

A Study on Working Women's Investment Perception in Various Government Schemes with Special Reference to Tirunelveli City

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Abstract: Investment plays a vital role in securing financial stability and ensuring long-term economic growth, especially for women who increasingly contribute to household income and decision-making. Working women today are not only participants in the labor force but also active financial planners who aim to safeguard their future and that of their families. Government schemes in India, such as Public Provident Fund (PPF), Sukanya Samriddhi Yojana (SSY), National Savings Certificate (NSC), Post Office Savings, Employees' Provident Fund (EPF), and Pradhan Mantri Jan Dhan Yojana (PMJDY), offer secure, reliable, and comparatively risk-free avenues for investment. This study, titled "A Study on Working Women's Investment Perception in Various Government Schemes with Special Reference to Tirunelveli City", seeks to examine the awareness, preference, and perception of working women towards these government-backed investment options. The research highlights how working women in Tirunelveli City perceive the safety, returns, liquidity, and tax benefits associated with these schemes. The primary objective is to analyze the factors influencing their choice of investments and to understand whether they prioritize security over returns, short-term benefits over long-term wealth creation, or tax-saving advantages over liquidity. By studying these behavioral aspects, the research also aims to identify the level of financial literacy among women and their confidence in managing independent investments. A descriptive research design was employed to collect both primary and secondary data. Primary data was gathered through structured questionnaires administered to a sample of working women from various professional backgrounds, including teaching, healthcare, banking, and private employment sectors within Tirunelveli City. Secondary data was sourced from journals, reports, and government publications. Statistical tools such as percentage analysis, chi-square test, and correlation were applied to interpret the data and draw meaningful insights. The findings of the study reveal that a majority of working women prefer government schemes due to their low-risk nature, guaranteed returns, and safety compared to private investment avenues. However, the level of awareness differs significantly based on age, educational qualification, and income group. While younger women show greater inclination toward modern investment tools like mutual funds or digital savings platforms, older respondents demonstrate stronger trust in traditional government schemes. The study also finds that tax-saving benefits and long-term security remain the most significant motivators for women investors in Tirunelveli. In conclusion, the research emphasizes the need for increased financial awareness and literacy programs tailored for women, which can empower them to make informed decisions and strike a balance between traditional and modern investment avenues. The insights gained can help policymakers and financial institutions design more inclusive and women-friendly investment schemes.

Keywords: Working Women, Investment Perception, Government Schemes, Tirunelveli City, Savings Behaviour, Investment Decisions

