A Study on Performance Assessment of Sukanya Samriddhi Yojana at General Post Office

Sadath Unnisa
M. Com FA Student
Department of Commerce and Management
Mount Carmel College, Autonomous, Bangalore, India

I. INTRODUCTION

The role of education is vital and goes a long way in empowering women. More and more girls need to be educated, through quality and holistic schooling system. Numerous programmes and schemes were introduced to educate and empower girls. Educated girls are able to take the factual decisions in their life and they become the backbone of the family and society. “It’s rightly said that when a woman is educated, an entire generation benefits from it.” Even today, there are several sections of the Indian Society where the girl child is treated as a burden. As per the figures of 2011 Census, there are just 918 girls in India for 1000 boys. In such a scenario, the role of the government and the society becomes more vital in order to ensure that girls are allowed to be born and flourish in life. Governments and NGOs initiated programmes to create awareness to save the girl child in our nation. In order to achieve true women empowerment and to reduce the gender gap it is important to spread the awareness about government schemes and programmes. In this regard, central and state governments across the nation implemented many programmes and schemes. Sukanya Samriddhi Yojana is one such programme with the purpose of driving change in the society, providing financial security and tax benefits to the donor. Sukanya Samriddhi Yojana is an initiated by Indian Government. This scheme was launched by our honorable Prime Minister Narendra Modi on 22nd January 2015 in Panipat, Haryana. This scheme is a girl child prosperity scheme under Beti Bachou Beti Padhau Program of PM Narendra Modi.

This scheme main aim is girl children prosperity and their welfare, where the girls faced a lot of descrimination and various problems. This is the reason why this program was introduced for their development purpose. This scheme helps in increasing the literacy rate in India and also leads to economic development. It als encourages the girl children to obtain employment after their education, which also increases the standard of living of the people as the total income of the family increases.

• To sustain its position as the largest postal network in the world touching the lives of every citizen in the country.
• To provide mail, parcel money transfer, banking, insurance and retail services with speed and reliability.
• To provide value-for-money services to the customers.
• To ensure that the employees are proud to be its main strength and serve its customers with a human touch.
• To continue to deliver social security services and to enable last mile connectivity as a Government of India platform.

II. REVIEW OF LITERATURE

1. According to the study Conducted by Mendapurkar “the General public for Social Inspire, through provincial activity, there is a need to associate with the networks in the first place, directly from the gram panchayat level to guarantee Record Holder’s Fulfillment towards Sukanya Samriddhi Yojana Record (SSA) of Postal Office with Unique Reference to Coimbatore City sex correspondence. He has been taking a shot at the issue of the young lady kid particularly in Himachal Pradesh. He brought up that there has been a peripheral increment in the younger sex proportion. "What we have to do is give an empowering situation to our young ladies and instruct and educate individual's privilege at the grass root level that there ought to be no sexual orientation predisposition”.

2. According to the study Conducted by Sharma analyzed “Sukanya Samriddhi Account conspires regarding the qualities, shortcomings, openings and dangers. He sees that it will provide young lady youngster money related autonomy and won't give satisfactory returns like the value advertise or shared assets. He expresses that it is a less or no hazard speculation road as it is upheld by the administration and the present financing cost is additionally acceptable. He opines that sparing just in this plan may not be adequate for marriage and training thinking about expansion yet can be a section of investor’s portfolio”.

3. According to Venkatachalam and Ravindran (2016) analysed the “Sukanya Samriddhi Account of postal office and express that 93 percent of the respondents know about the SSA. They express that females are keen on this plan and they are the record holders. They see that it is particularly intended to Indian guardians what's more, gatekeepers for young lady's advanced education or marriage needs. They opine that young lady would not be considered as money related weight on the family”.

4. According to the study Conducted by Moghe “Leader of the Express All India Majority rule Ladies Affiliation anyway was reproachful of budgetary distribution of Rs 200 crore for the Sardar Vallabhbhai Patel statue and a simple Rs 100 crore to spare the young lady kid. "Need I state more," she said including that the expansion in number of infringement against the young lady youngster was on the ascent.”

5. According to the study conducted by Harini and Prachi (2017) “opine that the thought behind the plan is to guarantee a splendid future to young lady youngster in India by giving budgetary help to their training and marriage. They place on record that this plot underpins the financial advancement of the nation by supporting the young lady instruction. They express that this plan serves to expands the education pace of
females, which helps in increment of the salaries and way of life of individuals”.

III. STATEMENT OF THE PROBLEM

SSY scheme focuses on the financial assistance provided associated with girl child education and marriage in order to ease financial pressure related with that with attractive tax benefit, minimal rate of interest and other benefits. This study focuses on study of performance assessment. The main aim is to study features, objects and future aspects, to identify beneficiary’s satisfaction level and challenges faced by the scheme.

Objectives of the study
1. To study the features, objects and future of Sukanya Samridhi Yojana.
2. To examine the aim, organizational preference to open the account and account holders satisfaction.

Scope of the problem
The literature pertaining to the status of the girl child in India has validated that girls are discriminated in different ways across various spheres such as health and education. Preference for the male is a common phenomenon in different societies of India. Various studies have over the years, categorically emphasized the need for educating girls. The scope of the study is confined to General Post Office, Bangalore. The sample of the study included parents satisfaction that have opened accounts under the Sukanya Samridhi account scheme through a post office or a scheduled public sector bank and deposit money on a regular basis.

