



## Financial Literacy among Female Teachers in Indore City

Dr. Ashish Pathak

Professor of Commerce

Tripta Rani (Researcher)

Shri Atal Bihari Vajpayee Govt. Arts and Commerce College

Indore, Madhya Pradesh, India

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### Abstract

*The role of financial literacy has garnered increasing attention in both the developed and developing world. Financial literacy plays an important role for economic development of any country and financial literacy among women becomes an important part of economic development, regardless of the income constituency to which they belong. In India, the Reserve Bank of India launched an initiative in 2007 to establish Financial Literacy and Credit Counseling Centers throughout the country which would offer free financial education and counseling to urban and rural populations. Though govt. is taking initiatives for making the women more financially literate, yet there persists a lot of gap in the financial literacy level of women and their ability to take financial decisions. This paper is an attempt in this direction.*

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### Introduction

Financial development is one of the important factors for the economic development of any country. The investors, who are very well aware about the various financial products and services, plays an important role by participating in financial markets and thereby help in speed up financial development. But to participate in the financial market and speedy financial development, investors need to be aware about financial products well. Because until unless investor doesn't know, which financial products and services are available in the market ? How market work ? What returns and risks they contain ? What are their rights and duties ? What are legal procedures ? They will not be able to take right decisions nor will they invest in the right financial products and services. To answer all these questions here is the term financial literacy which is explained below.

### Financial Literacy

Financial literacy refers to an individual's skills and knowledge to manage his/her own financial matters and take self-beneficial financial decisions. This term is just not limited to balance a check book, compare prices and earn a decent job. It primarily includes the planning for investments, financial goals looking at a longer term, and Retirement planning. It also includes developing a habit to use these skills and knowledge in day to day life.

Financial Literacy aids in improving the wellbeing of households and boosts the competition in financial market.

Financial Literacy encompasses the knowledge of good money management practices. It includes all monetary transactions that an individual enters into such as earning, spending, saving, borrowing and investing. It is a procedure of understanding the financial issues and financial market situations. This requires a set of prerequisite skills (majorly literacy and numeracy), knowledge of how to access information and resources, confidence in one's own skills and knowledge and a set of values relating to personal financial responsibility.

It is a process of taking necessary steps to ensure that an individual is equipped to accomplish his financial goals which he has set out to achieve and is prepared to deal with contingencies as well (Shobha and Shalini, 2015).

PISA 2012 defines financial literacy as "knowledge and understanding of financial concepts and risks, and the skills, motivation and confidence to apply such knowledge and understanding in



order to make effective decisions across a range of financial contexts, to improve the financial well-being of individuals and society, and to enable participation in economic life”

If we look at the working people of today, most of them are best at their jobs. But when it comes to managing their money, many of them fail. And they end up in heavy credit card dues, wrong investments, and no savings for retirement etc. The reason of this is, in a country like India, we master our kids in learning Science, Social Studies and Languages. But we do not pay a little attention to make them financially literate.

In a survey carried out across the country on financial literacy by Live Mint and Wall Street Journal in 2013 clearly shows that the rate of literacy is very low. The result of survey shows that India stands at a lowest position in Financial Literacy among the 16 Participating countries from the Asia Pacific region.

This survey showed that Youth is more financially literate compared to the older. Though we can very well understand that, if the survey at an urban level results in the lowest financial literacy, then what will be the state of affairs at the rural level! Researchers mentioned that the above study was done on a very small sample and India as such is a very large country with a diverse lifestyle among its citizens. So this research paper is based on financial literacy among female teachers in Indore city. Being the education hub on Madhya Pradesh we will examine how well the female teachers of Indore manage their finances and take good financial decisions.

Indore is the most populous and the largest city in Madhya Pradesh with second highest literacy rate in the state. Indore was described by the *Economic Times* as the commercial capital of the state. It is also considered as an education hub of the state and first city to have campuses of both the Indian Institute of Technology and the Indian Institute of Management.

