

# An Analytical Study of Contribution Received and Subscriber Registered by Post Offices & Authorized Banks Under Sukanya Samriddhi Yojana

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## Abstract

This study examines the contribution received and subscriber registered by post offices and banks under the Sukanya Samriddhi Yojana (SSY). The study aims to identify the main reasons for the decline or rise in subscribers and contributions under the SSY and their impact on the operations of banks and post offices. It also provides insights into the impact of these factors on the performance of the schemes, allowing for intelligent suggestions to improve future performance. The study uses contribution and subscriber registration as a method for evaluating the effectiveness of any scheme. The data is sourced from the National Saving Institute's SSY contributions reports for two fiscal years, 2022-2023 and 2023-2024. The analysis uses statistical forms, bar diagrams, pie charts, and mathematical formulas to analyze the data. The study aims to prevent females from marrying young and improve the performance of the banks and post offices.

**Keywords:** Post Offices, Sukanya Samriddhi Yojana (SSY), Banks, Contribution, Subscriber, National Saving Institute, Female's Child

## Introduction

The Sukanya Samriddhi Yojana (SSY) is a program in India that supports the "Beti Bachao Beti Padhao" campaign, which aims to support girls' education. Introduced in 2015, the yearly compound interest rate for the SSY is 8.20%. The program aims to guarantee girls' survival and safety, encourage more girls to pursue school and other opportunities, and reduce discriminatory practices against children based on gender and sex. The SSY allows girls to start a savings account at any time after birth, up to ten years old, with up to Rs 1.5 lakh in deposits allowed per fiscal year. The scheme ensures a female child's fair share of family resources, offering higher interest rates and income tax concessions. The account will continue to function for 21 years, with a partial withdrawal allowed after eighteen. Compounding's benefits and rising inflation make it desirable to start saving or investing early for the benefit of children, giving their future top priority. The Finance Ministry has decided to keep the rates for post office small savings plans the same for the second quarter of FY23. The Department of Posts offers the popular

Sukanya Samridhhi Account (SSA), which is restricted to girl children and delivers safe returns. Guardians can open accounts in the name of a girl under ten years old, and deposits can be made for a maximum of 15 years after the account is started, with a minimum deposit of ₹250 and a maximum limit of ₹1.50 lakh in a financial year. Accounts that do not receive the required minimum deposit within a fiscal year will be closed. However, defaulted accounts can be reactivated before the 15-year period ends by paying ₹50 in penalties in addition to the ₹250 minimum deposit for that fiscal year. Guardians may withdraw up to 50% of the account balance in a fiscal year for girls who turn 18 or have finished the tenth grade. The maturity amount is withdrawn able, and the account matures 21 years from the date of account opening or if the girl child marries after turning 18. Premature withdrawals can be made by filing an application at the relevant bank or post office along with the necessary paperwork or passbook.

About Post offices:- Over 150 years have seen the Department of Posts (DoP) serve as the backbone of national communication and play a critical role in the social and economic advancement of the country. Mail delivery, deposit acceptance for Small Savings Plans, life insurance coverage under Postal Life Insurance (PLI) and Rural Postal Life Insurance (RPLI), and retail services like bill collection and form sales are just a few of the ways it affects Indian citizens. The Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) and old age pension payments are two other services that the DoP represents on behalf of the Indian government to the general population. With over 155000 post offices, the DoP has the largest postal network dispersion.

About Banks: Banks act as payment agents by managing current accounts or checking accounts for customers, paying checks that customers draw into the bank and retrieving checks that are placed into customers' current accounts. Furthermore, banks let their clients pay via a variety of ways, including wire transfers, telegraphic transfers, automated teller machines (ATMs), and Automated Clearing House (ACH). In order to get credit, banks can accept funds from current accounts, term deposits, and the issuance of debt instruments like bonds and banknotes. Banks extend credit by purchasing marketable debt securities, providing installment loans, advancing customer current account balances, and obtaining further loans. Many payment services are provided by banks, and most individuals and companies consider bank accounts to be indispensable. Non-banking entities such as remittance companies that Generally speaking, remittance companies and other non-banking entities providing payment services are not thought of as a good substitute for a bank account. Banks produce new money when they lend it out. Authorities in contemporary banking systems specify a minimum amount of reserve money that banks must hold against the deposit liabilities created by making these loans in order to ensure that banks can meet demands for payment of such deposits. These reserves can be acquired through selling other assets, taking in fresh deposits, or borrowing from other banks—including the central bank. Sukanya Samridhhi Savings accounts can be opened at the following banks: State Bank of India, Bank of Baroda, Canara Bank, Bank of India, Bank of Maharashtra, Central Bank of India, Indian Overseas Bank, Indian Bank, UCO Bank, Punjab National Bank, Union Bank of India, IDBI Bank, Axis Bank, and ICICI Bank. This authorization has been granted by the Reserve Bank of India.

### Review of the Literature

**Gupta, R. A., & Talker, S. (2023)** gives a summary of the Sukanya Samridhhi Yojana (SSY) and talks about its main characteristics, including its interest rates, deposit caps, qualifying requirements, and tax advantages. Examined are the benefits of the SSY, such as its capacity to empower young females and encourage financial inclusion. The study does, however, also point out some of the drawbacks of the

