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JAN SURAKSHA SCHEMES: AN INNOVATIVE TOOL FOR SECURING THE MASSES IN INDIA

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ABSTRACT

Developing countries like India need affordable and sustainable basic financial services to be extended to poor people. Poverty which is conceived in terms of financial constraints, lack of services and capability deprivation requires welfare-oriented and subsidised programmes to ensure improvement in the quality of life. Recently, the introduction of social security schemes in 2015 under 'National Mission on Financial Inclusion' has been a great move towards securing the masses and presenting an inclusive framework for universal social security in India. The schemes constituted of two life insurance schemes and a pension scheme. The two life insurance schemes- Pradhan Mantri Suraksha BimaYojna (PMSBY) and Pradhan Mantri Jeevan Jyoti BimaYojna (PMJJBY) have so far achieved a praiseworthy performance of 21.39 Cr gross enrolments till Dec 2019. However, the paper attempts to assess the performance of these two schemeswith respect to Jan-Dhan accounts. The paper has further attempted to assess the levels of participation of banks in the execution of schemes. It recommends the need for insurance companies to play some direct role and more active role of banks to expand Jan Suraksha schemes outreach among poor and workers in informal sectoras a prerequisite for inclusive growth.

KEYWORDS: Micro-insurance, Social Security Schemes, Pradhan Mantri Suraksha BimaYojna, Pradhan Mantri Jeevan Jyoti BimaYojna, Jan Suraksha Schemes

INTRODUCTION

Developing countries grapple with high levels of poverty, unemploymentand social exclusion.Their large percentage of workforce is employed in informal sector who are generally not covered under any social security system. The issuehas been realised and is discussed from time to time at global platform. '**Social Security**[1]' which has been accepted as a human right according to Article 22 of the 'Universal Declaration of Human Rights',has become a topical issue globally and more so in developing countries. To support international efforts of securing social protection forall, ILO has launched various initiatives. In one of its initiatives, ILO flung a campaign in 2003 on 'Social Security and Coverage for all' at a global level. The campaign emphasised the need for government and employers to extend social security coverage to workers of informal economy. The campaign was intensive in raising awareness about the role of social security in economic and social development (ILO, 2015).

Recently, the introduction of Jan Suraksha schemes has been a bigstep of Indian government to ensure access to basic social security schemes for all and widen the scope of **financial inclusion**[2]. These social security schemes include insurance andpension schemes. Moreover, by linking these social security schemes with PMJDY (Pradhan Mantri JanDhanYojna) under the banner 'Jan Dhan se Jan Suraksha'; the government has managed to provide a single one-stop service and increase the scalability of the programme multiple times. These Jan Suraksha schemes together with PMJDY has formed the largest financial programme in the world(Department of Financial Services, Ministry of Finance, Government of India, 2018).

Jan Suraksha schemes comprise of three social security schemes which are- Pradhan Mantri Suraksha Bima Yojna (PMSBY), an accidental life insurance scheme; Pradhan Mantri Jeevan Jyoti BimaYojna (PMJJBY), a life insurance scheme and Atal Pension Yojna (APY), a pension scheme. These schemes were launched on May 9, 2015. All the three schemes of 'Jan Suraksha' are contributory in nature. This paper attempts to evaluate the nature of two life insurance schemes- PMSBY and PMJJBY with reference to their unique features and evaluates the performance of two schemes with respect to the counts of Jan-Dhan accountholders.

OBJECTIVES

1. To illustrate innovative features of 'product design' and 'implementing model' of Jan Suraksha schemes- PMSBY and PMJJBY.
2. To assess the performance of Jan Suraksha schemes with respect to PMJDY.
3. To assess the participation level of different categories of banks involved in JS schemes implementation.

METHODOLOGY

To examine the innovative features of JS schemes with respect to their product design and implementation model, data was collected from different research paper, published report and government portals. Further, secondary data from Department of Financial Services, Ministry of Finance, Government of India,was obtained to study the performance of JS schemes with respect to PMJDY and to study the participation level of different categories of banks in JS schemes.

Product features of Jan Suraksha Schemes- PMSBY and PMJJBY

Pradhan Mantri SurakshaBimaYojna (PMSBY)

PMSBY is a life insurance scheme providing insurance coverage against accidental death and permanent full or partial disability. A person in the age group of 18-70 years holding a bank account is eligible to enrol under the scheme. The scheme has a sum assured of ₹2 lacs in case of accidental death or permanent full disability and a sum of ₹1 lac in case of partial but permanent disability against a premium amount of ₹12 per person per year. The policy has a term of one year stretching from 1st June to 31st May and can be renewed every year. The scheme defines permanent full disability as loss of use in both eyes, hands or feet and partial but permanent disability as loss of use in one eye, hand or foot(Department of Financial Services, Ministry of Finance, Government of India, 2018).

Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)

The Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) is a life insurance scheme providing coverage against death due to any reason. The scheme is available to people in the age group of 18 to 50 years (life cover upto age 55) and holding a bank account. Under the scheme, life cover of ₹ 2 lacs is available for a one-year period stretching from 1st June to

31st May at a premium of ₹330/- per annum per member. The scheme is renewable on annual basis(Department of Financial Services, Ministry of Finance, Government of India, 2018).

Administration of Jan Suraksha schemes

The policy is offered/ administered through Life Insurance Corporation (LIC) and other Indian private Life Insurance/ General Insurance companies. For enrolment, banks have tied up with insurance companies. Participating Bank is the Master policy holder. The banks have a free hand in associating with the insurance company that intends to offer the schemes. Jan Suraksha schemes are linked with person's savings bank account. Accountholders give their consent to join with the schemes and thus, their auto-debit service of premium deduction towards the opted Suraksha scheme is activated. The premium amount is deducted from policy holder's bank account with an auto-debit facility in first week of June every year. In the schemes, the Individuals can exit the schemes at any point and may re-join the scheme in future years by paying the annual premium of that year and submitting a self-declaration of good health(Department of Financial Services, Ministry of Finance, Government of India, 2018).

The process of claim settlement is also made to the bank account of the insured or his/her nominee in case of death of the accountholder (policyholder). In case of claim, the nominees/heirs of the insured person have to contact the bank branch where the insured person was holding his/her bank account. A death certificate and simple claim form is required to be submitted and the claim amount is transferred to nominee's account.

Jan Suraksha Schemes: An innovative approach

Innovation in Product Design

With respect to product design, the two social security schemes- PMSBY and PMJJBY form mass insurance schemes. The schemes have given an inclusive framework for a universal social security system. The schemes have a welfare orientation with a focus of providing social security to people in the lower segment of the society and workers in the informal sector. The JS schemes are unique from earlier micro-insurance schemes as these schemes are not only opened to the target segment for enrolment but are opened to everyone in the age group of 18-70years for PMSBY and 18-50 years for PMJJBY and holding a savings bank account. This feature has actually become a key contributor for providing better sustenance to Suraksha schemes than any other micro-insurance scheme.

Insurance is based on the principle of pooling a risk. When a risk pool is constituted with low number of people then, the risk sharing per person i.e. a premium for the policy comes out to be high. Designing of an insurance product is done with the objective that the insurance coverage for a covered risk and its premium are appropriate. So, that the people find the insurance product worth with respect to its insurance coverage and premium paid for it. The component of finalising insurance coverage amounts and its premium amount are based on an estimation of certain number of people in a risk pool.The importance of premium amount is all the more important in case of social security schemes so as to make insurance available at highly affordable price to poor people.

However, in case of micro-insurance, where the schemes are available only to the targeted segment, it poses a question on its sustainability due to various reasons: 1) Being open to only targeted segment, the risk pool is small that it either lands up in raising the amount of premium defeating the objective of welfare orientation or else would give burden to government/companies due to product pricing issue or the company might opt for reducing the insurance coverage amount making the product unappealing to the target segment; 2) Since micro-insurance schemes are for poor people or targeted segment only, who more often are either unaware of insurance concept and its importance barring them to be a part of risk pool or their weak finances and ignorance prevent them to remain a part of risk pool thus, keeping risk pool on the verge of collapsing in most instances and; 3)The targeted micro insurance schemes make a risk pool of all those members who are at high risk probability with respect to risk probability in any normal insurance product.This situation is high on claim settlement demand with respect to the quality of risk pool. Thus, targeted schemes or micro-insurance schemes pose a threat to their sustainability and lack coverage.

Jan Suraksha schemes have effectively overcome the constraint of sustenance by opening the schemes to all in the specified age group. This unique feature has allowed the risk pool to diversify to an extent that it had not only enabled the government to launch these schemes at ultra-low cost which is ₹12/person/year for PMSBY and ₹330/person/year for PMJJBY but has also been able to mellow down the risk probability of the risk pool. The whole idea of universalisation of Jan Suraksha schemes wherein the schemes are targeted to whole population without any condition or income test, has added to the chances of sustainability of the scheme sandhas increased the scope of social security schemes manifolds.