Rank	Persons		Males		Females	
	Name of State/UT	Literacy Rate	Name of State/UT	Literacy Rate	Name of State/UT	Literacy Rate
<b>Top five districts of Madhya Pradesh</b>						
	Madhya Pradesh	70.6	Madhya Pradesh	80.5	Madhya Pradesh	60.0
1	Jabalpur	82.5	Indore	89.2	Bhopal	76.6
2	Indore	82.3	Jabalpur	89.1	Jabalpur	75.3
3	Bhopal	82.3	Bhopal	87.4	Indore	74.9
4	Balaghat	78.3	Bhind	87.2	Balaghat	69.7
5	Gwalior	77.9	Balaghat	87.1	Gwalior	68.3

Source: State Resource Centre Indore, Madhya Pradesh

According to the report of state resource centre Madhya Pradesh, Indore stands at the second place among the top five districts of Madhya Pradesh with the total literacy rate of 82.3%; it stands at the first place for Male literacy with 89.2% and third place for female literacy with 74.9% as per the census of 2011. Indore has been selected to be developed as a smart city under Smart Cities Mission.

It has been observed that women have been better money managers on a small scale as well as their household expenses and savings are concerned, yet many women (including working women) seem to be comfortable in leaving their long-term finances and retirement planning to their fathers or husbands. In other words, the efficiency they show in managing home finances is not getting extended to their personal financial decisions (Shobha and Shalini, 2015).

The study is focusing on these women to understand while being literate and employed in colleges, how well they are aware about the financial products and services offered by financial



market. It is a very common thing that working women does not have enough time to manage their finances. Most of them are busy in their household stuff, raising kids, health of the family members etc. and do not spend time for managing their money. So, they end up working for money but money doesn't do any good work for them. The study expects to contribute to the literature by extending the understanding of the whole scenario of financial literacy among female teachers in Indore city.

## Literature Review

Shawn Cole, Thomas Sampson, and Bilal Zia, Financial Literacy, Financial Decisions, and the Demand for Financial services : Evidence From India and Indonesia. Cole, Sampson and Zia found out that financial literacy education has no effect on the probability of opening a bank savings account for the full population, although it does significantly increase the probability among those with low initial levels of financial literacy, and low levels of education. Financial literacy is very low and risk averse. The reasons for decreased demand for financial products in emerging markets they assumed to be limited cognitive ability and financial literacy and demand is rationally low, because formal financial services are expensive and of relatively low value to the poor. Findings and Results showed that wealth and cognitive ability are positively correlated with financial literacy in India, but, surprisingly, there is no systematic relationship between education and financial literacy. Age is quadratic and peaks at around 45 years old. Those with fatalistic views have lower levels of financial literacy, but other household preference variables are insignificant predictors of financial literacy.

They concluded that limited financial literacy serves as an important barrier to demand for services: if individuals are not familiar or comfortable with products, they will not demand them. But if people are more financially literate, there may even be general equilibrium effects: increased demand by households for financial services may improve risk-sharing, reduce economic volatility, improve intermediation, and speed overall financial.

Annamaria Lusardi and Olivia S. Mitchell, The Economic Importance of Financial Literacy : Theory and Evidence

They started with an overview of theoretical research which casts financial knowledge as a form of investment in human capital. Endogenizing financial knowledge has important implications for welfare as well as policies intended to enhance levels of financial knowledge in the larger population.

They assessed how well-equipped today's households are to make these complex financial decisions. Another goal they have set was to assess the effects of financial literacy on behaviour. They conducted the surveys to establish how much (or how little) people know and which subgroups are the least financially literate. Most importantly, lusardi and mitchell evaluated the impact of financial literacy on economic decision-making in the United States and abroad.

Mitran Paula Cornelia<sup>1</sup> and Bebeselea Mihaela, The Study of Clients' Buying and Consumption Behavior of Financial-Banking Products and Services.

