



## ATTITUDE OF WOMEN INVESTORS TOWARDS VARIOUS INVESTMENT AVENUES WITH REFERENCE TO TIRUNELVELI CITY

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### ABSTRACT:

The primary point of directing this exploration ponder is to think about Attitude of ladies financial specialists towards different speculation roads with reference to Tirunelveli City. So as to lead this examination and to accomplish the goals, the essential information has been gathered by utilizing organized surveys. In addition, Secondary information has been gathered from distributed reports, diaries, periodicals, papers, books, magazines and other distributed writing. For gathering the essential information Judgment inspecting technique is utilized. To attempt this investigation, the example sizes of 120 respondents were taken. It was discovered that the greater part of the respondents are putting their cash into the bank settled stores. They are not having much learning about securities showcase, Mutual reserve and so forth., Hence, it is reasoned that each lady financial specialists previously picking a speculation to examine it first and furthermore government, venture organizations, intermediaries, operators and so forth., to find a way to teach the people groups about different speculations. It will build up our country.

**Key words:** Attitude of ladies financial specialists, Purpose of Investment, Kinds of ventures.

### INTRODUCTION:

The hand that stones the support governs the world is a mainstream saying about ladies. Sparing is a propensity exceptionally exemplified to ladies. Indeed, even previously, when ladies principally relied upon their companion's salary, they used to spare to meet crises just as for future exercises. Back then, ladies did not have any mindfulness about different speculation outlets. In any case, as time passed, the situation has completely changed.

Contrasting and the old time present day ladies are progressively taught and learned. In past days' job was simply to take care of their home and they restricted their reality as their families. However at this point, the general population and ladies themselves were perceiving the significance of training. Today, we can discover many taught ladies on the planet. They are advancing in genuine feeling of learning, in light of the fact that in practically all divisions we discover ladies are working in higher positions effectively. Presently multi day, we discover an ever increasing number of ladies who are monetarily autonomous. They are getting paid alluring pay rates.

Presently, the present ladies, who is similarly utilized, through their training . They know about different parts of venture accessible in the general public. So they put resources into different speculation roads, for example, shares, Life Insurance Policy, Gold, Government Saving Scheme, Post Office and Bank Deposits and so on,



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**REVIEW OF LITERATURE:**

**Mudra- SAMIR'S<sup>1</sup> (1992)** overview on "Working ladies' mindfulness and demeanor toward different sparing roads" draws out that working ladies in urban India put one – fifth of their profit aside as investment funds. Mindfulness exists on different sparing roads and shared assets have not discovered much nearness.

**MuthuPandi M. (2000)<sup>2</sup>** has led an investigation on the title "Variables Influencing Investment Decisions". This uncovers the different qualities of a financial specialist. An example of 100 financial specialists was chosen in Madurai city. The examination uncovers that conjugal status, nature of occupation and pay of financial specialists influence the venture choice.

**Rasathi D<sup>3</sup> (2006)** in her examination managed the "Speculation example of ladies representatives". This investigation reasons that "Future is indeterminate". Along these lines, the ladies workers should build their reserve funds and put their cash beneficially through legitimate arranging.

**RECOMMENDATION:**

As has been seen that the attention to the ladies in the investigation zone about the venture Avenues is exceptionally constrained, it is recommended that different budgetary elements like Securities and Exchange Board of India (SEBI), Pension Fund Regulatory and Development Authority (PFRDA) and Insurance Regulatory and Development Authority (IRDA) should endeavor broad endeavors to make ladies mindful of different speculation Avenues.

As ladies speculators are progressively mindful of bank settled stores and investment account, to redirect them in other venture Avenues, distinctive returns ought to be offered by the legislature and money related organizations for ladies.

Awareness crusades/classes about different venture Avenues will be directed for ladies dependent on their age and occupation for expanding the dimension of attention to them. It will build up our national development.

**CONCLUSION:**

The consequence of the examination demonstrates that the vast majority of the ladies in the investigation zone have wanted to put their cash in speculations Avenues to reduce assess risk. The mentality of ladies towards speculation Avenues is fundamentally affected because of their venture targets, for example, back future needs, upgrading the pay, flight expansion, and development of capital with the exception of lessening charge risk. The analyst guaranteed that when every one of the proposals given in this bit of research are tended to legitimately then the speculation market will achieve its new statures in Indian economy and ladies additionally will make scholarly interests in different venture Avenues. In the event that the recommendations offered in this examination are considered by the ladies who have an enthusiasm for the venture, experts, and authorities of speculation organizations, the specialist would feel satisfied that the investigation had filled its need.

**References**

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