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A Study on Investment Attitude towards Government Schemes

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Abstract: ***The study discusses about the behavior of investors towards the various investment alternatives towards government schemes with special reference to bogaram and jamilapet villages. The sampling method used was the convenient sampling method with sample size as 90. The tool used for data collection is questionnaire. The tools used for the purpose of analysis are simple percentage analysis & ranking method.***

It is concluded from the study that the investors are monitoring their investments on a monthly basis. The prime most important objective of the sample investors is return factor. The investors are making their investments on a medium term basis. The sample investors are considering liquidity as the important factor before making their investments. The front runner for the investors to make their investment is friends.

The respondents had chosen chit funds as their first preference The second place is occupied by others like financing and followed by bank deposits. The fourth, fifth & sixth places are occupied by government schemes, tax sheltered schemes & life insurance respectively.

I. INTRODUCTION

The Ministry of Human Resource Development (MHRD) has launched a programme called Unnat Bharat Abhiyan with an aim to connect institutions of higher education, including Indian Institutes of Technology (IITs), National Institutes of Technology (NITs) and Indian Institutes of Science Education & Research (IISERs) etc. with local communities to address the development challenges through appropriate technologies.

Presently, 70% of the population in India lives in rural areas engaged in agrarian economy with agriculture and allied sector employing 51% of the total work force but accounting for only 17% of the country's GDP.

There are huge developmental disconnects between the rural and urban sectors such as inequity in health, education, incomes and basic amenities as well as employment opportunities - all causing great discontent and large-scale migration to urban areas. The imperatives of sustainable development, which are being felt more and more acutely all over the world, also demand eco-friendly development of the villages and creation of appropriate employment opportunities locally. Increasing urbanization is neither sustainable nor desirable.

So far, our professional higher education institutions have largely been oriented to cater to the mainstream industrial sector and, barring a few exceptions, have hardly contributed directly to the development of the rural sector. Unnat Bharath Abhiyan (UBA) is a much needed and highly challenging initiative in this direction.

A. History

The conceptualization of Unnat Bharat Abhiyan started with the initiative of a group of dedicated faculty members of Indian Institute of Technology (IIT) Delhi working for long in the area of rural development and appropriate technology.

The concept was nurtured through wide consultation with the representatives of a number of technical institutions, Rural Technology Action Group (RUTAG) coordinators, voluntary organizations and government agencies, actively involved in rural development work, during a National workshop held at IIT Delhi in September 2014. Council sponsored the workshop for Advancement of People's Action and Rural Technology (CAPART), Ministry of Rural Development, Govt. of India. The Ministry of Human Resource Development (MHRD) formally launched the program in presence of The President of India on 11th November, 2014.

B. Vision

Unnat Bharat Abhiyan is inspired by the vision of transformational change in rural development processes by leveraging knowledge institutions to help build the architecture of an Inclusive India.

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C. Objectives of the Study

1) To examine the investor behavior towards the various investment alternatives with special reference to villages.
2) To Study Whether the people are investing in Government schemes or private investment.
3) To Study the factors influencing the investor to invest in various investment alternatives.
4) To Identify and analyses the impact of government schemes in investing.
5) To identify the extent of awareness among investors regarding government schemes.

D. Scope of the Study

The Study provides an insight to understand the behavior of the investor towards the Government schemes and private investments alternatives with respect to the two village's i.eBogaram and Jamilapet.

E. Limitations

1) Sample size is taken only 50 & 40 for two village's i.eBogaram 50 & Jamilapet-40.
2) Sampling is restricted to only two villages.
3) Most of the people are not disclosing their data

F. Need of the Study

1) To understand the investment alternatives used by the rural people.
2) Make them aware regarding the government alternative investment schemes.
3) To know about how they are utilizing the Government schemes.
4) To make them aware benefits of government schemes.

G. Research Methodology

The Study is descriptive in nature. The methodology of the present study is outlined here under.

1) *Population:* Population for selecting sampling units of the study includes the investors of the Bogaram and Jamilapet village. Size of the population is 500 here population is number of houses in a village
2) *Sampling Technique:* Bogaram & Jamilapet is the geographical region selected for conducting the research work. The Sampling technique was the "convenient sampling method". The sample size is 50 and 40.
3) *Source of Data Collection:* The Source of data collection is primary in nature for collecting data from the sample respondents the questionnaire was used.