Innovation in implementation strategy

Tying up with any big platform in an effort to extend the outreach of any insurance product has not been new for Insurance companies specifically for private insurance companies. Many insurance companies have adopted a delivery channel named 'Bancassurance' wherein the insurance companies tie with a bank for marketing and delivering their insurance products. In a Bancassurance channel, an insurance company uses a bank platform to reach out to bank customer for pitching insurance products.

Jan Suraksha schemes also, make banks as active partner however, here the intent is entirely different. In Bancassurance channel of any insurance company, the objective is purely marketing and sales promotion while in JS schemes, the objective is to enhance risk coverage among poor people at the same time making the insurance affordable by reducing the administration cost. At the execution level, banks are the face for Jan Suraksha schemes. The banks as active partners in the model are made responsible for enrolling the prospective, recovering the annual premium and settling claim amount.

In many areas, the last mile players in Jan Suraksha schemes are 'Bank Mitrs (Business Correspondents). The concept of Bank Mitr (Business Correspondent) was first mooted by the Reserve Bank of India in 2005 to promote banking through bank agents (Mitrs) in Branchless or non-branch areas. In JS schemes, the annual premium is retrieved through a process of auto-debit from the savings bank account of the beneficiaries and the processing of claim amount in the claimant's account through the scheme of Direct Benefit Transfer (DBT).This way, the Jan-Suraksha schemes have also been able to address the issue of high operating cost occurring in the process of premium collection, policy renewal and claim settlement and the issue of migration associated with people working in informal sector.

Jan Suraksha schemes with their innovative implementing model and product design have achieved an impressive outreach. Jan Suraksha along with Pradhan Mantri Jan DhanYojna (PMJDY) has formed the largest financial programme in the world. The PMJDY programme launched as National Mission on financial Inclusion in 2014 envisages universal access to banking facilities with at least one basic banking account for every household, financial literacy, access to credit, insurance and pension facility. The next section discusses the performance of Jan Suraksha schemes reflecting their outreach.

Performance of Jan Suraksha Schemes (PMSBY and PMJJBY)

Jan Suraksha schemes are run and managed by Department of Financial Services under the Ministry of finance, Government of India. The department evaluates the performance of PMSBY and PMJJBY on three parameters which include- Gross Enrolment reported by Banks, Total number of claims received and Total number of claims disbursed.

For the purpose of study, secondary data available on government portal and data from the Department of Financial Services (DFS) were obtained. The progress of two social security schemes obtained from government portal were recorded for two dates first- as on 7th March, 2018 and second was till 2019 for latest update. The Progress of the two Suraksha schemes as on 7th March 2018 holds relevance to the study as it is useful in relating with data obtained on different other aspects from DFS for the same date.

Table 1 Progress of PMSBY and PMJJBY as on 07.03.2018 and till 2019

Name of the Scheme		Gross Enrolment reported by Banks	Total number of claims received	Total number of claims disbursed	% of Claim Settlement
PMSBY	As on 7.3.18	13.41Cr	20,249	15,727	77.7%
	Till 2019	**15.47 Cr**	**40,749**	**32,176**	**78.9%**
PMJJBY	As on 7.3.18	5.30 Cr	95,146	85,867	90.2%
	Till 2019	**5.92 Cr**	**1,45,763**	**1,35,212**	**92.8%**
Total	As on 7.3.18	18.71 Cr	1.15 Cr	1.01 Cr	87.8%
	Till 2019	**21.39 Cr**	**1.86 Cr**	**1.67 Cr**	**89.8%**

Source: Department of Financial Services, Ministry of Finance, Government of India

Table 1 highlights anout reach of 21.39 Cr Jan-Dhan accountholders for both schemes together in a span of four and half years. The data shows that enrolment under PMSBY was 2.5 times more than PMJJBYas on7th march 2018 and 2.6 times more in the data till 2019 indicating that the gap in enrolment has further increased in a year and a half post 7th March 2018.Prior to analyzing any reason for a wide gap between PMSBY and PMJJBY enrolments, it must be noted that both the Suraksha schemes are like pure term insurance where there is no benefit on the maturity of the plans. In such plans, the policyholder does not get any benefit if the covered life risk does not occur during the tenure of the insurance plan.

