

Available online @ www.iaraindia.com
RESEARCH EXPLORER - A Blind Review & Refereed Quarterly International Journal
ISSN: 2250-1940 (P) 2349-1647 (O)
Impact Factor: 3.655(CIF), 2.78(IRJIF), 2.77(NAAS)
Volume XIII, Issue 45
October - December 2024
Formally UGC Approved Journal (63185), © Author

A STUDY ON CUSTOMER AWARENESS ON SOCIAL TRANSFORMATION ACTIVITIES OF COMMERCIAL BANKS WITH RESPECT TO PMSBY IN TIRUCHIRAPPALLI DISTRICT OF TAMIL NADU

W. ROSELIN PRABHA

Ph.D. Full Time Research Scholar, Department of Commerce

Dr. C. PARAMASIVAN

Associate Professor, Department of Commerce
Thanthai Periyar Government Arts and Science College (Autonomous), Tiruchirappalli

Abstract

Social transformation is possible only with the help of rich economic independence and financial empowerment which enable the people to avail all kind of benefits from the government. There are numerous risks in everyday life of human beings. The chances of occurrences of the events causing losses are rather uncertain because the risk may or may not take place. Insurance is assurance against these instabilities of life. Many of the rural population do not have any kind of security/ insurance scheme. In order to provide the accidental insurance coverage to all people especially to rural and unorganized workers, the Government of India launched insurance scheme namely Pradhan Mantri Suraksha Bima Yojana (PMSBY). The motto of the scheme is covering the uncovered, serving the unserved and blessing the unblessed segment of the society and ensure that no Indian citizen will ever worry about accidents or disabilities. Nearly 18.22 crore Indians were benefited by this scheme during the financial year 2019-2020. By implementing PMSBY scheme the Government is heading towards the vision of “New India-Swasthse Samridhi”. This article highlights the awareness of PMSBY with respect to social transformation.

Keywords: Financial inclusion, Social transformation, financial Services, PMSBY, Social Security, Unorganized Workers.

Introduction

Financial inclusion or inclusive financing is an attempt to provide access to affordable and useful financial products and services to the deprived section of society. The purpose of financial inclusion is to provide access to financial products, timely and affordable cost where needed by unfortunate, vulnerable and deprived sections of society. It also describes the equality & availability of opportunities to get financial

services (Nanda & Kaur, 2006). The main objective of financial inclusion is to remove the obstacles which keep away users from participating in the financial system and provide financial services to fulfil their specific needs without any discrimination.

The Government of India has many social security schemes that will ensure every citizen of India not to worry about the accident, illness in old age. In this phase, Indian Government has started three social

security schemes on 09 May 2015 i.e. PMSBY (for accidental death and disability), PMJJBY (for life insurance) and APY (for pension) with the motto “*Jan Dhan se Jan Suraksha*”. At that time, 80% of India's population did not have any kind of insurance. The main objective to start PMSBY and PMJJBY was to enhance the enrolment of the insured population. Besides these social security schemes, the Indian Government has also started APY focused on the unorganized sector of the country. When this scheme was started 89% of India's population did not have any kind of old-age pension scheme and the main objective to start this scheme was to enhance the pension enrolment number.

Review of Literature

Azad et al. revealed that, Pradhan Mantri Suraksha Bima Yojana and Pradhan Mantri Jeevan Jyoti Bima Yojana have made an extraordinary performance in bringing the poor, marginalized and underprivileged sections into the mainstream. But still a considerable segment of the society is not fully equipped about the scheme.

Badar and Shaista (2016) disclosed that the progress and development of the economy have been strongly associated with financial inclusion.

Bhuvana and S. Vasantha (2016) explained that in rural areas effectiveness of financial inclusion has been decreased by certain demand & supply factors.

Deb and Sarma suggested that, since both PMSBY, PMJJBY policies can only be taken by savings bank account holders, the schemes would work as a proxy for financial inclusion and encourage the unbanked population to join the formal banking system which, in turn, would not only add the number of accounts for banks but would also boost their bottom lines.

