

PRADHAN MANTRI JAN-DAN YOJNA(PMJDY) IN INDIA - AN ANALYSIS

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ABSTRACT

As India is a country where the majority of the population lives in rural areas, it is evident that a high percentage of the population still remains outside of a real banking system. As a developing country with low per capita income, high levels of poverty and unemployment, financial inclusion plays an important role in integrating rural society into the banking system and raising financial awareness among Indians. Increasing financial inclusion encourages savings in rural areas to ensure the financial health of rural residents. Financial inclusion is a term that also includes educating the public about different types of financial services through which it is possible to easily multiply one's wealth. This article attempts to establish the level of awareness of the people in the rural area of Manjhanpur Block, Kaushambi District, Uttar Pradesh about Pradhan Mantri Jan Dhan Yojna and how well the benefits of these programs have been received by the population. Life.Data was collected from 300 respondents using a questionnaire and survey method, and the chi-square test was used to analyze the data, assuming that there was no significant relationship between segment demographics and individual awareness. The conclusion of this study is that demographic segments and awareness are not important. Further improvements could be made in this area in the future, taking into account the various aspects of the programme.

Keywords: Financial Inclusion, Literacy, PMJDY, Demographics.

INTRODUCTION

Financial inclusion means that individuals and businesses have access to convenient and practical financial products and services that meet their trading, payment, savings, credit and insurance needs. their insurance and provided in a responsible and sustainable manner. In a country as diverse as India, financial inclusion is an important part of the development process. Since independence, the joint efforts of various governments have helped the country expand its financial integration network. Access to transaction accounts is the first step towards greater financial inclusion because it allows people to store money and send and receive payments. Pradhan Mantri Jan-Dhan Yojana (PMJDY)

is a national financial inclusion mission to ensure affordable access to financial services – simple savings accounts, money transfers, credit, insurance and pensions. Ensure affordable access to financial services: bank/savings accounts, money transfers, credit, insurance and pensions.

PMJDY was the cornerstone of human-centered economic initiatives. Direct Benefit Transfer (DBT), COVID-19 Financial Assistance, PM-KISAN, Wage Increases under Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGA), Life Insurance and Health Insurance Coverage, etc. The first steps in the effort are: PMJDY has nearly completed this, provided all adults have bank accounts.

REVIEW OF LITERATURE

- On August 28, 2014, this program was identified as a national program aimed at financial access for all, especially for the benefit of the most disadvantaged sections of society. To ensure financial literacy, freedom and stability, this initiative provides for the opening of banking, insurance and pension schemes to the less privileged class, with features to fill gaps of previous programs. As part of the PMJDY program, from day one, 1.5 million bank accounts were opened across the country, which is a world record for such activity in just one day.
- Research shows that the government is constantly working to improve its rural clientele by implementing initiatives through a variety of programmes. These have partly succeeded in raising awareness of the new PMJDY financial comprehensive plan compared to the old Swabiman. However, the government has not been able to significantly influence local consumers' perceptions of financial inclusion schemes. Research shows that rural customers do not have full access to different banking services and do not even realize the importance of different banking services. We also explored a variety of factors, including demographics (age, occupation, gender, education level) and information sources, in relation to rural customers' perceptions of financial programs. new comprehensive, all important.
- Pradhan Mantri Jang Dhan Yojana (PMJDY) New direction towards the inclusion of economically disadvantaged people". His research focuses on the eastern region of India, specifically the capital region of the Indian state of Orissa. The sampling unit for this study included servants, domestic workers, migrant workers and local construction workers, rickshaw drivers, taxi drivers and other low-income contract workers from various private organizations. The owners. His research revealed that very short people have bank accounts but know very little about the system.
- Jan Dan Yojana is one of the leading financial inclusion programs of the Government of India. People need financial help through this program, but my research shows that people in rural areas still lack economic literacy, even for a four-year journey. In addition, people in rural areas are not familiar with the various benefits of this system and many open accounts because their balance is zero.
- Financial inclusion benefits the poor by driving them to growth, while allowing financial institutions to work together for inclusive growth. We encountered many obstacles when implementing financial inclusion initiatives. The proposal to open a PMJDY account has received a positive response across India and opens up banking services to the wider Indian society. Continuous evaluation and regular testing are essential for a successful strategy. If successful, this will not only eliminate poverty, but also eliminate corruption.
- A successful development is marked with the establishment of a stable and useful financial system for the entire population. Indian government implemented many initiatives since independence for financial inclusion and recently launched Pradhan Mantri Jan-Dhan Yojana (PMJDY) to overcome the loopholes of previous initiatives.
- Pradhan Mantri Dhan Yojana, the month of the Gregorian calendar, moves forward with the mantra of Sab Kha Saas Sab Ka Vikas, moving teams with little financial return into the formal banking sector where financial assets and alternative resources are protected. Move to the frontier. This issue also mitigates the exploitation of vulnerable areas by moneylenders through the provision of financial services and solutions.
- Pradhan Mantri Dhan Yojana, the month of the Gregorian calendar, moves forward in

