

## 1.1 INTRODUCTION

Across the country, The Post Office offers services to the general people. In 1854, the Indian postal system was created. It is run by the Indian government, and its main office is in New Delhi. "Dakseva Jan Seva" is India Post's catchphrase. Savings and investments are critical today for living comfortably and reaching our aspirations. The postal system in India is very important in giving many investment opportunities. Post offices now provide financial services in addition to postal and remittance services. For those living in remote areas without access to financial services, it is quite helpful. Door-to-door services are also offered by the post office. They offer a few advantages to investors. For farmers, students, and others, they provide a variety of investment plans. Among the post office investment plans are Post Office Savings Accounts, 5 Year Recurring Deposit Accounts, Term Deposit Accounts, Monthly Income Scheme Accounts, Senior Citizen Savings Plans, 15 Year Public Provident Fund (PPF) Plans, National Savings Certificate (NSC) Plans, Kisan Vikas Patra Plans, and Sukanya Samriddhi Account Plans. These programmes provide investors a number of advantages, including tax exemption, risk-free investment, long-term return investment, etc. This investigation focuses on "The Post Office Savings and Investments Among Working Women with special Reference to Ernakulam."

Investments and savings play a key role in the expansion and development of the economy. Every Indian must have a frugal mindset, whether they are in a hamlet or a city. One method they can save their hard-earned money is through Post Office Savings programmes. For those who cannot access a bank in their area, the India Postal System allows people to deposit their money by mail. The desire of individuals and institutions to invest in the post office is often correlated with attitudes, perceptions, and behaviour .

.Post offices provide a number of savings options, including Savings Bank Accounts, National Savings Accounts, Monthly Post Office Income Plans, Senior Citizen Plans, Recurring Deposits, and others. Banks also offer deposit plans, although post office savings plans continue to grow in popularity in rural regions. This programmes aims to encourage rural residents' attitudes about saving.

## **1.2 STATEMENT OF PROBLEM**

Post offices now provide investors with a variety of investment opportunities. They also provide investors a plethora of advantages including tax deductions, decreased risk with safe investments, etc. However, investors do not find this investment to be alluring. The major barrier to post office investment uptake is a lack of awareness. One of the reasons that post office investment has not been adopted is poor advertising.. It is not possible to invest in mutual funds, gold, or other commodities at the post office, in contrast to banking facilities. Thus, research on this subject makes it possible to learn about users' opinions, levels of satisfaction, and expectations for investments, as well as to identify the causes of non-adoption and offer suggestions for improving post office savings and investment.

## **1.3 SIGNIFICANCE OF THE STUDY**

The purpose of this study is to determine the post office savings among working women, their expectations and satisfaction levels with regard to post office savings and investment schemes, as well as the reasons why working women do not adopt post office savings.

## **1.4 OBJECTIVE OF STUDY**

1. To determine working women's socioeconomic status
2. To determine the extent to which working women are aware of different post office savings plans
3. To measure working women's satisfaction with post office investments and savings
4. To determine the factors preventing working women from adopting post office savings
5. To determine what working women expect from post office savings

## **1.5 HYPOTHESIS**

### **Hypothesis 1**

H<sub>0</sub>: There is no significant relationship between attitude of working woman and level of satisfaction obtained from Post office savings scheme

H<sub>1</sub>: There is a significant relationship between attitude of working woman and level of satisfaction obtained from post office savings schemes.

### **Hypothesis 2**

H<sub>0</sub>: There is no significant relationship between objectives of investing in post office schemes and level of satisfaction obtained from post office savings schemes

H<sub>1</sub>: There is a significant relationship between objectives of investing in post office schemes and level of satisfaction obtained from post office savings scheme

### **Hypothesis 3**

H<sub>0</sub>: there is no significant relationship between preference of schemes and level of satisfaction obtained from post office savings schemes

H<sub>1</sub>: There is a significant relationship between preference of schemes and level of satisfaction obtained from post office savings schemes

### **Hypothesis 4**

H<sub>0</sub>: there is no significant relationship between problems faced by the customers and level of satisfaction obtained from post office savings scheme

H<sub>1</sub>: there is a significant relationship between problems faced by the customers and level of satisfaction obtained from post office savings Schemes

### **Hypothesis 5**

H<sub>0</sub>: There is no significant relationship between performance of post office schemes and level of satisfaction obtained from post office savings schemes

H<sub>1</sub>: there is a significant relationship between performance of post office schemes and level of satisfaction obtained from post office savings schemes

**Hypothesis 6**

H<sub>0</sub>: there is no significant relationship between perceived changes to be made and level of satisfaction obtained from post office savings schemes

H<sub>1</sub>: there is a significant relationship between perceived changes to be made and level of satisfaction obtained from post office savings schemes

**Hypothesis 7**

H<sub>0</sub>: there is no significant relationship between objectives of investing in post office schemes and attitude of working woman towards post office saving schemes

H<sub>1</sub>: there is a significant relationship between objectives of investing in post office schemes and attitude of working women towards post office saving schemes

**Hypothesis 8**

H<sub>0</sub>: there is no significant relationship between preference of schemes and attitude of working women towards post office saving scheme

H<sub>1</sub>: there is a significant relationship between preference of schemes and attitude of working women towards post office savings scheme

**Hypothesis 9**

H<sub>0</sub>: there is no significant relationship between problems faced by the customers and attitude of working women towards post office savings schemes

H<sub>1</sub>: There is a significant relationship between problems faced by the customer and attitude of working women towards post office savings scheme

**Hypothesis 10**

H<sub>0</sub>: there is no significant relationship between performance of post office schemes and attitude of working woman towards post office savings schemes.

H<sub>1</sub>: There is a significant relationship between performance of post office schemes and attitude of working woman towards post office savings schemes.

### **Hypothesis 11**

H<sub>0</sub>: there is no significant relationship between perceived changes to be made and attitude of working woman towards post office savings schemes.

H<sub>1</sub>: There is a significant relationship between perceived changes to be made and attitude of working woman towards post office savings schemes.

### **Hypothesis 12**

H<sub>0</sub>: there is no significant relationship between preference of post office schemes and useful schemes.

H<sub>1</sub>: There is a significant relationship between preference of post office schemes and useful schemes.

## **1.6. RESEARCH METHEDODOLOGY**

The science of research methods is termed as research methodology. Research methodology helps to identify how the research should be done scientifically. It helps in identifying the tools for research to analyze data, how the research is formulated and what all methods can be adopted for the collection of data. It also helps in identifying the limitation of the research. The research conducted is a descriptive type and this research is for finding the level of post office savings and investment among working women in Ernakulam district.

### **TOOL FOR STUDY**

Data Collection: A combination of primary and secondary sources are used to gather data. Both primary and secondary techniques are used to collect the data. Primary data are the facts gathered by the researcher through interviews, questionnaires, and other human interactions with respondents. The researcher gathers primary data through the use of questionnaires, and secondary data is information obtained from secondary sources such as books, websites, and journals.

Tools used for data analysis.

1. Bar graph
2. Mean
3. Standard deviation
4. Simple regression analysis

5. ANOVA for scale variable
6. Frequency and percentage analysis for categorical variables
7. Cross tab calculation for comparing categorical variables

Data collection from respondents is done using a convenient sampling method.

## **RESEARCH DESIGN**

A research design is a conceptual framework that facilitates efficient data gathering, measurement, and analysis. An established strategy for choosing a sample from a population is known as sample design. Sample Design provides information about the sample size as well as the sampling approach that is most appropriate for the study.

## **SAMPLE SIZE**

After taking time and cost into account, 100 respondents are selected from the Ernakulam district.

## **PERIOD OF STUDY**

The period of study was conducted during 2021-2022

## **1.7. LIMITATION OF THE STUDY**

- This study is conducted within Ernakulam district only
- The project is based on the opinion of the respondents
- The size of sample is small and so the finding may not be accurate
- Restrictions because of the corona pandemic

## **CHAPTER SCHEME**

The study is presented in 5 chapters

Chapter 1 Introduction: The chapter include introduction of study, significance of the study ,scope of the study ,methodology

Chapter 2 Literature Review: An account of previous studies on the subject is included in this chapter

Chapter 3 Theoretical Framework: An account of available literature on the subject is included in this chapter

Chapter 4 Data Analysis and Interpretation The chapter comprises of the analysis of the data, their results and interpretation. The data has been presented as tables and figures.

Chapter 5 Summary of Findings, Conclusion and Suggestions: This chapter focuses on summary, findings, recommendations, and conclusions regarding the study conducted

## LITERATURE REVIEW

1) Vembu (2018) conducted a study on “Attitude of Rural Investors towards Savings Schemes in Post Offices of Kodavasal Taluk” . According to his research, rural women are particularly interested in making investments in post offices. Because post offices were close to where they lived, they agreed to the post office's investment. The postal department's personnel educated the populace, which in turn contributed to the expansion and growth of the postal industry. He came to the conclusion that receiving a tax advantage is the principal benefit of investing in postal initiatives.

2) BhagyashreeTeli (2017) : He conducted a study on “Role of Post Offices in Channeling Small Savings in Rural Areas”. He was able to deduce from the respondents' friends and family that they are well knowledgeable about the postal systems. Except for recurring deposits and post office deposits, there is little knowledge of the different deposit methods. The two methods are the most popular. Additionally, he discovered that although postal investments in rural regions are doing well, awareness needs to be enhanced to encourage more deposits in diverse systems.

3) In Sasikala and Dr. R. Selvaraj (2017) : conducted a study “Postal Savings Scheme with Special Reference to Post Office Branch, Meensurutty” . It was conducted in order to evaluate the existing postal savings plans and pinpoint the challenges the post office faces when trying to mobilise money. They came to the conclusion that investors mostly use postal savings accounts as investment vehicles. The primary motivations behind investors' investments in the post office are marriage and kid education.

4) D Sivasakthi and S Gandhimathi (2016): conducted a “Study of Investor Attitude towards Postal Savings Schemes in Chinnampalayam”. They claimed that among government initiatives, the Post Office savings schemes were the finest. Postal services are used by all demographic groups. The benefits of postal initiatives are greater for senior folks. They advocate using advertising to increase public awareness of postal services. Additionally, they suggest using innovation to enhance their offerings and lower transaction costs.

5) Balu and Muthumani (2016) : conducted a study “Review of Post Office as a Path to Savings”. They carried out the study in order to comprehend the significance of postal savings programmes accessible to laypeople to enhance the attitude toward saving. Mail was only used as a communication tool in former times. But today, that has changed, and it is now a potential financial opportunity. Indian rural areas have a large population. The letter is well written and appreciated.

6) SudhansuSekarNayak and Prasanta Mahapatra (2016) : conducted a study on “Attitude of Investors towards Postal Deposit Scheme”. This survey was carried out to determine public awareness of postal programmes. They came to the conclusion that the government's assurance of security is the main benefit of investing in the post office. The majority of respondents are aware with deposit plans, according to the survey.



7) Kalaiarasi and Saranyadevi (2016) : They studied “Depositor Satisfaction and Awareness Level of Post Office Savings Bank Schemes with special reference to Udumalpet”. They discovered through their research that depositors are quite happy with recurrent deposits. Additionally, they discovered that each and every investor is familiar with postal savings accounts, postal term deposit accounts, monthly deposit accounts, senior citizen deposit accounts, and recurring deposit accounts. Depositors primarily invest in postal savings programmes for security reasons.

8) Mathumitha (2015):She studied “Investor Attitude and Savings Patterns towards Postal Savings Schemes, A Study with Special Reference to Rural Working Women of Pollachi Taluk, Coimbatore District” discovered that for small investors, postal savings schemes offer a safe, risk-free investment choice as well as a variety of investment options. In her research, she came to the conclusion that the Indian postal system should adopt cutting-edge technologies to improve its effectiveness and efficiency and decrease transaction times. Additionally, they must raise interest rates in order to increase people's investment in post offices.

