PREFACE

Everywhere in this world people say that women should be treated on par with men as women are no way inferior to men. But unfortunately, in most of the sectors they are barely considered. Especially in money matters. People often crack jokes around women saying that women do not know how to manage money and what they know is just spending money lavishly. But whether such kinds of people are able to notice the changing dynamics in the society or not, the world is changing fast and more women are dealing with money better than men.

The obvious line of demarcation between the developed nations and developing nations is the size of their economies propelled by rapid industrialization. If one does take a deep look into these developed economies in terms of how these nations are able to arrange huge amount of capital to fund their industries, the answer lies in “equity culture”. The nations with vibrant equity culture are creating opportunities to investors to create wealth.

As women were less in number in terms of earning capacity in the past, they were largely neglected as a class of investors. Thanks to changing Government policies and better access to higher education, women are now able to capture opportunities in a very big way to enter into all domains including what mistakenly perceived as men only areas such as Banking and Finance in general and Investment banking and Portfolio Management services in particular.

So what is the link between economic development, equity culture and working women?. It is an unquestionable fact that industrialization causes
economic development. In the past, some nations in the world thought Government should have control over commanding heights of economy. They that equity culture is actually an evil culture. Hence they did not allow private investment for long. As a result, the people of those nations, however brilliant and innovative they are, could not start their ventures. Hence number of business organizations was very less in those nations.

At the same time, apart from running industries on their own, those nations were compelled to take care of the social security measures of their citizens. As a result, seldom those nations have enough money to do both the jobs of establishing new industries and taking care of their citizens and on the global front, they remained as laggards. They do not have global consumer brands to appeal to global consumers. Instead, they became markets for those nations who encouraged private investment and equity culture to become industrial giants.

The nations that are not having enough of equity culture are depending heavily on the support of foreign investment for supporting their domestic industries. But, these foreign investment will come with riders such as repatriation of funds regularly and more so, whenever there seems to be an economic recession, often they go for sudden and massive withdrawal of their investment which has caused panic in many nation as no cushion coming from domestic investors due to lack of equity culture.

Traditionally working women are investing on gold & other precious metals and saving on bank fixed deposits. As the cost of living is increasing day
by day and the financial needs of working women are also changing. Now there is a visible change in the investment pattern of working women and some of them are investing on equity oriented securities.

The motive behind this study is to encourage more working women to invest on equity oriented securities so that equity culture in a nation will grow. This in fact, is expected to help developing nations in terms functioning as cushion in difficult situations and also help people with entrepreneurial aspirations to start their ventures to help their economy to grow as they will have better access to fund for their aspirations. Hence, an attempt is made in this study with an objective to know investment behavior of working women with a special focus on equity oriented securities. Some important findings were made at the end of the study with some suggestions hoping to push equity culture.