CHAPTER – II

REVIEW OF PREVIOUS STUDIES

2.1 Introduction:

Investment means the purchase by an individual of a financial or real asset that produces returns, proportionate to the risk assumed over some future investment period. For achieving this, one has to decide on how and where to deploy the savings, so that the future requirements for money can be best met. An investor should always have three types of financial investments.

i) Liquid Investments such as Savings Account.

ii) Liquid Funds – regular income investments like Fixed Deposits, Bonds and Debentures.

iii) Growth Investments like Equity Based Mutual Funds, Residential House and Gold.

A proper balance among these three categories is needed so that the wealth grows to meet the various requirements. While selecting an investment, care has to be taken so that investment does not result in increase in taxable income.

A large number of studies on the Investment behaviour have been performed during the past few years all over the world. In this modern era, so many types of investments are available. Each type of Investment has its own advantage and disadvantages. An investor can also choose the type of investment which suits his needs. The researcher is interested in finding the Investment Behaviour of Women Entrepreneurs of Coimbatore district and it has been presented in the forth coming chapters.

2.2 Review of Previous Studies:

The following are the extracts of various articles published by different authors in several magazines and journals. In this chapter the researcher has also cited various articles, studies, reports and surveys conducted by research scholars in India and abroad.

Shantilal Sarupria (1963)[1] in the study captioned **"Individual Savings in an under Development Economy-India-A Case Study"** has made an attempt to disprove certain widely held views about the individuals' savings behavior in an under developed economy like India and suggested the ways of potential savings which could be mobilized for investment. It was regrettably contended that a large section of our population held the savings in the form of gold, landed property and other unproductive assets.

The National Council of Applied Economic Research (NCAER) conducted a survey of households (1964)[2], entitled **"Attitude Towards and Motivations for Savings".** The survey covered a sample of 4650 households spread over India. It provides an insight into the attitude towards and motivations for savings of individuals. One of the important finding was that the investment in securities was preferred by the high income households.

Stern. P. Walter (1969)[3] in his study **"The Investment scene – An overview"** identifies the two broad styles of investing that are emerging; firstly the "Guns Lingers" – the aggressive investor, who feels that he can identify changes before they invest and capitalize on it. He is identifiable, he is young, he is able, he is arrogant, and he deals in concepts, not in price earnings ratio. He is "opportunity oriented" and he checks out every idea you present to him before he acts. He wants freedom to act quickly, secondly the "Serious long term investor", basically interested in earnings trend, concepts relating to area of long term growth and fundamental work. He is less concept oriented and more profit earnings ratio oriented.

Stovic paul (1972)[4] in his study entitled **"Psychological Study of Human Judgment: Implications for Investment Decision Making"** examined the use of psychological approach in the field of financial decision making. According to him many decisions were made not by individuals but by groups. The ultimate finding was that decisions made by groups were riskier than the average of the individual member's decision.

Fama (1972)[5] in the study titled **"Components of Investment Performance"** analyzed the Investment and introduced two terms "Selecting" and "Timing" which were more important compared to risk and return. Further, he suggested methods for measuring the efforts of foregone diversification when an investment manager decides to concentrate his holdings in which he thinks that there are only a few winners. Eventually he was successful in presenting a multi period model that allowed evaluation both on period by period and on a cumulative basis.

Lease Ronald C, et.al. (1974)[6] carried out a study entitled **"The Individual Investor Attributes and Attitude"** studied the demographic characteristics, investment strategy patterns, informative sources, assets holdings, market attitudes and perception of investors. The study also analyzed the records of portfolio position and realized investment returns of the group. The samples of the study which comprise 990 investors stratified according to the geographical distribution of all the American shareholders as reported by the "New York Stock Exchange" were surveyed. The data for the study were collected through a questionnaire and it was processed with the help of a cluster analysis and automotive interaction detection analysis. The study revealed that there was a significant positive correlation between.

a. Individual income and total wealth
b. Age and percentage of portfolio invested in income securities
c. Analyzing the investment strategies of the selected group, the study found that long term capital appreciation was the prime investment concern with dividend and intermediate term gains running second and short term gains ranking third in

the list. A significant negative correction existed between annual income and percentage of portfolio invested in income securities.

Lewellen Wilbur, G. et.al, **(**1977)[7] in their study **"Pattern of Investment Strategy and Behaviours among Individual Investors"** ascertained the portfolio decision process of individual equity investors. Data was collected from 972 individual investors residing in the U.S. The result shows that age has a strong influence on the portfolio goals of the Investors. Older Investors have interest in long term capital gains and young investors have a desire for short-term capital gains. Age and risk taking propensities were found to be inversely related. Women Investors were found to be broker reliant unlike men.

James R.F. Gay (1978)[8] in his article **"The performance of the British Investment Trust Industry"** evaluated the risk adjusted performance of the UK Investment Trusts through the applications of the Sharpe and Jensen measure. The study concluded that no trust and exhibited superior performance compared to the London Stock Exchange Index.

Dr. Ajay and Dr. Singh (1979)[9] in their article captioned, **"A Study of certain aspects of Household Savings Behaviour in New Delhi"** studied the reasons for savings, attitude towards savings and extent of risk taken by respondents in Delhi. The authors have said that, while investing, savings behaviour, risk tolerance, savings ratio and satisfaction with the level of savings and the change in reasons to save, the need of households varies as the household heads progress in age and occupational status. The author found that the satisfaction level of savings is higher for household heads belonging to Delhi or those who have stayed for more than 41 years in Delhi. Persons who are residing in their own houses, have higher income, higher savings, more than two earners and no dependent girl are found to be more satisfied with their savings.

Arnold and Moizer (1984)[10] in their article titled **"A Survey of the Methods used by the U.K. Investment Analyses to Appraise the Investment in the Ordinary Shares".** The respondents in this study were the investment analysts and not the investors. The study opined that investment analysts are both investors in their own right and also advisers to other institutional and individual investors. Arnold and Moizer found that the principal share appraisal technique used by investment analysis was fundamental analysis. Although some of the principles of technical analysis like price earnings ratio and dividend yield were used for appraisal, none of them mentioned that they used technical analysis. The most influential sources of information according to investment analysts perception were found to be the company's annual profit and loss account, balance sheet and its interim results.

Thirumavalavan . P (1987)[11] in his research study titled **"A Study on the New Issue Market in India and its Investors Behaviour in Madurai City"** found that investors preferred more of equity shares than other securities.

