Awareness and Usage of Government Savings Schemes Among Young Earners in Bangalore

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***Abstract*—In this research paper, I have tried to find out how much aware young individuals are about government savings schemes along with their preferences for such investments. The objective behind this paper is to know whether government savings schemes are reaching out to young people, and what factors influence the investment decisions of these young individuals. The purpose of government savings schemes is to ensure financial security through disciplined savings. The data collection for the research was done by means of primary data and the research was mostly concentrated around young income-earners and students who live in Bangalore. As the results of the survey showed, there are quite a few people who were aware of these savings schemes which shows that awareness campaigns have been moderately successful, although many people lack knowledge about them. It can be said that this problem should be addressed. The research has also helped in defining some of the main factors affecting the choice of investments. They include the safety of money, rate of return, convenience, and tax advantages. Safety of investments and guaranteed rate of return seem to be some of the main factors influencing choices of investors. Nevertheless, there are quite a number of young people who have become more interested in other forms of investment which promise higher returns and greater convenience. It should also be noted that the role of social media has also been identified in the survey but some problems remain.**

***Abstract*—Government Savings Schemes, Financial Education, Young Earners, Investment Behaviors, Awareness**

I. INTRODUCTION

Savings are important part of financial discipline as they provide us the security and help us satisfy our future needs and unexpected expenses. They support in our long-term goals such as education, ownership of the home, retirement planning and insurance. Government saving schemes are the financial instrument which is introduced by the government of India to encourage every citizen in the country to save and invest in the avenues which is secured by the government. As they guaranteed returns with aiming to exposure yourself to the lower risk and get exemptions on the tax and benefit from it which makes it suitable for the long-term financial planning, which are designed to promote a habit of disciplined savings among the citizens and add on benefit to the government as they contribute to the economic growth by mobilizing the funds of public.

The young earners are in the first stage of the workforce who can use this financial instrument in order build the discipline in savings, and as they represent important segment of the population in India. As at this stage they want earn independently and take their financial decisions on their own which will imply a large impact on their future. However, the change in the lifestyles and influence of modern investments where they invest heavily and take heavy risk and take less in return and they are less pulled towards the modern investment options which may make them to tending to overlook over their traditional savings schemes.

1.1 Background of the Study

Saving is a tool which is vital component in the stability of the economic and the security of all the individuals in the nationwide. As in a developing country like India where the income levels, financial literacy and the access of financial instruments for saving vary with each individual. The cultural is a main significant component which influences the savings in India where the people look more for stability and long-term gains. As the government savings will encourage the individuals to have the stability in returns and they can invest it for the long-term as it is designed in a such way where the money is safe and secured for the avenues while also supporting the development of the nation. Over the years, the government of India has introduced various savings schemes such as Public Provident Fund (PPF), National Savings Certificate (NSC), Sukanya Samriddhi Yojana (SSY), and Post Office Savings Schemes. These schemes offer guaranteed returns, tax benefits, and low risk, making them highly suitable for individuals seeking financial security. However, despite the availability of these schemes, their adoption largely depends on the level of awareness and understanding among potential investors.

As these schemes influences the young earners typically in the age between 18-30 years as they play a significant role in the segment of the population entering in the workforce as they are fresh graduates, early professionals and young entrepreneurs who are just beginning their financial journey. Their savings and investment behavior plays very crucial role in managing their finances not only through their personal well-being but also in shaping of their broader in the economic landscape. In conclusion, we can say that this study mainly focuses on the savings systems and the structure that has being opted by the young generations and how government savings schemes have influence on their structure of the savings.

1.2 Importance of the Study:

- Early Financial Planning:

Studying the topic is very important as it highlights the need for financial planning at a very early stage of the life. As in beginning stage of the earning the youngsters will learn to manage their expenses and also develop the sense of savings and investment habits early can help them to build the long-term financial stability and independence.

- Rising Consumerism and Spending habits:

As many of the consumers have the opted the culture of digital payments which are rapidly growing in India as it is provides easy access to credit and individuals are being more inclined towards spending rather than investing in their savings as this study provides them the understanding their life style choices and spending habits affect their ability and willingness to save.

- Long-term Financial Security:

As many young earners are mainly focused on short-term financial goals to get immediate gains or gratification rather than planning towards their long-term financial security. Government savings schemes encourage them to have discipline towards their savings and which is also essential for their future needs such as for their retirement, medical emergencies or major life goals for their future.

- Identifies Knowledge gaps and Misconceptions:

This research helps to understand and identify the gaps in financial knowledge, misunderstandings about the government schemes and their misconceptions about discouraging about the government saving schemes and their usage which is very crucial for improving their financial education among the youth.

- Encourages a Balanced Approach in Investment:

By understanding the awareness and usage where the study promotes a balanced investment strategy where the young earners can easily diversify their portfolio by including securement of government schemes and also by investing in the market-linked instruments

1.3 Need for the Study

- Availability but Low Utilization of Government Schemes:

Although the various government savings schemes are available but the actual usage among the young individuals remains relatively low. As this indicates that simply providing the schemes which is not enough; and understanding why they are being underutilized and how much they are essential for the savings.

- Impact of Economic Uncertainty and Inflation:

As the rising inflation and economic fluctuations of uncertainty of the job markets is increasing the risk financially. They create the strong need for the secure and stable investment options, as by highlighting the importance of their understanding whether the young earners should be utilizing the government savings schemes.

- Providing the Piratical Recommendations:

As the study aims to offer the actionable suggestions and to improve the awareness and simplifying their procedures, and encourage young earners to invest in government-backed schemes.

- Growth Importance of Financial Planning:

Financial Planning has been necessary for the young workforce today due to rapid economic transformation throughout the economy, so that they can maximize use their income to generate wealth and provide themselves with financial security; therefore, they must evaluate their savings and investments.

- Improving Financial Literacy:

Poor Investment decisions due to lack of financial knowledge. It is important that this research study identifies what areas are lacking in terms of existing financial education. And where new education programs can be developed.

1.4 Scope of the Study:

- Comparison Against Other Investment Institutions:

This research also provides an outlook of how government savings schemes compare against other forms of investment, including mutual funds, stocks, and fixed deposits.

- Unit of Measurement over a Limited Time Period:

The time frame of this study provides insight into how young earners interact with and respond to government savings schemes at a specific point in time and should not be considered a comprehensive analysis of the long-term impact of government savings scheme participation.

- Identification of Barriers to Program Participation:

This research has been conducted to identify the barriers that young earners face in participation with government savings schemes, including their limited knowledge about government savings schemes, complex application procedures, and a belief that the expected return is less than that of other forms of investments.

- Analysis of Young Earners’ Knowledge of Government Savings Schemes:

This analysis identifies the percentage of young earners that are fully aware of the different types of government savings schemes, partially aware of the government savings schemes, and not aware of the different types of government savings schemes.

- Focuses on Young Earners:

As in young earners’ attitudes, preferences, and perceptions toward the government savings schemes provides an evaluation of how young earners view the safety, flexibility, convenience, and expected returns of government savings schemes.

1.5 Objective of the study:

- To study the level of awareness of government savings schemes among young earners:

The goal of this objective is to find out how knowledgeable young earners are about different types of government savings schemes and to see if young earners are completely, partially, or not at all aware of these schemes, including the schemes' features, benefits, eligibility criteria, and procedures. We are trying to discover opportunities for improvement in the education and/or knowledge of young earners through this evaluation.

- To analyze the usage pattern of various government savings schemes:

This objective focuses on understanding how often and how effectively young earners make use of government savings schemes. It looks at how many individuals are actually investing, the types of schemes they choose, and how their investment habits develop over time. By doing this, the study helps to determine whether simply being aware of these schemes is leading to real participation and consistent investment behavior.

