

Exploring Customer Perception Towards Jan Dhan Yojana in 2025: Insights Ans Challenges

Ms. N. Sri Abinaya, Mrs. D. Devika

¹*III-B.Com. Banking, Nehru Arts and Science College, Coimbatore*

²*Assistant Professor, Department of B.Com. Banking, Nehru Arts and Science College, Coimbatore*

Abstract- The Pradhan Mantri Jan Dhan Yojana (PMJDY) is one of the most significant financial inclusion initiatives introduced by the Government of India to provide affordable banking services to the unbanked population. The present study explores customer perception towards PMJDY in 2025, focusing on awareness, satisfaction, accessibility, and challenges experienced by beneficiaries. The study aims to evaluate the effectiveness of the scheme in promoting financial inclusion and improving access to formal banking services among different socio-economic groups. A descriptive research design was adopted, and primary data were collected through structured questionnaires from Jan Dhan account holders across selected regions. The collected data were analyzed using percentage analysis and other appropriate statistical tools to understand customer attitudes and usage patterns. The findings indicate that while a majority of respondents are aware of the basic features of PMJDY, such as zero-balance accounts, RuPay debit cards, and direct benefit transfer facilities, several challenges still persist. These include limited financial literacy, digital banking barriers, and the existence of inactive accounts. Despite these challenges, the scheme has significantly contributed to increasing banking accessibility and encouraging savings among low-income groups. The study concludes by suggesting measures to improve awareness, service quality, and digital support systems to enhance the overall effectiveness of PMJDY in the future.

Keys words: Financial Inclusion, Pradhan Mantri Jan Dhan Yojana, Customer Perception, Direct Benefit Transfer, Financial Literacy, Banking Services.

I. INTRODUCTION

Financial inclusion has emerged as a key priority for sustainable economic development, particularly in developing countries where a significant portion of the population remains outside the formal banking system. Access to basic financial services such as savings

accounts, credit, insurance, and payment facilities plays a crucial role in improving the economic well-being of individuals and strengthening the overall financial system. In many economies, the lack of financial literacy, limited access to banking infrastructure, and socio-economic inequalities prevent large sections of society from participating in formal financial activities. Therefore, governments and financial institutions have introduced various initiatives to bridge this gap and ensure that financial services reach every segment of the population.

In this context, the Pradhan Mantri Jan Dhan Yojana (PMJDY) was launched by the Government of India in 2014 as a comprehensive national mission aimed at promoting financial inclusion. The primary objective of the scheme is to ensure universal access to banking facilities, especially for economically weaker sections and marginalized communities. PMJDY enables individuals to open basic savings bank deposit accounts with zero minimum balance and provides access to various financial services such as remittance facilities, credit, insurance, and pension schemes. By integrating previously unbanked individuals into the formal financial system, the scheme aims to empower citizens economically and reduce financial inequality. One of the most significant features of PMJDY is its simplified account-opening process, which allows individuals with minimal documentation to open bank accounts. The scheme also provides RuPay debit cards, accident insurance coverage, and overdraft facilities to account holders. In addition, PMJDY accounts serve as an important platform for the implementation of government welfare programs through Direct Benefit Transfer (DBT). Through DBT, subsidies and financial assistance are directly credited to beneficiaries' bank accounts, thereby

reducing leakages, ensuring transparency, and improving the efficiency of public welfare programs. Over the years, PMJDY has played a vital role in expanding the banking network and increasing the number of bank account holders in India. Millions of previously unbanked individuals, particularly those in rural and semi-urban areas, have been brought into the formal financial system through this initiative. The scheme has also contributed to promoting savings habits among low-income groups and enhancing financial security. With the growing emphasis on digital banking and financial technology, PMJDY accounts have further facilitated access to digital payment platforms and mobile banking services, thereby supporting the government’s broader vision of a digitally empowered economy.

Despite these achievements, several challenges continue to affect the effective utilization of PMJDY accounts. Issues such as lack of financial literacy, dormant or inactive accounts, limited awareness of scheme benefits, and technological barriers still hinder the full potential of financial inclusion initiatives. Moreover, customer perception regarding service quality, accessibility, and trust in banking institutions significantly influences the success of such schemes. Understanding these perceptions is therefore essential for evaluating the effectiveness of PMJDY and identifying areas that require improvement.

