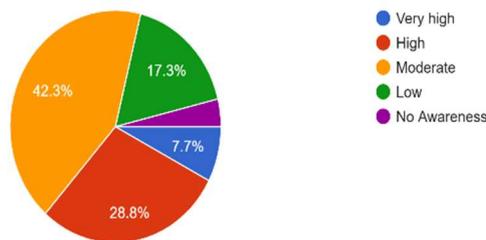
Rate your overall awareness of APY

Awareness Level	No. of Responses	Percentage
Very High	4	7.7%
High	15	28.8%
Moderate	22	42.3%
Low	9	17.3%
No Awareness	2	3.8%
Total	52	100%

Chart 1.2

How would you rate your overall awareness of APY?

52 responses



Interpretation 1.3

Most respondents have moderate to high awareness, with the largest share (42.3%) reporting a moderate level. Only a small percentage (3.8%) have no awareness, indicating overall basic awareness among respondents.

Table 2.1

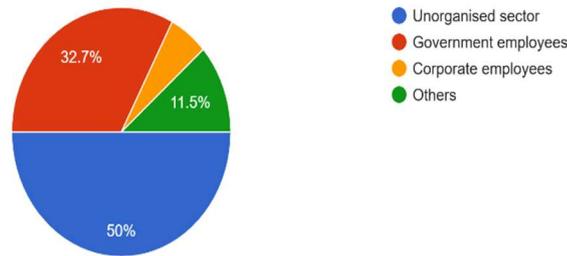
APY mainly targets which group

Target Group	No. of Responses	Percentage
Unorganised Sector	26	50.0%
Government Employees	17	32.7%
Corporate Employees	3	5.8%
Others	6	11.5%

Total	52	100%
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Chart 2.2

APY mainly targets which group?
52 responses



Interpretation 2.3

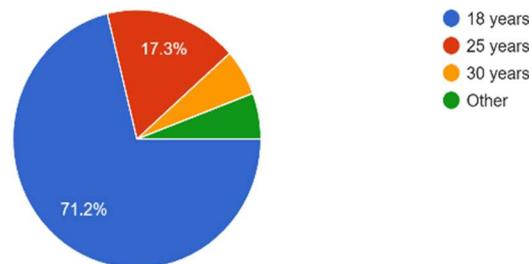
Most respondents (50%) correctly state that APY mainly targets the unorganised sector. However, 32.7% believe it is meant for government employees, indicating partial misunderstanding.

Table 3.1
Minimum eligible age for joining APY is

Minimum Eligible Age	No. of Responses	Percentage
18 years	37	71.2%
25 years	9	17.3%
30 years	3	5.8%
Other	3	5.8%
Total	52	100%

Chart 3.2

Minimum eligible age for joining APY is
52 responses



Interpretation 3.3

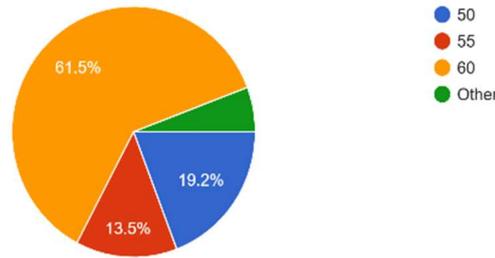
Most respondents correctly identify 18 years as the minimum eligible age for joining APY, showing good basic awareness. A smaller proportion chose higher ages, indicating minor confusion among some students.

Table 4.1
Pension under APY is received from the age of

Pension Received From Age	No. of Responses	Percentage
50 years	10	19.2%
55 years	7	13.5%
60 years	32	61.5%
Other	3	5.8%
Total	52	100%

Chart 4.2

Pension under APY is received from the age of
52 responses



Interpretation 4.3

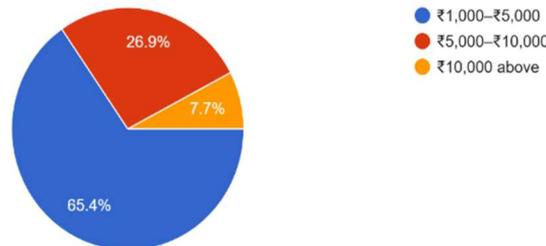
Most respondents (61.5%) correctly state that pension under APY is received from the age of 60 years, indicating good awareness. A small percentage selected other ages, showing limited confusion among some students.

