

**Research Article****PERFORMANCE AND TRENDS OF POSTAL SAVING SCHEMES IN CHHATTISGARH****\*Harsha Sirmour and Dr. R.P. Agrawal**

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**Abstract**

Savings are a very important and common factor for each human being. It differs from person to person with different motives like future consumption, social pressure, ambitions, etc. These all factors encourage people to save more. The Indian postal system is the largest banking system in India. Saving increases the economy of the country. It provides risk-free, secure, and attractive options to investors for their investments. It provides valuable earnings to them. In this study, we are mainly concerned with different saving schemes provided by the post offices in recent trends and the performance level of the different schemes in the current scenario. The study is descriptive and mainly focuses on the awareness level of investors towards different saving schemes and it's the current situation.

**Keywords:** Post office saving schemes, Savings, Investment.

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**INTRODUCTION**

The crucial component of any country's economy is shaped by savings. Savings serve as the engine for the nation's growth by providing people with access to a variety of possibilities. The Indian financial outlook also offers a wide range of access points for investors. The market has decent possibilities for an average person to invest their savings, while not being the greatest or deepest in the world. Investors must make investments to increase the value of their financial resources, generate a specific amount of cash for a particular life goal, and set money aside for unforeseen circumstances. A nation's population must have a culture of investing if it wants to generate capital and build its economy more quickly. The attitudes, views, and readiness of individuals and institutions to invest their money are referred to as investment culture. Thus, a study of preferences and satisfaction levels is more significant when formulating policies for the growth and regulation of savings in general and for the promotion and protection of small and household investors in particular. This is due to a lack of understanding among small and household investors, a weak investment climate, and a decline in the confidence of current postal savings investors. Understanding the attitudes, preferences, and market concerns of investors is crucial for regulatory bodies and policymakers. Indian little savings For risk-averse investors, posts are a popular investment choice. Investments in post offices offer flexibility and possibly tax advantages. The postal system has long been the foundation of communication. The Department of Posts has played a crucial role in promoting communication across the country for more than 150 years, which has aided in the socioeconomic growth of the nation. Post offices offer a variety of services; their employment extends beyond simply delivering mail. It offers investors various advantages. The largest savings institution in the nation is the Post Office Savings Bank. The central government has implemented several measures to encourage people with relatively low incomes to save money and cultivate a saving and frugal mindset.

Aimed to popularise the national savings movement by providing higher returns than those provided by scheduled banks. Several alluring programs are thoughtfully created to satisfy the Individual requirements of various investors.

**Chhattisgarh Postal Circle**

The Chhattisgarh Postal Circle is one of the 23 postal circles in India, responsible for providing postal and related services in the state of Chhattisgarh. It operates under the India Post, which is part of the Ministry of Communications of the Government of India. The Chhattisgarh Postal Circle plays a vital role in delivering mail, and parcels, and providing various postal and financial services to the people of Chhattisgarh.

Here are some key points about the Chhattisgarh Postal Circle:

- 1. Headquarters:** The headquarters of the Chhattisgarh Postal Circle is located in Raipur, the capital city of Chhattisgarh.
- 2. Services:** The Chhattisgarh Postal Circle offers a wide range of postal services, including mail and parcel delivery, money transfer, retail services, and philatelic services.
- 3. Post Offices:** The circle operates numerous post offices across the state, ranging from large central facilities to smaller branch offices in urban and rural areas. These post offices serve as access points for various postal and financial services.
- 4. Financial Services:** India Post offers various financial services under the Chhattisgarh Postal Circle, including savings accounts, recurring deposit accounts, fixed deposit accounts, and various savings schemes like the Public Provident Fund (PPF) and Senior Citizens Savings Scheme (SCSS).
- 5. Postal Life Insurance (PLI) and Rural Postal Life Insurance (RPLI):** The Chhattisgarh Postal Circle also provides life insurance services to the residents of the state through PLI and RPLI schemes.
- 6. Philately:** Philatelic enthusiasts can explore and purchase postage stamps and philatelic materials from selected post offices in the circle.

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7. **E-commerce and Logistics:** India Post has expanded its services to support e-commerce and logistics operations, providing last-mile delivery and courier services to various e-commerce companies.
8. **Digital Services:** Like many other postal circles, the Chhattisgarh Postal Circle has adopted digital technologies to enhance customer service and efficiency. Online tracking, e-commerce integration, and digital payments are some of the initiatives aimed at improving services.
9. **Community Engagement:** The postal circle often engages in community-oriented activities, such as organizing events, exhibitions, and outreach programs to promote postal services and philately.

Chhattisgarh Postal Circle, like other postal circles in India, plays a crucial role in connecting people and facilitating communication and financial services across the state. It continues to evolve with the changing times, offering both traditional postal services and modern digital solutions to meet the diverse needs of its customers.

