



**Accountholder Satisfaction Towards Sukanya Samriddhi Yojana
(Ssy) Scheme Of Postal Department At Tirupur District**

S.Roslin¹, K.P. Ragavarshini²

¹Assistant Professor , Commerce with Computer Applications
St.Joseph's College for Women, Tiruppur.

²Commerce with Computer Applications St. Joseph's College for Women, Tiruppur

Corresponding Author - S.Roslin

Email id: andreaarulmariya@gmail.com

DOI- 10.5281/zenodo.7919467

Abstract

Government schemes are started by government to cater to the social and economic welfare of the citizens of the country. These schemes go a long way in improving various socio-economic aspects of the country and as such their awareness is essential for any 'active citizen'. The Sukanya Samriddhi Yojana scheme is one of the most popular girl children saving scheme in India. Post office and commercial bank have been Authorized by the government to Sukanya Samriddhi Yojana account. The main objectives of the study that is a) to evaluate the accountholder's socio-economic background. b) to analyze the opinion about scheme of accountholder towards Sukanya Samriddhi Yojana Scheme.

Keywords: SSY Scheme, theoretical framework of SSY Scheme, Data Analysis and Interpretation, Findings and suggestion of the SSY Scheme.

Introduction:

Government schemes are started by government to cater to the social and economic welfare of the citizens of the country. These schemes go a long way in improving various socio-economic aspects of the country and as such their awareness is essential for any 'active citizen'. To judge the candidate's alertness towards society and country, competitive exams and interview pose questions related to 'Government Schemes'.

Sukanya Samriddhi Yojana Scheme:

The Sukanya Samriddhi Yojana scheme is one of the most popular girl children saving scheme in India. This scheme was launched by the Narendra Modi government on January 22, 2015 at Panipat, Haryana. The scheme was one of the parts of Beti Bachao, Beti Pacha campaign. Sukanya Samriddhi Yojana account opened by parents or guardians of the girl child for their higher education or marriage purpose. The account has been opened with in India under the name of girl child. Present day, the intransigent area unit mitigated as they will be ready to save huge and tiny amounts of cash as per their convince for the long term of their girl child. Post office and commercial

bank have been Authorized by the government to Sukanya Samriddhi Yojana account. In India, this scheme is important to girl child. It has some benefits, they are:

Tax savings:

To encourage people to open Sukanya Samriddhi Yojana, Govt has exempted contribution to this account u/s 80C of the Income Tax Act, 1961. Probably this scheme will be EEE (Electrical and Electronics Engineering) i.e., exemption will also be available on interest income and at the time of withdrawal. It is under consideration of Department of Revenue (DOR). DOR will soon bring a legislative amendment to this effect. It will be a most tax efficient scheme.

Guarantee maturity period:

Upon maturity, account balance under the Sukanya Samriddhi Yojana, including the accumulated interest, will pay directly to the girl child or policyholder. Thus, the scheme essentially helps your daughter becomes financially independent and empowered once she is mature enough to make life decisions on her own. Another benefit of investing under Sukanya Samriddhi Yojana is that your accumulated savings continue to accrue compounding

interest even after maturity until the account holder finally closes it.

High interest:

On maturity of Sukanya Samridhhi Yojana Account, the account balance along with accrued interest will pay directly to the account holder i.e., girl child. It gives financial independence to Girl child which is currently missing in India.

Lock in period:

The maturity of account is 21 years from the date of opening of the account or Marriage of the Girl Child, whichever is earlier. For Marriage, Girl should be of 18 years at the time of marriage. The operation of account is not permit beyond the date of marriage.

Benefits Of Ssy Scheme:

Affordable payment:

The minimum deposit required to maintain a SSY account is Rs.250 per financial year. We make deposit as per our convenience up to Rs.1.5 lakh per financial year. The payments seem very affordable for people from all section of society.

Education expenses covered:

Withdraw 50% of the account balance as of the previous financial year's end to meet the educational expenses of your girl child. Availed by submitting proof of admission.

Attractive interest rate:

The interest rate applicable to SSY accounts has always been high as compared to other government-backed schemes. Currently, the rate is at 7.6% p.a.

Guarantee returns:

Since SSY is a government-backed scheme, there is a guarantee of returns upon its maturity.

Convenient transfer:

The SSY account can be transfer from any post office to a bank or vice-versa anywhere in India.

Statement Of The Problem:

Saving is important to everyone in day today life. It was dependent upon the life style of every person. Government has introduced a lot of saving schemes to girl children's future in post office and banks. The Sukanya Samridhhi Yojana is one of important scheme. Main problem was uneducated people are not aware about the scheme launched by the government. There is no clarity in interest rate and non-availability of loan against the scheme. The maximum number of account opening is also one of the problems. Investors can get only

half of the amount before maturity, remaining will be issued after completing maturity period. This saving scheme Sukanya Samridhhi yojana Scheme is an account holder's opinion and servicesatisfaction of post office in Tirupur. To find out answer to these above problems, the present study undertaken.

Objectives Of The Study:

1. To review the recent trends about SSY scheme.
2. To evaluate the accountholder's socio-economic background.
3. To analyse the opinion about scheme of accountholder towards Sukanya Samridhhi Yojana Scheme.
4. To estimate the level of opinion about services regarding SSY accountholders.
5. To give the finding and suggestion on the basis of data analysis.

Research Methodology:

The study is based on descriptives as well as analytical research design, which helps portray the real problem and situation. Analysis with the help of presentation tools helps in gaining a desired level of accuracy information.

The present study Is descriptive and nature. It describes of the whole phenomenon which is under study convenient sampling methods used in this study. The sample size comprises of different types of respondents who are holders of Sukanya Samridhhi Yojana account. Samples drawn from that part of population that is close to hand. 100 samples collected in the Tirupur. The primary data has collected from the respondents who have Sukanya Samridhhi Yojana account. The secondary data collected from the articles, journals, newspapers, magazines, and various websites.

In this study, a simple data collection method has applied and it is based on a literature survey. The study is based on a descriptive and analytical research design, which aids in depicting the actual issue and circumstance. Analysis with the help of presentation tools helps in gaining the desired level of accuracy in information.