- To ascertain the determinants affecting the investment choices of young earners:

The study aims to determine the principal factors influencing the investment choices of young earners. These factors could be things like how much money you make, how much risk you're willing to take, how much money you expect to make, how safe the investment is, how much tax benefits you get, how much your friends influence you, and how easy it is to get to. Knowing these things can help you figure out what makes young people want to invest in government programs or not.

- To analyses the effects of income, education and financial literacy to adopt schemes:

This project aims to study how demographic and socioeconomic characteristics like income level, level of education and financial literacy impact the likelihood of people adopting government savings schemes. We will look at whether people who have higher levels of income, higher education or more financial literacy have a higher probability of investing in these types of government savings schemes. This will demonstrate how important financial awareness is when making investment decisions.

1.6 Theories related to the study:

- The Theory of Planned Behavior (TPB):

The Theory of Planned Behavior posits that an individual's actions are significantly determined by their intentions, which are influenced by three primary factors: attitude, social influence, and perceived control. For this study, a young person's choice to put money into government savings plans depends on how they feel about saving, how their family and friends affect them, and how sure they are that they can handle their own money. Young people are more likely to invest if they have a positive attitude toward saving, get support from their friends and family, and feel like they can understand and use these plans. But not knowing or not being sure may make them less likely to take part.

- Financial Literacy Theory:

The Financial Literacy Theory says that how much someone knows about money has a big impact on how they save and invest. People who know a lot about money are more likely to make smart and well-informed financial choices. On the other hand, people who don't know much about money may avoid formal investment options or make bad choices. This study is in line with this theory because it looks at whether young earners know about different government savings plans, know about their benefits like safety and tax breaks, and actually invest in them. It shows how important it is to teach people about money so that more people can use safe and organized savings options.

- Theory of Transaction Costs

This theory says that people like savings plans that are:

This theory describes the costs of investing in any schemes the transactions need to be expensive for the people of this generation and complicated if they feel easy and secured, they are less likely to think it doesn’t benefit them in the future and it impact of the money may be less. Young people who work may not want to take part in government programs if they seem too complicated.

1.7 Recent trends related to the study:

- Declining the culture savings in youth

Young people are been living in a spend more and live a little in the life where they want to use their savings and also take loans to gain the experiences and their lifestyles fully depends on it. In most recent years, because of this consumerism, digital payments, and changing lifestyle goals. This change has made traditional saving habits less important. Many people now put more value on spending money right away than on long-term financial security.

- Shift from Traditional investments to Market-linked investments:

As we can see the noticeable change in the rise in preference in market linked investment options such as mutual funds, stocks and digital trading platforms. As young earners are being more attracted towards these options which are due to their potential for highest returns and flexibility which has gradually reducing their interest in traditional government savings schemes

- Low Financial Literacy Among Youth:

A major challenge is now that is there is a low level of financial literacy among young individuals where many of them are lack in clearly understanding the basic financial concepts, investment options and managing their risks in the investment where they might decide poorly in finance and also participation in the structured savings schemes.

- Decline in Household Financial Savings:

India has been experiencing a huge decline in their financial household savings where it reflects their reduced investments in the secure financial instruments and increased the levels of consumption's and borrowing as these trends have a long-term implication for both individual financial stability and for the overall economy.

II. LITERATURE REVIEW

1. Parental influence, financial literacy and investment behavior of young adults

This study reveals that parental influence has great effects on the financial literacy and investments behavior of the youth. It indicates that if a person participates in financial discussions within his family, he/she will become more financially literate. In addition to this, being financially literate is in between parental influence and their investments behaviors. Furthermore, an individual becomes a more effective saver and investor, if he is financially literate; otherwise, he fails to make efficient financial decisions.

Limitation of the research: While there have been conducted numerous studies on financial literacy and financial behaviors, these studies have generally covered a broader area and haven't considered the effect of government savings scheme on financial literacy and behavior. Relationship between individuals' knowledge about savings scheme and its application hasn't been studied by previous researchers. Hence, it is proposed in this report to fill the existing research gap through examining the effect of government savings scheme.

2. A study on the preferences towards the investment plans among the youth

This research shows that as young earners increase their income and have more access to information, they also have greater awareness of the many types of investment opportunities available. Mutual funds, particularly through SIPs, were the most popular choice of investments among young people. The researchers conclude that young people’s investment choices are heavily influenced by such things as their understandings of risk, expectations of return on their investments (expected returns), and their level of education. The authors also point out that even though these young investors know about the different types of investments available to them, they lack the confidence and the clarity required to make the best investment choices.

Limitation of the research: Previous studies mainly analyze general investments and financial literacy without focusing on government savings schemes. This study specifically examines both awareness and actual usage of these schemes among young earners.

3. Financial literacy and Investment Decisions among Youth; An analysis using Prism

On basis of the results collected from the research conducted, it can be seen that young adults possess little or no knowledge of financial literacy because many of them do not understand anything at all about issues such as inflation, asset allocation, and the relationship between risk and returns. They lack knowledge that could help them learn different things about their finances from a variety of sources. They might possess some information about their financial matters related to their savings and budgeting but when it comes to other aspects, their understanding is quite poor, leaving them unable to make wise decisions about their investments.

Limitation of the research: In this research, while considering financial literacy among young adults, it can be seen that the importance of utilizing governmental savings was not taken into consideration even though the main concern is the financial literacy of young adults. The one research gap that can thus be considered in this study is therefore awareness and usage of governmental savings.

4. The direct and indirect effects of financial socialization and psychological characteristics on young professionals' personal financial management

This study aims at determining the direct and indirect effects of financial socialization and the psychological aspects on financial behavior of young professionals. On general observation, it is observed that there are many factors that positively impact one's financial behavior including: Financial Attitude, Self-Efficacy, Risk Tolerance and Social Factors such as Parents, Peers and Media. There are some factors which have negative influence on the financial decision-making process as well. It has been found out through this study that there are some financial literacy factors which play role as mediating factor between social/psychological influences and financial behavior. So, it can be said that people with high level of financial literacy have better chances of managing their finances.

Limitation of the research: There has not been much research done in this field, which discusses the aspect of financial knowledge of young earners and whether it has influenced their investment in government instruments. Antecedents to responsible financial management behavior among young adults: moderating role of financial risk tolerance

5. Financial Literacy Behavior Model with Respect to Sustainable Wellness among Youth

As can be seen from the results of the research, the phenomenon of financial literacy is quite complex as it comprises several dimensions like financial behavior, financial wellness, and financial inclusion. Therefore, people who are financially literate tend to take better decisions when handling their funds and are able to stay financially stable.

Moreover, it should be emphasized that the current study presents a high degree of development of financial literacy research, proving its great importance in social and economic development as a key factor of savings and proper investments.

Limitations of the Study: In terms of research limitations, it may be stated that the current work addresses a general sphere of financial literacy and its vital importance in shaping financial behaviors.

Nevertheless, the research does not focus on the area of saving plans provided by the government and awareness regarding them. Furthermore, youth is not taken into account separately in this context.

6. The Impact of Government Savings Schemes on the Adoption of FinTech Products and Financial Inclusion

As per the conclusions drawn from the conducted research, the level of financial literacy is mainly attributed to the issues related to microeconomics and demographic features like age, level of education, income, and the knowledge about finances. In addition, the conducted analysis has demonstrated that financial literacy is very important when making decisions concerning investment. This is because those individuals who have a good understanding about finances tend to invest in assets like gold, property, and starting business ventures.

Limitation of the Research: The existing literature discusses the association between financial literacy and possible investment choices. However, the current research fails to discuss how government savings schemes affect the financial literacy of young people and their utilization.

7. Green Banking Initiative and Sustainability Analysis: Comparative Study of Bangladesh and India

According to the research found on ScienceDirect (2023), financial literacy is crucial when it comes to investing, managing risks, and handling finances. Financially literate individuals have greater confidence and take part actively in the market operations, which leads to improved financial wellbeing. The aim of the research is to conduct an analysis of the green banking initiatives and sustainability, which will help you invest your savings in economic entities such as ESG firms.