Gomathy and Jyoti (2016) has investigated that GOI and RBI have been making efforts to financial inclusion with the fundamental objective to providing financial services to the financial excluded Indian population

Inoue (2019) described that financial inclusion has a positive impact on poverty reduction. To analyse the fact, it was found that public sector banks have larger estimated values of financial inclusion than private sector banks.

Princy (2017) concluded that financial inclusion supports microfinance & microfinance accelerate it. Microfinance is one of the important weapons for eradicating and eliminating poverty through financial inclusion.

Shanti & Murty (2019) highlighted that educational age, income level is positively associated with financial literacy whereas educational level is not associated with financial literacy. Employed women have higher levels of financial literacy as compared to self-employed.

Thirumavalavan pointed out that the Government has decided to work towards creating a Universal Social Security System to the entire society, especially to the poor and the under-privileged, to address longevity risks among workers in the unorganized sector and to encourage workers in the unorganized sector to voluntarily save for their retirement.

Statement of the Problem

India is one of the young and fast developing economies in the having declared social and economic justice to all in the constitution and also being a welfare state. Most of the people in India do not have access formal sources of banking, insurance and financial services. In India, a large proportion of population is without insurance of any kind, that is, health, accidental or life. Therefore, promoting inclusive growth in financial inclusion is one of the biggest challenges in India. The honorable Prime Minister of India, Mr. Narendra Modi, after gaining valuable inputs from the pros and cons of previous schemes, has taken a forward step on Financial Inclusion, which is one of the top most priority projects of the government. In this regard, several public welfare schemes for inclusive finance through insurance have been introduced since 2014. Among these, Pradhan Mantri Suraksha Bima Yojana (PMSBY) launched on 9th May, 2015 is an important milestone in the Indian Social Security system. Its main aim is to create a universal social insurance system, targeted especially for the poor and the under-privileged. This scheme is expected to provide the purpose of financial inclusion by achieving penetration of insurance down to the weaker sections of the society, ensuring their or their family's financial security, which otherwise gets pulled to the ground in case of any unexpected and unfortunate accident. This system will provide insurance coverage against accident risk especially to the high risk

category such as mechanics, laborers, and truck drivers, who involve in a lot of travelling. In this aspect, it is imperative to study about the PMSBY scheme details and its progress.

Objective of the Study

To explore customer awareness on social transformation activities of commercial banks with respect to PMSBY in Tiruchirappalli District of Tamil Nadu

Research Methodology

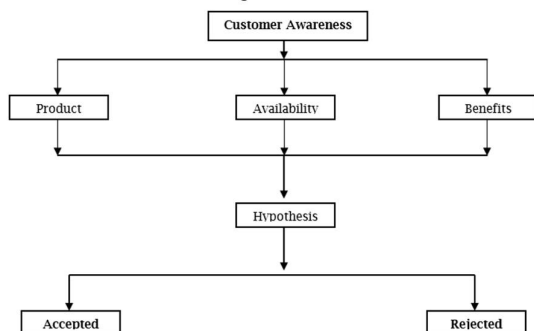
The present study is descriptive in nature by using both primary and secondary data. Primary data were collected with the help of interview Schedule which were distributed to the sample respondents. Secondary data were collected from various sources such as published and unpublished reports, records, documents and periodicals. Stratified random sampling method was adopted to identify the sample respondents.

Sampling Design

Sampling is one of the major parts of the research study which help to justify its scientific implications and scholarliness. 720 Sample respondents were selected through stratified random sampling method study area.

Data Collection

The Present Study required both Primary and secondary data. Primary data were used for the Social transformation through futuristic banking with respect to public sector banks in Tiruchirappalli District. Secondary data were used to performance and progress of Pradhan Mantri Suraksha Bima Yojana in India. Tamil Nadu and Tiruchirappalli District. Some of the Secondary data were found that conceptual frame work of banking.



Tools and Techniques Used

Primary data were collected with the help of a structured interview schedule and secondary data was collected from various sources such as reports, records, documents and other published and unpublished sources.

Data Analysis

The Collected data were analysed with the help of adequate statistical tools such as T-Test, One way ANOVA, Chi Square Test.