II. REVIEW OF LITERATURE

1) *Jamunarani (2009):* Reported that over 14 million KCCs have been issued across India. The scheme has been implemented in all the states and union territories by 27 public sector banks (PSBs), 373 district central cooperative banks (DCCBs) and 196 Regional Rural Banks (RRBs). Amir Sam Antara (2010) mentioned that the introduction of a new credit product called Kissan Credit Card (KCC) in 1998-99 with three different sub-limits viz. production, assets maintenance and consumption needs is a step in this direction to address the challenge. Barik (2010) stated that realizing the importance of enhancement of flow of credit to the rural sector and reduction of the dependence of farmers on non-institutional sources of credit, NABARD introduced Kissan Credit Card (KCC) scheme.
2) *Uppal and Juneja (2012):* Found that commercial banks are most successful in fulfilling the objectives of NABARD followed by regional rural banks. Co-operative banks are not successful in achieving their objectives and thus are not serving the agriculture, the farmers and the nation.
3) *Rajamohan and Subhas (2014):* Highlighted certain operational issues, mainly pertaining to the Agency-wise and Period wise progress of KCC and Kissan Credit Card Scheme.
4) *Brahma Bhatt, P.S Raghu Kumari, and Dr. Shamira Malekar:* In this study they analyzed the investor behavior and their preferences. The objectives for their study were to understand about various investment avenues available in the market, to understand the pattern of investors while making the investments, & to find out the factors that investors consider before investing.
5) A study of investor behavior on investment avenues in Mumbai Fenil was undertaken by Brahma Bhatt, P.S Raghu Kumari, and Dr. Shamira Malekar. In this study they analyzed the investor behavior and their preferences. The objectives for their study were to understand about various investment avenues available in the market, to understand the pattern of investors while making the investments, & to find out the factors that investors consider before investing. Through their study it was revealed that people like to invest in stock market. The percentage of income they make as investment depend on their annual income.

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A. To the Selected Government Investment Schemes

1) Pradhan Mantri Suraksha Bima Yojana
2) Atal Pension Yojana
3) Pradhan Mantri Jan Dhan Yojana
4) Pradhan Mantri Jivan Jyothi Bima Yojana
5) Kissan Credit Card

B. Overall Interpretation

The tools used for analyzing are as follows

1) *Percentage Analysis:* Percentage method refers to a specified kind which is used in making comparison between two or more series of data. Percentages are based on descriptive relationship. It compares the relative items. Since the percentage reduces everything to a common base and thereby allow meaning comparison.

Percentage = Number of respondents
---------- x 100
Total no of respondents

2) *Ranking Method:* The ranking method was conducted to find out preference of investors regarding the various investment alternatives and to find their prime objective for making investment.

a) By using the above graphs, it was analyzed that most of the respondents are investing in chit funds i.e. 68.8% and followed by others like financing etc. i.e. 14.3% this we can find in the table no 4
b) It was analyzed that most of the respondents are investing in private investments rather than government schemes because of liquidity i.e. whenever they want, they can withdraw the money
c) Factors influencing to invest various investment alternatives are income, future security, liquidity and return
d) Most of the people are not willing to invest in government schemes because there is no proper knowledge regarding government schemes it impacts the investment in government schemes
e) Awareness of government schemes among respondents are they know the government schemes but they don't know terms and conditions related to the investment

III. FINDINGS AND CONCLUSION

A. Findings

1) The majority of the respondents use borrowed fund.
2) The bulk of the respondents save forty sixth of their financial gain.
3) The front runners for many of the respondent's square measure friends.
4) The majority of the respondent's square measure medium term investors.
5) The bulk of the respondents take into account liquidity because the vital issue before finance.
6) The bulk of the respondents take into account come because the vital investment objective.
7) The bulk of the respondents monitor their investments monthly.
8) The majority of the respondents take the recommendation of the brokers.
9) The respondents had chosen tab funds as their 1st preference the second place is occupied by others like finance etc. followed by bank deposits. The fourth, fifth & sixth places square measure occupied by life assurance, government schemes & gold severally.
10) The respondents had chosen hedging against inflation as their 1st preference. The second place is occupied by safety of principal followed by liquidity. The fourth fifth & sixth places square measure occupied by come, retirement advantages and risk severally.
11) 70% of the population belongs to the cohort thirty to 50years.
12) 93.5% of the population square measure male and rest square measure feminine.
13) 42.9% of the population depends on the agriculture.
14) More than five hundredth of the population having family size is four.
15) 44.2%of the population having agriculture financial gain.
16) 42.9% of the population having financial gain of self- employment.
17) 48.1%of the population having monthly financial gain of 20000 to 40000.
18) 93.5%population having their monthly savings.

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19) 68.8% of the population invest within the tab funds.
20) 81.8% of the population attentive to the PMJDY.
21) 96%of the population invest but 100% of their financial gain in PMJDY.
22) 76.6%% of the population attentive to the PMSBY.
23) 87.5%of the population invest but 100% of their financial gain in PMSBY.
24) 72.7% of the population attentive to the APY.
25) 95%of the population invest but 100% of their financial gain in APY.
26) 70% of the population aren't availed the power of Kissan Mastercard.
27) 30%of the population availed to the extent of but 100% of their financial gain.
28) 74% of the population attentive to the PMJJBY.
29) 87.5%of the population invest but 100% of their financial gain in PMJJBY.
30) Most of the population aren't sharing the data properly.
31) Responses for the govt. schemes investment square measure solely few from the whole respondents which means remaining aren't finance within the government schemes.

