



“A DESCRIPTIVE STUDY ON PRADHAN MANTRI JEEVAN JYOTI BIMA YOJANA & PRADHAN MANTRI SURAKSHA BIMA YOJANA INSURANCE SCHEMES OF INDIAN GOVERNMENT”(SURAT REGION)

Chinmay khichi¹, Nisha Tollawalla²

^{1,2}B. V. Patel Institute of Management, UkaTarsadia University, Bardoli

ABSTRACT

In India, Today we are almost 137 Crores People but a large population is without any kind of insurance, that is, life, health, accident. Govt of india make initiative that lower income and unorganized employee of India should have insurance. Govt of India launch two innovative Term insurance scheme namely Pradhan Mantri Jeevan Jyoti Bima Yojana and Pradhan Mantri Suraksha BimaYojana. This Both insurance scheme make because poor to poor people can take insurance. The Primary moto of these schemes is to creating a universal social insurance system. Therefore it is necessary to know about policyholder attitude toward this social insurance scheme.

Keywords: PMJJBY, PMSBY

1. INTRODUCTION

In Human Life Everyday there are numerous risk. Human Life is certain but the certainty is uncertain. so to reduce the risk one should take the insurance. Insurance is assurance against instability of life. Buying insurance is important as it ensures that you are financially secure to face any type of problem in life, and this is why insurance is a very important part of financial planning. A general insurance company offers insurance policies to secure health, travel, motor vehicle, and home. The convenient part of it is that you can purchase all these insurance policies online nowadays.

As per the statistics of Ministry of Finance's, only 20% of Indian citizens have Life Insurance, 11% workers are registered under Pension Schemes and only 4% citizens are taking Accidental Insurance schemes. In order to provides the insurance coverage to all people especially to rural and unorganized workers the Government of India launched insurance schemes namely Pradhan Mantri Suraksha BimaYojana (for Accidental Death and Disability), Pradhan Mantri Jeevan Jyoti BimaYojana (for life insurance). The motto of the scheme is covering the uncovered, serving the unserved and blessing the unblest segment of the society and ensure in India no citizen will never worry about illness, accidents or penury in old age

PMJJBY and PMSBY

PMJJBY is available to people in the age group of 18 to 50 years (life cover up to age 55) having a savings bank account who give their consent to join and enable auto-debit. In case an individual has multiple accounts with one or different banks, then he/she would be eligible to join the scheme through one savings bank account only. Under the PMJJBY scheme, earlier life cover of Rs. 2 lakhs is available at a premium of Rs.330 per annum per member and is renewable every year. In the case of a joint account, all holders of the said account can join the scheme provided they meet its eligibility criteria and pay the premium at the rate of Rs.330 per person per annum.

The Government of India initiates several schemes for the welfare of society and people. Different schemes are set to mitigate various public issues and help people live their lives peacefully. One such scheme that came into existence in May 2015 is the PMSBY scheme.

The PMSBY full form is Pradhan Mantri Suraksha BimaYojana and the policy is available to the Indian citizens between the age of 18 years old and 70 years old with an active savings account. It offers risk coverage of ₹2 lakh for accidental deaths and full disability and ₹1 lakh for partial disability. The premium for PMSBY is only ₹12 per year, and the amount is auto-debited from the bank account. The coverage is for a period of one year, starting June 1 to May 31 of the subsequent year. It can be renewed annually.

2. LITERATURE REVIEW

Yadav and Mohania, pinpointed that, Pradhan Mantri Jeevan Jyoti Bima Yojana is focused to provide insurance coverage to all the citizen of India for death due to any reason particularly to unorganized sector workers with slogan of “Jan Dan se Jan Surakhsa”. Under Pradhan Mantri Jan Dhan Yojana existing channels of banking industry is properly utilized and still there is good scope for innovation and marketability. Pradhan Mantri Jeevan Jyoti Bima Yojana is more attractive scheme due to its flexibility, throughout easy and clear process, simple claim process, more reliable

and economical term insurance service. However, due to its limited amount of coverage, existing competition and lack of investor's interest, act as the important obstacle in the success road of the scheme

Vidyashree DV, Dr. PrahladRathod (2015) took up a research on three schemes providing insurance cover to people in organized and unorganized sector being Modi's PMJJBY, PMSBY and APY mainly stressing on creating a universal social security system for all citizens of the country. Having no worry about future uncertainties i.e illness, accidents and penury in old age. The main motto of the study was to study as to how the banks and GOI succeeded in taking these schemes to whole Indian population. The methodology adopted was based on descriptive study and secondary sources of data. This paper suggests that banks have more transparency and also states that there is an requirement of more number of subscribers to these schemes to cover people under security who have remained uncovered.