Limitation of the Research: This research fails to give much consideration to the role of awareness and implementation of savings programs initiated by the government and financial literacy in implementing such initiatives. This paper intends to fill this gap.

8. Financial distress and Covid-19: evidence from working individuals in India

Findings from this research indicate that the pandemic led to considerable challenges in the economy, making individuals face more financial stress, lowering their incomes, and making them vulnerable financially. It demonstrates that uncertainties, loss of jobs, and weakening economies affected significantly people's financial stability and decision-making. It further explains that individuals and institutions' financial strength and financial literacy levels can help to overcome such challenges. Those individuals with higher levels of financial literacy and financial strength could deal with financial shocks in the pandemic successfully.

Limitations of the Research: The research above concentrates solely on financial stress and resilience among individuals in the pandemic period without considering the role played by the savings schemes in the government. This is unlike the following research below where the aspect of government savings schemes is included in its scope.

9. The geographical effects of the Covid-19 pandemic on precautionary savings, business survival and employment

The above article (2020) published by SAGE Journals evaluates the effect of various determinants, such as financial literacy, on consumer financial decision-making when making investments. According to the research results, individuals with financial literacy have higher chances than others who lack such skills to make wise investment decisions, assume risks prudently, and formulate sound financial strategies for managing personal funds. Furthermore, the researchers found out that financial literacy enhances the chances of individuals being able to evaluate the adequacy of returns from potential investment opportunities and the risk associated with them. In addition, the study

concludes that having financial literacy is crucial in comprehending essential aspects like diversification and risk management in formulating strategies for investing funds in the long term to attain better financial success and stability.
Limitations of the research: It solely focuses on analyzing general decision-making and does not explore whether financial literacy prompts individuals to engage in secured savings.

10. Financial Literacy among Working Youth in Urban India

The financial literacy level of working youth residing in urban areas in India is extremely poor; especially when it comes to knowledge of investment planning and the risk factors of investment and saving. According to the findings presented by the authors, insufficient levels of financial literacy contribute to not saving at all and making poor investments. They suggest providing financial education from an early age so that financial literacy levels can be increased. The result of this will be that children grow up into financially literate individuals.
Limitation of the study: The focus of this research was mainly about financial behavior and it especially examined the use of savings schemes provided by the government.

11. Survey on Awareness about National Pension Scheme in India.

It is found from the findings of this research that young workers in India have a poor level of financial knowledge in terms of their investment strategy, risk management, and savings practices. Besides, due to a low level of financial knowledge, people are not able to save money, misuse it, and therefore, financial literacy must be provided to young people from an early age to make them financially literate.
Limitation of this research: This research focuses mainly on the levels of financial literacy and general financial behavior, but it does not address the issue of using savings schemes offered by the government. The research will also not examine whether increased financial knowledge helps people utilize safe investments available through the government. Therefore, I will conduct research in this field.

12. A Study on Financial Literacy and Financial Behavior of Millennials and Generation-Z

The findings reveal that the level of financial literacy among millennials and Gen Z is low since only a few youths are financially literate, meaning that many of them possess little knowledge regarding financial matters. Adolescents prefer the conventional mode of investment compared to the sophisticated methods because young adults prefer making money through traditional means such as saving their money in banks and certificates of deposits instead of engaging in advanced investments such as purchasing shares from companies and putting money in mutual funds.
Limitations of the study: Although the article focuses on various types of saving that can be obtained through government initiatives, it lacks research on the two generations' behavior concerning the application of savings through these government-funded programs. In simple terms, the article does not offer evidence on how millennials and Gen Z apply the savings programs that the government offers; thus, the purpose of this article is to explore this topic.

13. Financial literacy and impact on investments made by youth

It was established that financial literacy among youth remains moderate, which greatly limits their capacity to invest, but where it is high, they become more inclined to invest and even better diversified their portfolio and use SIPs. Moreover, youth with high financial literacy often invest in market-linked financial products showing their ability to take correct decisions. In addition, according to the findings of the authors, being financially literate provides individuals with better risk management skills as well as an ability to devise a strategy for future savings. Several factors were found to have a great impact on youths' financial decisions, such as earnings, geographical location and personal characteristics, such as their risk appetite.
Limitations of the research: One drawback of the above research is that it fails to look into the role of financial literacy in motivating young earners to participate in government-endorsed investments with guaranteed returns. Consequently, the following research aims at addressing this gap.

14. Financial literacy and savings behavior among college students in India.

The above study will include the following statements among others; to show how financial literacy affects investment decision-making and how the various traits including risk tolerance, peer influence, and level of financial knowledge affect how an individual approaches making an investment decision. The above study reveals that financially literate individuals are most likely to make decisions that enable them to make long term plans, handle risks and participate completely in the financial market place. The above study shows that financial education will increase the level of financial confidence and financial decision-making skills among young wage earners.

Limitation of the research: Although the main objective of the research is to assess financial literacy and broad investment strategies, the research does not aim at identifying whether government-sponsored investment opportunities are identified and used through financial education. It also does not examine the effect of financial literacy on whether the young wage earners can be made to invest in the government-sponsored products. The present research will thus incorporate data that can help bridge this gap.

15. Financial Literacy Programs and their Effects on Households' Savings and Investments

In this study that appears in the International Journal of Science and Research (IJS), the effects of financial literacy on financial behavior were investigated. Results revealed that it is critical to be financially literate in order to make wise decisions in the area of finance, to save money and to improve one's financial state. It has been found that financial literacy facilitates planning, coping with risks, and stability of finances. Furthermore, the importance of financial literacy is emphasized in relation to savings and investing of individuals as well as increasing their participation in economy and learning how to handle personal finances responsibly.

Limitation of the research: It can be seen that the study mainly focuses on the concept of financial literacy as such and financial behavior, but not on awareness of government savings programs and their use by young investors. Thus, current research aims to fill the gap.

16. Socioeconomic and Demographic Determinants of Indian Youth Financial Literacy: Determinants of Financial Literacy.

According to the findings, high financial literacy has a significant positive influence on investment decision making. This is attributed to the fact that those who are financially savvy are able to make more informed decisions. The study also reveals that most youths do not have adequate knowledge of various types of financial products as well as the digital investment platforms and, as such, end up making irrational investment decisions. The significance of youth financial literacy programs cannot be overemphasized in this case since it will improve financial literacy among the youths.

Limitation of the research: This study mainly focuses on the relationship between financial literacy and general investment decision-making. However, there is no information regarding whether the youth's financial literacy influences their use of government savings schemes. Therefore, this particular gap will form the focus of the current study.

17. Investment behavior of young people in Karnataka - An in-depth analysis

According to the study, young people are getting increasingly attracted towards investing through the Internet, which is affected by their knowledge, perceived risk, and accessibility, although their decision is not completely rationalized.

Limitations of the study: Previous studies have paid attention only to the online investments and not taken into account their awareness and usage of government saving schemes for promotion of rational investment behavior among the young people.

18. Career aspirations and financial planning of young people in family businesses

The study examines the factors influencing career choices among the younger generation in family businesses, which play a crucial role in the global and Indian economy. Despite their economic significance, family businesses face challenges such as succession issues, lack of innovation, and declining interest from younger members to join the business. Using social capital theory, social cognitive theory, and social cognitive career theory, the study analyzes how family influence, self-efficacy, and outcome expectations shape career decisions. Unlike previous research that focused on intentions, this study uses real data from practitioners, making the findings more practical and realistic. The results show that

family cognitive and social capital, along with individual psychological factors like self-efficacy and expectations, significantly influence whether young individuals choose to join or leave family businesses. The study highlights the importance of understanding these factors to address succession challenges and ensure the sustainability of family businesses.
limitation of the research: The study primarily focuses on understanding career choices of young individuals in family businesses using theories like social capital and social cognitive career theory. However, previous research has largely concentrated on intentions and motivation rather than actual career decisions. Additionally, there is limited empirical research based on real practitioners instead of students, leaving a gap in understanding real-world career choices. The present study addresses this gap by examining actual decision-making behavior of young individuals associated with family businesses.