Area Of Study:

The study was conducted in State of Tamil Nadu its special reference to Tirupur where people also invest in Sukanya Samridhhi yojana Scheme. It has gained universal recognition as the leading source of Hosiery, Knitted Garments, Casual Wear and Sportswear. Tirupur is an important

trade center of India. Tirupur is a major source of Foreign Exchange for the country because of its exports. The city accounts for 90 % of India's cotton knitwear export, worth an estimated US\$ 1 bn. Tirupur is basically a traditional center for cotton ginning.

Review Of Literature

V. Alagu Pandian and G. Thangadurai (2013) have founded from their study that the major features of an investment are; safety of principal amount, liquidity, income stability, appreciation, and easy transferability. A variety of investment avenues are available such as shares, bank, companies, gold, and silver, real estate, life insurance, postal savings and so on. All the investors invest their surplus money in the above-mentioned avenues based on their risk-taking attitude. Investors cannot avoid risk but they can minimize the risk by investing their money in various forms of investments so that they can get a moderate profit. Hence the researcher has concluded that most of the investors prefer bank deposits followed by gold investment in the study Area.

B. Saranya and G.B. Karthikeyan (2015) have concluded that savings is common to all human societies, even if saving practices differ from one another. In India, there are multiple investment avenues available to meet differing needs of investors. The investor's knowledge about saving schemes will have a significant impact on the saving behavior of people. People who have positive perception about the scheme in which they have invested will continue to invest in the same scheme. Perception of investors has an impact on their risk-bearing capacity and range of investment. Results showed that perception of influenced by age, experience and tax payment and it has an association with saving motives and behavior of individuals. Some indications are to be remembered that if people get good service and good return during their investment tenure, they will have positive perception, otherwise negative perception will persist.

Rajat Deb (2016) States that the financial inclusion models that have been implemented successfully in various parts of India have not gained momentum in North East India. This study attempted to examine the determinants of savings under the Sukanya Samriddhi Yojana (SSY), a formal financial inclusion scheme advocated

by the Government of India for the betterment of girl children. The study area comprised the eight districts of Tripura, one of the states of North East India. The data for the case study have collected through scheduled interviews with 225 respondents, who had a girl child below the age of 10 years. The results, showed that the pivotal catalysts determining the decisions whether to invest in the SSY scheme were: gender, age, level of income, family size and income, financial literacy, uncertainty of income and planning for child's education, marriage, and house.

Manikandan A and Dr. Muthu Meenakshi M (2017) have observed that all investment avenues professed risky by the investors. The main features of investments are security of principal amount, liquidity, income stability, approval and easy transferability. Investment avenues are available such as shares, bank, companies, gold and silver, real estate, life insurance, postal savings and so on. It

would be concluded that most of the people preferred bank deposit by the cause of more respondents invested for purchasing home and long-term growth but, most of the investors are not aware of investing their money in mutual funds and shares as there are more of debate and confusions in the investment pattern, investment avenues.

Divya Baburaj (2019) brought out an analysis of satisfaction towards Sukanya Samriddhi Yojana (SSY) to stop the discrimination of the girl child and practice of sex determination test and to ensure the survival and protection of girls. The account holders satisfaction level about Sukanya Samriddhi Account and the purpose of opening account by the respondents.

Dr. K. Senthilkumar and Dr. Desti Kandiah (2015) have conducted research in investment choices and criteria used select the most appropriate one. The person dealing with the planning needs to know all the various investment choices and how these can be chosen for the purpose of attaining the overall objectives. The results showed that income tax benefits, regular income, liquidity, and higher rate of return are criteria for savings and investment choice.

T. Tamil Selvi (2015) brought out a lot of investment avenues to park those savings. The risk and returns available from each of these investment avenues differ from one avenue to another. The investors expect

more returns with relatively lesser risks. An attempt has been made in this study to assess the investors' attitude towards the investment avenues. The demographic variables and objectives of the investors have been obtained from the respondents and the relationship between these variables and objectives has been computed. The results showed that people are not ready to save in the investment avenues which are riskier. Their first choice is maintaining deposit in banks.

Dr. K. Krishnamurthy and C. Sathiyamoorthy (2015) have highlighted that certain factors like education level, age of investors, number of family members etc. to make significant impact while deciding on the avenues for investment. The present study is based on primary sources of data which are collected by distribution of a close ended questionnaire. The data has been analyzed using chi-square test. The research shows that majority of the respondents are saving money as Bank deposits for the safety of an unpredictable future.

Gaurav Kabra, Prashant Kumar Mishra, and Manoj Kumar Dash (2010) explored in the paper entitled Factors Influencing Investment Decision of Generations in India: A econometric Study 'how to gain knowledge about key factors that influence investment behavior and ways these factors impact investment risk tolerance and decision-making process among people and among different age groups. The individuals may be equal in all aspects, may even be living next door, but their financial planning needs are very different. It is by using different age groups along with Gender that synergism between investors can be generated. The study concludes that investors 'age and gender predominantly decide the risk-taking capacity of investors.

Awais M, Laber F, Rasheed N and Khursheed A (2016) explored that the factors which influence the decision-making Process of investors. According to their research, the decisions of the Investors depend upon the degree of the risk factors. Finally, they found that the increased level of knowledge about financial information and the increased ability of analyzing that information, make investors to improve the capacity jump into risky investments for

earning high Returns by managing investment efficiently.

V. Kameswari Harini and Prachi Rampal (2016) Sukanya Samridhi Yojana Scheme is an initiative by Indian government. It is a small savings scheme launched on 22nd January 2015 in Panipat, Haryana by honorable Prime minister Narendra Modi. This is a girl child prosperity scheme under Beti Bachao Beti Padao program of Prime Minister Narendra Modi. The idea behind the scheme is to ensure a bright future to girl child in India by providing financial support for the education and marriage. This scheme also supports the economic development of the country by at the bottom of the girl's education. It also increases the literacy rate of females, which helps in increasing of the incomes and standard of living of people. This scheme leads to overall development of country, as the girl's education also helps in decreasing the population. The objective of the paper is to study the concept and benefits of Sukanya Samridhi Yojana Scheme.

