

A STUDY ON INVESTMENT BEHAVIOUR OF THE MIDDLE CLASS PEOPLE IN CHENNAI CITY

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ABSTRACT

The aim of this research was to examine the investment behaviour of the middle income People in Chennai City. The rationale behind choosing this research topic is the premise that the middle class in India has gained attention of the economists, policy makers & the marketers, as still there remains a considerable untapped potential in this income class of India. The research has been conducted to answer few important questions on the preference of the investment instruments & investment pattern of the middle class households, to know the various objectives of investment of the middle income people and to know whether there has been any increase in their savings & the reasons for the same. It is not only the income of the household that has an immediate bearing on the investment preferences but also the age group to which the head of the household belongs that influences the choice of investment avenue. Therefore the paper has also been directed towards finding the difference in choice of investment avenues in different age-groups & income classes of the middle income people in Chennai.

INTRODUCTION:

Wealth creation is not an art. It is an attribute of one's attitude towards money. How does one know whether he/she have the right kind of attitude towards money? To answer this question,topic that "**A STUDY ON INVESTMENT BEHAVIOUR OF INVESTORS IN CHENNAI CITY**" focuses on two basic, money related aspects and actions, avenues and institution accessible for investment.

Nowadays investment avenues are spreading in the world to create positive sources of income, one can invest disposable income in domestic or offshore market. People in society are investing their savings in a systematic manner and many are in a unsystematic manner. Many do not have financial education. A systematic investment plan always yields a fair return.

Everyone should realize that financial earning is a must today in order to know where one stands financially and also focus to one's financial efforts in the right direction. A proper understanding of money its value the available avenues for investment various financial institutions like rate of return /risk etc., are essential to successful manage one's finance for achieving life's goal.

Savings form an important part of the economy of any nation. With the savings invested in various options available to the people, the money acts as the driver for growth of the country. Indian financial scene presents a plethora of avenues to the investors. Though certainly not the best or deepest of markets in the world, it has reasonable options for an ordinary man to invest his savings.

One needs to invest and earn return on their idle resources and generate a specified sum of money for a specific goal in life and make a provision for an uncertain future. One of the important reasons why one needs to invest wisely is to meet the cost of inflation. Inflation is the rate at which the cost of living increases.

The cost of living is simply what it cost to buy the goods and services you need to live. Inflation causes money to lose value because it will not buy the same amount of a good or service in the future as it does now or did in the past. The sooner one starts investing the better. By investing early you allow your investments more time to grow, whereby the concept of compounding increases your income, by accumulating the principal and the interest or dividend on it, year after year.

The three golden rules for all investors are:

- Invest early
- Invest regularly
- Invest for long term and not for short term

There are large numbers of investment available today. To make our lives easier they would classify or grouped under 4 main types of Investment Avenue. The terms are named as follows:

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II. TYPES OF INVESTMENT PATTERN

Short Term Investment:

It is an investment made by the investor for very short period of time i.e for one to three years such as investment in bank, money market, liquid funds etc.

Long Term Investment:

When investor invests money for more than 3 and 5 years then it is called long term investment such as investment in Bonds, Mutual Funds, Fixed Bank Deposit, PPF, Insurance etc.

There are large numbers of investment available today. To make our lives easier they would classify or grouped under 4 main types of Investment Avenue. The terms are named as follows:

1. Financial securities:

These investment instruments are tradable and negotiable these would include equity shares, preference shares, convertible debentures, non convertible debentures, public sector bonds, savings certificates, gift-edged securities and money market securities.

2. Non-secured financial securities:

These investment are not tradable, transferable, non negotiable and would include bank deposit, post office deposit, company fixed deposit, provident fund schemes, national savings schemes and life insurance.

3. Mutual fund schemes:

If an investor does not directly want to invest in the markets, they could buy units/shares in a mutual fund schemes. These schemes are mainly growth(or equity)oriented, income(or debt)oriented or balanced(i.e. both growth and debt)schemes.

4. Real assets:

Real assets are physical investment. This would include real estate, gold and silver, precious stones, rare coins & stamps and art objects.