Rajesh K. Yadav & Sarvesh Mohania (2016) presented the comprehensiveness of the new initiatives taken through PMJJBY, PMSBY & APY for the informal workers & under-privileged people in insurance sectors and also explained how to overcome the barriers in implementation of the schemes.

Rajesh K. Yadav & Sarvesh Mohania (2016) This study clearly addressed the financial inclusion through insurance & pension schemes, which began to provide social security benefit to large number of people of the unorganized sectors. The subscribers for these schemes are at increasing pace, however if implemented still more properly and the benefit is passed on to the real subscriber it will go a long way in establishing a social security system to the large section of society which has remained uncovered. The both urban and rural people are almost equally obtaining these schemes, the Government expenditure is expected to spend the range between Rs. 2,520 crore and Rs. 10,000 crore on account of the government co-contribution to subscribers of the APY over a period of five years. Finally, suggested that the continuous efforts are required from the financial institutions to achieve the inclusive financial growth at the ground level of the society through insurance and pension schemes with special reference to PMJJBY, PMSBY, PMJJBY, APY & PMFBY.

Anish L.J (2015) stated that insurance and software consult and with more than 18 years of experience in these fields. He thoroughly follows developments in insurance and finance. He said in India, even though Life Insurance Corporation of India the public sector giant and many Private Insurers are striving hard to increase the insurance penetration, Still majority of people are devoid of any insurance cover.

OBJECTIVE OF STUDY

The main objectives of this study are:

- To find out the Reason for choosing the social insurance scheme
- To understand the policy holder attitude towards the social insurance schemes
- To determine the benefits expected by the policyholders under social insurance scheme.

RESEARCH DESIGN & METHODOLOGY

In view of considerable data from survey research presented in this research report, 'descriptive research' is considered the most appropriate for the present study. Hence, the study has been descriptive and analytical. The research problem, the null hypothesis and interview schedule all have been formulated and framed accordingly. The suggestions of the study emerge from the inferences drawn from the sample survey of respondents in Surat District

COLLECTION OF DATA

The present study is an empirical one based on survey method. First-hand data were collected from the fields through Google Form, interview schedule and observation. The study has also depended on the secondary data available on social insurance and was also incorporated in the analysis of secondary data. The secondary data were collected from published documents, leading journals, magazines, newspapers, standard text books of related topics, and sources from internet.

SAMPLING DESIGN

The researcher classified the Surat District. Then the researcher gathered the PMJJBY and PMSBY policyholders' details from the banks and post office. A total of 100 respondents.

3. ANALYSIS AND INTERPRETATION

Demographic Classification

Demographic Factor	No of Respondents	Demographic Factor	No of Respondents
Gender wise classification		Unmarried	44
Male	73	Divorce	1

Female	27	Widow(er)	5
Age wise Classification		Occupation	
15-25	43	Student	32
26-35	18	Job	31
36-45	30	Business	27
46+	9	Housewife	9
Educational Status		Retired	1
Upto SSC	48	Family Income	
HSC	17	BelowRs. 200000	63
Under graduation or Graduation	29	200001-500000	30
Postgraduation	6	500001-1000000	4
Marital Status		Above 1000000	3
Married	49		

Do you aware About Pradhan Mantri JeevanJyotiBimaYogna and Pradhan Mantri Suraksha BimaYogna			
		Frequency	Percent
Valid	Only PMJJBY	13	13.0
	Only PMSBY	4	4.0
	Both	67	67.0
	None of above	16	16.0
	Total	100	100.0

