



SECTION -3

PLANNING ENVIRONMENT

This Section include

- **Planning Environment**

3.1.PLANNING ENVIRONMENT

3.1.1 The Financial planning environment is becoming more and more dynamic and has been undergoing a sea change in the last few years, mainly on account of globalization, and better investor awareness. The initiatives of regulators such as the Securities Exchange Board of India (SEBI) have only contributed to bring about better disclosure, transparency and governance.

3.1.2 The planning environment is governed by

- Investors
- Legal requirements
- Lenders such as financial institutions and banks
- Tax laws
- Competitors
- External influences such as foreign exchange movements
- Regulators such as the Reserve Bank of India and SEBI , etc;

3.1.3 All these call for a more demanding and adaptive planning system, that is responsive to a competitive business environment.