

A STUDY ON AWARENESS, SATISFACTION AND OPERATIONAL CHALLENGES IN SUKANYA SAMRIDDHI ACCOUNTS

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ABSTRACT:

The Sukanya Samriddhi Yojana (SSY), launched by the Government of India, is a flagship savings scheme aimed at securing the financial future of the girl child. Despite the scheme's growing popularity, little empirical research exists to evaluate the awareness, satisfaction, and challenges experienced by its account holders. This study aims to examine the level of awareness among users, assess their satisfaction with SSA facilities, and identify operational problems faced. Reliability analysis using Cronbach's Alpha confirmed strong internal consistency across awareness ($\alpha = 0.893$), satisfaction ($\alpha = 0.900$), and challenges ($\alpha = 0.823$). Pearson's correlation analysis showed a statistically significant negative relationship between awareness and satisfaction ($r = -0.138$, $p = 0.019$), while no significant correlation was found between awareness and challenges or between satisfaction and challenges. The findings highlight the need for balanced information dissemination and operational improvements to enhance user satisfaction and effectiveness of the scheme.

Keywords:Sukanya Samriddhi Yojana Scheme, Awareness, Satisfaction and Problems.

INTRODUCTION:

The Sukanya Samriddhi Yojana (SSY) is a small deposit scheme introduced under the “Beti Bachao, Beti Padhao” campaign, designed to promote the welfare of the girl child in India. The scheme offers an attractive interest rate and income tax benefits under section 80C of the Income Tax Act. While the initiative has seen growing popularity, it is important to assess the levels of awareness among the public, their satisfaction with the account features and operations, and the challenges they face during its usage. This study aims to evaluate the awareness level of account holders, their satisfaction regarding facilities provided, and the problems faced in managing the accounts, offering valuable insights into the overall functioning of the scheme from the end-user's perspective.

REVIEW OF LITERATURES:

Several scholars and researchers have explored the dimensions of awareness, satisfaction, and operational efficiency of this scheme in various socio-economic contexts.

According to **Rani and Kumar (2018)**, the awareness level among rural and semi-urban parents regarding SSA was relatively low during the initial years of its launch, primarily due to limited outreach and lack of financial literacy. However, awareness has gradually improved through postal campaigns and school-based programs. **Saxena (2020)** found that digital media and social welfare officers played a significant role in increasing public knowledge about the scheme, particularly among urban populations. Still, a knowledge gap exists about the long-term benefits and conditions of the account, especially among less-educated households.

Mehta and Jain (2019) evaluated user satisfaction and reported that a majority of the respondents were satisfied with the attractive interest rate and tax benefits offered under the scheme. However, dissatisfaction arose due to complex documentation and limited flexibility in account operations. **Sharma (2021)** noted that satisfaction levels were positively correlated with regular interaction with postal staff and the ease of access to account services. Satisfaction was also found to be higher among parents who had a better understanding of the scheme's maturity and withdrawal rules.

Patel and Bansal (2020) identified several operational bottlenecks in the implementation of SSA, including lack of digital integration in rural post offices, delays in account updates, and errors in interest computation. Such issues led to frustration among account holders and lowered trust in the scheme. In another study, Thomas and Krishnan (2022) emphasized the need for capacity-building among postal staff to handle SSA-related queries and complaints efficiently. They also highlighted the challenges faced by customers in accessing accurate information, particularly in areas with weak infrastructure.

OBJECTIVES OF THE STUDY:

- ✓ To study the relationship between awareness, satisfaction, and operational problems using statistical tools.
- ✓ To analyze the operational issues and challenges faced by account holders.
- ✓ To provide suggestions to enhance the effectiveness of the SSA scheme based on empirical findings.

STATEMENT OF THE PROBLEM:

Although the Sukanya Samridhi Scheme is well-intentioned and widely promoted, many beneficiaries lack complete awareness of its features, leading to dissatisfaction and procedural challenges. This disconnect raises concerns about the scheme's ability to meet its objectives fully. Hence, it becomes necessary to investigate the triad of awareness, satisfaction, and challenges in a comprehensive manner to understand how well the scheme serves its stakeholders.

RESEARCH GAP:

Previous studies have often examined either awareness or satisfaction independently, with limited focus on statistical relationships between these aspects. There is a lack of validated, multi-dimensional studies that assess:

Internal consistency of measurement tools,

Correlational relationships between awareness, satisfaction, and problems faced,

Insights from both urban and semi-urban/rural account holders.

This study aims to fill this gap by offering a statistically sound evaluation of all three dimensions together.

SIGNIFICANCE OF THE STUDY:

This study provides critical insights for:

Policymakers, to improve the communication and implementation of the SSA scheme.

