INTRODUCTION

The role of women in traditional Indian society was limited to taking care of their families and doing household work. However, in the modern era, with rapidly changing times, the role of women has also undergone a drastic change. We find women working in all sectors and industries. They know how to manage work-life balance. Today’s women are more successful and financially independent. Even their thought process is undergoing a major change. They are more career-oriented and do not mind remaining single throughout their lives. They want individual freedom and financial independence. Along with income, comes savings and investment. Are women aware of the various investment avenues? What is their investment pattern? What is their risk-taking capacity? These are some of the questions that need to be answered for understanding the role of women in modern Indian society.

Importance of investment for women:

- The life expectancy of a woman is high as compared to a male; hence it is essential to have sufficient savings and investment to maintain her standard of living till her death.

- In the urban and semi-urban areas of India, the percentage of career-oriented women is increasing. Many of them prefer to remain single and adopt children. To fulfil this additional responsibility of being a single mother, they need to invest their surplus funds in a secure manner.

- The number of divorced women is also increasing. Such women need financial independence to secure their future.

- If women start making investment decisions independently, it will lead to financial empowerment which in turn will reduce crimes against women.