As Table 1indicates more enrolment under PMSBY, the higher enrolments can be attributed to two reasons- 1) Very low premium of ₹ 12 per annum of PMSBY in comparison to the premium of ₹ 330/- per annum in PMJJBY. Since, there is no return of premium or maturity benefit after the policy period ends, people were at ease in sparing out ₹ 12 per annum but not ₹ 330 and 2) PMSBY provides coverage till the age group of 70 years while PMJJBY provides insurance coverage till the age of 55 yrs.This could be another reason for less enrolments under PMJJBY as many people might not be anticipating the life risk due to natural death or illness till the age of 55 years.

Other parameters monitored by DFS are claim received and claim disbursed providing information on claim settlement percentage. Claim settlement percentage is the ratio of claim disbursed and claim received per hundred. Claim settlement percentage of any insurance product is a real check of its credibility. A high claim settlement percentage give assurance to prospective customers that the benefit/s will be received by policyholder or nominee at the time of risk occurrence. With respect to claim settlement, Table 1indicates an overall percentage of 89.8% of claim settlement till 2019. This shows that out of total claim received for disbursement, only 10.2% claims were rejected/ or are still in process of claim settlement. However, when the schemes were compared individually, it was found that claim settlement percentage for PMJJBY was 92.8% and for PMSBY, it was 78.9% indicating better claim settlement in PMJJBY.

Higher claim settlement percentage in PMJJBY could be due tothe fact that in PMJJBY the insurance coverage is provided against the death of the insured due to any reason, whereas, in PMSBY the insurance coverage is against accidental death, on full disability or on partial but permanent disability due to accident. Since, the PMSBY does not provide protection against all types of death, this could be a reason for higher percentage of claim rejection than in PMJJBY. Thus, the low claim settlement percentage of PMSBY might be an indicative of poor understanding among policyholders about the risks covered in PMSBY.

Overall, the Jan Suraksha schemes have given a satisfactory performance in terms of gross enrolment and claim settlement. However, these reports did not provide separate details about the outreach of Suraksha schemes among low segment of the society for the welfare of which, the schemes were essentially launched. On this line, the research paper attempts to understand the outreach of Suraksha schemes among Jan-Dhan accountholders.

Suraksha schemes were launched as a second phase programme in 2015 under 'National Mission on Financial Inclusion'. In its first phase, the government launched Pradhan Mantri Jan DhanYojna (PMJDY) in the year 2014. In Phase 1 of 'National Mission on Financial Inclusion', banks actively participated in opening zero-balance accounts, called 'Jan-Dhan' accounts specifically for people who did not hold any bank saving account and were excluded from financial mainstream and other government benefits. Hence a need was felt to study outreach of Suraksha schemes among people enrolled in phase 1. For this purpose, the data was obtained from Department of Financial Services (DFS). The data obtained was of National level and was of till 7th March 2018. Along with this, the paper also highlights the varied level of participation among different categories of banks involved in implementing the Suraksha schemes.

Enrolments of Jan-Dhan accountholders under Suraksha Schemes

The data obtained from DF Spertaining to Suraksha schemes enrolments of Jan-Dhan(JD) accountholders out of gross enrolments under Suraksha scheme has been shown in Table 2. Table 2 indicates that out of gross enrolment of 18.71 Cr people under JS schemes, the enrolment of JD accountholders under JS schemes was of 2.36 Cr.

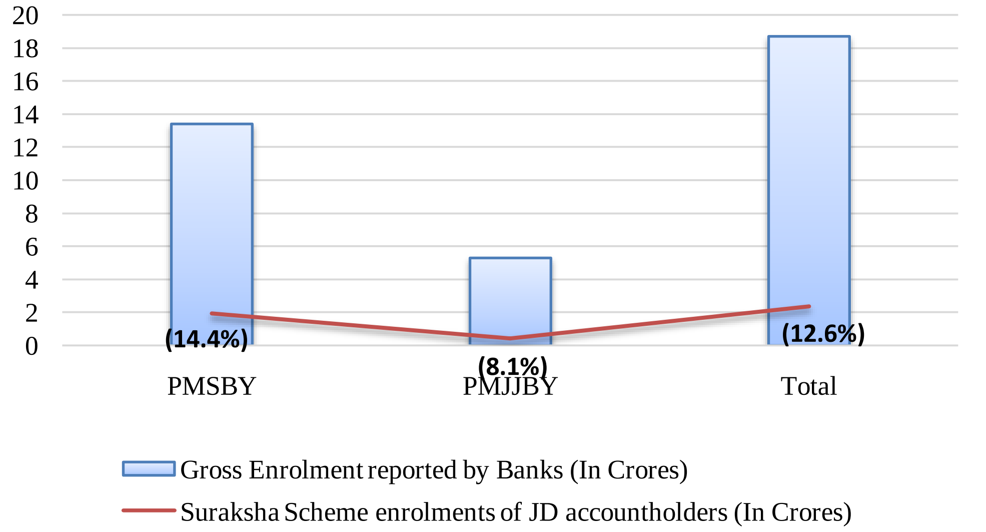
Table 2 Suraksha Enrolments of JD accountholders out of Gross Enrolment

