



An Empirical Analysis of Customer Perception and Satisfaction towards Sukanya Samriddhi Yojana in Telangana

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Abstract:

Education plays a pivotal role in empowering women and is indispensable for their overall development. Educated girls are better equipped with knowledge, awareness, and critical thinking abilities, enabling them to contribute effectively across social, economic, and personal dimensions. Recognizing this, governments consistently introduce a range of programs, policies, and initiatives aimed at promoting girls' education and strengthening their empowerment.

The Sukanya Samriddhi Yojana (SSY) is one such significant scheme, designed to bring about positive and sustainable social change by supporting the education and financial security of the girl child. It reflects a structured effort to enhance long-term opportunities for girls and encourage their active participation in society.

True empowerment, however, extends beyond access to education. It involves increasing autonomy and self-determination at the grassroots level by fostering awareness and effective utilization of various rural development schemes. In this regard, governments at multiple levels, along with institutional mechanisms, continue to make sustained and dedicated efforts to accelerate the progress and holistic development of women in India.

Sukanya Samriddhi Yojana (SSY) is one of the novel and most popular flagship schemes of government of India for the encouragement and development of girl children. This scheme was launched by our Honourable Prime Minister Sri. Narendra Modi on January 22, 2015 under '***Beti Bachhavo and Beti Padaavo(BBBP)***' Program with the noble vision to provide opportunity to girl children for their higher education and to reduce the burden of marriage expenses on their parents. As on 31st December, 2025, 4.53 crore accounts were opened against 4,20,420 accounts in the inception year 2015. Similarly 3.33 lakh crores deposits were received as on 31st December, 2025 against 123 crores in the year 2015.

The present Research indicates that the Sukanya Samriddhi Yojana (SSY) is perceived by 52% of users primarily as a social security tool for child marriage and higher education, rather than a wealth-creation vehicle, with a 25% awareness gap regarding features like tax benefits. Although 83% of respondents reported a positive impact on empowerment and satisfaction levels are high at 78%, significant administrative issues remain, particularly with transfer facilities, cited by 49% of respondents. Research indicates that post offices facilitate the majority of these accounts (over 83%), particularly in rural areas, effectively driving financial literacy among previously unbanked populations. Nearly half of all respondents (49%) identified Transfer Facilities as their primary grievance.

After the detailed review of good number of research works being undertaken by various scholars and academicians across the nations, a few works at offshore level and from the insights of the present study, it is found that the novel scheme is gaining momentous recognition and applause. However there are certain research gaps on which more work has to be done like awareness insights over the scheme, motivational factors for opening accounts, impact of demographical implications and strengthening and improvising of policy framework further. Extending digital transfer facility, grassroots-level workshops for bridging awareness gap, automated reminders for payment and grace period for missed payments are a few other initiatives to boost the scheme look forward with flying colors, the researcher opined.

(Key Words: SSY, Satisfaction Levels, Perception, Motivational Factors and Empowerment)

Introduction:

The role of education in empowering the women is inevitable. The educated girls can be enlightened girls on many facets. Hence periodically and time and again possessive governments come up with good number of programs, policies, schemes and illustrative initiatives for girls' education and their empowerment. The Sukanya Samridhi Yojana (SSY) is one of such schemes, embarked with the aim of bringing a positive, qualitative and constructive change in the society through girl education and accreditation. This incredible scheme's primary and foremost objective is to provide financial security and inclusion for girl children education and elevation. Indeed increasing the degree of autonomy and self determination at gross root level by infusing concrete awareness and usage of numerous rural development schemes is the true empowerment, for that government at different levels and its organized mechanism have been putting indefatigable efforts accelerate the progress and development women in India.

Sukanya Samridhi Yojana (SSY) is one of the novel and most popular flagship schemes of government of India for the encouragement and development of girl children. This scheme was launched by our Honourable Prime Minister Sri. Narendra Modi on January 22, 2015 under '***Beti Bachhavo and Beti Padaavo(BBBP)***' Program with the noble vision to provide opportunity to girl children for their higher education and to reduce the burden of marriage expenses on their parents. As per the policy frame work, parents or legal guardians open the saving account on the name of up to 2 girl children in post-offices or commercial banks. In case of twins or triplets, an exemption will be made on production of a certificate from the authorized medical officer or Institutions. As on 31st December, 2025, 4.53 crore accounts were opened against 4,20,420 accounts in the inception year 2015. Similarly 3.33 lakh crores deposits were received as on 31st December, 2025 against 123 crores in the year 2015 (PIB-India).

The prerequisites of the SSY scheme includes: the maximum age limit is 15 years, pre-mature amount of up to 50% is allowed for withdrawal after the account holder attains the 18 years age and for the exclusive purpose of either higher education or for marriage expenses and this scheme has been also extended to legally adopted girl children. The saving deposits in the account ranges from Rs. 1000 to 1.50.000 per year. The deposits can be made up to 14 years of age, no deposits during 15-21 years of age, invested amount is eligible for tax deduction under section 80C of Indian Income Tax Act, 1961, complete maturity of the account on

completion of 21 years of age, accounts transfer between post-offices and banks and vice versa and very user friendly approach in the process of opening and closing of accounts are other significant features of the scheme.