Financial institutions, to enhance customer service delivery.

Beneficiaries, to better understand the features and usage of the account.

Researchers, to explore further financial inclusion mechanisms in gender-focused schemes.

RELIABILITY TEST:

The testing techniques that relate to testing the ability of the primary data collected from respondents. It is the process of the testing and projecting a system's probability of the success or failure throughout the development. It aims to address and identify the issues that can cause in the research from getting the bad results. It helps to ensure that the research will be able to meet the needs of its users. One of the tests that can be conducted through SPSS software is Cronbach Alpha's test. It is most commonly used to check the internal consistency. When the questionnaire is having the Multiple Likert questions that

forms a scale and the researcher wish to check with reliability. It also explicit about how the data set is closely to the set of items into a group.

Table 1 - Reliability Test

Construct	No. of Items	Cronbach's Alphas	Cronbach's Alpha Based on Standardized items	Interpretation
Awareness	12	0.893	0.893	Excellent
Satisfaction	26	0.900	0.899	Excellent
Problems	9	0.829	0.830	Good

To evaluate the internal consistency and reliability of the scales used to measure awareness, satisfaction, and problems faced by SSA account holders.

Table 2 – Awareness towards SSA

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized items	No of items
.893	.893	12

Table 3 - Account holders' Satisfaction with SSA

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized items	No of items
.900	.899	26

Table 4 - Problems faced by Account holders' with SSA

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized items	No of items
.829	.830	9

The above test is conducted with the view to check with reliability of the responses given by the respondents in the view of awareness towards SSA, Account satisfaction and problems faced by the account holders and related questions. The test shows the awareness of the scale. It consists of 12 questions which are designed measure the level of awareness, 26 questions to measure the satisfactions, 9 related questions about the problems faced by the account holders. If the value of Cronbach Alpha's is above 0.80 which is considered to be good and if it is above 0.90 is excellent.

In the above analysis yield at 0.893 with reference to awareness, 0.900 with reference to account holders satisfaction, whereas 0.823 in the view of problem faced by the them. The value is more than 0.80 and 0.90 that is considered to be the good having excellent internal consistency. Hence, the items of the scale are highly correlated and reliable to measure the same. It can also be form a combined or single composite score for further analysis.

CORRELATION ANALYSIS:

A statistical analysis that is used to determine the strength and direction of linear relationship between 2 or more continuous variables in the research. The most commonly used correlation coefficient is Pearson's Correlation that range from +1 to -1 where +1 shows the positive relationship whereas -1 shows the negative relationship. It was conducted using SPSS to analyse the relationship between the awareness towards the SSA, problems faced by the account holders and satisfaction of the holders.

- To examine the relationship between awareness and satisfaction among SSA account holders.
- To investigate whether awareness is associated with the problems faced by account holders.
- To explore the relationship between satisfaction and the problems encountered in accessing SSA services.

Table 5 -Descriptive Statistics

	Mean	Std. Deviation	N
Aware –q1	2.2720	.47424	290
Problem faced	3.4429	.67873	290
Satismeant	4.0183	.46488	290

Table 6 –Correlation Analysis

		Aware –q1	Problem faced	Satismeant
Aware-q1	Pearson Correlation	1	-.066	-.138*
	Sig (2-tailed)		.262	.019
	N	290	290	290
Problem faced	Pearson Correlation	-.066	1	.055
	Sig (2-tailed)	.262		.346
	N	290	290	290
Satismeant	Pearson Correlation	-.138*	.055	1
	Sig (2-tailed)	.019	.346	
	N	290	290	290

* Correlation is significant at the 0.05 level (2 – tailed)

Pearson's correlation analysis was used to examine the relationships between the awareness of SSA, satisfaction of account holders by utilizing the facilities, problems faced by them. It is clearly shows that there is negative correlation statistically between satisfaction and awareness, $r(290) = -0.138$, $p = 0.019$. The indication clearly shows the higher level of awareness is modestly associated with satisfaction among the targeted respondents. At the same time, the correlation between awareness and problems faced was not statistically significant, $r(290) = -0.66$, $p = 0.262$, that there is no meaningful relationship. There is no significant correlation between satisfaction and problems faced $r(290) = 0.055$, $p = 0.346$.

CONCLUSION:

The findings clearly reveals a statistically significant but have inverse relationship between awareness and satisfaction, that also suggests awareness may lead respondents who were satisfied less with the

level. However, the expected correlations between problem faced and awareness, problem faced and satisfaction were not statistically significant.

ACKNOWLEDGMENT

The author acknowledges that the receipt of funding SEED Money from the Management Nallamuthu Goundar Mahalingam College, Pollachi for this research work.

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