

Figure 1: Usage of various financial products

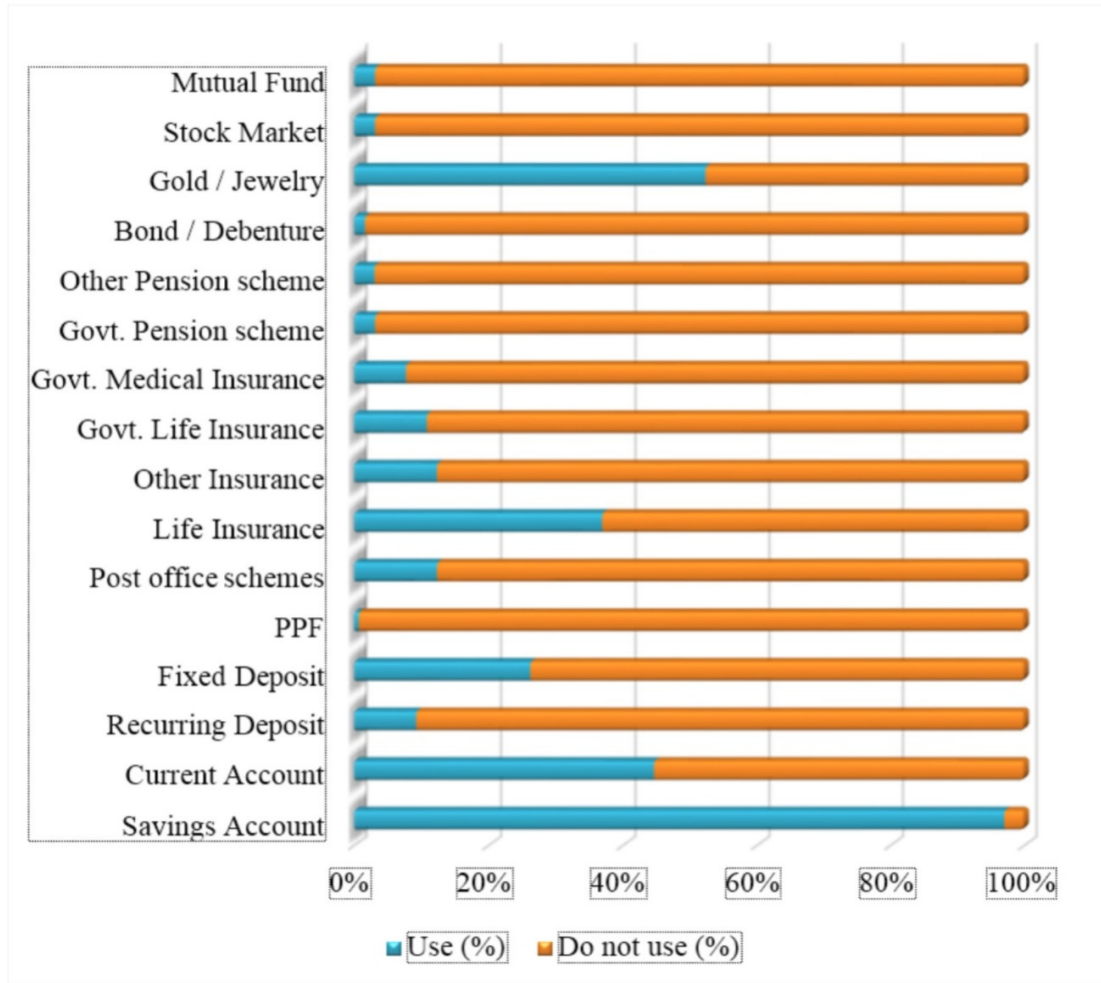


Figure 1 shows the stack bar chart of the information provided in Table 1. It is easier to interpret from the graph about the various financial products used by rural investors.

From Table 1 and Figure 1, it can be observed that rural people use mainly savings bank account. Gold and Jewelry is still shining while choosing investment or savings of rural people. Most of the other modes of investment or savings are hardly used by rural investors. Surprisingly, about 37% of respondents have shown life insurance as one of the investment avenues. But at the same time, is the amount of sum assured in life insurance enough or not is still an area of research. Most of the government and other schemes including post office schemes are least preferred by rural investors.

Awareness in various Financial Products

Awareness level is an important component to determine the investment avenue or financial products to part excess fund. Table 2 shows the level of awareness of the rural population about various financial products.