SSY, such as its rigidity and constrained potential for investment diversification. The report also examines the scheme's accomplishments with regard to the quantity of deposits made and the number of accounts opened as of December 31, 2022. The SSY's future growth and prospects are also examined, with an emphasis on possible improvements and adjustments to policy that could be implemented to increase the scheme's efficacy in advancing the welfare of Indian girls. **Sakthivel, N., & Komaladevi, P. (2024b)** make an effort to talk about the characteristics, advantages, eligibility, trend, and expansion of SSY in terms of account opening and deposit amount in their research. SSY's trend and growth were examined using the Compound Growth Rate approach throughout a nine-year period, from 2014–15 to 2022–2023 years. According to the results, SSY is seeing an increase in both the number of accounts opened and the amount invested. **S.Roslin<sup>1</sup>, K.P. Ragavarshini<sup>2</sup>, (2023)** "Accountholder Satisfaction towards Sukanya Samridhi Yojana (SSY) Scheme Of Postal Department At Tirupur District" aims to assess the socioeconomic background of the accountholder and examine their perceptions of the Sukanya Samridhi Yojana Scheme. The study's conclusions show that almost half of the account holders were extremely satisfied with their opinions and services, which they cited as the main factors contributing to their pleasure. The majority of respondents selected the plan based on how satisfied the account holders were. Everybody should be made aware of this programme through advertisements, classroom instruction, and interactions with the parents of young girls. A country's future is determined by its youth in terms of their overall development in terms of their education, careers, ability to create wealth, and contented way of life. Every parent has a responsibility to protect their female child from financial constraints related to marriage and education, as does the government. **Himani Arya, Dr. Santosh Kumar Arya.(2024)** In his piece User-friendliness is critical in shaping information and communication about the Sukanya Samridhi Scheme, as the article "Understanding investor views and their impact on satisfaction levels in the Sukanya Samridhi scheme" highlights. However, there isn't much of a correlation between information and communication and the other components that have been discovered. These findings, which provide analytical information on the factors influencing investor opinions and scheme satisfaction levels, aid in the formulation of targeted activities for enhancing investor communication and satisfaction.

### Research Gap

It is apparent from the literature investigation above that the comparative and analytical study of contribution by operating agencies; post offices and banks under SSY is not analyzed in detail. This paper is intended to analyse how the contribution under SSY is trending during the study period 2022-23 to 2023-24 and how better way the operating agencies; post offices and banks are performed under SSY in terms of amount deposited therein as well as subscriber's registration. This study will make us to enable the trends and patterns in contribution in SSY state wise as well as operating agencies wise. It is important to find out how contribution and subscribers registration impact post office's and bank's performance.

### The Time Duration of the Study

The current study period is 02 consecutive years, from 2022-23 to 2023-24. For comparative and analytical study, 02 consecutive financial years are sufficient.

### Objective of Study

- To explore the level of awareness and adoption of SSY among the qualified beneficiaries; girl child population of India.
- To examine the reason for adoption and non-adoption of the SSY in India.
- To analysis trends and patterns of contribution and subscribers registration under SSY.
- To evaluate the operational performance of SSY scheme in Post Offices as well as Banks.
- To explore operating agencies (Post Office or Banks), people like the most.
- To examine the state-wise contribution and subscribers registration under SSY as a whole and agencies-wise.
- To identify major reason/s for declining or rising trends in contributions and subscribers registration.

### The Study's Limitation

- Only quantitative secondary data for a comprehensive analysis is used. The study duration is limited to 02 years ; 2022-23 & 2023-24
- This study is focused on the analysis of SSY Scheme, other small saving schemes are neglected
- The study has picked up only 02 operating agencies; DOP and Banks in government sector.
- This study and its findings are based on the SSA contributions reports of data & statistics section of National Saving Institute NSI website.

### Methodology

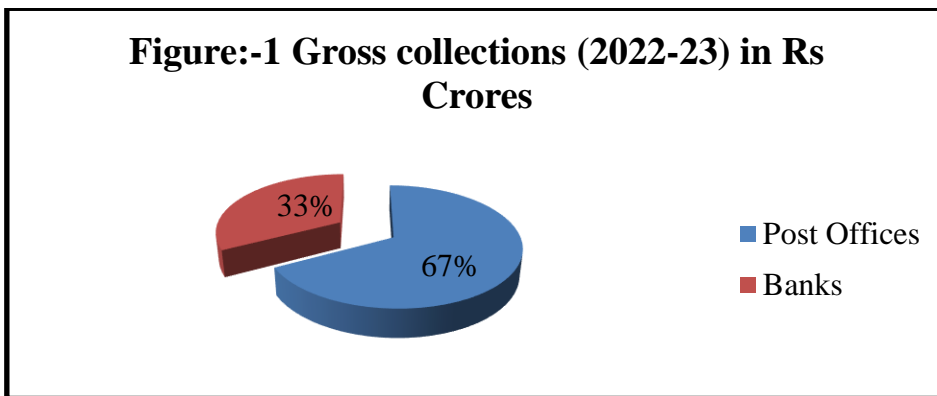
The nature of this study is exploratory and descriptive. The required information was collected from secondary source. Secondary data is collected from annual reports, statements, websites and journals. The data is analyzed with the help of statistical tool viz. tabulation, classification, annual growth rate and percentage. The diagrammatic presentation has also been used to make effective presentation of the results of the study. The data analysis is done using statistical forms of tabulation, bar diagrams, and pie charts, as well as mathematical formulas like percentage and growth rate.

### Findings and Analysis

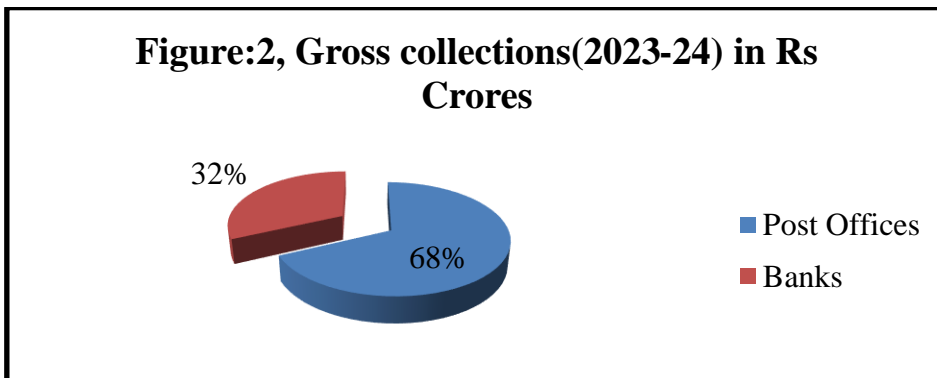
**Total Contributions** The country's Sukanya Samriddhi Yojana consolidated statement of total contributions shows the total amount contributed as well as the subscribers who registered at post offices and approved commercial banks in 2023–2024. Gross contributions made under the Sukanya Samriddhi Yojana during the 2023–24 amounted to ₹ 236962.78 crores, and there were 38715437 registered subscribers. The operating agencies' significant volume-raising during the SSY subscriber registration process is responsible for the high gross contribution figures.

