

INVESTMENT PATTERN OF BANK EMPLOYEES IN HEALTH CARE SECTOR WITH SPECIAL REFERENCE TO THIRUVANANTHAPURAM DISTRICT, KERALA

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Abstract

In our present situation there is a need for maintaining some amount as investment for our health. Because of various dangerous diseases, that affects the life of a man in harmful way. In order to overcome this situation we need money. The researchers made an attempt to study the relevance of investment strategies followed by the bank employees in healthcare sector. For the study, data were collected from 150 bank employees from different nationalized banks that were situated in Thiruvananthapuram district in Kerala. The aim of the study is to analyze the investment pattern of bank employees toward the health care sector, in order to examine the amount of contribution as investment for the protection of the health in their future. The humanity faces various health financing challenges as the global health burden evolves. Countries have set an ambitious health policy agenda for the next 15 years with prioritization of universal health coverage under the Sustainable Development Goals. And also check the pattern of investment of bank employees for uplifting the health .It is in this background that the proposed study titled Investment Management Practices of Bank Employees In The Health Care Sector With Special Reference To Thiruvananthapuram District, Kerala 'has been undertaken.

Key words : Economic Development, Economic Wealth, Health Policy, Investment Management, Sustainable Development.

Introduction

The researchers made an attempt to study the relevance of investment strategies followed by the bank employees in healthcare sector. For the study, data were collected from 150 bank employees from different nationalized banks that were situated in Thiruvananthapuram district in Kerala. By conducting the survey it was understood that most number of bank employees have an interest to make investment in their banking sectors. The aim of the study is to analyze the investment pattern of bank employees toward the health care sector, in order to examine the amount of contribution as investment for the protection of the health in their future. The humanity faces various health financing challenges as the global health burden evolves. Countries have set an ambitious health policy agenda for the next 15 years with prioritization of universal health coverage under the Sustainable Development Goals. And also check the pattern of investment of bank employees for uplifting the health .It is in this background that the proposed study titled Investment Management Practices of Bank Employees In The Health Care Sector With Special Reference To Thiruvananthapuram District, Kerala 'has been undertaken.

Statement of the Problem

The important decision of the investor is to decide how much amount should be distributed as savings for the protection of health. The study conducted to check whether any contributions made by the bank employees in the health care sector and to measure what basis they contribute the amount. Investment planning calls for a complete understanding of the investment objective and accordingly selecting investment projects that balance among the factors of returns, risk safety and liquidity.

Significance of The Study

The present study evaluates how investors make their investment decisions relating to the protection of the life of employees and what are the factors that govern their various health protection schemes availed in the health care sector in the economy. It examines the level of awareness of investors and its linkage with an investment objective. These factors contribute to the relevance of the study.

Review of Literature

The review will be helpful to identify the gaps in the research already done in the financial sector and the allied subjects. For the review both theoretical as well as empirical works were considered. The earlier research works related to the topic of the study was scrutinized thoroughly before fixing the review dimensions. (Govannini, Alberto 1985) in his pragmatic revision on the inquiry of whether savings are respond completely to changes in the real charge of interest in less developed countries was evaluated the consequence of real interest rates on utilization development in eighteen developing countries. It was establish that only in five out of eighteen countries the predictable path of spending changed with changes in real interest rates. a further finding of this study was that in common of the countries examined, the age-consumption summary does not change with changes in the real rate of interest and therefore, the interest suppleness of saving is unenthusiastic in the balanced situation. (Ramanathan, 1968) In his study it was observed that India reports evidence a positive communication among saving and wealth. He advocates wealth is directly moving to the savings functions. And through the usual wealth suggestion of Crocket and Friend (1967) which states that savings depends on the difference flanked by actual possessions and normal possessions. His result maintains normal wealth hypotheses mostly when household are classified by profession and period. R Sreepriya & P Gurusamy (2013) studied the investment pattern of salaries people in the district of Coimbatore with a sample of 150 respondents and concluded that majority of the respondents are educated up to college level and they are aware of the investment avenues. It was also concluded that most of the respondents prefers long term investment and bank deposits was the most preferred investment.

Objectives

The study is proposed to be undertaken with a view to evaluate the investment management practices of bank employees in health care sectors in Kerala. The specific objectives of the study are:

1. To determine the saving pattern of bank employees in health care sector.
2. To determine the factors influencing investment decision.
3. To know the mode of investments of bank employees in healthcare sector.

Research Methodology

Both primary and secondary data was used for the study. Primary data were collected from the sample respondents by administering structured interview schedule. Convenient sampling technique is used for selecting the sample respondents. 150 bank employees were selected as sample from various nationalized banks (SBI, Central bank, IOB, IDBI, Canara Bank). The secondary data were collected from official

publications of Government, reports of various agencies, books, journals and the internet. Data were analyzed with appropriate statistical tools and inferences were derived.

