

A Study on Financial Literacy and Financial Planning for Individual Investor

Pruthvi Goyal

Global Institute of Business Studies, Bangalore, Karnataka, India

Abstract: *Financial literacy furnishes the individual investors with the ability to know, detect, and effectively use financial means to enhance the welfare and economic growth or sustainability for the himself, family, and one's business. The understanding of financial requirement enables one to know the structure, related financial literacy at several stages. The main objective of the study is to assess the awareness of Individual Investor on personal financial planning. Prepared questionnaire that computes the level of awareness about preparing financial planning, knowing economic and social benefits among the Individual investor. The study came to an end that though the research in the area of personal financial planning with individual investor has established that general education or literacy significantly increases investment in various instrument, income and retirement savings, it may not equip one with sufficient knowledge and skill for taking investment decisions.*

Keywords: Financial literacy