- **WHAT IS THE REASON FOR TAKING SOCIAL INSURANCE?**

Mann-Whitney U

Test Statistics					
	[Premium amount]	[Attractive policy amount]	[To provide financial protection to Family Members]	[Coverage of the scheme]	[Compulsion of a Family member]
Mann-Whitney U	938.500	920.000	933.000	847.000	844.000
Wilcoxon W	3639.500	1298.000	3634.000	1225.000	3545.000
Z	-.394	-.570	-.439	-1.200	-1.197
Asymp. Sig. (2-tailed)	.693	.569	.660	.230	.231
Ho	Accepted	Accepted	Accepted	Accepted	Accepted
Group variable: Gender					

Ho: There is no Significance relationship between Gender and Taking Social Insurance

H1: There is Significance relationship between Gender and Taking Social Insurance

INTERPRETATION

All of the responses data have been accepted because all the data is greater than 0.005 significance, Hence Ho accepted There is no Significance relationship between Gender and Taking Social Insurance

- **WHAT IS YOUR ATTITUDE TOWARDS SOCIAL INSURANCE POLICY?**

Kruskal-Wallis H Test

Test Statistics					
	[Premium amount]	[Attractive policy amount]	[To provide financial protection to Family Members]	[Coverage of the scheme]	[Compulsion of a Family member]
Kruskal-Wallis H	2.819	5.597	4.709	6.865	5.683
Df	3	3	3	3	3
Asymp. Sig.	.420	.133	.194	.076	.128
Ho	Accepted	Accepted	Accepted	Accepted	Accepted
a. Kruskal Wallis Test					
b. Grouping Variable: Marital status					

Ho: There is no Significance relationship between Marital status and attitude towards Social Insurance Policy

H1: There is Significance relationship between Marital status and attitude towards Social Insurance Policy

INTERPRETATION

All of the responses data have been accepted because all the data is greater than the 0.005 significance level, so There is no Significance relationship between Marital status and attitude towards Social Insurance Policy

- **WHAT IS YOUR EXPECTED BENEFITS?**

Mann-whitney u

Test Statistics					
	[Death Claim Coverage]	[Low Premium]	[Tenure/Term]	[Tax Free]	[Simple Process]
Mann-Whitney U	850.500	904.500	901.000	925.500	945.500
Wilcoxon W	3551.500	1282.500	3602.000	3626.500	1323.500
Z	-1.169	-.693	-.711	-.526	-.336
Asymp. Sig. (2-tailed)	.242	.488	.477	.599	.737
Ho	Accepted	Accepted	Accepted	Accepted	Accepted
a. Grouping Variable: Gender					

Ho: There is no Significance relationship between Gender and Expected Benefit

H1: There is Significance relationship between Gender and Expected Benefit

INTERPRETATION

All of the responses data have been accepted because all the data is greater than the 0.005 significance level, so There is no Significance relationship between Gender and Expected Benefit

4. FINDINGS

- Out of total male respondent 43 male having both of the insurance.
- Out of total female respondent 15 female having both of the insurance
- Out of 100 respondent 67% people aware about both of this insurance.
- Out of 100 respondent 59% people have both of this insurance
- 15-25 age group of people, 20 people have both of this insurance
- The people whose income is below Rs. 200000 have more no. of insurer
- 66% people having preference of social insurance
- 75% of the people like both of the insurance
- 24% of the people may like this insurance.
- 18% of the people first preference is Govt insurance
- 10% people only like private company insurance
- 72% people preference is any of the insurance

- People attitude towards Social insurance policy is good.
- There is no Significance relationship between Gender and Taking Social Insurance
- There is no Significance relationship between Marital status and attitude towards Social Insurance Policy
- There is no Significance relationship between Gender and Expected Benefit
- There is no Significance relationship between Gender and Thinking of disadvantage
- The main reason for taking this insurance is low premium and good amount of death coverage
- The disadvantage of PMJJBY is it's collapsed when you cross age 55

5. CONCLUSION

The future of India lies in its villages", because in India large parts of the population live in rural areas. Many of the rural populations' do not having any kind of insurance scheme. The prevalence of an intoxicating insurance sector is important for a strong foundation of the healthy and worthy nation. In this context, the Government of India has realized the imperative role of insurance in India and implemented two innovative schemes, namely Pradhan Mantri Jeevan Jyoti Bima Yojana and Pradhan Mantri Suraksha Bima Yojana.

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