



A STUDY ON FINANCIAL PLANNING FOR SALARIED EMPLOYEES AND STRATEGIES FOR TAX SAVINGS WITH REFERENCE OF SELECTED IT COMPANIES IN TIDEL PARK - COIMBATORE CITY

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ABSTRACT

A financial plan is something that create after considering individual current income, savings, expenses, future earnings, insurance if any, financial goals and a vision of future existence. then try to choose savings and investment selections appropriately to enable to fulfill long-term and short-term financial objectives at different life phases. Tax savings need careful preparation of finances. It is essential for a person since it helps in keeping stability percentage of savings, especially in times when the financial markets are being continually balanced between uncertainty and inflation. A crucial component of financial planning is tax planning. Effective by using tax planning, can lower our taxable income to the at most.

INTRODUCTION OF THE STUDY

Financial Planning is an indispensable activity for businessman, Student, self-employed, Professional, etc., But it is critical for a salaried person. The reason for this limited and fixed resource for generating a flow of income. It is important to understand the spending and saving pattern. In short first save for the financial goals and then spend wisely for your needs if our hard-earned money does not work hard for us, the whole purpose of earning get departed one must take charge his/her finances to ensure financial stability and independence.

WHAT IS FINANCIAL PLANNING?

Financial planning is the method of achieving the life objectives by using different investment alternatives with your current resources through legitimate and disciplined money management. So financial planning isn't as it were around money but it is all about life, about satisfying your wishes, dreams, desire and your satisfaction is achieving them. Budgetary planning is the strategy of creating a individual road map for the budgetary well-being of the investor.

The accounts of the investor, i.e. the income of the investor, liabilities, and his/her assets. The risk appetite of the financial specialist. The objectives of the investor, i.e., his/her future and current financial requirements.

STATEMENT OF PROBLEM

Financial Planning is an integral part of any individual life, especially in this modern world where value of everything is expressed in terms of money. The active working span of human life is short as compared to the life span. This means. people will be spending approximately the same number of years in after retirement what they have spent in their active working life. Thus, it becomes important to save and invest while working so that person will continue to earn a satisfying income and enjoy a comfortable life style.

OBJECTIVES OF THE STUDY

1. To study the financial planning for salaried Employees and strategies for tax savings in selected IT companies in Tidel park at Coimbatore city.
2. To examine the factor influencing the financial planning and strategies of tax savings decisions of the salaried class in selected IT companies in Tidel park
3. To study tax saving strategies adopted by salaried employees and their impact on their financial planning and investment goals in selected IT companies in Tidel park

RESEARCH METHODOLOGY

This study was Descriptive in nature and TIDEL PARK, Coimbatore city was selected for the study. Based on discussions with individual employees financial planning and strategies used to save tax, four regions in Coimbatore city and 175 respondents were selected through the purposive sampling method. The required primary data were collected through questionnaires. The secondary data such as Tidel park companies and other related

aspects of the study were collected by surfing the website and published report. In this study Simple Percentage is used to know the preference, Ranking to know the most satisfaction and the impacts.

THEORITICAL FRAMEWORK

Tax planning involves using legal strategies to minimize tax liability and maximize returns. Effective tax planning can help individuals and businesses save money, increase cash flow, and achieve financial objectives. With the help of tax planning, one can ensure that all elements of a financial plan can function together with maximum tax-efficiency.

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE

HOW THE DETERMINE THE AMOUNT YOU SAVE OR INVEST EACHMONTH OF THE RESPONDENT

HOW DO YOU DETERMINE THE AMOUNT YOU SAVE ORINVEST EACH MONTH	NO OF THE RESPONDENTS	PERCENTAGE
Percentage of income	41	23.4%
Fixed amount	64	36.6%
Goal based savings	59	28%
Whatever left after expenses	21	12%

SOURCE: Primary Data

Interpretation: From the above table 23.4% respondents are Percentage of income and 36.6% respondents are Fixed amount and 28% respondents are Goal based savings and 12% respondents are Whatever left after expenses.