OBJECTIVES OF THE STUDY :

PRIMARY OBJECTIVE :

“A STUDY ON INVESTMENT BEHAVIOUR OF THE MIDDLE CLASS PEOPLE IN CHENNAI CITY “

SECONDARY OBJECTIVES :

- To Identify the awareness of the investment Pattern for the middle income persons
- To study the preference of the investment by the middle income people
- To examine the scope of Savings for the middle class persons
- To analyse the risks faced by the middle class persons at the time of investment

NEED AND IMPORTANCE OF STUDY:

Investment is the most things today. Business man's are earning handsomely. They have all right to invest and spend to some extent. But lack of financial education, put them in much more difficult situation. At present lot of investment avenues are available in the market with investor education. Investors can choose from a variety of investments and assets. While making the choice, they should also consider the rate of return and risk that on their investment.

Comparatively this study reveals investors mentality on investment and its implications. There are institutions which offer attractive packages to investors. Medias like TV, Newspaper, Magazines etc., Majority of investor being educated elites in this study, Know the available avenues of investment and institutions. Thus, to ascertain business man's psychology over investment and financial institutions, an attempt has been made to project the various available avenues for investments and the need for government's suitable action in their business.

This analysis on individual investor's behaviour is an attempt to know the profile of the investor and also know the characteristics of the investors so as to know their preference with respect to their investments. The study also tries to unravel the influence of demographic factors like age on risk tolerance level of the investor.

STATEMENT OF THE PROBLEM:

In the investment process, that the investor should have knowledge about the investment alternatives and the markets. The rate of return on investment is highly fluctuation but at the same time, investors have to analyze the rate of return/ risk on investment. Financial institutions have been playing a key role to attract investors. Investors are being affected because of the middle agents like broker, jobber etc.

Business men earn profit handsomely but they don't know to access in various available avenues of investment. Lack of financial education, set aside their disposable income in low safety, profitability and marketability of investment as investor, they also expect a good rate of return from their investment. For all these, they need adequate flow of information.

INDUSTRY PROFILE :

Indian financial industry is considered as one of the strongest financial sectors among the world markets. Many industry experts may give various reasons for such Indian financial industry reputation, but there is only one answer which no one can deny, is the effective control and governance if the country's supreme monetary authority the **"RESERVE BANK OF INDIA"**(RBI)

Financial sector in India has experienced a better environment to grow with the presence of higher competition. The financial system in India is regulated by independent regulators in the field of banking, insurance, and mortgage capital market. Government of India plays a significance role in controlling the financial market.

Various governing bodies in financial sector:

1. RBI:

Reserve Bank of India is the supreme authority and regulatory body for all the monetary transactions in India. RBI is the regulatory body for various banking and non banking financial institutions in India.

2. SEBI:

Securities and Exchange Board of India is one the regulatory authorities for India's capital market.

3. IRDA:

Insurance regulatory and development authority of India regulates all the insurance companies in India.

4. AMFI:

Association of mutual funds in India regulates all the mutual fund companies in India.

5. FIPB:

Foreign investments promotion board regulates all the foreign direct investments made in India.

Various Investment avenues available in India

Safe/ Low risk avenues:

- Savings account
- Bank fixed deposits
- Public provident fund
- National savings certificates
- Post office savings
- Government securities

Moderate risk avenues:

- Mutual funds
- Life insurance
- Debentures
- Bonds

High risk avenues:

- Equity share market
- Commodity market
- FOREX market

Traditional avenues:

- Real estate(property)
- Gold/ Silver
- Chit funds

Emerging avenues:

- Virtual real estate
- Hedge funds/ private equity investments
- Art and passion

CHAPTER 2 : REVIEW OF LITERATURE

REVIEW OF LITERATURE :

Literature suggests that major research in the area of investor's behaviour has been done by behavioral scientist such as Weber, Sheller and Sherwin. Sheller who strongly advocated that stock market is governed by the market information which directly affects the behaviour of the investors. Several studies have brought out the relationship between the demographics such as gender, age and risk tolerance level of individuals. Of this the relationship between age and risk tolerance level has attracted much attention.

Kevin James (2000) in his research article "The Price of Retail Investing in the UK" evaluates the financial wealth services provided by investment funds in UK, the study identifies that the retail investors largely delegate the management of their wealth to investment funds. These funds in turn charge retail investors for the portfolio and risk management services they provide, sparing retail investors the burdensome task of performing these various services themselves. So in order to choose a sensible fund (a fund that meets his or her requirements), a retail investor must be able to ascertain the services provided and the price charged by each of the funds he or she may consider.

