

Pradhan Mantri Jan Dhan Yojana And The Role Of Indian Banks

Krishna Dey

Asstt. Teacher, VNHS

Abstract: The present study seeks to investigate the role of the PMJDY in financial inclusion of India and role of different kinds of Indian Banks in achieving those targets. On the day of inauguration itself a whopping 1.5 Crore (15 million) bank accounts were opened under this scheme all over India and most of them are zero balance account. The results showed that the contribution of rural sector in terms of accounts opened under PMJDY was relatively higher than the urban sector in all the banking sectors namely, public sector banks, regional rural banks and private banks. From the public sector banks and RRBs, the State Bank of India played an important and leading role in the opening accounts under PMJDY.

Keywords: Financial inclusion, PMJDY, RRBs, Public and Private Sector Banks.

1. INTRODUCTION:

Pradhan Mantri Jan Dhan Yojana is a scheme of financial inclusion which aims to bring the millions of financially excluded Indian masses in to the banking network of the country. Financial inclusion is a subject of national priority for the present NDA Government led by Prime Minister Narendra Modi. It's a hard fact that in India even after 71 years of Independence and 48 years of nationalization of banks, one section of the population who are rich, educated and from well to do families has access to almost all banking services from a saving bank account to net and mobile banking facilities. They enjoy all banking facilities everyday and all the time whereas another section of the population who are underprivileged and have lower income is mostly or totally deprived of even basic financial services like having a basic bank account.

On 15th August 2014, from the Red Fort itself, Hon'ble Prime Minister of India, Shri Narendra Modi announced the launch of India's biggest and most intensive financial inclusion mission named as Pradhan Mantri Jan Dhan Yojana (PMJDY). Pradhan Mantri Jan Dhan Yojana is conducted by the Department of Financial Services which is under the Ministry of Finance. The main goal of the scheme is to provide access to the poor of various financial services like having a basic bank account, Rupay card, easy credit facility, over draft facility, insurance, pensions, getting government subsidies directly in bank accounts etc. A considerable feature of the scheme is that it provides accidental and life insurance cover to the account

holders. If it is implemented properly it will greatly help to eradicate poverty of the unprivileged section of the society. In true sense PMJDY is a poverty eradication program. Most Economists considers financial inclusion as the main driver of economic growth that can play a vital role in removing poverty by providing financial services to poor and low income people. The scheme became helping hand for the poor and women section of the society. It will encourage people specially women section to use formal source particularly in case of savings and credit. Khan Committee on financial inclusion in 2004 recommended that financial inclusion is the need of the hour which will help to eradicate poverty and bring economic growth and development. Undoubtedly PMJDY is working in the same direction with new and innovative strategies and technological advancement within a time bound framework.

Timeline for Financial Inclusion Plan under PMJDY

Comprehensive Financial Inclusion of the excluded sections is proposed to be achieved by 14th August, 2018 in two phases as under:

Phase I (15 Aug, 2014 - 14 Aug, 2015)

- Universal access to banking facilities in all areas except areas with infrastructure and connectivity constrains like parts of North East, Himachal Pradesh, Uttarakhand, J&K and 82 Left Wing Extremism (LWE) districts.
- Providing Basic Banking Accounts and Ru Pay Debit card which has inbuilt accident insurance cover of Rs. 1 lakh to all the households of the country.
- Aadhaar number will be seeded to make account ready for DBT payment by the government as subsidy.
- Robust Financial Literacy Programme will be carried out

Phase II (15 Aug, 2015 - 14 Aug, 2018)

- Overdraft facility up to Rs. 5000/- after six months of satisfactory operation of the bank account.
- Creation of Credit Guarantee Fund for coverage of defaults in accounts with overdraft limit up to Rs. 5,000/-.
- Micro Insurance to account holders
- Unorganized sector Pension schemes like Swavalamban will be introduced

It has been decided to continue the flagship financial inclusion program (PMJDY), with focus on opening accounts from “every household to every adult”. A pipeline has been created for the implementation of PMJDY through which Jan Dhan accounts and mobile banking have been linked to Aadhaar (JAM). This pipeline is not only facilitating savings, disbursement of credit, social security, etc, but more importantly channelizing direct benefits of various government schemes to poor people of the country through DBT.

Objectives of the Study

Following objectives are targeted to achieve under the study-

1. To study the role of Public Sector, Private Sector and Regional Rural Banks in PMJDY.
2. To compare the roles of different kinds of banks.

Methodology

The present study considers almost all the major banks of India. The source of the data will be purely based on Secondary Data. The data have been analyzed based on secondary sources from the year 2015 to 2019. The secondary data pertaining to number of accounts opened by different banks, amount deposited in the accounts, Rupay card issued etc. would be collected and compiled from the official website of PMJDY, RBI, UIDAI, PIB of India, Finance Department of Govt. etc.

Analysis is done using bar diagram, line diagram, pie charts, CAGR etc using MS Excel etc.

2. REVIEW OF LITERATURE

Review of Literature is a secondary report based on the findings of some other person's original work. A review of literature at national and international level related to studies on Financial Inclusion and Pradhan Mantri Jan Dhan Yojana has been covered under this chapter.

Khuntia (2014) viewed the importance of financial inclusion programme from the point of view of PMJDY. The country is growing and developing and its fruit must be realized by all the sections of the society. Now a day's growth is happening at the cost of poor people who are remaining financially excluded for a long period of time. It makes them more vulnerable to poverty. Financial exclusion makes their lifestyle backward and they can't afford a good one.

Awasthi, A. (2015) stated that the main purpose of Pradhan Mantri Jan Dhan Yojana is financial inclusion but unrealistic targets and hasty numbers are making this scheme lose its purpose. Financial inclusion is a slow process and for the success of it requires dedicated efforts to spread the financial literacy. If financial literacy will increase automatically it will lead to increase in the demand for financial products.

Dr. Shettar, R.M. (2016) discussed that PMJDY is fully helpful to rural as well as urban area people in getting directly the government schemes. It has created an impressive result in the banking sector with regard to eradication of financial untouchability in the country. Mere opening of bank accounts may not fulfill the aim of the scheme, but there should be continuous operation of bank accounts to give the real success of the scheme.

ROLE OF PUBLIC SECTOR, PRIVATE SECTOR AND REGIONAL RURAL BANKS IN PMJDY

Banks play a very crucial role for the success of any financial inclusion policy and PMJDY is not exception to that. Three major types of banks played a vital role for its success. To fulfill the second objective of the present study, secondary data has been taken mainly from PMJDY website and also from other literature on various banks performance and their role in PMJDY.

