



A STUDY ON AWARENESS ON PRADHAN MANTRI MUDRA YOJNA AMONG PUBLIC IN COIMBATORE CITY

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ABSTRACT

This study focusses on the scheme Pradhan Mantri Mudra Yojana (PMMY). (PMMY) scheme is a flagship project of the Government of India aimed at promoting financial inclusion and facilitating credit access for small and micro-business across the country. To study the socio-economic profile of the government. To study the awareness level of among the respondents about the PMMY scheme. This study includes all participants in the Coimbatore district. The total number of respondents chosen for this study is 242. This study concluded that therefore, the government of India's Pradhan Mantri Mudra Yojana (PMMY) remains a significant effort that extends financing to millions of underfunded micro units nationwide.

Keywords

Mudra yojana, Micro finance, Mudra loan, Socio economic development.

INTRODUCTION

The Pradhan Mantri Mudra Yojna (PMMY) is a flagship project of the Government of India aimed at promoting financial inclusion and facilitating credit access for small and micro-businesses across the country. The plan, which was launched in April 2015, is based on the notion that quick and affordable access to financing is critical for the growth of small businesses, stimulating entrepreneurship, and ultimately contributing to economic development. PMMY addresses the financial restraints that sometimes stymie the advancement of aspiring entrepreneurs and small business owners. It operates on a three-tiered system, with loans classified as Shishu (up to 50,000), Kishor (50,001 to 5 lakh), and Tarun (5,000,001 to 10 lakh), ensuring a personalized

approach to the recipients' different demands. The characteristic of this scheme is its dedication to making financial help available to those who have traditionally had difficulty obtaining loans through standard banking channels.

Furthermore, PMMY recognizes the significance of diversity and gender equality. Special rules and incentives are in place to support and empower female entrepreneurs, recognizing their importance to the entrepreneurial scene. In essence, the Pradhan Mantri Mudra Yojna emerges as a beacon of financial empowerment, opening doors to economic independence for innumerable individuals and small companies. Its comprehensive approach to resolving the complexities of financial restrictions and promoting an entrepreneurial culture puts it as a crucial factor in developing the nation's more inclusive and vibrant economic landscape.

THREE CATEGORIES UNDER PMMY

- **Shishu:**

Loan up to Rs.50,000 for startups and small business.

- **Kishor:**

Loans from Rs. 50,001 to Rs. 5,00,000 for businesses looking to expand.

- **Tarun**

Loans from Rs. 5,00,001 to Rs. 10,00,000 for established businesses seeking further growth.

STATEMENT OF THE PROBLEM

The purpose of this study is to investigate and evaluate the general public's and the program's intended beneficiaries' degree of awareness regarding the Pradhan Mantri Mudra Yojana. The scope includes a thorough analysis of the elements that affect awareness, such as communication methods, demographics, and geographical differences. The research will concentrate on both urban and rural regions, examining variations in awareness levels and recognizing any particular difficulties or advantages particular to each setting. Furthermore, the study will examine the influence of awareness on the Mudra Yojana's use, aiming to comprehend the relationship between enhanced awareness of the program and higher levels of involvement and financial resources. By means of surveys, interviews, and data analysis, this research endeavours to provide significant perspectives on tactics for augmenting awareness, hence augmenting the program's efficacy in promoting financial inclusion and entrepreneurship among heterogeneous demographic segments.

OBJECTIVES

1. To study the Socio-economic profile of the respondents.

2. To study the problems faced by people in obtaining the MUDRA loan.
3. To analyze the benefits towards the people on PMMY scheme.
4. To analyse the Advantage, Benefits, Constraints, and Disadvantages of MUDRA Yojana.
5. To know the Strength, Weakness, Opportunity and Challenges (SWOC) of MUDRA Scheme.
6. To offer the suitable suggestions for creating the awareness of PMMY scheme.