accordance with the tenets of Sab Ka Saas Sab Ka Vikas to transition the low financial yield groups into the formal banking sector, where financial assets and resources are mobilized. protected the refugees. go to the border Providing financial services and solutions also minimizes exploitation of vulnerable areas by lenders.

- Main goal of PMGSY is to ensure access to financial products and services at affordable costs. Reduce costs and extend reach with technology.

There are six components of the PMJSY scheme which are as follows:

1. Global access to banking services without any limits of bank branches and agents.
2. Overdraft Facility of Rs. 10,000/- per account holder.
3. Financial Literacy Program to encourages savings, use of ATMs, access to insurance and pensions, increasing use of modern banking system of mobile banking and internet banking.
4. Creation of the Loan Guarantee Fund to Provide banks some default guarantees.
5. Insurance: accident insurance up to INR 1,00,000 and life insurance up to INR 30,000 for accounts opened from 15 August 2014 to 31 January 2015.
6. Pension plans for unorganized sectors.

SPECIAL POINTS OF UNDER PMJDY SCHEME

1. It works as an ideal insurance policy for backward families in India.
2. It is available to Indian citizens ageing between 18 and 50 years.
3. Every account holder can enroll in this program.
4. Offers life insurance at INR 2 lakh.

5. This insurance is availed with a premium of INR 330 per year.
6. Its tenure is one year and renewed every year.
7. One can easily enter or exit the Scheme.
8. It is a pure insurance scheme with no maturity or surrender value.

PMJJBY BENEFITS

Some of best benefits Pradhan Mantri Jeevan Jyoti Bima Yojana have are as follows:

1. Deduction is allowed under Section 80C of the Income Tax Act, 1961 for All investments made towards the Pradhan Mantri Jeevan Jyoti Bima Yojana scheme which could extend up to 1.5 lakhs.
2. If the policyholder dies for any reason, the death benefit will be paid to the beneficiary. Coverage begins 45 days after he is enrolled. However, if the insured dies due to an accident within 45 days, the insurance will be paid. Pradhan Mantri Jeevan Jyoti Bima Yojana offers up to 2 lakhs as death benefit in the event of death of the policyholder.

RESEARCH PROBLEMS

Success of the PMJSY scheme depends upon the financial awareness of public regarding the scheme. The Research problems of the study is to know whether the people of Rural area are Really Financially aware or not and the Benefits of the scheme are properly Reaches to them or not .

OBJECTIVE OF THE STUDY

- To know the impact of Jan Dhan Yojana scheme on financial inclusion of people of Manjhanpur block of Kaushambi District.
- To study about the awareness of the scheme among the people of Manjhanpur.
- To study the Reach and Benefits under this scheme to the Rural people.

RELEVANCE OF THE STUDY

- This study enables us to study deeply about PMJDY scheme and its properties.
- It highlights the Benefits of the PMJDY scheme which is given to the public.
- This study throughout the idea about the knowledge and awareness of people related to this scheme.