Ledereich and Siegal (1988)[12] in their article titled **"Planning our Portfolio Today and Tomorrow"** emphasized the role of factors like age and health, marital status, family status, objectives, risk tolerance, investment preferences liquidity, employment stability and tax rate in personal financial planning. This paper though not an empirical one, explained the need for accountant's involvement in personal financial planning of their clients. It provides a background of the variables to be analyzed in a research concerned with individual investors.

Alagarswamy (1989)[13] in his study **"Tax planning of the Employees of Madurai Kamaraj University"** analyzed the various Tax savings schemes under sec 80C, 80CC, 80G, 80CCA, 80GG and 80 L of Income Tax Act 1961 with cases.

Warren et.al., (1990)[14] in their article **"Using Demographic and Life Style Analysis to Segment Individual Investors"** attempted to develop life style and demographic profiles of investors based on the value and types of investment holdings. The authors pointed out that in a diversified market, demographic characteristics alone may not be sufficient to serve as a basis for segmenting individual investors. This study was based on mailed questionnaires to 600 households. Only 152 usable responses were obtained. Multiple discriminate analyses were used to determine whether investment patterns differed according to demographic and life style dimensions. The results indicated that life style dimensions not only helped to differentiate between investor behavior types (active/passive), but was also useful in differentiating between light and heavy investors in particular investments ie., Stocks and Bonds.

Bhagawati Prasad, Subhas, M.S. (1991)[15] in their study entitled, **"Problems faced by the Investors"** have examined the problems faced by the investors by surveying 200 small investors. The study reveals that majority of the investors in the middle income group were very active. High returns motivated them to invest in capital market and majority of the share holders were not satisfied with the content of published information.

Jawaharlal, (1992)[16] in his study entitled **"Understanding Indian Investors"** identified the behaviors of individual investors using a questionnaire method. The study covered major cities in India. 1200 share holders and debenture holders were selected at random for the study. The study revealed that individual investors generally invest in more than five companies and preferred a large portfolio. They lacked knowledge and experience in accounting matters. There was a strong positive association between level of understanding and volume of shareholdings. The study indicated that the disclosures made by the companies, need to be improved for the benefit of the investors.

Rathnavel (1992)[17], in his Research Study **"Evaluation of Tax Saving Investment Schemes"** listed the various tax reducing investment schemes in which he found that provident fund and mutual fund investments stood in the first two places.

Inbalakshmi.M, (1992)[18] in her research study titled **"Investment in Mutual Fund by Investors"** found that investors invest money in Mutual Fund with a number of objectives in mind such as earning income, capital appreciation, tax planning and security to life.

Gupta and Ramesh, (1993)[19] conducted a study entitled **"Portfolio Management for an Individual Investor"** studied the importance of considering individuals characteristics in portfolio management. An analysis of an Individual investor situation requires a study of his personal characteristics such as age, health condition, personal habits, family responsibility, business or professional situation and tax status. All these factors affect the investor's willingness to take risks.

Pandurangan.G (1993)[20] in his research study titled **"A Study on Investors Attitude Towards Investment in Securities"** found that the youngsters between 20 to 40 years preferred these modes of investment and Investors in the age group of 50 and above were not much interested in these investment.

Ganti Subramanyam, et.al., (1994)[21] in their paper on **"Disintermediation in Indias Household Sector Financial Portfolio"** explored the fact that the flow of household savings into bank deposits declined as more and more market instruments attracted savings. This decline posed the biggest threat in the business of banks. This study also led to an econometric investigation of household preference of deposit form of savings vis – a - vis the forms of financial savings. They found the household sectors saving pattern during the last two decades encouraging Gross Domestic Savings ratio was reported to have increased from 10.1 per cent in 1951-52 to 21.2 per cent in 1980-81.

Meera.E (1995)[22] in her research work titled **"Equity Investment Strategy and Portfolio Selection"** formulates strategies for equity investment and portfolio selection and portfolio evaluation.

Radha V. (1995)[23] in her study titled **"A Study of Investment Behavior of Investors of Corporate Securities"** have examined the investment plan of corporate security investors in Tamil Nadu. The analysis revealed that the largest segment of the sample was constituted by young generation investors. They were generally better educated and male investors were reported to have dominated the investment scene. Salaried group investors were reported to have dominated the share ownership position. Most of the investors intended to divert a part of the savings safely in fixed income securities, so that they could make use of the balance in speculative activities. While probing the pre-investment behaviour and investment objectives, it was found that investors formed certain primary objectives and gave importance to them while making investment plans. Capital appreciation was considered as the most important objective. The success of the investment decision depends upon the successful performance of industry. Hence all information relating to the industry was helpful for making investment decisions.

Mr.K.E.Job (1995)[24] in his article **"A Study on Investment Planning with Special Reference to State Government Officers in Palakkad District"** identifies the relationship between Income and Savings schemes of employees. This study also analyses the reasons for preferring a particular investment scheme and utilization of tax concessions by the employees. The findings of the study are,

a. The savings are made to get regular income in future.
b. Profitability, liquidity, safety, tax concession and appreciation are the main reasons for Investments.

Srinivasan R. (1996)[25] in his study titled **"Investors Protection – A Study on Legal Aspects"** attempted to point out lapses in the various legal provisions which all meant for safeguarding the interest of investors in corporate segments. He has examined the present state of capital and stock market operations. It had been observed that the capital market has emerged as a major source of finance for Indian corporate sectors and also served as a gateway to the investors to employ their savings.

Dash R.K. and Panda J. (1996)[26] in their article captioned **"Investors Protection and Analysis"** critically examined the need for investors protection. They found that unincorporated bodies and Nithis whose deposit acceptance activities did not come under the guidelines of the Reserve Bank of India shook the investors' confidence for the past several years. They stated that the poor growth level, dearth of innovative schemes, poor marketing and unsatisfactory servicing etc., were the reasons for the low level of confidence. They strongly emphasized the importance of installing the confidence in the minds of the investors.

Pulpre Balakrishnan (1996)[27] in his study **"Savings Rate in Indian Economy Since 1991"** explained the latest trends in savings behaviour in India. At the national level, three institutions published and estimated figures of savings. In his view the CSO's estimates were the most detailed and comprehensive and followed by the estimates of Planning Commission and RBI. It was found that the total savings during the study were about 22 per cent and household sector alone contributed to19 per cent of the total savings, financial assets accounted for 15 per cent and the rest seven per cent were physical assets.

Shanmugam R. (1997)[28] in his research work titled **"Decision Process of Individual Investors"** analysed the primary data of Coimbatore investors, who invested in equity shares. The study dealt with the characteristics and goals of investors and the nature of investment patterns. The study used a chi-square test and the analysis of variance. The major findings of the study were: The investors mainly belong to salaried group and they made investments on long term basis. Most of the investors were young and first operation investors. The study is limited to Coimbatore only which considered only equity investors. The study provided insights for the preparation of a questionnaire for primary data and for forming a general appraisal about the investors.