3. Types of Banks Participating in PMJDY and Their Performance

Almost all the banks of India participated in PMJDY and these banks can be classified mainly in three major types- (i) Public Sector Banks (PSBs), (ii) Regional Rural Banks (RRBs), (iii) Major Private Sector Banks (MPSBs). All the bank data of different years from 2015 to 2019 are showing their performance on the last Wednesday of March of that particular year. Their performance is discussed below-

Public Sector Banks (PSBs) and Their Performance

There are almost 20 PSBs which participated in PMJDY. They are listed below with their achievements in five categories-

Table-1: List of Public Sector Banks (PSBs) which are participating in the PMJDY

Bank Name / Type	No. of Beneficiaries at Rural/Semi Urban Bank Branches	No. of Beneficiaries at Urban Metro Bank Branches	No. of Total Beneficiaries	Deposits in Accounts(In lac)	No. of Rupay Debit Cards Issued to Beneficiaries
Allahabad Bank	7598127	3023064	10621191	347037.39	6394361
Andhra Bank	1740626	999997	2740623	48391.76	2018198
Bank of Baroda	11150767	18892271	30043038	921051.42	27625981
Bank of India	10552803	11147034	21699837	580919.45	19047606
Bank of Maharashtra	4360289	1259442	5619731	142795.41	1279802
Canara Bank	5025400	2242755	7268155	240698.47	4289288
Central Bank of India	10931021	2450849	13381870	304818.45	12497033
Corporation Bank	1653914	1591735	3245649	117723.89	2803527
Dena Bank	3927494	982412	4909906	137506.27	3460982
Indian Bank	2558293	1220564	3778857	59486.86	3744256
Indian Overseas Bank	1084928	3757768	4842696	108984.81	4431674
Oriental Bank of Commerce	2843050	2040375	4883425	397143.14	4067572

Punjab & Sind Bank	869590	435537	1305127	68567.65	1174026
Punjab National Bank	16791147	2972538	19763685	473781.65	18535854
State Bank of India	46710830	62749941	109460771	2277811.35	91994883
Syndicate Bank	3395272	1482252	4877524	157775.07	4078266
UCO Bank	4308416	3335240	7643656	222130.79	3993994
Union Bank of India	7677815	2107750	9785565	237829.21	5612070
United Bank of India	7880384	5149515	13029899	804917.27	10451267
Vijaya Bank	823949	636392	1460341	20312.48	1458918
Public Sector Banks Sub Total	151884115	128477431	280361546	7669682.80	228959558

Source: www.pmjdy.gov.in retrieved on as on 27th March, 2019

Among these 20 PSBs the **Top Five Performing Banks** can be found out on the basis of total number of beneficiary which was shown below with the help of a Bar Diagram.

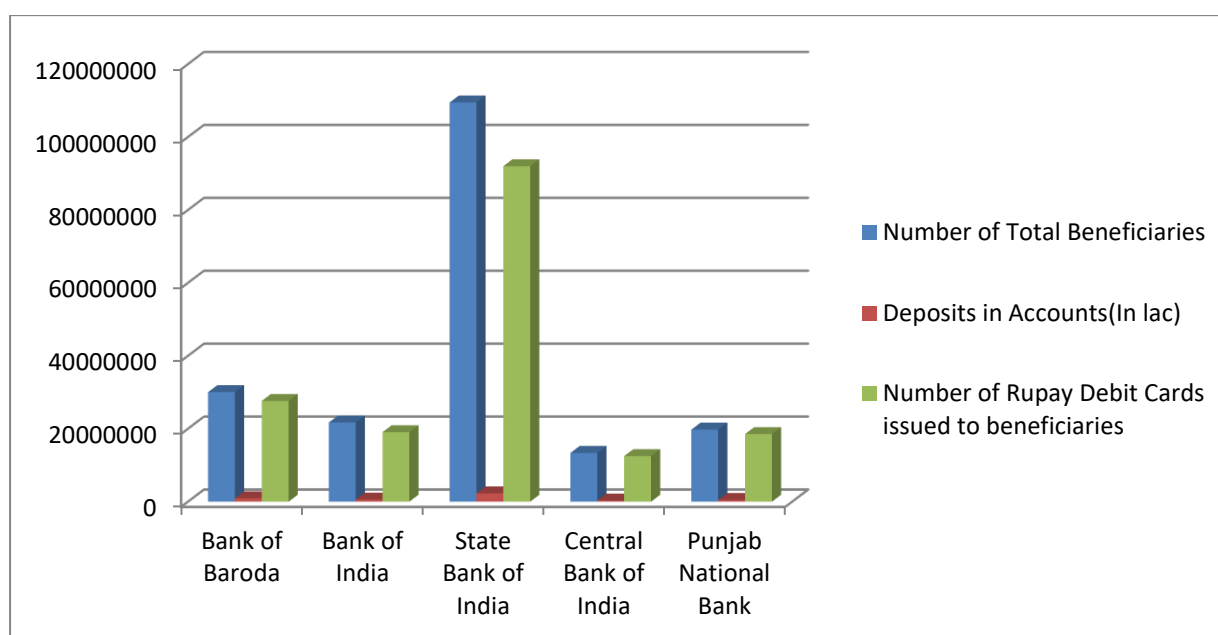


Figure 1: Top Five Performing Public Sector Banks (PSBs)

In the above Figure 4.1 it can be easily observed that the State Bank of India (SBI) is the top performer in respect of all the three criteria and no other bank is even close of it. SBI was followed by Bank of Baroda (BOB), Bank of India (BOI), Punjab National Bank (PNB) and lastly Central Bank of India (CBI).

Then with the help of secondary data of various years it was possible to assess Public Sector Banks performance over the years in various fields from 2015 to 2019:

Table 2: PSBs Performance in various fields over the years

Year (March)	No. of Beneficiaries at Rural/Semi Urban Bank Branches	No. of Beneficiaries at Urban Metro Bank Branches	No. of Total Beneficiaries	Deposits in Accounts (In lac)	No. of Rupay Debit Cards Issued to Beneficiaries
2015	61755429	52249580	114005009	1145416.12	106696406
2016	94292464	74165273	168457737	2813916.93	143155970
2017	123374140	102773484	226147624	4926550.19	176035133
2018	136690128	117492446	254182574	6302187.35	190615766
2019	151884115	128477431	280361546	7669682.8	228959558
CAGR	25.23%	25.22%	25.23%	60.86%	21.03%

Source: www.pmjdy.gov.in

In the above table it can be seen that the Compound Annual Growth Rate (CAGR) has been equal i.e. 25% for beneficiaries in rural and urban areas which means the rate of growth of beneficiaries are same in rural or urban areas of India from 2015 to 2019. But the rate of growth of deposits showed a phenomenal increase of 61% which may be an effect of demonetisation. CGAR of Rupay card issued is less than that of total beneficiary.

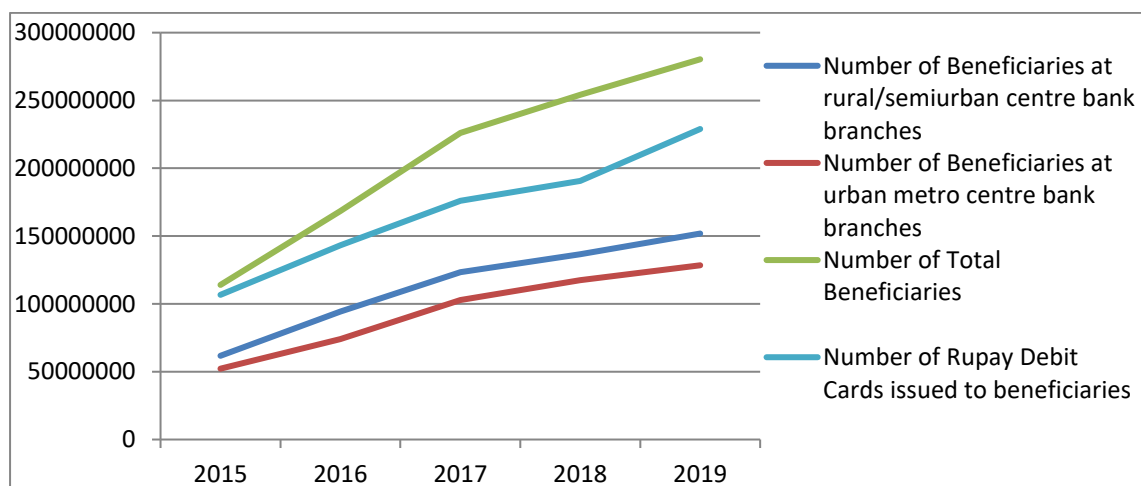


Figure 2: Trend of PSBs Achievements over the years

From the above line diagram it is clearly evident that the all the parameters were showing an increasing trend over the years from 2015 to 2019. But the increase in number of beneficiary in rural area is much greater than that of urban and metro areas. The number total of beneficiaries has witnessed a slow growth rate after 2017.