9) Investor Attitude towards Postal Deposit Schemes – An Empirical Study in Udaipur District, Rajasthan

Dhiraj Jain, Ruhika Kothari

International Journal of Marketing and Technology 2 (7), 255, 2012

The Department of Posts (DOP) has served as the backbone of the nation's communications for more than 150 years, connecting the entire nation and acting as a bank in the absence of banks. Its function has evolved through time, though, and it is now among the finest methods to direct capital—even that of affluent investors—and make productive use of it for initiatives aimed at strengthening the nation. To meet the demands of various investor classes, a variety of deposit programmes have been developed, with a minimum monthly investment requirement of Rs. 500. Under Section 80C of the Income Tax 1961, In specific circumstances, Section 10 of the Income Tax Act, 1961 exempts interest income from taxation.. Up to Rs. 110,000 in post-savings investments per fiscal year are completely tax-exempt. This has given them the advantage over other investment opportunities available to investors, such as public sector organisations, commercial and cooperative banks, and non-banking financial institutions. The perspective of investors toward different investment instruments must be examined by institutions that provide investment vehicles because it has been impacting investors' saving behaviour for decades.

10) Challenges before the postal savings bank:

Mahesh Potadar, MB Mehta, Shubhangi Potdar

ZENITH International Journal of Business Economics & Management Research 5 (3), 30-36, 2015

Financial entities like banks and insurance companies present POSB with a number of difficulties. Additionally, it must contend with growing competition and ongoing improvements in information and communication technologies (ICT), particularly Internet and mobile (2G, 3G, and 4G) technologies. POSB, a department of the Finance Ministry, is against the proposed bank licence for India Post. In order to compete with the banks, POSB has introduced Core Banking Services (CBS), but one of the biggest issues it encounters is the lack of qualified personnel. Out of 1,54,856 post offices, 1,39,164 (89.87%) are in rural areas and are run by Gramin Dak Sewaks who have no technical training and a minimum matriculation degree. Many senior officials also lack a fundamental understanding of computers.

11) G.Thangapandi (2013) studied that There are many services offered by post offices Economy. The objective is to gauge customer satisfaction with postal services, how frequently they are used, and suggestions for improvement. The customer's demographic profile is the main focus, including their level of literacy, line of work, and the place where their connection has undergone a substantial change. When compared to the respondent's demographic profile, which includes their age, gender, and income, there was no noticeable difference.

12) Mehul Chandrakant Chhatbar (2013) In his study of consumers, he tried to illustrate the benefits of using post office services and contrasted them with Mumbai's private courier services' ability to provide customers with a sense of satisfaction. A significant variation in consumer satisfaction levels is not present, according to the survey. Postal Service provided Affordable service with excellent and superior quality. Private businesses, on the other hand, offer quick service at a reasonable cost. The usage of private courier services or Indian postal couriers is therefore equally popular with customers.

13) Dipankar malankar (2013) explains on paper the issues the Department of Posts faces and the role the post office played in financial inclusion. India Post offers services that are both affordable and dependable. The post office offers a wide range of financial services throughout the nation through various offices. The provision of the services is hampered by a number of difficulties. However, it eliminated all issues by emerging as the most dependable and secure form of investment agency.

14) Anand.M, et.al (2013), His study focuses on India Postal Services' performance factors and its long-term expansion strategy. The lengthy history of dealing with financial services and their accessibility to the general public is one of India Post's strengths. India Post offered a consolidated core banking system with alternative delivery routes to enhance the quality of your services and operational effectiveness, enabling an anytime, anywhere banking experience. Although Grow Of Post's

performance is not particularly strong, he employs a method that involves overcoming all difficulties.

15) Ritika Agarwal (2012) Her study draws conclusions on a number of variables that affect how investors perceive different post office savings programmes. . Investors' methods of saving and their decision among the many investment options and services offered by post offices are significantly influenced by their level of education and line of work. According to the study, customer preference for investments in senior programmes is quite low, and the post office communication network has to be expanded. A distinctive set of savings options is available at post offices. The IT revolution is one of the biggest difficulties facing post offices.

16) Vishal Mehta and Anil Mirchandani concentrate on investment options for postal savings programmes. Customers in urban and rural areas can choose investments in any of the different systems easily. Because it provides a secure means of return, it develops a positive public reputation and trust among the general population. The postal department's coverage of large populations and provision of the best investment options with tax savings programmes and tax deductions on different investment trajectories are its strongest features and safest approach.

17) K. Gayathri (2014) In general, this essay investigates how investors feel about various post office systems in Cumberland City. examines the different issues that people have while investing money at post offices. It draws attention to the plan for enhancing how the Post Office provides its services. Up Scaling of the most recent technologies will speed up and improve services. Since there are no campaigns for services, an advertising plan should be adopted to raise awareness. The best methods and products are offered to millions of people by the Post Office. It is crucial in rural areas.

18) Thabiso John Mokoena and Charles Mbohwa (2013) address performance management in a piece on the postal service. In terms of sales and customer happiness, mail delivery has declined in recent decades, and there is fierce competition from private postal businesses. It emphasises playing a transformative role that will boost the postal organization's performance.

19) Mu.Subrahmanian(2010) focuses on the value of employee training in the post office sector in his paper. The development of employees' abilities and knowledge makes training necessary. It makes people ready for chances and new challenges that come their way. The focus is on ongoing progress and how training should enhance movement quality. The AIM approach, which is an assessment, intervention, and measurement paradigm for quality improvement and training programme effectiveness, is used by India Post. India Post has implemented a reliable training plan.

20) Payal Dutta (2014) Her study outlined India Post's role in establishing rural postal life insurance (RPLI) programmes for common rural inhabitants and central and state government personnel with postal life insurance plans. It examines the challenges involved in providing these services. PLI was introduced on February 1st, 1884, and RPLI on March 24th, 1995. India's postal service is crucial to its modern economy.

21) Mahesh Potadar, et.al (2015) illustrates the difficulties India Post has in providing services to its banks, financial institutions, and private courier on packages, mail, and letters. to research the steps made by the postal service to enhance IT while delivering customer service. Their deletion from the email Postal service challenges The best way to assess employees' performance is to get opinions from both clients and staff.

22) B.Saranya and G.B.Karthikeyan (2015) in their paper's conclusion, the authors discussed the significance of savings among postal programme investors. to evaluate customer satisfaction with postal services and to pinpoint possibilities, risks, and weak points. So, the primary drivers of investment are immediate needs, family requirements, and future child needs.

23) Rajeshwari and K.J.sunmista (2011) offer in their study a comparison of how customers in the districts of Virudhunagar and Madurai perceive the quality of the postal service. The effectiveness of postal services is evaluated using SERVPERF dimensions. Customers are more likely to view postal services favourably than negatively. The respondents are happy with the programmes and services they offer.

24) Divyesh Kumar (2015) conducted a comparison of the Post Office's function in rural areas of established, undeveloped, and rising economies.

The postal service is essential to the cause of financial inclusion. Increased women's empowerment can be achieved by giving them access to post office services.

25) M.K. Gupta and Nidhi Gupta (2012) A company's success depends on its ability to satisfy its customers. The paper investigates how they affect customer satisfaction, services provided by post offices and banks. In comparison to banks, post offices offer better and more competitive services. They should upgrade their facilities, adopt cutting-edge technology, and provide customers with timely discount schemes. Finally, they ought to have the quickest mechanism for processing complaints.

26) Erwin Normany,et.al(2009) For post offices, manually sorting letters is exceedingly challenging. So a letter sorting machine can help with this issue. His goal is to create a device that will improve efficiency and streamline post office operations.

27) Y. Shafeeand and J. Prabakaran (2014) discuss the role of postal ATM Services Implementation Department. They were ATMs.

The first known machines to provide electronic access to customers

Current ATM facility provided by India Post, customer satisfaction rating

Problems faced by customers using ATM and to study the growth and development

ATMs in the banking sector and their functions. Indian Postal Service ATM needs technological, social, cultural & economic change. With a little bit of change, it can create a monopoly in the market.

### **History of Savings in Government Savings in India**

Savings based on the regulations of government banks have been practised in India for about 130 years. According to some historians, the first savings bank was founded by the government in Calcutta in 1834, marking the beginning of the savings movement. But the Government Savings Bank Act was approved in 1873, and the Post Office Savings Bank of India was founded in 1882.. Coupled with the State District Savings

Bank is the Post Office Savings Bank (POSB). The "Central Board of National Savings" was established by the Indian government while it was still ruled by the British. Its goals were to encourage saving, control the inflationary changes in the economy brought on by World War II, and raise money for the war. However, he said that the lack of enthusiasm for sponsoring the extraterrestrial war effort was the reason why the project failed to acquire traction. The National Savings Organization NSO (now NSI) was founded in 1948 when it was decided to boost the savings movement after gaining independence in 1947. The then-prime minister, Pandit Jawaharlal Nehru, expressed the importance of the national savings movement as a driving force behind economic progress in his words. "I consider the National Savings Movement to be really important. It is significant not just because it reaches a large number of people, but also because we want people to save and use their savings to further our development goals. It is insufficient to merely appeal. To reach every village, they must also be the organisation behind it. Anyone who joins in our campaign and makes a savings contribution not only aids in the execution of our second five-year plan, but in a sense also becomes a shareholder. I hope this campaign is really successful".

. Small savings have always been prioritised by the government. Post Office Savings Bank is listed as a Ministry in the Seventh Schedule of the 1949-adopted Indian Constitution, Item No. 39. The Ministry of Finance (MOF) has developed a number of minor savings programmes in accordance with the public provident fund statute of 1968 and the government savings certificates act of 1959.

The tiny savings program's main objective was to encourage inhabitants of the nation to practise frugal living and saving money. The goal of encouraging small depositors to join the savings movement, as the phrase "little savings" suggests, is stressed. Since its establishment 123 years ago, the postal savings bank has served as the primary vehicle for these programmes throughout India. In 1882, postal savings banks were established.

Most of the Semi savings schemes, i.e., the Public Provident Fund and the Senior Citizens Savings Scheme, are also done through nationalized banks and 3 Private banks i.e., ICICI, HDFC and Axis Bank

Types and benefits in brief

The post office is one of the oldest institutions in India. It was established in October 1854, during the British era, and initially served only to deliver mail. Later, it expanded to offer a variety of other financial services, including banking, insurance, and investments. These programmes' main selling point is that the government is behind them with a sovereign guarantee. Some post office savings programmes can provide tax advantages. The Income Tax Act's Section 80C.

1. Post Office Savings Account – It works like a regular savings account of any bank and the account is portable from one of the post office to another Post office
2. National Recurring Deposit Savings Account – The scheme helps small/poor investors to build a corpus to meet their future needs. An account can be opened either by an adult or by two adults together.
3. National Savings Term Deposit Account – Investments within a 5-year postal term deposit is tax-advantaged. Under Section 80C of the Income Tax Act of 1961, the investment is deductible.
4. Monthly Income National Savings Account – This is a scheme where investors contribute a specific amount and earn a fixed interest every month.
5. Senior Citizen Savings Scheme Account – The Scheme is a savings option made available to Indian citizens over the age of 60. The investor may extend the deposit once for an additional three years beyond the first five years from the date the account was opened.
6. Public Provident Fund Account – The Indian government has announced a long-term investment programme called the Public Provident Fund. It is a secure post office deposit programme with attractive interest rates and tax exemptions that are determined each financial year.
7. National Savings Certificate (NSC) – The programme is an investment programme with fixed income that can be started at the post office. It is a savings bond that is a government of India effort and encourages investors, mainly those with modest or medium incomes, to invest while saving on taxes.
8. Kisan Vikas Patra Account – Kisan Vikas Patra is a certificate scheme from Post Office. In fact, it can double as a lump sum investment over a period of around 9 years and 10 months.
9. Sukanya Samriddhi Account – A savings programme called SSY was started by the Indian government to help girls with their finances. The programme offers parents an appealing return rate on their investment while enabling them to save money for their child's future wedding and educational costs.