**Growth in Contributions** When comparing the contributions received in 2022–2023 to those obtained in 2023–2024, there has been an overall increase in both gross donations and subscriber registration. During the year, the nation saw a notable rise in the number of registered subscribers (10.59%) and a significant increase in gross contributions (35.40%). Because SSY offers higher returns than other savings products on the market and offers tax benefits on some schemes, it is possible to ascribe the rise in subscriber registration and gross contributions to these causes. For those in the middle and lower middle classes of society, the Sukanya Samriddhi Savings Scheme is seen as a secure investment option. The programmes also assist in helping households form a saving habit, which increases household savings in the nation and creates resources for development.

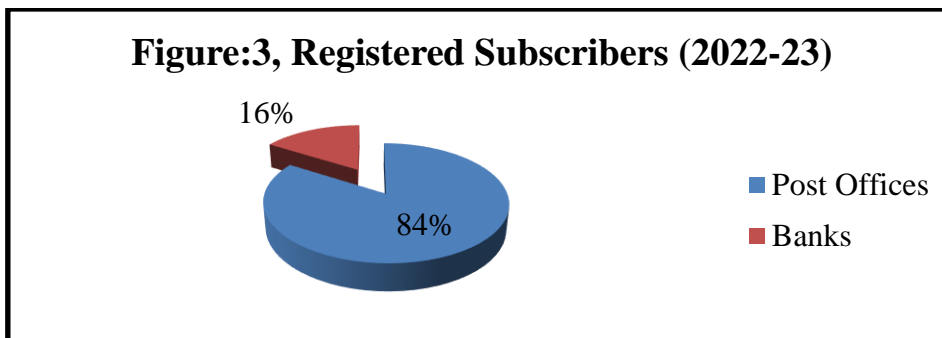
**Contribution to Total Contributions by Operating Agencies-**The Department of Posts contributed 68.02% of the gross contributions and 83.46% of all registered subscribers out of the funds raised in 2023–2024 under the nation's SSY Savings Scheme. The authorized Commercial Banks have donated the remaining part, which are 31.98% in the event of gross contributions and 16.54% in the case of subscriber registered. In comparison to F.Y. 2022–2023—when the banks' part decreased significantly—the contribution share of Post Offices in terms of gross contributions has increased and in terms of the number of subscribers enrolled has decreased. Figures 1, 2, 3, and 4 depict the comparative contribution share made by operating agencies in 2022–2023 and 2023–2024 as follows:

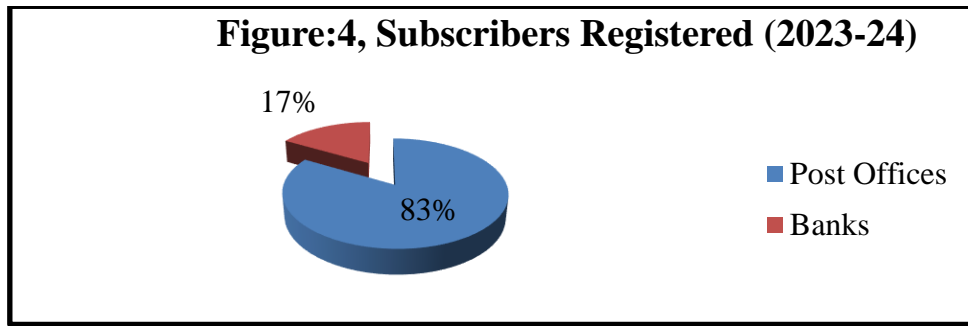


Source: Developed by the author using secondary data



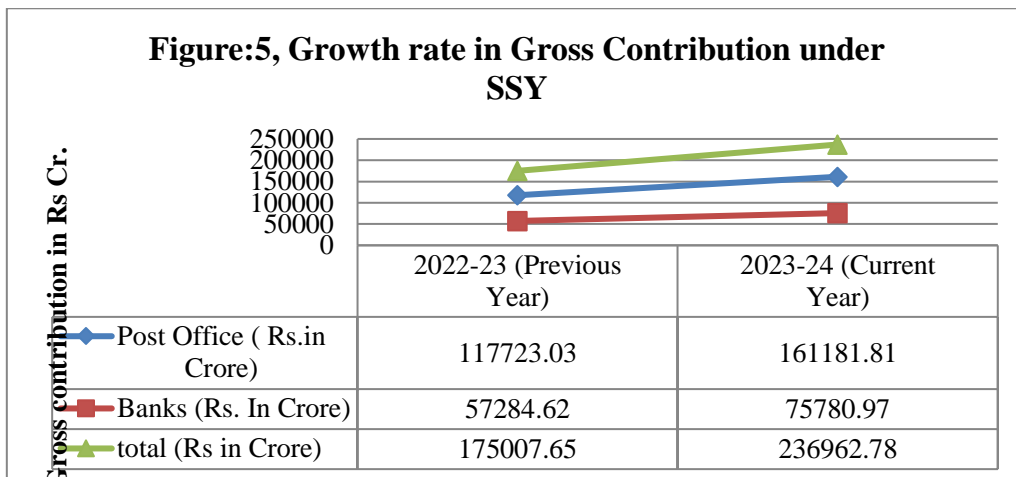
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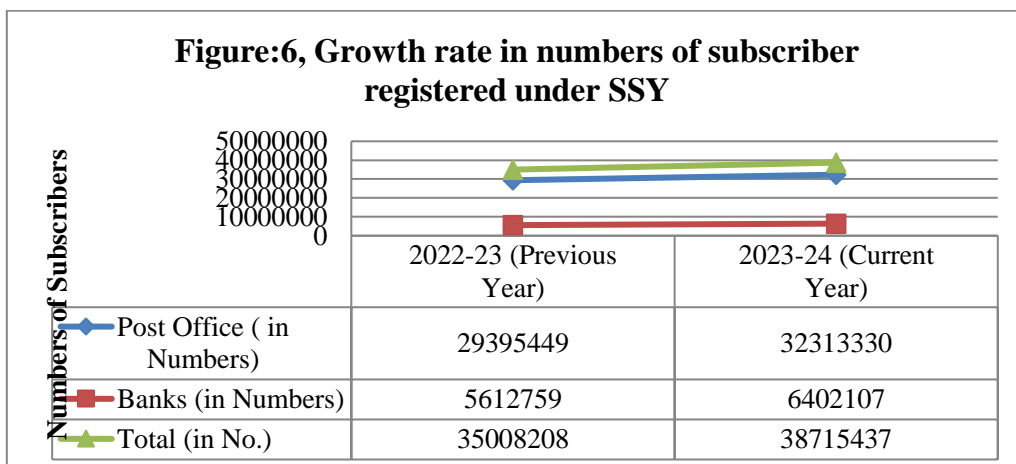


