



**“A STUDY ON AWARENESS AND SATISFACTION AMONG BENEFICIARIES OF PRADHAN
MANTRI JAN SURAKSHA SCHEMES IN POLLACHI TALUK”**

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Abstract

This study examines the level of financial inclusion and insurance awareness among beneficiaries of Pradhan Mantri Jan Suraksha Schemes in Pollachi Taluk. It focuses on understanding how awareness influences beneficiary satisfaction and evaluates the role of demographic factors such as income and education. Data were collected from 411 valid respondents using a structured questionnaire, and statistical tools such as descriptive analysis, reliability testing, correlation, and regression analysis were applied to derive meaningful insights. The findings reveal that awareness plays a significant role in determining satisfaction, while income and education have limited influence. Furthermore, the study emphasizes that improving awareness through effective communication strategies, simplified procedures, and enhanced accessibility can significantly increase participation and satisfaction among beneficiaries. Strengthening these aspects will not only improve the effectiveness of government insurance schemes but also contribute to achieving broader goals of financial inclusion and social security.

Keywords: Pradhan Mantri Jan Suraksha Schemes, Awareness and Satisfaction.

Introduction

Financial inclusion has become a key priority for ensuring equitable economic development and social security, particularly among economically weaker sections of society. In India, the government has introduced several initiatives to expand access to financial services, including affordable insurance schemes that provide protection against unforeseen risks. A major step in this direction was the launch of the Pradhan Mantri Jan Suraksha Schemes (PMJSS) in 2015, comprising Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY), and Atal Pension Yojana (APY). These schemes aim to offer affordable life insurance, accident coverage, and pension benefits to the unorganized and low-income population, thereby strengthening financial security and inclusion. The effectiveness of these schemes depends largely on beneficiaries' awareness and understanding of their benefits. Awareness influences enrolment, utilization, and satisfaction, as individuals who are well-informed about scheme features, premium payments, and claim procedures are more likely to participate actively and make optimal use of the benefits.

Objectives of the study



The present study aims to assess the level of awareness among beneficiaries of Pradhan Mantri Jan Suraksha Schemes in Pollachi Taluk and to evaluate their level of satisfaction with these schemes. It further seeks to examine the relationship between awareness and beneficiary satisfaction, while also analyzing the influence of demographic factors such as income and education on satisfaction levels. Additionally, the study intends to provide meaningful suggestions to enhance awareness and improve the overall effectiveness and reach of the schemes.

Review of Literature

Financial inclusion and insurance awareness are widely recognized as essential components for promoting economic stability and social security. **Demirgüç-Kunt et al. (2018)** highlighted that access to formal financial services significantly improves the financial resilience of low-income households and contributes to reducing vulnerability while enhancing economic participation. In the Indian context, **Sane and Thomas (2015)** emphasized that awareness is a key determinant in the success of government insurance schemes, noting that individuals with better knowledge of insurance products are more likely to enroll and effectively utilize benefits. Similarly, **Ghosh (2017)** observed that awareness campaigns play a crucial role in increasing participation in social security schemes, particularly among rural populations. **Kumar and Rao (2019)** identified a strong positive relationship between awareness and beneficiary satisfaction, stating that beneficiaries who clearly understand scheme features, premium structures, and claim procedures tend to report higher levels of satisfaction and trust. Further, **Sharma (2020)** analyzed the role of demographic factors and concluded that although income and education facilitate access to financial services, awareness remains the most influential factor affecting satisfaction and utilization of schemes. Although several studies have examined financial inclusion and insurance awareness at a broader level, limited research has specifically focused on Pradhan Mantri Jan Suraksha Schemes at the regional level; therefore, the present study attempts to fill this gap by analyzing awareness and satisfaction among beneficiaries in Pollachi Taluk.

