1 Better Investment Planning

A. Why to Invest?

First of all identify the purpose of investment from the following:

(A) Unexpected Events	(1) Natural calamity(2) Serious illness of self or family members(3) Sudden death/disability due to accident
(B) Expected Events	(1) For saving income tax(2) For growth & security of wealth (money)(3) Fixed expenditures like Children's Marriage, Education etc.
	(4) Construction of Home, Purchasing of vehicle etc.
	(5) Getting monthly income currently or pension for future
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According to the basic rules of investment, one should invest first to cover for unexpected events to secure future of one's family. One can set priority amongst identified purposes & then plan accordingly.

B. Where to invest ?

As per the purpose of investment, market survey of available options (plans) should be done by considering the following 5 factors:

(1) Risk Factor High, Medium, Low ---Fixed or Variable (2) Growth pattern ---(3) Growth potential High, Medium, Low ---Repurchase facility at any time or after a fixed period (4) Liquidity ---(5) Income tax Liability Tax provisions at all three stages i.e. at the time of --initial investment, Growth and Repurchase/sale

C. When to invest ?

- (A) For investing in insurance segment, try to invest at an early age. If the tax saving is the only purpose, then invest in the name of minors so that low premium may yield more benefits.
- (B) For investing in mutual fund segment choosing a right time is very important. Normally one should invest in equity linked schemes of mutual fund when the share market is near 52 week low level (Generally once or twice in a year).
- (C) At the beginning of the year one should calculate estimated income tax & invest in various plans for the purpose of tax saving so that burden of income tax payments & investments doesn't come together at the end of the financial year.

D. What to do - After Investment

Do not forget the investment after investing and always pay due care to the information which may affect the profitability of your investment, such as:

- (i) National or international political movements
- (ii) National calamities (Earthquake / Flood / Drought)
- (iii) Change in Financial situations & budget, policy matters etc.

If your investment is in high-risk plans, you are advised to consult your investment consultant weekly.

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