RESEARCH METHODOLOGY

Research methodology is the way researchers describe how they intend to conduct research. It is a logical and systematic plan for solving a research question. Methodology details the research approach taken by the researcher to ensure reliable and valid results that meet the researcher's goals and objectives. Describe what data is collected from where and how it is collected and analyzed. The following methodology have been adopted for this study,

SOURCES OF DATA

Primary data: data, surveys, interviews, experiments generated by the researcher himself, specifically designed to understand and solve a specific research problem. Secondary Data: Leveraging existing data generated by major government institutions, healthcare facilities, etc. as part of organizational records. The data is then retrieved from more diverse data files. However this study does have a small span of scope therefore, Only Primary data is collected through questionnaire and survey among the people to find out the awareness level among them.

SAMPLE SIZE

Sample size is defined as the number of observations used to obtain estimates for a given population. The sample size was selected from the population. Sampling involves selecting a subset of individuals

from a population to estimate the characteristics of the entire population. The number of units in a subset of the population is selected for analysis. The primary data is collected from 50 respondent of Manjhanpur block of Kaushambi district of Uttar Pradesh.

Sample size formula:

$$SS = \frac{Z^2 P(1-P)}{C^2}$$

SS = Sample Size

Z = Z-Value

P = Percentage of Population

C = Confidence interval

STATISTICAL TOLLS (METHODOLOGY)

Chi-square test is used to analysis and interpret the data relating to Socio-Demographic segment of the Respondent and awareness related to jhandhan Yojana.

RESEARCH HYPOTHESIS

H0: There is no significant relationship between Demographic segment of the respondent & awareness of Jhan Dhan Yojana scheme.

H1: There is significant relationship between Demographic segment of the respondent & awareness of Jhan Dhan Yojana scheme.

ANALYSIS AND INTERPRETATION

Farmer Profile: -

1: Occupation:

All my respondents' occupations fall into the farmers and workers categories. ☑ Bank respondents are authorized to respond by bank account.

2: Gender:

Of the total sample of respondents, 48.65% were male (of which 18 were male) and 51.55% were female (of which 26 were female).

3: Income:

Analysis shows that 35.14% of respondents have an average income of Rs. It is shown that there was They belong to the income bracket of Rs 41,000 to Rs 60,000.

4: Age:

Of the total number of respondents, 72% are in the 20–40-year-old group, 24% are in the 41–60-year-old group, and only 4% are in the 60-year-old group.

5: Marital Status:

Out of All of my respondents 36 were married and 14 were unmarried.

6: Educational background:

Of the total number of respondents, 50 % of people have taken education up to class 5, whereas 24 % have taken education up to class 10th and 20 % have taken education up to class 12th. It has been noticed that only 6% are graduate

7: Credit Source:

The source of lending information for people in this area is from Self Help Group (SHG).

Table -1 Profile Of The Farmer In Selected Village

| SI No | Characteritics | No of respondent | % of Total |
|-------|---------------------------|------------------|------------|
| 1 | Gander | | |
| | Male | 24.000 | 48 |
| | Female | 26.000 | 52 |
| 2 | Income in Thousand | | |
| | Rs.1000- Rs.20,000 | 18.000 | 36 |
| | Rs.21,000- R.s40,000 | 30.000 | 60 |
| | Rs.41000- Rs.60000 | 2.000 | 4 |
| 3 | Age | | |
| | 20-40 | 36.000 | 72 |
| | 41-60 | 12.000 | 24 |
| | 60Above | 2.000 | 4 |
| 4 | Educational Qualification | | |
| | Upto 5 th | 25.000 | 50 |
| | 5th to 10th | 12.000 | 24 |
| | 10th to 12th | 10.000 | 20 |
| | Graduation | 3.000 | 6 |
| 5 | Marital Status | | |
| | Married | 36.000 | 72 |
| | unmarried | 24.000 | 28 |
| 6 | Sources of Borrowings | | |
| | SHG | 16.000 | 32 |
| | No Borrowing | 34.000 | 68 |