Statement of the problem

Pradhan Mantri Jan Suraksha Schemes were introduced to provide financial security and insurance coverage to economically vulnerable sections of society. Although these schemes are widely available, their effectiveness depends on the level of awareness and understanding among beneficiaries. In many cases, beneficiaries are not fully aware of the benefits, eligibility criteria, enrolment procedures, and claim processes associated with these schemes. This lack of awareness may lead to low participation, improper utilization, and dissatisfaction among beneficiaries. Hence, the problem of the study is to examine whether awareness influences beneficiary satisfaction and to assess the extent to which demographic factors such as income and education impact satisfaction levels under these schemes in Pollachi Taluk.



Descriptive Analysis

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Gender	411	1	2	1.64	.480
Age	411	1	4	2.28	1.100
Educational qualification level	411	1	5	3.02	.964
Occupation	411	1	6	2.79	1.434
Area of Residence	411	1	3	2.50	.653
Nature of Family	411	1	2	1.74	.437
Monthly Income (Self)	411	1	4	1.67	.984
Valid N (listwise)	411				

The descriptive statistics show that 411 out of the 1370 responses are all viable in the analysis. There was also gender distribution (Mean = 1.64, SD = 0.480), this implies that there was an adequate balance between male and female respondents. The average of the ages (2.28 with SD=1.100) shows that the majority of the sample is between the young and middle-age age groups which means that they are actively engaged in working-age schemes. The mean education level (Mean = 3.02, SD = 0.964) indicates that a significant percentage has undergraduate education, and this can create a positive effect on the level of awareness. There is diversity in occupational categories in the case of occupational distribution (Mean = 2.79, SD = 1.434). The average on area of residence (2.50) shows that the samples are represented by the urban and semi-urban/rural population and makes it more inclusive. Type of family (Mean = 1.74) implies nuclear families. Monthly income (Mean = 1.67, SD = 0.984) measures the cultivation of lower- and middle-income groups and this interestingly leaves the Jan Suraksha Schemes target beneficiaries.

Reliability Analysis

Awareness and Satisfaction Dimension

Construct	Reliability Statistics	
	Cronbach's Alpha	N of Items
Awareness Dimension	.940	10
Satisfaction Dimension	.926	10

The reliability test of the awareness dimension that had ten items gave a Cronbach's Alpha coefficient of 0.940. It is a good reflection of the high internal consistency between the items that assess the beneficiary's awareness of the Jan Suraksha Schemes. The alpha of more than 0.90 indicates that the statements were in line with the underlying construct of awareness shedding some light on the financial security, premium amount, eligibility conditions, claim procedures, enrolment process, and institutional trust. The examination of high reliability coefficient proves that the scale is stable, reliable and can be further statistical analysed. The



satisfaction dimension, which consisted of ten items, yielded a Cronbach's Alpha value of 0.926 which is a great internal consistency. This finding shows that the variables that predict adequacy of information, quality of services given, understandability of benefits, efficiency in claims settlement, affordability and overall experience, are positively correlated and could be used reliably to predict the overall satisfaction and perception of the beneficiaries. The high reliability value shows that the scale has a good consistency in measuring and it can be reliably applied in further analyses like correlation, regression and factor analysis.

Correlation Analysis

Hypothesis

Null Hypothesis H_0 – There is no significant relationship between awareness and beneficiaries' satisfaction towards Jan Suraksha Schemes.

Alternative Hypothesis H_1 – There is significant relationship between awareness and beneficiaries' satisfaction towards Jan Suraksha Schemes.

Descriptive Statistics			
	Mean	Std. Deviation	N
Awareness Mean	2.2788	.82069	411
Satisfaction Mean	2.1803	.69702	411

Correlations			
		Awareness Mean	Satisfaction Mean
Awareness Mean	Pearson Correlation	1	.744**
	Sig. (2-tailed)		.000
	N	411	411
Satisfaction Mean	Pearson Correlation	.744**	1
	Sig. (2-tailed)	.000	
	N	411	411

** . Correlation is significant at the 0.01 level (2-tailed).

The average scores depict that beneficiaries of Jan Suraksha Schemes are relatively aware of and pleased with the program. The fact that the mean, in relation to awareness, was higher indicates that the respondents have a reasonable insight into the scheme features of benefits, eligibility and procedures. The values of standard deviation are quite low indicating there is not much variation in the responses and implying that there is uniformity in opinion of the beneficiaries. On the whole, the descriptive findings indicate a rather stable pattern of perception of the respondents.