Source: Developed by the author using secondary data

**Comparative Performance of the Operating Agencies under SSY Scheme** The increase in the gross contribution and subscriber registration in the current year 2023-24 is greater as compared to the contributions during the previous year 2022-23, with subscriber registration displaying a significant increment. The annual growth rate in gross contributions was recorded at 35.40%, whereas the growth rate of subscriber registered reported at 10.59 % during the financial year 2023-24. The rate of growth of gross contributions and in numbers of subscriber registered, during the F.Y. 2023-24, as compare to the contributions and subscribers in 2022-23, is shown in the figure 5 & 6 as given below:



Source: Developed by the author using secondary data



Source: Developed by the author using secondary data



**State-by-State Allocation of Total Contributions in Relation to Gross Contributions** -Karnataka donated 22498.96 crores, Maharashtra 22551.13 crores, Tamilnadu 24105.45 crores, and Uttar Pradesh 25727.96 crores out of the total gross contributions of ₹236962.81 crores. In the fiscal year 2023–2024, the post office and bank combined gross contributions throughout the nation's ten largest states accounted for 68.44% of the total. Comparing the current Financial Year to the previous one, the contribution share of the states in the gross contributions of banks and post offices stayed mostly unchanged. The following table 1 displays the state-by-state comparative distribution share of total gross contributions for the years 2022–2023 and 2023–2024

**Table-1: State-Wise Distribution To Total Gross Collections Of Post Offices & Banks (In Rs. Crores)**

Name Of State/Ut	2022-2023		Name Of State/Ut	2023-2024	
	Gross Collections	% Of Total Gross Collecti ons		Gross Collections	% Of Total Gross Collecti ons
Uttar Pradesh	18,980.48	10.85	Uttar Pradesh	25727.96	10.86
Tamil Nadu	17,738.76	10.14	Tamil Nadu	24105.45	10.17
Karnataka	16,760.65	9.58	Maharashtra	22551.13	9.52
Maharashtra	16,638.05	9.51	Karnataka	22498.96	9.49
Andhra Pradesh	9,786.73	5.59	Andhra Pradesh	13430.22	5.67
Haryana	8,852.46	5.06	Haryana	11793.47	4.98
Rajasthan	8,288.61	4.74	Rajasthan	11544.33	4.87
Telangana	7,757.76	4.43	Telangana	10546.47	4.45
Delhi	7,604.97	4.35	Delhi	10055.81	4.24
West Bengal	7,404.80	4.23	West Bengal	9912.83	4.18
Bihar	6,782.76	3.88	Bihar	9242.08	3.90
Gujarat	6,469.51	3.70	Gujarat	8794.33	3.71
Odisha	6,172.45	3.53	Odisha	8394.96	3.54
Madhya Pradesh	6,148.37	3.51	Madhya Pradesh	8367.71	3.53
Kerala	5,768.71	3.30	Kerala	7690.49	3.25
Punjab	5,022.90	2.87	Punjab	6766.87	2.86
Uttarakhand	3,727.38	2.13	Uttarakhand	5099.71	2.15
Jharkhand	3,380.61	1.93	Jharkhand	4494.96	1.90
Chhattisgarh	3,016.82	1.72	Chhattisgarh	4124.71	1.74
Himachal Pradesh	2,690.52	1.54	Himachal Pradesh	3663.47	1.55
Assam	1,891.06	1.08	Assam	2594.19	1.09
Jammu And Kashmir	1,535.52	0.88	Jammu And Kashmir	2089.65	0.88
Chandigarh	590.84	0.34	Chandigarh	787.36	0.33

Goa	542.47	0.31	Goa	721.66	0.30
Puducherry	361.04	0.21	Puducherry	491.21	0.21
Tripura	238.30	0.14	Tripura	322.27	0.14
Manipur	181.88	0.10	Manipur	239.61	0.10
Arunachal Pradesh	148.38	0.08	Arunachal Pradesh	201.24	0.08
Meghalaya	106.72	0.06	Meghalaya	145.29	0.06
The Dadra And Nagar Haveli And Daman	105.62	0.06	The Dadra And Nagar Haveli And Daman And Diu	143.64	0.06
Sikkim	93.87	0.05	Sikkim	127.24	0.05
Andaman And Nicobar Islands	82.98	0.05	Andaman And Nicobar Islands	110.40	0.05
Nagaland	60.71	0.03	Nagaland	81.41	0.03
Ladakh	42.75	0.02	Ladakh	57.50	0.02
Mizoram	29.12	0.02	Mizoram	40.13	0.02
Lakshadweep	3.09	0.00	Lakshadweep	4.09	0.00
	175,007.65	100.00	Total	236962.81	100.00

