



# OUTREACH PROGRAMME REPORT

"PROMOTING FINANCIAL LITERACY  
&  
AWARENESS AMONG THE HOUSEHOLDS  
IN RAGHABPUR VILLAGE"

IN PARTIAL FULFILMENT OF M.COM  
PROGRAMME  
3RD SEMESTER PAPER MCOMORP-306  
DEPARTMENT OF COMMERCE

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## **ACKNOWLEDGEMENT**

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I am making this project not only for marks but also increase my knowledge.

Tanmay Choudhury

3<sup>rd</sup> semester,

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# **Chapter-1**

## **INTRODUCTION**

### **1.1 NATURE OF THE WORK**

The term financial literacy refers the ability to understand how money works, how people makes, manages and invests it at profitable and risk-free sectors and also expends it (especially in case of donation) to help other. Today this term has been widely used. Every earning or non-earning people should possess minimum knowledge about financial matters in an efficient way, and it helps to take appropriate decision about personal finance like investment, budgeting, insurance, tax planning and retirement. Financial literacy also includes the efficiency of financial principles and concepts. Such as planning, interest, managing debt fund, profitable saving techniques, inflation rate and the time value of money. The lack of financial literacy and or knowledge may confuse people in case of taking financial decision and may lead to making poor or incorrect financial choices that is why the financial literacy and education commission was by the government to opportunities to people who want to learn more about financial literacy.

Raghabpur villages are placed near the Sidho Kanho Birsha University. In our work we at first categorised the various points like occupation of the respondent, educational background, their income, whether they are able to draw cheque or draft, whether they use debit card or credit card, whether they open bank account or not and if open in which scheme, their insurance policy, whether they possesses relevant information about shares, mutual fund, chit funds, SIP ; RBI, SEBI, IRDA, etc. After that we analysed the above points and making suitable conclusion and recommendation.

## **2. OBJECTIVE OF THE WORK**

- To know the income level background of the villagers;
- To know the education level of the villagers;
- To know whether they watching daily news or television;
- To know whether they have knowledge about the use of debit card, credit card or chequebook/draft & other bank related facilities;
- To know they have any idea about the use of PAN & Aadhaar card or not.
- To know whether they have any idea about the RBI, SEBI, Mutual fund or other regulatory body and financial institution.

### **1.3 DATA AND METHORDOLOGY**

**Data:** I collected the data after survey of the villagers of the village.

I work the survey with the help of the questioner which provided by our Commerce Department. I collect data during our survey from the villagers and prepare analysis the above said topic.

**Methodology of the work:** I have used the ratio, percentage (%); table; chat; statistical tools (like averages, min, max etc.)

## **1.4 PLAN OF WORK:**

### **Chapter 1: INTRODUCTION**

Under this I have written the nature of the work i.e. background, type of my work, objective of the work, data and methodology through which the analysis have been done.

### **Chapter 2: CONCEPTUAL FRAMEWORK:**

Under this chapter I provide the definition, necessity and lack of financial literacy.

### **Chapter 3: DATA ANALYSIS & FINDINGS:**

This chapter have been divided in two section i.e. 3.1 & 3.2. Under 3.1 the demography of the villages is described and under 3.2 data analysis and major findings have been done.

### **Chapter 4: CONCLUSION & RECOMMENDATION:**

This chapter deals with conclusion and recommendation. Under Conclusion the major findings have been written which have risen through analysis and under recommendation the way through which the poor results can be overcome are provided.

## **Chapter - 2**

### **CONCEPTUAL FRAMEWORK**

#### **Definition:**

Financial literacy is the education and understanding pf various financial areas including topics related to managing personal finance, money and investing. This topic focuses on the ability to manage personal finance matter in an efficient manner, and it includes the knowledge of making appropriate decision about personal finance as investing, insurance, real estate, budgeting, retirement, tax planning.

#### **Objective of Financial Literacy**

- Financial literacy helps individuals become self sufficient
- To create awareness on access to financial services
- To acquire knowledge of several financial schemes and pitfalls
- Understanding of banking, saving, budgeting, net worth, payment methods, interest rate as well as several types of fees, financial pitfalls and consumer protections;
- Pay off debt, increasing savings

#### **Lack of Financial Literacy**

The lack of financial literacy can lead to owing large amount of debt and making poor financial decision. It affects all ages and all socioeconomic levels. It causes many people to become victims of predatory lending, subprime mortgages and fraud and high interest rates, potentially resulting in bad credit, bankruptcy or foreclosure.

