

## A STUDY ON ATTITUDE OF CUSTOMERS TOWARDS KISAN VIKAS PATRA SCHEME OF POST OFFICE IN TIRUCHENDUR TALUK

Mrs. P.HENAGLORY, Ph.D Part Time Research Scholar, C.S.I Jayaraj Annapackiam College, Nallur – 627853, Tamil Nadu, MS University, Tirunelveli. [Henaglor2@gmail.com](mailto:Henaglor2@gmail.com)

Dr. P. DEVI, Assistant Professor of Commerce, C.S.I Jayaraj Annapackiam College, Nallur – 627853, Tamil Nadu, MS University, Tirunelveli

---

### ABSTRACT

Savings are more important for all individual to secure their future, emergency situation and it helps to achieve future goals. India Post offers the best savings schemes to the public one of the schemes is Kisan Vikas Patra. The study is concerned with the “A Study on Attitude of Customers towards Kisan Vikas Patra of Post Office” in Tiruchendur Taluk, Which situate in Thoothukudi District. The sample size for this study is 50. A Simple random sampling technique was adopted. The data were collected through a questionnaire. Percentage, Ranking, and ANOVA tests were used to analyze the data.

---

**Keywords :** Kisan Vikas Patra, Savings, Service

---

### INTRODUCTION

Savings are more important for all individual to secure their future, emergency situation and helps to achieve future goals. India Post offers the best savings schemes to the public one of the schemes is Kisan Vikas Patra. In 1988, India Post unveiled the Kisan Vikas Patra, a small-savings certificate program. Its main goal is to promote people's long-term financial discipline. If you buy the certificate between July 1, 2021 and September 30, 2021, it doubles a one-time investment in a period of approximately 10 years and 4 months (124 months). There is no maximum investment amount; the minimum is Rs.1000. For instance, a Kisan Vikas Patra worth Rs.5000 will yield an Rs. 10,000 corpus when it matures.

### STATEMENT OF THE PROBLEM

The study is concerned with the “A Study on Attitude of Customers towards Kisan Vikas Patra Scheme of Post Office” in Tiruchendur Taluk., which is situated in Thoothukudi District. The study covers the overview of Kisan Vikas Patra, Factors influencing Kisan Vikas Patra, and Problems faced by the customers, etc., the study analysis the relationship between the socio-demographic factors and the level of attitude of investors.

## OBJECTIVES OF THE STUDY

- To study the socio–economic profile of the respondents
- To understand the features of this scheme
- To know the awareness level of the respondents
- To analyze the factors influencing them to take this scheme in Tiruchendur Taluk
- To study the problem faced by the respondent

## REVIEW OF LITERATURE

**Rajat Deb and Abhijit Paul (2015)**, in their paper “ Investors Perceptions about Kisan Vikas Patra (KVP): Evidence from Agartala”. The objectives of the study are to report the motivation factors of respondents for investing in Kisan Vikas Patra. The sample size is 153. Major findings factors indicate that a number of factors ranging from safety, Liquidity, Investment and maturity in cash, etc.

**Mathumitha (2015)**, have analysed that post office saving schemes provide safety and risk-free, many deposit option for small depositors. She made suggestions that new technology is included in a post office to save the customer in an effective manner, reduce the processing time, and to increase the rate of interest in saving schemes.

## FEATURES OF KISAN VIKAS PATRA

- Investors will receive the specified amount notwithstanding changes in the market
- It is a risk-free investment strategy that is not impacted by market risks. When the term is over, investors will receive their investment plus any profits.
- It is not deductible under sec 80C, and the returns are fully taxed.
- The lock–in period is 30 months even though the account matures after 124 months.