Name of the Scheme	**Gross Enrolment reported by Banks**	**Suraksha Scheme enrolments of JD accountholders**
PMSBY	13.41Cr	1.93Cr
PMJJBY	5.30 Cr	0.43 Cr
Total	18.71 Cr	2.36 Cr

Source: Department of Financial Services, Ministry of Finance, Government of India (Data as on 7th March 2018)

Figure 1 highlights that in overall performance of Jan Suraksha schemes for gross enrolments, the proportion of Suraksha enrolments of JD accountholders was very low corresponding to 12.6%. The figure reflects that Participation percentage of JD accountholders in PMSBY was 14.4% and in PMJJBY was 8.1%. The small percentage of enrolment of JD accountholder could be owing to either less involvement of banks in creating awareness about Suraksha schemes or due to lack of realisation of the importance of insurance among JD accountholders.

Figure 1 Suraksha Enrolments of JD accountholders



Participation of Banks in Phase II enrolments post Phase I of implementation

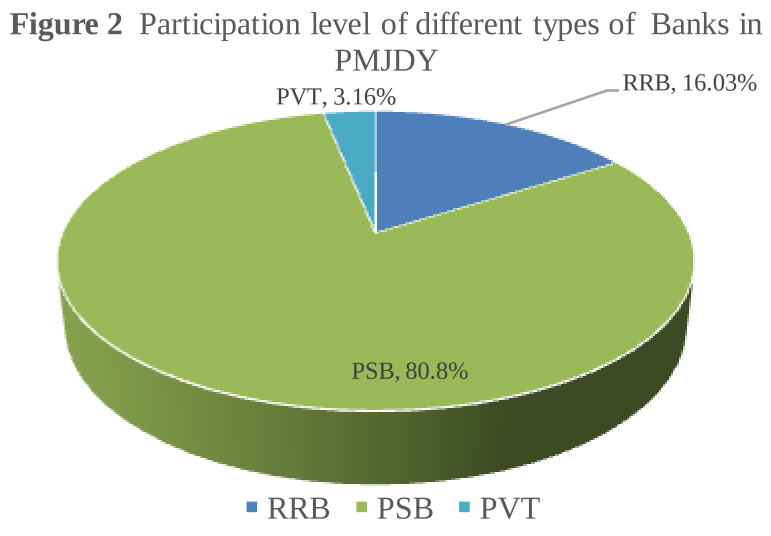
The reports obtained from DFS with regard to participation of banks in National Mission on Financial Inclusion programme, specified that involved banks were divided into three categories- Public Sector Bank (PSB), Regional Rural Bank (RRB) and Private Bank (Private Bank). These three categories of banks involved in execution of PMJDY and Suraksha schemes indicated different levels of participation. Table 3 highlights their contribution in term of enrolmentunder PMJDY and Suraksha enrolments of JD accountholders. The table revealed that out of 31.30 Cr JD accounts, PSB held 25.29 Cr of JD accounts while RRB held 5.01 Cr JD account and Private bank held 0.99 Cr JD account. On the other hand, the data in the table shows that PSB held 1.74 Cr Suraksha accounts of JD accountholder out of total 2.36 Cr Suraksha accounts of JD accountholders. While RRBs enrolled 0.48 Cr JD accountholders under Suraksha schemes and private banks enrolled 0.13 Cr JD accountholders under Suraksha schemes.