Source: Developed by the author using secondary data

**In terms of numbers of subscribers registered-**Uttar Pradesh (11.09%), Tamilnadu (9.30%), Maharashtra (9.08%), Karnataka (7.59%), and Madhya Pradesh (7.27%) are the states that contribute the most overall in terms of subscriber registration. A total of 70.30% of the nation's net contributions to the Sukanya Samriddhi Savings Scheme came from the top 10 states combined. Comparing FY 2022–2023 to FY 2022–2023 shows that the contribution share of the states to subscriber registration of Post Offices and Banks has increased significantly for states like UP, Maharashtra, Rajasthan, and Bihar and decreased significantly for Tamilnadu, Karnataka, MP, and Gujarat. The following table 2 displays the comparative distribution share of state-by-state total subscriber registrations for the years 2023–24 and 2022–23

**Table-2: State-Wise Distribution To Total Subscribers Registered Of Post Offices & Banks (In No.S)**

Name Of State/Ut	2022-2023		Name Of State/Ut	2023-2024	
	Registered Subscribers	% Of Total Registered Subscribers		Registered Subscribers	% Of Total Registered Subscribers
Uttar Pradesh	3,854,946	11.01	Uttar Pradesh	4,294,583	11.09
Tamil Nadu	3,319,452	9.48	Tamil Nadu	3,602,092	9.30
Maharashtra	3,119,952	8.91	Maharashtra	3,516,712	9.08



Karnataka	2,690,759	7.69	Karnataka	2,938,089	7.59
Madhya Pradesh	2,637,361	7.53	Madhya Pradesh	2,813,716	7.27
Rajasthan	2,173,031	6.21	Rajasthan	2,420,261	6.25
Bihar	1,867,385	5.33	Bihar	2,070,086	5.35
Gujarat	1,798,221	5.14	Gujarat	1,977,605	5.11
West Bengal	1,642,610	4.69	West Bengal	1,834,867	4.74
Andhra Pradesh	1,553,821	4.44	Andhra Pradesh	1,750,420	4.52
Odisha	1,531,879	4.38	Odisha	1694767	4.38
Telangana	1,129,568	3.23	Telangana	1,275,402	3.29
Kerala	1,105,550	3.16	Chhattisgarh	1,213,612	3.13
Chhattisgarh	1,080,161	3.09	Kerala	1,172,986	3.03
Haryana	979,678	2.80	Haryana	1,085,725	2.80
Punjab	859,042	2.45	Punjab	964,690	2.49
Assam	673,580	1.92	Assam	782,012	2.02
Delhi	657,661	1.88	Delhi	746,284	1.93
Jharkhand	603,702	1.72	Jharkhand	661,661	1.71
Uttarakhand	591,061	1.69	Uttarakhand	642,478	1.66
Himachal Pradesh	453,310	1.29	Himachal Pradesh	503,677	1.30
Jammu And Kashmir	230,600	0.66	Jammu And Kashmir	256,078	0.66
Puducherry	64,893	0.19	Puducherry	71,214	0.18
Manipur	63,741	0.18	Manipur	66155	0.17
Goa	60,946	0.17	Goa	66,101	0.17
Tripura	59,484	0.17	Tripura	64,915	0.17
Chandigarh	57858	0.17	Chandigarh	64553	0.17
Arunachal Pradesh	28,098	0.08	Arunachal Pradesh	31,305	0.08
Meghalaya	23,683	0.07	Meghalaya	27,083	0.07
Nagaland	20,864	0.06	Nagaland	22477	0.06
Sikkim	19,104	0.05	Sikkim	21,209	0.05
The Dadra And Nagar Haveli And Daman	18,034	0.05	The Dadra And Nagar Haveli And Daman And Diu	20,140	0.05
Mizoram	16,839	0.05	Mizoram	18,503	0.05
Andaman And Nicobar Islands	11,497	0.03	Andaman And Nicobar Islands	13,235	0.03
Ladakh	8,882	0.03	Ladakh	9,653	0.02

Lakshadweep	955	0.00	Lakshadweep	1,091	0.00
Total	35,008,208	100.00	Total	38,715,437	100.00

Source: Developed by the author using secondary data

### Contribution Analysis of Operating Agencies

**Contributions in Post Offices-** The total gross contributions received and the number of subscribers enrolled under the Supplementary Security Deposit (SSY) at Post Offices nationwide for the 2023–24 fiscal years were documented at ₹ 161181.81 crores and 32313330, respectively. Compared to 2022–2023 contributions, there was a 36.92% increase in gross contributions and a 9.93% increase in subscriber registration in Post Offices. The following table 3 & 4 presents the comparative contribution share of each plan in gross contributions and subscribers registered in Post Offices in 2023–2024 and 2022–2023:

**Table-3: Annual Growth Rate Of Post Offices & Banks In Overall Gross Ssy Contribution (In Rs. Crores)**

Operating Agency	Gross Contribution (2022-23) In Rs Crores	Gross Contribution (2023-24) In Rs Crore	Annual Growth Rate %	Remark
Post Offices	117723.03	161181.81	36.92	Positive
Banks	57284.62	75780.97	32.29	Positive
Total Contribution	175007.65	236962.78	35.40	Positive

**Table-4: Annual Growth Rate Of Post Offices & Banks In Overall Registered Subscribers (In No.S)**

Operating Agency	Subscribers Reg. (2022-23)	Subscribers Reg.(2023-24)	Annual Growth Rate %	Remark
Post Offices	29395449	32313330	9.93	Positive
Banks	5612759	6402107	14.06	Positive
Total Subscribers	35008208	38715437	10.59	Positive

Source: Developed by the author using secondary data

### Distribution of Total Contributions in Post Offices by State wise

With ₹ 19646.59 crores (12.19%) in gross contributions and 357,1175 subscribers registered in Post Offices during the year, Uttar Pradesh leads all other states in terms of both subscriber registration and gross contributions. 70.51% of the nation's post office gross contributions came from the top 10 states. Compared to 2022–2023 numbers, the other states' contribution share to the gross contributions of Post Offices in 2023–2024 stayed mostly unchanged. The following table 5 displays the relative state-by-state distribution share of Post Office gross contributions for the years 2023–2024 and 2022–2023:

**Table-5: State-Wise Distribution To Total Gross Collections Under Ssy In Post Offices (In Rs. Crores)**

Name Of The State	Contribution (2022-23)	% Of Total Gross Collections	Name Of The State	Contribution(2023-24)	% Of Total Gross Collections
Tamil Nadu	14,405.41	12.24	Tamil Nadu	19646.59	12.19
Karnataka	12,880.70	10.94	Karnataka	17383.91	10.79
Uttar Pradesh	12,696.92	10.79	Uttar Pradesh	17350.33	10.76
Maharashtra	10,120.11	8.60	Maharashtra	13979.54	8.67
Andhra Pradesh	7,595.32	6.45	Andhra Pradesh	10463.01	6.49
Rajasthan	5,964.09	5.07	Rajasthan	8369.27	5.19
Telangana	5,280.60	4.49	Telangana	7259.63	4.50
Haryana	5,273.31	4.48	Haryana	7099.10	4.40
Kerala	4,586.98	3.90	Kerala	6140.35	3.81
Bihar	4,308.91	3.66	Bihar	5949.66	3.69
Madhya Pradesh	4,056.76	3.45	Madhya Pradesh	5614.21	3.48
Odisha	4,025.57	3.42	Odisha	5595.31	3.47
West Bengal	4,025.18	3.42	West Bengal	5454.45	3.38
Gujarat	3,323.42	2.82	Gujarat	4663.94	2.89
Punjab	3,216.96	2.73	Punjab	4387.55	2.72
Delhi	3,209.21	2.73	Delhi	4346.87	2.70
Uttarakhand	2,843.18	2.42	Uttarakhand	3915.44	2.43
Jharkhand	2,122.29	1.80	Jharkhand	2831.12	1.76
Himachal Pradesh	2,032.04	1.73	Himachal Pradesh	2790.32	1.73
Chhattisgarh	1,673.25	1.42	Chhattisgarh	2357.50	1.46
Assam	1,306.72	1.11	Assam	1812.05	1.12
Jammu And Kashmir	1,088.85	0.92	Jammu And Kashmir	1490.30	0.92
Goa	349.16	0.30	Goa	466.81	0.29
Chandigarh	321.61	0.27	Chandigarh	436.12	0.27
Puducherry	314.30	0.27	Puducherry	426.15	0.26
Tripura	163.23	0.14	Tripura	223.64	0.14
Manipur	146.02	0.12	Manipur	190.39	0.12
Arunachal Pradesh	97.07	0.08	Arunachal Pradesh	132.60	0.08
The Dadra And Nagar	68.53	0.06	The Dadra And Nagar	94.54	0.06

Haveli And Daman			Haveli And Daman		
Sikkim	58.55	0.05	Sikkim	80.09	0.05
Meghalaya	43.11	0.04	Meghalaya	60.77	0.04
Andaman And Nicobar Islands	36.99	0.03	Andaman And Nicobar Islands	49.46	0.03
Ladakh	35.86	0.03	Ladakh	48.25	0.03
Nagaland	33.27	0.03	Nagaland	45.27	0.03
Mizoram	17.66	0.02	Mizoram	24.75	0.02
Lakshadweep	1.90	0.00	Lakshadweep	2.54	0.00
	117723.04	100.00		161181.83	100.00

Source: Developed by the author using secondary data

Of all subscribers registered in Post Offices nationwide in 2023–24, the top 10 states accounted for 71.44% of the total. Tamil Nadu (10.33%), Karnataka (8.35%), MP (7.86%), Rajasthan (6.40%), Bihar (5.23%), Andhra Pradesh (4.59%), Gujarat (4.53%), WB (4.36%), and Uttar Pradesh (11.05%) were the states that contributed the most.

In comparison to F.Y. 2022–2023 there has been a notable increase in the contribution share of the states in terms of the number of subscribers registered in Post Offices for states like UP, Maharashtra, Rajasthan, Andhra Pradesh, Gujarat, and West Bengal, and a notable decrease in the case of Tamilnadu, Karnataka, and Madhya Pradesh. Comparing this year to last, the contribution proportion of other states to Post Office subscriber registered was essentially unchanged. The table 6 given below compares the distribution share of post office net contributions by state for the years 2023–2024 and 2022–2023

**TABLE-6: State-Wise Distribution To Total Subscribers Registered Under SSY In Post Offices (In No.S)**

Name Of The State	Registered Subscribers 22-23	% Of Total Subscribers Registered	Name Of The State	Registered Subscribers 23-24	% Of Total Subscribers Registered
Uttar Pradesh	3,229,538	10.99	Uttar Pradesh	3,571,175	11.05
Tamil Nadu	3,086,542	10.50	Tamil Nadu	3,337,992	10.33
Maharashtra	2,504,884	8.52	Maharashtra	2,822,939	8.74
Karnataka	2,485,525	8.46	Karnataka	2,696,864	8.35
Madhya Pradesh	2,394,163	8.14	Madhya Pradesh	2,541,074	7.86
Rajasthan	1,861,3	6.33	Rajasthan	2,069,2	6.40

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Bihar	1,535,941	5.23	Bihar	1,691,162	5.23
Gujarat	1,328,943	4.52	Andhra Pradesh	1,481,614	4.59
Andhra Pradesh	1,328,660	4.52	Gujarat	1,462,887	4.53
West Bengal	1,280,125	4.35	West Bengal	1,410,025	4.36
Odisha	1,268,806	4.32	Odisha	1,397,025	4.32
Kerala	977,971	3.33	Telangana	1,047,901	3.24
Telangana	933,235	3.17	Kerala	1,027,742	3.18
Chhattisgarh	884,303	3.01	Chhattisgarh	996,014	3.08
Haryana	724,152	2.46	Haryana	793,779	2.46
Punjab	661,871	2.25	Punjab	741,217	2.29
Assam	594,275	2.02	Assam	689,315	2.13
Uttarakhand	501,586	1.71	Uttarakhand	539,567	1.67
Jharkhand	465,363	1.58	Jharkhand	505,032	1.56
Delhi	407,414	1.39	Delhi	461,724	1.43
Himachal Pradesh	384,670	1.31	Himachal Pradesh	425,627	1.32
Jammu And Kashmir	192,500	0.65	Jammu And Kashmir	211,863	0.66
Puducherry	60,443	0.21	Puducherry	64,926	0.20
Manipur	58,309	0.20	Manipur	59,959	0.19
Tripura	51,953	0.18	Tripura	56,175	0.17
Goa	42,614	0.14	Goa	45,296	0.14
Chandigarh	39,638	0.13	Chandigarh	43,980	0.14
Arunachal Pradesh	21,924	0.07	Arunachal Pradesh	24,126	0.07
Nagaland	16,800	0.06	Meghalaya	18,109	0.06
Meghalaya	15,842	0.05	Nagaland	17,768	0.05
Mizoram	14,444	0.05	Mizoram	15,846	0.05
Sikkim	14,369	0.05	Sikkim	15,421	0.05
The Dadra And Nagar Haveli And Daman And Diu	12,582	0.04	The Dadra And Nagar Haveli And Daman And Diu	14,094	0.04
Ladakh	8,156	0.03	Ladakh	8,763	0.03
Andaman And Nicobar Islands	5,869	0.02	Andaman And Nicobar Islands	6,397	0.02