Therefore it can be proudly inferred that the scheme will be a greater messiah, aid, backing and support for the girl children for their higher education, welfare, prosperity and financial inclusion. Further it can be concluded based on the reviews made on the scheme that the female literacy rate has increased, parents standard of living and income levels were thrived, female foeticide have declined remarkably and the financial empowerment of the families too up ticked greater extent. The current interest rate is 8.2% per annum (for Q4 FY 2025-26), which is compounded annually. This remains one of the highest among government-backed small savings schemes, surpassing PPF (7.1%) and NSC (7.7%) (NSI-Interest Rate Table). If the girl child becomes a Non-Resident Indian (NRI) or loses Indian citizenship, the account must be closed, and it stops earning the preferential SSY interest rate from the date of status change. Up to 50% of the balance (from the end of the preceding financial year) can be withdrawn once the girl reaches 18 years or completes 10th standard, specifically to cover actual fee requirements.

Research Works Reviewed:

1. **Roopal Srivasthava (2025):** In his paper “Investment in Sukanya Samriddhi Yojana: Girl Child Empowerment Initiative Contributing to India’s Socio-Economic Growth”, have opined that the uptrend in female enrolment rate in higher education demonstrates the beneficial effect on the SSY scheme. He further emphasized that the scheme is positively promoting gender equity in education and advance girls for their goals achievement.
2. **Dr. Kalimuthu and Datchana K (2025):** have Studied SSY as investing avenue for girl child future through their paper titled “Investing in Girls Future: An Analysis of Level of Awareness of Sukanya Samriddhi Yojana Scheme in Coimbatore City”. They observed that the scheme was considered as imperative strategy, linking social justice and long-term economic well-being. Notably, it is observed by the study that awareness has a positive correlation with higher incomes and education.
3. **Ms.Jyoti Rani, Dr. Monika Malik et.al (2024):** In their research article “An Analysis of Problems of Sukanya Samriddhi Account Scheme: Investors’ Perspective” have highlighted the major problems faced by the investors of the scheme. They could find the major problems as the premature facility is not allowed, the loan facility is not available against the investment, and the long lock-in period.
4. **Haridas, Haritha (et.all) (2024):** In their empirical paper “Sukanya Sukanya Samriddhi Yojana: An Examination of Investor Satisfaction Among Different Income Group”, have investigated and found that the account holders satisfaction level is significantly impacted by their income levels.
5. **Gourav Kumar and Prof. Madhu Tyagi (2022):** In their research paper titled “Awareness of Sukanya Samriddhi Yojana: A study with special reference to Delhi-NCR region” have found that illiterate people, those who are uneducated and people belonging to lower income group are less aware about the scheme. Some attempts should be made to make people aware about the scheme.
6. **M. Deepikasri, R. Karthika (et.all) (2022):** From their working paper, “A study on performance assessment of Sukhnaya Samrudhi Yojana at Post office with special reference to Tirunelvell District “has expressed concern to decrease the age limit for opening account under this scheme. He has further opined that if account holder dies, account should be transferred to sibling girl. Lock-in-period might not be ideal for many.
7. **Sonali Battacharya and Aradhana Gandhi (2020):** have written an article titled “Does India want to invest in its Daughters: A critical analysis of Sukhnaya Samrudhi Yojana”. From this work they have developed a composite index for measuring the performance of Indian States on SSY scheme. The paper has also attempts to identify socio-economic and psychological factors determining the SSY investment. They have further found that there exist significant regional differences between means of composite index of SSY in India.