Below is a list of such schemes with their applicable interest rates.,

Schemes	Interest rate (updated)	Minimum Investment (Rs)	Maximum Investment	Eligibility	Tax Implications
Post office savings account	4%	500	No limit	Individuals including minors	Exempted interest up to rupees 10,000
National Savings Recurring deposit account	5.8%	100 per month in multiples of 10	No limit	Individuals including minors	
National Savings Time deposit account	5.5% to 6.7%	1000 and multiples of 100	no limit	Individuals including minors	Section 80C deduction on deposits for five years
National Savings Monthly income account	6.6% per annum payable monthly	1000	Max 4.5 lakh for single account and rupees 9 Lakh for joint account	Individuals including minors	The interest you earn is taxable and there are no deductions on the deposits as per section 80C
Senior citizens savings schemes account	7.4% per annum compounded annually	1000	Max rupees 15 lakh	Persons more than 60 years of age and above 50 years of age who have taken we are or superannuation	There are tax benefits on scheme deposits as per section 80C. TDS Deducted if the interest earned is more than 50,000 interest



					taxable if more than 50,000
National Savings Certificate(NSC)	7.1%p. a (Compound ed annually)	500	Max 1.5 lakh per financial year	Individual and minors	Tax relief available under section 80C for deposits the interest earned is free of tax
	6.8% per annum compounde d annually but payable at maturity	1000	No limit	Individual and minors	Deposits qualify for tax exemption under 80C
Kisan Vikas Patra account	6.9% per annum compounde d yearly	1000	No limit	Individual and minors	The interest rate is taxed but the amount received upon maturity is tax free
Sukanya Samriddhi account	7.6% per annum compounde d annually	250	Max 1.5 Lakh per financial year	To be opened in the name of the girl child by the guardian	

#### Post Office Savings Program application process

The following steps will allow you to easily apply for the Mail Savings Scheme:4

Step 1: Visit the nearest post office.

Step 2: Get the relevant account opening form from the post office. However, you can also download the form online from the official India Post portal.

Step 3: Fill the form with necessary details and submit it along with KYC proof. You will also need to provide other required documents.

Step 4: Complete the registration process by entering the scheme amount of your choice.

#### Required documents for postal savings schemes

- Form (relevant)
- KYC form
- PAN
- Aadhaar
- Driving license
- voter card
- Job card
- Proof of date of birth

### Benefits of investing in mailing programs

#### Simple investment process

Postal Savings Schemes are easy to register and require limited documentation as simple procedures at Post Offices ensure that these savings schemes are safe investment vehicles and provide a fixed return as they are backed by the government.

#### Easily accessible

These schemes are best suited for rural and urban investors as there are post offices in every corner of the country. These are simple for the uneducated and rural population, thus making them a highly preferred option for savings.

#### Long-term benefits

Investments in postal schemes are more future oriented and long term as it can be the best pension or retirement plan with an investment period of up to 1 years for a PPF account. With this kind of investment scheme, an investor can diversify his portfolio for a risk-free and fixed return.

### Risk-free and competent interest rates

Interest rates in postal savings programs range from 4% to 8%, which is also risk-free and highly competitive with banks. There is minimal risk associated with this as this is regulated by the Government of India.

### Products adapted to the needs of the investor

India Post provides bundles of different products for different classes of investors. The products offered differ in terms of tax implications, investment horizons and expected returns according to the investor's requirements.

### FEATURES OF POST OFFICE SAVINGS SCHEMES

Let us look at the features of Postal Small Savings Schemes. Thanks to this, you will have more insight when choosing the right product for you.

#### #POST OFFICE SAVINGS ACCOUNT

The opening of an account requires a minimum deposit of Rs 500.

A minor (over 10 years old) or a guardian acting on behalf of a minor may open the account individually, jointly, or in any combination.

A 500 INR minimum balance is required. ATMs and checkout facilities are accessible.

From FY 2012–13, interest generated is exempt from tax up to INR 10,000 per year.

One post office to another can transfer the account.

At a single post office, one account may be opened.

The account must have at least one deposit or withdrawal per three fiscal years to stay active; else, the account will go dormant.

There is intra-operable internet and mobile banking. Through intra-operable internet banking and mobile banking, money may be transferred between Post Savings Accounts, stopped checks, and transaction summaries online.

A link to an IPPB Savings Account is an option.

It is possible to sweep money in and out of the IPPB savings account.

#### # POST OFFICE FIXED DEPOSIT ACCOUNT (FD)

1000 rupees or more, in multiples of 100 rupees. There is no upper bound.

FD tenures of one year, two years, three years, and five years are currently offered.

A minor (over 10 years old) or a guardian acting on behalf of a minor may open the account individually, jointly, or in any combination.

A check can be used to open the account, in which case the account is opened on the day the check is cashed in the bank. One account may be converted into a joint account and vice versa. The account may be transferred from one post office to another.

Any post office can open an unlimited number of accounts.

Interest is payable yearly. Future interest payments are not subject to the amount of interest that has become due but has not yet been made by the account holder.

The account holder's preferred savings account may get the annual interest. Before the first six months have passed, early collection is not permitted. The Post Office savings account interest rate will be due if the account is closed within 6 to 12 months of the opening date.

Under Section 80C, a 5 Year FD is eligible for tax savings.

#### # POST OFFICE RECURRING DEPOSIT ACCOUNT (RD)

Monthly payments must be at least Rs 100 and multiples of Rs 10. There is no upper bound.

A minor (over 10 years old) or a guardian acting on behalf of a minor may open the account individually, jointly, or in any combination.

The RD lasts for five years.

Cash or a check can be used to open the account, and in the instance of a check, the date of deposit is the day the check clears.

After three years from the date the account was opened, an early account closure is allowed.

If the account is opened before the 15th of the calendar month, a further deposit can be made up until the 15th of the next month; if it is opened between the 16th and the last working day of the month, it can be made up until the last working day of the following month.

There will be a late fee of Rs. 1 for every Rs. 100 that must be paid if the subsequent deposit is not made before the deadline. The account is suspended after four regular late payments, and if it is not renewed within two months, no further deposits are permitted.

The depositor must make the past-due monthly deposit plus the late fee before making the current monthly deposit on any RD account that has a monthly delinquency. There is a minimum 6-installment down payment reduction of Rs. 10 for 6 months and Rs. 40 for 12 months. The face amount of the rebate is 100 rupees.

One loan up to 50% of the balance is permitted after the first year. It can be paid back in full at any point throughout the account's validity along with interest compounded at the specified rate.

After the account is matures, it can be continued for a further five years.

#### #POST OFFICE MONTHLY INCOME SCHEME (MIS)

The most you can invest is 4.5 lakh rupees per account and 9 lakh rupees all together.

A minor (over 10 years old) or a guardian acting on behalf of a minor may open the account individually, jointly, or in any combination.

Subject to the maximum investment limit, any number of accounts may be opened at any post office by adding the balances of all the accounts (Rs. 4.5 million)

It is possible to change one account into a joint account and vice versa.

Five years are required for maturity. An automatic credit to a savings account held at the same post office or ECS is one way to receive interest payments.

Monthly interest can be credited to the savings account at any CBS Post branch in the event of MIS accounts maintained at such locations.

Beyond one year, but up to three years with a discount of 2% of the deposit, and after three years with a discount of 1% of the deposit, can be cashed in early. (The discount entails taking money out of the deposit.)

After one month from the deposit date, interest is due to the account holder.

This interest will not accrue any more interest if the account holder does not request that interest be paid each month.

#### #POST OFFICE SENIOR CITIZEN SAVINGS SCHEME

A natural person who is at least 60 years old on the opening day of the account.

A person who retired on an old-age pension or through a voluntary or special voluntary programme at age 55 or older but younger than 60. To establish up this account, however, they must do so within one month of starting to receive pension benefits, and the account's balance cannot be higher than the pension contribution. Retired members of the defence services, excluding defence civil servants, regardless of age. But it must adhere to other restrictions outlined in the regulations.

This account cannot be opened by NRIs or HUFs.

### How to open Senior Citizen Savings Scheme or SCSS?

# Fill out form A to open an account.

# Deposit Amount – If the deposit amount is less than one lakh, it is accepted in cash. If it is more than Rs.1 lakh then either by check or DD.

# Two passport size photos.

# Proof of age like Passport, Senior Citizen Card, Birth Certificate issued by MC/Gram Panchayat/District Office of Birth and Death Registrar, Voter ID, PAN Card, Ration Card, Date of Birth from School, or Driving License.

# Proof of address and identity such as passport or PAN card.

# You must carry original documents for KYC verification purposes.

How much can be invested in Senior Citizen Saving Scheme Or SCSS?

# Minimum Rs 1000 and in multiples of Rs 1000.

# Maximum Rs.15 lakh.

Either alone or with a companion, one can create several accounts. But the combined maximum limit for all of his accounts cannot be higher than Rs 15 lakhs

What is the interest rate of the Post Office Senior Citizen Scheme or SCSS?

Previously, the interest rate on SCSS was announced once a year. However, it is not announced quarterly, such as April-June, July-September, October-December, and January-March. See my earlier post for recent changes made to interest rates in “Post Office Savings Schemes – Changes Effective 1<sup>st</sup> April 2016”.

The interest rate for the April-June 2016 quarter is therefore 8.6%. But in many posts, articles or even RBI mentioned that frequency of compounding of SCSS is quarterly.

#### #POST OFFICE PUBLIC PROVIDENT SCHEME

The Public Provident Fund (PPF) is a programme that the Central Government established under the PPF Act, 1968. Anyone looking for safe, dependable, and tax-advantaged investments should consider PPF. These PPF features are listed below.# Holding Public Provident Fund or PPF

It lasts for 15 years. But the gap exceeds 15 years. Consider opening an account on March 5, 2013, and having it end on March 5, 2028, for a 15-year period. However, this is not the account's maturity date. Instead, April 1, 2028 will be the date (which will be the first business day of the immediate fiscal year).

Public Provident Fund, or PPF, interest rate

For the fiscal year 2015–16, the PPF interest rate was 8.70% a year. This interest will now fluctuate every three months.

Rs. 500 is the minimum and Rs. 1,50,000 is the maximum investment (maximum limit increased to Rs 1,50,000 from Budget 2014). Amounts spent over Rs 1,50,000 would not qualify for Section 80C's interest and tax benefits.

The combined limit for your personal account and the account for which you are the guardian should be kept in mind. Therefore, the combined limit for your accounts is

only Rs. 1,50,000 and not Rs. 3,00,000. If you have your own PPF account and have opened an account in the name of your minor child.

#### # Tax benefit of Public Provident Fund or PPF

The amount invested in PPF will be eligible for deduction under Section 80C and interest on maturity is tax exempt. So, it is an EEE (Exemption while investing under Section 80C – Interest earned while holding PPF is also exempt – Maturity amount is also tax exempt).

#### # Who can open Public Provident Fund or PPF?

Only one PPF account may be opened in your name. If you are discovered to have additional accounts, your second one will be shut down. Only the principal of what you paid will be given to you. In a joint holding company, a PPF cannot be opened. But you are allowed to register a PPF account in the name of your partner or a child under 18. Accounts for minor children can only be opened by parents. The designated person is legally permitted to open the account on behalf of the kid if either one or both parents have passed away or if the surviving parent is incapable of doing so.

