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### **Abstract**

The Post Office Savings Bank (POSB) is one of the biggest savings banks in India. The key objective of POSB is to provide people living in rural, semi-urban, remote and inaccessible areas of the country with an easy and reliable means of making investments, making remittances and operating savings accounts. It collects savings from all corners of the country through offering numerous savings schemes according to the needs of various people. The savings collected by the POSB play an important role in view of capital formation in the Indian economy. Now-a-days, there is a demand for expansion of financial service offering by the post office and some of the new saving schemes were introduced according to the needs of the investors especially for girl children a scheme named sukunys samridhi. Based on this theoretical discussion a need has been identified for the conduct of this study. This study aims to analyse women investor's level of awareness on post office saving schemes with special reference to Coimbatore city.

**Keywords-** Post Office Savings Schemes, Investors Awareness, Investments.

### **INTRODUCTION**

In this modern era, money plays an important role in one's life. Savings is common to all human societies, even if saving practices differ from one another. Why people save and what make them not to invest? (V.K. Somasundaram 1999).In order to overcome the problems in future, People have to invest their money and Investment is the commitment of funds which have been saved from current consumption with the hope that some benefits will be received in future. In India, there are various investment schemes and opportunities available for an individual for his savings and he can choose the appropriate investment schemes, which suit his needs. There are different types of opportunities provided by many financial institutions like commercial and cooperative banks, India post, Life Insurance Corporation, public limited companies etc. Among all the above institutions, Post Office Savings Bank schemes play a vital role. It provides numerous benefits to the investors. Post office saving bank is the largest savings institution in the country. Rural people are facing an extremely risky environment when they save in the informal sector. Postal savings funds play a significant role in rural India. It provides numerous benefits to the investors. Post office saving bank is the largest savings institutions in the country and offer high returns than those given by scheduled banks. There are a number of attractive schemes, well designed to meet the individual requirements of different small savers. The major instruments of post office saving schemes enjoy tax benefits such as exemption of investment contribution or interest income from tax or both up to certain limits.

### **OBJECTIVES OF THE STUDY**

- To find out women investors level of awareness on various Post Office Saving Schemes.

### **REVIEW OF LITERATURE**

**Simran Saini etal (2011)** in their article titled“Investor's Awareness and Perception about Mutual Funds” The present investigation outlined that mostly the investors have positive approach towards investing in mutual funds. In order to maintain their confidence in mutual funds they should be provided with timely information relating to different trends in the mutual fund industry. For achieving heights in the financial sector, the mutual fund companies should formulate the strategies in such a way that helps in fulfilling the investors' expectations. Today the main task before mutual fund industry is to convert the potential investors into the reality investors. New and more innovative

schemes should be launched from time to time so that investor's confidence should be maintained. All this will lead to the overall growth and development of the mutual fund industry.

**Leeladevi (2013)** "A study of women investors awareness and satisfaction towards select investment avenues in erode district" this study aims at assessing the awareness level of women investors and their satisfaction towards investment avenues. A random sampling method has followed for collecting primary data through structured questionnaire from 500 respondents. A collected data has been analyzed through statistical tools like simple percentage analysis, chi-square, t-test, ANOVA, weighted score analysis and Multinomial Logistic Regression (MLR). The test reveals that there is a significant relationship awareness and demographic variables like age, annual income and family size and There is a significant difference between the level of satisfaction of small investors and large investors towards the constant increase in the price of gold and silver.

**Kalaiarasi and Saranyadevi (2016)** "Depositors' Satisfaction And Level Of Awareness Towards Post Office Savings Bank Schemes With Special Reference To Udumalpet" The present study identified that for most of the depositors, to be financially secure in future was the major factor to make investment in the saving schemes offered by post office. The study found that depositors were very much satisfied with Recurring Deposit. The study revealed that all the depositors were aware of the Savings Account, Monthly Income Scheme, Time Deposit Account, Senior Citizen Savings Scheme and Recurring Deposit Account.

**Lokhande (2015)** "A Study of Investment Awareness and Patterns of Savings and Investments by Rural Investors" the researcher attempted to find out the awareness levels of rural investors about various investment avenues, their preferences, and considerations for investing money. A sample of 300 respondents was selected from four villages from Sillod block of Aurangabad district, Maharashtra. The major focus of the study was on investigating whether there was a difference between investment awareness levels and educational qualifications of male and female rural investors. The study disclosed that there was no significant difference in awareness levels of rural male and female investors and their educational qualifications. The investment preference order of the respondents indicated that they wished to park their investments in 'safe' options only. Bank deposits, gold and jewelry, real estate were popular investment avenues for a majority of the investors.

## METHODOLOGY

The research design adopted in the study was descriptive in nature. The area of the study is Coimbatore District. Primary data was collected through structured questionnaire. The secondary data was collected from the articles, journals, and various websites. 660 respondents were taken for the study using convenient sampling method. The statistical tool used for the study is Weighted Average Score.