Regional Rural Banks (RRBs) and their Performance

RRBs play a vital role mainly in rural areas for banking services. There are almost 18 RRBs participated in PMJDY. They are listed below with their achievements as on March, 2019 in five different categories are as follows-

Table-3: List of Regional Rural Banks (RRBs) which are participating in the PMJDY

Bank Name / Type	No. of Beneficiaries at Rural/Semi Urban Bank Branches	No. of Beneficiaries at Urban Metro Bank Branches	No. of Total Beneficiaries	Deposits in Accounts (In lac)	No. of Rupay Debit Cards Issued to Beneficiaries
Allahabad Bank	1534053	184863	1718916	36673.91	772755
Andhra Bank	167400	17496	184896	3659.69	101571
Bank of Baroda	5784644	1616428	7401072	242187.42	5635959
Bank of India	3435561	1113572	4549133	99875.88	3804512
Bank of Maharashtra	1230436	140957	1371393	35743.94	851889
Canara Bank	952747	494406	1447153	60682.11	1447153
Central Bank of India	3770551	873802	4644353	130757.70	3831029
Dena Bank	477651	24725	502376	18059.40	299495
Indian Bank	493698	175116	668814	8627.83	571152
Indian Overseas Bank	1188033	40706	1228739	38487.72	616138
Jammu & Kashmir Bank	114747	19092	133839	6476.79	24365
Punjab National Bank	5056238	800256	5856494	194802.23	3711504
State Bank of India	12641942	2932702	15574644	374500.06	6520263
Syndicate Bank	2202717	621102	2823819	107439.87	2551279
UCO Bank	658844	60217	719061	17973.49	197300
Union Bank of India	1188353	416638	1604991	47195.01	909189
United Bank of India	9355963	108033	9463996	235931.36	6745137
Regional Rural Banks Sub Total	50253578	9640111	59893689	1659074.40	38590690

Source: www.pmjdy.gov.in retrieved on as on 27th March, 2019

In the above Table 2 it can be found out that there are mainly 18 RRBs which were participating mainly in rural areas of the country. Among them the top five performing banks in respect of total beneficiary are discussed below with the help of a Bar Diagram.

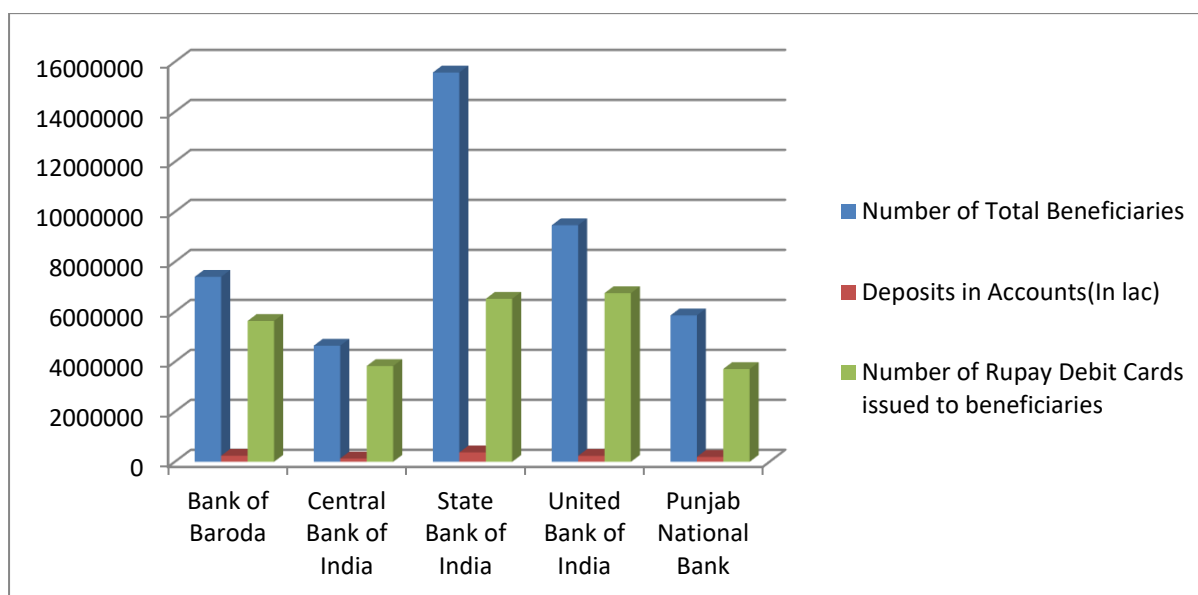


Figure 3: Top five performing Regional Rural Banks (RRBs)

From the Figure 3.3 it is found that SBI is the top performer in opening new accounts but United Bank of India (UBI) issued maximum number of Rupay cards despite its opening of new accounts was much less than that of SBI. Other top performing banks are in terms of new account opening are Bank of Baroda, PNB, CBI.

Table 4: RRBs Performance in various fields over the years

Year (March)	Number of Beneficiaries at Rural/Semi Urban Centre Bank Branches	Number of Beneficiaries at Urban Metro Centre Bank Branches	Number of Total Beneficiaries	Deposits in Accounts (In lac)	Number of Rupay Debit Cards Issued to Beneficiaries
2015	21456966	3864198	25321164	231892.28	17703280
2016	32571057	5357511	37928568	617811.88	26935193
2017	39797310	6585945	46383255	1160890.84	35442883
2018	42508133	7844862	50352995	1329632.41	36722513
2019	50253578	9640111	59893689	1659074.4	38590690
CAGR	23.71%	25.68%	24.02%	63.55%	21.51%

Source: www.pmjdy.gov.in

In the above table 4 it can be seen that the Compound Annual Growth Rate (CAGR) has been 24% for beneficiaries in rural areas and 26% in urban and metro areas which is quite a contradictory case as the RRBs are mainly for the rural areas of the country. But the rate of growth of deposits showed a phenomenal increase of 64% which is higher even from PSBs that

is 61%. It may be an effect of demonetisation but this data doesn't able to certify it. CGAR of Rupay card issued is 1% higher in comparison to PSBs.

