

## **A STUDY ON PROS & CONS AMONG INVESTMENT GROWTH IN DELTA DISTRICTS OF TAMILNADU**

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### **ABSTRACT**

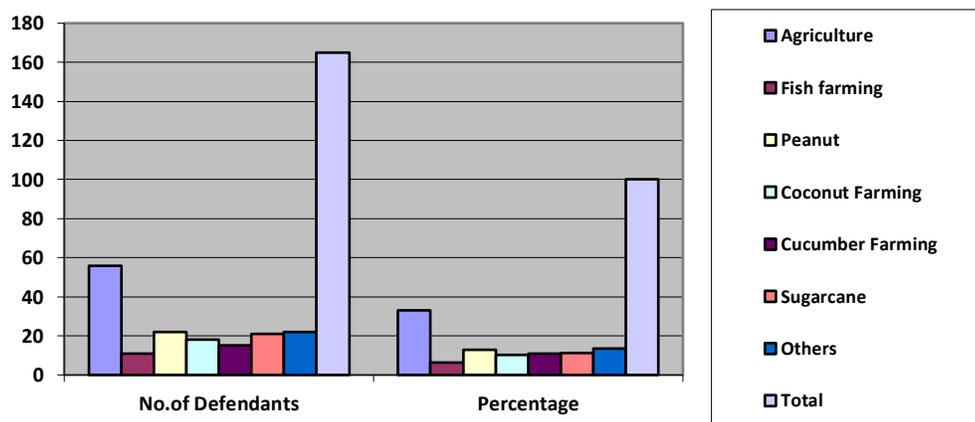
Money plays an important role in one's life. In order to overcome the difficulties in future they have to invest their money. Asset of hard earned money is a crucial activity of every human being. The importance of an asset is safety of principal total, liquidity, income stability, appreciation and easy transferability. A variety of asset avenues are available such as shares, bank, gold and silver, real estate, life insurance and postal savings and so on. Asset is the commitment of funds which have been saved from current consumption with the hope that some benefits will be received in future. Through this study, an analysis has been made to know awareness and preference of stake holders towards asset avenues in Tamil Nadu State. All the stake holders invest their surplus money in the above mentioned avenues based on their risk taking attitude. "No pain no gain" it is the golden principle of asset management. In this fast moving world, we can earn more and more money. More risk leads to more profit. Stake holders cannot avoid risk but they can minimize the risk by investing their money in various forms of assets so that they can get a moderate profit. Hence the researcher has concluded that most of the stake holders prefer bank deposits followed by gold asset in the study Area.

**Keywords:** Stakeholders towards, Total, Liquidity, Income Stability, Appreciation and Easy Transferability.

### **1. INTRODUCTION**

Investment is time, energy, or matter spent in the hope of future benefits actualized within a specified date or time frame. This article concerns Investment in agriculture. In agriculture Investment is buying or creating an Investment with the expectation of farming, yielding and selling various items or some combination of the returns. This may or may not be backed by

research and analysis. Most or all forms of Investment involve some form of risk, such as Investment in equities, property, and even fixed interest securities which are subject, among other things, to inflation risk. In agriculture, Investment is the purchase of an Investment or item with the hope that it will generate income or appreciate in the future and be sold at the higher price. A good Investment strategy will diversify the portfolio according to the specified needs. Investments are often made in directly through intermediaries, such as Agriculture, fish farm, coconut farm, cucumber farm, sugarcane, peanut. These institutions may pool money received from a large number of individuals into farming such as Investment trusts, unit trusts to make large scale Investments. Each individual invest or then has an indirect or direct claim on the Investments purchased, subject to charges levied by the intermediary, which may be large and varied. It generally, does not include deposits with a bank or similar institution. Investment usually involves diversification of Investments in order to avoid unnecessary and unproductive risk.



Source: Primary Data

The above table shows that out of 165 defendants 33.12 percentages of the agriculture prefer to invest their money in fish farming; 13.75 of the stake holders invest their money in Agriculture; 12.75 percentages of stake holders invest their Money in others. 11.25 percentage of the stake holders invest their money in sugarcane; 10.25 percentage of the defendants invest their money in cucumber farming and there remaining 11 percentage of the stake holders invest their money in coconut farming. Most of the stake holders invest their money in peanut, because they want only safety to their Investment.