Customer Awareness towards PMSBY Scheme

Profile	Variables	Frequency	Percentage
Product	Low	239	33.2
	Moderate	251	34.9
	High	230	31.9
	Total	720	100.0
Availability	Low	286	39.7
	Moderate	78	10.8
	High	356	49.4
	Total	720	100.0
Benefits	Low	133	18.5
	Moderate	251	34.9
	High	336	46.7
	Total	720	100.0

The Table 1 represents the Customer awareness towards PMJDY Scheme and the percentage of Profile of the respondents by product, awareness and benefits.

With regard to product profile, (239) or 33.2 percent respondents have the low level of awareness, (251) or 34.9 percent respondents belong to moderate level of awareness and 230 (or) 31.9 percent of respondents have the high level of awareness.

It is clear from this the maximum number of respondents (251) belong to the moderate awareness and the minimum respondents (230) belong to the low awareness about the product (scheme) of PMSBY.

As regards availability, (286) or 39.7 percent of respondents have the low level of awareness, (78) or 10.8 percent respondents have moderate level of awareness and (356) or 49.4 percent of respondents have the high level of awareness.

It represents that the maximum number of respondents (356) have the low level of awareness and the minimum number or respondents (78) have the moderate awareness about the availability of the product scheme.

As far as benefits is concerned, (133) or 18.5 percent of respondents have the low level of awareness, (251) or 34.9 percent of respondents have the moderate level of awareness and (336) or 46.7 percent of respondents have the high level of awareness.

It is clear from this that the maximum number of respondents (336) belong to the

high level of awareness and the minimum number of respondents (133) belong to the low

level of awareness about the benefits of the product scheme.

T – Test

Group Statistics - Customer Awareness PMSBY

Factors	Gender	N	Mean	Std. Deviation	Std. Error Mean
Product	Male	485	14.28	2.433	.110
	Female	235	14.48	2.339	.153
Availability	Male	485	13.81	2.650	.120
	Female	235	14.03	2.668	.174
Benefits	Male	485	14.14	2.876	.131
	Female	235	14.16	3.091	.202

The above table indicates that the group statistics for analysing the gender of male and female with respect to customer awareness of select public sector banks. The

mean values of the variables range from 13.81 to 14.48 with consistent standard deviation. The standard error means are also found to be consistent for all the variables.

Independent Sample test

Hypothesis: there is no significant difference between genders with respect to Customer awareness of PMSBY public sector banks.

Factors	Assumption about Variance	Levene's Test for Equality of Variance		t- test for equality of Means			
		F	Sig	t	df	Sig.(2-tailed)	Mean Difference
product	Equal Variances assumed	1.399	.237	-1.038	718	.030	-198
	Equal Variances not assumed			-1.052	479.858	.029	-198
Availability	Equal Variances assumed	.001	.973	-1.000	718	.018	-211
	Equal Variances not assumed			-998	460.331	.019	-211
Benefits	Equal Variances assumed	.578	.447	-.083	718	.034	-.019
	Equal Variances not assumed			-.081	434.503	.036	-.019

Significance at 5% level

Levence's test on problems like Products (F.1.399, P>0.05) has a probability greater than 0.05, it can be assumed that variance are relatively equal. Therefore, we can use the t – test and two – tail significance for the equal variance estimates to determine Product faced by respect to customer awareness of public sector banks of two group of gender male and female. It indicates p< 0.5Significant (t=-198, P<0.05).It shows that there exists a no significant difference among respect to Product.

Availability (F=.001, P>0.05), has a probability greater than 0.05, it can be assumed that variance are relatively equal. Therefore, we can use the t – test and two – tail significancefor the equal variance estimates

to determine Availability faced by respect to customer awareness of public sector banks of two group of gender, Male and female. It indicates p<0.5 Significant(t=-211, P<0.05).It shows that there exists a no significant difference among respect to availability.

Benefits (F=.578, P>0.05), has a probability greater than 0.05, it can be assumed that variance are relatively equal. Therefore, we can use the t – test and two – tail significance for the equal variance estimates to determine benefits faced by respect to customer awareness of public sector banks of two group of gender, Male and female. It indicates p<0.5 Significant (t=-019, P<0.05).It shows that there exists a no significant difference among respect to Benefits.