This study states that the demographic factors, associates of the influences of each person represent features that influence the banking services buying decisional behaviour at individual level (age, sex, training level, race, ethnicity, matrimonial state, occupation, working level, habitat, the size/the category of the living area, geographic/historical living area etc), of family/household (occupation and working level of the "head of the family", the size and the structure of the house by sex and age criteria, life cycle of the family, living conditions, the size/category of the living city, geographic/historical living area).

The economical factors that influence the banking services consumer's behaviour refers to the personal income and at the total income achieved by all the members of the house/family as a monthly average, refers at the prices of the banking products and services (interests, taxes,



commissions, rate of exchange), at the minimum and medium wages at the national economy level, at the population incomes and at their structure on provenience sources, at the population expenses and their structure 545 on destinations, the GNP/net medium on each inhabitant, the equipping rate of the population with different long term use goods, the inflata rate, the price index, the official national currency circulation etc.

They concluded that the demographic and economic factors, considered independent variants, by which the dependent variants that describe the particular processes of the consumer's behaviour are interpreted act interconnected and divers the segment area and the types of consumers.

Rajarajeswari L, An overview Of Financial Literacy Among Women - Need and Practice

Rajarajeswari stated that more than half the populations in Country are women. The participation of women in the economy would therefore not only enhance their own economic well being but would also contribute towards raising further the economic potential of country. Women are already engaged in both the informal and formal sectors and are increasingly emerging as a more important force in the economy. The effective participation, however, needs to be an informed participation. Financial literacy among women becomes an important part of this process, regardless of the income constituency to which they belong. There needs to be a better understanding of their financial rights and responsibilities, and their opportunities for income generation and the associated risks and costs involved. Financial literacy among women is thus a vital part of this process, not only to promote greater engagement of women in the current economic environment, but also to prepare them for the future, regardless of the income constituency to which they belong. There needs to be a better understanding of their financial rights and responsibilities, and their opportunities for income generation and the associated risks and costs involved. She explains the main objective of financial literacy is, "spreading Financial Literacy amongst the poor, especially women by building their financial awareness, knowledge and skill to enable them to manage their finances and thereby making them financially self-reliant and provide them better and secured future". She concluded that in the context of few resources, persistent downward pressures, and complex financial landscapes, financial literacy can play a critical role in helping people manage and preserve the few resources they have and work towards their economic goals.

Thanvi Sebastian and Dr. Middi Appalla Raju, A Study on the Financial Literacy of Professional Women in the District of Ernakulum, Kerala

The research shows that majority of the women professionals to have financial knowledge. But having a basic financial knowledge is not sufficient. They still remain as financially illiterate on the concepts of Money Management and Investment. The literature review suggested that women's role in the decision making of the family is very limited as they never become the power Centre's. But analysis showed that urban women do make decisions on their personal investments and money management along with the various financial decisions of the family. Though a lot of investment opportunities are available in the market, a majority of women are not accessing the same. Few of them are aware of these opportunities, but having no DEMAT account or trading experience, they are not investing in mutual funds or stocks. During the survey, it was indicated that the most preferred investment vehicle for women is SIP. Since a majority of them are medium risk takers, proper education needs to be provided to them regarding these SIP investments.

Author suggested that Financial Planning needs to get started as soon as individuals start earning so that they can have sufficient funds to meet their financial goals. Individuals need to undergo financial training and personal money management training through various courses/seminars organized by corporate or various other financial institutions. They



recommended that women do create a demat account and start using them effectively as it is a hassle free instrument for managing various investments.

Dr.Garima Baluja, Financial Literacy Among Women in India: A Review

Financial inclusion is the process of ensuring access to appropriate financial products and services needed by all sections of the society in general and vulnerable groups such as weaker sections and low income groups in particular at an affordable cost in a fair and transparent manner by mainstream institutional players. Financial inclusion is the road that India needs to travel for becoming a global player. It is highly needed for ensuring the growth and development of the country. However, this goal can be made possible through financial literacy. Financial literacy means spreading the financial education among the people across the country. Voluminous studies have documented the existence of gender differences in the financial literacy across the world but the studies on financial literacy among the women in India are quite scarce. It has been observed that there are several problems faced by Indian women due to whom they lack in financial literacy such as cultural barriers, physical barriers, psychological, and financial barriers etc. However over a period of time women are realizing the importance of savings and investments in improving their individual economic status as well as their family a whole. Hence more financial literacy programs and institutions should be established in order to create more awareness on financial terms to women.