#### # NATIONAL SAVINGS CERTIFICATE

The National Savings Certificate is a fixed income investment programme offered by the Government of India that is simple to open at any post office. It's a savings bond programme that encourages the underwriters, who are primarily investors with low to moderate incomes, to participate while taking advantage of Section 80C income tax savings.

#### Who should invest in NSC?

NSC offers guaranteed interest and complete capital protection as well as some other fixed income instruments – Public Provident Fund and Post Office FD. But they cannot provide returns that beat inflation like tax-saving mutual funds and national pension schemes. The government basically promoted the National Savings Certificate as a savings scheme for individual Indian citizens. Hence below it is not allowed to invest in NSC

- Hindu undivided family HUF
- Trusts
- Public and private Companies

## Documents required for NSC

Below are the documents that need to be submitted in order to invest in NSC:

NSC application form.

- Investors must provide original identification

Such evidence

About passport

- Permanent Account Number (PAN) card
- Driving license and voter's card

Senior Citizen ID or Government ID for verification.

Photo.

- Proof of address such as electricity bill, passport,

Phone bill, bank statement along with a cheque

Features and benefits of NSC

1. Interest rates: Certificates bear an annual fixed rate of interest which is currently 6.8% per annum (revised quarterly by the government), guaranteeing regular income to the investor.
2. Maturity period: The program originally had two types of certificates – NSC VIII issue (5 years duration) and NSC IX issue (10 years). With the latter ending in December 2015, only the first issue is available for subscription.
3. Tax Savings: As a government-sponsored tax saving scheme, principal invested in NSC qualifies for tax savings under Section 80C of the Income Tax Act up to Rs. 1.5 million annually.
4. Investment Flexibility: You can invest as little as Rs. 100 as initial investment with no maximum limit
5. Affordable: It can be easily purchased from any post office after submitting required KYC documents. It is also easy to transfer a certificate from one PO to another, as well as from one person to another, without affecting the interest accrual/maturity of the original certificate.



6. **Loan Security:** NSC certificates are accepted as security or collateral for secured loans in banks and NBFCs. In this case, a transfer stamp is placed on the certificate and it is transferred to the bank when loans are disbursed
7. **Power of compounding:** The interest earned is compounded annually and reinvested by default, but will be payable at maturity.
8. **Nomination:** An investor can nominate any family member (even a minor) to inherit in the unfortunate event of the investor's demise.
9. **Corpus on Maturity:** The investor will receive the entire corpus value on maturity. As there is no TDS on NSC payouts, the subscriber should pay the applicable tax on it while filing his Income tax returns or paying his advance tax.
10. **Premature Withdrawal:** Generally, one cannot exit the scheme early except on the death of investor, or on a court order, or on forfeiture by a pledgee who is a Gazetted Government Officer for it.

## Tax Benefits for NSC investment

Although there is no maximum amount that can be spent on NSC purchases, only investments up to Rs 1.5 lakh annually qualify for tax benefits under Section 80C of the Income Tax Act of 1961. Additionally, up to a total annual maximum of CZK 1.5,000,000, the interest received on the certificates per annually for the first four years is deemed reinvested (i.e., put back to the initial investment) and is therefore also eligible for tax relief. However, because the interest generated in the fifth year is not reinvested, it is taxed at the applicable rate for the investor.

### # KISAN VIKAS PATHRA (KVP) ACCOUNT

Minimum of Rs.1000 and in multiples of Rs.100. There is no maximum limit. The account can be opened separately, jointly, by a minor (over 10 years old) or by a guardian on behalf of a minor. The money will be doubled at maturity. However, as the interest rate changes on a quarterly basis. The maturity period also changes once a quarter.

Kisan Vikas Patra popularly known as KVP is a savings scheme offered by India Post. This account can be opened by an adult in his own name or in the account of a minor, and it can also be opened jointly by up to three natural persons

The interest rate for the quarter ending September 30, 2022 is 6.9%, compounded annually. Minimum investment is Rs 1000 and in multiples of Rs 100. The maximum amount is not limited.

## Tax benefits of KVP

Returns are fully taxable and the plan is not eligible for tax deductions under Section 80C of Income Tax. However, withdrawals made after the due date are not subject to TDS (Tax Deducted at Source).

## Payment when due

The maturity of the account is nine years and five months starting from the date of deposit. Based on a request in Form 2 submitted to the accounting office, the due amount can be returned to the account holder. The interest rate valid at the time the account is opened is used to determine the maturity of the deposit within the KVP.

## # SUKANYA SAMRIDDHI ACCOUNT

In the budget speech, Finance Minister announced a scheme for girl child named Sukanya Samriddhi. Government of India introduced this scheme on 2<sup>nd</sup> December 2014.

This account can be opened by an individual or a legal representative on behalf of the girl. The account can be opened from the birth of a girl until she turns 10. However, any girl who has reached the age of 10 a year before the opening of this account is also eligible. The depositor can open and operate only one account in the name of the girl.

When setting up an account, the guardian must present the girl's birth certificate along with her identity document and proof of residence.

A guardian must open a maximum of two accounts. It means that the guardian or parents cannot open more than two accounts under this scheme. The exception to this rule is that a third account is also allowed to be opened only in the case of the birth of twin girls as the second birth or if the first birth is three girls alone. However, the guardian must submit a medical certificate for this.

What will be the tenure of this account?

This is a 21-year account. However, the account can be continued even after the age of 21 (without a new contribution) until marriage or upon request. If the girl gets married before the age of 21, then this account itself gets cancelled. You can only

deposit into this account up to 14 years of age. So, from year 15 to year 21 there is no provision for investment.

How much can you deposit?

Initial investment must be Rs.250. Then in multiples of Rs.100. The minimum annual investment is Rs.1000. and the maximum investment per year is 1,50,000 rupees (year means a financial year). You can deposit until the completion of the 14<sup>th</sup> year of account opening.

If you do not make the minimum annual deposit of Rs 250 in any year, such account will be considered inactive. To reactivate this account, you must deposit a penalty of Rs 50 for each inactive year along with a minimum subscription of Rs 1000.

How to make a deposit to this account?

You can deposit either in cash or by check or DD in the name of the postmaster (in case you have an account with the post office) or the manager of the respective bank where you have the account. In case of payment by check or DD, the effective date of the investment will be the date of realized amount.

How much is the interest?

It is announced by the Government of India on an annual basis and is usually added up annually. However, for the financial year 2014-15, the government fixed the interest rate at 9.1%. This interest, thus compounded on an annual basis, will be credited until the end of 14 years. The interest rate for 2015-16 will be 9.2%.

Who can operate this account?

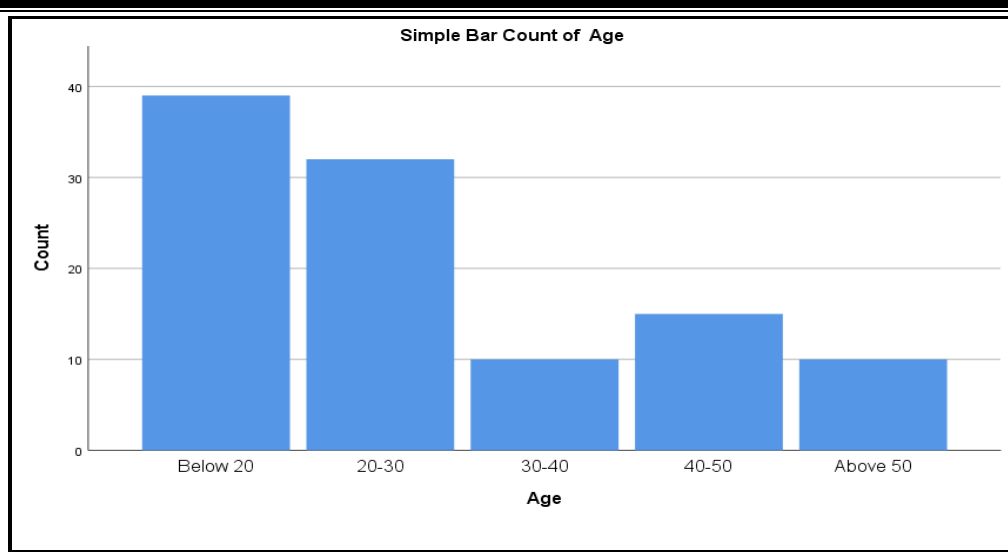
The account can be established or operated by a guardian until the girl reaches the age of 10 years. However, once the girl reaches the age of 10, the account can be operated by the child herself. However, the deposit will only be made through the guardian.

Is early closing allowed?

it is allowed in case of death of account holder i.e., girl. The balance, together with interest earned, will be payable to the guardian. Additionally, if you are truly facing financial hardship and the government is comfortable with such hardship, it may allow for early foreclosure. Examples of such extreme difficulties are like medical support for life-threatening illnesses, death, etc.

**Section A Demographics**

**1. Age**



**Fig. 4.1**

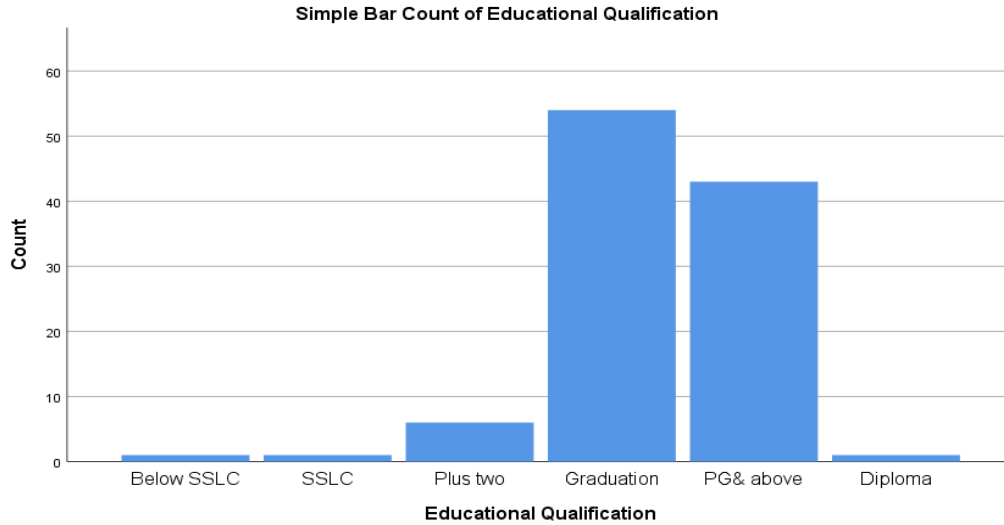
Age		
	Frequency	Valid Percent
Below 20	39	36.8
20 - 30	32	30.2
30 -40	10	9.4
40 -50	15	14.2
Above 50	10	9.4
<b>Total</b>	<b>106</b>	<b>100</b>

**Table 4.1**

**Interpretation**

From the figure and table, it can be inferred that 36.8 percent of the age category belong to the group of below 20, 30.2 percent belong to 20-30 age group, 14.4 percent belong to the age category of 40-50, 9.4 percent belong to the age category of 30-40 and above 50 years.