# **Chapter - 3**

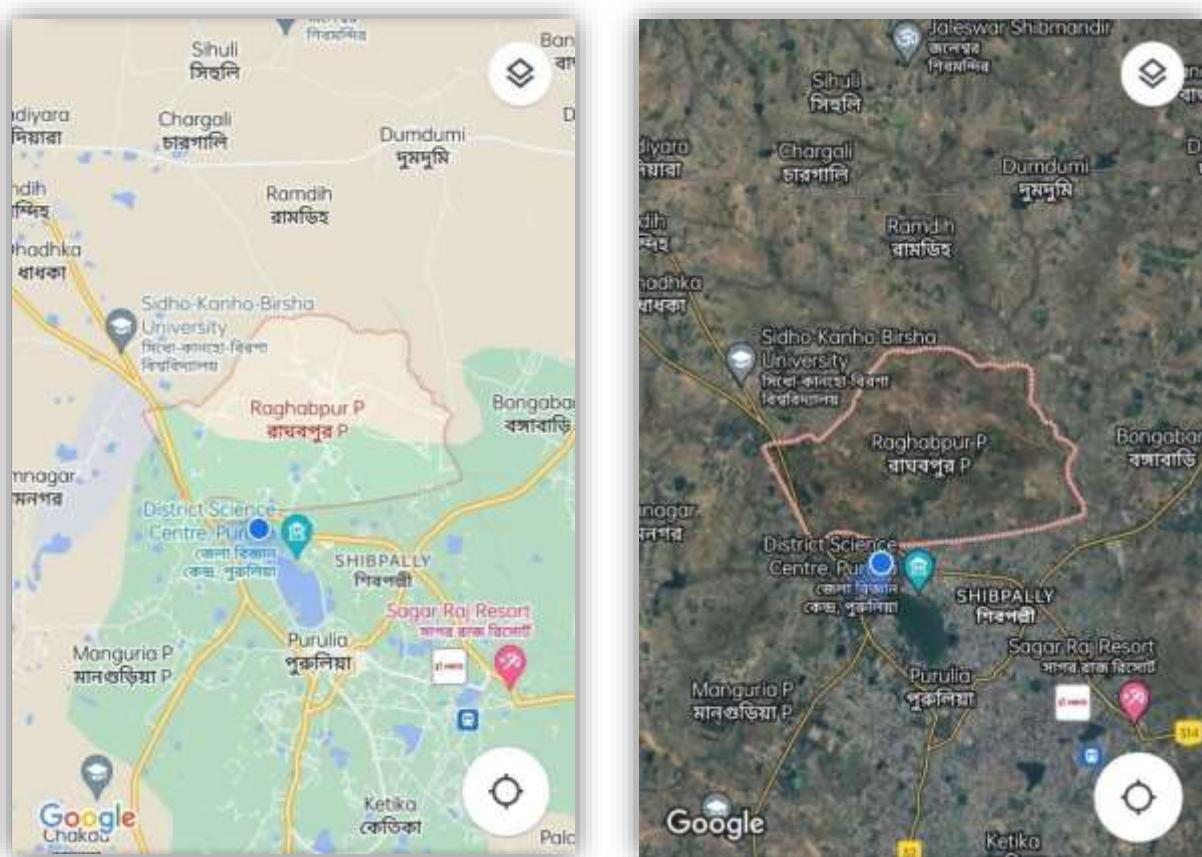
## **DATA ANALYSIS AND FINDINGS**

### **3.1 DEMOGRAPHY OF RAGHABPUR**

Raghabpur is a medium size village located in Purulia-II Block of Purulia district, West Bengal with total 187 families residing. The Raghabpur village has population of 1006 of which 513 are males while 493 are females as per Population Census 2011.

In Raghabpur village population of children with age 0-6 is 158 which makes up 15.71 % of total population of village. The village has lower literacy rate compared to West Bengal. In 2011, literacy rate of Raghabpur village was 55.42 % compared to 76.26 % of West Bengal. In Raghabpur Male literacy stands at 70.84 % while female literacy rate was 38.88 %.

As per constitution of India and Panchayati Raaj Act, Raghabpur village is administrated by Sarpanch (Head of Village) who is elected representative of village.