Manoj Kumar Dash (2010) had conducted a study on Factors Influencing Investment Decision of Generations in India: An Econometric Study and stated that the modern investor is a mature and adequately groomed person. Despite the phenomenal growth in the security market and quality Initial Public Offerings (IPOs) in the market, the individual investors prefer investments according to their risk preference. For e.g., Risk averse people choose life insurance policies, fixed deposits with banks and post office, PPF and NSC. Though they are in the trap of some kind of cognitive illusions such as overconfidence and narrow framing, they consider multiple factors and seek diversified information before executing some kind of investment transaction.

Dr. Vinod Kumar Sharma (2015) has made an analysis of the Sukanya Samridhi yojana Account scheme through its Strengths, Weaknesses, Opportunities and Threats (SWOT). It does not give adequate returns like the equity market or mutual funds, but it is a less or zero risky investment avenue.

S. Mathumitha (2015) has indicated in her paper that the postal savings influence on depositors who do not have access to banks and to promote savings among the poor. Investment culture refers to the

attitudes, perceptions, and willingness of individuals, and institutions in placing their savings in various financial assets, more popularly known as investments or Postal Savings. A study on investors attitude towards post office savings schemes in Cambium town thus assumes a greater significance in the formulation of policies for the development and regulation of savings in general and protection and promotion of small and household investors. The data revealed that majority of the rural poor prefers either to save their disposable income in chit funds run by local people or to save their money in nearby post office.

Data Analysis And Interpretation:

Relationship Between Socio Economic Profile and Level of Opinion and Service towards Sukanya Samriddhi Yojana Scheme

The scheme available and the service provided in scheme determine the level of

opinion and service of the account holders. In addition, opinion and service provided in scheme the social economic background of the account holders. This section, attempt made the relationship between socio-economic of the respondents their level of opinion and service towards account holders satisfaction.

Sex-Wise Classification and Level of Opinion and Service

The main aim of the service and scheme in SSY account is to reach the targeted account holders. The services and opinions are improved and modified to fulfill the growing needs of account holders. A person's biological sex can be taken as an important social characteristic of a human being. An individual opinion varies from male and female and even from person to person. Hence, sex-wise classification and level of opinion and service towards account holders satisfactions are study.

TABLE 4.2.1
Sex-Wise Classification and Level of Opinion and Service

SEX	LEVEL			TOTAL
	HIGH	MEDIUM	LOW	
MALE	48 (45.76)	3 (4.68)	1 (1.56)	52
FEMALE	40 (42.24)	6 (4.32)	2 (1.44)	48
TOTAL	88	9	3	100

It can be inferred from table 4.2.1 that out of 100 respondents, 48% are female and the remaining 52% are male. Out of 48 female respondents, 40(42.24%) have high level opinion, 6(4.32%) have medium level opinion, and 2(1.44%) have low level of opinion and service towards account holders satisfaction. Out of 52 male respondents 48(45.76%) have high level of opinion, 3(4.68%) have medium level of

opinion, 1(1.56%) have low level of opinion and service towards account holders satisfaction. To find out whether there is a significant relationship between sex and level of opinion and service towards account holders satisfaction, Chi-square test is applied. The null hypothesis framed is that, "There exist a significant relationship between sex and level of opinion and service of the account holder towards scheme".

Sex-Wise Classification and Level of Opinion and Service: Simple Percentage

GENDER	NO OF RESPONDENT	PERCENTAGE
MALE	52	52.78
FEMALE	48	47.22
TOTAL	100	100



Out of 108 respondents, 57(52.78%) respondents are male and remaining 51 (47.22%) are female. Most of the respondent is a male respondent.

Sex-Wise Classification and Level of Opinion and Service: Chi-Square Test Result:

Calculated value = 16.30
Table value at 5% level = 5.99
Degree of freedom = 2

The calculated value and table value of chi-square test at 5% level of significance are 16.30 and 5.99 respectively. As the calculated value (16.30) of chi-square test is more than the table value (5.99) of chi-square

test, the null hypothesis is an accepted. Hence, there is no significant relationship between sex and level of opinion and service of the accountholder towards scheme.

Agewise Classification and Level of Opinion and Service:

Different age groups have different physiological and psychological characteristic and have quite dissimilar social cultural roles. The age of the respondents needs consideration to identify their level of opinion and service towards scheme. Age and level of opinion and service of the respondents are displayed in table 4.2.2.

Age- Wise Classification and Level of Opinion and Service

AGE	LEVEL			TOTAL
	HIGH	MEDIUM	LOW	
20-30	3 (4.05)	1 (0.7)	1 (0.25)	5
30-40	40 (38.07)	6 (6.58)	1 (2.35)	47
40-50	35 (34.83)	6 (6.02)	2 (2.25)	43
ABOVE 50	3 (4.05)	1 (0.7)	1 (0.25)	5
TOTAL	81	14	5	100

It is clear from table 4.2 that out of 100 respondents, 47% respondent belong to the age group of 30 - 40 years, 43% respondents belong to the age group of 40-50 years, 5% respondents come under the age group of 50 years and above, 5% respondents belong to the age group of 20-30 years.

Out of 47 respondents belonging to the age group of 30-40 years, 40(38.07%) have high level of opinion, 6(6.58%) have medium level of opinion, 1(2.35%) have low level of opinion and service towards scheme.