Rajarajan.V (1997)[29] in his article "**Investment Size Based Segmentation of Individual Investor"** revealed that Investors' characteristics are based on their investment size. The smaller the investment, the risk taking behavior among the investors is seen as high. The higher investment leads to both lesser risky investment and also diversification in the investments.

Shetty.S.L.(1997)[30] in his article **"Inadequacy of Domestic Savings and other Macro-Economic Issues"** identified the two fundamental limitations of inadequacy of domestic savings which are the narrowness of the domestic market, gradual reduction in the Government's development expenditure.

Uma Datta Roy Choudhury (1997)[31] in her article entitled **"Savings and Its Measure in the Unorganized Sector"** explained that the household sector savings in the financial assets are estimated instruments-wise namely currency, deposits, investments in shares, debentures issued by the corporate sector and Central and State Government securities. The savings in physical assets are exclusive in nature namely household residential constructions, fixed assets formation and equipments in Industry.

Raj, M.S. et.al., (1998)[32] in their article "**Financial Behaviour of an Investor"** found that the investment experience of the respondents is not uniform. Investment decisions generally were taken by the respondents themselves. The alternative sources contributing to investment decisions such as advice, information are available through friends/relatives; consultants and media were not so significant. The factors which motivate investment decisions are safety, liquidity, convenience and price differences. For precautionary and contingency purposes a tendency of preferring safe securities such as cash and bank deposits was shown by the sample households.

Shanmugam, R. Muthusamy P. (1998)[33] in their article entitled **"Decision Process of Individual Investors"** studied the views of individual share investors on their investment objective basis, approach to investment decisions and the nature of their equity portfolio. 201 investors of Coimbatore city were selected at random and interviewed. Chi-square test and analysis of variance were used to analyze the data. The study revealed that majority of the share holders were young first generation investors belonging to the salaried class. The time spent on investment analysis was inadequate and equity portfolio diversification was moderate. Regional industry had its impact on industrial portfolio. The educational level of investors had its impact on the use of technical analysis and the occupational category had an impact on the use of fundamental approach.

Madhumathi.R (1998)[34] in her study entitled **"Risk Perception of Individual Investors and its Impact on their Investment Decisions"** examined the risk perception of 450 individual investors, selected at random from major metropolitan cities in India, dividing them into three groups as risk seekers, risk bearers and risk avoiders. The major findings of the study revealed that majority of the investors were risk bearers and they had the tendency to use the company's performance as a basic factor to take investment decisions. They also depend on the advice of share brokers and investment consultants. The risk seekers generally took decisions based on market conditions, industrial positions and social changes. They relied on newspapers and reports for information. Risk avoiders did not have any specific traits. They were very objective and looked for facts and certainty in their investment decisions. They relied on the advice of their friends and relatives.

Chandra Sekar, K. and Geetha K.T. (1998)[35] in their paper entitled **"National Savings and Economic Growth"** confirmed that there was a strong association between a nations savings rate and the rate of growth of per capita income. It was found that the gross savings rate was just 18.7 per cent in 1986-87 but started increasing afterwards mainly because of household savings. In 1994-95 the gross domestic savings touched an all time high level of 24.4 per cent.

A survey was conducted by **"Intelligent Investors"** (A Fortnightly magazine) (1998)[36] about the home instincts of investors. The survey was intended to disclose the average Indian's attitude to housing, living space and real estate. Forty Per cent of male category opted for 500-800 square feet spacious house to a family of four members, whereas 50 Per cent of female respondents needed a house of 801-1200 square feet. Sixty Per cent of Chennai based respondents preferred even smaller space (500-800. sq. feet) for a family of four members, 34 Per cent of male and 28 Percent of female respondents expressed their willingness to have a house of their own even before their marriage. But among the total respondents, 34 Per cent wanted their own house after having children. Fifty eight per cent of Calcutta based respondents and 48 Per cent of Chennai based respondents were willing to own a house atleast before their retirement.

An All India Survey (1998)[37] titled **"Household Investors"** Problems, Needs and Attitudes conducted by **The Society of Capital Market Research and Development** revealed the fact that majority of the retail investors lost confidence in various agencies like SEBI, credit rating agencies etc, A cross section analysis showed that 79 per cent of investors had low confidence or no confidence in company management, 55 per cent in SEBI, 64 per cent in auditors and 78 per cent in share brokers. The study noticed a significant shift of investors from equity shares to high quality of domestic financial instruments. However, bonds were still far behind shares in terms of market penetration. An important note was that a majority of retail investors were not influenced by credit rating and also expressed their confidence in these agencies.

On a question about the future investment strategies, 57 per cent investors indicated that their intention was to invest in UTI units in the next 12 months. At the same time, many of the retail investors indented to reduce their holdings in equity investments. This study was the third in the series from the society and earlier surveys of such types were conducted in 1990 and 1992 respectively.

V.K.Somasundaram(1999)[38] in his research work titled **"A Study on the Savings and Investment Pattern of Salaried Class in Coimbatore District"** made an attempt to analyze the savings and investment pattern of salaried class investors. An in-depth analysis is done to identify the level of awareness, attitude, factors which influence the investors to save and invest, average savings of investors, pattern of savings, conversion of savings into investments, investment preference etc. Questions like why people save and what make them not to invest are also analyzed and interpreted. In this study, the researcher has identify the problems faced by the savers and investors along with their expectations. The pending problems could be solved by taking necessary steps in the right direction. Hence appropriate recommendations have been made to make the investment climate more congenial and attractive to the investing community.

A survey was conducted by **Ananda Vikatan** (A Tamil weekly magazine) during January (1999)[39], the public were interviewed on the aspect of savings and their savings habits. One salaried class investor admitted that he was in the habit of allocating 20 Per cent of his savings every month in the form of either a fixed deposit or a recurring deposit. In addition, he would earmark a certain amount and deposit it in a bank or a non-banking financial company. In the event of his getting substantial pay arrears, he would deposit the entire amount in banks keeping in mind his children's future. He admitted that he had never fallen into debts so far due to his proper savings plan. Another investor, being a housewife said that she had invested in real estate and gold and rarely she save in non-banking financial companies.

Another interviewee admitted that hers was a large family comprising of four daughters and two sons and that she had to manage their education and family expenses resulting in lack of savings. Now, her children were well settled in life and so they could save a sizeable amount.

Another investor felt that the habit of savings should start from one's early part of life. Later she could not imagine to save much in view of children's education and marriage. She also held the view that one should be prepared to sacrifice certain luxuries in life, so that one could lead a happy and peaceful life in future.