T – Test
Group Statistics - Customer Awareness PMSBY

Factors	Marital Status	N	Mean	Std. Deviation	Std. Error Mean
product	Married	551	14.42	2.350	.100
	Un – Married	169	14.09	2.562	.197
Availability	Married	551	13.79	2.667	.114
	Un – Married	169	14.20	2.603	.200
Benefits	Married	551	14.18	2.886	.123
	Un – Married	169	14.04	3.139	.241

The table indicates that the group statistics for analysing the marital Status of married and unmarried with respect to customer awareness of select public sector

banks. The mean values of the variables range from 13.79 to 14.42 with consistent standard deviation. The standard error means are also found to be consistent for all the variables.

T – Test
Group Statistics - Customer Awareness PMSBY

Hypothesis: There is no significant difference between marital statuses with respect to customer awareness of PMSBY public sector banks.

Factors	Assumption about Variance	Levene's Test for Equality of Variance		t- test for equality of Means			
		F	Sig	T	Df	Sig.(2-tailed)	Mean Difference
Product	Equal Variances Assumed	.335	.563	1.537	718	.025	.325
	Equal Variances not assumed			1.468	260.576	.043	.325
Availability	Equal Variances assumed	1.013	.315	-1.748	718	.031	-408
	Equal Variances not assumed			-1.770	284.566	.038	-408
Benefits	Equal Variances Assumed	.832	.362	-570	718	.019	-148
	Equal Variances not assumed			-545	261.011	.016	-148

Significance at 5% level

Levene's test on problems like Products (F=1.355, P>0.05), has a probability greater than 0.05, it can be assumed that variance are relatively equal. Therefore, we can use the t – test and two – tail significance for the equal variance estimates to determine Product faced by respect to customer awareness of public sector banks of two group of marital status , Viz, Married and un-married . It indicates p< 0.5Significant (t=.325 P<0.05).It shows that there exists a no significant difference among respect to Product.

Availability (F=1.013, P>0.05), has a probability greater than 0.05, it can be assumed that variance are relatively equal.

Therefore, we can use the t – test and two – tail significance for the equal variance estimates to determine availability faced by respect to customer awareness of public sector banks of two group of marital status, Viz, Married and unmarried. It indicates p<0.5 Significant (t=-408, P<0.05).It shows that there exists a no significant difference among respect to availability.

Benefits (F=.832, P>0.05), has a probability greater than 0.05, it can be assumed that variance are relatively equal. Therefore, we can use the t – test and two – tail significance for the equal variance estimates to determine benefits faced by respect to customer awareness banking of public sector banks of two group of Marital

status , Viz, Married and un-married. It indicates $p < 0.5$ Significant ($t = -148, P < 0.05$). It

shows that there exists a no significant difference among respect to benefits.

One way ANOVA

Hypothesis: There is no significant difference between Communities with respect to customer awareness of Public Sector banks.

Factors	Source	Sum of Squares	Df	Mean Square	F	Sig
Product	Between Groups	22.488	2	11.244	1.952	.103
	Within Groups	4129.778	717	5.760		
	Total	4152.265	719			
Availability	Between Groups	31.996	2	15.998	2.276	.010
	Within Groups	5040.204	717	7.030		
	Total	5072.200	719			
Benefits	Between Groups	52.382	2	26.191	3.035	.049
	Within Groups	6186.716	717	8.629		
	Total	6239.099	719			

Significance at 5% level, **.Significance at 1% level

One-way ANOVA was applied to find the significant mean difference between the customer awareness of select public sector

banks and the result showed that there is a no significant difference between Usage product (F-value = 1.952, $p < 0.05$), Availability (F-value = 2.276, $p < 0.05$), Benefits (F-value = 3.035, $p < 0.05$).

One way ANOVA

Hypothesis: There is no significant difference between annual incomes with respect to customer awareness of Public Sector banks.