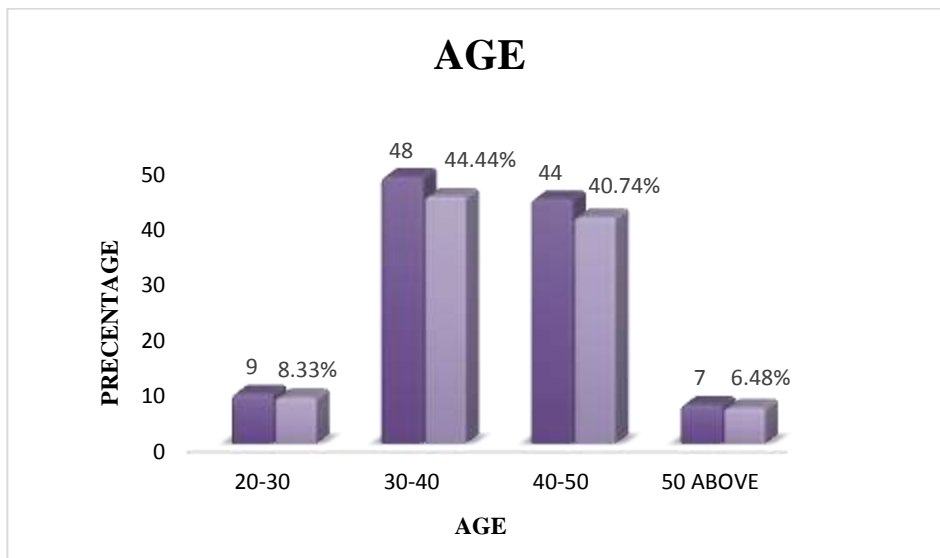
Among 43 respondents belonging to the age group of 40-50 years, 35(34.83%) have high level of opinion, 6(6.02%) have medium level of opinion, 2(2.25%) have low level of opinion and service towards scheme.

Age- Wise Classification and Level of Opinion and Service: Simple Percentage

AGE	NO. OF RESPONDENT	PERCENTAGE
20-30	9	8.33
30-40	48	44.44
40-50	44	40.74
50 ABOVE	7	6.48
TOTAL	108	100

Among 5 respondents belonging to the age group of 50 years and above, 3(4.05%) have high level of opinion, 1(0.7%) have medium level of opinion, 1(0.25%) have low level of opinion and service towards scheme. Among 5 respondents belonging to the age group of 20-30 years, 3(4.05%) have high level of opinion, 1(0.7%) have medium level of opinion, 1(0.25%) have low level of opinion and service towards scheme.

To find out the relationship between age and level of opinion and service of the accountholders towards scheme, Chi-square test is applied. The null hypothesis framed is that, "There is no significant relationship between age and level of opinion and service of the accountholder towards scheme".



Out of 108 respondents, 43(39.81%) respondents work of private employee, 27(25%) respondents work of government employee, 17(15.74%) respondents work of business, 13(12.03%) respondents work of profession, 8(7.4%) respondents work of others.

Age- Wise Classification and Level of Openion and Service: Chi-Square Test Result

Calculated value = 9.48
 Table value at 5% level = 12.15
 Degree of freedom = 6

The calculated value and table value of chi-square test at 5% level of significance

are 1.40 and 12.15 respectively. As the calculated value (1.40) of chi-square test is more than the table value (12.15) of chi-square test, the null hypothesis is accepted. Hence, there exists a significant relationship between age and level of opinion and service of the accountholder towards scheme.

Education-Wise Classification and Level of Opinion and Service:

The most important factor that influences the opinion of the individuals is their education. The data in relation to education and level of opinion and service towards scheme have depicted in table 4.2.3

Table 4.2.3
Education - Wise Classification and Level of Opinion and Service

EDUCATION	LEVEL			TOTAL
	HIGH	MEDIUM	LOW	
SSLC	5 (6.84)	2 (1.53)	2 (0.14)	9
HSC	20 (19.76)	4 (4.42)	2 (1.82)	26
UG	35 (32.68)	6 (7.31)	2 (3.01)	43
PG	16 (16.72)	5 (3.74)	1 (1.54)	22
TOTAL	76	17	7	100

Table 4.3 reveals the fact that out of 100 respondents, 43% have completed their education up to college level of UG, 26% are HSC, 22% are PG, 9% are SSLC.

Out of 43 respondents who have completed their education up to college level of UG, 35(32.68%) have high level of opinion, 6(7.31%) have medium level of opinion, 2(3.01%) have low level of opinion and service towards scheme.

Out of 26 respondents who are HCS, 20(19.76%) have high level of opinion, 4(4.42%) have medium level of opinion, 2(1.82%) have low level of option and service towards scheme.

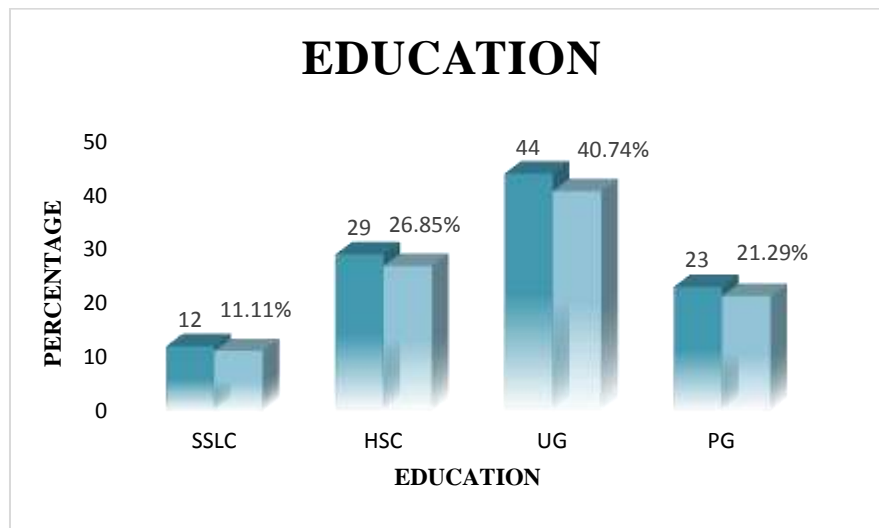
Out of 22 respondents who are PG, 16(16.72%) have high level of opinion, 5(3.74%) have medium level of opinion, 1(1.54%) have low level of opinion and service towards scheme.

Out of 9 respondents who are SSLC, 5(6.84%) have high level of opinion. 2(1.53%) have medium level of opinion and 2(0.14%) have low level of opinion and service towards scheme.

To identify whether there is a relationship between education and level of

Education-Wise Classification and Level of Opinion and Service: Simple Percentage

EDUCATION QUALIFICATION	NO. OF RESPONDENT	PERCENTAGE
SSLC	12	11.11
HSC	29	26.85
UG	44	40.74
PG	23	21.29
TOTAL	108	100



Out of 108 respondents, 44(40.74%) respondents' studies UG, 29(26.85%) respondents' studies HSC, 23(21.29%) respondents' studies PG, 12(11.11%) respondents' studies SSLC. Most of the respondent studied UG.