In a survey conducted by **ORG-Marg Research Organization** (1999)[40], **"Investors Choices over the Investment Avenues"** revealed that majority of investor's favored fixed deposits in banks. Post office savings schemes, insurance schemes, bonds issued by governmental organizations, equity shares were preferred by investors in the next category. Mutual fund schemes mainly meant for small investors were the least preferred.

The survey was conducted to know the important factor, which influences one to prefer one investment avenue to another. Seven parameters namely capital appreciation, safety, liquidity, rate of return, guaranteed return, manageability and tax shelter were incorporated in the interview schedule to identify the preference of investors, Guaranteed return coupled with capital appreciation was expected by most of the investors.

Durga Bhavani and Samatha (1999)[41] in their article titled **"Media habits of shareholders – a Survey"** concluded that majority of the respondents depends on the print media for their share transactions. Among the print media, Business Newspapers followed by Regional and National newspapers were the main sources of information for the respondents. Education and Economic status have a partial impact on the investments made by the respondents.

Bandgar, P.K. (2000)[42] in his article entitled **"A Study of Middle Class Investors Preference for Financial Instruments in Greater Bombay"**, studied the existing pattern of Financial instruments in India and the preference of middle class investors, their behavior and problems. A questionnaire was administered to collect data. Average, skewness, chi-square test, Fisher Irving tests were used to analyse the data. The study revealed that only 16 per cent of the investors were facing difficulties in buying and selling securities. Middle class investors were highly educated but they were lacking skill and knowledge to invest. Female investors preferred to invest in risky securities as compared to male investors. The study also revealed that there was a moderate and continuing shift from bank deposits to shares and debentures and a massive shift towards traditional financial instruments namely LIC policies and Government securities.

Rajarajan,V. (2000)[43] conducted a study entitled **"Investors Life Cycle and Investment Characteristics"** with the objective of analyzing the investors life style and to analyze the investment size, pattern, preference of individual investor on the basis of their life style. Data was collected from 405 investors in Madras using questionnaire method. The investors were classified into three groups viz. active investors, individualists and passive investors. Cluster analysis, Correspondence analysis and Krushal Wallis test were used to study the association between life style groups and various investment related characteristics. Active investors group was dominated by officers, individuals group by clerical cadre and passive investors group by professionals. The expected rate of return from investment varied between investment styles. The study clearly indicated that market position of the shares, company's operating level, capital performance and the expectation of the investor were found to influence the risk perception of the investor.

SEBI along with **National Council of Applied Economic Research (NCAER)** (2000) [44], conducted a comprehensive survey of the Indian Investor Households entitled **"Survey of Indian Investors"** in order to study the impact of the growth of the securities market on the household and to analyze the quality of its growth. 25,000 investors were drawn from all over India and the data were collected by administering a questionnaire and through personal interviews. The survey was conducted with the major objective of drawing a profile of the household and investor and to describe the demographic, economic, financial and equity ownership characteristics. The study also was conducted to understand the investor's preference for equity as well as other savings instruments, their perception about market risk, their exceptions, nature of their grievances and difficulties to estimate the number of households which had refrained from investing in equity market and the reasons for their reluctance. The survey revealed that age, educational qualification, occupation and income were found to influence the attitude of an investor towards investments. The urban investor household had a higher proportion of investment in equity shares, debentures and mutual funds as compared to the rural households. Income level and investment of household in capital market were found to be closely associated. A majority of the equity investors has long term motive in investments. Investors revealed that they had a number of broker related problems than issue related problems.

K.Kanagasabapathy (2001) [45] in his article titled **"A Technical Note on Savings and Savers as Stakeholders"** puts across the concept that in the economic sense, the savings behaviour influence a nation's consumption behaviour. Savings may be influenced by the investment opportunities or investment demands, which in turn depends upon the growth prospects and the potential returns available. The level of savings will also depend upon the avenues available in the economy for mobilizing such savings particularly from the household sector in the form of well developed financial system with a variety of institutions and markets for different instruments. The study also concluded that nation's economic policy also influences the savings behaviour of its citizens.

Gupta L.C. et.al., (2001)[46] in their article **"Indian Household's Investment Preference"** found that there is a significant shift in the investor's interest from shares to high quality bonds. The popular belief of investing in bonds requires greater sophistication than investing in shares. The bondholders come from higher income class than shareholders. The causes behind the erosion of investor's confidence are due to weakness of corporate governance levels and secondary market price volatility.

Ranjith, V.K. (2002)[47] in his article entitled **"Risk Preference of Investors in the City of Ahmadabad"** revealed that the increase in age leads to the increase in tendency to invest and to take risk declines. Working class People are actively involved in share business.The respondents who are graduates actively participate in investment activities. The investors' awareness about the investment decisions is limited to financial performance of the company.

Prasada Rao (2002)[48] in his article titled **"A Study of Income-Savings among Cultivators in Sagar District of Madhya Pradesh"** concluded that the cultivators are very much interested in purchasing durable assets with their savings and they would like to spend more on children's education. The cultivators would like to invest on farms to develop their Agri-business. The managerial propensity to save among big farmers is greater than among the small and medium farmers.

Stout, (2002)[49] in his study entitled **"The Investor Game"**, has indicated that investors have an adaptive and not rational expectations. Adaptive expectations results in both trust and mistrust in securities based on past actions.

Aldus Salam and Ummal Kulsun (2002)[50] in their article **"Savings Behaviour in India: An Empirical Study"** identified that the household sector savings provided the bulk of National Savings. The growth of income is not an effective instrument to influence the savings rate. The favorable macro-economic environment supported by strong structural reforms including liberalization of financial markets, should help domestic savings to increase substantially.

Rajarajan .V (2002)[51] in his article entitled **"Determinants of Portfolio Choice of Individual Investors"** concluded that investors with lower expected rate of return, lower risk bearing capacity and with loss avoidance behaviour prefer the portfolio with more of fixed assets. They see their rewards as a result of luck, chance, fate etc. The investors with high expected rate of return, high risk bearing capacity and less of loss avoidance behavior prefer a portfolio with more of risky assets.

Hamid Bahmanpour (2002)[52] in his article titled **"National Savings and Investment Behaviour in Iranian Economy"** identified the determinants of savings and investments which are drawn from the life cycle model of consumption in which individuals maximize the present value of their life time utility, with a budget constraint related to whole life income. The variables such as population, income growth, interest rate inflation and tax rates have affected the savings.

Statman, (2002)[53] in his research entitled **"A Century of Investors"** compared the investors a century ago with investors today. He concluded that today's investors are more rapidly informed than their predecessors, but they are neither better informed nor better behaved.

