

Short Article

A Descriptive Study of Difficulties Faced by PMJDY Account Holders

S Renugadevi¹, K Gokul²

¹Professor, ²Student, Department of Commerce in Business Process Services, Dr NGP Arts and Science College, Coimbatore, Tamil Nadu, India.

I N F O

Corresponding Author:

K Gokul, Department of Commerce in Business Process Services, Dr NGP Arts and Science College, Coimbatore, Tamil Nadu, India.

E-mail Id:

kgokul0782@gmail.com

How to cite this article:

Renugadevi S, Gokul K. A Descriptive Study of Difficulties Faced by PMJDY Account Holders. *J Adv Res Acct Fin Mgmt* 2021; 3(2): 1-2.

Date of Submission: 2021-11-10

Date of Acceptance: 2021-12-03

A B S T R A C T

This scheme was officially launched on 28th August 2014. The prime purpose of this scheme is that every citizen of India should have easy access to open a saving bank account, thereby providing India financial freedom. The researcher felt the need to assess the difficulties faced by investors in this scheme. The study was done following descriptive design using a questionnaire to collect data from respondents in Madurai. The results showed that 26 percent of the respondents has faced the difficulties in withdrawal limit, 21 percent of the respondents has faced the difficulties in deposits not exceeding Rs 1 lakh, 20 percent of the respondents did not face any difficulties. The current study concludes that only approximately one-fourth or less number of people find any difficulties with any aspect of PMJDY while one-fifth find no difficulties. For better implementation banking sector the policy makers should keep in view the challenges faced by common people to increase the ease and comfort in running jandhan account.

Keywords: Saving Bank Account, People Funding Scheme, Financial Freedom, Investors, Insurance

Introduction

Mr. Narendra Modi, the current and 15th Prime Minister of India, on his 1st Independence Day speech i.e. on 15th August 2014, announced a new scheme called Pradhan Mantri Jan Dhan Yojana or Prime Ministers People Funding Scheme. This scheme was officially launched on 28th August 2014. The prime purpose of this scheme is that every citizen of India should have easy access to open a saving bank account, thereby providing India financial freedom. The benefits of this scheme such as zero balance account, RuPay debit card, RuPay credit card, easy loan option is outlined keeping the financially backward classes of India in mind. This scheme gives them hope for a better tomorrow. In a run up to the formal launch of this scheme, the Prime Minister personally mailed to CEOs of all banks to gear up for the gigantic task of enrolling over 6 crore (75 million) households and to

open their accounts. In this email he categorically declared that a bank account for each household was a "national priority." PMJDY is an ambitious scheme of independent nation aimed at financial inclusion for all; therefore, the researcher felt the need to assess the difficulties faced by investors in this scheme. Thus this study focuses on such difficulties, if any, to draw attention of the policy makers to bring about improvements in the scheme.

Methodology

Description design was followed for this study. The present study relied both on primary as well as secondary data. The primary data was gathered through the questionnaire from the respondents in Madurai. Secondary data comprised the information from the journals, websites, magazines, books and website. The study focused on the difficulties faced by investors in PMJDY in Madurai.

Review of Literature

Agarwal et al. found in their study that PMJDY is less accessible in hilly and remote areas. The study brought to notice that special focus should be provided to female beneficiaries.¹

Gupta and Jaiswal in their study reported that there has been certain improvement for financial inclusion but total financial inclusion in India remains a challenge. PMJDY has caused increase in transactions and reduction in zero balance accounts.²

Reddy in a study analysed the present progress of the PMJDY and to recognize and bring forward the issues coming up in PMJDY transactions. The study found that this strategy is capable of bringing in financial inclusion in the next few years.

Table 1. Difficulties Faced in the PMJDY Scheme

S.No	Difficulties	Respondent	Percentage
1	Withdrawal limit	26	26
2	Deposits not exceed Rs 1 lakh	21	21
3	Multiple accounts	15	15
4	Savings account without Rupay Card	11	11
5	Cost of overdraft facility	7	7
6	No problem	20	20
	Total	100	100

Source: Primary data

Data Analysis

Table 1, shows that 26 percent of the respondents has faced the difficulties in withdrawal limit, 21 percent of the respondents has faced the difficulties in deposits not exceeding Rs 1 lakh, 20 percent of the respondents did not face any difficulties, 15 percent of the respondents has faced the difficulties in opening multiple accounts for large insurance or overdraft facility, 11 percent of the respondents has faced the difficulties in saving account without RuPay Card and 7 percent of the respondents has faced the difficulties cost of overdraft facility.

Conclusion

The current study concludes that only approximately one-fourth or less number of people find any difficulties with any aspect of PMJDY while one-fifth find no difficulties. For better implementation banking sector the policy makers should keep in view the challenges faced by common people

to increase the ease and comfort in running jandhan account.

References

1. Agarwal PK, Verma A. Pradhan Mantri Jan Dhan Yojana (PMJDY): Issues and Challenges. *Trends in Biosciences* 2018; 11(35).
2. Gupta H, Jaiswal KK. Progress of Financial Inclusion in India and Pradhan Mantri Jan Dhan Yojana (PMJDY). A Critical Appraisal. *Journal of Arts, Science and Commerce* 2017; 8.
3. Malla RM, Pradhan Mantri Jan Dhan Yojana: Current Status. *International Journal of Research in Finance and Marketing* 2016; 6(2).
4. Reddy MM, Pradhan Mantri Jan Dhan Yojana: Current Status. *International Journal of Research in Finance and Marketing* 2016; 6(2).
5. Reddy MM, Pradhan Mantri Jan Dhan Yojana: Current Status. *International Journal of Research in Finance and Marketing* 2016; 6(2).