

## **Assessment of Financial literacy among Working Women of Udaipur City**

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### **ABSTRACT**

Literacy is a key pointer of advancement. Today the individuals are more mindful about education yet only literacy isn't satisfactory. The attention to financial literacy is currently extremely fundamental. Financial literacy empowers people to explore the financial world settle on educated speculation choice and limit odds of being deceived. Besides women should be learned particularly about it since they are taking numerous household decisions. In any case, they are not keen on overseeing investment decision because of the numbness of Investment avenues. This paper along these lines means to dissect the investment decision of sparing among respondents, it additionally ponders the learning about the investment avenue and examines the speculation example of both the teaching and non-teaching female staff in the education sector of Udaipur city. The Major discoveries are that generally working women know about the Investment Avenue and put they're sparing in bank and post office fixed deposit.

**KEYWORDS:** Financial Literacy, Financial Knowledge, Financial Behaviour; Financial Attitude, Investment Decision.

## INTRODUCTION

One of the biggest challenges for our country is women empowerment which is achievable just when the women of the country will be educated and financially literate and autonomous. Financial Literacy implies the capacity to settle on viable choices with respect to the utilization of money. A financially literate individual can make scholarly judgments and take viable decisions with respect to the use and administration of money. It is exceptionally promising to see that today women are at standard with men in all fields yet with regards to financial decision-production, they are as yet reliant on the male members of their family. In our country, where neediness and joblessness are the major problems, it is extremely urgent to financially literate the women to fuel the motor of development by giving open doors to women to add to economic growth. There are occurrences of outrageous poverty reported by women post the passing of the acquiring individual from the family. In any case, such cases could have been kept away from future financial planning, contingency savings and crisis stores. Sometimes, women know about such items however are hesitant to go for such choices in view of poor and inadequate data or absence of individual certainty. While women in created nations ended up being better financial planners moderately, it is the women of developing economies who need to become literate with regards to money management issues.

Financial literacy has increased widespread acknowledgement everywhere throughout the world. Even the way that India is having a vast populace, a quickly growing economy with a national spotlight on inclusive growth and a critical need to build up a dynamic and stable financial system, it is all the more important to rapidly define and execute the national strategy. Financial education or financial literacy has accepted more noteworthy significance in recent years. Women traditionally were principally in charge of the home and day by day support exercises, which frequently incorporate family planning and bill paying. Women slack of information and certainty with respect to money administration and venture programs impact their capacity to come to their financial potential. The fundamental standards of contributing are the same overall sex, but women don't take a gander at financial matters similarly as their partner does. Women who are engaged and instructed must use devices and assets to come to their financial potential.

Financial literacy includes both idea and application and these two finishes are difficult to unite actually. It implies that individuals ought to know the financial planning ideas as well as ought to be equipped for applying them in their everyday exchanges. The speculation and financial planning remain a frail purpose of an Indian woman, in spite of being exceedingly instructed and working at great positions. The idea of financial literacy has different parameters like fundamental money management, financial planning and savings, investments, budgeted. As indicated by an annual Master Card record arranged for estimating financial literacy, "India is at the base among 16 countries in Asia-pacific area as far as general financial literacy."

## LITERATURE REVIEW

Lusardi, Annamaria.et.al (2010) analyzed financial literacy among the youthful, they demonstrated that financial literacy is low, short of what 33% of youthful grown-ups have fundamental information of loan costs, expansion and hazard broadening. Financial literacy was emphatically identified with socio statistic qualities and family financial complexity.

Willis, Lauren E (2011) expressed that the last salvo of financial education promoters is generally that education is the main politically plausible way of enhancing buyers' financial lives. Once the genuine expenses are viewed as, in any case, viable financial education looks considerably less politically attractive.

Travnichek, Rebecca J.(2012) checked on to explore that took a gander at school student's financial hones, credit utilization practices, ways of managing money, and money attitudes. Furthermore, they recognized future research openings, a lot of which needs to mirror the connection amongst financial literacy and acknowledge conduct, and in addition longitudinal research to quantify long haul impacts of financial education on grown-up financial literacy.

Thilakam,C.(2012) established that financial literacy is critical to settle on effective choice on their finances. When contrasted with urban people the rural people have a low level of mindfulness on finance matter. He likewise presumed that the legislature should proficient the

rural people financially through the camp, workshops, and meeting then just the rural masses can make their interest in an effective way.

Ramasawmy, Deerajen.et.al (2013) established that in general, administration understudies at the University of Mauritius connect a sound level of significance to financial literacy to their subject of study., it was likewise established that age, gender, language, race and pay level don't affect the level of financial literacy. They additionally suggested that financial literacy courses ought to be incorporated into the educational programs in order to enhance their level of information and comprehension in all financial matters..

Shaari, Noor Aziah. et.al (2013) uncovered that the way of managing money and year of study have a huge positive association with financial literacy, whereby the age and gender are adversely connected with financial literacy.