Rajarajan,V. (2003)[54] in his article titled **"Investors Demographics and Risk Bearing Capacity"** brought out the existence of association between demographic characteristics and the risk bearing capacity of Indian investors. The relationship between age, income and the risk bearing capacity of the investors are very high. The salaried members constituted the largest part of all risk categories.

Challan, G.V. (2003)[55] in his article **"Investors Behavioural Pattern of Investment and their Preference of Mutual Funds"** found that a majority of the investors prefer real estate investments followed by mutual fund schemes, gold and other precious metals. The employees invest more in real estate assets followed by household sector. Most of the investors like to invest in debt instruments owing to their assured and risk free return. It is also found that a majority of the investors are very much interested in investing in growth schemes to take the reinvestments benefits rather than the regular dividends.

Dhananjoy Rakshit (2003)[56] in his article **"Investors Awareness in Stock Market"** found that the awareness among the small investors about the stock market is not upto the mark. The small investors should be properly taught to create investors confidence as well as for strengthening market integrity in the country. It has also found that small investors refer the price earnings ratio, beta value of the share through the data bank published in some Investment magazines before making their investment decisions.

Society for Capital Market Research and Development (2004)[57] conducted a survey entitled **"Indian Household Investors survey- 2004"** to identify the investor's preference, problems and policy issues. The study was based on direct interviewing of a large sample of 5908 household heads over 90 cities and across 24 States. The study states that price volatility, price manipulation and corporate mismanagement/fraud have been the household investor's top three worries in India. A large percentage of investors had a negative opinion on company management. A majority of retail investors in India do not regard mutual fund equity schemes as a superior investment alternative to direct holding of equity shares. Retail investors prefer bank deposits rather than liquid/money market funds. A share holding in 3-10 companies are the dominant practice among retail shareholders in all income and age classes. Middle class investors are conservative and they invest for longer period. Equity shares have achieved a much higher degree of penetration among middle class households compared to other capital market instruments.

Mr.V.K.Thomas (2005)[58] in his article **"Tax Saving Avenues to the Salaried Class"** suggested that an optimum plan of saving schemes will bring maximum return and lesser tax burden to the tax payers. In the new scenario, the savings in the form of contribution of PF/ Pension Fund will take a portion, tuition fee paid for children also take a portion. Those who are having housing loans can opt for enhanced payment of Housing Loan principal amount. It has the benefit of reducing the interest liability. For the rest of the amount at the disposal, 20per cent to 30 per cent could be invested in reliable mutual funds promising high returns. 20 per cent to 30 per cent can be set aside for insuring the life of the assessees, his/her spouse, children including major children. Those persons who are about to retire within 10-15 years can better choose a pension fund that falls due, after retirement. Persons close to retirement also can enhance their contribution to Provident Fund.

National Savings Certificates and Infrastructure Bonds may not be the right choice, as the interest accumulated on these will be subjected to tax. A portion can also be invested in short term securities like Post office savings bank account, Fixed Deposits in Banks without much burden on tax liability.

Dr.V.L.Shobhana and J. Jayalakshmi (2006)[59] in their study titled **"Investors Awareness and Preferences – A Study"** has examined the level of investor awareness regarding investment options and investment risks. The analysis revealed that the investment in real estate is preferred by a majority of the respondents. The second most preferred investment is bank deposits. Awareness about investment options and risks are high among aged, highly educated and those who are professionals by occupation. Demographic variables such as age and education do not have significant influence over investor's awareness whereas difference in occupational status leads to difference in the awareness level of Investors.

Gnana Desigan.C et.al., (2006)[60] in their study entitled **"Women Investors Perception towards Investment – An Empirical Study"** identified the women investors investment pattern, influencing factors, risk preference level and problems of women investors in Erode town. The findings of the study reveal that, women investors prefer to invest in bank deposits and jewels, they are influenced by safety and liquidity and the problems faced by them are cumbersome procedure and formalities, commission and brokerage.

Gnana Desigan, C. (2006)[61] in his study titled **"Investors Perception towards Equity Share Investment – An empirical study"** has examined the investment pattern of the equity investors and the problems of equity share investors in primary and secondary market. The analysis revealed the attitude and perception of the investors towards equity share investment. The study reveals the demographic profile of the investors. It can be seen that most of the equity share investors use upto 10 percent of their earnings to invest in equity shares. Most of them prefer balanced risk and prefer to monitor their investment daily. It is clear that speculative value is the main factor inducing them to make investment in equity shares. The main problems faced by the equity share investors are non- receipt of share certificates and delay in payment. Investors can be induced to invest more in equities provided; measures are taken to overcome the above said problems.

Jospal Singh (2006)[62] in his study titled **"A Study about the perception of Small Investors"** a primary survey of 400 investors were conducted. The study found that among various avenues of investments, the mutual funds obtained the lowest preference by most of the investors.

R.Jayachandran (2006)[63] in his study entitled **"A Study on the behaviour of Household towards Savings and Investments in Coimbatore District"** found that there is a moderate level of savings among households. The major determinants of savings are the personal income, family income, family size and life cycle of the household. The most popular investment on physical assets are consumer durables whereas on financial assets are bank deposits. The researcher found that there is a relatively poor level of awareness among the rural people about the various financial assets. Large portions of the investors do not understand the basic fundamentals of the investments. Many investors have invested in safer financial assets like bank deposits. Only a few investors preferred the investment on public issues but they are not aware of the market value of their holdings.

S.Hema (2007)[64] in her M.Phil dissertation entitled **"A Study on Investment Behaviour of Women Investors in Palani"** analyzed the various investment avenues available to women investors. Among the various avenues they prefer only Bank Deposits. The major reason for opting this investment is owing to safety measures. Next to bank deposits, life insurance schemes and gold are the other investment avenues.

Though some respondents are interested in investing in shares they do not have awareness towards this. Similar is the case as regarding mutual funds.

Narayana D.L. (2007)[65] in his major research work titled **"Income, Saving and Investment of Household Sector in Chittor District"** has attempted to review the economy of a select district. He examined the asset structure of household classifying the entire range of assets into physical and financial assets. He found that the average investment in case of self employed, farmer households was greater than that of business people. The Investment in farm assets decreased when the education level increased, at the same time the investment in consumer durables increased. Rural household gave importance to precious metals followed by bank deposits and chit funds. He pointed out that more than 35 per cent of the rural households were practicing negative savings and 65 per cent were doing positive savings.

