

## **TAX SAVING AVENUES: A STUDY EXPLORING THE PERCEPTION OF INDIVIDUAL ASSEESSES IN TINSUKIA TOWN, ASSAM**

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### **ABSTRACT**

*Tax planning is the process of analyzing the financial plan of an assessee in order to ensure that all the elements of the financial plan can function with maximum tax efficiency. An adequate tax planning helps in streamlining the investments and tax payments in such a manner which ensures considerable returns over a specified period of time involving minimum risk. The paper aims to explore the perception of both salaried and business class assesseees regarding tax planning and the various tax saving investment avenues available under the Income Tax Act, 1961. The present study is exploratory and descriptive in nature and based on both the primary and secondary sources of data. The study revealed that individuals perceive tax planning, as a tool that not only helps in channelizing their taxable income to various investment alternatives, but also helps in effective financial planning and better tax compliance. The most influencing factor while making a tax saving investment decision is the tax benefit derived from the investment. The study recommends that it is the need of the hour to create awareness about the non-conventional tax saving avenues among the individuals and further steps should be taken to educate the assesseees regarding the importance of effective tax planning.*

**KEYWORDS:** *Tax Planning, Tax Saving Avenues, Tax Compliance, Financial planning*

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