Santi Swarup K (2003) in her research article "Measures for improving common investor confidence in Indian primary market a survey", concentrates on the decisions taken by the investors while investing in primary markets, the study indicates that the sample investors give importance to their own analysis as compared to broker's advice. They also consider market price

as a better indicator than analyst recommendations. The study also identifies factors that are affecting primary market situation in India. Issue price, information availability, market price after listing and liquidity emerge as important factors.

Mittal M. and A. Dhade (2007) in their research paper “Gender Difference in Investment Risk-Taking: An Empirical Study” published in The ICFAI Journal of Behavioural Finance, 2007, Observed that risk-taking involves the selection of options that might result in negative outcomes. While present is certain, future is uncertain. Hence, all investment involves risk. Decourt (2007) indicated that the process of making investment decisions is based on the ‘behavioural economics’ theory which uses the fundamental aspects of the ‘Prospect Theory’ developed by Kahneman and Tversky (1979).

Ramakrishna Reddy & Ch. Krishnuudu (Dec 2009) on investment behaviour of rural investors in their study states that the investment culture among the people of a country is an essential prerequisite for capital formation and the faster growth of an economy. Investment culture refers to the attitudes, perceptions, and willingness of the individuals and institutions in placing their savings in various financial assets, more popularly known as securities. A study on the investors’ perceptions and preferences, thus, assumes a greater significance in the formulation of policies for the development and regulation of security markets in general and protection and promotion of small and house-hold investors in particular.

Singh (2004) has established that middle class salaried investors and professionals preferred to have disclosure of net asset value on a day today basis and wanted to invest in MFs in order to get higher tax rebates. Further, it is evidenced that small investors perceived MFs to be better investment alternative and public sector investments to be less risky.

Veena S (2005) undertook a study for Way2wealth Securities Private Limited for studying the perception of an investor, on the potential of insurance as an investment option and preference of investors investing in private Life insurance companies. It has been found that the salaried person is more interested in having insurance as an investment avenue for various reasons. LIC and money back are the well known company and scheme.

The private insurance companies are accepted to certain extent only and it has to be tapped to greater extent. It has also be found that insurance advisor is the one, who are the main source of information on schemes and advantages of private insurance companies, to the investor which is an indicator of the bright future of Way2wealth Securities Pvt. Ltd.

Kanchana R (2005) revealed that each and every individual saves a part of his income to meet his future needs. The percentage of income saved mainly depends on the income level, purpose of saving and objective of investments. In the same way, the choice of investment he adopts also depends on the return expected, percentage of income allotted for savings and the purpose of savings. 36.1% of salaried class people save 10-20% of their income whereas only 13.6% of salaried class people save more than 40% of their income. 34.7% of salaried class people have chosen bank deposits as the most preferable investment option.

Prakash S (2005) identified the various factors in the study to provide some valuable input regarding the investor's pattern, their preference and Priorities will guide the organization in designing financial products for the various segments of investors. The buying intent of mutual fund product by a small investor can be due to multiple reasons depending upon the risk return trade off. Due to the reduction in the bank interest rates and high degree of volatility in Indian Stock market, investors are looking at an alternative for their investments, which will provide them higher, returns and also safety to their investments.

Deepak B (2006) aimed to find out the investors preference towards various investment avenues like fixed deposits, post-office schemes, bonds / debentures, share market, mutual funds and insurance. The study revealed that mutual fund ranks as the most popular avenue for investment followed by life insurance and fixed deposits with regard to the risk appetite of the investors; it is found that the investors perceive that investments in mutual funds carry moderate risk. The study also reveals that better and steady returns are the main reason for investment in mutual fund.

N. Geetha, Dr. M. Ramesh, 2011; „ A study on people"s preference in investment behavior" This study examined on people"s choice in investment avenues in kurumbalur. This study of explains the details of making the investment along with the various ways in which the investment has to be maintained and managed.