Education Wise Classification and Level of Opinion and Service: Chi-Square Test Result

Calculated value = 17.84
Table value at 5% level = 5.99
Degree of freedom = 6

The calculated value and table value of chi-square test at 5% level of significance are 1.25 and 5.99 respectively. As the

opinion and service towards scheme, Chi-square test is applied. The null hypothesis framed is that, "there is no significant relationship between education and level of opinion and service of the accountholders towards scheme".

calculated value (1.25) of chi-square test is more than the table value (5.99) of chi-square test, the null hypothesis is accepted. Hence, there exists a significant relationship between education and level of opinion and service of the accountholder towards scheme.

Occupation and Level of Opinion and Service

The occupation can be taking an important social characteristic of a human life. Therefore, the occupation of respondents has analyzed as one of the factors determining the level of opinion and service towards scheme.

TABLE 4.2.4
Occupation and Level of Opinion and Service

OCCUPATION	LEVEL			TOTAL
	HIGH	MEDIUM	LOW	
GOVERNMENT EMPLOYEE	20 (18.36)	4 (4.86)	3 (3.78)	27
BUSINESS	6 (11.56)	6 (3.06)	5 (2.38)	17
PROFESSION	3	1	1	5

	(3.4)	(0.9)	(0.7)	
PRIVATE EMPLOYEE	35 (29.24)	5 (7.74)	3 (6.02)	43
OTHERS	4 (5.44)	2 (1.44)	2 (1.12)	8
TOTAL	68	18	14	100

Out of 100 respondents, 43% respondents work as private employees, 17% respondents do business, 5% respondents are professionals. 27% respondents work in Government concerns. While 8% are engaged in some other occupations.

Out of 8 respondents who are involved in various other occupations, 4(5.44%) have high level of opinion. 2(1.44%) have medium level of opinion, 2(1.12%) have low level of opinion and service of the accountholders towards scheme.

Out of 43 private employees, 35(29.24%) have high level of opinion, 5(7.74%) have medium level of opinion, 3(6.02%) have low level of opinion and service of the accountholders towards scheme.

Out of 17 business people, 6(11.56%) have high level of opinion, 6(3.06%) have medium level of opinion, 5(2.38%) have low

level of opinion and service of the accountholders towards scheme.

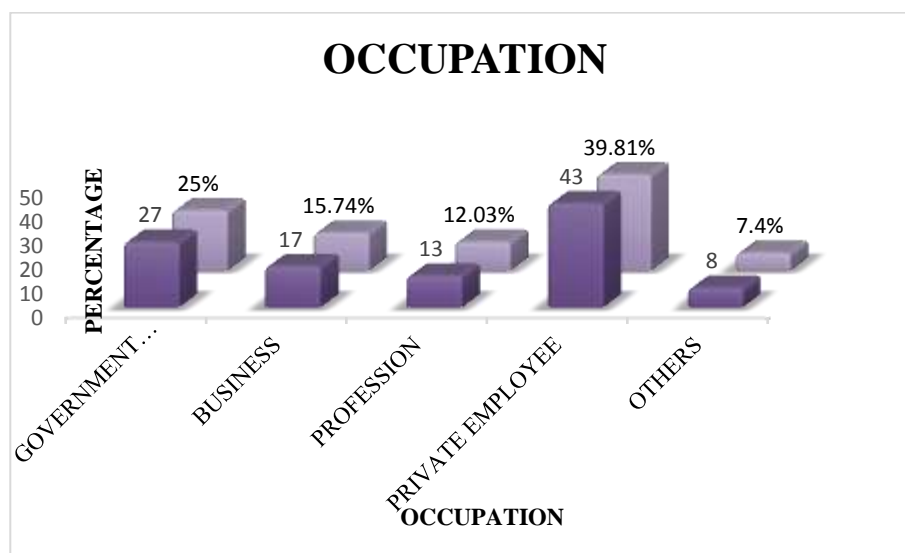
Out of 27 Government employees, 20(18.36%) have high level of opinion. 4(4.86%) have medium level of opinion, 3(3.78%) have low level of opinion and service of the accountholders towards scheme.

Out of 5 professionals, 3(3.4%) have high level of opinion, 1(0.9%) have medium level of Opinion, 1(0.7%) have low level of opinion and service of the accountholders towards scheme.

To test the relationship between occupation and level of opinion towards hospital services, Chi-square test is applied. The null hypothesis framed is that, "there is no significant relationship between occupation and level of opinion and service of the accountholders towards scheme".

Occupation and Level of Opinion and Service: Simple Percentage

OCCUPATION	NO. OF RESPONDENT	PERCENTAGE
GOVERNMENT EMPLOYEE	27	25
BUSINESS	17	15.74
PROFESSION	13	12.03
PRIVATE EMPLOYEE	43	39.81
OTHERS	8	7.4
TOTAL	108	100



Out of 108 respondents, 43(39.81%) respondents work of private employee, 27(25%) respondents work of government

employee, 17(15.74%) respondents work of business, 13(12.03%) respondents work of profession, 8(7.4%) respondents work of

others. Most of the respondents works in private employee.

Occupation and Level of Opinion And Service: Chi-Square Test Result:

Calculated value = 998.64
Table value at 5% level = 15.50
Degree of freedom = 8

The calculated value and table value of chi-square test at 5% level of significance are 2.38 and 15.50 respectively. As the calculated value (2.38) of chi-square test is more than the table value (15.50) of chi-

square test, the null hypothesis is accepted. Hence, there exists a significant relationship between occupation and level of opinion and service of the accountholder towards scheme.