Table 5.1
APY provides a guaranteed monthly pension of

Guaranteed Monthly Pension	No. of Responses	Percentage
₹1,000 – ₹5,000	34	65.4%
₹5,000 – ₹10,000	14	26.9%
₹10,000 and above	4	7.7%
Total	52	100%

Chart 5.2

APY provides a guaranteed monthly pension of
52 responses



Interpretation 5.3

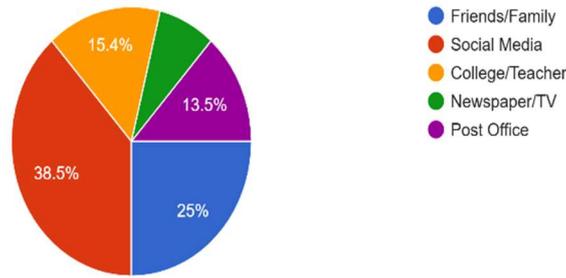
The majority of respondents (65.4%) correctly identified that APY provides a guaranteed monthly pension of ₹1,000–₹5,000, indicating fair awareness of the scheme’s benefits.

Table 6.1
Source of Awareness about APY

Source of Awareness	No. of Responses	Percentage
Friends / Family	13	25.0%
Social Media	20	38.5%
College / Teacher	8	15.4%
Newspaper / TV	4	7.7%
Post Office	7	13.5%
Total	52	100%

Chart 6.2

How did you first hear about APY?
52 responses



Interpretation 5.3

Most respondents became aware of APY through social media (38.5%), followed by friends and family (25%), indicating that informal and digital sources play a major role in spreading awareness.

CHI-SQUARE ANALYSES

Chi-square values showing the relationship between the Source of Awareness and the Level of Awareness about APY

S.No	Source of Awareness	Chi-square Value	Significant Value (p-value)	S / NS
1	Social Media	12.68	0.05	S
2	Friends / Family	12.68	0.05	S
3	College / Teacher	12.68	0.05	S
4	Post Office	12.68	0.05	NS
5	Newspaper / TV	12.68	0.05	NS

INTERPRETATION

It is evident from the above table that the null hypothesis is rejected (significant) in 3 cases and accepted (not significant) in 2 cases. Significant 5% level (p-value < 0.05), not Significant 5% level (p-value > 0.05). The chi-square test reveals that sources such as social media, friends/family, and college/teachers have a significant association with the level of awareness about Atal Pension Yojana (APY). However, the post office and newspaper/TV do not show a significant relationship with the awareness level of respondents.

FINDINGS

The study clearly shows that most of the respondents are young college students between the ages of 18 and 20 years, which makes them an important group for understanding awareness of pension schemes like APY. The majority of students have heard about the Atal Pension Yojana, indicating that the scheme has reached the student community to some extent. However, the level of awareness is mostly moderate, meaning students know about the scheme only at a basic level. Social media is the main source through which students become aware of APY, followed by friends and family, while formal sources such as banks and post offices play a very limited role. Most respondents correctly identified the minimum eligible age and pension receiving age, showing basic understanding. However, many students lack detailed knowledge about contribution amounts, tax benefits, and long-term financial advantages. Overall, the findings suggest that awareness exists, but an in-depth understanding of APY is still insufficient.

SUGGESTION

To improve awareness and understanding of the Atal Pension Yojana among college students, several steps can be taken. Colleges should actively organise seminars, workshops, and awareness programmes focusing on pension schemes and the importance of early retirement planning. Including financial literacy topics, especially government savings and pension schemes, in the academic curriculum can help students gain practical

knowledge. Banks and post offices should take more initiative in educating young people by providing simple explanations about APY benefits, contribution structure, and enrollment procedures. The government can make better use of social media platforms by sharing short videos, infographics, and real-life examples that appeal to students. Special awareness campaigns targeted at youth can help correct misconceptions and improve understanding. By combining the efforts of educational institutions, financial institutions, and the government, students can be encouraged to develop a habit of long-term savings at an early stage.

CONCLUSION

The study concludes that college students in Coimbatore have a basic awareness of the Atal Pension Yojana, but their overall understanding of the scheme is limited. While many students are aware that APY is a government-backed pension scheme meant mainly for the unorganised sector, they lack clear knowledge about important aspects such as tax benefits, contribution details, and long-term financial security. Social media has emerged as the most effective source of information, whereas banks, post offices, and educational institutions have played a minimal role. Although some students find the enrollment process easy, limited financial knowledge reduces their interest in actively participating in the scheme. Since college students are future earners, creating strong awareness at this stage is very important. Therefore, improving financial literacy through education, institutional support, and effective communication is essential to increase awareness and participation in the Atal Pension Yojana among young people.

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