## REVIEW OF LITERATURE

1. **Dr. Rajeshwari M. Shettar (2021)** studied that post office saving scheme provides risk-free, attractive, and secure offers to the public. Few schemes like PPF, Sukanya Samriddhi account, and National saving certificates have attractive interest rates with zero financial risk. The investment is very minimal and affordable so people from lower economic backgrounds can easily avail the facilities provided by post offices.
2. **Anjum, Sayyad, and Akbar Sayyed (2015)** in their study analyzed that respondents made bank as their preference for saving schemes which are followed by post office savings and other investment options but they have interest in post office saving schemes due to high-interest rates and especially because it is owned by the government. It is due to its competitive advantage of geographical accessibility and product differentiation on important attributes like safety security and risk-free factors the present paper examines the preference attitude of investors of Pune region towards different investment schemes of the post office and factors which facilitate and motivate them to choose a particular investment scheme of the post office.
3. **Sandesh D'souza** The author found that IPPB is a very important factor in boosting financial inclusion. It helps in financial inclusion through different small savings accounts and remittance services to those laborers who migrated. It especially serves those people who are having less income, unrecognized entities, and small businesses. We cannot directly make a comparison between a well-recognized bank and with payment bank. There are millions of people in India who live in unbanked and underbanked areas and due to this importance of post offices increases.
4. **K. Baby Saranya and Dr. R. Hamsalakshmi** People are well aware of the post office's monthly income plan, recurring deposits, time deposits, and savings accounts. Post office savings plans are quite well-known among investors. Regular return and safety and security are the sample investors' top priorities, followed by tax advantages, capital growth, and liquidity. The respondents' primary investing goals are to finance their children's education and marriage, with medical costs, tax planning, preserving their retired lifestyle, and purchasing real estate coming in close after.

5. **Mr. Naveen. M, Mr. D. Shanmugavadivel** The researcher is adamant that the post office is the only public organization that is more closely entwined with interpersonal relationships than any other government agency. It is well acknowledged to facilitate communication. Even if there are several saving possibilities, the Department of Post should attempt to offer the general public cutting-edge saving plans as a public institution. According to the study, India Post is poised to grow bigger and stronger, illuminating the world with joy. The challenges posed by the changing environment in the electronic age will undoubtedly be surmounted. To make customers happy, its doors are flung open. The great goal of unifying humanity worldwide is continued.

## Statement of the Problem

Post Office Savings Bank programs are one of the most important of the institutions mentioned above. It offers investors a wide range of advantages. The largest savings institution in the nation is Post Office Savings Bank. The main goal of the primary program is to encourage those with relatively low incomes to save money and to instill a saving and frugal mindset in them. By providing higher returns than those provided by scheduled banks, the government has made an effort to increase the popularity of the National Savings Movement. Several alluring programs are thoughtfully created to satisfy the unique needs of various investors. Higher-income groups are more drawn to these programs' tax-saving benefits than small savers. Because they are a saving medium, the investment opportunities offered by post offices are typically marketable. The primary post office plan instruments are eligible for tax benefits such as exemptions from tax on investment contributions, interest income, or both up to a specific maximum.

## Objective of the Study

1. To analyze the performance of postal saving schemes in Chhattisgarh
2. To study the individual performance level of saving schemes of Post Offices in Chhattisgarh

## Limitation of the Study

- The study is confined to the Chhattisgarh state only. The area covered under the study is up to the Chhattisgarh state.
- Another limitation is the time. The time taken for the study is six years only that is from the year 2016 to the year 2021-22 only.

## RESEARCH METHODOLOGY

The data has been collected from various journals and research papers, especially from the annual reports published by the Post Office of India.

## Mission and Vision

It is important to know that the specific mission and vision of a post office may be influenced by the policies and goals of the government or organization over the Postal service additionally post offices may evolve and update their mission and vision over time to stay relevant in a changing landscape

Year	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Savings account	3006404	1046956	7343642	7443046	1675458	1530219
Recurring deposit	766041	569953	818079	817452	946557	933232
Time deposit	75591	201195	162720	179030	161277	176017
Public provident fund	29761	217143	28304	28509	47403	59465
Monthly income scheme	85918	392631	76753	79330	76691	76523
Senior citizen scheme	7437	75062	12336	15998	20213	23771
Sukanya Samridhhi account	206360	163853	377442	478161	614946	730989
Total	4177512	2666793	8819276	9041526	3542545	3530216

(Source- Post Office Annual Report)

The mission and vision of a post office can vary depending on the specific Postal service and the goal said by the organization however in general since the mission and vision of a post office typically revolve around providing efficient and reliable Postal Services to the public here's a broad overview

### Mission

The mission of a post office is often centered on the following key objectives-

#### 1. Mail and partial

- Delivery ensures the timely and secured delivery of mail and passes to recipients.
- Provide areliable and cost-effective poster service for individuals and businesses.