Table 3 Participation of Banks in PMJDY and Jan Suraksha schemes

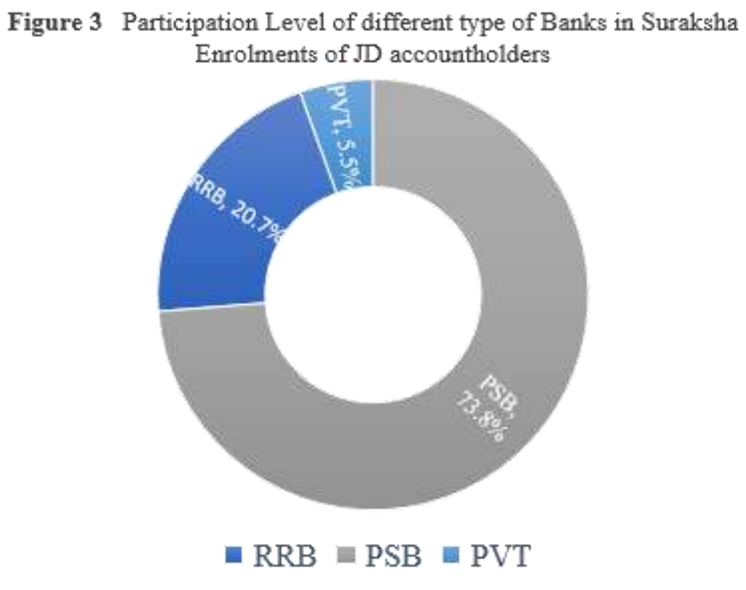
Type of Bank	Total Jan-Dhan Accts	Jan-Dhan accountholder under Suraksha Schemes	% of Jan-Dhan accountholders enrolled under Suraksha Scheme
RRB	5,01,99,155	48,91,138	9.74
PSB	25,29,86,914	1,74,07,166	6.88
PVT	99,03,175	13,01,775	13.15
Total	**31,30,89,244**	**2,36,00,079**	**7.54**

Source: Department of Financial Services, Ministry of Finance, Government of India (Data as on 7th March 2018)

With respect to share of contribution in PMJDY among the three categories of banks, Figure 2 clearly indicates that Public Sector bank (PSBs) has given maximum participation in opening JD accounts and held than 80% of the total JD accounts followed by Regional Rural Banks holding 16.03% of the total JD accounts. While private banks showed least participation in PMJDY and contributed by holding just 3.16% of the total JD accounts.



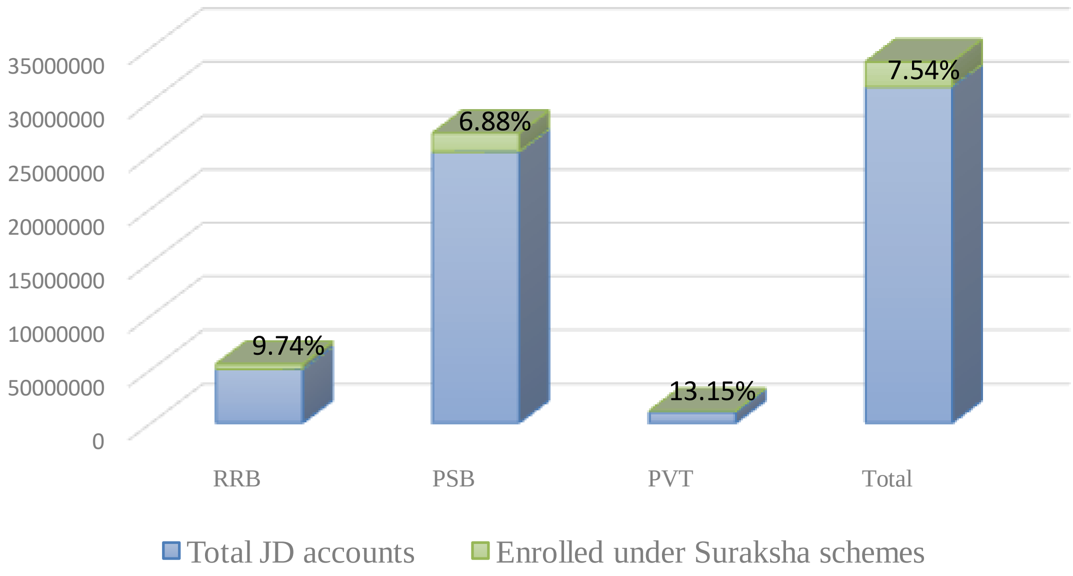
Likewise, on assessing the participation of different categories of banks in Suraksha schemes enrolments of JD accountholders, a similar trend was observed. Figure 3 indicates that PSBs showed highest contribution of enrolling 73.76% of JD accountholders under Suraksha schemes out of the total Suraksha enrolments of JD accountholders. RRBs held 20.7% of total Suraksha accounts of JD accountholders. While, the private banks held very small percentage which was 5.5% of total Suraksha accounts of JD accountholders out of total Suraksha enrolments of JD accountholders.



The PSB has thus shown maximum involvement in enrolling people under PMJDY and then enrolling those JD accountholders under Suraksha scheme with respect to other two bank categories which include RRBs and Private Banks. However, when the counts of JD accountholders and count of Suraksha accounts of those JD accountholders were compared within the category itself then even PSBs showed very low involvement.