8. **R. Shivani, Dr.R. Prema, O.Kousalya (2020):** Through their paper, “Impact of Sukhnaya Samrudhi Yojana with reference to the Nilgiris”, have studied the influencing factors of respondents to open the accounts under this scheme found couple of shortcomings of the scheme.
9. **Sadath Unnisa (2020):** from her recent work titled “A Study on Performance Assessment of Sukanya Samridhi Yojana at general post office”, has suggested that the scheme has transformed the traditional opinion of “Girl is liability to the family to girl as an Asset to the Family”. Further the researcher has stated that the majority of the depositors happy supporting features of the scheme.
10. **Dr.S. Arunapriya and N.Revathi (2019):** from their work, “ A Study on account holders awareness and satisfaction to words Sukanya Samridhi Yojana Scheme with special reference to Thirpur district”, have heightened the role as post official in opening accounts under this scheme advised to provide loan facility opined that this scheme also help to generate nation development.
11. **R.Selvakumar and Dr.P.Chellswamy (2019):** In their research work titled “Evaluation of Sukhanya Samrudhi Yojana - National scheme for financial inclusion in India’, have proposed that the scheme can easy develop the different groups as society and can help to achieve the objective of Financial Delivery of Banking and Financial services are also being delivered in a fare and impartial manner.
12. **Divya BabuRaj (2019):** From her research paper titled “An analysis of Satisfaction towards Sukhanya Samrudhi Yojana” has Consider the scheme as one of the corrective measures of fall in child sex ratio further he has advocated that with a steady and higher interest rate , this scheme would attract more savers.
13. **Dr.S.Nagaraju (2018):** In his paper entitled “Customer’s satisfaction towards SSY with special reference to Suryapet District-Telangana” has included that , this scheme will lead to financial inclusion & Tending it will affect GDP favourably, however through this paper he also offered a few suggestion: SSY interest rates are fluctuating, hence at the time of down tick people are getting disappointed. Low level of awareness among people also causing lower turnout for the enrolment, was another finding of him.
14. **Mukul G.Asher(2018):** With his work titled, “Sukhnaya Samrudhi Yojana : India’s innovative women empowerment and social protection scheme “, have found that the SSY along with other Integrated schemes provides much awaited opportunity rigorous empirical evidence based disaggregated studies on the impact of these initiatives on house hold behavior at various levels of the Indian society. Usage of digital technology has also advised. Researcher has suggested that the implicit fiscal cost of the SSY be included in the statement of tax expenditure which is published with the annual budget of the union government.
15. **V. Kameshwari Harini and Prachi Rampal(2017):** Through their work titled “ Financial Inclusion- A Study on Sukanya Samridhi Yojana” have asserted that the scheme supports the economic development of the country by supporting the girl education. It increases the literacy rate of females, which helps in increase of the income and standard of living of people. Further they have concluded that the effective implementation of the scheme leads to overall development of country as the girls education indirectly helps in decreasing the population.
16. **V.Venkatachalam and Dr. G. Ravinder (2016):** In their research article titled “Account Holders satisfaction towards SSY account and postal department with special reference to Coimbatore” has found that the scheme offers a great interest rate, which is to be the best among all other saving schemes. They expressed the concern that the ‘Return on Investment ‘(ROI) is not fixed for the entire tenure. They have also opined that the premature withdrawal facility might be helpful for the people at the time of crisis. Eventually they have concluded that the scheme would bring a lot of capital to the banks, besides providing huge financial independence to the girl child and their parents and guardians.
17. **Mr.Rameshwar P.Rasal (2016):** He has made study entitled “A Study of Sukanya Samrudhi Yojana in the post office of Thane District”, has found and volunteer that maximum accounts opened in urban and semi – urban areas than rural areas. He has further suggested educational institutions should take initiative of female foetus to large extant. Control or reduce.

Research Gaps Identified:

After the detailed review of the above research works being undertaken by various scholars and academicians across the nations and a few works at offshore level, it is found that the novel scheme Sukanya Samrudhi Yojana (SSY) launched by the Government of India during 2015 for promotion and encouragement of quality higher education to the girl children in India is gaining momentous recognition and applause. This scheme is also playing vital role in economic progress and development of our nation by giving much weightage for the girl children, ensuring huge educational opportunities and reducing marriage burden on their respective parents. Through the extensive study presented in 'Research Works Reviewed', following significant achievements have been found.

1. The savings of the SSY account holders were thrived to considerable level among the respondents choose for the study.
2. The interest rate being offered is also greater relatively with the deposits of other saving accounts.
3. It was also found from the previous studies that the prospective account holders of this SSY scheme are approaching post offices than banks in good number.
4. A few studies have also opined that the scheme has prompted for increased female literacy rate and lower child marriages.

In spite of encouraging scholastic works were being conducted on the Sukanya Samrudhi Yojana (SSY) right from its launching, the researcher of the present proposed study could find a few research gaps based on the review of previous works and conceptual frame work imbibed in the policy frame. Hence, he has put-forward this proposal for conduct elaborative descriptive and empirical study to through light over the identified gaps. Following are the research gaps identified and prepared a scientific plan conduct research over them.

1. The awareness insights over the novel scheme and their impact on encouraging people to open accounts under the SSY were not studied in detailed.
2. Reasons for opening SSY accounts more with post offices than banks were also not found and analysed.
3. The studies over Impact of demographical attributes were also cursory in nature.
4. If girl children dies after opening accounts on their name, what will be the policy procedure to address the issue and what is the reaction of the parents of the deceased was also not done anywhere in the identified works.
5. The reviewed research works have not proposed any ideas or suggestions for strengthening the policy frame work for its further improvement.

Therefore through this proposed work the researcher would like to conduct extensive and elaborative research on the gaps, being identified.

Objectives of the Study:

The Sukanya Samrudhi Yojana Scheme is one of the wonderful schemes of Government of India, aiming at betterment of girl child. Perhaps it is a formal financial inclusion scheme. It is the scheme where, a small savings of the people can considerably support their girl children for their education and marriage requirements. The predominant objectives of the scheme were reduce the financial burden over parents for their girl children higher education and marriage needs and to avoid early marriages of girls by encouraging them to study and contribute to improvise female literacy ratio.