Results and Discussion

The health care sector is the section of the economy devoted to protecting the health of the people by providing adequate services to ensuring the safety to the life of a person. Banks are one of the oldest financial intermediaries in the financial system. This study focuses the allocation of the amount to the various health schemes provide by the concerned authority. They play an important role in the protection against the various health problems.

Objective: 1

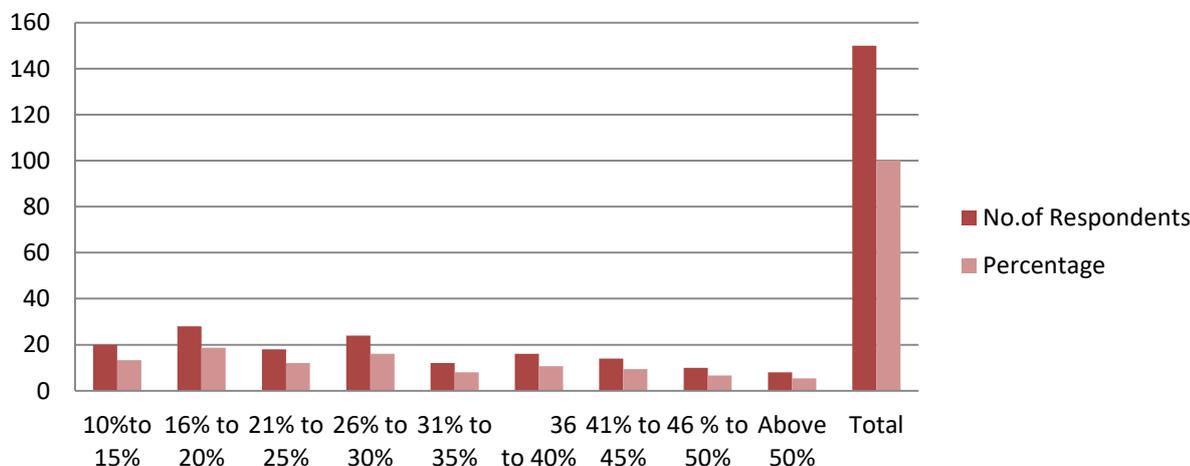
- To determine the saving pattern of bank employees in health care sector.**

From the table 1, it is clear that there is a relationship between the rate of investment and amount of investment. Majority of the respondents were come under the category of 16-20%. Least of the respondents belongs to the investment is above 50% range group. It can be concluded that rate of investment and the amount of return that determine the saving pattern.

**Table No.1
Saving pattern of Employees**

Saving range	No. Of Respondents	Percentage
10%to 15%	20	13.33
16% to 20%	28	18.66
21% to 25%	18	12.00
26% to 30%	24	16.00
31% to 35%	12	8.00
36 to 40%	16	10.66
41% to 45%	14	9.33
46 % to 50%	10	6.66
Above 50%	8	5.33
Total	150	100

Source: primary data



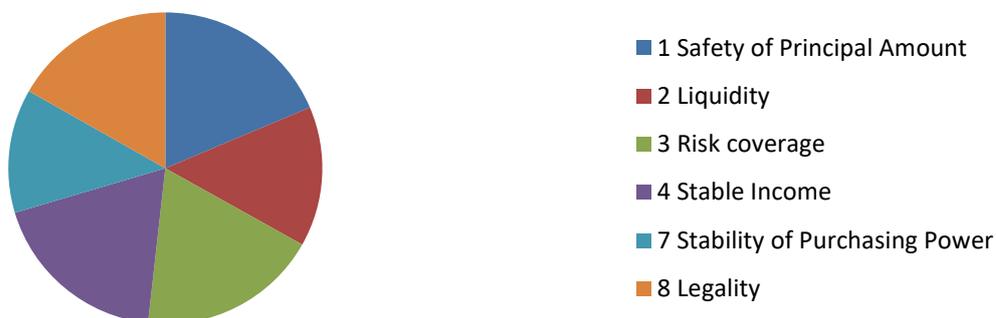
Objective: 2**2.To determine the factors influencing investment decision.**

While making an investment the investors were prefer number of factors that determine their investment decision. Investment planning calls for comprehensive efforts to link investors to an investment objective. This ensures due consideration for factors like risk, return, liquidity and safety. While looking in to the rating of investment on the basis of risk, safety of principal amount, liquidity, income, capital growth, tax implications, stability of purchasing power and legality; majority of the respondents give equal importance(100%) to safety of principal amount, risk, income and capital growth of their investments. Least preference (69%) is given to the purchasing power stability in connection with the investments. The survey results are given in the table no: 2.