In this regard, Figure 4 shows that only 6.88% of total JD accounts held by PSBs were enrolled under Suraksha schemes. For RRBs this percentage was 9.74% and for Private Banks it was 13.15%. In overall performance, the figure 4 shows that only 7.54% of JD accountholders were enrolled under Suraksha schemes i.e. out of 31.30 Cr Jan-Dhanaccountholders, only 2.36 Cr were enrolled in any of the two Suraksha schemes (Refer Table 3). The figure highlights that large percentage of JD accountholders i.e., overall, 92.5% corresponding to 28.9 Cr of JD accountholders were not covered under JS schemes indicating low participation of banks in phase II of the mission.

Figure 4 Suraksha Enrolements Vs JD accounts



Certainly, the PSBs were ahead with great leap from other two types of banks in terms of Suraksha accounts which were 1.7 Cr with respect to 0.49 Cr in RRBs and 0.13 Cr in Private Bank. However, at the same time there is no denying that it is the PSBs only, which has highest number of people enrolled in phase I but are uncovered in phase II of it leading to a big gap of 23.56 Cr JD accountholders to be covered under Suraksha schemes.

The data from DFS revealed that as there were huge variations between PSBs, RRBs and Private Banks in terms of JD accounts and Suraksha accounts of JD accountholders. In fact,the data revealed great variation within the banks of a same category and more so, in the first two positions of PSB. The count of JD accounts opened by PSB at first position (State Bank of India) was 11.8 Cr and PSB at second position (Bank of Baroda) heldjust 2.9 Cr JD accountsi.e. one-fourth of SBI JD accounts. This indicates that it was only State Bank of India (SBI) which has explored its potential in reaching out to poor people by opening JD accounts (Refer Table 4).

Table 4 Bank wise participation in PMJDY and Jan Suraksha schemes

S.NO.	Name of the Bank	Total Jan-Dhan Accounts	Jan-Dhan acct holders under Suraksha Schemes	% of Jan-Dhan acct holders under Suraksha Schemes
1	State Bank of India	118121326	3337455	**2.83**
2	Bank of Baroda	29595347	3352665	**11.33**
3	Bank of India	23237059	600636	**2.58**
4	Punjab National Bank	21857651	2643443	**12.09**
5	United Bank of India	20428109	719610	**3.52**
6	Central Bank of India	15277393	1654321	**10.83**
7	Union Bank of India	9887220	435337	**4.40**
8	Allahabad Bank	8645638	2719606	**31.46**
9	UCO Bank	8115668	564242	**6.95**
10	Canara Bank	7812605	181272	**2.32**
11	Syndicate Bank	7006959	907333	**12.95**
12	Bank of Maharashtra	6082645	422805	**6.95**
13	Indian Overseas Bank	5407288	832485	**15.40**

14	Dena Bank	4815678	670987	**13.93**
15	Oriental Bank of Commerce	4229549	1443278	**34.12**
16	ICICI Bank Ltd.	4014912	820111	**20.43**
17	Indian Bank	3874761	225585	**5.82**
18	Corporation Bank	2714661	318253	**11.72**
19	Andhra Bank	2585596	550358	**21.29**
20	HDFC Bank Ltd	1772036	76700	**4.33**
21	Jammu & Kashmir Bank Ltd	1501735	71940	**4.79**
22	Vijaya Bank	1460981	385728	**26.40**
23	Punjab & Sind Bank	1101670	325537	**29.55**
24	IDBI Bank Ltd.	822788	0	**0.00**
25	Axis Bank Ltd	780715	25417	**3.26**
26	Federal Bank Ltd	481194	24893	**5.17**
27	IndusInd Bank Ltd	448401	108749	**24.25**
28	South Indian Bank Ltd	209557	119728	**57.13**
29	Karur Vysya Bank Ltd	188186	9149	**4.86**
30	Kotak Mahindra Bank Ltd	178295	15094	**8.47**
31	Lakshmi Vilas Bank Ltd	135918	6389	**4.70**
32	Jammu & Kashmir Bank Ltd	105477	7368	**6.99**
33	RBL Bank Ltd	95307		**0.00**
34	City Union Bank Ltd	84337	8992	**10.66**
35	Yes Bank Ltd	12582	2159	**17.16**
36	Ratnakar Bank Ltd		3887	
37	Tamilnad Mercantile Bank Ltd		8567	
Total		**313089244**	**23600079**	**7.54**

Source: Department of Financial Services, Ministry of Finance, Government of India

(Data as on 7th March 2018)

Table 4 shows bank wise details of JD accounts and Suraksha accounts obtained from DFS. The table shows that in total 37 banks are involved in implementing PMJDY and social security schemes under 'National Mission on Financial Inclusion'. In Table 4, the data for PSB and RRB for a particular bank has been presented after consolidating. In the table, the banks have been organised in the descending number of their JD accounts. As a result, all Private banks occupy lower position in the table. The table clearly signifies that only 25.7% of banks occupying the first nine positions in the list are holding 81.5% of total JD accounts.