## **2. ABOUT OF THE PROBLEM:**

Savings (or) Investments are acknowledged as powerful tools in the alleviation of poverty. Investing even a small total can produce considerable rewards over the long-term. But we need to make the decision of how much to invest and where to invest. To choose wisely, we need to know the Investment options thoroughly. But there will be confusion among the people for the selection of best Investment avenues and this is the major difficulty of the stake holders. While investing money, the stake holders are having a lack of awareness of Investment alternatives. When they take Investment decisions they have to pay more attention to safety, liquidity, returns, risks, tax benefits and so on in addition to the Investments option. The above factors will confuse the stake holders while investing the money. The investor should be careful in selecting the Investment avenue. He should exercise his skill, knowledge and experience in choosing the Investment opportunity. In this context, the present study becomes highly essential.

## **3. RESEARCH OBJECTIVES:**

1. To examine the demographic details of defendant
2. To understand the awareness of people towards various Investment avenues
3. To analyze the investor's preference towards various Investment avenues.
4. To study the overall impact of investment on various alternative ideas like agriculture, coconut, cucumber farming, banking investment, and other ideas from delta region in Tamil nadu.
5. To study the awareness level of investment in stake holders in delta region.

## **4. SCOPE OF WORK:**

The study is confined to the factors considered by the stake holders while making their Investment. Their level of awareness about the various aspects of Investment avenues available in the study area is considered.

### **4.1 Research Questions:**

**Research Question:1** what are your main areas of activities or interest?

**Research Question:2** What are the approaches taken for investment in rural areas?

**Research Question:3** What are the objective factors that you think are in general taken into account when investing in the stock market?

**Research Question:4** How the people get awareness about the investment avenues in rural areas?

## **5. ORIGINAL CONTRIBUTION BY THE THESIS:**

The validity of any research is based on the systematic method of data collection and analysis of the data collected.

The study is based on the data collected from individual stake holders in Thanjavur Districts of Tamilnadu.

The stake holders are selected by convenient investment technique. Accordingly there searcher has selected 160 defendants in the study area.

## **6. METHODOLOGY OF RESEARCH, RESULTS / COMPARISONS:**

This survey-based study was conducted in delta region, Tamil nadu, India. A questionnaire was developed using a LiKert-type scale which measures the level of understanding of various investment ideas used for investment management. The study is based on the data collected from individual stake holders in Thanjavur district of Tamilnadu. The data are collected for a period of Six Months from April 2018 to September 2018]. The data collected are the opinion of stake holders and their expectations are also analyzed.

### **6.1 Sourcing of Respondents:**

- In the study the researcher has investigated 160 defendants of Thanjavur district and it reveals that 65 percentages of defendants are aware about the Investment avenues whereas 35 percentages are unaware.
- Most of the defendants are in the age group between 31 to 40 years
- Among the sample stake holders, majority 25.63 percentage of them educated upto graduation level.
- The study reveals that most of the stake holders belong to salaried employees.
- It is understood that most of the stake holders have a monthly income of Rs.10,000 to Rs.20,000.
- Most of the stake holders have made their Investment in banks followed by Agriculture in the study area.
- The researcher has used “chi-squaretest” to test the hypothesis that there is a significant relationship between the sex and the awareness level”. The hypothesis has been rejected. There is no relationship between them.
- The investigator has applied “chi-squaretest” to test the hypothesis that there is a significant relationship between income level and the awareness level of the stake holders. The hypothesis has been accepted. There is a relationship between level of incomes and the level of awareness.

- The researcher has used “chi-square test” to test the hypothesis that there is a significant relationship between educational level and awareness level. The hypothesis has been rejected.

**7. Specific demographic information of the sample is shown in tables below:**

S	Investors-particular	No. of defendants	%	
1	GENDER	Male	91	58.78
		Female	67	41.30
2	AGE	21to30	30	17.12
		31to40	65	38.15
		41to50	42	23.00
		51to60	17	11.87
		Above60	10	6.86
3	OCCUPATION	Business	39	20.62
		Professional	28	15.65
		Salaried	70	38.16
		Self employed	35	25.00
		Retired	11	9.25
			34	22.45
		SSLC	31	18.15
		HSC	49	25.64
		Graduate	36	20.07
		Post-graduate professional	25	13.84