Monthly Income and Level of Opinion and Service

One's income influences his or her opinion about the services in the hospital. The information related to the monthly income and level of opinion of the respondents towards hospital services is shown 4.2.5

**TABLE 4.2.5
MONTHLY INCOME AND LEVEL OF OPINION AND SERVICE**

FAMILY INCOME	LEVEL			TOTAL
	HIGH	MEDIUM	LOW	
20000-30000	30 (27.3)	7 (7.8)	2 (3.9)	39
30000-40000	28 (24.5)	6 (7)	1 (3.5)	35
40000-50000	10 (14)	5 (4)	5 (2)	20
50000 above	2 (7)	2 (2)	2 (1)	6
TOTAL	70	20	10	100

It is clear from table 4.5 that out of 100 respondents, 37% earn Rs.20,000 - Rs.30,000, 34% earn Rs.30,000 - Rs. 40,000, 20% earn Rs.40,000 - 50,000 and 6% earn more than Rs. 50,000 as their monthly income.

Out of 39 respondents belonging to the income group of Rs.20,000 – Rs.30,000 per month, 30(27.3%) have high level of opinion, 7(7.8%) have medium level of opinion and 2(3.9%) have low level of opinion and service of the accountholders towards scheme.

Out of 35 respondents belonging to the income group of Rs 30,000- Rs.40,000 per month, 28(24.5%) have high level of opinion, 6(7%) have medium level of opinion and 1(3.5%) have low level of opinion and service of the accountholders towards scheme.

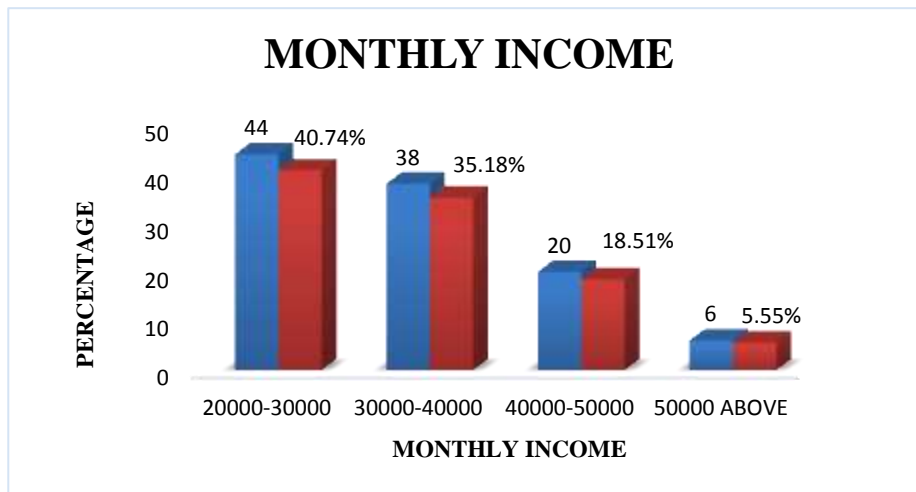
Out of 20 respondents belonging to the income group of Rs.40,000 – 50,000 as monthly income, 10(14%) have high level of opinion, 5(4%) have medium level of opinion and 5(2%) have low level of opinion and service of the accountholders towards scheme.

Out of 6 respondents who earn above Rs.50,000 as monthly income, 2(7%) have high level of opinion, 2(2%) have medium level of opinion and 2(1%) have low level of opinion and service of the accountholders towards scheme.

To test the relationship between monthly income and level of opinion towards hospital services, Chi-square test is applied. The null hypothesis framed is that, “there is no significant relationship between monthly income and level of opinion and service of the accountholders towards scheme”.

Monthly Income and Level of Opinion and Service: Simple Percentage

MONTHLY INCOME	NO. OF RESPONDENT	PERCENTAGE
20000-30000	44	40.74
30000-40000	38	35.18
40000-50000	20	18.51
50000 ABOVE	6	5.55
TOTAL	108	100



Out of 108 respondents, 44(40.74%) respondents earn Rs.20000-30000, 38(35.18%) respondents earn Rs.30000-40000, 20(18.51%) respondents earn Rs.40000-50000, 6(5.55%) respondents more than 50000 as there the monthly income. Most of the respondent monthly income is 20,000-30,000.

Monthly Income and Level of Opinion and Service: Chi-Square Test Result:

Calculated value = 83.04
Table value at 5% level = 12.15
Degree of freedom = 6

The calculated value and table value of chi-square test at 5% level of significance are 1.77 and 12.15 respectively. As the

calculated value (1.77) of chi-square test is more than the table value (12.15) of chi-square test, the null hypothesis is accepted. Hence, there is no significant relationship between monthly income and level of opinion and service of the accountholders towards scheme.

Family Member and Level of Opinion and Service

The family size of inpatients has been measured as one of the factors influencing the level of opinion and service towards scheme. Hence, family size and the level of opinion of the respondents are pointed out in table 4.2.6.

TABLE 4.2.6 Family Member and Level of Opinion and Service

FAMILY MEMBERS	LEVEL			TOTAL
	HIGH	MEDIUM	LOW	
3 to 4	25 (26.73)	7 (5.28)	1 (0.99)	33
4 to 5	50 (45.36)	5 (8.96)	1 (1.68)	56
5 to 6	6 (8.91)	4 (1.76)	1 (0.33)	11
TOTAL	81	16	3	100

It is clear from table 4.6 that out of 100 respondents, 33% have 3 to 4 members in their family, 56% have 4 to 5 members in their family and 11% have 5 to 6 members in their family. Out of 33 respondents who have 3 to 4 members in their family 25(26.73%) have high level of opinion, 7(5.28%) have medium level of opinion, 1(0.99%) have low level of opinion and service of the accountholders towards scheme.