Inference: Majority 36.6% of the responses are Fixed amount

RANKING ANALYSIS

THE TABLE SHOWING THE TO ASSESS THE FINANCIAL KNOWLEDGE ON THE INVESTMENTPATTERN OF THE RESPONDENT

	VER5	RELY4	TIMES3	TEN2	WAYS1	TOTAL	WT	RANKING
PERSONAL BUDGET TRACK INCOME AND EXPENSES	23(5) 115	57(4) 228	60(3) 180	20(2) 40	15(1) 15	578	3.30	II
INVESTED ANY MONEY FOR UNEXPECTED EXPENSES	25(5) 125	52(4) 208	57(3) 171	29(2) 58	12(1) 12	574	3.28	III
INVEST OR CHOOSE VARIOUS SOURCES TO SAVE TAX IMPLICATION AND RETURNS	21(5) 105	41(4) 164	68(3) 204	30(2) 60	15(1) 15	548	3.13	V
INVEST WITH THE FULL KNOWLEDGE OF TAX IMPLICATIONS AND RETURNS.	34(5) 170	46(4) 184	47(3) 141	29(2) 58	19(1) 19	572	3.27	IV
INVEST WITH THE CONSULTATION OF FINANCIAL EXPERT	29(5) 145	54(4) 216	44(3) 132	34(2) 102	14(1) 14	609	3.48	I
FAMILIAR ABOUT TAX RATES FOR FY 2023-24	37(5) 185	43(4) 172	50(3) 150	26(2) 52	19(1) 19	578	3.30	II

SOURCE: Primary Data

Interpretation: The above table indicate that personal budget track income and expenses Ranked I, invested any money for unexpected expenses Ranked II, invest or choose various sources to save tax implication and returns Ranked III, invest with the full knowledge of tax implications and returns Ranked IV, invest with the consultation of financial expert Ranked IV, familiar about tax rates for fy 2023-24 Ranked V.

Inference : Majority of I that indicates the invest with the consultation of financial expert

THE TABLE SHOWING THE ASSESS IMPACT OF FINANCIAL PLAN AND GOAL OF THE RESPONDENTS

	Very Likely	Likely	Neutral	Unlikely	Very Unlikely	Total	WT	ranking
Income level affected ability to save or invest as planned	61(5) 305	70(4) 280	36(3) 108	5(2) 10	3(1) 3	706	4.03	I
Utilize tax- efficient Investment strategies to minimize tax liability	30(5) 150	77(4) 308	52(3) 156	15(2) 30	1(1) 1	645	3.69	II
Changes in tax Regulations affected strategy or financial planning	39(5) 195	58(4) 232	54(3) 162	16(2) 32	8(1) 8	629	3.59	III
Financial news and market development	38(5) 190	64(4) 256	43(3) 129	22(2) 44	8(1) 8	627	3.58	IV

SOURCE: Primary Data

Interpretation: The above table indicate that income level affected your ability to save or invest as planned Ranked I, utilize tax- efficient investment strategies to minimize your tax liability Ranked II, changes in tax regulations affected investments strategy or financial planning Ranked III, Financial news and market development Ranked IV.

Inference: Majority of I that indicates the income level affected ability to save or invest as planned.

SUGGESTIONS

- ★ Planning for investments includes making plans for unforeseen circumstances.
- ★ Every employee, excluding professionals like doctors, lawyers, and business owners, makes an investment and saves money on taxes.
- ★ The advice of tax advisors and businesspeople regarding the many tax planning alternatives available for different groups is useful.
- ★ Employers are aware of savings opportunities and how to take advantage of them.
- ★ According to the research, everyone in the the employees should have an investment strategy and make investments for the future.

CONCLUSION

From the research it can concluded that investment pattern and factor influencing the salaried individual for their investment decision and to awareness of strategies for tax savings and influencing the salaried individual for their investment decision.

While examining the investment pattern LIC, Bank deposits, etc. Through this is study it also prove that there is no single rule of prefacing investment but as per goal and objectives salaried individual craft their decision. According to the plan their tax saving strategies it also that good investment together with good tax planning on the other tax planning requires multiple perspectives and planning your tax has an impact on your personal finance. Tax planning reduce not only the tax burden if the salaried assesses adopt tax planning measures it will help them to save a considerable amount of their hard-earned money in a legal way.

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