

An Innovative Approach Pradhan Mantri Jan Dhan Yojana in India

Devendra Singh¹ Dr. Ajit Singh² and Dr. Syeeda Khatoon³

¹Research Scholar, Department of Economics, M.M.H College, Ghaziabad, Uttar Pradesh, India

²Assistant Professor, Department of Economics, M.M.H. College, Ghaziabad, Uttar Pradesh, India

³Associate Professor, Women's College, AMU, Aligarh, Uttar Pradesh, India

¹Corresponding Author: devendrahoon@gmail.com

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ABSTRACT

Pradhan Mantri, in the mission mode of Jan Dhan Yojana (PMJDY), financial inclusion efforts are made. One of its main goals is to provide financial inclusion for those who are currently unable to do so, including those who live in low-income or middle-class neighbourhoods. You can oords: pen a PMJDY account at any bank branch or business communication (BC) (Bank Mitra) even with no money in the account.

Keywords: approach, pmjdy, scheme, accounts, bank, income

I. INTRODUCTION

Government and Reserve Bank of India officials have been promoting financial inclusion in recent years. Prime Minister Narendra Modi introduced the Pradhan Mantri Jan Dhan Yojana in his first Independence Day speech on August 15th, 2014, with the goal of ensuring financial inclusion for all Indians. Starting with basic banking accounts with an overdraft of Rs. 5,000 after six months, the Ru-pay Debit Card and Ru-pay Kisan Card were launched on August 28, 2014, with the goal of providing widespread access to financial amenities. Basic bank accounts with a six-month overdraft limit of 5,000 rupees, the Ru-pay Debit Card with built-in accident insurance coverage of 1 lakh rupees, and the Ru-pay Kisan card are all included in this programme, which was launched to make financial services more accessible to everyone. Microinsurance, pensions, and other features will be included in a subsequent phase. According to the latest news, more than 1.5 million bank accounts were established in one day.



Source: https://commons.wikimedia.org/wiki/File:Narendra_Modi_launching_Pradhan_Mantri_Jan_Dhan_Yojana

1.1 Description of the Issue

The ever-evolving financial markets present investors with a bewildering array of options for where to put their money. If the investor is aware of the numerous options, he or she can develop an effective investing strategy. Financial inclusion is a crucial part of economic development, and the Pradhan Mantri Jan Dhan Yojana is one of the investment options that helps achieve this goal. In order to encourage people to start saving money, the Pradhan Mantri Jan Dhan Yojana offers a number of different incentives and plans. The investor must take advantage of the Investor Preference option for the PMJDY scheme. A PMJDY scheme preference study is therefore being conducted.

1.2 Purpose of the Study

- As a recap, the following are our primary goals:
- For the purpose of determining the demographic characteristics that influence selection of the Pradhan Mantri Jan Dhan Yojana
- Encourage customers to open a bank account and to save money in the bank by educating them on the process.
- To investigate the benefits and drawbacks of the Pradhan Mantri Jan Dhan Yojana.
- Research on customer satisfaction with Pradhan Mantri Jan Dhan Yojana account holders.

II. REVIEW LITERATURE

R Gurunandhini (2017), Financial Inclusion Through PMJDY. According to the research, the majority of accounts opened under the PMJDY Scheme are in rural areas; thus, efforts should be made to expand the programme into urban areas as well. You will also find out that government banks participate less in the scheme, whereas private sector banks participate more actively. We need the government's attention because most people aren't aware of this new programme.

M. Shekar (2017), The research paper attempts to address the influencing factors of financial literacy, financial inclusion status through financial literacy, and the role of concerned regulatory authorities in promoting financial literacy. The authors conclude that financial literacy is inadequate, particularly in rural areas, and people are unaware of financial services available.

M. Shekar, Ph.D., Pre- and Post-Demonetization PMJDY's (Pradhan Mantri Jan Dhan Yojana) progress, concerns, and challenges are briefly reviewed in this research study, which also gives solutions for achieving inclusive growth. It was written. As a result of shifting power dynamics and advancements in technology, he argued that financial inclusion had undergone positive and beneficial transformations.

Vaishali Khandewal's Pradhan Mantri Jan Dhan Yojana (PMJDY) Study Decent Worker's Allowance Program In the opinion of researchers, this is a positive step in raising public awareness about the banking system and its benefits. They've already taken advantage of this programme. Economic growth and the eradication of poverty can be facilitated by this plan.

For more information, see Bharati Pajari (2016), 5: "PMJDY: A Major Step towards Financial Inclusion in India." The author argued that there should be no exclusions when it comes to providing life insurance, accidental coverage, and credit facilities for all account holders.

III. STUDY AREA

According to the findings of this study, those who live in rural and urban areas are included in the sample. This survey serves to assess the benefits and satisfaction level of the respondents to this Pradhan Mantri Jan Dhan Yojana scheme. By completing the survey, you'll get a chance to learn more about how this programme has impacted the people who take part in it. Because the scope of the research is broad, it can only include a small set of Pradhan Mantri Jan Dhan Yojana Account Holders from a variety of occupational and socioeconomic backgrounds.

3.1 Restrictions on the Research

- The study was limited to the Coimbatore District and may not apply to other regions.
- The results of the survey were based on the responses of people in the Coimbatore District.
- The study was limited to 150 households of all income levels that took part in the research.
- Those who participated in the study were asked to rate their level of familiarity with Pradhan Mantri schemes.

