1. **Research Methodology:**

The study will be based on

(a) **Primary Data:** The research will be based on the primary data collected using a specially drafted questionnaire amongst retail investors of western suburbs of Mumbai. The researcher shall adopt a survey method, amongst the retail investors, who are classified into the following different categories viz. salaried employees, both from government and private sector, and business class and professionals, to ascertain their views on investment. The sample size will consist of a minimum of 500 respondents.

The sample will be selected using convenience random sampling technique. In this technique, random selection is done with equal chances of each individual getting selected. For sake of convenience, the respondents shall be classified and selected from the following categories:

- i. Salaried Investors - Employed in Government Sector
- ii. Salaried Investors - Employed in Non-Government Sector
- iii. Business class
- iv. Professionals

A minimum of 125 respondents shall be selected in each of the above four categories as representative of the sample.

(b) **Secondary data:** An extensive study will be done on the previous research and literature to find out the meaning and the need for financial literacy as well as identifying major players in the field of financial literacy. Website, newsletter and monthly bulletin of (Reserve Bank of India, Securities exchange board of India (SEBI) has been reviewed to collect the relevant material and summarize their growing effort. They will provide a sound platform and justification to the research.
(c) **Sampling Techniques:**

**Sample Size:**

The sample size shall be determined using the formula:

\[ N = \frac{Z^2 \cdot Q}{D^2} \]

Where

- \( z = 1.96 \) for 95% confidence
- \( p = \% \) of respondents in the investment bracket
- \( Q = 100 - p \)
- \( D = 10\% \) of \( p = 4.0 \) (10% error)

(Assume \( n = \infty \))

\[ N = 576 \]

Say a minimum of 500 Respondents

The questionnaire shall be based on three investment avenues like Insurance, Public Provident Fund and National Savings Certificates.

The primary data collected will be compiled and then classified according to the requirement and further statistical treatment such as the Annova Test, Chi-Square Test, Z Test (as applicable) will be applied to get the required result. The data processing will also include tabulation and coding for statistical analysis.