19. Financial Inclusion & Small Savings Schemes in India

This research work mainly concentrates on the impact of government small savings schemes as far as financial inclusion is concerned. The research work discusses the fact that such schemes like PPF, NSC, and post office savings schemes have been launched with the objective of providing safe and long-term benefits. As per the research work, even though various small savings schemes have been made available throughout the nation, there is less participation in the said schemes. Some of the main factors contributing to the same include lack of awareness, lack of financial literacy skills, and lack of guidance provided by financial institutions.
limitation of the research: The current research, however, does not cover awareness about government savings scheme usage among the young generation of earners

20. Psychology and Behaviors of Young Investors

In this study, there exist certain problems pertaining to psychology and behaviors of young investors when it comes to investing in stocks. Among others, some of the biases that have been noted include overconfidence, herd mentality, and risky behaviors. According to the study, most young individuals follow the trend when it comes to investment in the stock market or even investments using online platforms. These young investors do not make evaluations and invest directly in stocks, thereby failing to utilize safer methods of investments, such as those involving savings by the government.
Limitations of the Research: The current paper does not address the effects of information about the government savings programs on the utilization of such programs by young earners.

21. Awareness and Perception of Post Office Savings Schemes

The study analyses the awareness and perception levels of the savings schemes from post offices. It was found out that savings schemes from post offices are reliable because of the government affiliation and return on investment. There are varying levels of awareness when taking into consideration various factors like age, educational background, and location. Many individuals have an idea of savings schemes, but they do not know their benefits and workings.
Limitations of the research: The limitation in this research is that it does not address the issue of differentiation between awareness and usage of savings schemes provided by the government among young earners.

22. Financial Literacy and Saving Habits in Developing Countries

Financial literacy is important in shaping saving behavior in developing nations. This means that individuals who are financially literate will be more active in their financial behaviors and engage in safe investment techniques. On the other hand, the lack of financial literacy will lead to bad financial management and low participation in savings initiatives. Moreover, the study reveals that financial education will boost saving behavior and decision making.
Limitations of the Study: The research paper discussed above highlights the importance of financial literacy and savings habits in developing countries such as Africa and India; however, it does not highlight ways in which money can be invested to save money. The following study highlights the efforts of the government in helping individuals save money.

23. Investing Behavior of the Youngsters in India

The above-mentioned research study pertains to the

changing investing trend among the millennials in India. As per the findings of the research study, the millennials are more inclined towards flexible investing, which offers high returns in the form of mutual funds, stock markets, and online trading systems. These trends have been impacted by factors like flexibility, high returns, and advancements in technology. Nevertheless, these trends have resulted in lower inclination towards the government savings schemes despite the fact that the government savings schemes are highly safe.
Limitations of the Research Study: It analyses the investing behavior of the young people and their patterns are being compared to the millennials whereas the following research which is being conducted focuses only on the Genz investing pattern and also how millennials habits will help them to stabilize their income

24. Role of Trust in Financial Schemes
This research paper highlights the role of trust in influencing the effect of financial institutions in making decisions about the extent of participation in saving and investing. It has been noted that the level of trust that one may have in a particular financial institution offering its services is an important determinant in the decision to save or invest. Financial schemes offered by governments and banks are viewed as reliable and safe. However, poor communication may impact trust.
Limitations of the Research: Despite that, this research does not focus on examining the correlation between trust and awareness on involvement in financial schemes.

25. Effectiveness of Financial Education Programs on Saving Behaviors
The paper looks at the effectiveness of financial education programs aimed at increasing saving behaviors. It shows that the programs are very useful in creating awareness and increasing knowledge and participation in saving programs. Individuals who have been financially educated are able to make better decisions and invest in safe places. The paper emphasizes the importance of including financial education in educational and training programs.
Limitations of the study: The study does not specifically consider the effect of government saving schemes and their utilization by young earners.

26. Ease of Access and Utilization of Financial Instruments in India
This paper explores the importance of ease of access in improving the utilization of financial products. It highlights the importance of making financial products easily accessible, simple to use, and available through service delivery systems in order to improve investment behaviors. The complexity involved may discourage individuals from engaging in the investment process. Although there may be many benefits associated with the process, it should be made simple to encourage individuals to adopt it.
Limitations of the research: The paper does not consider the role of accessibility in improving awareness and use of government saving schemes among young earners

27. Saving Habits of Urban Youth
This study examines the saving habits of urban youth, and it concludes that they prefer short-term expenditure over long-term savings. Young people have a preference for investments which offer quick returns as opposed to long-term savings through government schemes. Additionally, this study identifies that erratic savings behavior and lifestyles influence the lower uptake of formal savings programs.
limitation of the research: This study does not explore how aware young earners are of government savings schemes. Financial Security through Government Savings Schemes

This study focuses on the importance of government savings schemes in securing financial stability and reliability. It shows that these government schemes are risk-free and reliable forms of investment. Despite their benefits, they are poorly utilized due to a lack of awareness and promotional campaigns. This study calls for improved communication channels for effective dissemination of information.
limitation of the research: It does not examine awareness levels and usage of these savings schemes by young earners.

III. RESEARCH METHOD

3.1 Statement of the problem
As we can see in India the government has introduced many savings and investment schemes for

their citizens to invest. The following schemes are Public Provident Fund (PPF), National Savings Certificate (NSC) and Sunkanaya Samurdhhi Yojana (SSY), Atal Pension Yojana (APY), Post Office and Kisan Vikas Patra (KVP) to promote long-term financial security and having disciplined earning habits among their citizens.

However, despite the availability of these schemes many of the young generation such as students interns and early-stage young professionals who are in earning stage are less aware about the schemes and their benefits and their participation is very low. They are more inclined towards investing in the private investments options such as mutual funds, digital trading platforms and cryptocurrencies. This trend is influenced by low financial literacy and the absence of structured financial education.

As a result, the gap exists between the availability of government savings schemes and their actual usage and participation is very low in younger population. Therefore, this study aims to analyze the level of awareness and usage of government savings schemes among young earners and identify the key factors influencing their investment decisions

3.2 Objectives of the Study:

- To study the level of awareness s of government savings schemes among young earners

To understand how much young earners know about the difference government savings schemes and their benefits and helps in analyzing the gap between knowledge and awareness levels among them.

- To analyses the usage patterns of various government schemes

to examine how frequently and in what ways does the young earners invest in different schemes, and helps to understand how popular they are and why

- To identifying factors that influence the investment decision-making process of young workers

For finding out the important factors such as risk, returns, security, and advice that influence the investment decisions. It assists in determining the motives that make them either invest or not invest.

- To studying the effect of income, education, and financial literacy on scheme adoption

For investigating the effect of personal factors such as income, education, and financial literacy on the investment decisions. It will explain how these factors affect scheme adoption.

3.3 Scope of the Study

This research study is conducted on young earning individuals ranging from 18 to 30 years old. They include students, interns, and beginners in their respective careers, who are just starting on their financial pathway. The research will analyze their knowledge about savings schemes provided by the Indian government and how this knowledge affects their savings and investments.

Moreover, the research will also look into the usage of these savings schemes, find out what types of schemes people generally opt for, and why they opt for these schemes or not.

3.4 Limitations of the Study

A. Sample Selection Limitation

This research is done among a particular population of younger earners using a limited number of samples. This will affect the validity of the research outcomes to the entire population.

B. Respondent Bias

There is a risk that the information provided by the respondents during the collection of data using questionnaires is biased according to their views.

