A Study on Financial Literacy among the Rural Women in Tirunelveli District

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Abstract

Rural women in India are less educative compared to rural men. The theme of this study is to signify the financial literacy of women in rural areas in Tirunelveli district. Rural women are mostly uneducated and are mostly engaged in farming, agricultural, livestock rearing etc. This article has in depth analysed the knowledge to be required by the rural women to make proper financial planning for a long period in their life time. To know the financial literacy of rural women, a questionnaire has been framed and has been circulated among them. The feedback reveals that still financial literacy level among the rural women is not satisfactory and is to be guided properly. Due to lack of financial inclusion among rural women there are chances of financial malpractices and fraudulent activities occurring very frequently by the financial lenders and third parties. Various financial products and services should be informed and made known to the rural women. This paper aims to analyze the awareness and financial literacy level among rural women.

Keywords: Financial Literacy, Financial Inclusion, Rural Women, Economic.

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