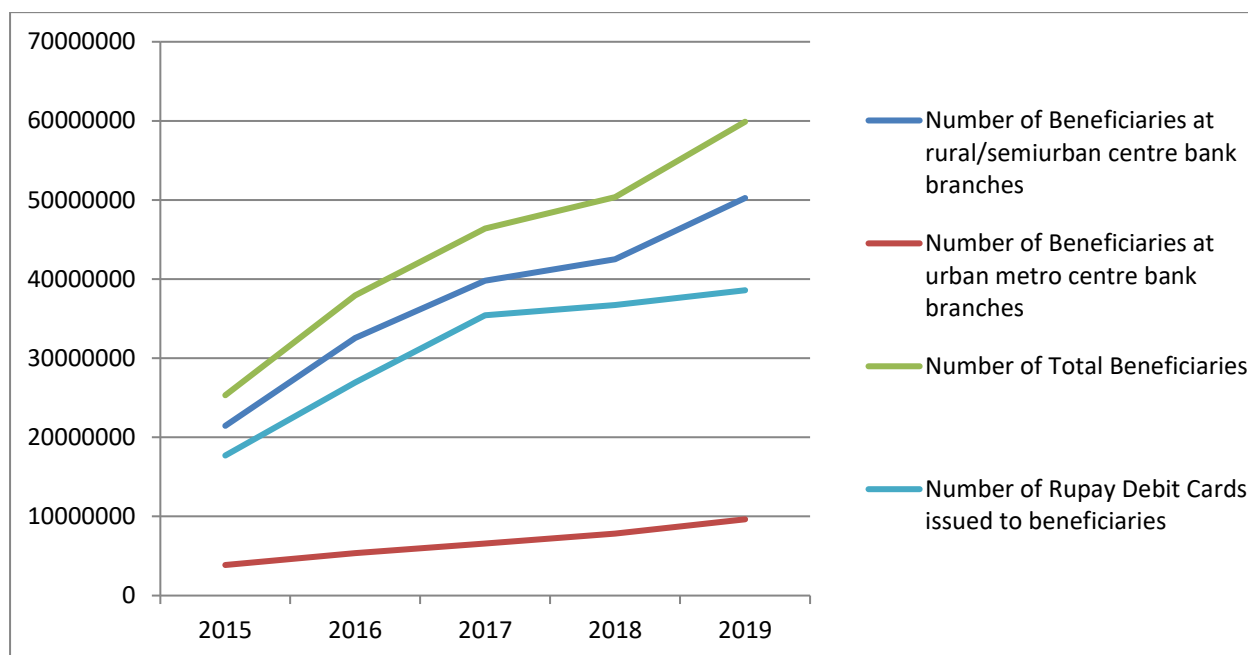


Figure 4: Trend of RRBs Achievements over the years

From the above line diagram it can be seen that the all the parameters were showing an increasing trend over the years but Rupay card issued showed a much slower pace of growth after 2017. But the increase in number of beneficiary in rural area is much greater than that of urban and metro areas. The number total of beneficiaries has witnessed a slow growth rate after 2016 but again got pace after 2018.

Major Private Sector Banks (MPSBs) and Their Performance

Private Sector Banks plays a major part along with PSBs in providing quality banking services to the people. There are almost 14 MPSBs participated in PMJDY. They are listed below with their achievements as on March, 2019 in five different categories are as follows-

Table-5: List of Major Private Sector Banks (MPSBs) which are participating in the PMJDY

Bank Name / Type	Number of Beneficiaries at Rural/Semi Urban Bank Branches	Number of Beneficiaries at Urban Metro Bank Branches	Number of Total Beneficiaries	Deposits in Accounts (In lac)	Number of Rupay Debit Cards Issued to Beneficiaries
Axis Bank Ltd	147527	717529	865056	21694.22	765619
City Union Bank Ltd	9731	75991	85722	1467.67	84543
Federal Bank Ltd	424276	82391	506667	22000.25	279686

HDFC Bank Ltd	383197	1997352	2380549	101204.77	2379871
ICICI Bank Ltd	3673887	1012739	4686626	26241.96	4686626
IDBI Bank Ltd.	523091	423239	946330	25025.55	781311
IndusInd Bank Ltd	46866	445556	492422	3460.25	465646
Jammu & Kashmir Bank Ltd	1378561	220547	1599108	69406.68	1345450
Karur Vysya Bank	27535	173223	200758	1833.27	197114
Kotak Mahindra Bank Ltd	106403	70228	176631	2227.09	128554
Lakshmi Vilas Bank Ltd	39065	105374	144439	1820.41	129039
RBL Bank Ltd	63001	44963	107964	262.95	105765
South Indian Bank Ltd	28786	173354	202140	5080.33	197260
Yes Bank Ltd	6826	5757	12583	252.51	12231
Major Private Banks Sub Total	6858752	5548243	12406995	281977.90	11558715

Source: www.pmjdy.gov.in retrieved on as on 27th March, 2019

Table 3 shows that there are 14 Major Private Sector Banks (MPSB) who participated in PMJDY and played a significant role for its success. Among them top five performers are shown with the help of a Bar Diagram.

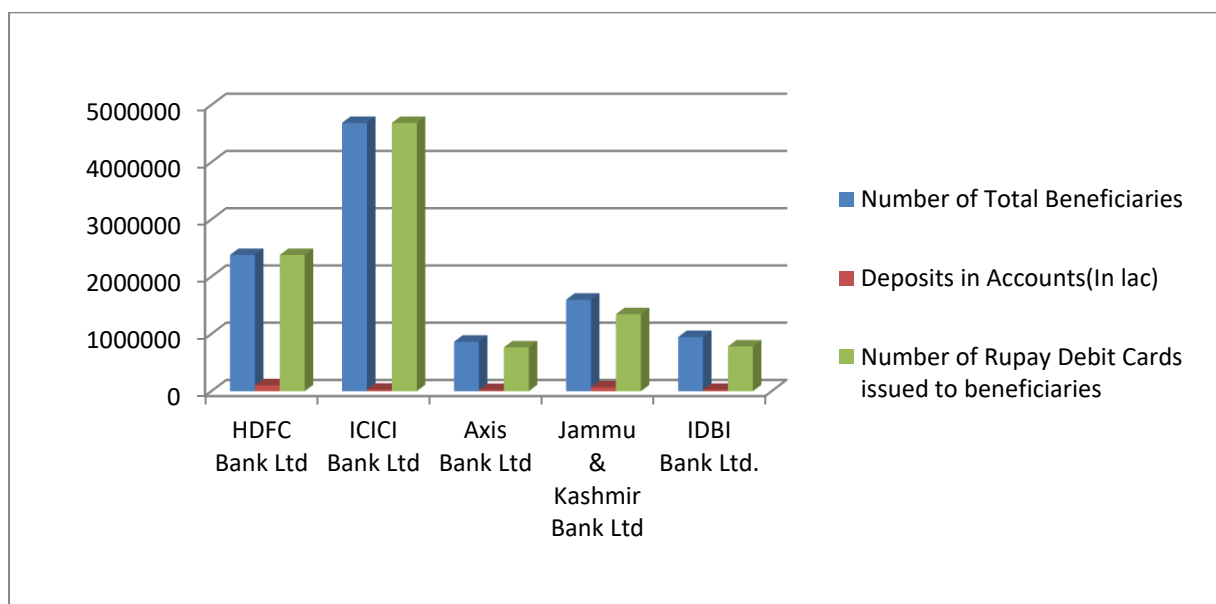


Figure 5: Top Five Performing Major Private Sector Banks (MPSBs)

From the above figure it can be found out that ICICI Bank performed the best in all the categories followed by HDFC Bank, J&K Bank, IDBI and Axis bank respectively. Another interesting fact in this figure is that the number of Rupay Card issued is almost equal to the number of accounts opened which is a rare case in case of PSBs and RRBs.