Lakshadweep	647	0.00	Lakshadweep	704	0.00
	29,395,449	100.00		32,313,330	100

Source: Developed by the author using secondary data

**Contributions in Authorized Commercial Banks** -Gross contributions received and the total number of subscribers enrolled in the nation's approved commercial banks for the 2023–2024 fiscal year were reported at ₹ 75780.97 crores and 6402107, respectively (Table: 3 & 4). Compared to 2022–2023 contributions, there was a 32.29% increase in gross contributions and a 14.06% increase in bank subscriber registration. Banks make up a small portion (31.98%) of all operating agencies under the SSY system, and their contributions are essentially nonexistent when compared to post offices. This is because, with the exception of a small number, banks have not yet begun to operate this scheme. While comparing F.Y. 2023–24 to F.Y. 2022–2023–SSY is exhibiting a significant gain in share in terms of both gross contributions and subscriber registration.

**State Wise Distribution of Total Contributions in Banks** The state of Maharashtra has the greatest gross contributions from the banks, amounting to ₹ 8571.59 crores (11.31%), followed by the states of Uttar Pradesh, Delhi, Karnataka, Haryana, Tamilnadu, West Bengal, Gujarat, Bihar, and Telangana. A total of 68.74% of the gross contributions made by banks nationwide came from the top ten states. Compared to 2022–2023, the contribution share of banks' gross contributions to the state of Uttar Pradesh has increased significantly, while Maharashtra and Delhi have seen their contributions decline significantly. Comparing the previous year to this one, the contribution proportion of other states to the gross contributions of banks stayed mostly unchanged. The table 7 displays the comparative state-by-state distribution portion of banks' gross contributions for the years 2023–2024 and 2022–2023.

Name Of The State	Contribution (2022-23)	% Of Total Gross Collections	Name Of The State	Contribution (2023-24)	% Of Total Gross Collections
Maharashtra	6,517.94	11.38	Maharashtra	8571.59	11.31
Uttar Pradesh	6,283.55	10.97	Uttar Pradesh	8377.64	11.06
Delhi	4,395.76	7.67	Delhi	5708.94	7.53
Karnataka	3,879.95	6.77	Karnataka	5115.06	6.75
Haryana	3,579.16	6.25	Haryana	4694.37	6.19
West Bengal	3,379.62	5.90	Tamil Nadu	4458.86	5.88
Tamil Nadu	3,333.35	5.82	West Bengal	4458.38	5.88
Gujarat	3,146.09	5.49	Gujarat	4130.39	5.45
Telangana	2,477.16	4.32	Bihar	3292.42	4.34
Bihar	2,473.84	4.32	Telangana	3286.84	4.34
Rajasthan	2,324.52	4.06	Rajasthan	3175.06	4.19
Andhra Pradesh	2,191.41	3.83	Andhra Pradesh	2967.20	3.92



Odisha	2,146.88	3.75	Odisha	2799.65	3.69
Madhya Pradesh	2,091.61	3.65	Madhya Pradesh	2753.49	3.63
Punjab	1,805.94	3.15	Punjab	2379.32	3.14
Chhattisgarh	1,343.57	2.35	Chhattisgarh	1767.21	2.33
Jharkhand	1,258.32	2.20	Jharkhand	1663.84	2.20
Kerala	1,181.73	2.06	Kerala	1550.15	2.05
Uttarakhand	884.21	1.54	Uttarakhand	1184.27	1.56
Himachal Pradesh	658.48	1.15	Himachal Pradesh	873.14	1.15
Assam	584.34	1.02	Assam	782.14	1.03
Jammu And Kashmir	446.67	0.78	Jammu And Kashmir	599.35	0.79
Chandigarh	269.23	0.47	Chandigarh	351.24	0.46
Goa	193.31	0.34	Goa	254.85	0.34
Tripura	75.06	0.13	Tripura	98.63	0.13
Meghalaya	63.61	0.11	Meghalaya	84.51	0.11
Arunachal Pradesh	51.31	0.09	Arunachal Pradesh	68.64	0.09
Puducherry	46.75	0.08	Puducherry	65.06	0.09
Andaman And Nicobar Islands	45.99	0.08	Andaman And Nicobar Islands	60.95	0.08
The Dadra And Nagar Haveli And Daman	37.09	0.06	Manipur	49.22	0.06
Manipur	35.86	0.06	The Dadra And Nagar Haveli And Daman	49.10	0.06
Sikkim	35.32	0.06	Sikkim	47.16	0.06
Nagaland	27.44	0.05	Nagaland	36.14	0.05
Mizoram	11.46	0.02	Mizoram	15.38	0.02
Ladakh	6.89	0.01	Ladakh	9.25	0.01
Lakshadweep	1.19	0.00	Lakshadweep	1.55	0.00
	57,284.62	100.00		75780.97	100.00

Source: Developed by the author using secondary data

**In terms of numbers of subscribers registered of Banks** When it comes to the distribution of states, Uttar Pradesh has the largest part (11.30%), followed by Maharashtra, Gujarat, West Bengal, Bihar, Rajasthan, Odisha, Haryana, Delhi, and Madhya Pradesh, which together account for 68.74% of the total. Comparing F.Y. 2022–2023 to this year, the contribution share of states to bank subscriber registration has increased significantly for Uttar Pradesh and decreased significantly for Maharashtra and Gujarat. Comparing the previous year to this one, the contribution share of other states to the net contributions of banks stayed mostly unchanged. The table 8 given below compares the distribution share of subscribers by state in banks for the years 2023–2024 and 2022–2023.