Factors	Source	Sum of Squares	Df	Mean Square	F	Sig
Product	Between Groups	9.334	3	3.111	.538	.027
	Within Groups	4142.931	716	5.786		
	Total	4152.265	719			
Availability	Between Groups	36.555	3	12.185	1.733	.039
	Within Groups	5035.645	716	7.033		
	Total	5072.200	719			
Benefits	Between Groups	27.595	3	9.198	1.060	.015
	Within Groups	6211.504	716	8.675		
	Total	6239.099	719			

Significance at 5% level, **.Significance at 1% level

One-way ANOVA was applied to find the significant mean difference between the customer awareness of select public sector

banks and the result showed that there is a no significant difference between Usage product (F-value = .538, $p < 0.05$), Availability (F-value = 1.733, $p < 0.05$), Benefits (F-value = 1.060, $p < 0.05$).

One Way ANOVA

Hypothesis: There is no significant difference between Educational Qualification with respect to customer awareness of Public Sector banks.

Factors	Source	Sum of Squares	Df	Mean Square	F	Sig
Product	Between Groups	22.488	2	11.244	1.952	.043
	Within Groups	4129.778	717	5.760		
	Total	4152.265	719			
Availability	Between Groups	31.996	2	15.998	2.276	.043
	Within Groups	5040.204	717	7.030		
	Total	5072.200	719			

Benefits	Between Groups	52.382	2	26.191	3.035	.049
	Within Groups	6186.716	717	8.629		
	Total	6239.099	719			

Significance at 5% level, **.Significance at 1% level

One-way ANOVA was applied to find the significant mean difference between the customer awareness of select public sector

banks and the result showed that there is a no significant difference between Usage product (F-value =1.952, p<0.05), Availability (F-value =2.276, p<0.05), Benefits (F-value = 3.035, p<0.05).

One way ANOVA

Hypothesis: There is no significant difference between purposes of Bank visit with respectto customer Awareness of Public Sector banks.

Factors	Source	Sum of Squares	Df	Mean Square	F	Sig
Product	Between Groups	35.955	2	17.978	3.131	.044
	Within Groups	4116.310	717	5.741		
	Total	4152.265	719			
Availability	Between Groups	80.420	2	40.210	5.776	.003
	Within Groups	4991.780	717	6.962		
	Total	5072.200	719			
Benefits	Between Groups	168.068	2	84.029	9.924	.000
	Within Groups	6071.041	717	8.467		
	Total	6239.033	719			

Significance at 5% level, **.Significance at 1% level

One-way ANOVA was applied to find the significant mean difference between the customer awareness of select public sector banks and the result showed that there is a no significant difference between Usage product (F-value =3.131, p<0.05), Availability (F-value =5.776, p<0.05), Benefits (F-value =9.924, p<0.05)

Value is .035 at 5 percent level of significance. Since the p-value is less than 0.05 (x² 13.588^a, P<0.05) the null hypothesis is rejected. Hence, there is a no significant association between age group and product of customer awareness of select public sector banks. It is clear that age group is one of the major parameters to measure the product of customer awareness of public sector banks.

Chi –Square Tests

Hypothesis: There is no significant association between Age group and customer Awareness.

	Value	Df	Asymptotic Significance (2 – Sided)
Pearson Chi square	13.588 ^a	6	.035*
Likelihood Ratio	13.849	6	.031
Linear – by-Linear Association	2.396	1	.122
N of Valid Cases	720		

Chi – Square test was applied to test the association between age group and product of Customer awareness of public sector banks in Tiruchirappalli District. The test indicates that the calculated chi-square value is 13.588^a. p-

Chi-Square Tests

Hypothesis: There is no significant association between Age group and Availability of product.

	Value	Df	Asymptotic Significance (2 – Sided)
Pearson Chi – Square	18.009 ^a	6	.006*
Likelihood Ratio	17.141	6	.009
Linear – by-Linear Association	9.043	1	.003
N of Valid Cases	720		

0 cells (0.0%) have expected Count less than 5. The minimum expected Count is 6.07

Chi – Square test was applied to test the association between age group and Availability of Customer Awareness public sector banks in Tiruchirappalli District. The test indicates that

the calculated chi-square value is 18.009^a. p-Value is .06 at 5 percent level of significance. Since the p-value is less than 0.05 (χ^2 18.009^a, $P < 0.05$) the null hypothesis is rejected. Hence, there is a no significant association between age group and Availability of Customer Awareness public sector banks. It is clear that age group is one of the major parameters to measure the Availability of Customer Awareness of public sector banks.