Table 6: Major Private Sector Banks Performance over the years

Year (March)	Number of Beneficiaries at Rural/Semi Urban Centre Bank Branches	Number of Beneficiaries at Urban Metro Centre Bank Branches	Number of Total Beneficiaries	Deposits in Accounts (In lac)	Number of Rupay Debit Cards Issued To Beneficiaries
2015	3559942	2481925	6041867	86756.21	5517324
2016	4843513	3045656	7889169	135471.91	7438509
2017	5492034	3655358	9147392	209801.78	8460741
2018	5997845	3905715	9903560	217579.48	9196730
2019	6858752	5548243	12406995	281977.9	11558715
CAGR	17.81%	22.28%	19.71%	34.27%	20.31%

Source: www.pmjdy.gov.in

It can be seen from the above table that the Compound Annual Growth Rate (CAGR) was 4% higher in urban areas than that of rural areas which suggest that MPSBs helped to open Jan Dhan accounts mainly in urban areas than that of rural areas. Here all CAGR indicators are less than that of PSBs and RRBs. But the rate of growth of deposits showed a much less that is 34% growth where PSBs has 61% and RRBs has 64% growth respectively.

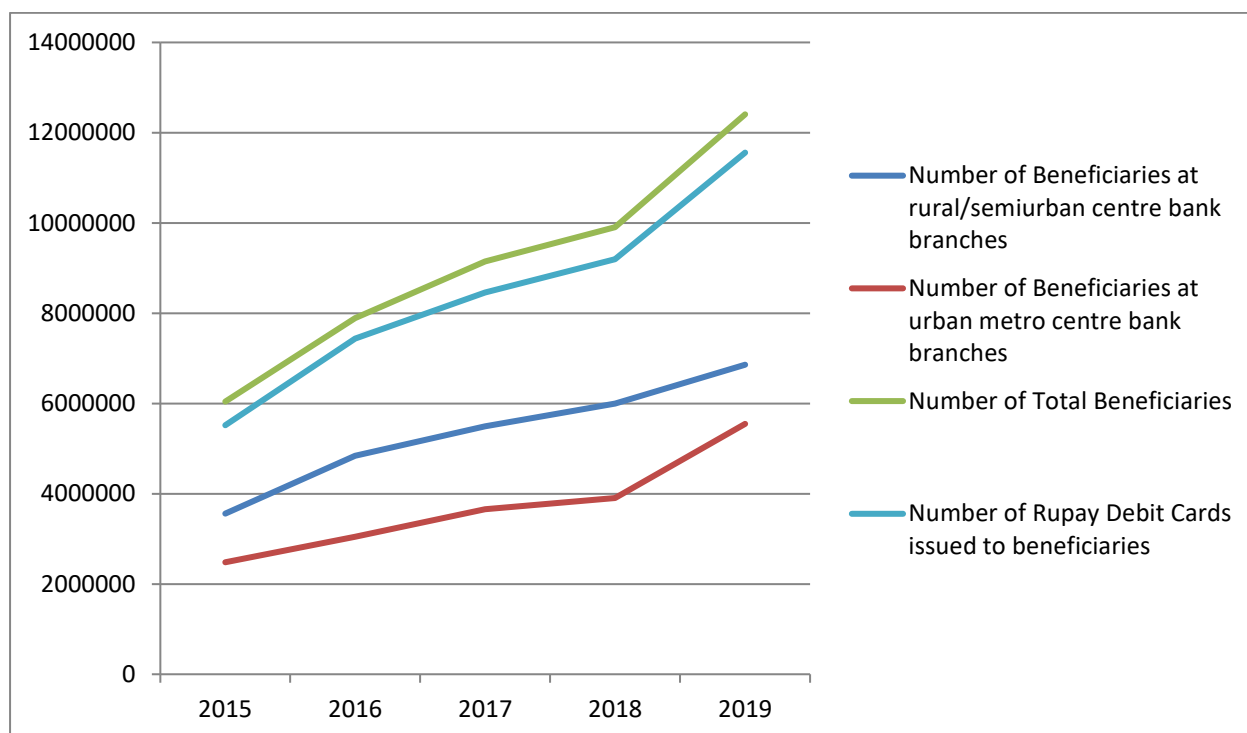


Figure 6: Trend of Major Private Sector Banks Achievements over the years

From the above diagram it can be observed that more new accounts were opened rural areas than in urban areas and total beneficiary registered a steep growth after 2018. Deposits in accounts are at the bottom as because it is in lacs but its CAGR is higher than all other indicators.

Comparing the Performance of All Three Types of Banks

This is essential to understand the role different types of banks and their performance as a whole and to compare among them. The following helps to compare their performance-

Table 7: Comparison of Performance of All Three Types of Banks

Bank Name / Type	No. of Beneficiaries at Rural/Semi Urban Bank Branches	No. of Beneficiaries at Urban Metro Bank Branches	No. of Total Beneficiaries	Deposits in Accounts (In lac)	Number of Rupay Debit Cards Issued to Beneficiaries
Public Sector Banks	151884115 (72.67)	128477431 (89.43)	280361546 (72.67)	7669682.8 (79.80)	228959558 (82.03)
Regional Rural Banks	50253578 (24.05)	9640111 (6.71)	59893689 (16.98)	1659074.4 (17.26)	38590690 (13.83)

Private Sector Banks	6858752 (3.28)	5548243 (3.86)	12406995 (3.52)	281977.9 (2.93)	11558715 (4.14)
Grand Total	208996445 (100)	143665785 (100)	352662230 (100)	9610735.1 (100)	279108963 (100)