Megha Goyal, Dr. Anukratai Sharma,2014; „A study of investment behavior of middle income group towards different kinds of investment avenues." This study examines the risk bearing capacity management between expenses and saving and other factors which influence their investment decision.

CHAPTER 3 : RESEARCH METHODOLOGY

RESEARCH METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer satisfaction based on product. This time research methodology is framed for the purpose of finding the level of “ **A STUDY ON INVESTMENT BEHAVIOUR OF MIDDLE CLASS PEOPLE IN CHENNAI CITY** “

RESEARCH DESIGN:

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study

SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

SOURCES OF DATA:

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 70 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about people and the second part contained the **respondent's opinions about Investment Behaviour**

TYPES OF QUESTIONS

- Direct Questions
- Multiple Choice Questions
- Linkert Scaling Questions
- Rank Questions

HYPOTHESIS:

Ho - There is no Relationship between the Risk of Investment And the income of the people.

H1 - There is Relationship between the Risk of investment and the income of the People.

SAMPLE SIZE:

The Sample Size for this study is 70 Respondents

PERIOD OF THE STUDY

The period of the study broadly covers the period from August to November. However, while reviewing the history of various investment avenues in Chennai, the period from 2022 - 2023 is also covered. .

LOCATION & TARGETED PEOPLE OF STUDY:

The Location of the Study is Based on Chennai City , And the Targeted People of the Study is based on the Investment Behavior of the Middle Income People

CHAPTER 4 : DATA ANALYSIS AND INTERPRETATION

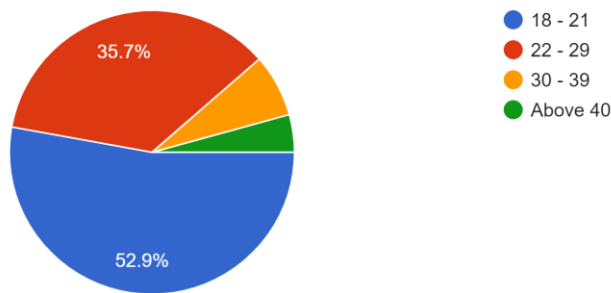
PERCENTAGE ANALYSIS

TABLE 1 : AGE OF THE RESPONDENTS

AGE	No. of respondents	Percentage
18 - 21	37	52.9%
22 - 29	25	35.7%
30 - 39	5	7.1%
Above 40	3	4.3%
Total	70	100%

CHART 1 : AGE OF THE RESPONDENTS

Age
70 responses



INTERPRETATION :

Table 1 above shows that the majority of the respondents are from the age group of 18 - 21 years

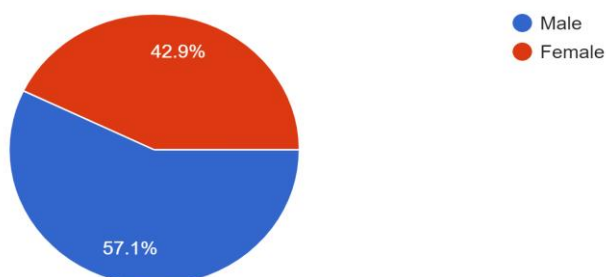
GENDER OF THE RESPONDENTS

TABLE 2 : GENDER OF THE RESPONDENTS

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	40	57.1%
FEMALE	30	42.9%
Total	70	100%

CHART 2 : GENDER OF THE RESPONDENTS

Gender
70 responses



INTERPRETATION :

Table 2 shows that the majority of the respondents are the male (57.1%), and the least Age of the respondents are Above 40

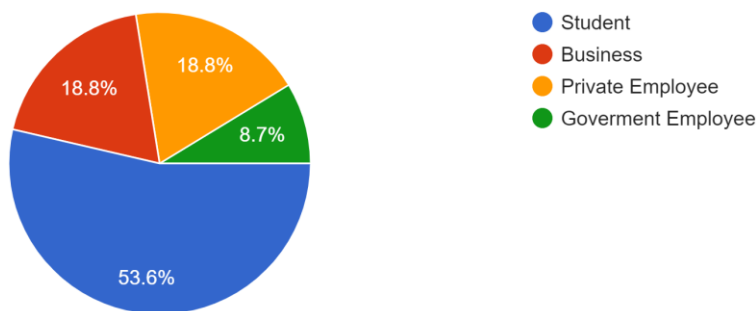
OCCUPATION OF THE RESPONDENTS :