However, the proposed present study entitled "Perception and Satisfaction of Sukanya Samrudhi Yojana (SSY) Account Holders: An Empirical Study of Select Districts in Telangana", the serious attempt will be made to analyze the basic objectives like conceptual frame work, motives behind the launching the scheme, rationality

and accessibility of the scheme to the target people and pitfalls being faced during its implementation. But the specific objectives of the study will be as under:

1. To present the complete abstraction and Policy framework of the SSY Scheme.
2. To examine the perception and motivational factors on the parents of the account holders.
3. To study Awareness and Satisfaction Levels of the parents on the SSY Scheme.
4. To make extensive SWOC analysis on the SSY Scheme.

Major Research Questions /Hypothesis:

The SSY scheme significantly focuses on the empowerment of girl children through their higher education. But, proving quality higher education to them by their parents of rural India assumed to be a burden. Hence government of India has come up with the novel initiation through its policy frame work. Nevertheless, there are still certain questions to be answered for its further betterment and improvement, such as rate of interest allowed on the deposits of the scheme, withdrawal facilities of the amount deposited in the scheme, account transferability mechanism in case of unavoidable circumstances and integrating the scheme with internet technology etc.,

Therefore based on the above objectives and detailed study of theoretical concepts, the following hypothesis may be formulated and tested with the usage of suitable statistical tools in the proposed study of “Perception and Satisfaction of Sukanya Samridhi Yojana (SSY) Account Holders: An Empirical Study of Select Districts in Telangana”.

1. There is no significant difference between the age group and satisfaction levels of the parents of the SSY account holders (Ho).
2. There is no Socio-Economic difference in opening accounts by the respective parents (Ho).
3. There is a noteworthy difference in volume of savings during pre and post SSY Scheme (Ha).
4. The awareness levels of the people over the SSY scheme are low, as there were no considerable initiatives by the government or its agencies (Ha).
5. There is a difference in opening SSY accounts between Post offices and Banks (Ha).

Research Methodology:

This study adopts a descriptive and analytical research design. It utilizes a quantitative approach to measure satisfaction and frequency of issues, complemented by a qualitative interpretation of the respondents' motivations and perceptions. The major portion of the data has been collected from Primary sources exclusively for the purpose of the present study. Necessary secondary data on conceptual frame work and a few previous works are collected from online, offline & open access Journals, News papers, Periodicals, Reference Books, and various other publications. The websites like Google, and other official sites of the Government of India and Telangana State have also used for data collection for the information on different legal and statutory aspects of the study.

To analyze, summarize and present the quantitative data for easy comprehend, statistical tools such as normal tables, percentages, ratios and simple averages were used. To test the significance of the study and its findings, appropriate statistical tools like Chi-Square Test will be used. The help of the SPSS software will be obviously taken. Conclusions derived, propositions would be made and suggestions shall be offered are purely on empirical insights and research inquest of the principal investigator alone. However the design of the research methodology adopted for the study can be depicted as under.

(A). Sample Design:

During the period of study, a purposive sample of 450 has been designed and elicited from the people of different villages of identified districts of Telangana State. Further it has been segregated sample as 150 from each district, as three districts would be selected for the study. Again from each district at least 5 villages will

be selected purposively. Therefore the total villages covered under the proposed study would be 15. The respondents would be taken with a view to making the study expedient, time saving and manageable.

(B). Data Collection:

For the purpose of study data have been collected from both primary and secondary sources. Interviews coupled with observations have been used to receive 'respondents' response which is essential for qualitative data. Primary data have been collected by interaction with the Target Population, i.e. from Parents or legal guardians who have opened a Sukanya Samridhi Account for their girl child. Necessary secondary data on conceptual frame work and review of literature are collected from Journals, Magazines, Newsletters, News papers, Periodicals, Reference Books, and various other publications. Wikipedia.Com and Google search are also used for gathering secondary data related to the study, besides usage of our college library sources and existing literature on financial inclusion.

(C). Period of the Study:

For the proposed study the researcher may use the data pertaining to the respondents of last two years. Further this study will be conducted for a period of 3 Months, i.e. From November 2025 to January 2026.

(D). Techniques of Data Analysis:

For analyzing the data simple statistical techniques such as percentages, ratios, diagrams, charts and averages are used besides chi-square test. Further, the interpretations have also derived based on the tabulated information and bar diagrams designed from the respondents' data.

(E). Limitations of the Study:

Any study based on sample units is bound to suffer certain limitations. The present proposal may not be an exception to this. The following are the limitations of the project. Duration of the study was limited for only 3 months. As the sample size is restricted to 450, the conclusions derived there on cannot be generalized for whole population/ universe. There may be approximation too.