B. Suggestions

1) From the findings it's inferred that the investors square measure observance their investments on a monthly basis. It's counselled that the investors will monitor their investments inside little intervals.
2) The bulk of the investors take into account come back because the major investment objectives. Rather they will focus on different investment objectives like safety of principal, retirement edges & to hedge against inflation.
3) It's inferred from the study that the bulk of the investors square measure medium term investors. they will even watch the market movements for an extended amount of your time to reap a lot of edges.
4) Instead of considering liquidity because the most vital issue before finance, they will concentrate different factors additionally.
5) The bulk of the respondents use borrowed funds. Instead they will use their own fund to get a lot of edges.

C. Conclusion

It is concluded from the study that the investors are monitoring their investments on a monthly basis. The prime most important objective of the sample investors is return factor.

The investors are making their investments on a medium-term basis. The sample investors are considering liquidity as the important factor before making their investments. The front runner for the investors to make their investment is friends.

Most of the population believe that chit funds highly liquid whenever they want to withdraw they can so they are likely to invest more chit funds as a primary preference, Second preference given to the others like financing etc., third bank deposits , fourth place for the government schemes & insurance and last place for the gold ornaments.

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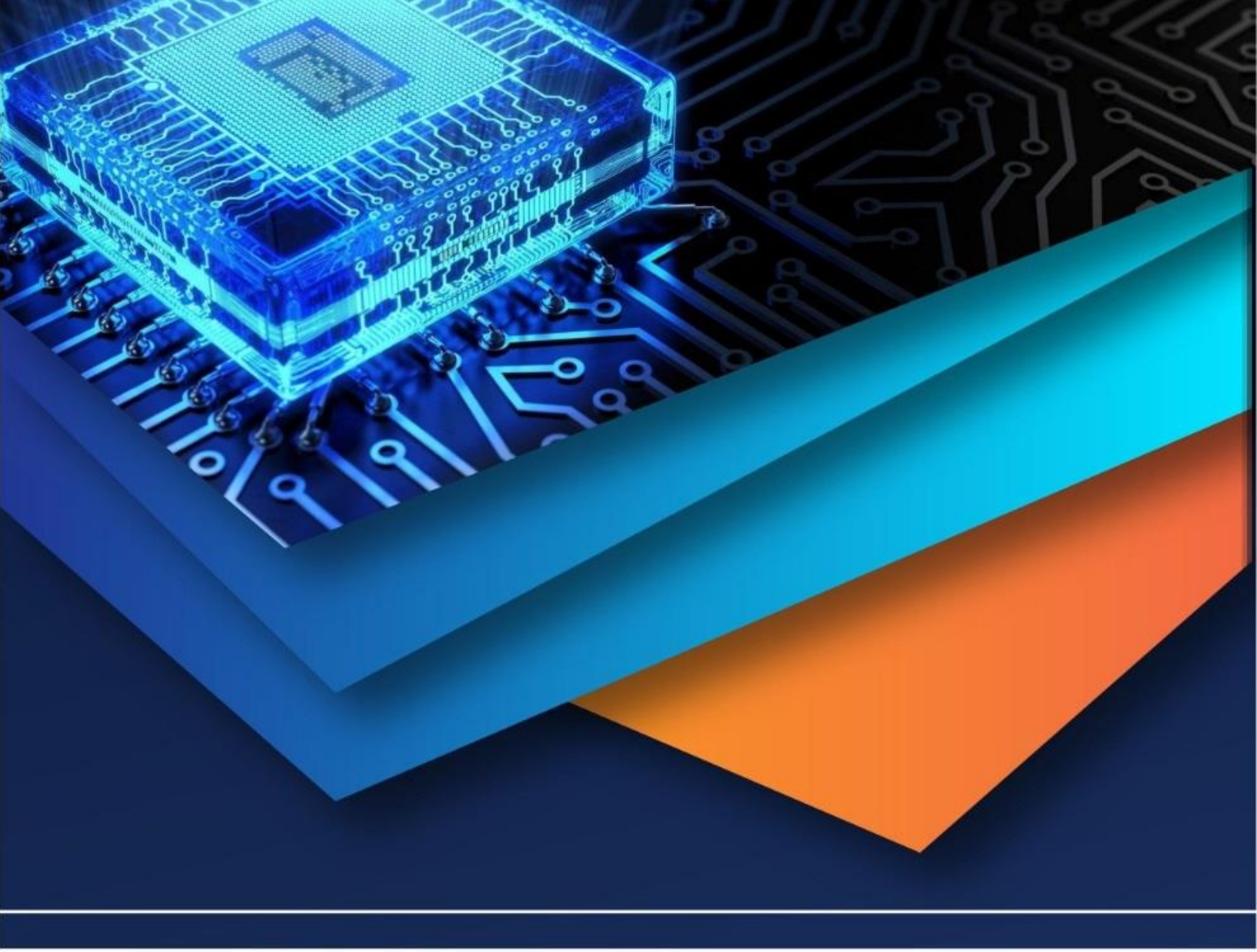

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