TABLE 3: OCCUPATION OF THE RESPONDENTS

AGE	No. of respondents	Percentage
STUDENT	37	53.9%
BUSINESS	13	18.8%
PRIVATE EMPLOYEES	13	18.8%
GOVT. EMPLOYEES	6	8.7%
Total	70	100%

CHART 3 :OCCUPATION OF THE RESPONDENTS

Occupation
69 responses



INTERPRETATION :

The Majority of the respondents are the students (53.6%)

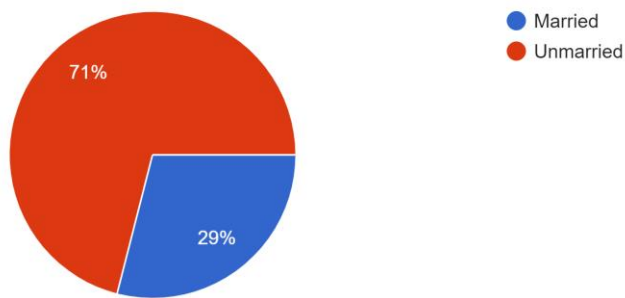
MARTIAL STATUS OF THE RESPONDENTS :

Table 4:

Martial status	No. of respondents	Percentage
unmarried	49	71%
married	20	29%
TOTAL	70	100%

CHART 4 :

Martial Status
69 responses



INTERPRETATION:

The majority of the person who filled this form are unmarried (71%)

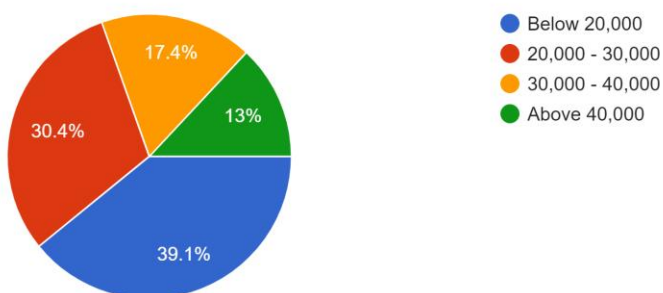
MONTHLY INCOME OF THE RESPONDENTS:

TABLE 5:

Monthly income	No. of respondents	Percentage
Below 20,000	27	39.9%
20,000 - 30,000	21	30.4%
30,000 - 40,000	12	17.9%
Above 40,000	9	13%
Total	70	100%

CHART 5:

Monthly Income
69 responses



INTERPRETATION ;

The Majority of the respondents are earning below 20000 with a percentage of (39.1)

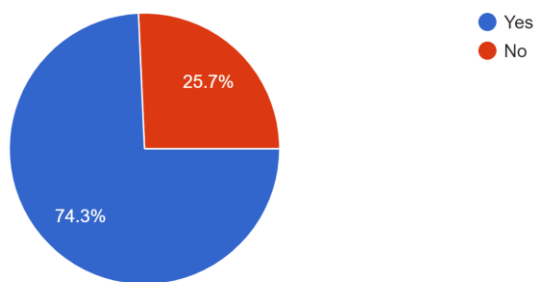
Are You Aware of investment Concept:

TABLE 6:

Aware of investment Concept:	No. of respondents	Percentage
yes	52	74.3%
no	18	25.7%
TOTAL	70	100%

CHART 6:

Are you Aware of investment Concept?
70 responses



INTERPRETATION

The majority of the respondents say yes as they aware of the investment concept with a percentage of (74.3%)

From which source you came to know about investment:

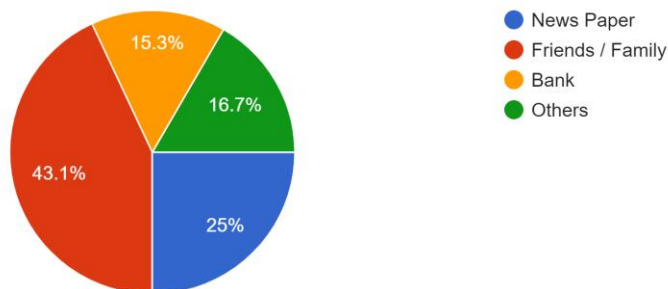
TABLE 7:

From which source you came to know about investment	No. of respondents	Percentage
News paper	18	25%
Friends / Family	31	43.1%
Bank	11	15.3%
Others	12	16.7%
TOTAL	70	100%

CHART 7 :

From which source you came to know about investment?