C.Krishna Moorthy (2007)[66] in his article titled **"A Study on Investment Pattern and Awareness of the Salaried Class Investors in Nilgiris District"** an attempt has been made by the researcher to study the profile and awareness of salaried class investors. Among the identified 13 investment avenues, all the investors recognized bank deposits followed by insurance products which were known to 81 per cent of the sample investors. Almost, equal number of sample investors recognized Provident Fund and PPF investments, 63 per cent of the investors were familiar with postal savings and deposits. 42 per cent of investors were aware of Gold and Jewellery investment and 38.2 per cent of the sample investors had knowledge about investment in chit fund.

V.Sachithananantham, et.al., (2007)[67] in their article titled **"Investors Perception Towards Capital Market Reforms in India"** an attempt has been made to study the relationship between capital market reforms and amount of money invested by the investors. Normally, capital market reforms have definite influence over the investment pattern of investors. But, investors perception regarding capital market reforms would clearly indicate whether these reforms have positive or negative influence over investors' investments at the capital markets. From the analysis, it is concluded that educative and attractive reforms are statistically significant but have negative relationship with money invested at the capital markets.

Manoj Pillai (2008)[68] in his article entitled **"Private Equity The New Buzz Word of Alternative Investment and Entrepreneurial Finance"** stated that in a very short span of time, the Private Equity has become a buzz word in the Indian Financial Market. Many experts feel that there are certain pitfalls or concern areas associated with the concept of private equity. Similarly private equity has a very short history in deal making and there are no clear and specific solutions for various complex factors like valuation of intellectual property rights, knowledge workers, processes and technology in the emerging markets.

Analysts believe that the average size of a private equity deal is small in India which causes the Private Equity Appetite for longer holdings and the scale of returns. Availability of trained professional is another problem area as operational excellence solely rests on the skills of these professionals. The Foreign Direct Investment is an integral part of private Equity and as a result, the Government regulations will be tougher which may slow down the flow of the private Equity.

R.Kasilingam and G.Jayabal (2008)[69] in their article titled **"Segmentation of Investors based on Saving Motives"** analysed that around 95 per cent of Indians agree with the existence of motives to save money and 75 per cent of the people have high level of motivation towards savings. Another important finding of the study is that the level of motives has a significant influence on size of savings. India has high savings rate because Indians have high level of motives to save. The present high level of savings rate will continue as long as Indians have high level of motives. Hence, the savings in India mainly depends on the ability to save. Understanding the requirements and characteristics of various segments, the marketers of investment products can tailor different instruments exclusively to fit their needs. This will help them to tide over the competition effectively and efficiently which might arise out of globalization.

N.Yesodha Devi, et.al., (2008)[70] in their article titled **"A Study on Investment Behaviours of Salaried Persons in Coimbatore City"** stated that the response of the salaried income group towards various savings schemes and investment is poor. Their intention is tax savings and for this, their preferences are provident fund and life insurance policies. Steps should be taken to create awareness among the investors about other savings schemes and investment avenues. The advertisements for various investment schemes are not adequate as a majority of the respondents aware of the various schemes only through friends and relatives. Therefore it is recommended to various financial institutions to adopt a broad advertising strategy in order to enable the investors to know the details of the various investment schemes. Majority of the respondents have not preferred to invest their savings in UT1 and Mutual funds which are the latest investment schemes and hence the government should take appropriate steps to persuade the investors to invest in the above schemes.

Dr.L.P.Pateriya and Dr.Ajeya Jha (2008)[71] in their article titled **"Trends of Investment in IT in Pharmaceutical Industry"** examined the investment trends in IT by pharmaceutical companies which are interesting and enlightening. Investment in various components of IT differs from company to company. Pharmaceutical industry lags behind other industries in embracing IT technologies. This was anticipated as we know that pharmaceutical industry is a conservative sector.

Adeline Getzie.W (2008)[72] in her research study titled **"Investment Pattern of Professionals An Empirical Study in Aruppukottai"** found that factors such as Marital status, Size of the family, Number of dependents, Monthly income and Number of earning members have a significant influence on the level of investments and Age, Sex, Type of family and Sources of funds did not influence the investment level.

S.Kalavathy (2009)[73] in her work titled **"A Study on the Savings and Investment Behaviour of Salaried Persons"** stated that the current study is divided into two sections. The first section elucidates the awareness of savings and Investment modes and factors influencing the savings and investments, the second section discusses on their preferences, perceptions and satisfaction towards the savings and investment avenues. It has been found that with the proportion of population, the working age group of 15-64 years is also going to increase in future, the demographic extra savings are also likely to increase. The study shows growth in real interest rate, growth in per capita income, spread of banking facilities and the rate of inflation as statistically significant positive influence on domestic savings.

Krishna Chaitanya, et.al. (2009)[74] in their article titled **"Investors Perception and Domestic Private Investments in India – Role of Direct Foreign Investments and Economic Reforms"** discuss the results of the study which show that the relationship between FDI and domestic private investment is positive. The contribution of FDI inflows to public investments is much higher. This shows that FDI in India acts as complimentary to the private investments and can have a positive impact on growth by enhancing domestic capital accumulation. The other significant and interesting findings of the study are the role of economic reforms. They found that economic reforms in the current year have a negative effect on private investments. However, the immediate past level of reforms encourage private investments. This suggests that there is an immediate adjustment costs associated with current level of economic reforms. But the stock of reforms has a positive effect on private investments. They found that this interaction variable has a positive effect on domestic private investments. This shows that FDI inflows exploit economic reforms process and make an impact on domestic private investments.

R,Kasilingam and Dr.G.Jayabal (2009)[75] in their article titled **"Determinants of Expected Return of Salaried Class Investors in Tamil Nadu"** shows that the expected return has impact on risk taking attitude and portfolio choice and it is affected by level of awareness, investment experience, level of saving motives and timing of investment, family size, family income, perception, age, source of information, behavioural traits of investors. The extent of influence of these factors on the expected return is also analysed using a discriminant analysis. The step wise discriminant analysis reveals that family size is the predominant variable in determining expected return on investors.

Sanjay Sehgal, G.S.Sood and Namita Rajput (2009)[76] in their article titled **"Investor Sentiment in India: A Survey"** has made an attempt to establish a relationship between certain factors such as economic, market, regulatory etc with the investor sentiment besides knowing whether any relationship exists between investor sentiment and stock returns. A survey was conducted to obtain the information from different stakeholders in the market system such as institutional investors, market intermediaries and market regulators to understand these relationships. The critical factors were ranked on the basis of relative importance within each category separately. There is no clear consensus among participants about the concept of investor sentiment.