## ANALYSIS AND INTERPRETATION

### Level of Awareness on Post Office Schemes – Weighted Average Score

S.No	Post office Schemes	HA	A	NA	Total	Weighted Score
1	Post Office Savings Account	367	257	36	1651	2.50
		(55.61%)	(38.94%)	(5.45%)		
2	Post Office Time Deposits	197	419	44	1473	2.23
		(29.85%)	(63.48%)	(6.67%)		
3	Post Office Recurring Deposit	220	301	139	1401	2.12
		(33.33%)	(45.61%)	(21.06%)		
4	Post Office Monthly Income Scheme	224	340	96	1448	2.19
		(33.94%)	(51.52%)	(14.55%)		
5	Kisan Vikas Patra	184	325	151	1353	2.05
		(27.88%)	(49.24%)	(22.88%)		

6	National Savings Certificate	149	349	162	1307	1.98
		(22.58%)	(52.88%)	(24.55%)		
7	Deposit Scheme For Senior Citizen	210	337	113	1417	2.15
		(31.82%)	(51.06%)	(17.12%)		
8	Public Provident Fund	199	339	122	1397	2.12
		(30.15%)	(51.36%)	(18.48%)		
9	Sukanya Samriddhi Scheme	185	303	172	1333	2.02
		(28.03%)	(45.91%)	(26.06%)		
10	Postal Life Insurance	184	335	141	1363	2.07
		(27.88%)	(50.76%)	(21.36%)		
11	Rural Postal Life Insurance	197	313	150	1367	2.07
		(29.85%)	(47.42%)	(22.73%)		

To identify the level of awareness on post office saving schemes. Investors were asked to rate the level of awareness on 11 schemes on a three point scale ranging from 1 (not aware), 2 (not aware), and 3 (highly aware). Weighted average score test is employed to found the level of awareness possessed by the investors on post office saving scheme. The results of weighted average score is explained in the following paragraphs.

#### **Post Office Savings Account**

Three sixty seven (55.61%) of the investors are highly aware of post office savings account. 257(38.94%) of the investors are aware of post office saving account and remaining 36(5.45%) of the investors are not aware of post office savings account. The weighted average score of post office saving account 2.50. It is found that the post office saving account ranked first.

#### **Post Office Time Deposits**

Out of 660 investors 197(29.8%) of the investors are highly aware of post office time deposits. 419(63.48%) of the investors are aware of post office time deposits. 44(6.67%) of the investors are not aware of post office time deposits. The weighted of post office time deposits is 2.23. It is found that post office time deposits ranked second.

#### **Post Office Recurring Deposits**

Among the 660 investors taken for the study, 220(33.33%) of the investors are highly aware of post office recurring deposits, 301(45.61%) of the investors are aware of post office recurring deposits. 139(21.06%) of the investors are not aware of post office recurring deposits. The weighted average score of post office recurring deposits 2.12. It reveals that post office recurring deposits is ranked fifth.

#### **Post Office Monthly Income Scheme**

Table no reveals that 224(33.94%) of the investors are highly aware of post office monthly income scheme. 340(51.52%) of the investors are aware of post office monthly income scheme. 96(14.5%) of the investors are not aware of post office monthly income scheme. The weighted average score office monthly income scheme is 2.19 and it is ranked third.

#### **Kisan Vikas Patra**

Out of 660 investors 184(27.88%) of the investors are highly aware of kisan vikas patra. 325(49.24%) of the investors are aware of kisan vikas patra. 151(22.88%) of the investors are not aware of kisan vikas patra. The weighted average score of kisan vikas patra is 2.05. It portrays that kisan vikas patra ranked eighth.

#### **National Saving Certificate**

It is evident from table that 184(27.88%) of the investors are highly aware of national saving certificate. 325(49.24%) of the investors are aware of national savings certificate rest of 151(22.88%) of the investors are not aware of national saving certificate. The weight average score of national saving certificate is 1.98 and it has been ranked ninth.

**Deposit Scheme for Senior Citizen**

Among the 660 investors taken for study 210(31.82%) of the investors are highly aware of deposit scheme for senior citizen. 337(51.06%) of the investors are aware of deposit scheme for senior citizen. 114(17.12%) of the investors are not aware of deposit scheme for senior citizen. The weighted average score of deposit scheme for senior citizen is 2.15. It reveals that deposit scheme for senior citizen is ranked fourth.

**Public Provident Fund**

It is inferred from the table that 199(30.15%) of the investors are highly aware of public provident fund. 339(51.36%) of the investors are aware of public provident fund while remaining 122(18.48%) of the investors are not aware of public provident fund. The weighted average score of public provident fund is 2.12. It is fund that public provident fund is ranked fifth.

**Sukunya Samriddhi Scheme**

Out of 660 investors taken for the study 185(28.03%) of the investors are highly aware of sukunyasamriddhi scheme. 330(45.91%) of the investors are aware of sukunyasamriddhi scheme. 172(20.06%) of the investors are not aware sukunyasamriddhi scheme. The weighted average score of sukunyasamriddhi scheme is 2.02 and it is ranked seventh.

**Postal Life Insurance**

From the table it is clear that 184(27.88%) of the investors are highly aware of postal life insurance. 335(50.76%) of the investors are aware of postal life insurance rest of 141(21.36%) of the investors are not aware of postal life insurance. The weighted average score of postal life insurance is 2.07. It is found that postal life insurance is ranked sixth.

**Rural Postal Life Insurance**

It is evident from the table that 197(29.85%) if the investors are highly aware rural postal life insurance. 313(47.42%) of the investors are aware of rural postal life insurance while remaining 150(22.73%) of the investors are not aware of rural postal life insurance. The weighted average score of rural postal life insurance is 2.07. It portrays that rural postal life insurance has been ranked sixth.

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