72 responses



INTERPRETATION:

The Majority of the respondents are aware of the investment by the source from Friends / Family (43.1)

Have You Invested your money in savings so far :

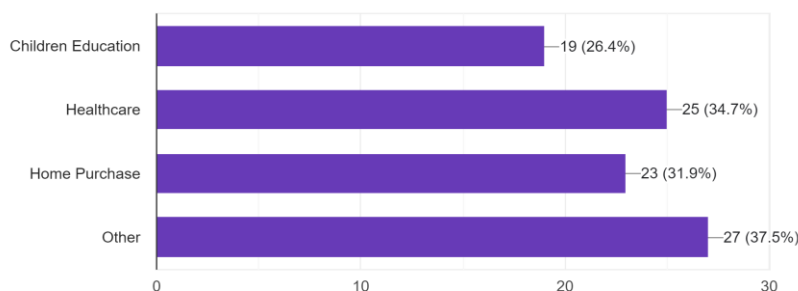
TABLE 8:

Have You Invested Your money savings so for	No. of respondents	Percentage
Children Education	19	26.4%
Healthcare	25	35.7%
Home Purchase	23	31.9%
Other	27	37.5%
TOTAL	70	100%

CHART 8:

Have you invested your money in savings so far?

72 responses



INTERPRETATION:

The majority of the people who invested their money so far is on the others investments with a percentage of 37.5%

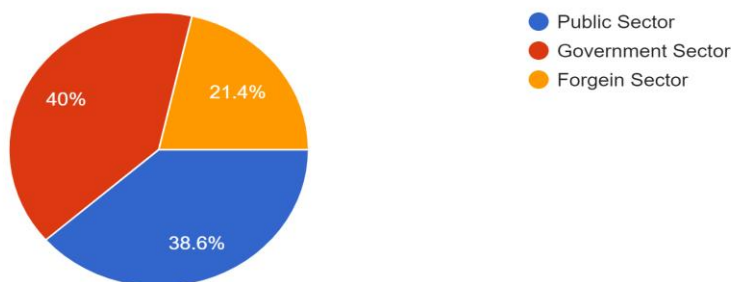
In which sector you prefer to invest money :

TABLE 9 :

In which Sector you prefer to invested Money	No. of respondents	Percentage
Public Sector	27	38.6%
Government Sectors	28	40%
Forgein Sector	15	21.4%
TOTAL	70	100%

CHART 9:

In which sector you prefer to invest money?
70 responses



INTERPRETATION:

The majority of the people prefer to invest in Government Sector with the percentage of 40%.

Your Knowledge on Investment:

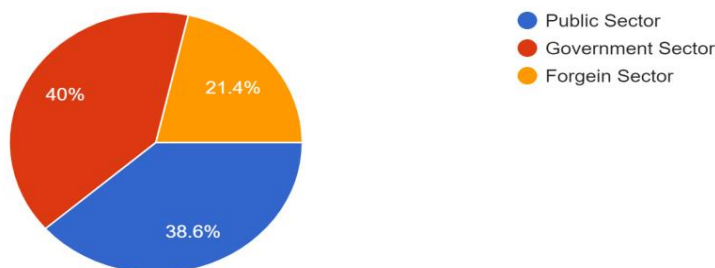
TABLE 10

Your Knowledge on investment	No. of respondents	Percentage
Limited	47	65.3%
Good	18	25%
Extensive	7	9.97%
TOTAL	70	100%

CHART 10

In which sector you prefer to invest money?

70 responses



INTERPRETATION:

From the above table it is interpreted that people invest 38.6% in Public Sector , 40% in Government Sector , 21.4% on the Foreign Sector.