Research Methodology
It is a systematic, theoretical analysis of the methods applied to the field of study. It is the body of methods associated with the study. Descriptive methodology is used. The research methodology I have chosen is both primary and secondary. The primary data is collected by using the interview and questionnaire method whereas the secondary data is collected from books, journals, magazines and websites.

Research Design
The descriptive and analytical research design is used to carefully analyze in depth study of Sukanya Samridhi Yojana with special reference to General Post Office. The study incorporates the collection of Primary and Secondary data for the research.

PRIMARY DATA:
Primary data are the first-hand data which was collected for the first time. Primary data are collected through the interview and as well as collecting the data through questionnaire with the interaction of certain group of Post office Officials, exposure on different desk of Post office and Managers of Post office, Bengaluru to get the information regarding the Sukanya Samridhi Yojana.

SECONDARY DATA:
Secondary data was collected through the direct contact with the person who is handling the Sukanya Samridhi Yojana account, account holder parent’s, from the post office staffs, Yojana magazine, women fighter magazine.

Secondary data was collected by:
1. Text books, journals, articles.
2. Internet.
3. Annual reports of Sukanya Samriddhi Scheme
4. Other statements of Post Office.

Plan of Analysis
Descriptive Analysis is used to carefully analyze the data of the interview conducted.

LIMITATIONS OF THE STUDY:
1. This study is restricted only to “Post Office”
2. The outcome of the study cannot be generalized.
3. Confidential matters are restricted for in depth study.
4. The interview conducted human bias.

Table 1.
Table showing Gender- Wise classification of Respondents: The purpose of this analysis is to know the gender of selected respondents. The relevant data is presented in table - 1

<table>
<thead>
<tr>
<th>GENDER</th>
<th>NO. OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>FEMALE</td>
<td>35</td>
<td>35</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

INTERPRETATIONS: From the table – 1, it is observed that out of 100 selected respondents, 65 respondents (65%) are male, and 35 respondents (35%) are female. Finally, it is found that male respondents are more than female respondents.
Table 2.

**TABLE SHOWING INCOME-WISE CLASSIFICATION OF RESPONDENTS:** In order to know the perception of respondents this analysis is helpful. The relevant data collected through questionnaire is tabulated and presented in table - 2.

<table>
<thead>
<tr>
<th>INCOME</th>
<th>RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>LESS THAN 10,000</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>10,000-20,000</td>
<td>36</td>
<td>36</td>
</tr>
<tr>
<td>20,000-30,000</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>MORE THAN 30,000</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

**INTERPRETATIONS:** From the table - 2, it is found that out of 100 selected respondents, 17 respondents (17%) are earning less than 10,000, 36 respondents (36%) are gaining 10,000-20,000 per month, 42 respondents (42%) are drawing 20,000-30,000, and 5 respondents (5%) are getting more than 30,000. Finally, it is concluded that more respondents monthly income in middle of 20,000-30,000.

Table 3.

**TABLE SHOWING PARENT'S SATISFACTION TOWARDS SSY:** In order to know the perception of respondents this analysis is helpful. The relevant data collected through questionnaire is tabulated and presented in table - 3.

<table>
<thead>
<tr>
<th>SATISFACTION LEVEL</th>
<th>RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIGHLY SATISFIED</td>
<td>36</td>
</tr>
<tr>
<td>SATISFIED</td>
<td>34</td>
</tr>
<tr>
<td>NEUTRAL</td>
<td>27</td>
</tr>
<tr>
<td>DISSATISFIED</td>
<td>3</td>
</tr>
<tr>
<td>HIGHLY DISSATISFED</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>
Findings and Suggestions of Sukanya Samriddhi Yojana

Findings
1. Higher interest rate among all small saving schemes.
2. Payment to girl child on maturity make financially strong to girl child.
3. Transferable anywhere in India.
4. Improve the gender inequality.
5. No clarity in future interest rate for this account.
6. Maximum two account per family is possible, each girl one account. In case of a third girl child, it is not possible to open third account as per the rules of scheme.
7. It is found that customers are approaching Post Office than banks.

Suggestions
Keeping in view the findings and conclusions of the study the following suggestions have been made.
1. Government should create awareness among the customers about Sukanya samriddhi Yojana, benefits, and opportunities.
2. Banks and Post Office’s need to campaign about Sukanya Samriddhi Yojana in village and remote areas.
3. Government and RBI should keep the interest rates constant to attract customers.
4. There should be online facility to transfer money in future.

IV. CONCLUSION

Policy makers and researchers states that the Sukanya Samriddhi Yojana scheme has transformed the traditional thought – girl is a liability to girl is an asset. The objective of this scheme is to provide financial independence to the parents and guardians of a girl child. The analysis of the survey data reveals that majority of the depositor are satisfied with the features of the scheme. To conclude this scheme the Government should take suitable actions on the basis of suggestion mode.

V. REFERENCES

[6]. Dr. Vinod Kumar Sharma Sukanya Samridhi account: A SWOT Analysis, International Business Journals Issue 17 May 2015 ISSN 2348—4063