Chi-Square Tests

Hypothesis: There is no significant association between Age group and Benefits of Product.

	Value	Df	Asymptotic Significance (2 – Sided)
Pearson Chi – Squire	.938 ^a	6	.048*
Likelihood Ratio	.942	6	.988
Linear – by-	.136	1	.712

Linear Association			
N of Valid Cases	720		

a.0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.34

Chi – Square test was applied to test the association between age group of Benefits of Customer Awareness of public sector banks in Tiruchirappalli District. The test indicates that the calculated chi-square value is .938^a. p-Value is .048 at 5 percent level of significance. Since the p-value is less than 0.05 (χ^2 938^a, $P < 0.05$) the null hypothesis is rejected. Hence, there is a no significant association between age group and Benefits of Customer Awareness public sector banks. It is clear that age group is one of the major parameters to measure the Benefits of Customer Awareness of public sector banks.

Overall Hypothesis PMSBY

Hypothesis	Test	Value	Sig.	Result
There is no significant difference between genders with respect to perceptual factors of Customer Awareness of public sector banks	T – Test	-198	0.05	Rejected
There is no significant difference between Marital Status with respect to perceptual factors of Customer Awareness of public sector banks	T – Test	.325	0.05	Rejected
There is no significant difference between Community with respect to perceptual factors of Customer Awareness of public sector banks	One way - Anova	1.952	0.05	Rejected
There is no significant difference between Annual Income with respect to perceptual factors of Customer Awareness of public sector banks	One way - Anova	.588	0.05	Rejected
There is no significant difference between Educational qualification with respect to perceptual factors of Customer Awareness of public sector banks	One way - Anova	1.952	0.05	Rejected
There is no significant difference between purpose of bank visit with respect to perceptual factors of Customer Awareness of public sector banks	One way - Anova	3.131	0.05	Rejected
There is no significant difference between Age Group with respect to perceptual factors of Customer Awareness of public sector banks	Chi Square	.938	0.05	Rejected

As per the above table of hypothesis, all null hypotheses were rejected. Therefore, it is concluded that, there is a significant relationship between demographic profile and factors of customer awareness of select public sector banks in Tiruchirappalli District.

Major Findings

Levence’s t-test shows that there is a no significance related to the variables in

gender like male and female with product, Availability, Benefits select public sector banks. T-test shows that there is a no significance related to the variables in marital status like married and unmarried with usage aspects of customer awareness of select public sector banks. T-test shows that there is a no significant related the variables of customer awareness of social transformation activities

select public sector banks.

The ANOVA result shows that the demographic profile of Community, occupation, Annual Income, Educational qualification, purpose of bank visit significant difference as ($p < 0.05$), ($p < 0.01$) with respect to the perceptual, factors of Customer Awareness of select public sector banks at 5 percent level of significance.

Chi-square test shows that there is a no significant association between age group and Products, Availability and Benefits of Customer Awareness of Social transformation Activities of select public sector banks.

Suggestions

The main motto of the scheme is to provide insurance coverage to all the citizen of India especially rural and backward people. In order to create awareness about this scheme, aggressive financial literacy campaign should be organized by the Government and bank. Bank should organize proper training and plan a coordinated campaign in partnership with NGOs to educate customers about the various schemes of financial inclusion. Attractive advertisements should be prepared using multimedia techniques in local languages. Moreover, the potential of the advertisement to directly reach the population that is eligible to be insured under the scheme, and to comprehensively explain the features and vital details of the scheme has to be ensured. Maximum entry age and minimum renewal age can be reconsidered. The Government may insist Post-Offices and NGO's to come forward to cover the rural and semi-urban areas of the country to provide this scheme. This scheme may be implemented through salary/wages deduction process, and, subsequently, borne by the employer under an employee welfare programme.

Conclusion

Financial inclusion is one of the Innovative approaches which helps to promote the unreached People in the economic independence Status, Whereas Financial inclusion is possible serious strategies of the government. In this regards, government has successfully implemented Financial inclusion through PMJDY which attracts 50 Crore of bank accounts with 1.8 lakhs of Crore as deposits. PMSBY scheme fulfils the motto of financial inclusion by increasing the insurance penetration by offering life insurance coverage at a low cost premium that is affordable to all

Indians. All the eligible citizens could register in the scheme so that their respective family members or nominees would be benefited in case of the occurrence of fatal or disabling accidents to the insured person. The Government effort to market this scheme by joining hands with public insurance companies, private insurance companies and post offices/banks to cover the poor and under-privileged sections of the society at a very economical and effective structure is really appreciable.

