PRADHANA MANTHRI JAN-DHAN YOJANA- AWARENESS AND PERCEPTION AMONG PEOPLE IN HUNSUR TOWN

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ABSTRACT:
In the era of liberalization, the banking sector has grown tremendously but usurious money lenders in rural area and urban slums continuing to exploit the poor section in the society, after economic reforms of 1991, government of India and RBI had taken various initiatives for inclusive growth but still about 6 crore rural and 1.5 crore urban households do not have access to banking service. For these reason honourable Prime Minister Shri Narendra Modi announced a new scheme PMJDY on august-15-2014. Objective of “Pradhan Manthri Jan-dhan Yojana (PMJDY)” is ensuring access to various financial services like availability of basic savings bank account, access to need based credit, remittance facility, insurance and pension to the weaker sections& low income groups. In this context, the present paper attempts to give an overview of recent development of PMJDY, analyze its recent awareness level and perception of people about it and discuss various issues and challenges related to it. More ever it also provides suggestion for proper handling of issues and challenges in PMJDY.

KEY WORDS: PMJDY, Awareness, Initiative, Enrolment.

REFERENCES
[1] www.pmjdy.gov.in