1. **OBJECTIVES:**

The study is proposed keeping in view of the following objects:

1. To understand the savings objectives of working women investors behavior towards different saving avenues.
2. To study the relationship between financial knowledge and financial behavior.
3. To study of preferences and behavior of working women.
4. To study overall awareness of various types of avenues in working women.
5. To study the factors influencing the working women to invest in various investment alternatives.
6. To evaluate the financial decision making ability of working women.
7. To analyze the prevailing financial literacy and saving investment practices among working women.
8. To understand marketing strategy for investment tools to influence working women buying decision with regards to saving scheme.