IV. RESEARCH METHODOLOGY

1. Research Approach

For this specific study i have used descriptive research method. The rationale behind the selection of such methodology is that it allows investigation of existing conditions. This kind of methodology is appropriate for investigating awareness, usage, and investment in the said sector.

A. Target Group

College students, interns, recent employees, and young workers are seen as the target group of young earners between the ages of 18-30 years old.

B. Sampling Design

Number of sample size belongs to 100-117 respondents. For the selection of samples, convenience sampling will be utilized.

C. Methods of Data Collection
Structured questionnaire using Google Form will be used in collecting primary data. Besides, primary data will be gathered through interviews and other discussions. For secondary data, the following sources will be utilized: official websites, journals, financial records, and other scholarly works on savings and investment schemes.

D. Statistical Tools Used in Data Analysis
The statistical tools utilized in analyzing the gathered data comprise percentage analysis, tabulation, bar graph, pie chart, hypothesis testing by chi-square, and mean analysis.

2. Research Approach
The approach chosen in the present study was the descriptive research approach. This research methodology is ideal since it enables the researcher to examine the current situation. Besides, the methodology can be used in studying issues related to awareness, use, and investment in the specified industry.

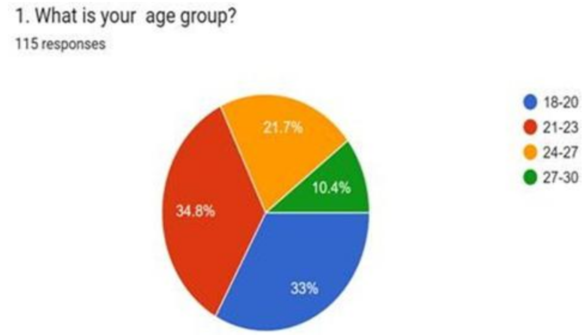
A. Target Population
College students, interns, new employees, and young employees constitute the population of young earners aged between 18 and 30 years.

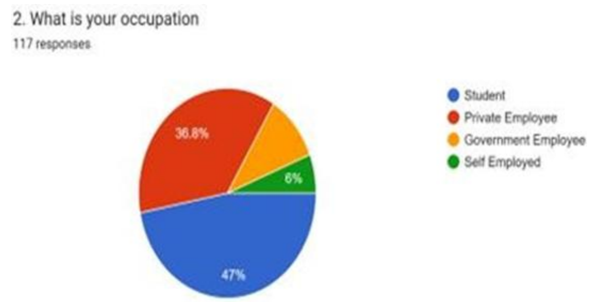
B. Sampling Technique
The size of the sample ranges from 100-117 respondents. The technique of convenience sampling will be used in sampling the participants.

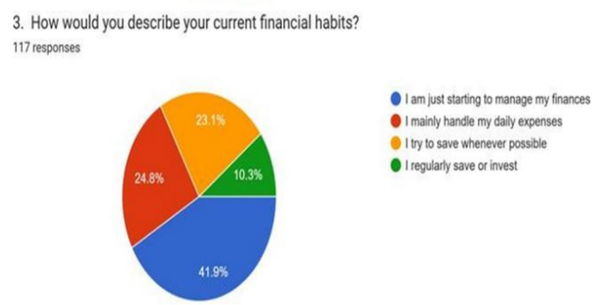
C. Method of Data Collection
Data will be collected using structured questionnaires using Google Form or hard copy. Primary data will be collected using interviews and discussions. Secondary sources include official websites, journal articles, financial records, and scholarly articles on saving and investment programs.

D. Statistical Methods Used in Data Analysis
Percentage analysis, tabulation, bar chart, pie chart, hypothesis test by chi-square and mean analysis are some statistical methods used in analyzing the collected data.

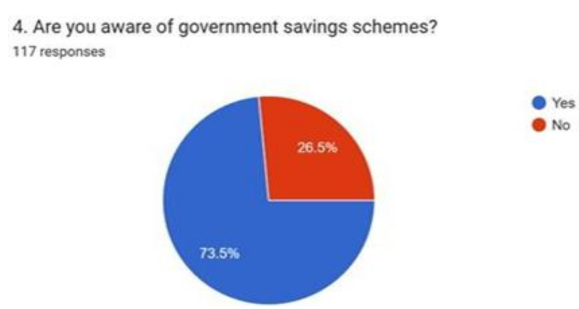
3. Percentage Analysis:







Above are the demographics questions

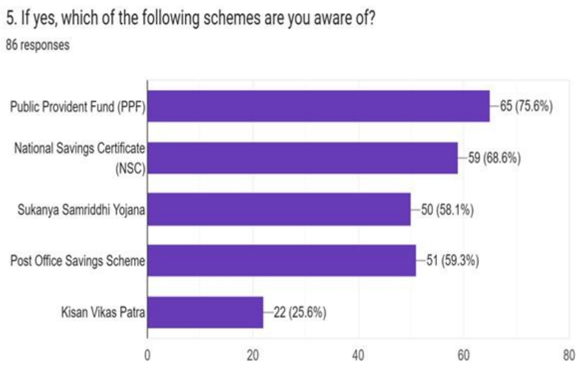


Question 4: Are you aware of government savings schemes?

- Yes: 73.5%
- No: 26.5%

Analysis: The data clearly indicates that a significant majority of respondents (73.5%) are aware of government savings schemes. However, 26.5% of respondents reported that they are not aware of such schemes.

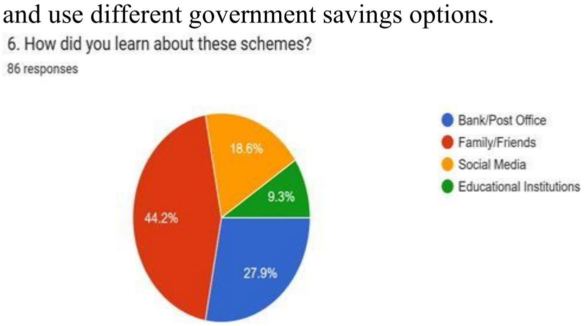
Interpretation: This shows that awareness among young earners is relatively high, which is a positive sign for financial inclusion. However, the fact that more than one-fourth of respondents are unaware highlights a considerable gap in financial literacy. This lack of awareness may prevent individuals from taking advantage of safe and beneficial investment options. It also indicates that existing awareness programs are not reaching all sections of the youth effectively. Therefore, there is a strong need for improved awareness campaigns and financial education initiatives.



Question 5: If yes, which of the following schemes are you aware of?

Analysis: The chart shows that PPF (75.6%) is the most well-known scheme among respondents, followed by NSC (68.6%). Awareness of Post Office Savings Scheme (59.3%) and Sukanya Samriddhi Yojana (58.1%) is at a moderate level. In contrast, Kisan Vikas Patra (25.6%) has the lowest awareness among all the schemes.

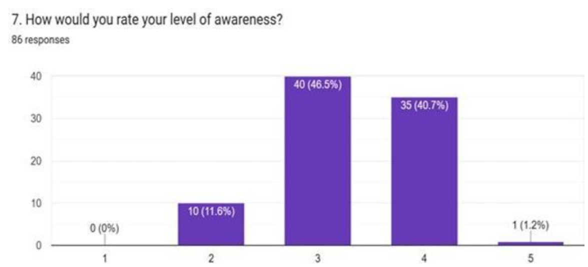
Interpretation: This indicates that while respondents are fairly aware of some major government savings schemes, especially PPF and NSC, awareness of other schemes is only moderate. The low awareness of Kisan Vikas Patra suggests that not all schemes are equally known. Overall, there is a need to improve awareness so that individuals can better understand and use different government savings options.



Question 6: How did you learn about these schemes?

Analysis: The chart indicates that the majority of respondents learned about government savings schemes through Family/Friends (44.2%), making it the most common source. This is followed by Bank/Post Office (27.9%). Social media (18.6%) serves as a secondary source of information, while Educational Institutions (9.3%) contribute the least to awareness.