**2. Educational Qualification**



**Fig 4.2**

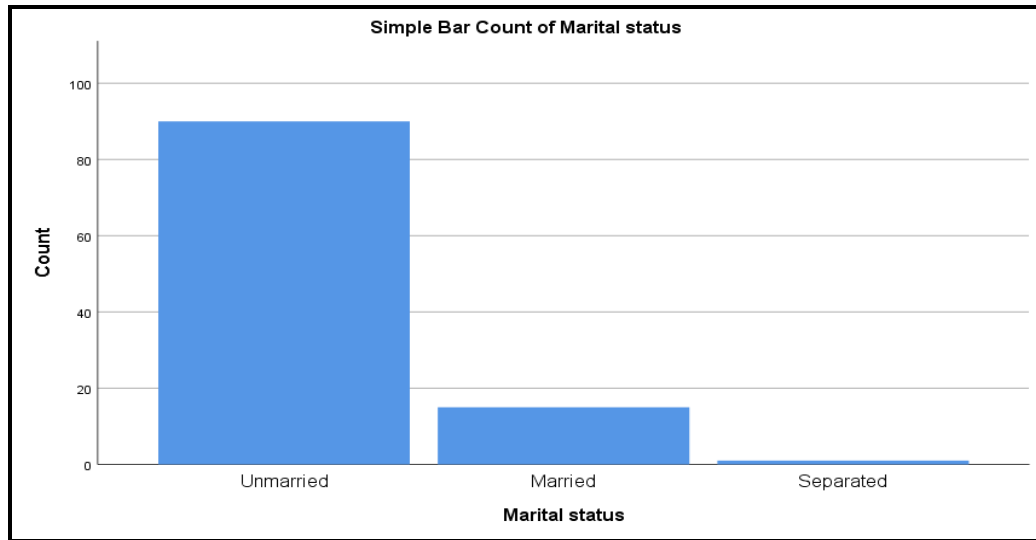
Educational Qualification			
		Frequency	Valid Percent
Valid	Below SSLC	1	.9
	SSLC	1	.9
	PLUS TWO	6	5.7
	GRADUATION	54	50.9
	PG & ABOVE	43	40.6
	DIPLOMA	1	.9
	<b>Total</b>	<b>106</b>	<b>100.0</b>

**Table 4.2**

### Interpretation

From the above table and figure, it can be understood that 50.9 percent of the respondents completed their graduation. 40.6 percent of the respondents have completed their PG & above, 5.7 percent of the respondents have completed Plus two. 0.9 percent of the respondents have completed their diploma and SSLC. 0.9 percent of the respondents have not completed their SSLC.

### 3. Marital Status



**Fig 4.3**

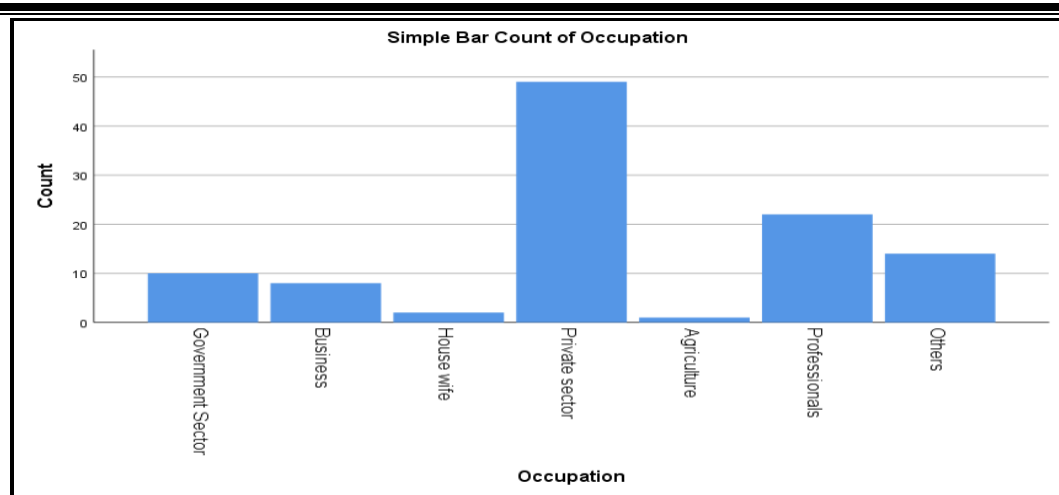
Marital Status		
	Frequency	Valid Percent
Unmarried	90	84.9
Married	15	14.2
Separated	1	.9
<b>Total</b>	<b>106</b>	<b>100.0</b>

**Table 4.3**

### **Interpretation**

From the above figure and table, 84.9 percent of the respondents are Unmarried, 14.2 percent are Married and 0.9 percent of the respondent are separated.

## **4. Occupation**



**Fig 4.4**

Occupation			
		Frequency	Valid Percent
Valid	Government Sector	10	9.4
	Business	8	7.5
	House Wife	2	1.9
	Private Sector	49	46.2
	Agriculture	1	.9
	Professionals	22	20.8
	Others	14	13.2
	Total	106	100.0

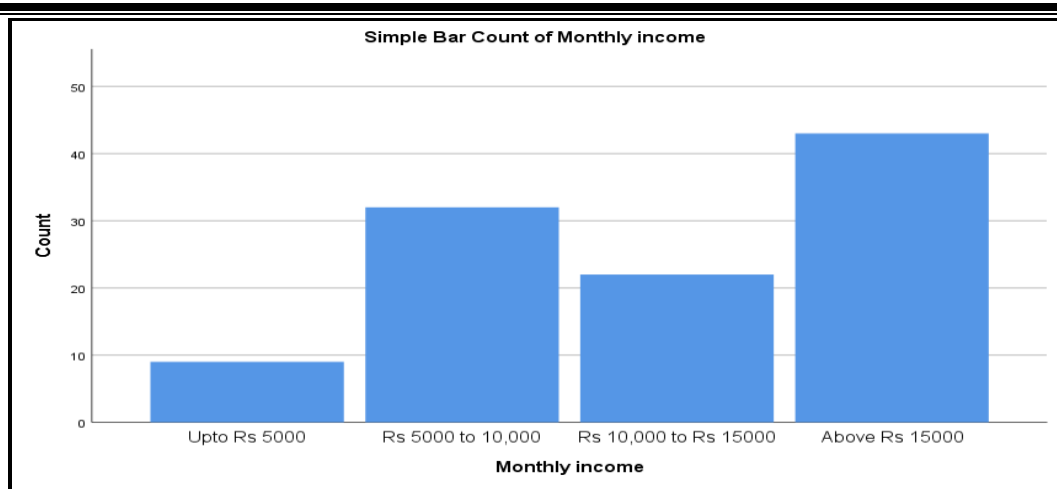
**Table 4.4**

### **Interpretation**

From the above figure and table, 46.2 percent of the respondents are working in private sector, 20.8 percent of the respondents are professionals, 13.2 percent are from others, 9.4 percent are from government sector, 7.5 percent of the respondents belong to Business, 1.9 percent of the respondents are house wives and 0.9 percent has agriculture as their occupation.

## **5. Monthly income**





**Fig 4.5**

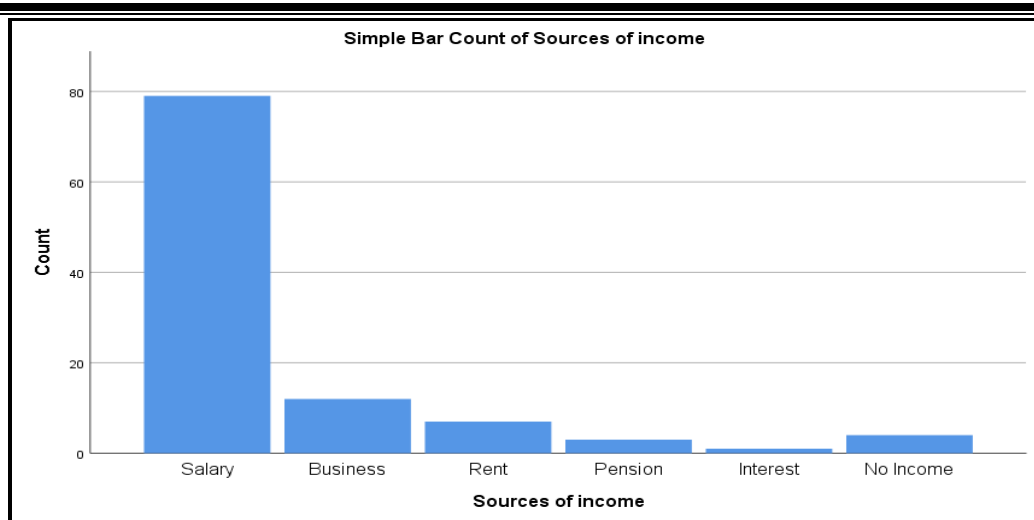
Monthly Income			
		Frequency	Valid Percent
Valid	Upto Rs 5000	9	8.5
	Rs 5000 to Rs10,000	32	30.2
	Rs 10,000 to Rs 15000	22	20.8
	Above Rs 15000	43	40.6
	Total	106	100.0

**Table 4.5**

### Interpretation

From the above figure and table, it can be inferred that 40.6 percent of the respondent's monthly income are above Rs 15,000, 30.2 percent of the respondents have their monthly income between Rs 5000 and Rs 10,000, 20.8 percent of the respondents have their income in the range of Rs 10,000 and Rs 20,000 and 8.5 percent of the respondents have their income less than Rs 5000.

## 6. Source of Income



**Fig 4.6**

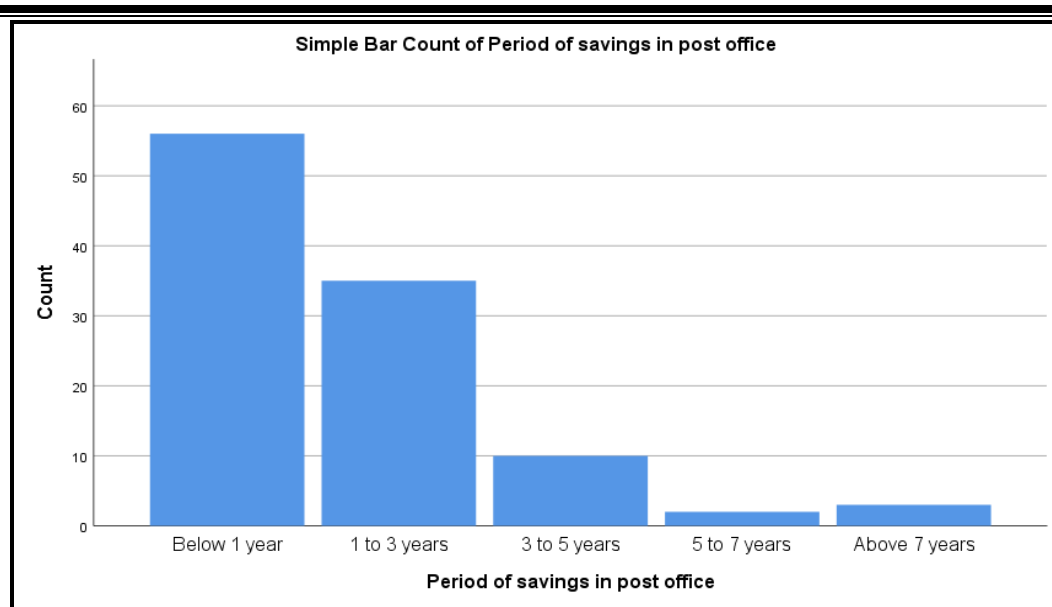
Income Source			
		Frequency	Valid Percent
Valid	Salary	79	74.5
	Business	12	11.3
	Rent	7	6.6
	Pension	3	2.8
	Interest	1	.9
	Other Sources	4	3.8
	<b>Total</b>	<b>106</b>	<b>100.0</b>

**Table 4.6**

### **Interpretation**

From the above figure and table, the source of income of 74.5 percent of the respondents are salary, 11.3 percent of the respondent's income are from business, 6.6 percent of the respondents are from rental income, 3.8 percent have other sources of income, 2.8 percent of the respondent's income are from pension and 0.9 percent of the respondent's income are from other sources.