Sample Size:

During the period of study, a purposive sample of 450 has been designed and elicited from the people of different villages of identified districts of Telangana State. Further it has been segregated sample as 150 from each district, as three districts would be selected for the study. The respondents would be taken with a view to making the study expedient, time saving and manageable. Hence the sample size would be presented through following table in a nutshell.

Sample Frame Design

Sl. No	Name of the District	No of Respondents
1	Siddipet	150
2	Karimnagar	150
3	Jangaon	150
Total		450

Source: Compiled from administered Questionnaire Data

Innovative/ Path breaking aspects of the proposed Study:

Sukanya Samridhi Yojana (SSY) scheme comes from Ministry of Finance under its notification GSR863 (E) as one of the most luring initiative to address girl children socio-economic and welfare issues. It has been receiving unprecedented support from the diverse people of our nation, due to its inclusive properties and priorities. Girl children in India still facing divergence on some matters of concern like financial empowerment, equality in opportunities and gender discrimination. Hence government of India taking its grave concern over the issues, the SSY scheme has been designed and effectively executed. Through this scheme girl children will be ensured and enabled for their qualitative higher education and evolving life journey as well. Hence the proposed study will certainly touch unique areas and proposes necessary steps for its thriving trajectory and evolving heights. Therefore the following aspects may be identified as Innovative/ Path breaking aspects of the proposed Study.

1. The satisfaction levels of the account holders' parents and the girl children on whom accounts would be opened are also considered to be included in the study. Hence we may find the behavioural attributes of the people over the scheme.
2. Based on the theoretical perspective and previous studies it was found that there are some apprehensions and complexities over rate of interest on deposits, maturity process and period, accounts transferability on undue circumstances and governments economic contribution. At this backdrop this study may try stringently to focus on the same and put forward the opinions of the respondents with the policy makers as bridge.
3. An attempt will also be made through this proposed study over the integration of ICT in operating the activities of the SSY Scheme and significant role of online services for their smooth and effective access.
4. Socio-economic background of the select respondents will also be studied to know the accountholders perception and satisfaction levels over the scheme.
5. Hence it may be inferred that the proposed study will be concluded with reaching to the expected heights by bringing Innovative/ Path breaking aspects on to the mainstream.

Relevance of the proposed study for policy making:

The proposed study is considered to be relevant based on following assumptions.

1. It is found from the previous studies that the account holders of SSY have some apprehensions over interest rate fluctuations on their deposits. Hence this study may locate the reasons for the same and get to the notice of its governance for appropriate solutions and resolutions.
2. The policy frame work of the SSY scheme was not enshrined with the awareness initiatives to attract more number of people in the frame. Therefore the research may try to elicit the opinions of selected respondents on need of awareness programs to bring more people in to the scheme and the result may be brought to the notice of policy makers for their further contemplation.
3. The scheme policy document is silent on transferability and maturity pathways, if the account holders die. In this regard too, research would conduct in depth study to erect amiable road map to address the situation.
4. Further the proposed study may also aim at analysing the perceptions and satisfaction levels of the account holders over fluctuations of interest rates and their expectations in this regard.

Hence it may be sincerely inferred that the proposed study and the scholar's insights coupled with empirical evidences will certainly and surely become amicable aid in the hands of policy makers for further strengthening and improvising of the flagship scheme, i.e., Sukanya Samridhi Yojana (SSY) Scheme

Relevance of the proposed study for society:

After reviewing the literature, it is felt that the Sukanya Samridhi Yojana Scheme (SSY), being launched and implemented successfully for the development of girl children in India, has been playing pivotal role in promoting huge opportunities for their higher education. It is undeniable that the economy of a nation can be improved only when the quality of life of the people residing in the rural pockets of a country improved by increasing standards of cost of living, quality of living and living with self respect. To make access to all those aspects governments at central and state level ever designing rural empowerment policies, strategies and programs. The scheme (SSY) chosen for the present study is one of them. Further central government is also keen on its effective implementation and continuous improvement. On the other hand stakeholders of the scheme are also performing variety of service and humanitarian functions to bring people concerns to government, as well as educating and training rural people on such development schemes. In this connection the researcher has tried to make an attempt to know whether the SSY scheme really contributing positively on respondents. Do they need further awareness programs and training initiations on the core? Further it is also aimed to study the impact of the scheme on rural empowerment.

Data Analysis and Interpretation:

Under the head of analysis of data, the researcher has made an attempt to analyze the data collected through the structured questionnaire with the help of the statistical tools such as averages, percentages and ratios. Further the collected data is also constituted in the form of tables. Based on the prime objectives of the present study, the data has been derived from the respondents, pertaining to their demographic profile, perception over the scheme, motivational factors to opt for the scheme and their ultimate satisfaction levels over the scheme. At this backdrop under each criterion a separate table is prepared and its corresponding interpretation is presented under the same table.