Dr.R.Kasilingam and G.Jayabal (2009)[77] in their article entitled **"Alternative Investment Option to Small Investors"** identified that Post office savings schemes are attractive tax savings investment schemes to the salaried class investors. It is also a suitable investment option to the small and medium investors because it satisfies all the criteria required by Indian investors. The fund invested in small savings schemes will yield good results not only to the individual investors but also to the nation. Small savings schemes are designed to provide safe and attractive options to the public and at the same time to mobilize resources for the development of the nation. As the Government is giving attractive returns mainly to the small investors, the institutions and NRI's are prohibited from investing in small saving schemes. During recession, small savings will be an ideal alternative investment because it produces stable and risk free returns.

Mr. T.G.Sudhakara Rao et.al., (2009)[78] in their article titled **"Analysis of Investment in IT Organizations"** reviewed the different scenarios from the hybridization perspective. The generalized hybridization index suggested in the article can be used to assess benefits of IT development in different functional areas and in taking investment decisions for the future.

R. Rangarajan, R. Usha (2009)[79] in their article titled **"Factors Influencing Women Investors in Capital Market – A Study with Reference to Chennai City"**, stated that women investors are meticulous and cautions in investing in Capital Market because they have excellent information about the primary market and the secondary market. Women Investors feel that they are able to get maximum returns for their investment through high risk and medium measure of Investment. The women investors widely expect prudential benefit and hence they throughly check the primary sources like returns, reputation, and political stability for the investment process. The available and transparent information about the performance of firms issuing the shares have a deep impact over the investment decision of women investors.

Dr.Sunny Kutty Thomas and M.N. Rajesh (2009)[80] in their article entitled **"Investment Pattern of Rural Investors in Kerala"** suggested that Liquidity and safety should be the prime factors while making investments. Economic condition and market situation should be properly evaluated while making investments and the investors should adopt a diversified and liquidity oriented approach while constructing and managing the portfolio for investment. Systematic risk can be minimized by a detailed analysis of economic situation and market condition while making investment and unsystematic risk of the investment can be minimized by way of a detailed analysis of financial statement of concern, government policies and strategies, past history of the concern and the financial management system of that concern.

T.Vijayalakshmi (2009)[81] in her article entitled **"Liquidity Preference Among Employed Women"** identified that all the respondents preferred that liquid cash for transaction and precautionary motives. They have no speculative motive regarding bank deposits. They did not prepone or postpone their deposits according to the fluctuations in interest rates. Most of the respondents preferred to invest in chit funds than bank deposits. They felt that there are many formalities in bank transactions and also it is time consuming. Moreover investments in chit funds are more beneficial than the meagre interest rate from bank deposits.

Dr.N.Kathirvel (2009)[82] in his article entitled **"Investment Option with Reference to Insurance Products"** suggested that the Insurance plays a very important role in the financial sector of our country. The IRDA Act 1999 is a landmark in the Indian Insurance Industry which opened up the insurance sector to the private sector participants in 2000. Keen element in the reform process was the participation of overseas insurance companies through restricted 26 per cent of the capital. The Act protects, promotes and ensures orderly development at the life and own life industry. The insurance companies are required to use the vast network of banks and post offices to market the micro insurance products and unit linked products for the low income group and rural poor of the society.

Dr.G. Jeyabal and G. Prabakaran (2009)[83] in their article titled **"Investors Risk Tolerance Towards Mutual Fund Investments"** stated that the mutual fund investors are from low and moderate risk tolerant groups and the socio economic variables alter the risk tolerance of individual investors. The mutual fund organizations must consider these socio-economic variables of the investors that have an important influence on investment decision making. In addition to that, mutual fund organization must concentrate on creating awareness among retail investors, controlling the operational costs, penetrating in the rural areas, curbing the unethical practices, spreading the mutual fund culture, maintaining transparency and flexibility, introducing innovating products, creating a good rapport with the investors which will enable the mutual fund investors to have a high level of risk tolerance.

S.Arul Stephan and Dr.V.Darling Selvi (2009)[84] in their article entitled **"Investment Avenues for Senior Citizens"** stated that it is necessary on the part of the elders to find a definite source of income for themselves. The senior citizens have various alternative avenues of investments for their savings in accordance to their preference. A definite idea about investment will provide senior citizens a steady income which helps them in the phase of rising cost in future. Hence, it is the need of the hour for the elders to think and act wisely in their investment decision. As all the investments are not equally good, awareness of various schemes and the privileges of the aged will help them to select the best suitable investment avenue.

S.Cecily and R. Rangarajan (2012)[85] in their article entitled **"Investors' Preference towards Mutual Funds in Chennai"** stated that Investor is a person who invests money in order to make a profit. Investors who do not want to take risk of capital market volatility prefer mutual fund as an investment avenue. In India the mutual fund industry has been in existence since 1963. Mutual fund raises money by selling stakes of the fund to the public, much like any other type of company can sell stock in itself to the public. The Indian mutual fund industry has evolved from a single player monopoly in 1964 to a fast growing competitive market on the strong regulatory framework. Thus it can be concluded doubt that the increase in the number of players operating in mutual fund industry and its sustained growth in fund mobilization is led only by more investors preferring mutual fund investment.

Dr.N.Premavathy (2004)[86] in her article titled **"Support system for Women Entrepreneurs"** identified that the most frequently cited motives for setting up a business enterprise were, desire to be independent and to prove oneself. This study has also identified some situational factors which promote them to be entrepreneurs. It is observed that the first five factors namely attractive sources of income, education, family support, government policies and incentives, competencies and experience are conducive for venture creation and hence considered to be a positive factor, unable to find suitable employment and unsuitable working environment are negative factors which force one to be an entrepreneur. The most important factor considered by the respondents for becoming an entrepreneur is the attractive sources of income followed by the inspiration and support from the family members.

Dr.N.Ramya (2006)[87] in her paper **"Women Entrepreneurs – The Key Issues"** analyzed the constraints of women entrepreneurs and provided the following suggestions. Part time training programmes in the afternoon will enable women to acquire skills, certain facilities like stipend, good hygienic crèches for their children, transport facilities need to be given, service clubs such as Lions Club, Rotary Club, Inter-wheel etc, should organize motivational campaigns for the development of women entrepreneurs and the National Small Industries Corporation (NSIC) should come forward to make necessary marketing arrangements by popularizing the products produced by Women Entrepreneurs.

Dr.V.Gomathi (2006)[88] in her article titled **"Development of Women Entrepreneurs - Recent Trends"** stated that even though a country may possess abundant physical resources, it cannot make rapid economic and social advancement unless there are people who are enterprising and have developed necessary skills and attitudes. Problems of poverty and unemployment can be solved by developing entrepreneurial skills among the youth, the country which is rich in entrepreneurship, can attain economic augmentation. In the era of globalization the development of entrepreneurship is the key for ushering in economic prosperity.