Still there is a need of creating awareness on PMSBY which is one of the basic Schemes of the rural and poor People in the Country. It is the responsibility of all the stakeholder to empower the people in insurance as early as possible.

References

1. Azad Shivam, Shubham Kedia and Vipin Vihari Ram Tripathi, "A Descriptive Analysis of PMJJBY & PMSBY", *IOSR Journal of Business and Management*, Vol. 22, No. 1, pp. 41-51, 2020.
2. Badar, A. Iqbal, & Shaista, S. (2016), "Role of banks in financial inclusion in India" *Contaduriy Administracion*, (Universidad Nacional Autónoma de México), 62, 644-656.
3. Bhuvana.& Vasantha, (2016), "Drivers of Financial Inclusion to Reach Out Poor" *International Journal of Engineering Research and General Science*, 4(3), 2091-2730.
4. Gomathy, T. & Jyoti, N. (2016), "Financial Inclusion in India - A Review" *International Journal of Science Technology and Management*, 5(8), 2394-1537.
5. Inoue, T. (2019), "Financial inclusion and poverty reduction in India", *journal of financial economic policy*, 11(1), 21-33.
6. Nidhi, G. & Pankaj, M. (2019), "Benchmarking financial inclusion for women entrepreneurship – a study of Uttara hand state of India" *Benchmarking: An International Journal*, 26(1), 1463-5771.
7. Nimbrayan, P. Kumar, Tanwar, N. & Tripathi, K. (2019) "Pradhan Mantri Jan Dhan Yojana (PMJDY): The Biggest Financial Inclusion Initiative in the World" *Economic Affairs*, 63(2), 583-590.

8. Rajat Deb and Shantanu Sarma, "Picturing How PMSBY and PMJJBY Matters", *Journal of Economics and Public Policy*, Vol. 1, No. 2, pp. 41-57, 2016.
9. Sanjaya K. Lenka & Ruchi Sharma, (2017), "Does financial inclusion spur economic growth in India?" *The Journal of Developing Areas*, 51(3).
10. Shanti, S. & A.V.N. Murthy, (2019), "The Impact of Financial Literacy on women in Several Districts of Andhra Pradesh" *International Journal of Recent Technology and Engineering*, 1(1S4), 2277- 3878.
11. Thiruma Valavan, "A Combo Scheme of PMSBY and PMJJBY-The Success Story of Suraksha Bandhan", *Indian Journal of Research*, Vol. 4, No. 9, pp. 249-251, 2015.
12. Anandaraman, R. (2012). Micro Finance by Banks in India. *Research Explorer*, 1(2).
13. Srividhya, G. an empirical analysis on asset quality of public sector banks in india: non-performing assets to advances.
14. Paramasivan, C. (2015). A Study on Green Banking Trends in India. *Research Explorer*, 4(10).
15. Kamaraj, R. (2015). Commercial Bank's Performance on Pradhan Mantri Jan Dhan Yojana. *International Journal of Scientific Research and Education*, 3(6).
16. Rajaram, S. (2016). Micro insurance—a conceptual analysis. *International Journal of Recent Scientific Research*, 7.
17. Paramasivan, C. (2011). Customer Satisfaction through Information Technology in commercial banks. *Journal of Commerce and Management Thought*, 2(4), 509-522.
18. Srividhya G.(2021), [Asset Quality:—A Comparative Study Of IDBI And SBI](#), *Research Explorer*, Volume V, Issue 15, pages 20-24
19. Selladurai M (2017), [Technopreneurship education: Teach and train the youths](#), *Asian Journal of Management*, Vol.8,Issue .4
20. Ravichendran G (2024), Payment banks — A new milestone for banking penetration in India, *International Journal of Financial Engineering*, 2014 Vol. 1 Issue 1 - 2015 Vol. 2 Issue 1