Table-1: Respondents Demographic Profile

Sl. No	Particulars	Frequency	Sl. No	Particulars	Frequency
1	Gender:		2	Age Bracket:	
	1. Male	114 (25%)		1. 18-30 Years	89 (20%)
	2. Female	336 (75%)		2. 31-40 Years	297 (66%)
	3. Total	450 (100%)		3. 41-50 Years	55 (12%)
3	Education:			4. 51-Above	09 (02%)
	1. Illiterates	15 (03%)		5. Total	450 (100%)
	2. School Education	257 (57%)	4	Occupation:	
	3. Inter to Degree	128 (29%)		1. House Wife	176 (39%)
	4. PG & Above	14 (03%)		2. Agriculture	220 (49%)
	5. Professional	36 (08%)		3. Business	42 (09%)
	6. Total	450 (100%)		4. Others	12 (03%)
5	Social Status:			5. Total	450 (100%)
	1. SC	128 (29%)	6	Knowing Scheme Through:	
	2. ST	39 (09%)		1. Social Media	69 (15%)
	3. BC	263 (58%)		2. Post Office	215 (48%)
	4. Others	20 (05%)		3. Friends & Relatives	123 (27%)
	5. Total	450 (100%)		4. Govt. Awareness Programs	43 (10%)

Source: Primary data compiled from Questionnaire

Note: Figures in parentheses indicate percentage to vertical totals and rounded to Zero.

Table-1 is drawn based on the information extracted from the administered structured questionnaire

From the table-1, pertaining to the respondents' profile, it is found that the survey population is predominantly female, representing 75% of the total participants, while males comprise the remaining 25%. In terms of age, the most significant concentration is in the 31–40 years bracket, accounting for 66% (297) of the sample. This suggests a mature respondent base. The educational profile shows that a majority of the respondents with 57% have a School Education. A smaller yet notable segment of 29% (128) has attained a level between Intermediate and Degree. Highly specialized individuals are a minority, with only 36 holding Professional qualifications and 14 having completed a PG or above out of 450. Regarding the primary occupations among respondents Agriculture (49% or 220) and Housewives (39% or 176) are at bigger number. This indicates a participant pool largely involved in rural or domestic labor. The social composition is led by the BC category, representing 263 of the respondents, followed by SC at 128. Regarding how they learned about the scheme, the Post Office served as the primary information hub for 48% (215). Personal networks (Friends & Relatives) informed 27% (123), while digital and government outreach efforts such as Social Media (15%) and Government Awareness Programs (10%) had a relatively lower reach.

Table-2: Perception and Motivational Factors to opt for the Scheme

Sl. No	Particulars	Frequency	Sl. No	Particulars	Frequency
Respondents Perception on the Scheme			Motivational Factors to opt for the Scheme		
1	1. It is a saving Scheme	236 (52%)	2	1. Child Marriage	247 (55%)
	2. For Government benefit	25 (06%)		2. Children Higher Education	84 (18%)
	3. Family supporter	94 (21%)		3. Tax benefit	08 (02%)
	4. Useful for future needs	95 (21%)		4. Secured Investment	111 (25%)

	Total	450 (100%)		Total	450 (100%)
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Source: Primary data compiled from Questionnaire

Note: Figures in parentheses indicate percentage to vertical totals and rounded to Zero.

From the above table-2, the data reveals a clear alignment between how respondents perceive the scheme and their underlying motivations for choosing the same. Most participants view the scheme through a pragmatic lens, primarily as a structured savings vehicle (52%) or a vital tool for future security and family support. This perception is directly mirrored in their motivations, where the scheme is largely treated as a social safety net rather than a financial strategy. The overwhelming focus on child marriage (55%) as a primary motivator suggests that the scheme is deeply tied to traditional milestones and long-term domestic responsibilities. This indicates that the scheme's success is driven by its emotional and social utility, specifically the peace of mind it offers regarding children's futures rather than its performance as a sophisticated investment product.

Table-3: Overall Satisfaction Levels of the Respondents on the Scheme

Sl. No	Particulars	Frequency	Sl. No	Particulars	Frequency
Satisfaction Levels			Impact of the scheme on Empowerment		
1	1. Excellent	204 (45%)	2	1. Excellent	160 (36%)
	2. Good	146 (33%)		2. Good	213 (47%)
	3. Average	59 (13%)		3. Average	60 (13%)
	4. Poor	41 (09%)		4. Poor	17 (04%)
	Total	450 (100%)		Total	450 (100%)

Source: Primary data compiled from Questionnaire

Note: Figures in parentheses indicate percentage to vertical totals and rounded to Zero.

Table-3 pertaining to overall satisfaction levels of the respondents on the scheme indicates a strong correlation between user satisfaction and the scheme's ability to foster empowerment. With 78% of respondents rating their satisfaction as "Good" or "Excellent," it is evident that the scheme is meeting the functional expectations of its beneficiaries. More importantly, 83% of participants perceive a meaningful impact on their empowerment, suggesting that the scheme transcends simple financial utility and contributes to the socio-economic confidence of the individuals involved. The low percentage of "Poor" ratings (under 10% in both categories) highlights the scheme's consistent delivery and broad-based acceptance.