SCOPE OF THE STUDY

The Pradhan Mantri Mudra Yojana (PMMY) stands as a pivotal initiative by the Government of India aimed at fostering financial inclusion and empowering micro-entrepreneurs. However, as the scheme has unfolded, certain challenges and concerns have come to the forefront, necessitating a closer examination. One significant issue is the limited awareness and outreach of the PMMY, leading to a substantial portion of the target population remaining unaware of its existence. This lack of awareness results in a low participation rate, hindering the scheme's potential impact. Additionally, there are indications that the benefits of the PMMY may not be uniformly distributed across diverse demographic groups and geographical regions, raising questions about the inclusivity and equitable access of the scheme.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Research design is arrangement of conditions or collective and analysis of data, that aims to research purpose with economy in procedure.

For doing this study we adapt Descriptive Study & Stratified Random sampling.

AREA OF THE STUDY

The target population is the entire group or collection that would be regarded qualified for data analysis. The universe for this study includes all participants in the **COIMBATORE CITY** who are eligible for the **PRADHAN MANTRI MUDRA YOJANA** between the ages of 21 and 50.

SAMPLE SIZE

The total number of respondents chosen for this study is 242.

SOURCE OF DATA

Primary Data

- Primary data were gathered from PMMY's customers. The holders under the PRADHAN MANTRI MUDRA YOJANA programme were asked to respond to a structured questionnaire.

Secondary data

- Secondary data is collected from websites, published articles, books and journal.

TOOLS USED FOR ANALYSIS

- Simple percentage analysis
- Chi-Square test
- One-way ANOVA
- Rank analysis

LIMITATIONS OF THE STUDY

1. The study was conducted only Coimbatore city only.
2. Ability and unwillingness of respondents to answer the questions.

REVIEW OF LITERATURE

Gunjan Bhayana (2020)¹ Role of Mudra Yojana in Entrepreneurship Development. To understand conceptual building block of Pradhan Mantri Mudra Yojana (PMMY). To observe variance in among states with regard to beneficiaries, sanction, disbursement and percentage increase in disbursement with effect from implementation of the scheme. The study concluded that the study concludes that Pradhan Mantri Mudra Yojana (PMMY) is the key initiative of Government of India to develop and improve entrepreneurial culture in the country by providing collateral free and cheap credit to “millions of unfunded micro units” which were otherwise struggling to establish due to lack of availability of funds.

Jisha T. P. (2020)² Analysis of the current status of the mudra yojana in promoting entrepreneurship in SC, ST, and women. To research the nation's present state of the mudra yojana program to assess and gauge how the fund is being used in relation to the loans that the nation has approved for different groups, such as women, OBCs, women, and SCs. This study concluded that the PMMY Mudra plan was the subject of the current investigation. According to the study, the general and OBC categories use the majority of the fund, and the scheme is not dispersed fairly throughout India. Then it also demonstrates that women are only benefited by the Shishu plan, and that they ought to be encouraged to participate in the other schemes as well.

Manjeet1, Nipun Aggarwal (2021)³ A Study on Beneficiaries of Mudra Yojna in Haryana. to ascertain how many loans were approved in Haryana between 2016–17 and 2017–18. To ascertain the variation in the sum authorized in Haryana under PMMY for the years 2016–17 and 2017–18. To ascertain the variation in the sum distributed in Haryana under PMMY in the years 2016–17 and 2017–18. This study concluded that the evidence provided above leads one to the conclusion that the PMMY has significantly changed microfinance. This programme has encouraged competition amongst financial institutions to provide financial help to low-

income groups, the unfunded population, and the weaker segments of society. Significant work is required to increase the amount of credit and loans approved under the Mudra Yojna.

Kumar, Divya Nandra jog (2021)⁴ The impact of Pradhan Mantri Mudra Yojana on the socioeconomic development of women in India: A study of Delhi-NC0052. To assess the demographic profile of females obtaining mudra loan in Delhi-NCR region. To determine the role of mudra scheme in improving the socio-economic condition of women in our society. The analysis of the data provides a fair view of the socioeconomic condition of women in our society and the role played by the Pradhan Mantri mudra yojana in improving their standard of living. The study concluded that the demographic characteristics analysed above summarises the profile of our respondents. It is seen that a large portion of the total sample comprises of adult women mainly in the age group of 25 - 40 years who have obtained loan. It indicates that women in their productive age are highly enthusiastic to start a business venture and willing to take the financial risk involved in external funding.