IV. RESEARCH METHODOLOGY

One hundred fifty subjects were chosen at random from the population. More specifically, homes and income groups from the Coimbatore District were targeted in the research. The study relied on both primary and secondary data. As a result of this, you'll have (1) Percentage method and (2) Chi-square method

V. ANALYZING AND DECIPHERING

Table 1: Chi-Square Calculation of Gender and Reason for Opening the Bank Account

S.No.	PARTICULAR	NUMBER OF OFRESPONDENCE	TOTAL RESPONEDENCE	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	Government Employee	35	23.3
		Private Employee	45	30.0
		Self-Employee	51	34.0
		Student	19	12.7
5.	Family Income	Up to-100,000	22	14.7
		100,100-300,000	34	22.7
		300,000-500,000	59	39.3
		Above-500,000	35	23.3
6.	Education Obtained	Up to Primary	23	15.3
		Higher secondary	64	42.7
		Under graduate	44	29.3
		Post graduate	19	12.7
7.	Important to be aware of a programme called the Pradhan Mantri Jan Dhan Yojana.	Yes	128	85.3
		No	22	14.7

Hypothesis: There is no correlation between the respondents' gender and the purpose for opening a bank account, hence this is a null hypothesis.

Different Hypothesis Concepts: An association exists between respondents' gender and the reason they chose to open a bank account.

Table 2: Collected Value

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

Table 3: Estimated value of Chi-Square of the study calculated respondents' ages and bank accounts.

GENDER / PURPOSE OF ACCOUNT	INSURANCE FACILITY	CREDIT FACILITY	REMITTANCE FACILITY	SAVING DEPOSITS	LOAN FACILITY
MALE	13.16	9.48	13.16	37.92	4.47
FEMALE	11.16	8.52	11.83	34.08	4.26

Hypothesis: Age and bank account are not linked in any way in this study of the respondents.

Different Hypothesis Concepts: There is a correlation between the respondents' ages and their bank accounts.

Table 4: Collected Value

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

Table 5: Estimated Value

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

Since there is no association between the respondent's age and bank account, an alternative theory is possible.

VI. FINDINGS

- The majority of respondents (41 percent) are relying on information from the banking and financial industries.
- Under the Pradhan Mantri Jan Dhan initiative, 82 percent of respondents have bank accounts.
- State Bank of India is the bank of choice for 28.7% of those polled.
- 35.1 percent of respondents have three PMJDY bank accounts.
- 38.9% of those polled said they have a savings account.
- Nearly half of those surveyed (48.3%) have opened a savings and deposit account.
- Of those polled, 34.8 percent said they were not aware because of a lack of advertising on radio and television.
- At least once every 45 days, 83.3% of those polled said they used their Ru-pay debit cards.
- 74% of respondents strongly believe that PMJDY should be able to use the regular banking system.
- Most respondents (89%) are in agreement that bank employees may provide useful information on the scheme.
- Savings facilities are seen as more useful by a majority of respondents (34 percent).
- According to the Pradhan Mantri Jan Dhan Yojana survey, the majority of those who took part had a minimum cash balance in their bank accounts.
- The bank is used on a monthly basis by more than half of the survey participants.

VII. CONCLUSION

Prime Minister Narendra Modi introduced the Pradhan Mantri Jan Dhan Yojana (PMJDY) on August 28, 2014, as part of the DIGITAL INDIA Program, in order to serve lower-income groups that lack access to financial services, including savings, credit, and insurance. PMJDY wants to open bank accounts with no money in them for all households with children above the age of ten. The Indian government has designated it as a mission-critical undertaking. The goal of the plan is to ensure that every household in the country has access to banking services. The ever-changing investing markets present investors with a wide range of options. If the investor is aware of the numerous options, he or she can develop a smart

investing strategy. This study discusses in detail the PMJDY scheme's overall success and people's happiness with utilising this account. Also included are some observations on public awareness and recommendations for how the programme may be improved for maximum efficiency.

SUGGESTIONS

Government:

- Co-operatives, which provide loans to their members, can boost the rural economy.
- There should be no limit to how much the government can spend on aid for the underprivileged.
- When it comes to online education, the government should make sure that it is flexible enough to meet the needs of the Pradhan Mantri Jan Dhan Yojana.
- By making Pradhan Mantri Jan Dhan Yojana available in every government institution and spreading the word via posters, pamphlets, banners and other means.

Bank:

- The bank should promote a no-frills account.
- The Pradhan Mantri Jan Dhan Yojana scheme should be made more widely known by the Bank of India.
- In order to entice new customers, banks can rethink their business models.
- The government should implement policies in an efficient and effective manner in order to meet its goal of providing banking facilities.
- It is imperative that the bank ensures that the savings and banking programmes are accessible via online transactions.
- It is the bank's responsibility to educate customers about the bank's savings account and their rights under the law. People's participation in and contribution to government initiatives leads to social progress.

Customers:

- If a customer has a variety of investment options, the Pradhan Mantri Jan Dhan Yojana is one of them.
- Customers and participants in the Pradhan Mantri Jan Dhan Yojana are encouraged to develop the habit of saving money through the programme.

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