## **7. Period of Savings in Post Office**



**Fig 4.7**

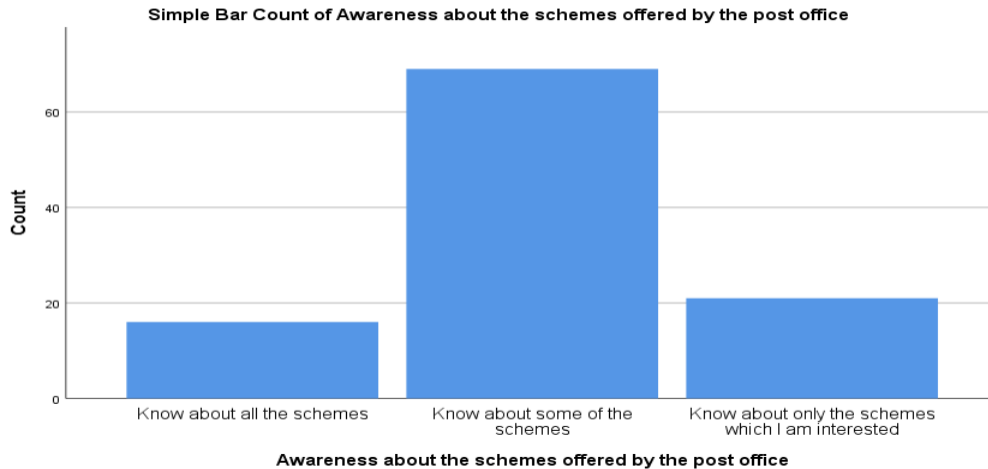
Period of Savings in Post Office			
		Frequency	Valid Percent
Valid	Below 1 year	56	52.8
	1 year to 3 years	35	33.0
	3 years to 5 years	10	9.4
	5 years to 7 years	2	1.9
	Above 7 years	3	2.8
	<b>Total</b>		<b>106</b>

**Table 4.7**

**Interpretation**

The above figure and table reveal that 52.8 percent of the respondents have started their savings below 1 year, 33 percent of the respondents have their period of savings in the post office between 1 year and 3 years, 9.4 percent of the respondents have their period of savings between 3 years and 5 years, 2.8 percent have their period of savings above 7 years and 1.9 percent have their period of savings between 5 years and 7 years.

**8. Awareness about the post office schemes.**



**Fig 4.8**

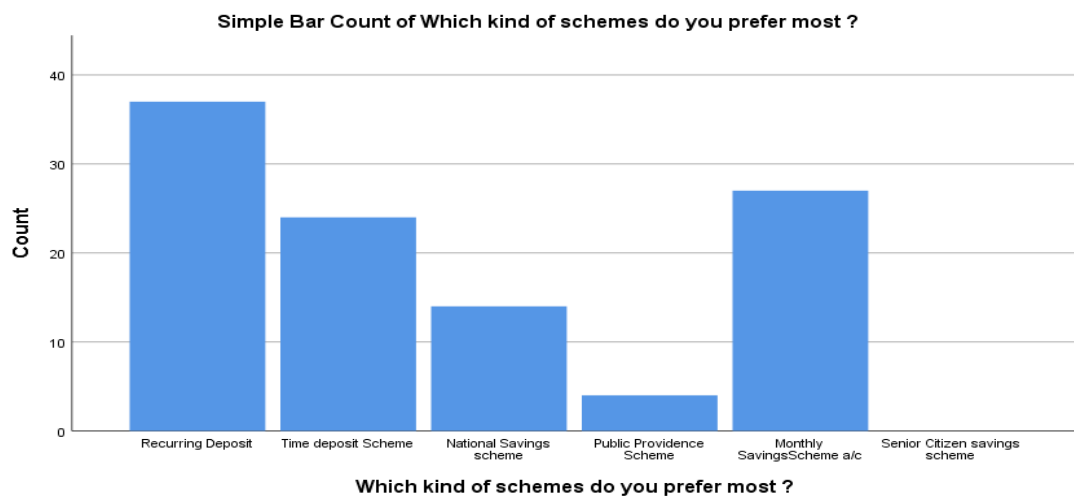
Awareness about schemes offered by Post office			
		Frequency	Valid Percent
Valid	Know about all the schemes	16	15.1
	Know about some of the schemes	69	65.1
	Know about only the schemes which I am interested	21	19.8
	<b>Total</b>	<b>106</b>	<b>100.0</b>

**Table 4.8**

**Interpretation**

The above figure and table reveal that 65.1 percent of the respondents know about some of the schemes offered by the post office, 19.8 percent of the respondents know about only the schemes which they are interested and 15.1 percent of the respondents know about all the schemes.

**9. Which kind of schemes do you prefer the most?**



**Fig 4.9**

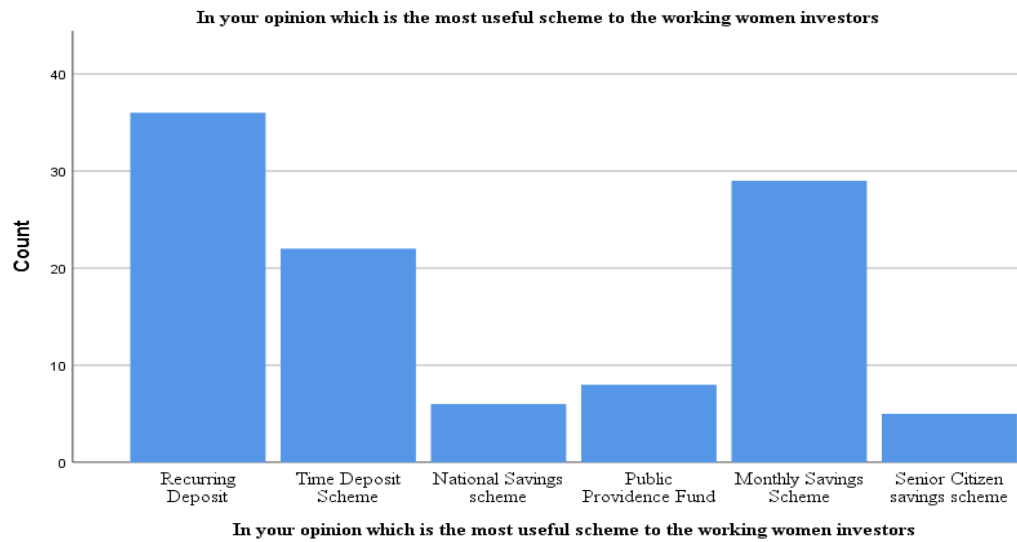
Schemes you mostly prefer			
		Frequency	Valid Percent
Valid	Recurring Deposit	37	34.9
	Time Deposit Scheme	24	22.6
	National Savings Scheme	14	13.2
	Public Providence Scheme	4	3.8
	Monthly Savings Scheme	27	25.5
	Senior citizen Scheme	0	0
	Total	106	100.0

**Table 4.9**

**Interpretation**

The above figure and table show that 34.9 percent of the respondents prefer Recurring Deposit, 25.6 percent of the respondents prefer Monthly Savings Scheme, 22.6 percent of the respondents prefer Time Deposit Scheme, 13.2 percent of the respondents prefer National Savings Scheme and 3.8 percent of the respondents prefer Public Providence Scheme.

**10. Which schemes are more useful to working women investors**



**Fig 4.10**

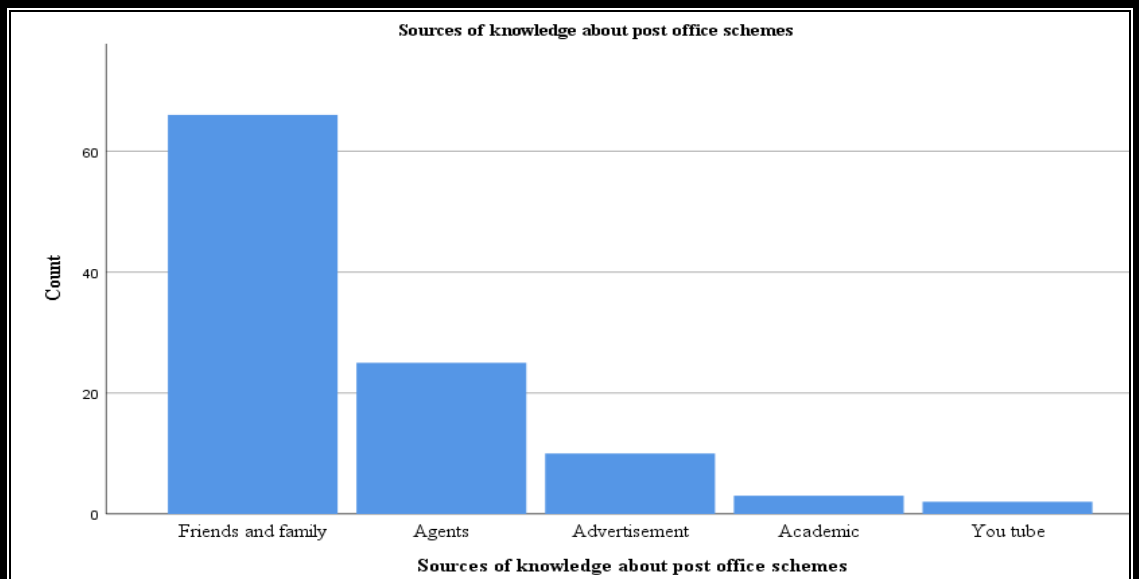
<b>Useful schemes for working women investors</b>			
		<b>Frequency</b>	<b>Valid Percent</b>
Valid	Recurring Deposit	36	34.0
	Time Deposit Scheme	22	20.8
	National Savings Scheme	6	5.7
	Public Providence Scheme	8	7.5
	Monthly Savings Scheme	29	27.4
	Senior citizen Scheme	5	4.7
<b>Total</b>		<b>106</b>	<b>100.0</b>

**Table 4.10**

**Interpretation**

From the above figure and table, it is evident that 34 percent working women investors perceive Recurring Deposit as the useful scheme, 27.8 percent perceives Monthly Savings Scheme as useful scheme, 20.8 percent perceives Time Deposit Scheme as useful scheme, 7.5 percent perceives Public Providence Scheme as useful scheme, 5.7 percent perceives Public Providence Scheme as useful and 4.7 percent of the working women perceives Senior Citizen scheme as the most useful scheme.

**11. Sources of Knowledge about Post Office Schemes**



**Fig 4.11**

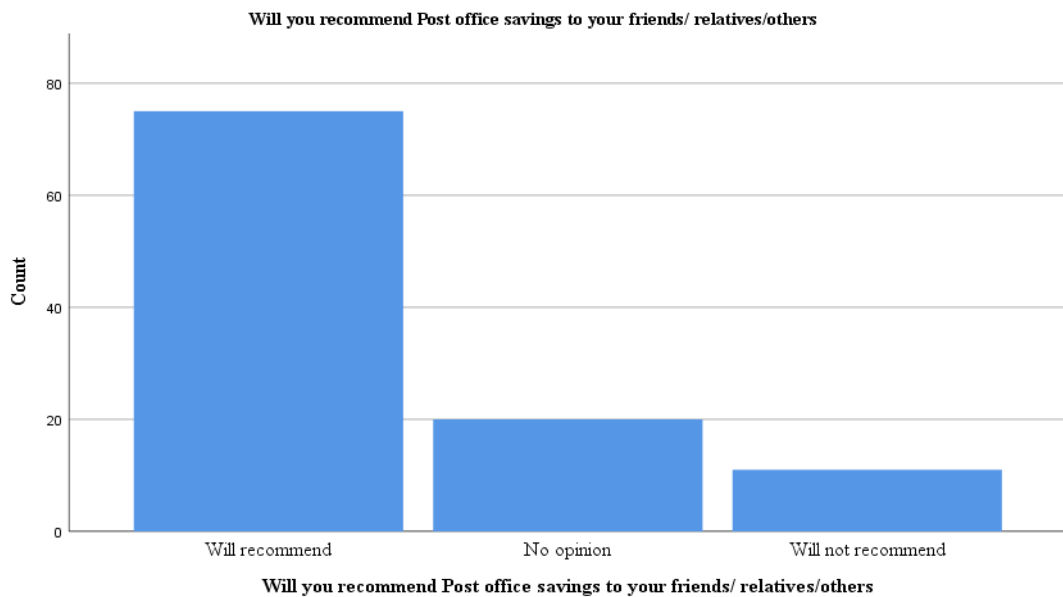
Sources of knowledge about post office schemes			
		Frequency	Valid Percent
Valid	Friends and Family	66	62.3
	Agents	25	23.6
	Advertisement	10	9.4
	Academic	3	2.8
	You Tube	2	1.9
Total		106	100.0

**Table 4.11**

**Interpretation**

From the above figure and table, it can be inferred that 62.3 percent of the respondents received the information about the post office schemes from Friends and Family, 23.6 percent from Agents, 9.4 percent of the respondent’s received information from advertisement, 2.8 percent from Academic Institutions and 1.9 percent from You Tube and websites.

