

Financial Literacy Series

Write up 5

RBI announced 14th feb to 18th feb 2023 as financial literacy week this year. It's principle aim is financial inclusion. It encouraged the banking sector to reach out to people where banking facilities are not available. The banks contact people in such regions and pursue them to open Jan-dhan account to inculcate savings habit, procure loans for micro businesses and avail the other banking facilities. In such regions the RBI has allowed banks to do the procedure of video KYC since the people in rural, remote areas will have to otherwise travel several miles to reach the bank branch. Now isn't this convenient!

Women in such rural remote areas used to save cash in tiffins, mud pots or in household vessels and this was not safe. Through Jan-dhan yojana, Aadhar card and mobile phones reaching rural areas; the process of financial inclusion has become easier. The challenge is now to channelize these rural household savings into investments in productive activities through systematic financial planning & management.

So, more on financial planning and management coming up next in this series... .