Mousumi Singha Mahapatra, Swati Alok and Jayasree Raveendran, Financial Literacy Of Indian Youth: A Study On The Twin Cities Of Hyderabad–Secunderabad

The findings presented in this article have implications for policy-makers, academicians and Indian parents. The study shows that financial literacy is determined by age, gender, education, family income, positive attitude towards financial planning and parents' profession, financial behaviour and teaching their children about finance, but is unaffected by the place of upbringing. The odds of financial literacy are likely to be 0.5 times lower for women than for men in savings and borrowings. Students in the age groups of 22–25 and 25–28 years scored more on financial literacy than the students in the age group of 20–22 years, especially in general financial knowledge.

The results show that students in the field of business management score more on financial literacy than those from other fields. In another study (Peng et al., 2007), it was observed that a positive correlation exists between financial education received, both in high school and college, and financial knowledge. Similarly, higher levels of knowledge are expected to correlate with improved financial decisions.

The present study also observed that no significant relationship exists between parents' education and overall financial literacy of young adults. The study also found that family income has a significant impact on the knowledge of Indian youth concerning savings–borrowings and financial investment.

Annamaria Lusardi, Financial Literacy: Do People Know the *Abcs* of Finance ?

Lusardi documented the consequences of a lack of financial knowledge, it is useful to consider what the role of the government can be. Author mentioned what if a large number of individuals engage in poor decisions when entering into a mortgage contract or fail to save for retirement ? If taxpayers will be asked to pay for the mistakes of others, then the missteps of some individuals will impact the finances of others. In other words, there is an “externality” in having a financially illiterate population, and initiatives to increase the level of financial knowledge in the population might be more effective than incurring and paying for the societal costs of financial illiteracy. One such initiative is to add curricula designed to enhance financial literacy into schools so that people are financially literate before they engage in important personal finance decisions, including whether or not to invest in education. In the United States, the cost of college education has been increasing at a rate faster than inflation, requiring students and their



families to start planning for college as soon as possible, to be savvy about financial aid, and to manage student loans effectively.

In order to reach the adult population, financial education has to go beyond schools. The workplace is an important venue. Several workplace financial education initiatives have been tested and suggestions made on how to make those initiatives most effective (Lusardi and Mitchell, 2014). Lusardi found that the communication is an important consideration when it comes to financial literacy. Both the financial industry and policy makers tend to use technical and financial jargon in their communication; the research reported herein shows that such communication may be ineffective in imparting information to large groups of the population who demonstrate low levels of financial literacy.

### Objectives of the Study

In a country like India where the ratio of male and female is very critical, and there is a big question mark on the wealth and education of women, financial awareness among females is quite challenging. The objective of the present study is to study the behaviour of females for financial literacy and their dependency on others to take financial decisions. Following objectives give the impetus to conduct the present study:

1. To study the various schemes and programmes related to financial literacy introduced by government.
2. To measure the awareness about financial literacy among female teachers in Indore city.

### Hypothesis of the Study

#### Hypothesis 1

H<sub>0</sub>: Govt. schemes and programmes are helping women to increase their financial knowledge.

H<sub>1</sub>: Govt. schemes and programmes are not helping women to increase their financial knowledge.

#### Hypothesis 2

H<sub>0</sub>: Female teachers in Indore city are financial literate.

H<sub>1</sub>: Female teachers in Indore city are not financial literate.

### Research Methodology

This study is conducted on the basis of primary and secondary data sources.