There is a direct correlation between how the scheme is perceived and why it is utilized. While 52% of respondents view it as a primary saving mechanism, this "saving" is not for general wealth but is targeted toward critical life milestones. Specifically, the 55% motivation rate for child marriage and 18% for higher education highlight that the scheme is used to mitigate the financial stress of major life transitions. The scheme enjoys an overwhelming approval rating, with 78% of participants reporting "Excellent" or "Good" satisfaction levels. This high satisfaction suggests that the scheme's delivery, accessibility, and perceived security are meeting the rigorous expectations of the beneficiaries, particularly those seeking secured investments (25%).

The most significant qualitative finding is the scheme's role in individual empowerment. An impressive 83% of respondents reported a positive impact on their sense of empowerment (36% Excellent, 47% Good). This indicates that by providing a structured way to save for long-term goals like education and

marriage, the scheme grants beneficiaries a greater sense of agency and financial independence. Despite the high satisfaction, only 2% are motivated by tax benefits, and only 6% perceive it as a government benefit. This reveals that the scheme is valued for its intrinsic financial security rather than its external incentives. There remains a significant opportunity to increase the scheme's value proposition by educating users on these secondary fiscal advantages.

Table-4: Problems of the Scheme expressed by the respondents

Sl.No	Nature of the Problem Expressed	Frequency
1	Lack of Awareness on the Scheme	113 (25%)
2	Transfer facility	217 (49%)
3	Late payment issues	54 (12%)
4	Technical formalities	37(08%)
5	Penalties	18(04%)
6	Other Grievances	11(02%)
7	Total	450 (100%)

Source: Primary data compiled from Questionnaire

Note: Figures in parentheses indicate percentage to vertical totals and rounded to Zero.

Regarding the problems of the scheme expressed by the respondents, the data from table-4 invokes that the "Transfer Facility (49%)" issue represents a major logistical bottleneck that could hinder the long-term scalability of the scheme. The high frequency of this complaint suggests that beneficiaries may feel "locked in," which contradicts the need for modern, mobile financial solutions. Furthermore, the 25% awareness gap explains why sophisticated features like tax benefits (previously noted at 2%) are underutilized; users cannot benefit from what they do not fully comprehend. Addressing these structural "Technical Formalities" and "Late Payment" issues is essential to moving the scheme from a "Good" rating to a universal "Excellent" rating.

SWOC Analysis on the Scheme in a nutshell:

To understand the Scheme more extensively and to look forward for its effective contribution, researcher has also made an attempt to conduct SWOC analysis, so as to draw the conducive conclusions and possessive suggestions. This SWOC Analysis synthesizes all the data points, from motivations and satisfaction to operational hurdles into a strategic framework of the present study. It is well concise in the following table-5.

Table-No-5: SWOC Analysis on the Scheme

<p>Strengths:</p> <ul style="list-style-type: none"> • High User Satisfaction with 78% combined rating (Excellent & Good). • 83% of respondents feel a positive shift in socio-economic confidence. • Trusted as a "Secured Investment" (25%) and "Saving Scheme" (52%), indicates perceived security. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Rigid portability as 49% of users cites "Transfer Facility" as a major grievance. • Issues with late payments (12%) and technical formalities (8%) as operational frictions. • Extremely low engagement with tax benefits (2%) indicates Underutilized Fiscal Tools.
<p>Opportunities:</p> <ul style="list-style-type: none"> • Addressing the 25% awareness gap can unlock the scheme's full potential. • Shifting focus from "Marriage" to "Higher Education" (18%) aligns with modern goals. 	<p>Challenges:</p> <ul style="list-style-type: none"> • Poor awareness (25%) may lead to misinformation or low retention. • Although low (4%), penalties can discourage the lowest-income participants.

<ul style="list-style-type: none"> Streamlining "Technical Formalities" could attract a younger, tech-savvy demographic. 	<ul style="list-style-type: none"> Unresolved transfer and payment issues could erode trust over time.
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Source: compiled based on the primary data and its findings from the above tables and their inferences.

Chi-square (X^2) test for goodness of fit:

As the 450 respondents were taken from various categories, the chi-square test has been applied to prove the findings are not just due to chance but statistically significant. First it is applied to '**Motivational Factors**', to see if there is a significant preference for one factor over others. Hypothesis was formulated as there is no significant difference in the factors motivating respondents; all factors influence the decision-making process equally (H_0). The test results show that the calculated Chi-Square value was found to be 265.12. Comparing this against the Table Value (Critical Value) at a 5% significance level with 3 degrees of freedom ($df=3$), which is 7.81, the calculated value is significantly higher. Since the calculated value (265.12) is much greater than the critical value (7.81), the Null Hypothesis (H_0) is rejected. This statistically confirms that the preference for the scheme is not uniform across all benefits. Instead, it is heavily and significantly driven by specific socio-cultural priorities, primarily Child Marriage (55%), followed by Secured Investment (25%).

