1. **Aims and Objectives:**

The aims and objectives of the study are as listed below:

1. To study whether investors in the insurance sector invest for Tax planning
2. To study whether investors have a proper understanding of Insurance policies.
3. To study whether the investor is financially literate while investing in different instruments related to Insurance, PPF, and NSC.
4. To study the multiplier effect on returns of NSC as an Investment i.e. The NSC can be planned for long term planning instrument as a rate of return.
5. To study whether the investors keep in mind the various benefits with regard to an investment while making the investment.