*Numbers in brackets denote percentage share

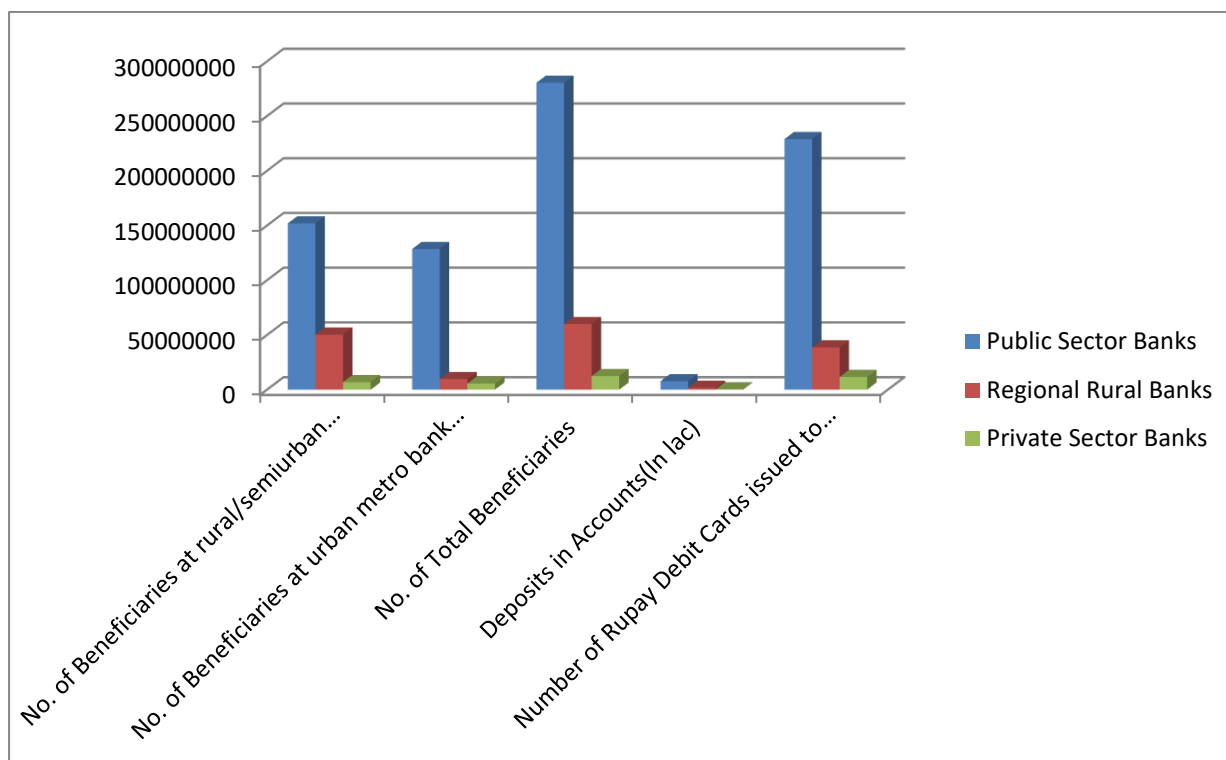


Figure 7: Comparison of Performance of All Three Types of Banks

From the above table and figure 7 it can be said that Public Sector Bank occupies a giant share in all the three indicators and mainly in case of number of beneficiary in urban metro area. Regional Rural Bank also played an important role in opening of new accounts but the number of accounts opened is very less in case of Private Banks. This has happened may be due to the fact that the PMJDY scheme is under government or may be people find Public Sector Banks more trustworthy than MPSBs. It may also because of huge presence of PSBs.

Comparison on the Basis of Percentage of Beneficiaries at Rural/Semi Urban Bank Branches

Table 8: Percentage of Beneficiaries at Rural/Semi Urban Bank Branches

Bank Name / Type	No. of Beneficiaries at Rural/Semi Urban Bank Branches	Percentage of Beneficiaries at Rural/Semi Urban Bank Branches
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Public Sector Banks	151884115	72.67%
Regional Rural Banks	50253578	24.05%
Private Sector Banks	6858752	3.28%
Grand Total	208996445	100%

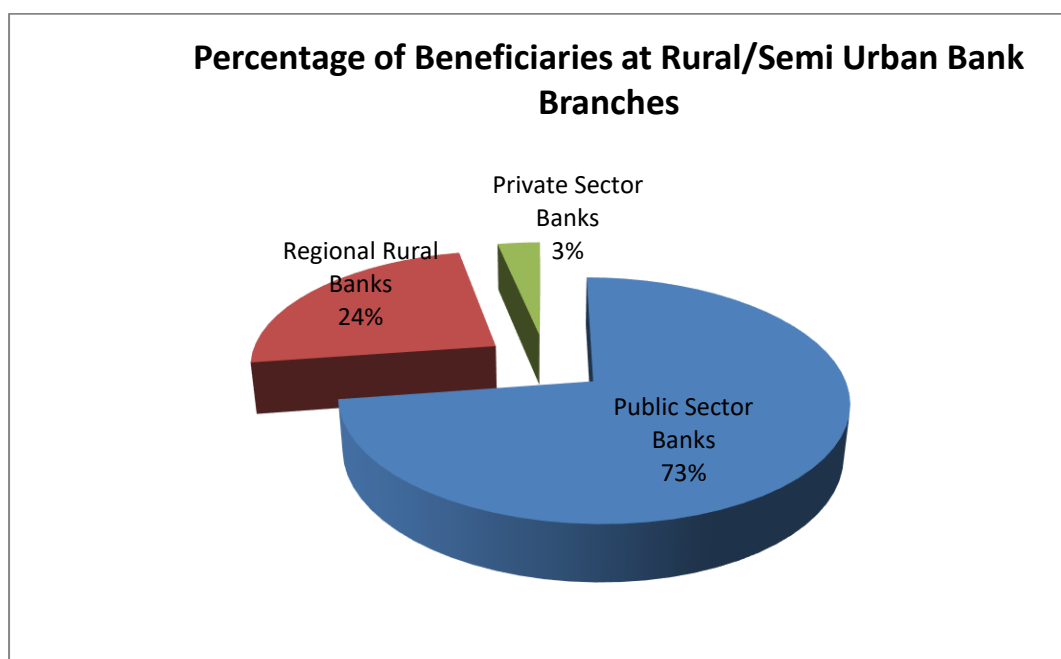


Figure 8: Percentage of Beneficiaries at Rural/Semi Urban Bank Branches

It can be clearly seen from the above figure that PSBs played a major in case of opening new accounts in rural and semi urban areas which is 73%. RRBs also opened 24% accounts but its share is not up to the mark as this is about rural area. Private sector banks performance is very low only 3% which may be a cause of their less presence in rural India.

Comparison on the Basis of Percentage of Beneficiaries at Urban Metro Bank Branches

Table 9: Percentage of Beneficiaries at Urban Metro Bank Branches

Bank Name / Type	No. of Beneficiaries at Urban Metro Bank Branches	Percentage of Beneficiaries at Urban Metro Bank Branches
Public Sector Banks	128477431	89.43%

Regional Rural Banks	9640111	6.71%
Private Sector Banks	5548243	3.86%
Grand Total	143665785	100.00%