Sources – Primary Data

Table-2 Awareness Of Jhan Dhan Yojana

| SI No | Awareness of jan dhan Yojana | Yes | No |
|-------|---|-----|-----|
| 1 | No minimum balance | 50 | Nil |
| 2 | Interest on Deposit | 20 | 30 |
| 3 | Accidental insurance Cover Rs.200000 | 15 | 35 |
| 4 | Life insurance Cover Rs.30000 | 16 | 34 |
| 5 | Over Draft facilities | Nil | 50 |
| 6 | Other Benefits like direct benefits transfer ets. | 22 | 38 |

Sources – Primary Data

Table-3 Chi-Square Test Showing the Relationship Between Demographic of The Respondent and Awareness of Accidental Insurance Coverage 200000

| Demographic | Calculated Value | Table Value | Degree of freedom | Level of Significance | Results |
|-------------------|------------------|-------------|-------------------|-----------------------|-----------------|
| Gender | 0.59 | 3.84 | 1 | 5% | Not significant |
| Income | 0.078 | 5.99 | 2 | 5% | Not significant |
| Age | 1.172 | 5.99 | 2 | 5% | Not significant |
| Edu Qualification | 3.223 | 7.81 | 3 | 5% | Not significant |

Sources – Primary Data

Table-4 Chi-Square Test Showing The Relationship Between Demographic Of The Respondent And Awareness Of Life Insurance Coverage 30000

| Demographic | Calculated Value | Table Value | Degree of freedom | Level of Significance | Results |
|-------------------|------------------|-------------|-------------------|-----------------------|-----------------|
| Gender | 1.08 | 3.84 | 1 | 5% | Not significant |
| Income | 1.13 | 5.99 | 2 | 5% | Not significant |
| Age | 3.84 | 5.99 | 2 | 5% | Not significant |
| Edu Qualification | 3.37 | 7.81 | 3 | 5% | Not significant |

Source: - Primary Data

Table-5 chi-square test showing the relationship between demographic of the respondent and awareness of other benefits like directbenefit transfer etc.

| Demographic | Calculated Value | Table Value | Degree of freedom | Level of Significance | Results |
|-------------------|------------------|-------------|-------------------|-----------------------|-----------------|
| Gender | 0.67 | 3.84 | 1 | 5% | Not significant |
| Income | 0.09 | 5.99 | 2 | 5% | Not significant |
| Age | 1.17 | 5.99 | 2 | 5% | Not significant |
| Edu Qualification | 3.20 | 7.81 | 3 | 5% | Not significant |

Source: source: - Primary Data

FINDING OF THE STUDY

1. There is a high level of financial illiteracy among the population.
2. People are unaware of the various benefits offered by this program and most people have opened an account since it is possible to open it with no balance.
3. People have opened their account in only one bank and the name of the bank is National Bank of Punjab and State Bank of India.

CONCLUSION & SUGGESTION

Jhan Dhan Yojana is one of the largest financial inclusion programs run by the Indian government. People can benefit from this program, but according to my research, the journey takes up to four years, yet there is still financial illiteracy among rural people. Even the rural folk are unaware of the multiple benefits of this program and many of them have just opened an account because their balance is zero. According to the defendant, this program does not guarantee any benefits and the banks only open an account to fulfill their mandate. Therefore, the government and banks are trying to create a financial awareness program for rural people, and the government should implement a continuous review mechanism to ensure the success of the

program. The illusion of will benefit the poor by placing them in the growth mainstream, while offers financial institutions the opportunity to work together for inclusive growth. There are many barriers to implementing financial inclusion initiatives. The proposal to open a PMJDY account has garnered positive responses across India, bringing banking services closer to the masses of the Indian community. Continuous evaluation and frequent checks are essential to the success of any strategy. If implemented successfully, it will not only eradicate poverty, but also end corruption.

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