

Satisfaction Level of SSY Account Holders

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Abstract: *SSA the small saving scheme has proved to be a relief to an extend for the parent's/ guardians of the girl child. The policy of "Beti bachao, beti Padhao," which aims to strengthen the nation by eliminating prejudice against girl children and shattering outdated beliefs about the birth of a girl child in the family, has drawn increased attention since the SSA was introduced. This scheme is guaranteed to draw in more savers with its consistent and higher return rate.*

This program contributes to the nation's economic growth by elevating the status of girls and increasing their access to education. As a result, the Indian government must continue to take such actions to improve the lot of the underprivileged and marginalized groups in society as well as others like the jobless. They must take the required actions to live up to the public's expectations for these kinds of programs. The unit comprised parents of the girl child of Chavakkad thaluk of Thrissur district. The sample size taken for the survey was 40 SSY account holders. The sampling technique used in this research is Snowball Sampling. Snowball sampling is a non-probability sampling techniques which is used in reaching the samples that are difficult to find. The objective of the study has been accomplished with the help of primary data collected from 40 respondents. A Google Form was used to send the questionnaire and gather responses. The collected data has been analysed by using various statistical tools pie charts, column chart, weighted average mean and multiple regression..

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