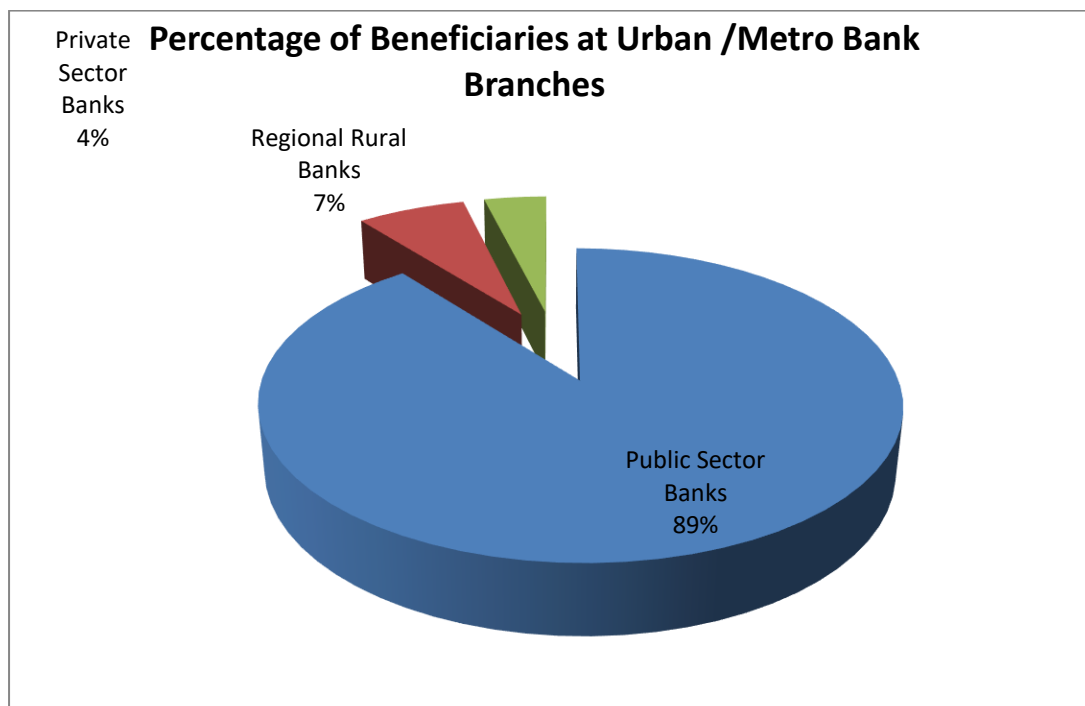


Figure 9: Percentage of Beneficiaries at Urban Metro Bank Branches

In urban and metro areas PSBs play a giants role which is almost 90% in opening new Jan Dhan accounts which is clearly depicted in the pie diagram. But RRBs and Major Private Sector Banks (MPSB) performance is very poor i.e. only 7% and 4% respectively. This is mainly because of the huge presence of PSBs in urban metro areas. It also may people find Public Sector Banks more trustworthy than other banks.

Comparison on the Basis of Total Beneficiary

Table 10: Percentage of Total Beneficiaries in All Three Types of Banks

Bank Name / Type	Number of Total Beneficiaries	Percentage of Beneficiaries
Public Sector Banks	280361546	79
Regional Rural Banks	59893689	17

Private Sector Banks	12406995	4
Grand Total	352662230	100

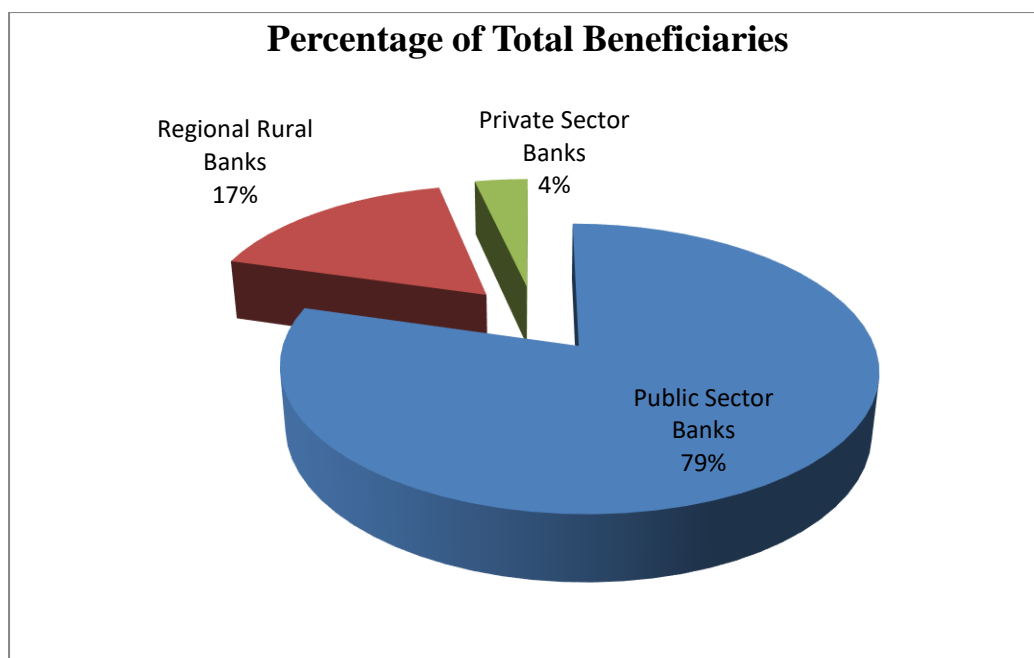


Figure 10: Percentage of Total Beneficiaries in All Three Types of Banks

It is clear from the above table and figure that PSBs played a huge role in opening new accounts and its contribution is 79%. On the other hand, RRBs performance is just 13% of total accounts opened but MPSBs performance is very low, it's just at 4%.

Comparison on the Basis of Percentage of Deposits in Accounts

Table 11: Percentage of Deposits in Accounts

Bank Name / Type	Deposits in Accounts(In lac)	Percentage of Deposits in Accounts
Public Sector Banks	7669682.8	79.80%
Regional Rural Banks	1659074.4	17.26%
Private Sector Banks	281977.9	2.93%

Grand Total	9610735.1	100%
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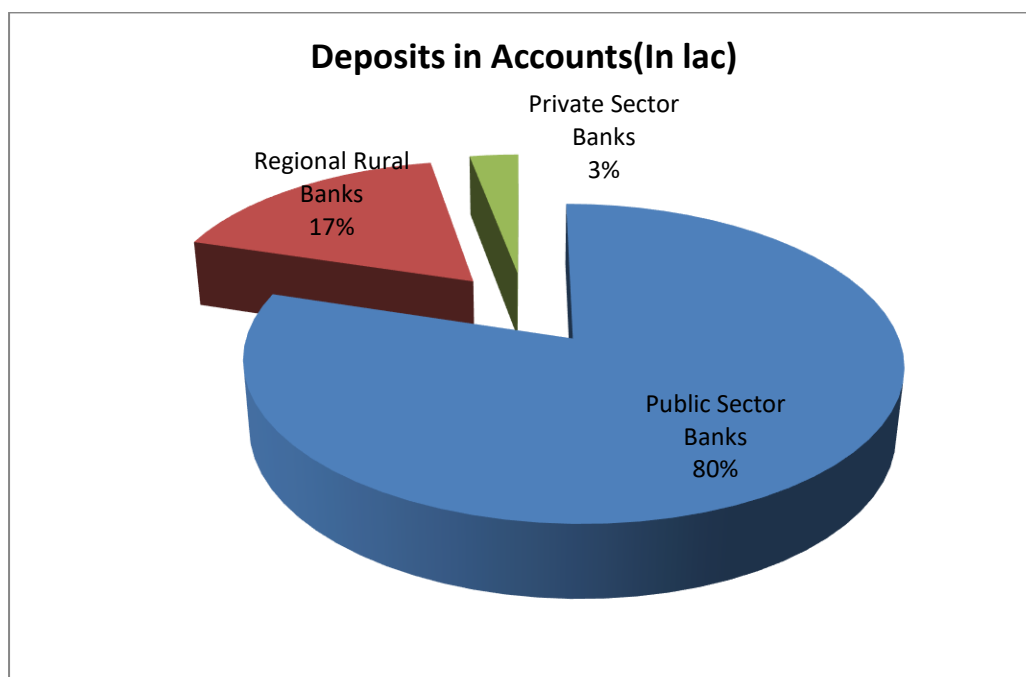


Figure 11: Percentage of Deposits in Accounts

It can be clearly seen from the above figure that PSBs has 80% of total money deposited in Jan Dhan accounts. This is mainly because 79% of new accounts are opened by them. RRBs also has 17% of deposits which is very low compared to PSBs. Private sector banks performance is again very low only 3% which is bound to happen because they opened very less accounts.

