

A Study on Performance of Government Schemes Available in Pudukkottai Bharathiar Grama Bank

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Abstract- Financial inclusion aims to extend affordable financial services to underserved and unbanked communities. Regional Rural Banks (RRBs) play a crucial role in this mission by implementing welfare-based government schemes. This study evaluates the enrollment performance of three major social security programs—PMJJBY, PMSBY, and APY—implemented by Pudukkottai Bharathiar Grama Bank (PBGB) between 2020–21 and 2024–25. Using secondary data and applying percentage analysis, trend analysis, comparative methods, and growth rate calculations, the study finds significant expansion in both PMJJBY and PMSBY enrollments, while APY shows fluctuating but gradually improving participation. Overall, PBGB has effectively contributed to raising awareness and increasing participation in financial inclusion schemes.

Keywords- Financial Inclusion, PMJJBY, PMSBY, APY, Regional Rural Banks, Government Schemes.

I. INTRODUCTION

The Indian banking sector plays a vital role in fostering economic growth by mobilizing savings and offering financial services across diverse communities. Among the various institutions, Regional Rural Banks (RRBs) are especially important in serving rural and semi-urban populations. Pudukkottai Bharathiar Grama Bank (PBGB), sponsored by Indian Bank, implements multiple social security schemes designed to provide insurance and pension coverage to low-income and unorganized sector workers. Despite the availability of these schemes, awareness gaps still restrict participation in many rural areas. As a result, eligible citizens often miss opportunities for enhanced financial protection. This study therefore examines the implementation and performance of PMJJBY, PMSBY, and APY in PBGB over a five-year period.

II. OBJECTIVES OF THE STUDY

- To examine the government schemes implemented by PBGB.

- To analyze customer enrollment and participation trends in PMJJBY, PMSBY, and APY.
- To compare scheme performance across five financial years.
- To offer suggestions to enhance awareness and scheme adoption.

III. REVIEW OF LITERATURE

Studies on PMJJBY and related financial inclusion efforts emphasize the role of rural banking in narrowing financial gaps. Singh & Deep (2025) highlight the impact of banking outreach, while Agrawal & Sharma (2023) note challenges such as claim settlement issues and low awareness in PMJJBY and PMSBY. Research on APY (Mehta & Narayanan, 2022) points out that long-term pension planning is often less attractive to the rural population. Kumar & Bansal (2021) underline the importance of digital literacy in improving scheme participation. The overall literature suggests that awareness programs and continuous engagement are essential for successful implementation.

IV. RESEARCH METHODOLOGY

Research Design:

Descriptive research design.

Data Collection:

Secondary data sourced from previously recorded and published information.

Tools Used

- Percentage analysis
- Trend analysis
- Comparative analysis
- Growth rate calculation

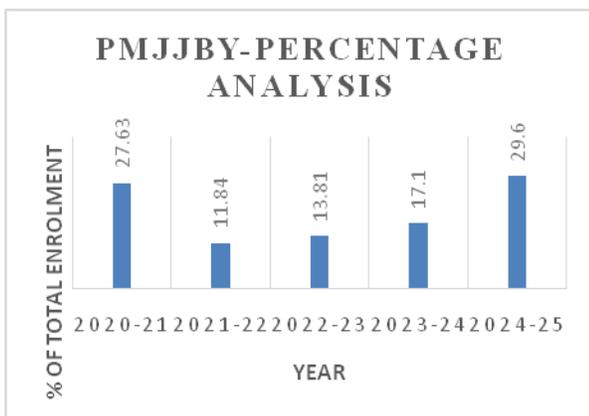
V. DATA ANALYSIS AND INTERPRETATION

5.1 PMJJBY – PRADHAN MANTRI JEEVAN JYOTI BIMA YOJANA

TABLE 1: PMJJBY ENROLLMENT (2020–21 TO 2024–25)

FINANCIAL YEAR	TOTAL ENROLLMENT	% OF TOTAL ENROLLMENT
2020-21	30	7.97
2021-22	32	8.51
2022-23	49	13.03
2023-24	74	19.7
2024-25	191	50.8

