



**Institution's Innovation Council
Saurashtra University Rajkot**

Introduction to Financial Planning 2025

7th October. 2025 Tuesday

Department of Home science, Saurashtra University

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Saurashtra University – IIC

The university is dedicated to instruction, research, and extending knowledge to the public (public service). Ministry of Education (MoE), Govt. of India has established 'MoE's Innovation Cell (MIC)' to systematically foster the culture of Innovation among all Higher Education Institutions (HEIs). The primary mandate of MIC is to encourage, inspire and nurture young students by supporting them to work with new ideas and transform them into prototypes while they are informative years. Saurashtra University is one the Organization that have constituted the IIC to foster the vision of MoE and be a part for the promotion and development of innovation ecosystem.

Event Schedule

3:00	Registration Time
3:05	Welcome
3:10	Awareness session on Financial Planning by Dr. Devita Movaliya
3:55	Programme Feedback - Conclusion
4:00	Closing Ceremony

Event Registration Link

bit.ly/SUSEC-JFIE

Brief about Event

Department of Home Science, Saurashtra University along with SU Startup and Entrepreneurship Council, IIC Saurashtra University was organized Session “Financial Planning” on 3rd October, 2025 from 3 pm to 4 pm.

The session was delivered by Dr. Devita Movaliya SEBI SMART, Assistant Professor, Academic Counsellor Financial planning is the strategic process of managing an individual’s or organization’s finances to achieve long-term goals and ensure financial stability. In 2025, the concept of financial planning has evolved significantly, influenced by technological innovation, economic shifts, and changing consumer behavior. The modern financial environment demands a proactive approach that integrates digital tools, data analytics, and sustainable investment strategies. Financial planning today is not just about budgeting and saving—it is about understanding financial risks, maximizing wealth potential, and aligning financial decisions with life objectives.

Dr. Movaliya explained the critical role of Technology plays a transformative role in financial planning today. The rise of artificial intelligence (AI), fintech applications, and robo-advisors has simplified financial decision-making for consumers. These tools allow users to track expenses, forecast investment returns, and receive personalized advice in real-time. Moreover, data security and privacy have become central concerns as more people rely on online financial platforms. In 2025, the emphasis is on balancing technological convenience with ethical responsibility and financial transparency.

financial planning in 2025 represents a blend of traditional financial principles and modern innovations. It emphasizes strategic foresight, technological integration, and responsible investing. Whether for individuals seeking financial independence or organizations striving for profitability and stability, an effective financial plan serves as a foundation for long-term success. As the financial landscape continues to change, the ability to adapt and plan intelligently remains the key to achieving sustainable prosperity

The event concluded with an interactive Q&A session where students clarified their queries on Introduction to Financial Planning.

Key Points

During the session, below mentioned points were discussed:

- Definition of Financial Planning
- Purpose and Importance
- Components of Financial Planning
- Trends in 2025
- Sustainable and Ethical Investing
- Role of Financial Literacy
- Global and Economic Influences
- Outcome of Effective Financial Planning

Outcome

students will develop a comprehensive understanding of the fundamental concepts and principles of financial planning. They will gain the ability to manage personal and organizational finances effectively through budgeting, saving, investing, and risk management.

Students will enhance their financial literacy and learn to make informed decisions that align with both short-term needs and long-term goals. The course will also equip them with practical skills to analyze financial data, evaluate investment opportunities, and apply modern technological tools such as fintech applications and digital banking platforms in financial decision-making.

About the Speaker/Chief Guest



Dr. Devita Movaliya

SEBI SMART , Assistant Professor, Academic Counsellor





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