Dr.Sukhjeen Kaur et.al., (2006)[89] in their article entitled **"Entrepreneurship among Rural Women"** stated that the rural women have basic indigenous knowledge, skill, potential and resources which are helpful to establish and manage enterprises. What they need is awareness, motivation, technical skill and support from family, government and other organizations. With the right assistance from various groups they can strengthen their capacities besides adding to the family income and national productivity.

M.M.Shankar and M.E. Vijayalakshmiin (2006)[90] their article entitled **"A Study on the Motivating Factors of Women Entrepreneurs in Chennai"** analyzed that out of the sample of 47 respondents, 71 per cent of the Women Entrepreneurs were motivated to start business due to pull factors such as independence, entrepreneurial drive, desire for wealth , self-fulfillment, status and power. 53 per cent of the women entrepreneurs were influenced by push factors such as insufficient family income, dissatisfaction with a salaried job, difficulty in finding work and the need for flexible work schedule because of family responsibility.

A.Chandramohan and V.M. Ponniah (2007)[91] in their article entitled **"Entrepreneurship A Global Perspective"** stated that Entrepreneurship is accepted as the key for economic development of the nation. The important qualities of successful entrepreneurs are ability to find and explore opportunities, creativeness, willingness, independence to act under uncertainty, flexibility in taking effective planning and achievement. This article highlights some of the essentials that entrepreneurs must possess.

Dr.V.Manickavasagam, et.al., (2007)[92] in their article entitled **"Women Entrepreneurs: An analysis"** stated that there are good number of factors which decide the success of Women Entrepreneurs, self sphere system, resources system and support system help them to get success in their deeds. Apart from this, the entrepreneur's education, training, knowledge, abilities, traits influences their performance. The motivational pattern, family background also has a close association with success. The resources system, technical and marketing assistance, managerial consultancy and financial support also determine the success of the enterprise.

Mr.Mahdi Salehi and Habib Valizader (2007)[93] in their article titled **"Entrepreneurship Some Evidence from Corporate Sector"** suggested that in a competitive and globalization environment, the best way for long term survival is through creativity and innovation in corporate sector. Entrepreneurs create and develop new products and services and generate employment opportunities as well as improve the living standard of people. The authors stated that the manager plays a focal point in the development, facilitation and oversight of the entire entrepreneurial process within an organization. The power of corporate entrepreneurship can develop entrepreneurial initiative from all directions which include management directions from the top, middle or lower management decisions.

Nagarajan S. and Gangadharan.S (2008)[94] in their article, "**Imparting Entrepreneurial Culture in India"** stated that there are ample opportunities in small businesses in India and such opportunities will transform India in the coming future. For such transformation to happen their needs are to be supported both at the governmental and societal level. For the government, it is important to realize that the goal of small business owners will be self-employed. Such people may not need financial assistance but they will need marketing and legal assistance in order to sustain themselves. Practical and cost effective programmes need to be developed to address their needs because self employed will represent an important segment in economic revitalization. Educational institutions play a major role in transforming the society into an entrepreneurial society, because the growth of any nation resides in the hands of entrepreneurs.

Dr.N.Arumugam (2008)[95] in his article **"Entrepreneurship for Economic Development"** stated that entrepreneurship is a hidden talent in every human being. If he/she tries to expose and utilize such talent, they not only become entrepreneurs for their self development but later on for the economic development of the nation also. They should be job providers and not job seekers. Whenever the list of the world's richest people is being published, at least two or three men are from India. It shows nothing but successful entrepreneurship. However success is not an accident, it is accompanied by hard work, constant labour, hope and confidence, vision, planning etc., So we should try to become entrepreneurs or support them to build an incredible India.

Raminder Bhatia and Baljinder Karur (2010)[96] in their article titled **"Indian Women Entrepreneurs – Issues and Prospects"** suggested that women in India are no longer submissive and are not confined within the four walls of the home. The Government and the voluntary agencies should take more steps to recognize and integrate the strength of women in the process of Industrial Development. Co-operation and partnership between national and international networks will also facilitate entrepreneurial endeavors by women. It will have a strong impact on the economic development of our country.

Velanganni.S, and Jeya Shanthi. R (2011)[97] in their article titled **"Income and Expenditure Pattern of Rural Women"** suggested that rural women need to get employment opportunities. Though most of the women are working in mills and other occupations, still some of them are not involved in any productive work to promote their life because of their attitude, life style and lack of educational knowledge. The study observed that 60 per cent of the SHG women stated that SHG has improved life style of rural women and it inculcated saving habit among them. Fifty per cent in local administration will promote their administrative efficiency. The self-help group movements have brought revolutionary changes in the socio- economic development of rural poor and increased participation of women in the demographic process. Most of the women have been saved from the clusters of money lenders. Massive economic activities of SHGs at villages will ultimately develop the rural economy.

P. Neelakantan et.al (2011)[98] in their article entitled **"Impact of Risk analysis in selection of investment avenues- A study on Debt Market Investors"** suggested that investment in Debt Market instruments as become an imperative choice of the investors with the objectives of return optimization. Uncertainty of expected returns is a vital part of the investment option in debt market. Variations in the anticipated returns and actual returns lead to the possible consequences of the decision related to selection of debt market investment vehicle. Risks in debt market instruments are poised of the demands that bring variations in the return of income. Market price and interests play a significant role on the risk associated with the debt markets which are being influenced by the various internal and external considerations. Uncontrollable external risks have a greater impact of the volatility of returns on the investment vehicles and they are of systematic in nature.

Meenakshi and Mahapatra S.N. (2012)[99] in their article titled **"Women Entrepreneurship: Issues and challenges"** stated that all business owners face certain challenges, but women, because of their gender, often have additional challenges and obstacles that their male peers are less likely to encounter. Working women who have children experience even more demands on time, energy and resources. But this does not mean women are less successful than men. In fact, statistics show that women are starting businesses at more than twice the rate of male majority owned businesses.

To encourage more passive women entrepreneurs, women training programmes should be organized that taught to recognize their own psychological needs and express them. State finance corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs. Women's development corporations have to gain access to open- ended financing. The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures, making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level. Women Entrepreneurs Guidance Cell set up to handle the various problems of women entrepreneurs all over the state.

2.3 Summary

In order to obtain the conceptual knowledge and technical know- how in the subject matter, the relevant literature consisting of text books, research studies and research articles were reviewed. A large number of studies have been made in the past, both in India and abroad on the Investment behaviour of Women Entrepreneurs.