Anjesh H L, Veer Shetty G Rathod (2021)⁵ A study on awareness level of Pradhan Mantri mudra yojana in Shivamogga dist. Karnataka. To analyse the awareness level about PMMY scheme. To know the source of awareness about PMMY scheme. The study concluded that if Mudra scheme is implementing in the right way by providing loans to right person the scheme. Mudra scheme will add to the well-being of the entrepreneurs engaged in Micro and small-scale industries which will positively shape the progress of the economy as a whole if implemented as per the priority sector lending schemes to the needy and poor people.

RESEARCH GAP

The existing literature of the Pradhan Mantri Mudra Yojana (PMMY) has primarily focused on its overall impact and effectiveness at macro level, neglecting the nuanced challenges faced by participants at the local level. In the previous research of PMMY scheme the awareness and effectiveness are mostly seen in the studies. And the most of them have selected the research located in Haryana, Karnataka and Uttar Pradesh for their study and no one located in Coimbatore district.

ANALYSIS OF THE DATA

PERCENTAGE ANALYSIS

STATEMENT	NO.OF. RESPONDENTS	PERCENTAGE
Gender (Male – 148)	148	61.2%
Age (21 – 30)	119	49.2%
Education qualification (Under graduate)	125	51.7%
Place of residence (Semi – rural)	121	50%
Family type (Nuclear family)	196	81%

FINDINGS

- It is concluded that the majority (61.2%) of the respondents are Male.
- It is concluded that the majority (49.2%) of the respondents are 21 – 30 Years.
- It is concluded that the majority (51.7%) of the respondents are Under Graduate.
- It is concluded that the majority (50.0%) of the respondents are from the Semi-rural area.
- It is concluded that the majority (81.0%) of the respondents are from the Nuclear Family.

CHI – SQUARE ANALYSIS

FACTOR	CALCULATED VALUE	TABLE VALUE	
Age and we have faced less formalities in sanctioning the loan from PMMY	.975	21.02	Null hypothesis rejected
Age and it helped in building capacity of my entrepreneurship	.528	21.02	Null hypothesis rejected
Age and we are highly satisfied with the loan processing time	.407	16.91	Null hypothesis rejected
Age and it focus on skill project	.792	24.99	Null hypothesis rejected
Age and we are satisfied with the sanctioned loan amount	.474	21.02	Null hypothesis rejected

ANOVA ANALYSIS

FACTOR	CALCULATED VALUE	TABLE VALUE	
Lack of self confidence	.944	9.01	Rejected
Limited network	.940	9.01	Rejected
Lack of proper support	.608	9.01	Rejected
Inadequate technology	.591	9.01	Rejected
Lack of innovation	.554	9.01	Rejected

There is no significant association between problems faced by the rural entrepreneurs and lack of self-confidence. In the second factor of ANOVA there is no significant association between problems faced by the rural entrepreneurs and limited network.

In the third factor of ANOVA there is no significant association between problems faced by the rural entrepreneurs and lack of proper support.

RANKING ANALYSIS

PARTICULARS	1	2	3	4	5	6	7	TOTAL	RANK
Easy loan facility	29	85	40	36	20	22	10	1171	1
Affordable interest rate	23	20	53	76	25	20	25	990	3
Lowest processing rate	18	20	53	76	25	20	25	955	5
Convenient repayment tenure	67	20	65	4	43	20	23	1122	2
Loan amount options under 3 groups	26	48	4	42	41	51	30	913	6
Overdraft facility	57	8	12	46	46	55	18	957	4

Low bank formalities	22	16	51	28	28	15	87	803	7
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INTERPRETATION

The above table shows that the Easy loan facility rank first by the respondents, Affordable interest rate ranked third, Lowest processing rate ranked fifth, Convenient repayment tenure ranked second, Loan amount options under 3 groups ranked sixth, Overdraft facility ranked fourth, Low bank formalities ranked seventh.

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