#### 2. Accessibility

- Offer accessible and convenient Postal Services to all segments of the population irrespective of geographical location

#### 3. Communication facilitation

- Facilitate communication by providing a platform for sending and receiving letters, packages, and other postal item.

#### 4. Financial services

- In some cases, post offices may provide financial services such as banking money orders and other financial transactions

#### 5. Community engagement

- Engage with the local community and contribute to its well-being by providing essential posters and related services.

### Vision

The vision of the post office typically outlines the long growth long-term growth and aspirations of the organization common elements include-

#### 1. Innovation

- Embarrass technology and innovation to enhance the efficiency and effectiveness of Postal Services

#### 2. Global connective

Faster Global connectivity by establishing strong International postal networks and collaboration expectations in terms of reliability speed and security of the Postal service

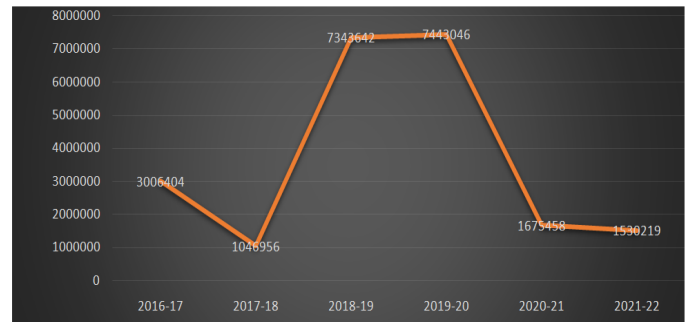
### 3. Adaptability

- Be adaptable to changes in market dynamics customer needs and regulatory environments

### 4. Environmental Responsibility

- Sustainable practices in operations such as promoting this cycling and reducing carbon footprint.

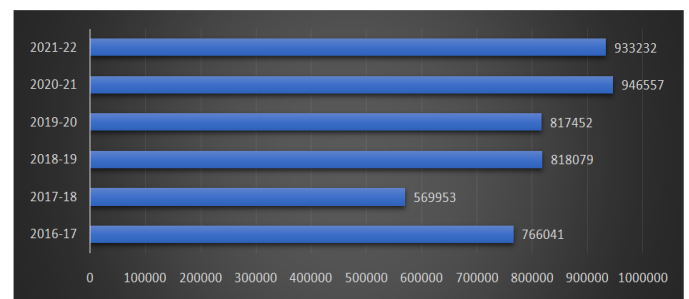
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(Source- Self-Analysis)

Fig. 1. Saving bank scheme

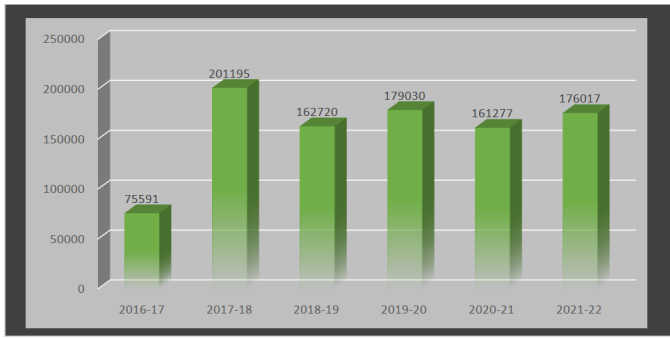
As the above graph shows the total number of saving accounts in 2016-17 is 3006404 and after six years in the year 2021-22 is 1530219 which is less than the base year but if we see the figure we can easily find out that the accounts are declined at the time of COVID-19 pandemic and now in present it is going to be an increase after some time.



(Source- Self-Analysis)

Fig. 2. Recurring deposit

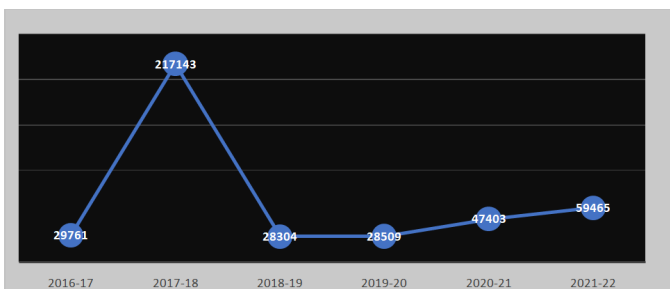
The above figure shows the Recurring Deposit account holders of the state. As we can see the number of account holders is high in the year 2020-21 and the least number of account holders are in the year 2017-18 which shows that people got the idea about recurring deposits after some years.