Taft, MarziehKalantarie, et.al (2013) established that that age and instruction are emphatically associated with financial literacy and financial wellbeing. Hitched individuals and men are more financially literate. Higher financial literacy leads to more noteworthy monetary prosperity and less financial concerns. At long last, financial wellbeing prompts less financial concern.

Gupta (2014) broke down that smaller scale business person's low financial skill. These are uncovered by insufficient record keeping hones, poor money administration, uncalled for sparing propensities, and less mindfulness with respect to various financial products and instruments. They reasoned that to some degree micro-entrepreneurs are falling behind in the appropriation of formal financial practices. The financial literacy programs organized by the specialists ought to be coordinated to approach every segment of society.

Fatoki (2014) evaluated the surviving literature on financial literacy in South Africa recommended that there is the requirement for reliable production of research discoveries on the levels of financial literacy by the administration or private organizations associated with estimating financial literacy in South Africa.

Prawitz, Aimee D (2014) examined whether financial education would impact financial behaviors that assistance individuals adjust utilization and investment funds to amplify utility

over the life expectancy. In particular, financial education members and non-members were thought about apparent financial wellness, reserve funds proportions, recurrence of negative financial behaviors, and the probability of performing particular financial activities, including planning, looking into resource distribution techniques, retirement commitments, getting or refreshing life insurance plans, and acquiring or refreshing bequest planning documents extremely few studies for appraisal of financial literacy have been done in India.

## **FINANCIAL LITERACY**

Financial literacy is for the most part utilized as a part of an association with individual finance matters. Different measurements of financial literacy are financial knowledge, financial behavior and financial attitude. Financial Literacy can comprehensively be characterized as the ability to have nature with and comprehension of financial market items, particularly rewards and dangers keeping in mind the end goal to settle on educated decisions. As indicated by OECD characterizes "Financial Literacy as a mix of financial awareness, knowledge, skills, attitude and behavior necessary to influence sound financial decisions and at last to accomplish individual financial well-being. Individuals accomplish financial literacy through a procedure of financial education".

## **OBJECTIVES OF THE STUDY**

1. To analyze the investment decision regarding saving of the working women of Udaipur.
2. To study the knowledge about the investment avenue among working women of Udaipur.
3. To analyze the investment pattern of the working women of Udaipur.

## **METHODOLOGY OF THE STUDY**

“Working women” in the educational sector of Udaipur are considering as sample unit. Here educational sector composes of primary, junior, secondary/higher secondary and undergraduate/

bachelor’s degree education & higher education/post graduate level education. Women working from all these levels are considered for the study.

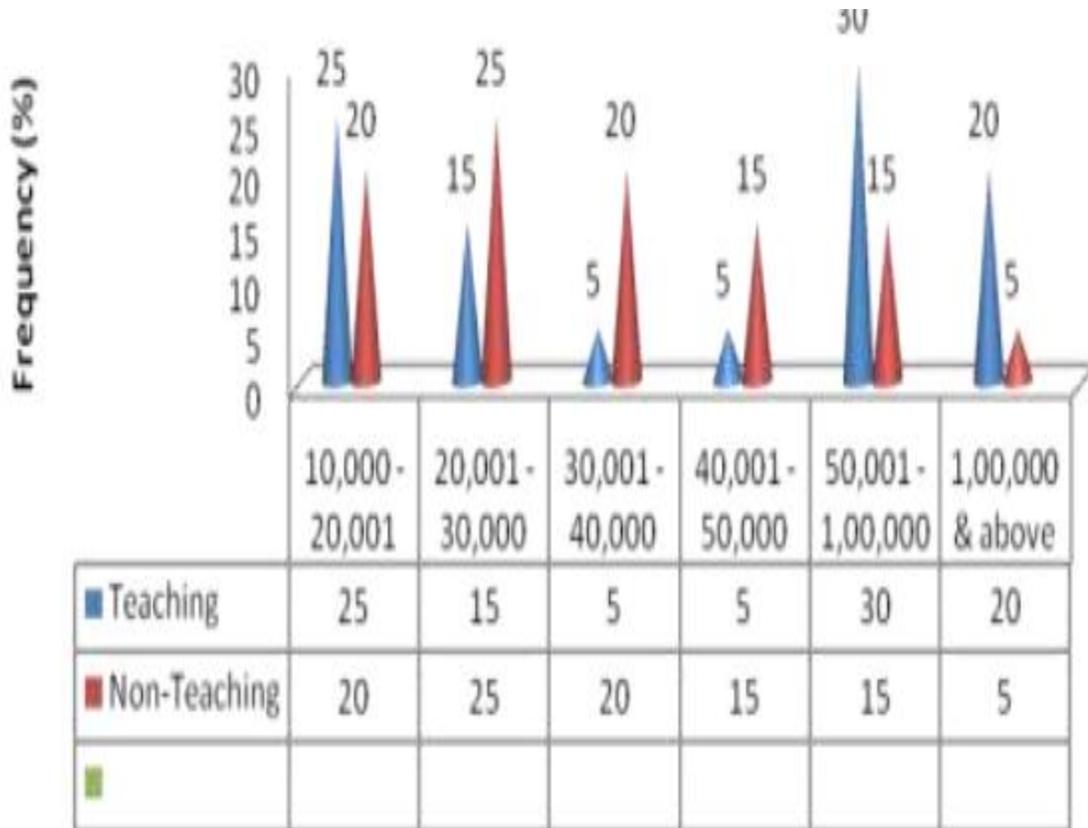
**ANALYSIS AND FINDINGS**

One of the primary objectives of this paper has been to draw empirical evidence whether working women are investing their saving and they have knowledge about Investment Avenue. This paper attempted to analyze the investment behavior of women working in the education sector of Udaipur.