Financial goal i prefer an investment which is safe and grows slowly:

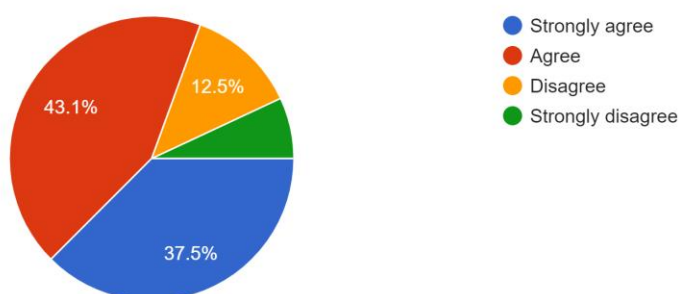
TABLE 11:

Financial goal i prefer an investment which is safe and grows slowly:	No. of respondents	Percentage
Strongly agree	27	37.5%
Agree	28	40%
Disagree	15	21.4%
Strongly Disagree	70	100%
TOTAL	70	100%

CHART 11 :

To reach my Financial goal i prefer an investment which is safe and grows slowly.

72 responses



INTERPRETATION :

From the above table it is interpreted that 37.5 %have Strongly Agree on the Financial Goals , 43.1% have Agreed , 12.6% of the People Disagree , 6.9% of the People Strongly Disagree.

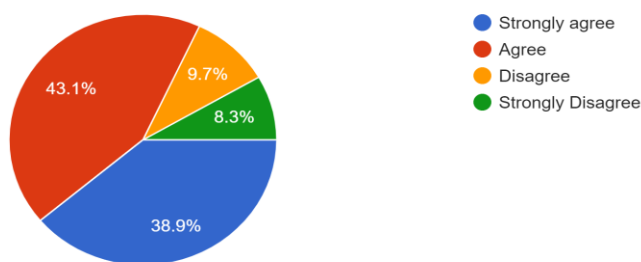
Investment portfolio will generally go up and down over a period of time :

TABLE 12

Investment portfolio will generally go up and down over a period of time :	No. of respondents	Percentage
Strongly agree	28	39.5%
Agree	31	43.1%
Disagree	7	21.4%
Strongly Disagree	6	8.3%
TOTAL	70	100%

CHART 12 :

The value of an investment portfolio will generally go up and down over a period of time ?
72 responses



INTERPRETATION :

From The Above Table it is interpreted that 38.9% have strongly agree , and 43.1% of the people have agreed , and 9.7% of the people have Disagree , 8.3% of the people have Strongly Disagreed.

I got for the Possible return even if there is risk involved :

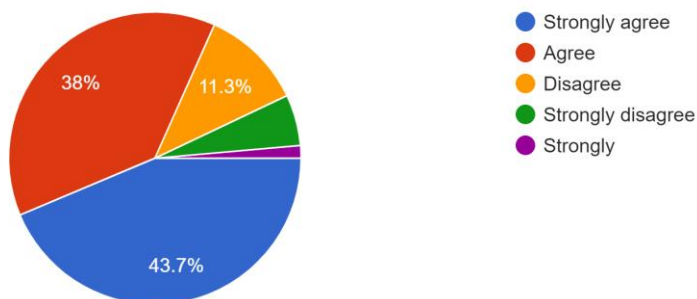
TABLE 13 :

I got for the Possible return even if there is risk involved :	No. of respondents	Percentage
Strongly agree	31	43.7%
Agree	27	38%
Disagree	8	11.3%
Strongly Disagree	4	5.6%
TOTAL	70	100%

CHART 13:

I go for the best possible return even if there is risk involved ?

71 responses



INTERPRETATION :

From the above table it is interpreted that 43.7% of the people Strongly agree have the possible return even if there is risk involved.

losing your principle investment Amount:

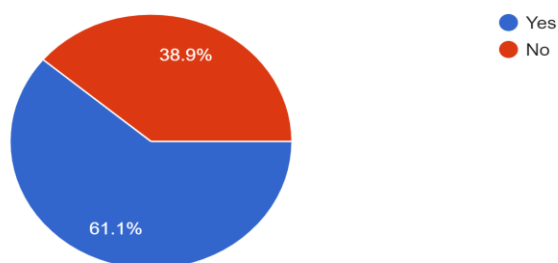
TABLE 14:

Losing Principle Investment Amount	No. of respondents	Percentage
Yes	41	61.1%
No	28	38.9%
Total	70	100%

CHART 14:

can you take risk of losing your principle investment Amount ?