Primary data has been collected through a questionnaire to the persons concerned with a request to answer the questions. The result is analysed on basis of questionnaire based survey responses of conveniently selected 150 respondents from Indore region. This questionnaire consists of a number of questions related to financial literacy. The responses were obtained and assessed on the basis of age group, educational qualification, occupation, marital status, family status, financially awareness.

Secondary data has been collected from Govt. Publications, reports of ministry of human resources, reports of Madhya Pradesh govt., department of financial services, Research journals, RBI reports, and News papers (financial times and economic times). The data is collected from the survey will be analysed with the help of descriptive statistics and MS excel was used to perform this tool.

Government's schemes and programmes to boost up financial literacy among women.

Schemes and programmes introduced by Madhya Pradesh Government.

Few schemes and programmes are introduced by the government of Madhya Pradesh are highlighted as follows :

Training program for self reliance for 14 to 35 years adolescent girls and young women

This scheme is launched by Madhya Pradesh Women Finance and Development Corporation.

The aim of this scheme is to increase awareness in adolescent girls and young women of 14 to 35 years, towards the entrepreneurship, and prepare them for sustainable financial



development, by providing them information on self employment. This would ensure the financial support to young girls and women which will encourage the financial literacy.

### Tejaswini Rural Women Empowerment Program

The aim of 'Tejaswini Rural Women Empowerment Program' is to empower the rural women to fully utilize different economic, social and political opportunities for their betterment. This program is based on the State Government's policy for women and the experiences of empowerment through the self Help Groups. Tejaswini program is being operated in six districts of the State. These districts are - Panna, Chhatarpur, Tikamgarh, Dindori, Mandla and Balaghat. The ground for the selection of these districts is plurality of tribal, widespread poverty and inequality in the status of women.

### Women Empowerment, Social Justice and Equality

In the program, health and literacy programs are being undertaken on one hand and the work is being done on crime against the women, domestic violence and other points of social inequality, just on the other hand. Efforts are being made to empower the Women to take full advantages of Government plans, by coming forward, resulting the participation of women in various government The training has been imparted to around 5000 members of self help groups by the State Government, by inspiring them to participate in Panchayati raj through the program by working toward the efforts to enhance the role of women in Gram Panchayats. Along with this, the training on the topics of women empowerment is also being continuously given to self help groups.

### Schemes and programmes introduced by Government of India

Few initiatives are taken by government of India are explained below :

**Financial Literacy and Credit Counseling Centers (FLCC):** In order to spread the financial inclusion in the country, the government of India establishes FLCC to give free financial literacy/education in the country. It aims to educate the people in rural and urban areas with regard to various financial products and services available from the financial sector, to make the people aware of the benefit of being connected with the financial sector, to endow face-to-face financial counseling services, including education on responsible borrowing and offering debt counseling to individuals, to formulate debt restructuring plans, to take up any such activity that promotes financial literacy.

**Beti Bachao, Beti padhao Yojana :** This is a scheme launched by Government of India which aims to procreate awareness and improving the welfare services meant for women.

**Sukanya Samridhi Yojana** (Girl Child Prosperity Scheme) : The scheme primarily ensures equitable share to a girl child in resources and savings of a family in which she is generally discriminated as against a male child. This would ensure the financial support to females which will encourage the financial literacy as well.

**Pradhan Mantri Jan-Dhan Yojana :** With a view to increasing banking penetration and promoting financial inclusion and with the main objective of covering all households with at least one bank account per household across the country, a National Mission on Financial Inclusion named as *Pradhan Mantri Jan Dhan Yojana* (PMJDY) was announced by the Prime Minister Shri Narendra Modi in his Independence Day Speech on 15th August, 2014. The aim of this scheme is to provide universal access to banking facilities for all households across the country through a bank branch or a fixed point Business Correspondent (BC) within a reasonable distance, to cover all households with atleast one Basic Bank Account with RuPay Debit card having inbuilt accident insurance cover of Rs.1 lakh, A Life Cover of Rs.30,000/- to those beneficiaries who open their accounts for the first time from 15.08.2014 to 31.01.2015, Financial literacy programme which aims to take financial literacy upto village level.