The Pearson correlation coefficient between Awareness and Satisfaction = 0.744 is statistically significant correspondence ($r = -0.001$). The correlation coefficient ($r = 0.744$) shows that there is a strong positive relationship between awareness and the satisfaction of beneficiaries. This indicates that the more individuals are aware of Jan Suraksha Schemes, the more their satisfaction and positive perception regarding



the scheme will be. The p-value is found to be statistically significant, which proves that it is not chance that causes this relationship. The intensity of the correlation underlines the role of awareness in overall assessment of beneficiaries of the scheme.

The p-value does not exceed 0.01 and hence the null hypothesis is discarded. Thus, the conclusion is made that one can state that there is statistically significant and positive correlation between awareness and satisfaction of people receiving Jan Suraksha Schemes.

Regression Analysis

Hypothesis

Null Hypothesis H_0 - The independent variables such as awareness, income and education do not significantly influence the beneficiary's satisfaction.

Alternative Hypothesis H_1 - The independent variables such as awareness, income and education are significantly influencing the beneficiary's satisfaction.

Variables Entered/ Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	1.3 Educational qualification level, newmean2.7, 1.7 Monthly Income (Self) ^b		Enter

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.746 ^a	.557	.553	.46576	.557	170.405	3	407	.000

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110.899	3	36.966	170.405	.000 ^b
	Residual	88.291	407	.217		
	Total	199.190	410			

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.686	.113		6.098	.000
	newmean2.7	.632	.029	.744	21.951	.000
	1.7 Monthly Income (Self)	-.029	.025	-.041	-1.180	.239
	1.3 Educational qualification level	.034	.025	.047	1.366	.173



A multiple regression analysis was performed to examine the impacts on the incidence of satisfaction of beneficiaries towards Jan Suraksha Schemes based on the factors of awareness, monthly income, and educational qualification. The independent variables were determined to have a statistically significant model ($F = 170.405$, $p = 0.001$), which implies that there is a general predictive relationship between the factors of satisfaction. The relationship between the predictors and the satisfaction is strong as indicated by the R value of 0.746 and the R^2 value of 0.557 shows that the model accounts 55.7 percent of the variance in satisfaction. Awareness has been found to be one of the strongest predictors and statistically significant ($b = 0.744$, $p < 0.001$) and this implies that increased awareness is significant in improving the level of satisfaction of beneficiaries. But monthly income ($p = 0.239$) and educational qualification ($p = 0.173$) were not statistically significantly important predictors. The implications derived out of these findings are that, the satisfaction towards Jan Suraksha Schemes is largely determined by awareness as compared to demographic attributes.

Findings

The study reveals that the level of awareness among beneficiaries of Pradhan Mantri Jan Suraksha Schemes in Pollachi Taluk plays a crucial role in influencing their satisfaction. A majority of respondents were found to have a moderate level of awareness regarding scheme features, benefits, and procedures. The statistical analysis indicates a strong positive relationship between awareness and beneficiary satisfaction, suggesting that higher awareness leads to better perception and utilization of the schemes. On the other hand, demographic factors such as income and education were found to have limited influence on satisfaction levels. The results also highlight that while the schemes are accessible, there is scope for improving awareness through effective communication and outreach efforts to ensure maximum benefit to the target population.

Conclusion

The study concludes that awareness is a key determinant in enhancing beneficiary satisfaction and the overall effectiveness of Pradhan Mantri Jan Suraksha Schemes. While the schemes have successfully contributed to financial inclusion and social security, their impact can be further strengthened by improving the level of awareness among beneficiaries. Efforts such as targeted awareness campaigns, simplified enrolment processes, and better communication strategies can significantly enhance participation and utilization. By focusing on these aspects, policymakers and financial institutions can ensure greater outreach and effectiveness of these schemes, ultimately contributing to inclusive growth and improved financial well-being of the population.

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