**12. Will you recommend Post office Savings to your friends/relatives/others?**



**Fig 4.12**

Will you recommend Post office Savings to your friends/family/ others			
		Frequency	Valid Percent
Valid	Will recommend	75	70.8
	No Opinion	20	18.9
	Will not recommend	11	10.4
Total		106	100.0

**Table 4.12**

**Interpretation**

From the above figure and table, it can be inferred that 70.8 percent of the respondents opined that they will recommend about Post office Savings to their friends/family/others. 18.9 of the respondents had no opinion and 10.4 percent of the respondents opined that they will not recommend about Post office Savings to their friends/family/others.



**Hypothesis 1**

H<sub>0</sub>: there is no significant relationship between attitude of working woman and level of satisfaction obtained from post office savings schemes.

H<sub>1</sub>: There is a significant relationship between attitude of working woman and level of satisfaction obtained from post office savings schemes.

Model Summary					
Model	R	R Square	Adjusted R Square	R	Std. Error of the Estimate
1	.573 <sup>a</sup>	.328	.322		.41370

a. Predictors: (Constant), AT

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.701	1	8.701	50.839	.000 <sup>b</sup>
	Residual	17.800	104	.171		
	Total	26.501	105			

a. Dependent Variable: LS  
b. Predictors: (Constant), AT

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.073	.168		6.374	.000
	AT	.537	.075	.573	7.130	.000

a. Dependent Variable: LS

## Interpretation

A simple linear regression was calculated to analyze the relationship between attitude of working woman and level of satisfaction obtained from post office savings. A significant regression equation was found ( $F(1,104) = 50.839$ ,  $p < .001$ ), with an  $R^2$  of 0.328. The predictor was found to be significant ( $B = 0.573$ ,  $p < .001$ ). The model explained approximately 32.8% of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

## Hypothesis 2

$H_0$ : there is no significant relationship between objectives of investing in post office schemes and level of satisfaction obtained post office savings schemes.

$H_1$ : There is a significant relationship between objectives of investing in post office schemes and level of satisfaction obtained from post office savings schemes.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.533 <sup>a</sup>	.284	.277	.42727

a. Predictors: (Constant), Objectives of investing

ANOVA <sup>a</sup>						
Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	7.515	1	7.515	41.163	.000 <sup>b</sup>
	Residual	18.986	104	.183		
	Total	26.501	105			

a. Dependent Variable: Level of satisfaction  
b. Predictors: (Constant), Objectives of investing

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.071	.187		5.739	.000
	Obj	.545	.085	.533	6.416	.000

a. Dependent Variable: Level of satisfaction

### Interpretation

A simple linear regression was calculated to analyze the relationship between objectives of investing in post office schemes and level of satisfaction obtained from post office savings. A significant regression equation was found ( $F(1,104) = 41.163$ ,  $p < .001$ ), with an  $R^2$  of 0.284. The predictor was found to be significant ( $B = 0.533$ ,  $p < .001$ ). The model explained approximately 28.4% of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

### Hypothesis 3

H<sub>0</sub>: there is no significant relationship between preference of schemes and level of satisfaction obtained post office savings schemes.

H<sub>1</sub>: There is a significant relationship between preference of schemes and level of satisfaction obtained from post office savings schemes.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.381 <sup>a</sup>	.145	.137	.46668

a. Predictors: (Constant), Prefer

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.851	1	3.851	17.683	.000 <sup>b</sup>
	Residual	22.650	104	.218		
	Total	26.501	105			

a. Dependent Variable: LS  
b. Predictors: (Constant), Prefer

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.446	.194		7.467	.000
	Prefer	.390	.093	.381	4.205	.000

a. Dependent Variable: LS

### Interpretation

A simple linear regression was calculated to analyse the relationship between objectives of investing in post office schemes and level of satisfaction obtained from post office savings. A significant regression equation was found ( $F(1,104) = 17.683$ ,  $p < .001$ ), with an  $R^2$  of 0.145. The predictor was found to be significant ( $B = 0.381$ ,  $p < .001$ ). The model explained approximately 14.5% of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

### Hypothesis 4

$H_0$ : there is no significant relationship between problems faced by the customers and level of satisfaction obtained post office savings schemes.

$H_1$ : There is a significant relationship between problems faced by the customers and level of satisfaction obtained from post office savings schemes.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.020 <sup>a</sup>	.000	-.009	.50470
a. Predictors: (Constant), Prob				

ANOVA						
Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	.010	1	.010	.040	.842 <sup>b</sup>
	Residual	26.491	104	.255		
	Total	26.501	105			
a. Dependent Variable: LS						
b. Predictors: (Constant), Prob						

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.180	.294		7.422	.000
	Prob	.019	.096	.020	.199	.842
a. Dependent Variable: LS						

### Interpretation

A simple linear regression was calculated to analyze the relationship between problems faced by the customers and level of satisfaction obtained from post office savings. The regression equation was found to be insignificant ( $F(1,104) = 0.04$ ,  $p = 0.842$ ), with an  $R^2$  of 0.00. The predictor was found to be insignificant ( $B = 0.020$ ,  $p = 0.842$ ). Therefore, null hypothesis is accepted.

### Hypothesis 5

H<sub>0</sub>: there is no significant relationship between performance of post office schemes and level of satisfaction obtained post office savings schemes.

H<sub>1</sub>: There is a significant relationship between performance of post office schemes and level of satisfaction obtained from post office savings schemes.

Model Summary					
Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.154 <sup>a</sup>	.024	.014		.49881

a. Predictors: (Constant), Per

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.625	1	.625	2.510	.116 <sup>b</sup>
	Residual	25.876	104	.249		
	Total	26.501	105			

a. Dependent Variable: LS  
b. Predictors: (Constant), Per

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.892	.224		8.461	.000
	Per	.126	.079	.154	1.584	.116

a. Dependent Variable: LS

## Interpretation

A simple linear regression was calculated to analyze the relationship between performance of post schemes and level of satisfaction obtained from post office savings. The regression equation was found to be insignificant ( $F(1,104) = 2.50$ ,  $p = 0.116$ ), with an  $R^2$  of 0.024. The predictor was found to be insignificant ( $B = 0.154$ ,  $p = 0.116$ ). Therefore, null hypothesis is accepted.

## Hypothesis 6

H<sub>0</sub>: there is no significant relationship between perceived changes to be made and level of satisfaction obtained post office savings schemes.

H<sub>1</sub>: There is a significant relationship between perceived changes to be made and level of satisfaction obtained from post office savings schemes.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.340 <sup>a</sup>	.115	.107	.47475

a. Predictors: (Constant), CH

ANOVA						
Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	3.061	1	3.061	13.580	.000 <sup>b</sup>
	Residual	23.440	104	.225		
	Total	26.501	105			

a. Dependent Variable: LS  
b. Predictors: (Constant), CH

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.603	.178		8.985	.000
	CH	.292	.079	.340	3.685	.000

a. Dependent Variable: LS

## Interpretation

A simple linear regression was calculated to analyze the relationship between perceived changes to be made and level of satisfaction obtained from post office savings. A significant regression equation was found ( $F(1,104) = 13.58, p < .001$ ), with an  $R^2$  of 0.115. The predictor was found to be significant ( $B = 0.341, p < .001$ ). The model explained approximately 11.5% of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

## Hypothesis 7

$H_0$ : there is no significant relationship between objectives of investing in post office schemes and attitude of working woman towards post office savings schemes.

$H_1$ : There is a significant relationship between objectives of investing in post office schemes and attitude of working woman towards post office savings schemes.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.466 <sup>a</sup>	.217	.210	.47645

a. Predictors: (Constant), Obj

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.558	1	6.558	28.889	.000 <sup>b</sup>
	Residual	23.609	104	.227		
	Total	30.167	105			

a. Dependent Variable: AT  
b. Predictors: (Constant), Obj

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.079	.208		5.188	.000
	Obj	.509	.095	.466	5.375	.000

a. Dependent Variable: AT



## Interpretation

A simple linear regression was calculated to analyze the objectives of investing in post office schemes and attitude of working woman towards post office savings schemes. A significant regression equation was found ( $F(1,104) = 28.889$ ,  $p < .001$ ), with an  $R^2$  of 0.217. The predictor was found to be significant ( $B = 0.466$ ,  $p < .001$ ). The model explained approximately 21.7% of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

## Hypothesis 8

$H_0$ : there is no significant relationship between preference of schemes and attitude of working woman towards post office savings schemes.

$H_1$ : There is a significant relationship between preference of schemes and attitude of working woman towards post office savings schemes.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.423 <sup>a</sup>	.179	.171	.48806

a. Predictors: (Constant), Prefer

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.394	1	5.394	22.644	.000 <sup>b</sup>
	Residual	24.773	104	.238		
	Total	30.167	105			

a. Dependent Variable: AT  
b. Predictors: (Constant), Prefer

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.233	.203		6.085	.000
	Prefer	.461	.097	.423	4.759	.000

a. Dependent Variable: AT

### Interpretation

A simple linear regression was calculated to analyze the preference of schemes and attitude of working woman towards post office savings schemes. A significant regression equation was found ( $F(1,104) = 22.664, p < .001$ ), with an  $R^2$  of 0.179. The predictor was found to be significant ( $B = 0.423, p < .001$ ). The model explained approximately 17.9% of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

### Hypothesis 9

H<sub>0</sub>: there is no significant relationship between problems faced by the customers and attitude of working woman towards post office savings schemes.

H<sub>1</sub>: There is a significant relationship between problems faced by the customers and attitude of working woman towards post office savings schemes.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.094 <sup>a</sup>	.009	-.001	.53618

a. Predictors: (Constant), Prob

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.267	1	.267	.929	.337 <sup>b</sup>
	Residual	29.899	104	.287		
	Total	30.167	105			

a. Dependent Variable: AT  
b. Predictors: (Constant), Prob

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.873	.312		6.002	.000
	Prob	.098	.102	.094	.964	.337

a. Dependent Variable: AT

### Interpretation

A simple linear regression was calculated to analyze the relationship between problems faced by the customers and level of satisfaction obtained from post office savings. The regression equation was found to be insignificant ( $F(1,104) = 0.929$ ,  $p = 0.337$ ), with an  $R^2$  of 0.024. The predictor was found to be insignificant ( $B = 0.094$ ,  $p = 0.337$ ). Therefore, null hypothesis is accepted.

### Hypothesis 10

$H_0$ : there is no significant relationship between performance of post office schemes and attitude of working woman towards post office savings schemes.