**Table 1: Monthly Income of Family of Respondent**

Job Profile in Education		Monthly income of family						Total
		10,000 - 20,001	20,001 - 30,000	30,001 - 40,000	40,001 - 50,000	50,001 - 1,00,000	1,00,000 & above	
Teaching	f	5	3	1	1	6	4	20
	%	(25.0)	(15.0)	(5.0)	(5.0)	(30.0)	(20.0)	
Non-Teaching	f	4	5	4	3	3	1	20
	%	(20.0)	(25.0)	(20.0)	(15.0)	(15.0)	(5.0)	
Total	f	9	8	5	4	9	5	40
	%	(22.5)	(20.0)	(12.5)	(10.0)	(22.5)	(12.5)	

22.5% respondent has monthly income between Rs 10000 to 20,000. Another 22.5% have also reported that their family income is between Rs 50,000 to Rs 1, 00,000 (Table 1). Figure 1 given below reflects the family income of teaching and non- teaching respondents.



**Fig. 1: Monthly Income of Family**

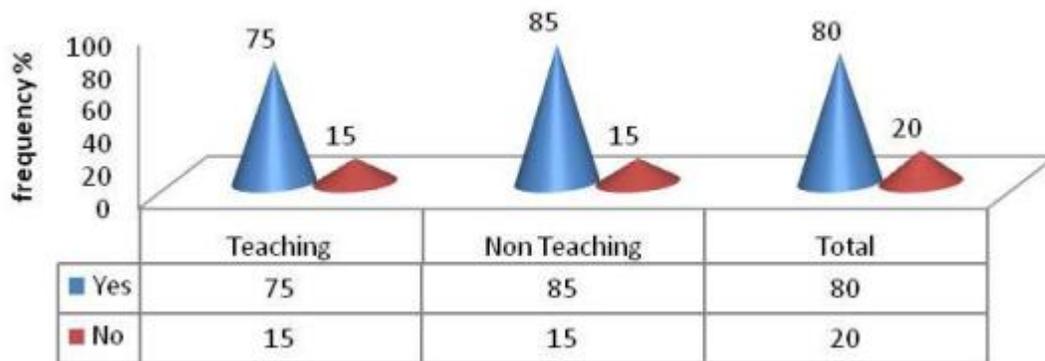
**Table 2: Investment of saving by the Respondents**

Respondents in Education Sector		Investment decision of saving among the Respondents		Total
		Yes	No	
Teaching	f	11	9	20
	%	(55.0)	(45.0)	
Non-Teaching	f	15	5	20
	%	(75.0)	(25.0)	
Total	f	26	14	40
	%	(65.0)	(35.0)	

The Table-2 revealed that 65% respondent invests their savings where as 35% respondent do not invest their savings. However, it has been observed that non –teaching working women staff invests more as compared to non –teaching staff. 75% of the non-teaching respondent prefers to invest their savings while only 55% of the teaching staff prefers to invest. This may be because of teaching staff are able to save less than non-teaching staff.

**Table: 3 Knowledge about the Investment Avenue of the Respondents**

Respondents in Education Sector		Knowledge about the investment avenues		Total
		Yes	No	
Teaching	f	15	5	20
	%	(75.0)	(25.0)	
Non-Teaching	f	17	3	20
	%	(85.0)	(15.0)	
Total	f	32	8	40
	%	(80.0)	(20.0)	



**Fig.: 2 Knowledge about the Investment Avenue of the Respondents**

The tables-3 explained that out of the total respondents 80% respondent are aware about the investment avenues. The Fig: 2 revealed that in the teaching sector 75% respondents have knowledge about the investment avenues however 15% do not have knowledge about the investment avenues however in the non –teaching departments 85% respondent have knowledge of the investment avenues and 20% respondent are unaware about the investment avenues .

## CONCLUSION

Financial literacy is a foremost issue in today times, the people are more appealing to earn income but they are not serious about their investment decision and saving allocation. Through financial literacy, they are able to take investment decision properly. The conclusion of this paper is that women should be more knowledgeable about the investment avenue since they generally depend on their spouses or other family members. However, they are focusing on some investment avenue viz: Bank and Post office Fixed Deposits only. Due to improper knowledge about the shares, Mutual Funds and other investment alternatives, they cannot able to take investment decision in such kind of alternatives confidently.

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