CHART 1: PMJJBY PERCENTAGE ANALYSIS



INTERPRETATION

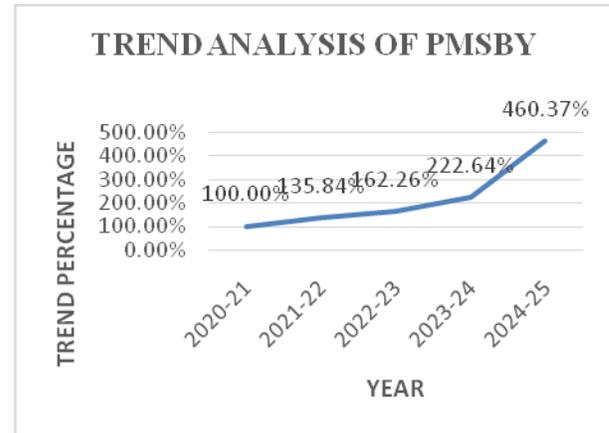
PMJJBY shows strong positive growth throughout the study period, with a marked rise in 2024–25. This indicates increasing awareness and acceptance of the scheme among customers.

5.2 PMSBY – PRADHAN MANTRI SURAKSHA BIMA YOJANA

TABLE 2: TREND ANALYSIS OF PMSBY(2020–21 TO 2024–25)

FINANCIAL YEAR	TOTAL ENROLLMENT	% OF TOTAL ENROLLMENT
2020-21	53	100%
2021-22	72	135.84%
2022-23	86	162.26%
2023-24	118	222.64%
2024-25	244	460.37

CHART 2: PMSBY TREND ANALYSIS

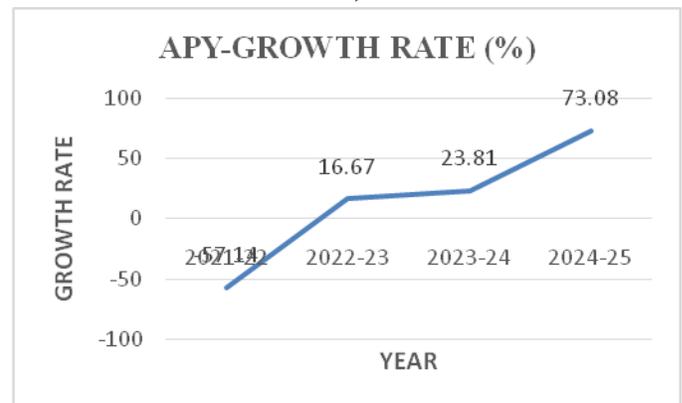


INTERPRETATION

PMSBY demonstrates consistent expansion from 2020–21 through 2023–24, followed by a steep increase in 2024–25. This suggests rising awareness and rapid adoption.

5.3 APY – ATAL PENSION YOJANA

CHART 3: GROWTH RATE OF APY(2020–21 TO 2024–25)



INTERPRETATION

APY enrollment dropped in 2021–22 but gradually recovered from 2022–23 onward. The major increase in 2024–25 points to improved awareness and renewed interest in pension planning.

VI. FINDINGS

- PMJJBY achieved the strongest overall growth, especially in the final year.
- PMSBY maintained steady and substantial expansion across all years.

- APY participation fluctuated but witnessed a strong rebound in recent years.
- Insurance-based schemes showed higher acceptance than pension schemes.
- PBGB has played a significant role in improving awareness and expanding coverage.

VII. SUGGESTIONS

1. PBGB should intensify awareness activities, especially for APY.
2. Digital reminders and renewal tools can help increase retention.
3. Collaboration with NGOs, SHGs, and local bodies can widen scheme reach.
4. Conducting regular literacy programs can further boost participation.

VIII. CONCLUSION

The study demonstrates that government schemes implemented through PBGB have yielded notable progress, particularly in PMJJBY and PMSBY. Although APY experienced uneven participation, it shows considerable improvement in later years. Strengthening customer awareness, improving digital engagement, and adopting inclusive outreach strategies can further increase scheme participation and promote financial security among rural communities.

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