The above Graph 1 shows that 58.78% of the defendants are male and the rest of them 41.30% are female. When it comes to age, it is found that 29 stake holders (17.12%) belong to the age group of less than 30. Hence it can be inferred that the younger generation think of savings and Investments in their early phase of employment or business. Stake holders in the age group of 31-40 are 65 in number constituting 38.15%, Stake holders of age group of 41 to 50 are 42 in number, and Stake holders of age group of 51 to 60 are 17 in number. An interesting finding is that 6.86% of stake holders are above the age of 60. Among the defendants, 31 defendants (18.15%) are with a High School or Matriculation, 34 defendants (22.45%) with Higher Secondary, 49 defendants (25.64%) are graduates, where as the majority of the stake holders are graduates having the maximum number of defendants (25.63%). Post graduates constituting 20.07% and 36 defendants (20.07%) are professionals. As regards occupation, 20.63% of the stake holders are employed in business; 15.25% of the stake holders are professional, 38.16% of the stake holders are salaried; 25% are self-employed and the rest of the 9.25% are retired.

**8. ACHIEVEMENTS WITH RESPECT TO OBJECTIVES:**

A survey was made among the defendants about their knowledge on various Investment avenues and the results of that have been presented in the following table.

**8.1 AWARENESS ABOUT THE INVESTMENT AVENUES:**

**INVESTMENT IN RURAL AREAS**

S.No	Awareness about the Investment avenues	No.of defendants	%
1	Yes	104	65
2	No	56	35
Total		160	100

Gender	Awareness	Not aware	Total
Male	70	24	94
Female	34	32	66
Total	104	56	160

### 8.2 OBSERVED FREQUENCY

S.No	Income level	Awareness	Not aware	Total
1	UptoRs.10,000	12	15	27
2	Rs,10,001–Rs.20,000	29	14	43
3	Rs.20,001–Rs.30,000	26	10	36
4	Rs.30,001–Rs.40000	22	11	33
5	AboveRs.40,000	15	06	21
<b>Total</b>		<b>104</b>	<b>56</b>	<b>160</b>

### 8.3 OBSERVED FREQUENCY:

Education	Awareness	Not aware	Total
SSLC	13	23	36
HSC	16	13	29
Graduate	31	10	41
PostGraduate	25	07	32
Professional	19	03	22
<b>Total</b>	<b>104</b>	<b>56</b>	<b>160</b>

### 8.4. FINDINGS

1. In the study the researcher has investigated 160 respondents of Thanjavur district and it reveals that 65 percentages of respondents are aware about the asset avenues whereas 35 percentages are unaware.
2. Most of the respondents are in the age group between 31 to 40 years
3. Among the sample stake holders, majority 25.63 percentage of them educated up to graduation level.
4. The study reveals that most of the stake holders belong to salaried employees.
5. It is understood that most of the stake holders have a monthly income of Rs.10, 000 to Rs.20, 000.
6. Most of the stake holders have made their asset in banks followed by gold in the study area.

7. The researcher has used “chi-square test” to test the hypothesis that there is a significant relationship between the sex and the awareness level”. The hypothesis has been rejected. There is no relationship between sex and level of awareness.

8. The investigator has applied “chi-square test” to test the hypothesis that there is a significant relationship between income level and the awareness level of the stake holders. The hypothesis has been accepted. There is a relationship between level of incomes and the level of awareness.

9. The researcher has used “chi-square test” to test the hypothesis that there is a significant relationship between educational level and awareness level. The hypothesis has been rejected. There is no relationship between educational level and level of awareness.

## **9. CONCLUSION**

It is concluded that among the various Investment alternatives the stake holders in rural and urban area still prefer agriculture. The major reason for selecting this Investment is owing to safety and security. Only a few stake holders preferred the Investment on stock market but they are not aware of the market value of their holdings. “No pain no gain” it is the Agriculture principle of Investment management. In this fast moving world, we can earn more and more money. More risk leads to more profit. Stake holders cannot avoid risk but they can minimize the risk by investing their money in various forms of Investments so that they can get a moderate profit. The results of the study indicate that the stake holders prefer to invest only in safer avenues. Among the various Investment avenues, bank deposits and Agriculture are the most preferred avenues, while insurance schemes and post office instruments are getting increased attention. Hence the researcher has concluded that most of the stake holders prefer investment in agriculture is the study Area.

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