Further to determine if there is a significant relationship between the Satisfaction Levels and the Impact on Empowerment, the same chi-square test is applied with the hypothesis (H_0), that there is no significant relationship between Satisfaction Levels and the Impact on Empowerment. The calculated test results depict that since the Calculated Value (12.45) is less than the Critical value (16.92), we fail to reject the Null Hypothesis.

Chi-square goodness of fit is also made to test the problems of the scheme expressed by the respondents, for which null hypothesis (H_0) is constitute with the assumption that there is no significant difference in the frequency of problems expressed; the distribution is uniform. The test results show that the calculated value (411.16) is much greater than the critical value (11.07) at 5 degrees of freedom and 95% confidence level, the null hypothesis (H_0) was rejected. Therefore it is concluded that the problems expressed by the respondents are not uniformly distributed. Instead, there is a clear concentration of grievances in specific areas.

Findings, Conclusion and Suggestions:

Based on the extensive study conducted through the present paper on the novel scheme and with the predetermined objectives, the following findings, inferences and appropriate suggestions were made as under.

Findings:

- In terms of age, the most significant concentration is in the 31–40 years bracket, accounting for 66% (297) of the sample. This suggests a mature respondent base.
- Regarding the primary occupations among respondents Agriculture (49% or 220) and Housewives (39% or 176) are at bigger number. This indicates a participant pool largely involved in rural or domestic labor. The social composition is led by the BC category, representing 263 of the respondents, followed by SC at 128.
- The majority of respondents (52%) perceive the scheme as a traditional saving tool. Its primary draw is not wealth creation, but social security, specifically for Child Marriage (55%) and Higher Education (18%).
- The scheme is highly successful in its core mission; 83% of respondents reported a positive impact on empowerment, indicating that the scheme provides women and families with a significant sense of financial agency.

- While 78% of users are satisfied ("Excellent" or "Good"), there is a significant 25% awareness gap. This lack of deep understanding explains why advanced features like Tax Benefits (2%) are almost entirely ignored.
- Nearly half of all respondents (49%) identified Transfer Facilities as their primary grievance. This is followed by Late Payment issues (12%), suggesting that administrative friction is the scheme's greatest hurdle.
- The current interest rate is 8.2% per annum (for Q4 FY 2025-26), which is compounded annually. This remains one of the highest among government-backed small savings schemes, surpassing PPF (7.1%) and NSC (7.7%).
- If the girl child becomes a Non-Resident Indian (NRI) or loses Indian citizenship, the account must be closed, and it stops earning the preferential SSY interest rate from the date of status change. Up to 50% of the balance (from the end of the preceding financial year) can be withdrawn once the girl reaches 18 years or completes 10th standard, specifically to cover actual fee requirements.

Conclusion:

The Sukanya Samridhi Yojana is an exceptionally well-received social welfare initiative that effectively aligns with the cultural and financial priorities of Indian households. It has successfully transitioned from a mere government policy to a cornerstone of family stability, particularly regarding the future of the girl child. The research findings indicate that the scheme functions as a highly effective socio-economic catalyst, successfully bridging the gap between traditional household needs and modern financial empowerment. However, the study concludes that while the emotional and social value of the scheme is high, its functional efficiency is lagging. To achieve long-term sustainability, the scheme must evolve from a rigid savings model into a flexible, digitally-accessible financial product. Therefore from the perception and motivation perspective, the study concludes that the scheme serves as a critical socio-economic lifeline for the target demographic. There is a profound emphasis on "long-term stability" over "wealth creation." The fact that child marriage and secured investment dominate the findings suggests that respondents are motivated by risk aversion and the fulfillment of traditional social obligations. While the scheme is successfully perceived as a reliable saving mechanism, its identity is more closely linked to social welfare and family protection than to modern financial planning or tax efficiency.

Suggestions:

Based on the findings and conclusions derived and depicted above, the researcher has opined to put forth the following suggestions for the better implementation of the scheme in general and high access ability to the rural women in particular.

- The authorities should prioritize a seamless, digital transfer facility. Reducing the 49% grievance rate regarding transfers is the single most effective way to improve user experience.
- Marketing efforts should shift the narrative from "Marriage" to "Career and progression." This would align the scheme with global empowerment standards and encourage users to view the fund as a tool for economic independence.
- To bridge the 25% awareness gap, the government should conduct grassroots-level workshops. These should specifically highlight the pathways to attract a wider demographic.
- Implementing automated reminders and easy online payment portals would address the 12% late payment issue and the 8% technical formality barrier, making the scheme more user-friendly for working parents.

- For low-income groups, introducing a "grace period" for missed payments could prevent the discouragement caused by penalties (4%), ensuring the most vulnerable participants remain enrolled.

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