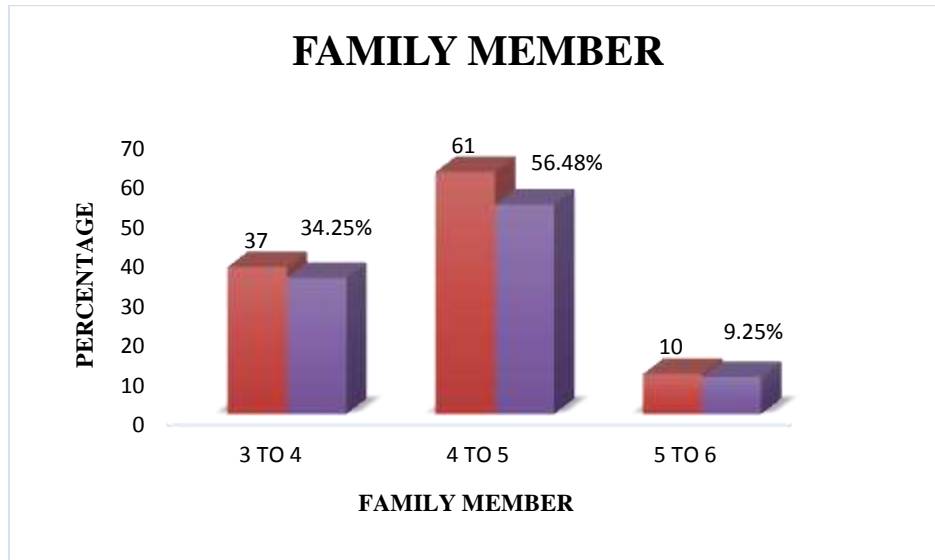
Out of 56 respondents who have 4 to 5 members in their family, 50(45.36%) have high level of opinion, 5(8.96%) have medium level of opinion, 1(1.68%) have low level of opinion and service of the accountholders towards scheme.

Out of 11 respondents who have 5 to 6 members in their family 6(8.91%) have high level of opinion, 4(1.76%) have medium level of opinion, 1(0.33%) have low level of opinion and service of the accountholders towards scheme.

To test the relationship between family members and level of opinion towards hospital services, Chi-square test is applied. The null hypothesis framed is that, "there exists a significant relationship between family member and level of opinion and service of the accountholder towards scheme".

Family Member and Level of Opinion and Service: Simple Percentage

FAMILY MEMBERS	NO. OF RESPONDENT	PERCENTAGE
3 – 4	37	34.25
4 – 5	61	56.48
5 – 6	10	9.25
TOTAL	108	100



Out of 108 respondents, 61(52.77%) respondents have 4-5 members in their family, 37(34.25%) respondents have 3-4 members in their family, 10(9.25%) respondents have 5-6 members in their family. Most of the respondent family member is 4-5.

Family Member and Level of Opinion and Service: Chi-Square Test Result:

Calculated value = 57.55
Table value at 5% level = 9.48
Degree of freedom = 4

The calculated value and table value of chi-square test at 5% level of significance

are 0.91 and 9.48 respectively. As the calculated value (0.91) of chi-square test is more than the table value (9.48) of chi-square test, the null hypothesis is rejected. Hence, "There is no significant relationship between family members and level of opinion and service of the accountholders towards scheme".

Satisfaction About Opinion And Service Of Scheme

Due to modern world, scheme adopt many services for the accountholders. Table 4.3.1 shows the opinion of the accountholder's satisfaction towards scheme.

TABLE 4.3.1
SATISFACTION ABOUT OPINION AND SERVICE OF SCHEME

OPINION AND SERVICE	HS	S	NO	DS	HDS	TOTAL
Instalment payment	81	17	2	0	0	100
Taxation benefits	35	55	5	4	1	100
Rate of interest variation	24	5	23	33	15	100
Compound interest	34	43	8	12	3	100
Safe & secure	61	25	6	2	6	100
Usage for education	43	45	5	5	2	100
Withdraw formality	33	17	32	13	5	100
Penalty(non-payment)	21	41	22	10	6	100
Prematurity(after 18 years)	54	20	16	6	4	100
Time of period(21 years)	35	44	9	7	5	100
Providing adequate information about scheme	78	18	1	2	1	100
Given information about interest charges	15	54	9	16	6	100
Update information regulating scheme	51	17	20	7	4	100
Account holder procedure	17	20	24	24	15	100

Rate of return	44	31	9	11	5	100
Online banking facility	46	24	11	14	5	100
Online calculating for deposited amount	41	30	12	11	6	100
Customer service related to scheme	23	16	23	24	14	100
Payment remainder facility	12	22	12	27	27	100
Payment through IPPB (Indian Post Payment Bank)	44	38	9	4	5	100

By using chi square test, the satisfaction of the respondents towards opinion of scheme has been analysed. The null hypothesis framed is that, "The

accountholder are not satisfied towards opinion and service of scheme".Table 4.3.2 exhibits the results of chi square test.

TABLE 4.3.2

SATISFACTION ABOUT OPINION AND SERVICE OF SCHEME: CHI-SQUARE TEST RESULT

SERVICE	CALCULATED VALUE	TABLE VALUE	DEGREE OF FREEDOM	RESULTS
GENDER	16.30	5.99	2	NS
AGE	9.48	12.15	6	S
EDUCATION	17.84	5.99	6	NS
OCCUPATION	998.64	15.50	8	NS
MONTHLY INCOME	83.04	12.15	6	NS
FAMILY MEMBERS	57.55	9.48	4	NS

From table 4.3.2, it is noted that the accountholders are not satisfied with gender, education, occupation, monthly income and family members in this SSY scheme. They are satisfied with age.

Findings, Suggestion And Conclusion Of The Study

Findings

The important findings regarding the attitude of the inpatients towards septal services are as follows:

1. Out of 100 accountholders have high level of opinion and service towards SSY scheme.
2. More than half of the respondents 48(45.76%) are Male. There is no significant relationship between family members and level of opinion and service of the accountholders towards scheme.
3. Most of the respondents 40(38.07%) belong to the age group of 30-40 years. There exists a significant relationship between age and level of opinion and service towards SSY scheme.
4. More than forty percent respondents 35(32.68%) have completed their education up to college level of UG. There is no significant relationship between family members and level of opinion and service of the accountholders towards scheme.

5. Out of 202 respondents, 50(45.36%) have less than 4 to 5 members in their family. There is no significant relationship between family members and level of opinion and service of the accountholders towards scheme.
6. More than fifty percent of the respondents 30(27.3%) earn Rs.20000 to Rs 30000 as their monthly income. There is no significant relationship between family members and level of opinion and service of the accountholders towards scheme.
7. More than fifty percent of the respondents 35(32.24%) are private employees. There is no significant relationship between family members and level of opinion and service of the accountholders towards scheme.
8. Most of them parents are working in the private employee. There exists a significant relationship between occupation and level of opinion and service towards SSY scheme.
9. Most of the respondents have chosen the scheme on the basis of accountholders satisfaction.

