

## Women's role in broking

Broking is a business of Trust. I think women enjoy maximum trust in society as mothers, daughters or wives. It is easier to relate savings with women because that which is not spent from household income is savings. However the number of women involved in broking business is far lesser in number than men. The reasons are more to do with tradition rather than the ability to do justice to the task successfully. Broking is a capital-intensive business. Wealth collection is generally done in name of male child rather than female one. Female offspring has gold in her name and savings enough to complete marriage ceremony, which includes exchange of gifts clothes etc. Hence her wealth file is more or less nil when she marries and starts to build after the age of 23 or so. It takes a long time therefore to have the necessary capital to set up a full-fledged broking house.



However women as investment advisors, sub-brokers, mutual fund, postal savings and insurance agents is an ideal profession for women. Women can work from home, decide on her own working hours and do a wonderful job at helping people manage their finances. Increasingly there is a need to do financial planning. A spendthrift culture and blatant consumerism has made households

seriously look at maximising returns on the money that they save. There is a maxim in financial Planning that merely shuffling of investment options makes one better the returns. While it takes time to be a full-fledged financial planner one can start small by learning the nuances of one financial instrument at a time. Reading of newspapers and appreciating the happening in the country and abroad and relating it to the country's economy may sound as a tall order on day one. However just getting a feel of what is happening around us is definitely a stating point. Information gathering and understanding their direct and indirect impact on savings and finances is necessary to succeed in this profession. Television is a powerful medium that gives us an information overload on every aspect of the economy. Getting clarification on various concepts that are not understood by reading or asking accelerates the process of learning. The goddess of learning Saraswati and goddess of wealth Laxmi are both women. Hence we are not short of good genes. Let us prove to the world that this is our domain and a new profession is added to "women preferred" jobs besides nurses, airhostess etc i.e. Investment Advisors.

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