Comparison on the Basis of Percentage of Rupay Debit Cards Issued to Beneficiaries

Table 12: Percentage of Rupay Debit Cards Issued to Beneficiaries

Bank Name / Type	Number of Rupay Debit Cards issued to beneficiaries	Percentage of Rupay Debit Cards issued to beneficiaries
Public Sector Banks	228959558	82.03%
Regional Rural Banks	38590690	13.83%
Private Sector Banks	11558715	4.14%
Grand Total	279108963	100%

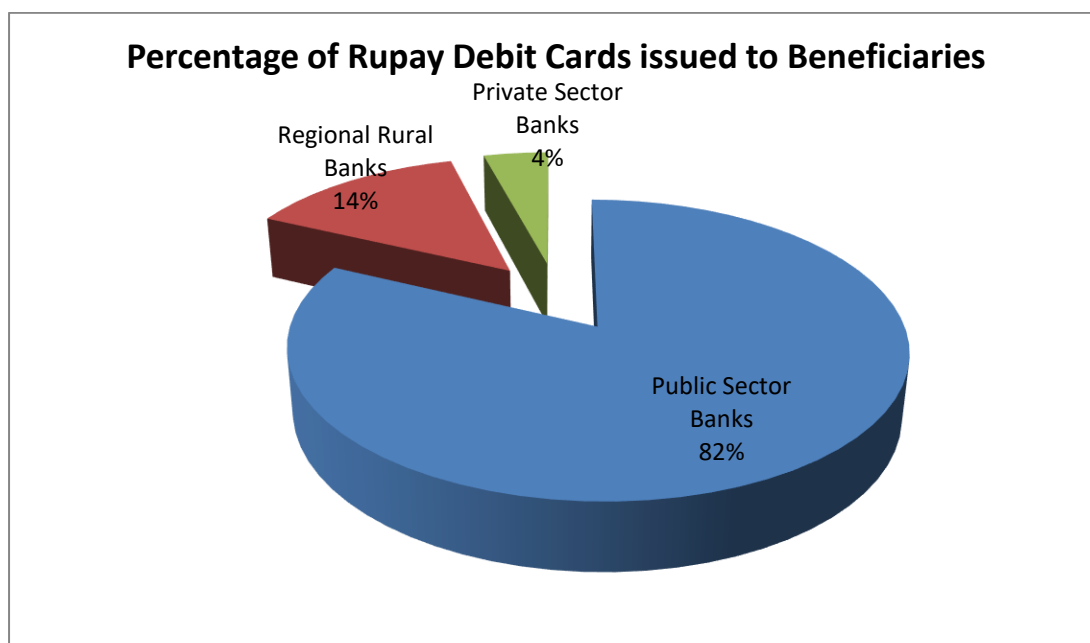


Figure 12: Percentage of Rupay Debit Cards issued to Beneficiaries

In case of distribution of Rupay Card also PSBs takes the giant leap with 82% total card issued. This is again because almost 80% of accounts were opened by them. RRBs issued only 14% of total debit cards which is very low compared to PSBs. Private Sector banks performance is bound to happen low i.e. only 4% because they opened very less new Jan Dhan accounts.

From the above analysis it can be said that Public Sector Banks played the major role in achieving the targets of PMJDY in every field and among them State Bank of India played the lead role in every segment. It is also found that Regional Rural Banks performance is not up to the mark as most of the weaker section of the people generally found in rural areas but its performance regarding opening of new accounts doesn't suggests so. Private Sector Banks played the most negligible role in almost all the categories in PMJDY which is a big thing to worry. No program of financial inclusion can be ever successful without the proper involvement of banks and their full commitment and effort and PMJDY is also not an exception to that. So banks must play their economic as well as social development role for the welfare of the weaker section of the society by bringing them in the formal financial sector.

4. Major Findings of the Study:

The main findings of the study based on analysis and interpretation revealed that:

- PSBs played a huge rule in opening new accounts and its contribution is almost 80% of total accounts opened.
- RRBs performance is just 13% of total accounts but MPSBs performance is very low, it's just at 4%.
- State Bank of India (SBI) is the top performer in respect of all the three criteria and no other bank is even close of it.

- It can be seen from the study that the Compound Annual Growth Rate (CAGR) for PSBs has increased equal i.e. 25% for beneficiaries in rural and urban areas from 2015 to 2019.
- The rate of growth of deposits in PSBs Jan Dhan accounts showed a phenomenal increase of 61% which may be an effect of demonetisation.
- CGAR of Rupay card issued in PSBs is less than that of total beneficiary that suggests all account holders didn't have Rupay cards.
- The rate of growth in number of beneficiaries in rural area is much greater than that of urban and metro areas under PSBs.
- RRBs performance is just 13% of total new Jan Dhan accounts opened.
- The study shows that SBI is the top performer in opening new accounts in RRBs but United Bank of India (UBI) issued maximum number of Rupay cards despite its opening of new accounts was much less than that of SBI.
- It revealed that the rate of growth of deposits in RRBs showed a phenomenal increase of 64% which is higher even from PSBs that is 61%.
- Rupay card issued showed a much slower pace of growth after 2017 in RRBs.
- The number total of beneficiaries in RRBs has witnessed a slow growth rate after 2016 but again got pace after 2018.
- Only 4% of the total Jan Dhan Accounts are opened in Major Private Sector Banks (MPSBs)
- It is found out from the study that among MPSBs ICICI Bank performed the best in all the categories followed by HDFC Bank, J&K Bank, IDBI and Axis bank respectively.
- One interesting fact in this study is that in MPSBs the number of Rupay Card issued is almost equal to the number of accounts opened which is a rare case in case of PSBs and RRBs.
- MPSBs helped to open Jan Dhan accounts mainly in urban areas than that of rural areas.

CONCLUSION

Pradhan Mantri Jan Dhan Yojana lies at the core of Govt. of India's development philosophy of "Sab Ka Saath, Sab Ka Vikas". PMJDY mainly focuses on the people who are excluded from basic banking and financial systems, even in this era of modern science and technology with mobile and internet banking. It is true that PMJDY scheme will uplift the condition of poor people and will provide social security to each and households of the country. People will now able to get subsidies easily from the government in their bank accounts which are meant for them. This schemes success requires political will, bureaucratic support and monitoring and supervision by RBI. PMJDY expected to release the hugely untapped potential of the lower level of the pyramid section of Indian economy.

The success of PMJDY will enable the bank managers to utilize the opportunity provided by Financial Inclusion of masses to their advantage. This will be done by participating in Governments poverty alleviation programmes, broadening their customer base, raising their

deposit base through direct fund transfer scheme of the Government etc. PMJDY scheme will also prove that when coordination, dedication, trust, commitment, dependence, will power, and cooperation is provided by all the constituents and stakeholders anything can be achieved and PMJDY will remain a big example of this. Thus it can be said that whenever the term financial inclusion will be discussed in India the term Pradhan Mantri Jan Dhan Yojana (PMJDY) will surely have to come because of the impact it has on financial inclusion of all the households of India.

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