



# A STUDY ON INVESTORS AWARENESS TOWARDS POST OFFICE SAVINGS SCHEMES

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## ABSTRACT

All people have the habit of saving, albeit there are many various ways to do so. Although there are many different reasons why people choose to save money, the main ones include caution, peer pressure, and the desire to consume in the future. The financing of public debt is significantly influenced by postal savings funds. In various nations, the fund is administered by a number of policy-oriented financial organizations with the objectives of community development and return on investments. This study investigates investor perceptions of the Postal Savings Scheme. Post offices have been crucial in tying the entire nation together and have also offered banking services. Its function has evolved through time, nevertheless, and it is now among the best possibilities for investors.

**KEYWORDS:** Economy, Investors 'Awareness, Post – office Savings

## INTRODUCTION OF INDIA POST OFFICE:

Savings plans are a crucial component of any country's economy. With the savings, in the different possibilities open to the people, the money serves as the engine for the nation's development. The financial outlook for India offers investors a wide range of opportunities. Although undoubtedly not the best or most extensive market in the world, it offers adequate choices for the average person. to put these savings to use. Investors must make investments in order to earn a return on their idle resources, generate a precise amount of cash for a particular life goal, and set money aside for unforeseen events. As a result, a study of preferences and degree of satisfaction becomes more important in developing policies for the growth and regulation of savings in general and for the promotion and protection of small and household investors in particular. Numerous post

office savings plans are available from India Post. These are safe, risk-free investment solutions that give investors capital gains without tax withholding at source (TDS).

An individual has access to a variety of investment alternatives for his savings and can select the ideal investment plans.

## **STATEMENT OF THE PROBLEM**

Post Office Savings Bank programs are one of the most important of the institutions mentioned above. It offers investors a wide range of advantages. The largest savings institution in the nation is Post Office Savings Bank. The central government has worked to popularize the National Savings Movement by offering higher yields than those provided by scheduled banks in an effort to mobilize the savings of individuals with relatively low incomes and foster a spirit of thrift and saving in them.

This study intends to examine depositors' attitudes about Post Office Savings Schemes and identify any issues and potential solutions. In light of this, an exploratory study has been chosen, and the research question has been defined as "A STUDY ON INVESTORS AWARENESS TOWARDS POST OFFICE SAVING SCHEMES."

## **OBJECTIVES OF THE STUDY**

- To Assess How Well Postal Systems Are Performing.
- To Gauge Depositors' Perceptions of Post Office Savings Programs.
- To Ascertain Depositors' Satisfaction With Postal Program.

## **NEED OF THE STUDY**

There are many investment opportunities in India and its economy is expanding considerably. However, India's government has offered the most traditional investment choice. Because the interest rate offered by the postal plans is larger than that of other schemes, it also opens up a wide range of new business alternatives and opportunities. The goal of the current study is to determine whether or not postal savings plans have become more popular with investors. In order to understand the depositor's attitude toward post office savings schemes, this study is helpful.

## **OPERATIONAL DEFINITION OF CONCEPTS**

### **SAVINGS:**

A part of income that is invested in capital equipment, paying for a home mortgage, or other forms of indirect investment such as the purchase of securities rather than being spent on the consumption of consumer goods.

**POST OFFICE:**

The post office is where mail is processed, where postage stamps and other supplies are sold, and where services are offered.

**DEPOSITORS:**

A person or business that deposits money into an account is known as a depositor.

**INTEREST RATE:**

Interest rates are amounts that are paid or levied for the use of money. Of the principal, it is sometimes represented as an annual percentage. It is computed by dividing the interest payment amount by the principal payment amount.

**SERVICE:**

Serving someone entails doing something for them, whether or not you receive anything in return.

**SCHEMES:**

A large-scale systematic plan or arrangement for achieving a certain goal or putting an idea into action is referred to as a "scheme."

**ECONOMY:**

In terms of the creation and consumption of products and services as well as the availability of money, an economy is a state, nation, or region.

**SATISFACTION:**

The satisfaction that comes from having one's needs, wants, or expectations met is referred to as satisfaction.

**INVESTMENT:**

The act of investing money or capital is done in order to receive a lucrative return, such as interest, income, or a value increase.

**REVIEW OF LITERATURE:**

**Bhatia and Tyagi (2018)** Study aimed to examine the effects of some socio economic factors such as Income, Age, Level of Education, Size of family on one's saving patterns. The study found level of savings is still poor due to low income, large family size or more number of dependents, joint family system and young working population.

**Dr. A. Benazir (2020)** From the study is understood that parents are highly interested and satisfied in post savings schemes. This is risk free investment and tax benefits. Should be introduced many new schemes for children.

## METHODOLOGY

Based on primary and secondary data, this study is primarily empirical in character.

