1. INTRODUCTION:

- What is financial planning?

Financial planning is an ongoing process to help sensible decision about money that can help to achieve goals in life. It might involve putting appropriate wills in place to protect the family, thinking about how the family will manage without the income should anyone fall ill or die prematurely, spending money differently, but it involves thinking about all of these things together i.e. plan. If the need are more complex anyone might want the help of a Financial planner. A comprehensive evaluation of an investor’s current and future financial state by using currently known variables to predict future cash flows, asset values and withdrawal plans.

- What is Investment?

Investment is the purchase of an asset or items with the hope that it will generate income or appreciate in the future and be sold at the higher price. Investment is the purchase of goods that are not consumed today but are used in the future to create wealth.

In this modern era, money plays an important role in one’s life. In order to overcome the problems in future they have to invest their money. Investment of hard earned money is a crucial activity of every human being. Investment is the commitment of funds which have been saved from current consumption with the hope that some benefits will be received in future. Thus, it is a reward for waiting for money. Savings of the people are invested in assets depending on their risk and return demands, Safety of money, Liquidity, the available avenues for investment, various financial institutions, etc. Through this study, an analysis has been made into preferred investor’s behavior towards investment avenues. It has also studied the difference of opinion of age on investor behavior while selection of any avenue.

Women constitute above half of the world population. Their contribution is about 55% including their unpaid economic activities. Hence there is every reason that women should plan an equal role in economic decision making. The 1994 world survey on the role of women in development reported that the ratio of women to men is economically active population has almost doubled over the last 20 years. With the increase in role of women in the economic
activities and by nature, women are being identified as a better saver than man, the decision making process by women for investment purpose gains its importance. Traditionally, women have generally been more hesitant when it comes to financial investments. They are more cautious when it comes to money. The new women investment clubs take the fear out of investing for women. The hand that rocks the cradle rules the world is popular saying about women. Saving is a habit specially embodied to women. Even in the past, when mainly depended on their spouse’s income, they use to save to meet emergencies as well as for future activities. In those days, women did not have any awareness about various investment outlets. But as time passed, the situation had totally changed. Now, the present women, who is equally employed, through their education have knowledge about various aspects of investment and as a result they invest in various investment avenues such as shares, debentures, mutual funds, commodities and bank deposits. Indian savings market has been expanding over the period and there is a steady increase of household savings. Moreover, general profile of women investors is changing in tune with time. But they wait in various areas of investment such as awareness and preference of investment. So, an attempt has been made by the researcher to identify the factors influencing women investor’s behavior to evaluate the level of awareness among women investors and to analyze the preference of women investor towards various investment outlets.

Employed women have a greater propensity to save and invest because of their independent earning power. They are also motivated by the investment behavior of their colleagues in their work place. They are supposed to be risk adverse, safety oriented and guided by certainty of returns. With increasing level of knowledge and awareness, Women are slowly participating in the risk investment portfolios and they are becoming investigative in their investment behavior.

- **What is working women behavior?**

The working women behavior refers to the attitudes, perception and willingness of the individuals and institutions in placing their savings in various types of financial assets, more commonly known as securities. An investor is a person who sacrifices the present in order to obtain the benefits for the future. The benefits may be in the form of capital appreciation, income in the form of dividends, bonus, retirement benefits & many other benefits.
• Why Devgad Taluka?

➢ **Population Statistics**
Devgad is a tehsil or taluka in the Sindhudurg district, in the state of Maharashtra. The total population in Devgad tehsil is 120,909 as per the survey of census during 2011 by Indian Government. 120,909 people are living in the rural area. There are 27,800 House Holds in this taluka. There are 58,938 males (49%); there are 61,971 females (51%).

➢ **Devgad Sex Ratio**
While the population is 120,909, there are 58,938 males and 61,971 females are there. Further the children below 6 years of age are 10,829 of which 5,629 are males and 5,200 are females.

➢ **Devgad Scheduled cast and Tribes**
Total Scheduled Cast is 7,081. Total Scheduled Tribe are 1,001.

➢ **Devgad Literacy Rate**
Literates are 95,146 of which males are 49,393 and Females are 45,753. There are 25,763 Illiterates.
Devgad Workers Population

Workers in the Tehsil of Devgad are calculated as 50,572 of which 32,247 are males and 18,325 are females. Females are 18,325 of which 5,030 in central and state government and 13,295 in other sector. Such as private sector and self employed.

So today, many women have adopted jobs in different sector in study region. Hence researcher is attempting to find the general problem and factor about investment among working women with respect to financial planning and their behavior while investing in various schemes.