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A Study on Customer's Perception Towards Financial Services in Post Offices of Hazaribag District

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Introduction

Actual savings in a society depends on two proximate determinants, namely the ability to save and the desire or motivation for saving. The ability to save depends on the level of income, other things being the same. Given the income, the saving of a household is governed by consumption expenditures, which in turn, is influenced by the size of the family, age composition, availability of desired goods and services, and their standard of living, etc. A variety of motivations encourage the desire or the will to save.

The Post Office is a universally relevant and important social institution. Because of its low profile, silent role as a facilitator of communication. One tends to take the Post office and its employees for granted. The provision of a well organized postal service to the people has been accepted by most of the governments as a social obligation. The Post Office discharging this social obligation also plays a vital role in the economic, social, and cultural development of the country.

The Contribution of the Post Office to economic development is also significant. The Post Office promotes business activities by taking part in the transfer of goods and money from place to place. The savings generated in the various sector of the economy are collected by the post office on behalf of the Government, even from the remote area so that these funds are available for social development activities.

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