## COLLECTION OF DATA

A questionnaire was used to collect the primary data. The research supervisor, research specialists, post office staff, and seasoned agents were all advised on it. The questionnaire's first rough draft was then created. The questionnaire was amended and a final document created after taking the supervisor's, research specialists', and postal workers' opinions into account.

Secondary data were gathered from numerous publications, including books, journals, and novels. Numerous conversations with postal agency officials and subject-matter experts took place.

## SIMPLE PERCENTAGE ANALYSIS

| PARTICULARS  | NO.OF.RESPONDENTS | PERCENTAGE |
|--|-------------------|------------|
| Post Office Saving Schemes                               | 70                | 51.9%      |
| Post Office Recurring Deposit                            | 20                | 15%        |
| Post Office Time Deposit                                 | 14                | 10.4%      |
| Sukanya Samriddhi Account                                | 4                 | 3.0%       |
| Senior Citizen Saving Schemes                            | 6                 | 4.4%       |
| Public Provident Fund                                    | 4                 | 3.0%       |
| Monthly Income Scheme                                    | 2                 | 1.5%       |
| Pm Cares For Children Schmes 2021                        | 9                 | 6.7%       |
| Mahila Samman Savings Certificate                        | 2                 | 1.5%       |
| Sukanya Samriddhi Yojana                                 | 1                 | 0.7%       |
| National Savings Certificates (Viii <sup>th</sup> Issue) | 2                 | 1.5%       |
| <b>TOTAL</b>   | <b>135</b>        | <b>100</b> |

## INTERPRETATION

The above table shows that 51.9% of the respondents chooses post office saving schemes; 15% of the respondents chooses post office recurring deposit; 10.4% of the respondents chooses post office time deposit; 3.0% of the respondents chooses sukanya samriddhi account; 4.4% of the respondents choose the senior citizen saving schemes ; 3.0% of the respondents choose the public provident fund; 1.5% of the respondents choose the monthly income schemes;6.7% of the respondents choose the Pm Cares For Children Schemes 2021; 1.5% of the respondents choose the Mahila Samman Savings Certificate; 0.7% of the respondents choose Sukanya Samriddhi Yojana; 1.5% of the respondents choose National Savings Certificates (Viii<sup>th</sup> Issue) in post office .

Majority of the respondent chooses post office saving schemes(51.9%)

### AVERAGE RANKING ANALYSIS

| FACTORS                      | 1(5)        | 2(4)        | 3(3)        | 4(2)       | 5(1)       | TOTAL      | RANK       |
|------------------------------|-------------|-------------|-------------|------------|------------|------------|------------|
| Tax benefits                 | 76<br>(380) | 26<br>(104) | 21<br>(63)  | 9<br>(18)  | 3<br>(3)   | 135<br>568 | <b>I</b>   |
| Additional income\Increments | 25<br>(125) | 75<br>(300) | 25<br>(75)  | 7<br>(14)  | 3<br>(3)   | 135<br>517 | <b>II</b>  |
| Statutory requirements       | 30<br>(150) | 37<br>(148) | 52<br>(156) | 13<br>(26) | 3<br>(3)   | 135<br>483 | <b>IV</b>  |
| Future needs                 | 22<br>(110) | 48<br>(192) | 37<br>(111) | 23<br>(46) | 5<br>(5)   | 135<br>464 | <b>V</b>   |
| Increase in Salary           | 43<br>(215) | 28<br>(112) | 42<br>(126) | 10<br>(20) | 12<br>(12) | 135<br>485 | <b>III</b> |

### INTERPRETATION

The above table shows the relation of change to be occur in future in the post office saving schemes that are ranked based on the return of the respondents. The Tax benefits are given as I rank; Additional income\ Increments are ranked as II; Increase in Salary is ranked as III; statutory requirements are ranked as IV; Future needs is rank.

### FINDING

- Majority of the respondents are female (52.6%).
- Majority of the respondents are 21- 30 year group (53.3%).
- Majority of the respondents are from rural (40%).
- Majority of the respondents are from unmarried (76.3%).
- Majority of the respondents are from UG graduate (71.9%)
- Majority of the respondents are from private employee (31.1%).
- Majority of the respondents are from below 10000(37%).
- Majority of the respondents are from nuclear family (63.7%).
- Majority of the respondents are between 4-6 members (63.2%).
- Majority of the respondents have 2 members (45.9%).

## CONCLUSION

The researcher firmly believes that the only government agency that is more fundamentally linked to interpersonal relationships than any other is the post office. It is well acknowledged as a communication facilitator. Even though there are several saving possibilities available, the department of post should attempt to offer the general public cutting-edge saving plans as a public organization. The researcher comes to the conclusion that India Post is poised to grow bigger and stronger, illuminating everyone with joy. It will undoubtedly go past all of the challenges posed by the brand-new surroundings of the electronic age. With the satisfaction of the client in mind, its doors are flung wide open. It continues its great purpose of bringing all humankind together.

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