Suggestion

1. The new Sukanya Samridhhi Yojana scheme introduced by the Government fulfils the object of protection of female

- child from the problems of finance future life. Awareness of this scheme should be brought to the knowledge of everyone by advertisement, meetings etc in the school and by meeting the parents of girl child.
2. Sukanya Samriddhi Yojana account about this scheme and explaining how this scheme is fruitful to the female child and easing the burden of the parents may be disseminated with a short story to be carried to every public to strengthen the parental care and childcare.
 3. The success of the scheme is due to the feature of unrestricted irregular amount of investment at any time in a year and tax benefit. But the scheme is silent about the future rate of interest on the investments in the account. To encourage everyone, it is suggested to announce minimum guaranteed rate of interest so that, most of them may park their money in this scheme with confidence.
 4. Financial security for girl child with higher lock in period of 21 years helps everyone to build wealth for their future life like a beehive building. Quick disbursement of the amount in the account should be given to beneficiaries at the time of need. Hence, there should not be any delay.
 5. Success of any scheme for the people depends on the confidence building and guarantee of money back without any interruption at the time of encashment. To encourage every member of the scheme in addition to the information to the mobile App, hard copy of financial status of their investment should be rendered at every quarterly interval by dispatching the same to their address.
 6. Online fund transfers to this SSY may be encouraged to make instant transfer of money to this account. It should be made as one-way traffic of investment only through fund transfers. However, the maturity amount disbursement is different, and it is made after verification etc. This saves time.
 7. Restrictions may be imposed on the deposit of huge lump sum deposit into this account as some may channelize this to bring black money into this account.
 8. Running small story film through prominent TV channels may encourage everyone to aware about this scheme and its features and would motivate them to investment in SSY.

9. New developments about the scheme and latest rules amendment set should be made known to every one through mobile connectivity.
10. Male gender is the large number of respondents. So, account holder has to also nominate female workers.
11. Government must focus to promote awareness about the scheme at school level through arranging parents' meetings.

Conclusion

Findings from this study indicates that near to half of the account holders were highly satisfied on their opinion and service within the account holder mentioned as the major reason for account holder satisfaction. Most of the respondents have chosen the scheme on the basis of account holders satisfaction. Awareness of this scheme should be brought to the knowledge of everyone by advertisement, meetings etc. in the school and by meeting the parents of girl child. The destiny of a nation depends on the youngsters in all round development in education, occupation, wealth creation, and happy way of living. Protection of female child from the constraints of finance in respect of education, marriage is the obligation of every parent and to also to the Government.

Scope Of The Study

The present study has been undertaken to find out the account holders' satisfaction towards Sukanya Samriddhi Yojana scheme with special reference to Tirupur district. The data has collected by questionnaire towards interview schedules. The scope of the study extends to find out account holders' opinion and service satisfaction of Sukanyas Samriddhi Yojana scheme in post office. While there be scope to bearing the study at national and state level. For desire of the time and resources, the study covers the account holders in Tirupur district alone.

Reference:

1. Rajat Deb (2016) –Determinants of Savings in Sukanya Samriddhi Account: Evidence from Tripura IIM Kozhikode Society & Management Review, 5(2) 120–140 © 2016 Indian Institute of Management, Kozhikode.
2. Dr. Vinod Kumar Sharma Sukanya Samriddhi Yojana Scheme: A SWOT Analysis, International Business Journals Issue 17 May 2015 ISSN 2348 – 4063 pg. no:5-21.

3. V. Venkatachalam and Dr. G. Ravindran (2016) –Account Holder 's Satisfaction Towards Sukanya Samriddhi Yojana (SSY) of Postal Department with Special Reference to Coimbatore City International Journal of Marketing and Human Resource Management (IJMHRM) Volume 7, Issue 3, Sep–Dec (2016), pp. 71–78.
4. Mathumitha S. Investors –Attitude towards Post Office Saving Schemes in Cumbum Town, International Journal of Commerce, Business and Management. 2015; 4(6):798-806.
5. Mishra Richa and Damodaran Harish, (2004) –Post office is savers “best bet”, Business line, August 25, p. 44.
6. Deb, R.” Determinants of Savings in Sukanya Samriddhi Yojana: Evidence from Tripura.” IIM Kozhikode Society &Management Review, vol 5(2), pp120–140,2016.
7. Mr. Rameshwar P. Rasal (2016) A Study of Sukanya Samridhi Yojana in the Post office of Thane District Rex journal ISSN2321-1067 Volume 3 Issue 3 Page | 168.
8. Sharma VK, Sukanya Samridhi account Scheme: A SWOT Analysis, International Business Journals, Vol, 7 No. 17, May 2015, ISSN 2348-4063,5-21.
9. 10. Kumar, Sandeep (1 April 2021). "Folks investing in PPF or Sukanya Samriddhi Yojana scheme need not worry — the rate cuts have been rolled back". Business Insider.
10. "Sukanya Samriddhi Yojana". India Post. Archived from the original on 30 June 2015. Retrieved 2 July 2015.
11. CA Sandeep Kanoi – Sukanya Samriddhi yojana: Tax & Other benefits 19 Apr 2016 axguru.in/income tax/Sukanya samriddhi account taxbenefits.html#sthash.J7Tik3Fz.dpu.
12. <https://www.canarahsbclife.com/blog/child-plan/sukanya-yojana.html#:~:text=What%20is%20Sukanya%20Samriddhi%20Yojana.expenses%20of%20their%20girlsirl%20child.>
13. <https://www.hdfcbank.com/personal/resources/learning-https://www.postoffices.co.in/tamilnadu-tirupur-east-tiruppur-07-coimbatore/>
14. <https://groww.in/p/savings-schemes/post-office-sukanya-samriddhi-yojana>
15. <https://zfunds.in/m/sukanya-samriddhi-yojana-ssy>
16. http://shodhgangotri.inflibnet.ac.in/bitstream/123456789/2772/3/03_%20literature%20review.pdf
17. <https://www.bankbazaar.com/saving-schemes/documents-required-for-sukanya-samriddhi-scheme.html>
18. https://en.wikipedia.org/wiki/Sukanya_Samriddhi_Account