Interpretation: This shows that informal sources like family and friends play a major role in spreading awareness about government savings schemes. Formal channels such as banks and post offices also contribute significantly but are less influential than personal networks. The relatively lower role of social media and especially educational institutions suggests that these platforms are not being fully utilized for financial awareness. Therefore, increasing efforts through digital platforms and educational systems could help improve overall awareness among young individuals.



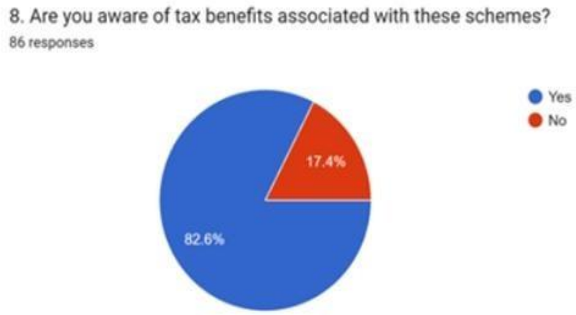
Question 7: How would you rate your level of awareness? (Scale 1–5)

- Level 1: 0%
- Level 2: 10%
- Level 3: 46.5%
- Level 4: 40.7%
- Level 5: 1.2%

Analysis: Most respondents rated their awareness at level 3 and 4, indicating moderate to above-average awareness.

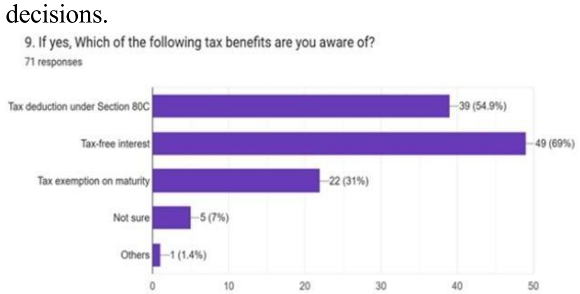
Interpretation: Although respondents are aware of government savings schemes, their knowledge is not very deep. The majority fall in the middle range, meaning they have basic information but lack detailed understanding. The very low percentage at level 5 (expert level) indicates that only a few respondents have complete knowledge about these schemes, including benefits, procedures, and returns.

This suggests that awareness exists at a surface level but needs to be strengthened through proper financial education and guidance.



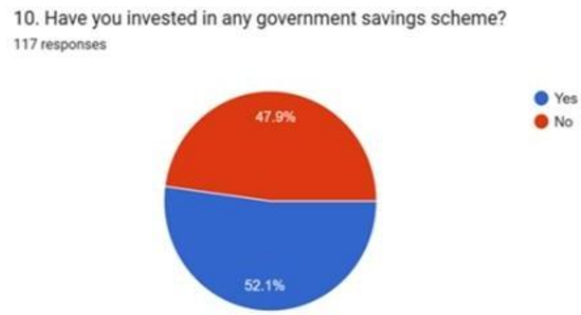
Question 8: Are you aware of tax benefits associated with these schemes?
Analysis: The chart shows that a large majority of respondents, 82.6%, are aware of the tax benefits associated with government savings schemes. Meanwhile, 17.4% of respondents reported that they are not aware of such benefits.

Interpretation: This indicates that awareness of tax benefits is relatively high among respondents, which is a positive sign as tax savings are an important factor influencing investment decisions. However, a small portion of respondents still lack this awareness, suggesting that there is room for improvement. Increasing awareness about tax benefits can further encourage individuals to invest in government savings schemes and make more informed financial decisions.



Question 9: If yes, which of the following tax benefits are you aware of?
Analysis: The chart shows that the most commonly known tax benefit is tax-free interest (69%), followed by tax deduction under Section 80C (54.9%). Awareness of tax exemption on maturity (31%) is comparatively lower. A small percentage of respondents are not sure (7%) about the tax benefits, while others (1.4%) account for a very minimal share.

Interpretation: This indicates that respondents are more aware of basic and commonly discussed tax benefits, such as tax-free interest and Section 80C deductions. However, awareness of benefits like tax exemption on maturity is relatively limited. The presence of respondents who are unsure suggests that some individuals lack complete knowledge of tax advantages. Therefore, there is a need to improve awareness and provide clearer information about all aspects of tax benefits to help individuals make better financial decisions.

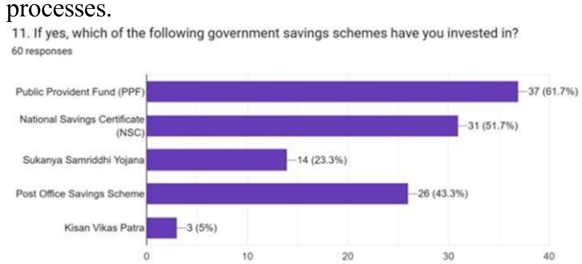


Question 10: Have you invested in any government savings scheme?

- Yes: 47.6%
- o: 52.4%

Analysis: A majority of respondents (52.4%) have not invested in government savings schemes.

Interpretation: This clearly indicates that even though awareness exists, it is not translating into actual investment. Many respondents are aware of the schemes but have not taken the step to invest. This gap may be due to lack of detailed knowledge, complicated procedures, or preference for other investment options like mutual funds or stocks. It shows that awareness alone is not sufficient—there is a need for motivation, guidance, and simplified processes.



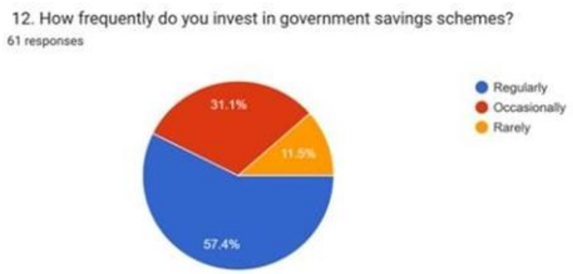
Question 11: Which of the following government savings schemes have you invested in?

- PPF: 75.9%

- NSC: 56.9%
- Sukanya Samriddhi Yojana: 51.7%
- Post Office FD / Others: 51.7%
- Other schemes: 22.4%

Analysis: Public Provident Fund (PPF) is the most widely known and preferred scheme among respondents. Other schemes have moderate to low awareness levels.

Interpretation: This clearly shows that awareness is concentrated around a few popular schemes, especially PPF, which is widely promoted and discussed. However, awareness of other schemes is comparatively low, indicating unequal promotion and limited exposure. This suggests that the government and financial institutions need to focus on promoting lesser-known schemes as well. Balanced awareness will help individuals make better and more diversified investment decisions.

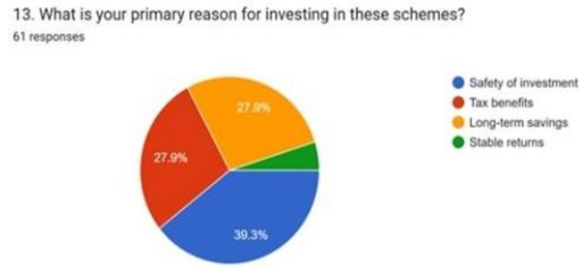


Question 12: How frequently do you invest in government savings schemes?

- Regularly: 57.4%
- Occasionally: 31.1%
- Rarely: 11.5%

Analysis: As per the analysis most people invest in government savings schemes regularly and most of the people invest in quarterly schemes (occasionally)

Interpretation: This clearly shows that people who are aware about the government savings schemes are investing regularly and they are aware about the benefits as well and moderate people are still learning about the benefits so they are investing occasionally.



Question 13: What is your primary reason for investing in these schemes?

- Safety of investment: 39.3%
- Tax Benefits:27.9%
- Long-term savings: 27.9%
- Stable returns: 4%

Analysis: As per the above analysis people are investing in these schemes because of the safety of their investments and the tax benefits, long-term savings share the same percentage so people are more inclined to safety of their investments.

