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### A study on account holder's awareness about Sukanya Samaruddi Yojana

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#### Abstract

Sukanya Samridhi Yojana is an initiative by Indian government. It is a small saving scheme launched on 22nd January 2015 in Panipat, Haryana by honorable Prime Minister Narendra Modi. This is a girl child prosperity scheme under Beti Bachao Beti Padoos program of PM Narendra Modi. The idea behind the scheme is to ensure a bright future to girl child in India by providing financial support for their education and marriage. This scheme also supports the economic development of the country by supporting the girl education. It also increases the literacy rate of females, which helps in increase of the incomes and standard of living of people. This scheme leads to overall development of country, as the girls education also helps in decreasing the population. Problem of study was medium awareness about the scheme. The findings will be helps to identify the awareness level of Sukanya Samridhi Yojana scheme between public.

**Keywords:** Sukanya Samridhi account, Yojana, girl child saving scheme

#### Introduction

Sukanya Samridhi Yojana (SSY) was introduced by our honorable Prime Minister Mr. Narendra Modi on January 22, 2015. The Sukanya Samridhi Yojana was launched as an apart of beti bachao, beti padho. This scheme was brought because no parents or guardian should think girl child as a financial burden. It is a small deposit scheme in which one can deposit maximum of Rs. 1.50 lakh during the particular financial year. But the minimum amount deposited should not be less than Rs. 250. Apart from the parents, a legal guardian at will, also permitted to open the account for the welfare of a girl child. A guardian can hold only one account in the name of one girl child and maximum of two accounts in the name of two different children. Account can be opened up to the age of ten years only. Nomination is not allowed it in this account. Minimum amount for opening of account is Rs. 1,000 and subsequent deposit should be made in multiples of Rs. 100. There is no limit to make number of deposit either in a month or in a financial year just like a saving account. Partial withdrawal maximum up to 50% of the balance standing at the end of the proceedings financial year can be taken after the account holder is attaining the age of 18 years. Account will be closed when the account holder completes her 21 years of age and if it is not closed on maturity, the balance amount standing on the maturity date will continue to earn interest as specified until withdrawal.

#### Objectives of the study

- To know the socio-economic status of the sample respondents of SSY account.
- To identify the awareness level of respondents about SSY scheme.

#### Methodology

The present study was conducted in Karnataka state of Dharwad district at Chikkamalligawad and Doddamalligawad village. A total of 35 respondents were selected through random sampling method, data was collected by using structured interview schedule and analyzed by using frequency, percentage, class interval and indices.

#### Results and Discussion

Table 1. Indicated that, most (94.28%) of the respondents belonged to young age group, 5.74 per cent belonged to middle age group. Majority of the respondents were Illiterate (48.57%). 14.28% fall under PUC (11<sup>th</sup> - 12<sup>th</sup>), (17.14%) of the respondents are comes under High school (8<sup>th</sup> -10<sup>th</sup>). Form above it was clear that, Most (42.5%) of the respondents were wage labour, (25.71%) of the respondents are agriculture, (17.14%) of the respondents are house wife. Most of the respondents live as nuclear family (71.42%) three to four members in their family and 28.57 percentages of the respondents were belong to joint family.

**Table 1:** Socio demographic profile

n = 35

Sl. No.	Category	F	(%)
1.	<b>Age</b>		
	Young (Upto 35)	33	94.28
	Middle (36-55)	2	5.74
	Old (>56)	0	00
2.	<b>Education</b>		
	Illiterate	17	48.57
	Primary (1 <sup>st</sup> -4 <sup>th</sup> )	2	5.74
	Middle school (5 <sup>th</sup> -7 <sup>th</sup> )	3	8.57
	High school (8 <sup>th</sup> -10 <sup>th</sup> )	6	17.14
	PUC (11 <sup>th</sup> -12 <sup>th</sup> )	5	14.28
3	<b>Occupation</b>		
	Agriculture	9	25.71
	Wage labour	15	42.5
	Housewife	6	17.14
	Private job	5	14.28
	Government job		
	Business		
4	<b>Family type</b>		
	Nuclear Family	25	71.42
	Joint	10	28.57

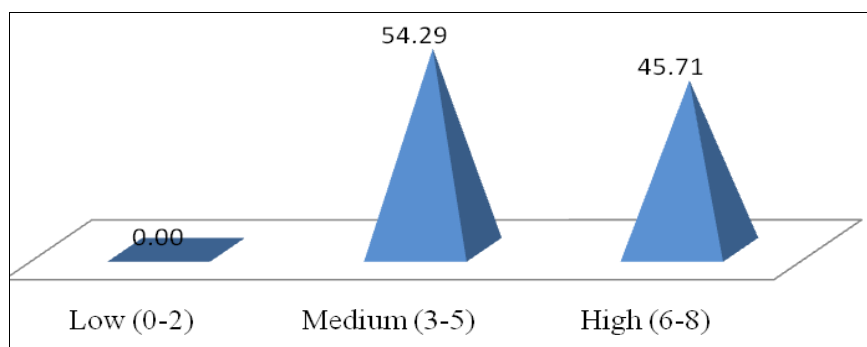
**Table 2:** Awareness on Sukanya Samruddi Yojana

n = 35

Sl. No.	Statements	Frequency	Percentage
1.	Do you aware about SSY Scheme	30	85.71
2.	Do you know girls are the beneficiaries of SSY	30	85.71
3.	Do you know Angnwadi workers are the source of information to know this scheme	18	51.43
4.	Do you know SSY scheme is higher education for girl child	11	31.43
5.	Do you know The registration for SSY is done at post office or bank	33	94.29
6.	Do you know Rs 250 is the minimum deposit per year in Sukanya Samriddhi Yojana?	28	80.00
7.	Do you know Rs 1,50,000 is the maximum deposit per year in Sukanya Samriddhi Yojana?	9	25.71
8.	Do you know only one account in the name of one girl child?	17	48.57

Table 2 it is indicated that 94.29% of the respondents are aware about the registration for SSY is done at post office or bank and 85.71% of the respondents are aware about Sukanya Samriddhi Yojana and they were aware about know girls are the beneficiaries of SSY. 80% of the respondents aware about the Rs 250 is the minimum deposit per year in Sukanya Samriddhi Yojana. 51.43% of the

respondents said that Angnwadi workers are the source of information to know this scheme. 25.71% of the respondents aware about the Rs 1, 50,000 is the maximum deposit per year in Sukanya Samriddhi Yojana and 31.43% of the respondents know SSY scheme is higher education for girl child.



**Fig 1:** Overall awareness about Sukanya Samruddi Yojana

From the above figure it is found that most (54.29%) of the respondents had medium level aware of the scheme, (45.71%) of the respondents had high level awareness. It reveals that most of the respondents had medium level of awareness. The findings of the study is similar to the study of Arunpriya and Revathi (2020) [5].

**Conclusion**

This study helps to understand account holders awareness about Sukanya Samridhi Yojana scheme. It was long term saving scheme started by central government and also providing financial independents to the girl child and her account holders. The scheme related awareness program

was medium, so the governments have to take necessary steps to improve the advertisement. The schemes are helps to generate nation development.

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