**Table -1 Socio–economic Profile of the Respondents**

Particulars	No.of Respondents	Percentage
<b>Gender</b>		
Male	23	46
Female	27	54
<b>Total</b>	<b>50</b>	<b>100</b>
<b>Age</b>		
Below 20	13	26
20 – 40	11	22

<b>40 – 60</b>	<b>18</b>	<b>36</b>
<b>Above 60</b>	<b>8</b>	<b>16</b>
<b>Total</b>	<b>50</b>	<b>100</b>
<b>Educational Qualification</b>		
<b>Illiterate</b>	<b>10</b>	<b>20</b>
<b>School level</b>	<b>12</b>	<b>24</b>
<b>Graduate</b>	<b>11</b>	<b>22</b>
<b>Others</b>	<b>17</b>	<b>34</b>
<b>Total</b>	<b>50</b>	<b>100</b>
<b>Occupation</b>		
<b>Agriculture</b>	<b>9</b>	<b>18</b>
<b>Business</b>	<b>13</b>	<b>26</b>
<b>Employee</b>	<b>13</b>	<b>26</b>
<b>Others</b>	<b>15</b>	<b>30</b>
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary Data**

Table No: 1 clearly shows that out of 50 respondents, 46% of the respondents are Male and 54% of the respondents are Female. 26% of the respondents have to belong to the age group Below 20, 22% of the respondents belong to the age group 20 -40, 36% of the respondents belong to the age group 40 -60, and 16% of the respondents belong to the age group above 60. 20% of the respondents belong to Illiterate, 24% of the respondents belong to School Level, 22% of the respondents belong to Graduate, and 34% of the respondents belong to others. 18% of the respondent's occupations are Agriculture, 26% of the respondent's occupations are Business, 26% of the respondent occupation is employee, and 30% of the respondent's occupation is others.

Factors	I	II	III	IV	V	VI	Total	Rank
Lack of Information	30	65	56	24	14	3	192	II
High Penalty	72	10	28	48	18	4	180	IV
Low Interest	66	45	20	21	26	5	183	III
Lengthy Procedure	18	55	32	15	12	17	149	V
Lack of Customer Service	36	35	16	33	14	15	149	V
Inadequate Infrastructure	78	40	48	9	16	6	197	I

S.No	Factors	d.f	Calculated value	Table value at 5 % level	Difference in attitude
1	Age	r-2 r-4	2.45 1.1	4.45 2.83	NS
2	Marital Status	r-2 r-2	3.96 3.88	6.94 6.94	NS
3	Educational Qualification	r-2 r-3 r-2	1.21 0.45 3.41	5.14 4.75 4.45	NS

**Table- 2 Problem Faced by the Respondents**

The above ranking table shows Inadequate Infrastructure problem got the first rank, Lack of Information got the second rank, Low Interest got the third rank, High Penalty got the fourth rank, and Lengthy Procedure and Lack of Customer Service got the fifth rank.

**Table – 3 Consolidated Result of F –Test**

4	Occupation	r-4 r-2	0.18 3.043	4.45 3.81	NS
5	Monthly income	r- 3` r- 2`	3.86 0.39	4.45 4.75	NS

### FINDINGS OF THE STUDY

- ✓ Majority of the respondents are Female
- ✓ Majority of the respondents age group is 40 -60
- ✓ Majority of the respondents education qualification is others
- ✓ Majority of the respondents occupation is others
- ✓ Majority of the respondents are faced problem in lack of information

### SUGGESTIONS

- India post must create awareness for Kisan Vikas Patra scheme to Public
- Government must reduce the tenure of the Scheme

### CONCLUSION

The Indian post offer Kisan Vikas Patra scheme for public to improve their savings. This scheme is risk free investment and the investor get amount double in end of the scheme. From this study, it is reveals that, the Kisan Vikas Patra scheme is rendering a great service to the women, poor people of the rural areas.

### REFERENCE

1. Rajat Deb and Abhijit Paul (2015), Investors Perceptions about Kisan Vikas Patra (KVP): Evidence from Agartala, Journal of Commerce and Accounting Research, Vol 4(2); 27 – 43
2. <http://www.indiapost.gov.in>
3. Post Info App
4. Post office Bi-Annual Report 2020 -21