TO STUDY THE AWARENESS OF FINANCIAL INCLUSION AMONG THE RURAL PEOPLES WITH SPECIAL REFERENCE TO INDORE DISTRICT

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ABSTRACT

Financial Inclusion As defined by RBI Financial Inclusion is the process of ensuring access to appropriate financial products and services needed by vulnerable groups such as weaker sections and low income groups at an affordable cost in a fair and transparent manner by mainstream Institutional players. Financial inclusion is the availability of banking services at an affordable cost to disadvantaged and low-income groups. In India, the basic concept of financial inclusion is having a savings or current account with any bank. This paper attempts to present an overview of awareness of financial inclusion in Indore district. The study is based on facts and figures obtained from various primary and secondary sources. The data was collected using a structured questionnaire. The collected data has been transcribed in long sheets and tables and further analyzed with the help of statistical techniques. The findings of study indicate that villagers are not very much aware of the term financial inclusion but they were aware about the mostly financial services terms and using the banking services in general and more frequently. The scope of study has been restricted to selected villages of Indore district and the sample is limited.

KEY WORDS: Financial inclusion, financial services, rural people.

References:


