

# A Study on Awareness and Perception towards Pradhan Mantri Jan Dhan Yojana (PMJDY) Among Youth in Coimbatore City

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**Abstract:** Access to basic banking services plays an important role in improving economic participation among youth. The Pradhan Mantri Jan Dhan Yojana (PMJDY) was launched to provide universal access to banking facilities such as zero-balance accounts, insurance coverage, and direct benefit transfers. This study examines the awareness, perception, and usage behavior of youth towards PMJDY in Coimbatore City. The research adopts a descriptive design using Convenience Sampling. Primary data were collected through a structured questionnaire, and Secondary data were gathered from books, journals, and official reports. The findings help in understanding the level of youth engagement with the scheme and suggest measures to improve its effective utilization.

**Keywords:** PMJDY, Youth Awareness, Perception, Usage Behavior

## I. INTRODUCTION

A country's economic and social progress strengthens when a larger share of its population gains access to formal banking services. In India, many people were historically excluded from the banking system due to poverty, illiteracy, lack of awareness, and geographical barriers. To address this issue, the Government of India introduced several initiatives, among which the Pradhan Mantri Jan Dhan Yojana (PMJDY) is one of the most significant. Launched on 28 August 2014, the scheme aims to provide universal access to banking facilities such as zero-balance accounts, RuPay debit cards, insurance coverage, overdraft facilities, and Direct Benefit Transfer (DBT).

## OBJECTIVES OF THE STUDY

- To study the level of awareness about PM Jan Dhan Yojana among youth.
- To understand the challenges or barriers faced by youth in accessing and using PMJDY services.

## STATEMENT OF THE PROBLEM

Despite the wide implementation of the Pradhan Mantri Jan Dhan Yojana (PMJDY), many youths lack sufficient awareness of its features and benefits, resulting in low utilization of services. Therefore, it is necessary to examine the awareness and usage behavior of youth in Coimbatore City to identify gaps and improve their engagement with banking services.

## SCOPE OF THE STUDY

This study focuses on the youth of Coimbatore City and examines their awareness, perception, and usage of the Pradhan Mantri Jan Dhan Yojana (PMJDY). It aims to evaluate the scheme's effectiveness among young individuals and provide suggestions to improve its outreach and impact.



## II. RESEARCH METHODOLOGY

Research methodology is a systematic and scientific approach used to collect, analyze, and interpret data to achieve the objectives of the study.

### Sample Size and Sample Technique

Sample Size: 50 respondents of working women

Sampling Method: Convenience sampling.

### Statistical Tools:

Percentage analysis

Chi-Square analysis

Anova analysis

## III. REVIEW OF LITERATURE

**Partha Sarathi Senapati (2018)<sup>1</sup>** – The study examines the progress and impact of the Pradhan Mantri Jan Dhan Yojana (PMJDY) in promoting access to banking, savings, credit, insurance, and pension services. It analyzes the scheme's performance at the national level with special reference to Odisha. The research highlights the achievements of PMJDY in expanding banking outreach and integrating millions into the formal financial system.

**Chaitrali Kale (2022)<sup>2</sup>** – This historical study examines the development and impact of the Pradhan Mantri Jan Dhan Yojana (PMJDY) as a major national initiative to expand banking access. Using secondary data, the study highlights the scheme's role in promoting basic bank accounts, financial literacy, and greater participation of economically weaker sections in the formal banking system.

**Praveen Naz and Dr. Pearly Jacob (2024)<sup>3</sup>** – The study analyzes the impact of social media on the implementation of the Pradhan Mantri Jan Dhan Yojana (PMJDY) in Damoh District. It examines how social media influences public awareness and participation in the scheme. The research highlights the role of the Government of India and the Reserve Bank of India in promoting PMJDY and notes the high percentage of operational accounts. It also evaluates the scheme's impact on the rural poor and discusses its key features and significance.

## IV. DATA ANALYSIS AND INTERPRETATION

### PERCENTAGE ANALYSIS

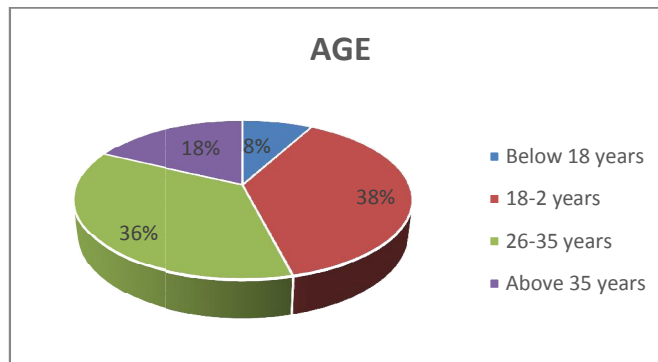
**TABLE NO.1 AGE OF THE RESPONDENTS**

Age	No. of respondents	Percentage%
Below 18 years	8	8%
18-2 years	19	38%
26-35 years	18	36%
Above 35 years	9	18%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source Data: Questionnaire



**CHART NO.1 AGE OF THE RESPONDENTS**



**INTERPRETATION**

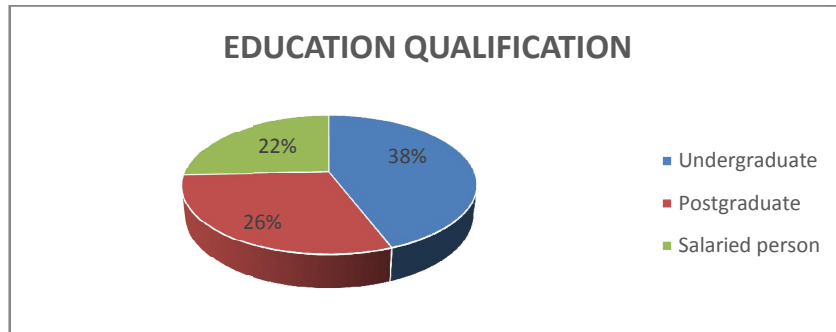
The above table shows Age of the majority of respondents. The majority of the respondents 38% fall within 18-2 years. 36% of the respondents falls between 26-35 years. Respondents in the age group Below 35 years and above are 18%. 8% fall within age group of below 18 years. **Majority of the respondents 38% falls between 18-25 years.**

**TABLE NO.2 EDUCATION QUALIFICATION OF THE RESPONDENTS**

Education Qualification	No. of respondents	Percentage%
Undergraduate	19	38%
Postgraduate	13	26%
Salaried person	11	22%
Others	7	14%
<b>Total</b>	<b>50</b>	<b>100%</b>

Source Data: Questionnaire

**CHART NO.2 EDUCATION QUALIFICATION OF THE RESPONDENTS**



**INTERPRETATION**

The above table shows the Educational Qualification of the respondents. The majority of the respondents 38% are undergraduates. About 26% of the respondents are postgraduates. Salaried persons constitute 22% of the respondents, while 14% fall under the ‘Others’ category.



**CHI-SQUARE ANALYSIS**

**1.Age\* Primary Source of Information about PMJDY.**

**HYPOTHESIS:**

**Null Hypothesis (H<sub>0</sub>):** There is no significant association between age and the primary source of information about PMJDY.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant association between age and the primary source of information about PMJDY.

**Table No.3.** Age and Primary Source of Information about PMJDY.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	17.855 <sup>a</sup>	9	.037
Likelihood Ratio	20.885	9	.013
N of Valid Cases	50		

a. 14 cells (87.5%) have expected count less than 5. The minimum expected count is .32.

**Source: Calculated Data**

**INTERPRETATION**

It is observed from the above analysis that the significant value is 0.037, which is less than 0.05 and the result is significant. It is concluded from the analysis that there is a significant association between Age and primary source of information about PMJDY among the respondents.

**2. Educational Qualification\* The awareness on PMJDY Benefits among youth**

**Null Hypothesis (H<sub>0</sub>):** There is no significant association between educational qualification and the PMJDY benefit that respondents are most aware of.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant association between educational qualification and the PMJDY benefit that respondents are most aware of.

**Table No.4:** Educational Qualification and the PMJDY Benefit Most Aware Of under the Pradhan Mantri Jan Dhan Yojana.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.088 <sup>a</sup>	12	.521
Likelihood Ratio	14.576	12	.265
N of Valid Cases	50		

18 cells (90.0%) have expected count less than 5. The minimum expected count is .70.

**Source: Calculated Data**

**INTERPRETATION**

It is noted from the above analysis that the significant value is 0.521, which is greater than 0.05 and the result is not significant. It is concluded from the analysis that there is no significant association between educational qualification and the PMJDY benefit most aware of under the Pradhan Mantri Jan Dhan Yojana among the respondents.

**ONE WAY ANOVA**

**1. Age\* The type of barriers faced while using PMJDY services.**

**HYPOTHESIS**

**Null Hypothesis (H<sub>0</sub>):** There is no significant association between age group and the type of barriers faced while using PMJDY services.



**Alternative Hypothesis (H<sub>1</sub>):** There is a significant association between age group and the type of barriers faced while using PMJDY services.

**Table No. 5:** Age and Type of Barriers Faced while Using the Pradhan Mantri Jan Dhan Yojana

What type of barrier did you face while using PMJDY service?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.931	3	.977	1.015	.395
Within Groups	44.289	46	.963		
Total	47.220	49			

Source: Calculated Data

### INTERPRETATION

The ANOVA analysis shows an F value of 1.015 with a p-value of 0.395. Since the p-value (0.395) is greater than the 0.05 level of significance, the result is not statistically significant. Therefore, the null hypothesis (H<sub>0</sub>) is accepted and the alternative hypothesis (H<sub>1</sub>) is rejected. It is concluded that there is no significant difference between the age group and the type of barriers faced while using PMJDY services.

## 2. Gender \* The level of awareness about PMJDY

### HYPOTHESIS

**Null Hypothesis (H<sub>0</sub>):** There is no significant association between gender and the level of awareness about PMJDY benefits.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant association between gender and the level of awareness about PMJDY benefits.

**Table No. 5:** Awareness about PMJDY Benefits by Gender under the Pradhan Mantri Jan Dhan Yojana.

Which PMJDY benefit are you most aware of?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.013	1	.013	.009	.923
Within Groups	68.067	48	1.418		
Total	68.080	49			

Source: Calculated Data

### INTERPRETATION

The ANOVA result shows an F value of 0.009 with a significance (p-value) of 0.923. Since the p-value (0.923) is greater than 0.05, the result is not statistically significant. Therefore, the null hypothesis (H<sub>0</sub>) is accepted and the alternative hypothesis (H<sub>1</sub>) is rejected. This indicates that there is no significant difference between the groups in terms of the PMJDY benefit they are most aware of.

## V. FINDINGS

- Majority of the respondents 38% falls between 18-25 years.
- Majority of the respondents 38% falls Undergraduate.
- There is a significant association between Age (.013) and primary source of information about PMJDY among the respondents.
- There is no significant association between educational qualification and the PMJDY benefit most aware of under the Pradhan Mantri Jan Dhan Yojana among the respondents.
- There is no significant difference between the age groups regarding the type of barriers faced while using PMJDY services. .



- There is no significant difference between gender and awareness about PMJDY benefits under the Pradhan Mantri Jan Dhan Yojana.

#### **SUGGESTIONS**

- Conduct awareness programs in colleges and educational institutions to improve youth understanding of PMJDY features and benefits.
- Provide simple and clear information about account features, insurance coverage, and overdraft facilities through digital platforms.
- Motivate youth to actively use their PMJDY accounts by linking them with scholarships and other government benefit schemes.

#### **VI. CONCLUSION**

The study analyzed the awareness, perception, and usage behavior of youth towards the Pradhan Mantri Jan Dhan Yojana (PMJDY) in Coimbatore City. The findings show that most respondents are aware of the scheme and its basic features, though detailed knowledge remains moderate. Statistical results indicate no significant differences based on demographic factors. Overall, PMJDY has encouraged banking habits among youth, and its effectiveness can be further improved through enhanced awareness and support services.

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