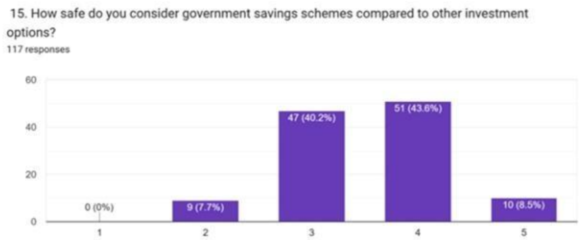
Interpretation:
This clearly shows that people are more inclined towards saving their money and having the safety and know where their investments are going and how they are being used and moderately they are enjoying the tax benefits and focusing on the long-term savings

Question 14: How strongly does your financial knowledge influence your investment decisions?

- 1-0%
- 2-6.8%
- 3-40.2%
- 4-40.2%
- 5-12.8%

Analysis: As per the above analysis the financial knowledge influence moderately for the investment its neutral people should have minimum knowledge about the finance in order to invest in these government savings schemes.

Interpretation: This clearly shows that investments are influenced by the financial knowledge a person poses in order to invest in the schemes so they should require minimum knowledge about how the savings schemes work and also what are those benefits

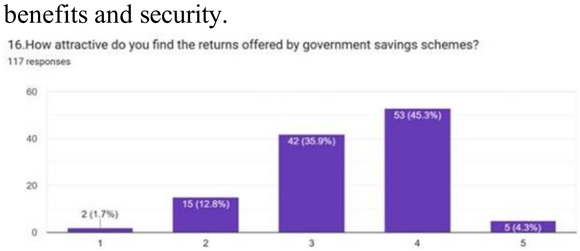


Question 15: How safe do you consider government savings schemes?

- Very Unsafe: 0%
- Unsafe: 4.9%
- Neutral: 40.2%
- Safe: 42.7%
- Very Safe: 12.2%

Analysis: Most respondents consider government savings schemes to be safe or moderately safe.

Interpretation: This indicates that there is a high level of trust in government savings schemes. The majority of respondents believe these schemes are safe because they are backed by the government. However, the high percentage of neutral responses suggests that some respondents are not fully confident or lack complete knowledge. This shows the need to build stronger confidence through awareness campaigns and clear communication about benefits and security.

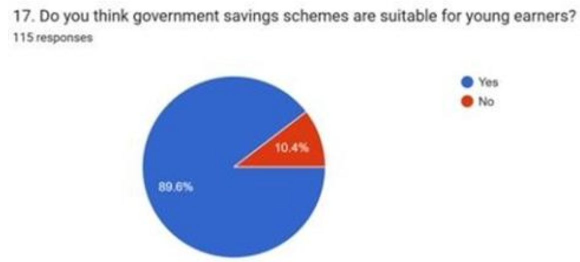


Question 16: How attractive do you find the returns offered by government savings schemes?

- 1 – 1.7%
- 2 – 12.8%
- 3 – 35.9%
- 4 – 45.3%
- 5 – 4.3%

Analysis: As per the above analysis, most respondents rated 4 (45.3%) and 3 (35.9%), indicating that the returns offered by government savings schemes are moderately attractive. A smaller percentage rated 2 (12.8%) and very few rated 1 (1.7%) and 5 (4.3%).

Interpretation: This clearly shows that respondents find the returns somewhat attractive but not highly appealing. The majority falls in the moderate range, which indicates that while the schemes are considered safe, improving return rates could make them more attractive to investors.



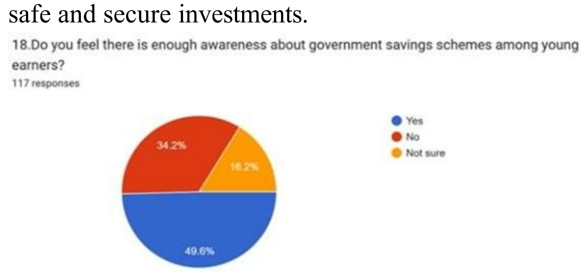
Question 17: Do you think government savings schemes are suitable for young earners?

Yes – 89.6%

No – 10.4%

Analysis: As per the above analysis, a large majority of respondents (89.6%) believe that government savings schemes are suitable for young earners, while only 10.4% disagree. This shows a strong positive opinion among respondents regarding suitability.

Interpretation: This clearly indicates that government savings schemes are widely accepted as suitable investment options for young earners. The high percentage of agreement reflects trust and confidence in these schemes, making them a preferred choice for safe and secure investments.



Question 18: Do you feel there is enough awareness about government savings schemes among young earners?

- Yes – 49.6%
- No – 34.2%
- Not sure – 16.2%

Analysis: As per the above analysis, 49.6% of respondents feel that there is enough awareness about government savings schemes, whereas 34.2% believe there is not enough awareness and 16.2% are not sure. This shows that awareness is present but not fully satisfactory among young earners.

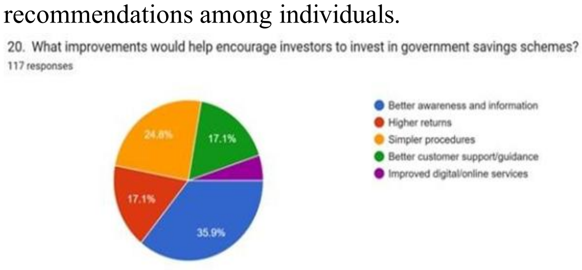
Interpretation: This clearly indicates that awareness is moderate among individuals. Even though a higher percentage agrees, a significant number of respondents either disagree or are unsure, which means more awareness programs and proper information are required to improve understanding of government savings schemes.

Question 19: How likely are you to recommend government savings schemes to others?

- 1 – 0%
- 2 – 6.8%
- 3 – 37.6%
- 4 – 48.7%
- 5 – 6.8%

Analysis: As per the above analysis, most respondents fall under rating 3 (37.6%) and 4 (48.7%), which shows a moderate to high likelihood of recommending government savings schemes. Only a small percentage rated 2 (6.8%) and 5 (6.8%), while no respondents rated 1 (0%).

Interpretation: This clearly shows that respondents have a positive but not very strong intention to recommend these schemes. Although many are somewhat satisfied, there is a need to improve confidence and satisfaction levels to increase strong recommendations among individuals.



Question 20: What improvements would help encourage investors to invest in government savings schemes?

- Better awareness and information – 35.9%
- Higher returns – 17.1%
- Simpler procedures – 24.8%
- Better customer support/guidance – 17.1%
- Improved digital/online services – 5%

Analysis: As per the above analysis, 35.9% of respondents believe that better awareness and information would encourage them to invest. This is followed by 24.8% who prefer simpler procedures. Additionally, 17.1% of respondents suggest higher returns and another 17.1% prefer better customer support, while only 5% emphasize improved digital services.

Interpretation: This clearly shows that lack of awareness and complex procedures are the major factors affecting investment decisions. Therefore, providing proper information, simplifying processes, and improving support services can help increase participation in government savings schemes.

V. HYPOTHESIS TESTING

In order to examine the relationship between different factors and participation in government savings schemes, hypotheses were formulated and tested using the Chi-Square Test. This statistical tool helps in identifying whether there is a significant association between categorical variables.

5.1 Formulation of Hypotheses

The following hypotheses were formulated for the study:

Hypothesis 1 (Social Influence):

- H_{01}: There is no significant relationship between social influence and participation in government savings schemes.
- H_{11}: There is a significant relationship between social influence and participation in government savings schemes.

Hypothesis 2 (Trust in Government):

- H_{02}: There is no significant relationship between trust in government and participation in government savings schemes.
- H_{12}: There is a significant relationship between trust in government and participation in government savings schemes.

