



# Women advisers are making a mark in the industry (excerpt)

Ravi Samalad

The financial services industry is largely a male-dominated bastion and financial advisory space is no different. However, the trend is changing. We have a lot more women donning the hat of adviser now than we probably had a decade back. We asked women advisers across India as to what inspired them to become financial advisers, how they are helping women achieve financial independence, their tips for budding women advisers and what is that they enjoy the most about their profession.

## **Continuously hone your skills**

“The financial advisory profession is a very fulfilling one. It allows women advisers to use both their professional knowledge and their natural instincts to guide people about money. All budding advisers should focus on continuously honing their professional skills and invest in themselves in order to be better advisers, better than where they were yesterday. Being a woman financial adviser is a place of pride and our country needs many more women advisers.” - Shalini Dhawan, Co-Founder, Plan Ahead Wealth Advisers.