**National Centre for Financial Education (NCFE) :** The National Centre for Financial Education (NCFE), has been set up to implement National Strategy for Financial Education



(NSFE), under the guidance of a Technical Group on Financial Inclusion and Financial Literacy of the Financial Stability and Development Council (FSDC), which would cater to all sections of the population in the country. It comprises of the representatives from all financial sector regulators i.e. Reserve Bank of India, Securities Exchange Board of India, Insurance Regulatory and Development Authority of India, Pension Fund Regulatory and Development Authority and National Institute of Securities Markets. The important role of National Centre for Financial Education is to create financial education materials and conduct financial education campaigns across the country for all sections of the population along with awareness campaigns at different levels for existing and potential customers so as to improve their knowledge, understanding, skills and competence.

**Support to Training and Employment Programme for Women (STEP) Scheme :** The Ministry has introduced 'Support to Training and Employment Programme for Women (STEP) Scheme' in 1986-87 as a 'Central Sector Scheme'. This scheme aims to endow skills and ability that give employment to women and to endow competencies and skill that enable women to become self-employed and entrepreneurs. Under this scheme women who are in the age group of 16 years and above across the country will get benefited. The assistance under this scheme will be available in any sector for imparting skills related to employability and entrepreneurship, including but not limited to the Agriculture, Horticulture, Food Processing, Handlooms, Tailoring, Stitching, Embroidery, Zari etc, Handicrafts, Computer & IT enable services along with soft skills and skills for the work place such as spoken English, Gems & Jewellery, Travel & Tourism, Hospitality.

**Pradhan Mantri YUVA Yojana :** Ministry of Skill Development and Entrepreneurship for entrepreneurship training and education scheme spans over five years (2016-17 to 2020-21) with a project cost of Rs. 499.94 crore scheme will also include easy access to information, mentor network, credit, incubator, accelerator and advocacy to create a pathway for the youth. The institutes under the PM's YUVA Yojana include 2200 Institutes of Higher Learning (colleges, universities, and premier institutes), 300 schools, 500 ITIs and 50 Entrepreneurship Development Centres, through Massive Open Online Courses (MOOCs).

**Trade Related Entrepreneurship Assistance and Development (TREAD):** This scheme is introduced by Ministry of Micro, Small and Medium Enterprises (MSME) to promote women entrepreneurs economic empowerment of women through trade related training, information and counseling activities related to trades, products, services Under the scheme, there is a provision for Government of India grant up to 30% of the loan/ credit maximum up to Rs. 30.00 lakh as appraised by lending institutions/ banks. The lending institutions/ banks would finance loan assistance for a group of women through NGOs for undertaking non- farm activities Economic empowerment of women through trade related training, information and counseling activities related to trades, products, services, etc.

**Nai Roshni Scheme :** Leadership development programme launched by the Ministry of Minority Affairs in 2012-13. To empower and in still confidence among minority women, including their neighbors from other communities living in the same village/locality, by providing knowledge, tools and techniques for interacting with Government systems, banks and other institutions at all level. The scheme has been implemented through NGOs, civil societies and government institutions. The scheme also includes Educational Programmes, Health and Hygiene, Swacch Bharat, Financial Literacy, Life Skills, Legal Rights of Women, Digital Literacy, Advocacy for social and behavioural change. The scheme helps in fighting different social stigmas such as poverty. It empowers the minority women to stand up for their rights.

**Pradhan Mantri Mudra Yojana (PMMY) :** The Prime Minister Shri Narendra Modi launched Pradhan Mantri Mudra Yojana (PMMY) on April 08, 2015 to provide formal access of financial facilities to Non –Corporate Small Business Sector (NCSBS). The objective of this scheme is to



promote & ensure bank finance to unfunded segments of the economy. Target Clients Non-Corporate Small Business Segment (NCSB) comprising of proprietorship / partnership firms running as small manufacturing units, service sector units, shopkeepers, fruits / vegetable vendors, truck operators, food-service units, repair shops, machine operators, small industries, artisans, food processors and others, in rural and urban areas. The performance of this scheme is resulted in disbursement amount of Rs.77, 916.54 crore, No. of Borrowers - 2.12 crore and No. of Women Entrepreneurs - 1.68 crore.