5.2 Selected Hypothesis for Testing

For detailed analysis, the following hypothesis was selected:

Hypothesis (Awareness and Participation):

- H_0: There is no significant relationship between awareness and participation in government savings schemes.
- H_1: There is a significant relationship between awareness and participation in government savings schemes.

Tool Used: Chi-Square Test

The Chi-Square Test is used to determine whether there is a significant relationship between two categorical variables.

Features of Chi-Square Test:

- It is suitable for categorical data (such as Yes/No responses).
- It helps in identifying whether variables are independent or related.
- It compares observed frequencies with expected frequencies.

Purpose of Using Chi-Square Test

The purpose of applying the Chi-Square Test in this study is to examine whether awareness, social influence, trust, and accessibility have a significant impact on the participation of young earners in government savings schemes.

Selected Hypothesis:

Awareness	Invested (Yes)	Not Invested (No)	Total
Yes	56	30	86
No	6	25	31
Total	62	55	117

Formula χ2=∑E(O−E)2 /E

Cell	Expected
1	45.57
2	40.43
3	16.43
4	14.57

$\chi^2 = 19.18$

O	E	$(O-E)^2/E$
56	45.57	2.39
30	40.43	2.69
6	16.43	6.63
25	14.57	7.47

Degrees of Freedom (df) = 1 Table Value (5% level) = 3.84 Calculated Value = 19.18 Table Value = 3.84 Since 19.18 > 3.84

Reject H_0

Interpretation of Hypothesis Testing:

After applying the Chi-Square Test, the results indicate that there is a significant relationship between awareness and participation in government savings schemes.

This means that:

- Respondents who are aware of government savings schemes are more likely to invest in them.
- Awareness plays an important role in influencing investment behavior.

Since the calculated value is significant, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted.

5.3 Conclusion of Hypothesis Testing

The hypothesis testing confirms that awareness has a strong influence on participation in government savings schemes. It also suggests that other factors such as social influence, trust in government, and accessibility are likely to impact investment decisions. Therefore, improving awareness and strengthening trust can significantly increase the participation of young earners in government savings schemes

A. Hypothesis 01:

H_{01}: There is no significant relationship between social influence and participation in government savings schemes.

	Invested (Yes)	Not Invested (No)	Total
Influenced	50	20	70
Not Influenced	12	35	47
Total	62	55	117

Formula χ2=∑E(O−E)2 /E

Cell	Expected Value
1	37.09
2	32.91
3	24.91
4	22.09

O	E	$(O-E)^2/E$
50	37.09	4.49
20	32.91	5.07
12	24.91	6.69
35	22.09	7.54

Step 3: Decision Rule

- Degrees of Freedom (df) = 1
- Table Value (5% level) = 3.84
- Calculated Value = 23.79

Since 23.79 > 3.84,
Reject H_{01} Conclusion:
The hypothesis testing confirms that social influence plays an important role in the investment decisions of young earners.

It suggests that:

- People tend to trust and follow financial decisions of their peers.
- Positive recommendations can increase participation in government schemes.

Reason for not considering this hypothesis:

- The data on social influence was not clearly categorical and involved multiple factors, making it unsuitable for Chi-Square testing.
- Hence, the hypothesis was not selected for statistical analysis.

B. Hypothesis 2 (Impact of Trust in Government on Participation):
H_{02}: There is no significant relationship between the level of trust in government and participation in government savings schemes.
H_{12}: There is a significant relationship between the level of trust in government and participation in government savings schemes.

Observed Table

Level of Trust in Government	Participation (Yes)	Participation (No)	Total
High	48	18	66
Low	14	37	51
Total	62	55	117

Expected Values

Cell	Expected Value
1	34.97
2	31.03
3	27.03
4	23.97

Chi-Square Calculation

O	E	$(O-E)^2/E$
48	34.97	4.86
18	31.03	5.48
14	27.03	6.28
37	23.97	7.07

$\chi^2 = 23.69$

Step 3: Decision Rule
Degrees of Freedom (df) = 1 Table Value (5% level) = 3.84 Calculated Value = 23.69

Since 23.69 > 3.84,
Reject H_{02}
Reason for Rejecting H_{02}:

The null hypothesis (H_{02}) is rejected because the calculated Chi-square value (23.69) is greater than the table value (3.84) at 5% level of significance with 1 degree of freedom.

This indicates that the difference between the observed and expected frequencies is statistically significant and not due to chance.

Therefore:
There exists a significant relationship between the level of trust in government and participation in government savings schemes.
Individuals with higher trust are more likely to participate, while those with lower trust show less participation. Research Findings:
In the current research, an attempt has been made to examine the awareness level and use of government savings schemes by young wage earners. Through the analysis of data obtained from the respondents, some vital conclusions can be drawn in terms of awareness levels, investments, factors affecting awareness, and the connection between awareness and investments, schemes is largely dependent upon exposure and communications.

VI. AWARENESS OF GOVERNMENT SAVINGS SCHEMES

From the study, it is clear that the vast majority of the participants are aware of the existence of government savings schemes. Among the different kinds of savings schemes available, more awareness is present for popular schemes like the Public Provident Fund (PPF). Other popular savings schemes include NSC (National Savings Certificate) and APY (Atal Pension Yojana). But, for less commonly known schemes like SSY (Sukanya Samriddhi Yojana) and KVP (Kisan Vikas Patra) the awareness level is quite low. This proves that there exists uneven awareness among savings schemes, which mostly depend upon exposure and communication.

A. Sources of Awareness

According to the research, family members and banks are the main sources that inform people about government savings schemes. Respondents have admitted that they learned about these savings schemes from their family members and also from the bank personnel. Moreover, in terms of awareness, social media websites and educational institutions played no significant part. This reflects a lack of modern methods of communication for raising awareness among the youth.

B. Government Savings Schemes Usage

Even though there is a reasonably high level of awareness concerning the government savings schemes, it is clear that the number of those involved in the use of these schemes is low. This, no doubt, shows the disparity between awareness and participation. There are those people who despite their knowledge on the savings schemes do not participate in the mat play.

C. Factors Influencing Investment Decisions

The study reveals that safety is the most important factor influencing investment decisions among young earners. Most respondents consider government savings schemes to be highly safe due to government backing, which makes them a reliable option for long-term savings. Other factors such as returns, accessibility, and liquidity also play a role, but safety remains the primary concern. This indicates that young earners are risk-conscious and prefer secure investment options, especially at the early stages of their earning life. Perceptions Regarding Safety of Government Savings Schemes From the results, most of the participants perceived government savings schemes to be safe and reliable. The positive perception regarding this issue provides one of the strengths for enhancing participation in these schemes. Nevertheless, some of the participants feel that government savings schemes might have lower earnings than market instruments such as mutual funds or stocks. This might affect their choice even when they acknowledge that the schemes are relatively safe.

D. Awareness and Participation Relationship

From the chi-square test, there is a significant relationship between awareness and participation in government savings schemes. This implies that those who have greater awareness about these schemes are more prone to investing in them.

Consequently, financial awareness plays an essential role in encouraging people to make sound decisions regarding investing money. As such, it becomes necessary to ensure effective implementation of awareness programs, especially targeting young earners.

VII. CONCLUSION

This research has analyzed the awareness and utilization of various savings schemes initiated by the government among the youth in Bangalore. According to the results of this study, many respondents are aware of the savings schemes like PPF and NSC; however, their utilization level is much less compared to their awareness level. It has been discovered that safety, tax advantage, and financial security over a longer period were the major factors responsible for making an investment decision. Another observation of the research is that the sources of awareness are mainly the family members and banks; meanwhile, the role of the media and educational institutions is minimal. Also, based on the Chi-Square analysis, a positive correlation was found between awareness and utilization of the savings schemes offered by the government. From the conclusion of the research, it can be inferred that government savings schemes are safe, but more effort is required to spread awareness regarding these schemes.

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