

# A Study on the Investment Preference of Government Employees on Various Investment Avenues

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**Abstract:** *Various investment opportunities are available for an individual to his savings and he can choose the appropriate investment schemes, which suit his needs. The different types of investments are provided by many financial institutions like commercial banks, co-operative banks, post office savings bank, life insurance corporations, public limited companies etc.,. Of all the above mentioned institutions, post office saving bank play vital role. The present study has made to study the investment awareness, preferences, experiences, satisfaction, objectives and purpose of the investors on post office saving schemes in tiunelveli city. The primary data was collected purely on random basis from 87 sample respondents. The study found that majority of investors are aware of all the post office saving schemes, preferred post office saving account, the main objectives of the investors are regular return, children education and marriage are the main purpose, and only a very few investors are dissatisfied with post office saving schemes.*

**Keywords:** Post office, Government employees, Investments

## REFERENCES

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