(Source- Self-Analysis)

**Fig. 3. Time deposit**

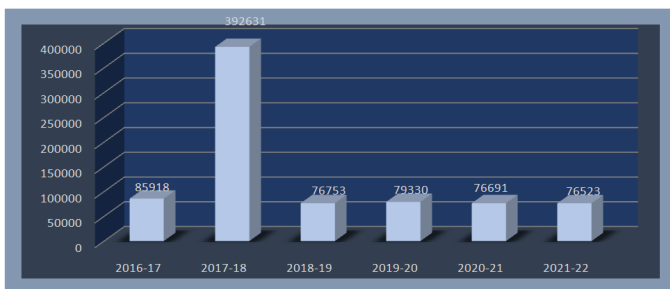
The above graph shows the time deposit account holders of the state. The highest number of account holders was in the year 2017-18 which was just before the COVID-19 pandemic and it is now getting increasing gradually.



(Source- Self-Analysis)

**Fig. 4. Public provident fund**

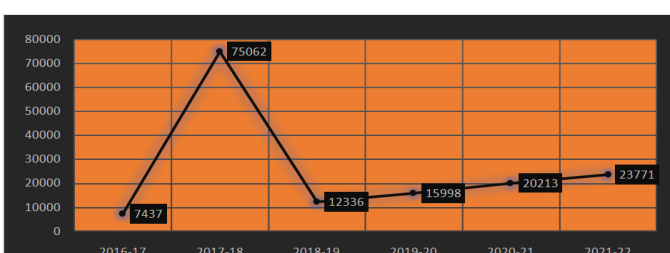
The graph shows the number of account holders investing their savings in Public provident funds from the year 2016-17 to 2021-22. The number of account holders decreased during the time COVID-19 pandemic but after the pandemic from the year 2020-21, the number of account holders has been increasing in recent time.



(Source- Self-Analysis)

**Fig. 5. Monthly income scheme**

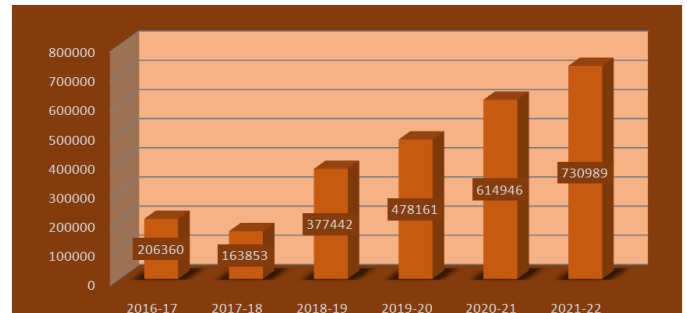
The above graph shows the monthly income scheme of account holders. It is very important to note here that the number of account holders in the year 2017-18 is much higher than the number of account holders in the remaining year.



(Source- Self-Analysis)

**Fig. 6. Senior citizen saving schemes**

The above graph shows the number of senior citizen accounts of the account holders and we can easily find out that the number of highest account holders is in the year 2017-18 and again in the year 2018-19 the number decreases gradually and after 2020-21 the number of account holders again increases at the increasing rate.



(Source- Self-Analysis)

**Fig. 7. Sukanya Samriddhi Accounts**

The above graph shows the number of account holders in Sukanya Samriddhi accounts from the year 2016-17 to the year 2021-22. The highest number of account holders we can find in the year 2021-22 and it shows that people are now aware of the schemes provided by the post offices.

**Future scope of the study**

The researcher can further go for these schemes in more different states so that they can easily analyze the performance of saving schemes in their states or this study can be done for the country from which one can easily analyze the performance of saving schemes in our country. The researcher can compare the performance of saving schemes in two or more states and the reason behind the good or poor performance of the respective states.

**FINDINGS**

The study indicates that people are not very aware of the services and different schemes offered by the post office of India. So, it is now important for the government to improve the promotion techniques. Chhattisgarh postal circle like other postal circles in India plays a crucial role in connecting people and facilitating communication and financial services across the state it continues to evolve with the changing times often both traditional Postal Services and modern digital solutions to meet the diverse needs of customers. In summary, post offices play significant role in addressing sustainability challenges by adopting environmental friendly practices promoting sustainable behaviors, and contributing to both momentum and economic system ability in their efforts to reduce their environmental footprint promote green practices, and adapt to change in digital and steep are the Social in the border context of sustainability as the conversion of resources. It is important to know that individual preferences and financial goals vary and what works well for one person is not suitable for another. Government policies, economic conditions, and changes and interest rates can also impact how customers perceive and true post office Saving Scheme.

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