72 responses



INTERPRETATION:

From the above table it is interpreted that 61.1% of the people opted yes for risk of losing the principle investment

CHI-SQUARE TEST

HYPOTHESIS:

Ho - There is no Relationship between the Risk of Investment And the income of the people.

H1 - There is Relationship between the Risk of investment and the income of the People.

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
	Monthly Income * can you take risk of losing your principle investment Amount ?	73	100.0%	0	0.0%	73

Monthly Income * can you take risk of losing your principle investment Amount ? Crosstabulation

		can you take risk of losing your principle investment Amount ?			Total
		No	Yes		
Monthly Income	Count	1	2	0	3
	Expected Count	.0	1.2	1.8	3.0
20,000 - 30,000	Count	0	8	14	22
	Expected Count	.3	8.4	13.3	22.0
30,000 - 40,000	Count	0	4	8	12
	Expected Count	.2	4.6	7.2	12.0
Above 40,000	Count	0	3	6	9
	Expected Count	.1	3.5	5.4	9.0
Below 20,000	Count	0	11	16	27
	Expected Count	.4	10.4	16.3	27.0
Total	Count	1	28	44	73
	Expected Count	1.0	28.0	44.0	73.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.158 ^a	8	.001
Likelihood Ratio	10.902	8	.207
N of Valid Cases	73		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .04.

Interpretation

Since P value is (0.001) is lesser than 0.05 (5%) of the significance value, we reject null hypothesis and accept alternate hypothesis. Therefore, There is a significant relationship between the risk of investment and the income the respondents.

CHAPTER 5 :FINDINGS, SUGGESTIONS AND CONCLUSION:

- Majority of the respondents are from the age group of 18 - 21 years.
- majority of the respondents are the male (57.1%)
- The Majority of the respondents are the students (53.6%)
- The majority of the person who filled this form are unmarried (71%)
- The Majority of the respondents are earning below 20,000 with a percentage of (39.1%)
- The majority of the respondents say yes as they aware of the investment concept with a percentage of (74.3%)
- The Majority of the respondents are aware of the investment by the source from Friends / Family (43.1)
- The majority of the people who invested their money so far is on the others investments with a percentage of 37.5%
- The majority of the people prefer to invest in Government Sector with the percentage of 40%.
- The Majority 40% is on the Government Sector
- The Majority (43%) has agreed
- The majority (43.1) have agreed for investment Portfolio
- The Majority (43.7) have Strongly Agreed for Risk

- The Majority (61.1%) of the people opted yes for risk of losing the principle investment

SUGGESSTIONS:

1. Investors should make the investment with proper planning keeping in mind their investment objectives.
2. Investors should also consults the brokers or agents to seek information and advice but their decision should not merely be based on agents advice rather the decision should be based on their careful investigation.
3. The investors should select a particular investment option on basis of their need and risk tolerance.
4. The investors should diversify their investment portfolio in order to reduce the risk.
5. The investors should continuously monitor their investments.
6. The companies should provide all relevant information to the investors.
7. Grama sabha type of organizations should be developed for promoting the savings and the awareness on various investment schemes among the rural invest.
8. The success of any business depends upon the satisfaction of the customer.
The investing public as a whole cultivates the habit of reading and watching information relating to investments.
9. General awareness about the investment avenues are not sufficient to them, they should try to understand the pros and cons of all investment avenues in particular, this helps them to earn maximum returns on their investments with minimum risk.
10. Investors should adopt a diversified and liquidity oriented approach while constructing and managing the portfolio for investment under present economic scenario.

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CONCLUSION:

From the results of the study, it can be concluded that employees have shown that they are following good investment policies and they are satisfied with their investment practices. The findings of the study indicate that employees perception has led to the investment appreciation exhibited through various factors.

A similar kind of investor group perception will enhance investment effectiveness. Employees not only contribute to their respective organization by their labour contributions, they do contribute to the development of national economy by saving and investing in various investment avenues.

This habit and attitude could be developed by providing more knowledge and awareness on new and innovative investment avenues such as investment in commodity market, futures and options and other financial innovative products. This will further improve on economy in general and give more revenues by way yield to the employee investors in particular