$H_1$ : There is a significant relationship between performance of post office schemes and attitude of working woman towards post office savings schemes.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.082 <sup>a</sup>	.007	-.003	.53674

a. Predictors: (Constant), Per

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.205	1	.205	.712	.401 <sup>b</sup>
	Residual	29.961	104	.288		
	Total	30.167	105			

a. Dependent Variable: AT  
b. Predictors: (Constant), Per

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.972	.241		8.193	.000
	Per	.072	.085	.082	.844	.401

a. Dependent Variable: AT

### Interpretation

A simple linear regression was calculated to analyze the relationship between performance of post office and attitude of working women towards post office savings. The regression equation was found to be insignificant ( $F(1,104) = 0.712$ ,  $p = 0.401$ ), with an  $R^2$  of 0.007. The predictor was found to be insignificant ( $B = 0.08$ ,  $p = 0.401$ ). Therefore, null hypothesis is accepted.

### Hypothesis 11

H<sub>0</sub>: there is no significant relationship between perceived changes to be made and attitude of working woman towards post office savings schemes.

H<sub>1</sub>: There is a significant relationship between perceived changes to be made and attitude of working woman towards post office savings schemes.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.508 <sup>a</sup>	.258	.251	.46377

a. Predictors: (Constant), CH

ANOVA						
Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	7.798	1	7.798	36.253	.000 <sup>b</sup>
	Residual	22.369	104	.215		
	Total	30.167	105			

a. Dependent Variable: AT  
b. Predictors: (Constant), CH

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.156	.174		6.634	.000
	CH	.466	.077	.508	6.021	.000

a. Dependent Variable: AT

**Interpretation**

A simple linear regression was calculated to analyse the perceived changes to be made and attitude of working woman towards post office savings schemes. A significant regression equation was found ( $F(1,104) = 36.253, p < .001$ ), with an  $R^2$  of 0.258. The predictor was found to be significant ( $B = 0.508, p < .001$ ). The model explained approximately 25.8% of the variability. Therefore, null hypothesis is rejected and alternative hypothesis is retained.

### Hypothesis 12

H<sub>0</sub>: there is no significant relationship between preference of post office schemes and useful schemes.

H<sub>1</sub>: There is a significant relationship between preference of post office schemes and useful schemes.

Correlations				
			Which kind of schemes do you prefer most	Useful scheme
Spearman's rho	Which kind of schemes do you prefer most	Correlation Coefficient	1.000	.520**
		Sig. (2-tailed)	.	.000
		N	106	106
	Useful schemes	Correlation Coefficient	.520**	1.000
		Sig. (2-tailed)	.000	.
		N	106	106

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## 5.1 FINDINGS

- Majority of the age category belong to the group of below 20 • 50.9% of the respondents are graduated
- Majority of the respondents 84.9% who have savings in post office are unmarried
- Majority 46.2% of respondents work in private sector
- 40.6% of the respondents have monthly income above rupees 15,000
- 74.5% of the respondents have their source of income from salary
- Majority 52.8% of the respondents have started their savings for below one year
- 65.1% of the respondents no only about some of the offered schemes by the post office
- Majority 34.9% of the respondents prefer recurring deposit
- Majority of the working woman investors perceive the recurring deposit as a useful scheme compared to other schemes
- Majority of the respondents received the information about the post office scheme from their friends and family
- 70.8% of the respondents are willing to recommend about post office saving scheme to their friend's families and others
- There is no significant relationship between problems faced by the customers and level of satisfaction obtained from post office savings schemes
- There is no significant relationship between performance of post office schemes and level of satisfaction obtained from post office savings schemes
- There is a significant relationship between perceived changes to be made and level of satisfaction obtained from post office savings schemes
- There is a significant relationship between objectives of investing in post office schemes and attitude of working women towards the Post office savings schemes
- There is a significant relationship between preference of schemes and attitude of working women towards the Post office savings schemes
- There is no significant relationship between problems faced by the customers and attitude of working women towards the Post office savings schemes
- There is no significant relationship between performance of post office schemes and attitude of working women towards the Post office savings schemes
- There is a significant relationship between perceived changes to be made and attitude of working women towards the Post office savings schemes
- There is a significant relationship between preference of the Post office schemes and useful schemes

## 5.2 SUGGESTIONS

- Some places lack technology and digital infrastructure. Because a large portion of Kerala's population struggles with technology, the government should implement suitable measures before digitalizing; as a result, it should take the necessary actions to digitalize the post office.
- Since the majority of respondents were unaware of the numerous post office programmes, the postal department should take the appropriate actions to raise public awareness through marketing and advertisements.
- Some places lack technology and digital infrastructure. Because a large portion of Kerala's population struggles with technology, the government should implement suitable measures before digitalizing; as a result, it should take the necessary actions to digitalize the post office.
- Since the majority of respondents were unaware of the numerous post office programmes, the postal department should take the appropriate actions to raise public awareness through marketing and advertisements.
- When infrastructure facilities are lacking, investors may turn to post offices for assistance.
- For students, they can offer exhibitions or lessons to raise knowledge of various post office programmes and the value of saving money.
- Postal Service may raise their savings interest rate, which would encourage female investors to participate in it.
- The department of post can implement suitable dispute resolution procedures, make information available to customers, and resolve conflicts quickly. It can also implement cutting-edge technology with features. real-time resolution of queries.
- The department of post is strongly advised to do a detailed analysis of the market structure and provide interest rates that are at least comparable to those of other financial institutions. Because post offices currently offer lower interest rates than banks do, this has become a significant barrier as many of their longtime clients have chosen to place their deposits elsewhere.
- It is advised that the department of post incentivizes its employees and emphasises to them the core values of the organisation. It can also set performance indicators in its operations, ensuring that they are met on time, and introduce a professional culture in its functioning style and work basis.
- The department of post may permit its employees to enrol in classes to increase their knowledge and business acumen and to better understand the market. It may also provide higher-ranking officials with exposure to other Western nations and develop a system similar to a staff exchange programme through which the employees can learn about international standards.
- In places where manual and repetitive work is involved, the department of post may explore using automated machinery extensively to speed up processing and save time. This can save costs and help the department's bottom line.



### **5.3 CONCLUSION**

The majority of Ernakulum residents, according to this study, are likely to participate in post office schemes, and the lady investors are happy with the post office's services. The lady investors have a moderate impression of the post office's infrastructure facilities and the programmes it offers to encourage individuals to save more money. The survey also shows that the Post Office has strong investment trends. As a result, we can conclude from this research that investing with the post office is risk-free and safe. Additionally, interest is tax-free at the post office. The majority of investors invest in post office programmes with the maturity amount. Every investor wants to earn a large return on their investments, but the post office only offers low rates. We currently live in a digitally advanced society, yet post office services are still in the early stages of digitalization. Women investors of today anticipate profitable investments. The post office is on the path to digitalization and offers a variety of investments. Our society anticipates more from the post office. The post office also offers programmes for farmers and programmes to safeguard the interests of girls.

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## QUESTIONNAIRE

1. Name: .....

2. Age : [✓]

20 - 30 Years	30 – 45 Years	45 – 60 Years	60 Years & Above
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3. Qualification:[✓]

a) Below SSLC	b)SSLC	c) Plus Two	d)Graduation	e)PG and above	f)Diploma
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4. Marital Status:[✓]

a)Married	b)Unmarried	c) Widowed	d) Separated
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5. Occupation: [✓]

a) Government sector
b) Business
c) House Wife
d) Private sector
e) Agriculture
f) Professionals
g) Others

6. Your monthly income[✓]

a)Up to 5000	b)5000 to 10,000	c)10,000 to 15,000	d)More than 15,000
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7. Sources of your income[✓]

a)Salary income	b)Business income	c)Rental income	d)Pension
e) Others (Please specify)			

8. periodicity of your saving in post office [✓]

a)Below 1 year	b)1 to 3 years	c)3 to 5 years	d)5 to 7 years	e)7 years & Above
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9. Do you know about the schemes offered by post office for investment and savings . [✓]

a)Know about all the Schemes offered	b)Know about some of the schemes offered	c)Only know about the scheme that I have invested
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10. Which kind of schemes do you prefer most . You can choose more than one option [✓]

a)Recurring deposit scheme	b)Time deposit scheme	c)National savings certificate	d) Public Providence scheme	e) Savings account scheme
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11. What is your main objective while investing in post office

Aspects	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
a) Tax benefits					
b) Children's education					
c) Future safety					
d) Convenience					
e) Children's prosperity					
f) To meet medical emergency					
g) Stable return					
h) Got influenced from friends and relatives					
i) To buy consumer durables					
j) Children's marriage					

12. Why did you prefer post office investment [✓]

SL.No	Aspects	Strongly agree	Agree	No opinion	Disagree	Strongly disagree
1.	Rate of interest					
2.	Safety					
3.	Investment amount					
4.	Others ( please specify)					

13. In your opinion which is the most useful schemes to the working women investors [✓]

a) Recurring deposit scheme
b) Time deposit scheme
c) National Savings certificate
d) Public Provident scheme
e) senior citizens savings scheme
f) monthly savings scheme
g) Others

14. Does the customers face these problems in post office [✓]

SL.No	Aspects	Agree	Neutral	Disagree
1.	Employees being nonresponsive			
2.	Delay in processing			
3.	High penal charges			
4.	Lack of customer friendly attitude			
5.	time consuming and cumbersome procedure			
6.	Inconvenient hours			
7.	Lack of technology			
8.	lack of proper guidance			

15. Rate the performance of post office savings in terms of return

Very poor	Poor	Neutral	Good	Excellent
1	2	3	4	5

16. State your level of satisfaction towards the returns offered by the post office schemes [✓]

a) Extremely dissatisfied	b)Dissatisfied	c)Dissatisfied nor satisfied	d)Satisfied	e)Extremely satisfied
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17. Sources of knowledge about post office schemes [✓]

a)Friends or relatives	b)Agents	c)Advertisement	d)Others
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18. Do you feel post office saving schemes are better than other options. [✓]

a)Agree	b)Neutral	c)Disagree
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19. Changes that you like to occur in future in the post office [✓]

SL.No	Aspects	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1.	Scheme/Service					
2.	Employee approach					
3.	Infrastructure inconvenience					
4.	Benefits and Returns					
5.	Technological improvement					
6.	Others					

20. Level of satisfaction on the following aspects of post office saving Schemes . [✓]

SL.No	Aspects	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1.	Procedure is easy to follow					
2.	Various schemes are available					
3.	Interest rate is high					
4.	Length of maturity. Is acceptable					
5.	Availability of loan against deposit					
6.	terms and conditions of the schemes are acceptable					
7.	Prompt encashment after maturity					
8.	No hidden cost					
9.	Switchover facility is available					
10.	At home service is available					
11.	Security is guaranteed					
12.	Reinvestment facility is available					
13.	Agents services good					
14.	tax benefit is available					
15.	Locking. Is reasonable					
16.	better than others					

21. Attitude of working woman towards post office savings schemes. [✓]



SL.No	Aspects	Strongly agree	Agree	Neutral	disagree	strongly disagree
1.	Give a guaranteed return					
2.	Less awareness among the public					
3.	POS caters with schemes based on our income level					
4.	safest form of savings in comparison with other investment patterns					
5.	Best opinion in terms of accessibility and affordability					
6.	Every person should have a POS account					
7.	Post offices should try to offer subsidiary services like banks					
8.	Rate of interest is low when compared with competitors					
9.	Post office savings is only for availing tax benefits					
10.	All postal branches in rural areas should be computerized to offer better services					
11.	Post office savings schemes are a boon to the working women as well as others					

22. Will you recommend post office savings to your friends/ relatives/ others [✓]

a)Will recommend	b)No opinion	c)Will not recommend
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