**Table-8: State-Wise Distribution To Total Subscribers Registered Under Ssy In Banks (In No.S)**

Name Of The State	Registered Subscribers 22-23	% Of Total Subscribers Registered	Name Of The State	Registered Subscribers 23-24	% Of Total Subscribers Registered
Uttar Pradesh	625,408	11.14	Uttar Pradesh	723,408	11.30
Maharashtra	615,068	10.96	Maharashtra	693,773	10.84
Gujarat	469,278	8.36	Gujarat	514,718	8.04
West Bengal	362,485	6.46	West Bengal	424,842	6.64
Bihar	331,444	5.91	Bihar	378,924	5.92
Rajasthan	311,639	5.55	Rajasthan	351,033	5.48
Odisha	263,073	4.69	Odisha	297,742	4.65
Haryana	255,526	4.55	Haryana	291,946	4.56
Delhi	250,247	4.46	Delhi	284,560	4.44
Madhya Pradesh	243,198	4.33	Madhya Pradesh	272,642	4.26
Tamil Nadu	232,910	4.15	Andhra Pradesh	268,806	4.20
Andhra Pradesh	225,161	4.01	Tamil Nadu	264,100	4.13
Karnataka	205,234	3.66	Karnataka	241,225	3.77
Punjab	197,171	3.51	Telangana	227,501	3.55
Telangana	196,333	3.50	Punjab	223,473	3.49
Chhattisgarh	195,858	3.49	Chhattisgarh	217,598	3.40
Jharkhand	138,339	2.46	Jharkhand	156,629	2.45
Kerala	127,579	2.27	Kerala	145,244	2.27
Uttarakhand	89,475	1.59	Uttarakhand	102,911	1.61
Assam	79,305	1.41	Assam	92,697	1.45
Himachal Pradesh	68,640	1.22	Himachal Pradesh	78,050	1.22
Jammu And Kashmir	38,100	0.68	Jammu And Kashmir	44,215	0.69
Goa	18,332	0.33	Goa	20,805	0.32
Chandigarh	18,220	0.32	Chandigarh	20,573	0.32
Meghalaya	7,841	0.14	Meghalaya	8,974	0.14
Tripura	7,531	0.13	Tripura	8,740	0.14
Arunachal Pradesh	6,174	0.11	Arunachal Pradesh	7,179	0.11
Andaman And Nicobar Islands	5,628	0.10	Andaman And Nicobar Islands	6,838	0.11
The Dadra And Nagar Haveli And Daman	5,452	0.10	Puducherry	6,288	0.10

Manipur	5,432	0.10	Manipur	6,196	0.10
Sikkim	4,735	0.08	The Dadra And Nagar Haveli And Daman	6,046	0.09
Puducherry	4,450	0.08	Sikkim	5,788	0.09
Nagaland	4,064	0.07	Nagaland	4,709	0.07
Mizoram	2,395	0.04	Mizoram	2,657	0.04
Ladakh	726	0.01	Ladakh	890	0.01
Lakshadweep	308	0.01	Lakshadweep	387	0.01
	5,612,759	100.00		6,402,107	100.00

Source: Developed by the author using secondary data

### Conclusion & Findings

To sum up, it may be said that Post offices are definitely enjoying a better perception of its customers than authorized the authorized banks in SSY. Over time, all child girls will benefit from the steadily rising gross contributions and subscriber numbers under the SSY programme, which is managed by Post Offices and Banks throughout the nation. This expansion is indirectly accelerating economic growth. On basis of analysis, it is observed that states having large population contribute to large share in contribution and in numbers of subscriber registration such as Uttar Pradesh, Maharashtra, Tamilnadu & Karnataka. On the other side, UT states & North East States (Lakshadweep, Ladakh, Mizoram, Nagaland, Pondicherry, Sikkim, Manipur, Dadra & Nagar Haveli & Daman, Andaman Nikobar, Arunachal Pradesh, Tripura & Meghalaya) having less population, contributes fewer shares in SSY quantitatively as well as qualitatively.

### Recommendations

On the basis of this analytical research paper, these are following suggestions

- SSY scheme benefits should be advertised more in north east state and UT states, their share can be raised in terms of contribution and subscriber registration.
- All scheduled Banks, Regional Rural Banks, Cooperative Banks, whether public or public should be authorised to open SSY account, so that their share in contribution and subscribers can be increased.
- The account opening procedure and rules regulations under SSY should be liberated, so more child girl population can access SSY benefits.
- SSY account should be linked with other girl's child welfare schemes, so that government cash benefits can be transferred to in it directly.
- For successful operation of a saving scheme, continuous contribution plays an important role. So banks and Post offices are advised to offer the option of auto-debit of monthly fixed amount like EMI to their subscribers.
- As most of population of girl child resides in rural areas, operating agency banks should focus more on rural area for SSY contribution, because less bank branches are in rural areas.

### Acknowledgement

I would like to express my sincere gratitude to the Department of Economic Administration & Financial Management at Government Commerce College Kota for their invaluable expertise and insights that helped us to complete the research paper. I am also grateful to the high officials in the post offices as

well as banks and my colleagues who assisted me in answering my questionnaire and gave me well-considered feedback. I am also grateful for the help my research guide has given me with my internet issues. I am grateful to everyone for their suggestions and assistance with this study. For his cooperation, I would especially like to thank Dr. Mini Amit Arawatiya, Director Dean (Research) Jayoti Vidyapeeth Womens University Jaipur.

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