In case of some banks such as Allahabad Bank, Oriental Bank of Commerce, Punjab and Sind Bank and South Indian Bank Ltd., the percentages of JD accountholders holding Suraksha accounts were definitely more than 25% but at the same timetheir counts of JD accounts were very less.

The study reveals that Suraksha schemes have adopted a suitable strategy of using bank platforms and involving bank in executing the schemes to expand the outreach of social security system in India. However, the data has also revealed that all the banks have not given their maximum. State Bank of India (SBI) solely holds 37.7% of the total JD accounts setting an example for other banks. Banks including SBI therefore must explore their real potential in coming years to make Jan Suraksha schemes a real success.

CONCLUSION AND RECOMMENDATION

A country like India where93% of the workforce is employed in the informal sector requires a well-crafted social security programme (Economic Survey of India 2018-2019). TheJan Suraksha schemes launched by Indian government in 2015 have been a great step in extending social protection to poor people and people working in the informal economy. Features of life insurance suraksha schemes such as ultra-low cost of premium; linking the schemes with auto debit service of bank account; involving banks in implementing the schemes and opening the schemes to whole population in the specified age group, have increased the scope of their coverage and chances of sustenance many times. The contributory nature of the schemes would definitely lead to increased ownership and more active role of people in enrolling under the schemeswhile they would be giving consents for debiting premium from their accounts.

Further, involving banks as active channel partner and making them responsible for enrolling people under the schemeshas not only increased the outreach multiple times but has also overcome the challenge of trust building. Poor people holding their saving accounts with banks, receiving various benefits under different governments schemes via **Direct Benefit Transfer**[3] (DBT) have trust on banks andlisten to bank employees.

Though, involving banks in the execution of the schemes has been a key strengthof the programme. It has been found that banks have not performed to their capacity. Except SBI, all other banks stand much below than expected. With the current status of performance, one needs to identify if banks are capable enoughto explain about the schemes to the target population justifying with their current workloads. As most of the time it has been observed that lack of awareness among poor people becomes the prime reason for their low participation in any scheme.

On the other hand, a slight change in the existing implementing model could be introduced to address the challenge in awareness creating task.This modification stresses the need for some visible role of Insurance companies, which in the present scenario is almost negligible.

The associated insurance companies could be given a role of creating awareness of JS schemes along with insurance concept using bank platforms. Sales Managers of the associated insurance companies could be aligned with respective bank branches of their area specifically with those bank branches which do not have Bank Mitrs and rostering them to visit bank branches from time to time. The strategy would allow for quality time given to JD accountholders in explaining about JS schemes which otherwise might be a constraint for a bank staff in normal banking hours. Also, in some instances, the strategy could overcome the issue of lack of expertise on insurance existing among the lower bank staff interacting with customers. This modification in the existing model of implementation will help to increase the awareness level of poor people and expanding the coverage of JS schemes. In addition, with this model, the insurance companies can also be made answerable in evaluation of JS schemes programme.

Lastly, as the paper has highlighted low participation of banks in Suraksha scheme enrolments of Jan-Dhan accountholders, a study looking into the reasons for this wide gap between JD accounts and Suraksha accounts is being conducted .Further, the paper has brought out the fact that nine banks in the top positions of Table 4 hold 80% of total JD accounts. This suggests that these nine banks could be focused as priority in the first phase of intervention to identify reasons for the existing gap between JD accounts and Suraksha accounts.

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End Notes

Social security[1] is defined as a provision of protection for individuals, and households, to ensure their health and income, especially in cases of old age, unemployment, sickness, invalidity, work injury, maternity or loss of a sole earning member. (ILO, undated)

Financial inclusion[2] may be defined as the process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such as weaker sections and low-income groups at an affordable cost. (Rangarajan, C. 2008)

Direct Benefit Tranfer[3]**also referred as DBT** started on 1st January 2013. It is a reformed Government delivery system where the benefits (information or funds) of various welfare schemes are directly transferred to the target beneficiaries.