**Stand-Up India Scheme** : The Stand-Up India Scheme was launched by the Prime Minister Shri Narendra Modi on 5th April, 2016. The scheme envisages extending bank loans between Rs. 10 lakh to Rs. 1 crore for Greenfield Enterprises set-up by SC, ST and Women entrepreneurs and extending effective handholding support to them. Each bank branch is to extend loans to at least one SC/ST and one woman entrepreneur. Enterprises covered under the scheme may be in manufacturing, services or the trading sector. Provision of convergence with State/ Central Government Schemes has been identified in the Scheme. Credit Guarantee Fund Scheme for Stand-Up India (CGFSI) is operational with a corpus fund of Rs.5,000 crore. As on 23.12.2016, total number of loans sanctioned under Stand Up India Scheme is 15341 [Women: 12055, SC: 2568 and ST: 718].

Findings and Conclusion on the Basis of Questionnaire

### Descriptive Statistics

In this paper the descriptive statistics is used to analyse the responses and observations recorded from the questionnaire.

Table: 1 Female teachers are aware about the economic and social programmes run by Government

Basis	Female teachers are aware of Govt. schemes and programmes (%)
Yes	76
No	4
Other	20

From table 1 we can conclude that 76% female teachers are aware about the economic and social programmes run by the government of India and 86% respondents think that these social and economic programmes are helping women to improve the financial education of women. On the other hand from table 1 we can also conclude that 4% female teachers are not aware about the government schemes and programs and 20% are indifferent.

Figure: 1 Female teachers are aware about the economic and social programmes run by Government

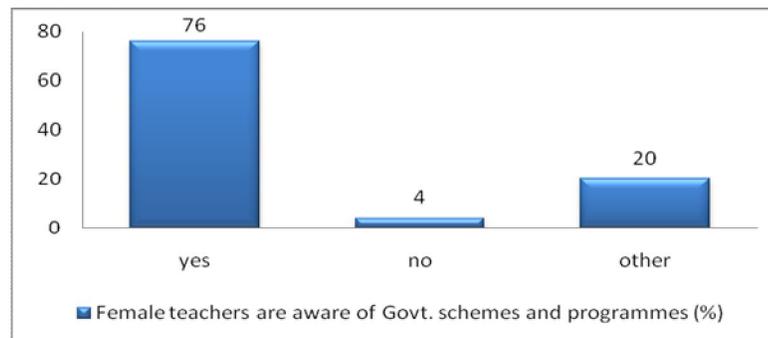
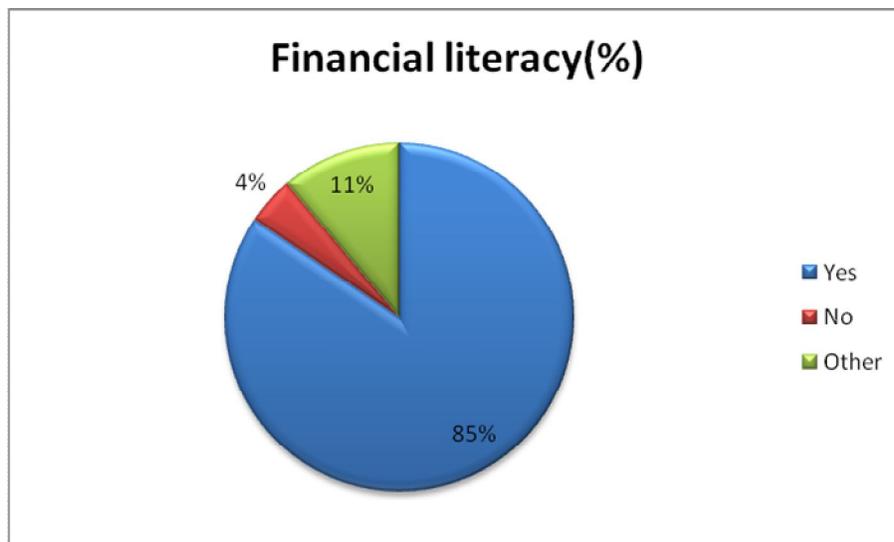


