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Study On Perception Of Consumers Towards Pradhan Mantri Yojana In Respect To Vapi Region

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Abstract

The mission of the Pradhan Mantri Yojana in India was to provide benefit to the country by eliminating various social, infrastructural, educational and many other issues. This paper will attempt to analyse the Perception of General public towards Pradhan Mantri Yojana and whether they are aware about PM Yojana Scheme and has been able to avail it or not. An attempt was made to create survey through filling up questionnaire and Primary Data was collected from the respected Vapi city and nearby region. Convenient sampling procedure technique will be used for clarification of data and appropriate analytical tools be used to draw the results.

Keywords: Pradhan Mantri Yojana awareness, Perception of public, List of Yojana, Beneficiary

Introduction

The people of the country are entitled to certain rights and privileges, benefits and opportunities. With the initiative of Pradhan Mantri Yojana the government is giving higher priority for the development of reserved and other backward group by spending over various schemes. The Central and State government are implementing all these schemes in the areas of necessities, education, health, sanitation, house loans, bank savings etc. It is necessary to understand the specific characteristics of their area, which give rise to the problems of their locality. In this paper the researcher has chosen the consumer and general public located in Vapi and nearby region. This paper highlights about the awareness of these schemes among the beneficiaries, how many of them have applied for it and their satisfaction level. Prime Minister's Plans such as Crop Insurance Scheme, Jeevan Jyoti Bima Yojna, Housing Scheme, Money Planning, Jan Dhan Yojana, Kaushal Vikas Yojana, Gram Sadak Yojana, Poor Kalyan Yojana, Ujjwala Yojana, Gramodaya Yojana, Agricultural Irrigation Scheme, Employment Plan etc. Pradhan Mantri Jan-Dhan Yojana was one of the first announcements by Honorable Prime Minister, 'Mr. Narendra Modi', in his first Independence Day address on 15 August, 2014.

Now, following the main concept of PM Yojana is definitely a milestone in India. It has some of the most important components which were launched by Honorable Prime Minister with a great view to provide best services for betterment of nation.

1.1 Objectives of the Study

- To know the perception of Public towards PM Yojana
- To study the awareness amongst the consumers
- To understand its benefits and usefulness

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1.2 Advantages of PM Yojana

- i. PM Awas Yojana provides subsidy and Housing for all schemes to eligible families.
- ii. PM Jeevan Jyoti Bima covers Life Insurance at very nominal rates which can be claimed after Natural/ Accidental death due to any reason.
- iii. PM Jan Dhan Yojana offers to open bank account at zero balance with advantages when opting a loan and Mobile Banking as well.
- iv. Other Yojana covers Increasing business, eliminating poverty, promoting education, giving scholarship to poor, giving employment to unemployed, providing fertilization for the farmers, natural outbreak (flood, fire), employing youth, providing cheap loans to youth for startup are some of the other main advantages.

1.3 Research Methodology

The primary data are collected through Questionnaire filling with the respondents. The researcher has selected 37 samples including specific questions for collecting the data for analysis. Convenient sampling method has been used and further analytical tools have been used to conclude the study results.

Limitations

- i. Due to lack of time the study contains only Vapi and nearby region.
- ii. The researcher could only select limited respondents.

1.4 Analysis and Interpretation

H0: there is no association between Gender and Awareness of respondent.

H1: there is association between Gender and Awareness of respondent.

Gender * awareness about Pradhan Mantri Yojana's Crosstabulation

		aware about Pradhan Mantri Yojana's ?		Total
		No	Yes	
Gender	Female	6	11	17
	Male	6	14	20
Total		12	25	37

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Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.118 ^a	1	.732
Continuity Correction ^b	.000	1	1.000
Likelihood Ratio	.117	1	.732
Fisher's Exact Test			
N of Valid Cases	37		

Interpretation: From the above sampling we can conclude that there is no association between gender and awareness of respondents which is proven by the value of p which is .732 greater than 0.05 and thus the Hypothesis will be accepted

H0: there is no association between Age group and Awareness of respondent

H1: there is association between Age group and Awareness of respondent

Age Group * awareness about Pradhan Mantri Yojana's Crosstabulation

		Are you aware about Pradhan Mantri Yojana's ?		Total
		No	Yes	
Age Group	<18	1	0	1
	>60	1	0	1
	18-25	9	16	25
	25-40	1	5	6
	40-60	0	4	4
Total		12	25	37

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.912 ^a	4	.141
Likelihood Ratio	8.549	4	.073
N of Valid Cases	37		

a. 8 cells (80.0%) have expected count less than 5. The minimum expected count is .32.

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Interpretation: From the above sampling it is found that there is no association between Age group and awareness of respondents towards Pradhan Mantri yojnas as the value of p is 0.141 which is greater than 0.05 thus hypothesis will be accepted

Review of Literature

T.M. Archana and A.S. Ambily (2018) studied the Impact of Pradhan Mantri Schemes towards upliftment of SC population with reference to Ernakulam District and most of the people residing in this area belong to the low caste category and are less educated. Lots of schemes have been introduced by the government for the upliftment of these people. This study concentrates on the four important schemes namely Atal Pension Yojana, Sukanya Samridhi Yojana, Jan Aushadhi Yojana, Pradhan Mantri Suraskha Bhima Yojana and stated that most people are unaware about some schemes. Also it was found that water, medicine and health measures are not upto the mark.

Surbhi Srivastava (2016) in her study of 'An Overview of Pradhan Mantri Jan Dhan Yojana' concluded that it is one the most featuring scheme till now. The scheme justifies on basic grounds which are to promote financial literacy, universal access to banking facility and providing various financial services as well as on promoting savings. The scheme is definitely a great help for those weaker sections of society, who have an ability to save. Growth of this scheme will help the other developmental schemes of the government of India, for instance digital India, skill India and the union budget of 2016- 17 itself which focuses mainly on agriculture and infrastructure. The widely acknowledged & successful launch of this PMJDY scheme also strengthens the resolve that when coordination, dedication, opportunism, formalization, dependence, trust, satisfaction, and continuity is provided by all the constituents and stakeholders, a framework of construct is created which acts as a dominant force for accomplishment of the mission.

Conclusion

This study on 'STUDY ON PERCEPTION OF CONSUMERS TOWARDS PRADHAN MANTRI YOJANA IN RESPECT TO VAPI REGION' indicates that there is lack of knowledge and awareness among the public because of obvious reasons. Need of improvement is required which will help the youngsters who are least familiar with these schemes and hence look after any Private schemes which are way far costlier. This survey has cleared its results which are stated above which are true as per researcher's knowledge.

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