Table No: 2**Factors of Investment**

Sl.No	Factors	Percentage
1	Safety of Principal Amount	100%
2	Liquidity	78%
3	Risk coverage	100%
4	Stable Income	100%
7	Stability of Purchasing Power	69%
8	Legality	90%

Source: Primary Data

Percentage**Objective: 3****3. To know the mode of investments of bank employees in healthcare sector.**

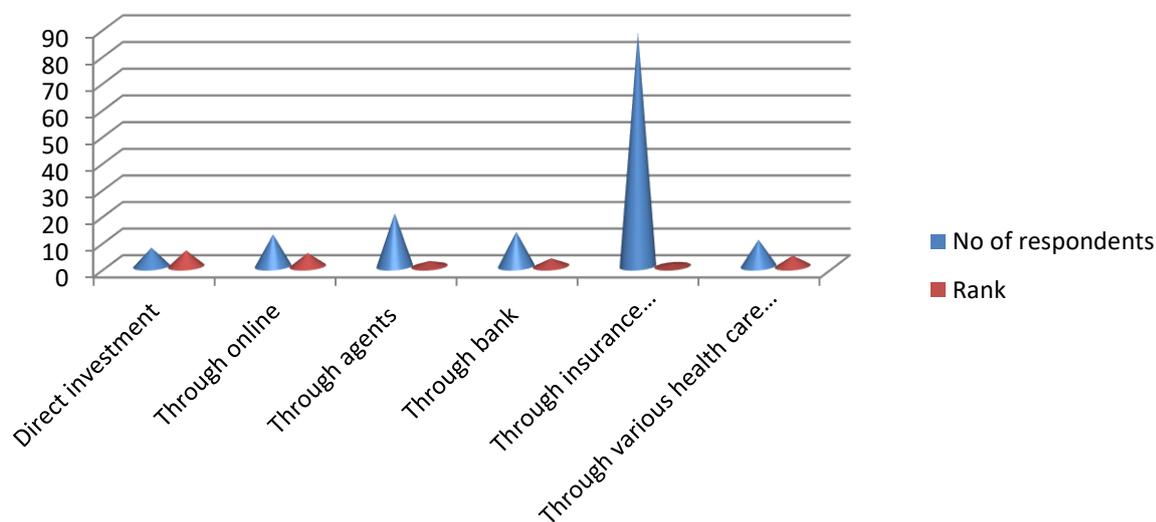
From the table 3 the following results are arrived each and every bank employee directly or indirectly makes investment in healthcare sector. Majority of the bank employees are preferring insurance (88) as their protection scheme for their life. And also identify that only limited were go for direct investment (7).

Table No: 3**Mode of Investment**

Sl/No	Mode of Investment	No of respondents	Rank
1	Direct investment	7	6

2	Through online	12	5
3	Through agents	20	2
4	Through bank	13	3
5	Through insurance personnel's	88	1
6	Through various health care authorities	10	4
Total		150	

Source: Primary Data



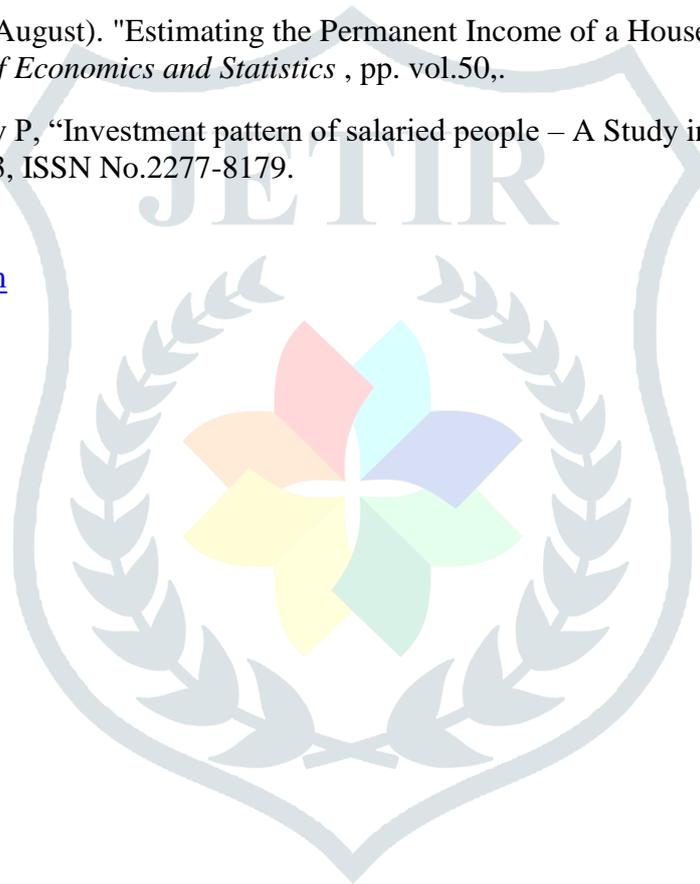
Conclusion

It is concluded that investors are extremely well aware about the investment avenues that are available in the healthcare sector, but still investors prefer to invest their money in bank deposits, real estate. At present, each and every individual is concerned about their life. It creates a lot of opportunities in the health care sector in order to protect the life of a person. Numerous schemes are available for bank employees for their health like various investment opportunities. The data analysis of research reveals that safety is a concerned factor while doing investment, so remaining avenues are less found less considerable while doing investment by investors. From the study, it can be understood that bank employees made good investment management practices of their money in health care sectors.

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