Table: 2 Financial literacy among female teachers in Indore city

Basis	Financial literacy (%)
Yes	85
No	4
Other	11

From table 2 we can see that 85% female teachers are financially literate in Indore city, which is a good indication for financial inclusion. Whereas 11% women are not financially literate and 4% are not sure about their knowledge towards financial products, schemes and program, despite working in education sector.

Figure 2: Financial literacy among female teachers in Indore city



### Findings and Conclusion on the Basis of Study

The findings obtained from the descriptive statistics in table 1 exerts that Hypothesis 1, null hypothesis  $H_0$ : Govt. schemes and programmes are helping women to increase their financial knowledge, may be accepted as there is an empirical support that 76% of female teachers are aware of government scheme and programmes run by government of India. And they believe that these schemes and programmes are helping women to increase the level of financial knowledge of women.

Hypothesis 2, null hypothesis  $H_0$ : Female teachers in Indore city are financial literate is found to be true (table 2) as 85% of respondents have answered the question as yes when they were asked, if they are financially literate or not.

So we can conclude that various initiatives taken by government of India are helping in increasing financial education and making women self reliant and self employed/ entrepreneurs by providing them skill training and financial assistance.

Also on the basis of both the hypothesis we can say that govt. schemes and programmes and financial literacy are positively correlated to each other.

Apart from this the results of questionnaire shows that the qualification of respondents are Ph.d-58%, M. Phil-15% And 27% are post graduate. 40% of respondents have income above than Rs. 1,00,000 and 67% of respondents are living in the nuclear family. Apart from this the results of questionnaire shows that out of those respondents who are financially literate (85%), well qualified and have good financial resources are not smartly investing their money. Only 75% of female teachers actually know about the financial products are available in the market, and 40% of them have invested in financial products like Mutual Funds, PPF, LIC, post office saving scheme, Pmjjjby, Apy and Fds.

### Suggestions and Recommendations of the Study

Government should take some more initiatives and measures for enhancing the financial literacy among women though government has already took some initiatives which are



spreading financial education among the women, yet there are several issues and barriers which are becoming barrier for women from acquiring financial education.

Hence there are some suggested measures are suggested for enhancing financial literacy level among female in India are given below:

1. Government should design more specific programmes related to financial awareness, which should focus on financial skills that are knotted with their life, livelihood and businesses which will include budgeting, savings, financial services, debt management, financial negotiation skills and investments. Short term courses must introduce which must taught the financial terms through financial awareness programs and courses.
2. India being the male dominating country women are not allowed to participate in financial matters of the family and any decision which is related to money. Hence the cultural change is required to increase financial literacy among women.
3. Training should be one of the best measures which will help in learning financial terms among the Females. Mostly women feel hesitant while participating in the family financial decisions because of lack of training and knowledge. Hence, training programs will help women in building their skills to deal with their finances.
4. Information and communications technology can be an effective tool to increase women's financial literacy by the medium of television, magazines, radio etc.
5. Financial institutions, banks and post offices should open their branches nearby the residence where women live. This will remove the distance barrier in acquiring the financial knowledge.

#### Limitations of the Study

This research has been done among the female teachers who are employed in Government colleges of Indore region only. Though a number of variables could have been used for explaining the level of awareness for financial literacy among female teachers, only age, income, education, profession, gender and family status and education are used in the present study. Future research studies may be conducted on female teachers in all sectors (private and public) or on all working women in Indore or Madhya Pradesh. Researchers may study about level of financial literacy among women in different departments, sectors, and industries at regional and national level.

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