# Faff (2015) Pitching Template

| Pitcher's Name | Kanchan Sehrawat | FoR category | Finance | Date Completed | In Progress |
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| **(A) Working Title** | Women and Finance in contemporary world : Case of Select Indian Cities | | | | |
| **(B) Basic Research Question** | Is there a need to cater women differently based on their money management process i.e saving, investment, borrowings, spending and contingency planning (insurance and retirement planning) by financial product and service providers? | | | | |
| **(C) Key paper(s)** | ➢ Narain, S. (2009). Gender and access to finance. Analytical Paper, World Bank. (Retrieved from http://siteresources.worldbank.org/EXTGENDERSTATS/Resources/SushmaNarain-AccesstoFinanceAnalyticalPaper.doc) <br> ➢ Prudential Financial, Inc. (2013). Financial Experience and Behaviours among women. <br> ➢ Women's World Banking. (2015). Gender Perfomrance Indicators 2.0: How well are we serving Women? | | | | |
| **(D) Motivation/Puzzle** | Today women create, control and influence enormous amount of wealth around the globe. According to the CFA institute, by 2028 women will control 75% of discretionary spending around the world and an impressive income growth. However still they remain underserved and under-tapped segment when it comes to financial industry as being highlighted by some recent surveys where women reported that out of all industries affecting their daily lives, they are most dissatisfied with financial service industry on both service and product level. It is quintessential to understand and explore this potential segment to serve the women in a better way. | | | | |
| **THREE** | **Three** core aspects of any empirical research project i.e. the "**ID**io**T**s" guide | | | | |
| **(E) Idea?** | To understand and analyse whether gender affects financial management patterns (in relation to factors such as age, education, occupation, income level etc.) and thus the extent to which women preference differ from those of men and whether they desire different treatment in terms of financial products and services offered to them. <br><br> Dependent Variables: Those that explain financial management patterns i.e Savings, Investments, Borrowing, Spending and Contingency Planning <br> Independent Variables: Age, Education, Occupation, Income Level etc. | | | | |
| **(F) Data?** | **Country/Setting**: India; Initially I plan to target top cities of India in financial Inclusix (CRISIL 2014 Index) and then later on spread the study to other cities of the country to get broader perspective. <br><br> **Why?** Cities with higher Financial Inclusion can better serve the purpose of the study. As vast financial products and services are expected to be available at their disposal. Hence will provide better insights into selection mechanism of one over the other. <br><br> **Data**: | | | | |

| Primary: | A two stage mixed method approach will be adopted. | |
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| | Phase 1 | A series of exploratory semi-structured interviews with women of different socio-economic backgrounds. |
| | Phase 2 | Survey questionnaire developed on the basis of phase 1 interviews will be floated. <br> Respondents will be <br>     a) Having work experience of at-least 2years or <br>     b) Age 25years and above |
| Secondary: | Sources like World bank publications, RBI publications and banks annual reports will be consulted. | |

**Sample**: Interviews- Approximately 50 interviews;
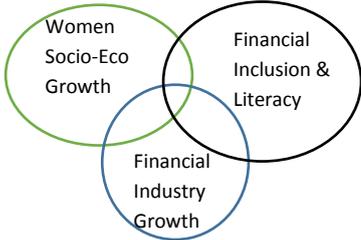
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| | Survey- final survey will include around 400 respondents. |
| **(G) Tools?** | Interview data (Qualitative) will be analysed using NVivo or Leximancer.<br>Survey and other Quantitative data will be analysed using Excel, SPSS or R |
| **TWO** | **Two** key questions |
| **(H) What's New?** | ➤ This study is an attempt towards providing financial Management pattern's data disaggregated on bases of Gender.<br>➤ Financial Industry have not been tracking or analyzing large portion of variables by gender consistently or systematically. This is a Global Challenge. In 2012, Former US Secretary of State Hilliary Clinton and World Bank President Jim Yong Kim called for an end to the "gender data gap" asserting that lack of gender disaggregated data hampers development efforts in many countries.<br>➤  |
| **(I) So What?** | 1) Help the financial industry better plan their strategies and serve their clients better.<br>2) At Macro Level, with global trend of women outliving men and women reporting less confidence in their money management decisions may put extra pressure on government for social security schemes. Research will help target policies to decrease the potential pressure on government.<br>3) Building confidence of women in financial matters can have a multiplier effect women being impact investors i.e. it has been seen women have great influence on their family and society at large.<br>4) The research will help the women to manage their funds in a better manner. In addition, the customised financial products will not only give financial independence and better decision making skills to women but will also ensure an augmentation in their living standards. |
| **ONE** | **One** bottom line |
| **(J) Contribution?** | Study will provide insights to the factors that lead to satisfaction or dissatisfaction towards a product or service offered by the financial Industry. It will also help understand differentiating needs of women in their financial planning. This can be instrumental in designing new policies, financial products and services. |
| **(K) Other Considerations** | **Target**: Good A listed Journal<br>**Risk**: Relatively high risk given outcome is not known. There may be no difference in financial needs of women and men.<br>**Competitor Risk**: Moderate, many organisations have started working in this field.<br>**Execution Challenge**: High, as some people may not want to disclose their financial management habits. |