

EXECUTIVE SUMMARY OF THE PROJECT

Now-a-days, we find more and more women who are financially independent. No doubt, today's women are more successful. They are getting paid handsome salaries. But what about their saving and investment behavior? Are they financially aware enough to make their own investments? If yes, then what are their saving and investment patterns? What are their perceptions towards savings and investment, what is their risk bearing capacity? The answers to these questions are necessary for getting the picture of the **Savings and Investment pattern of Working women from urban area and rural area.**

Objective of the research proposal

1. To undertake a comparative study of the saving and investment pattern of **Working women from Mumbai Region (urban area) and Villages near Mumbai region (rural area)**
2. To study the behavioral pattern of savings, investments and the risk-return concept of these women.
3. To study the difference in perception of risk return parameter of these women.
4. To understand how fixed or fluctuating income affects the risk return parameter and the investment there of.
5. To study the factors which are considered for an appropriate investment by these women?