In this context, the present study aims to explore customer perception towards PMJDY in 2025 by examining their level of awareness, satisfaction, and challenges faced while using the scheme. The study also seeks to provide insights that may help policymakers, banking institutions, and government authorities enhance the implementation and impact of financial inclusion programs in the future.

Financial Inclusion	No of Respondents	Percentage
Strongly Agree	4	4%
Agree	8	8%
Neutral	20	20%
Disagree	39	39%
Strongly Disagree	29	29%

II. OBJECTIVES

1. To Assess the Awareness and Understanding of PMJDY Among customer in 2025.

2. To Evaluate customer Satisfaction and Trust in PMUDY SERVICES

III. RESEARCH METHODOLOGY

Research Design : Descriptive research design was adopted.

Area of Study : Coimbatore City.

Sample Size : 100 respondents.

Sampling Technique : Convenient sampling.

Data Collection : Primary data through questionnaires; secondary data from journals and websites.

Statistical Tools Used: Percentage analysis, Correlation analysis, and Chi-square test.

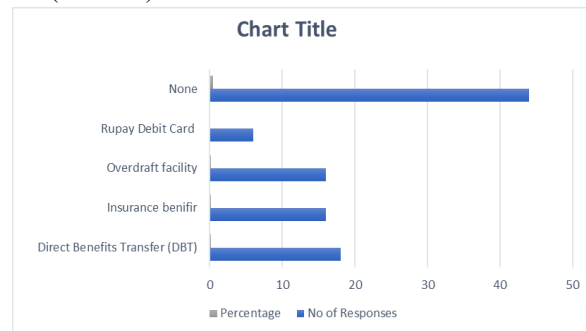
Period of Study : 3 months

IV. DATA ANALYSIS AND FINDINGS

BENEFITS RECEIVED

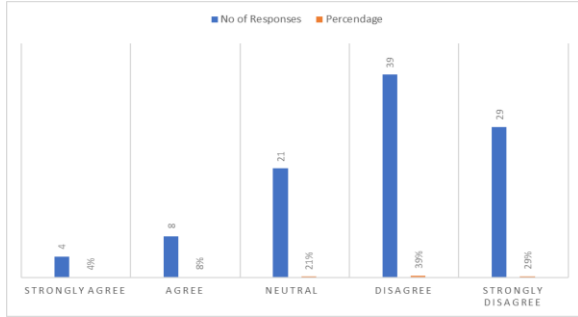
Benefits	No of Responses	Percentage
Direct Benefit Transfer (DBT)	18	18%
Insurance benefit	16	16%
Overdraft facility	16	16%
Rupay Debit Card	6	6%
None	44	44%
Total	100	100%

- The study reveals that 44% of the respondents reported that they have not received any benefits from the Pradhan Mantri Jan Dhan Yojana (PMJDY).



V. FINANCIAL INCLUSION

- The study shows that 39% of the respondents disagree that the scheme promotes financial inclusion in India.



support services and encouraging the active use of banking facilities. By addressing these challenges and improving service delivery, PMJDY can further strengthen its role in achieving inclusive growth and sustainable financial development in India.

VI. CONCLUSION

The Pradhan Mantri Jan Dhan Yojana (PMJDY) has emerged as a landmark initiative in strengthening financial inclusion and expanding access to formal banking services across India. Launched by the Government of India, the scheme has significantly contributed to bringing previously unbanked individuals into the formal financial system. The findings of the present study indicate that PMJDY has played an important role in improving banking accessibility, promoting savings habits, and facilitating the efficient delivery of government welfare benefits through Direct Benefit Transfer mechanisms.

The study reveals that a majority of customers are aware of the basic features and benefits of PMJDY, including zero-balance accounts, RuPay debit cards, insurance coverage, and overdraft facilities. These features have encouraged individuals, particularly from economically weaker sections, to open bank accounts and participate in formal financial activities. Furthermore, the scheme has strengthened financial inclusion by increasing the reach of banking services in both rural and urban areas.

However, the research also highlights several challenges that affect the effective utilization of PMJDY accounts. Limited financial literacy, inadequate awareness about advanced benefits, digital banking barriers, and the presence of inactive or dormant accounts remain significant concerns. These challenges indicate that while account ownership has increased, active usage of financial services still requires improvement.

To enhance the effectiveness of PMJDY, greater emphasis should be placed on financial literacy programs, customer awareness campaigns, and improved digital infrastructure. Banks and policymakers should focus on strengthening customer