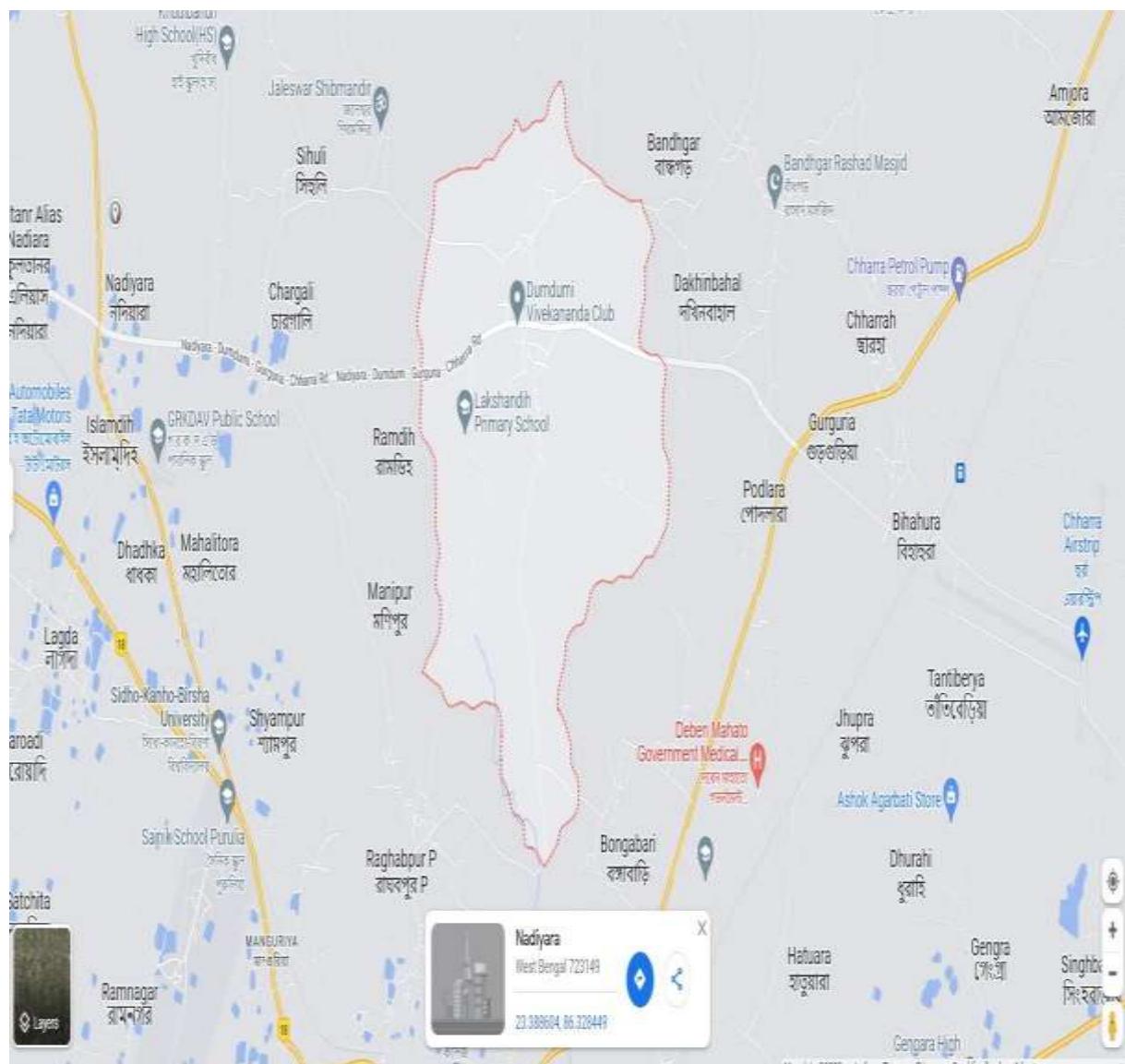


## **DEMOGRAPHY OF DUMDUMI**

Dumdumi is a medium size village located in Purulia-II Block of Purulia district, West Bengal with total 165 families residing. The Dumdumi village has population of 987 of which 502 are males while 485 are females as per Population Census 2011.

In Dumdumi village population of children with age 0-6 is 144 which makes up 14.06% of total population of village. The village has lower literacy rate compared to West Bengal. In 2011, literacy rate of Dumdumi village was 51.12 % compared to 68.36 % of West Bengal. In Dumdumi Male literacy stands at 51% while female literacy rate was 49 %.

As per constitution of India and Panchayati Raaj Act, Dumdumi village is administrated by Sarpanch (Head of Village) who is elected representative of village.



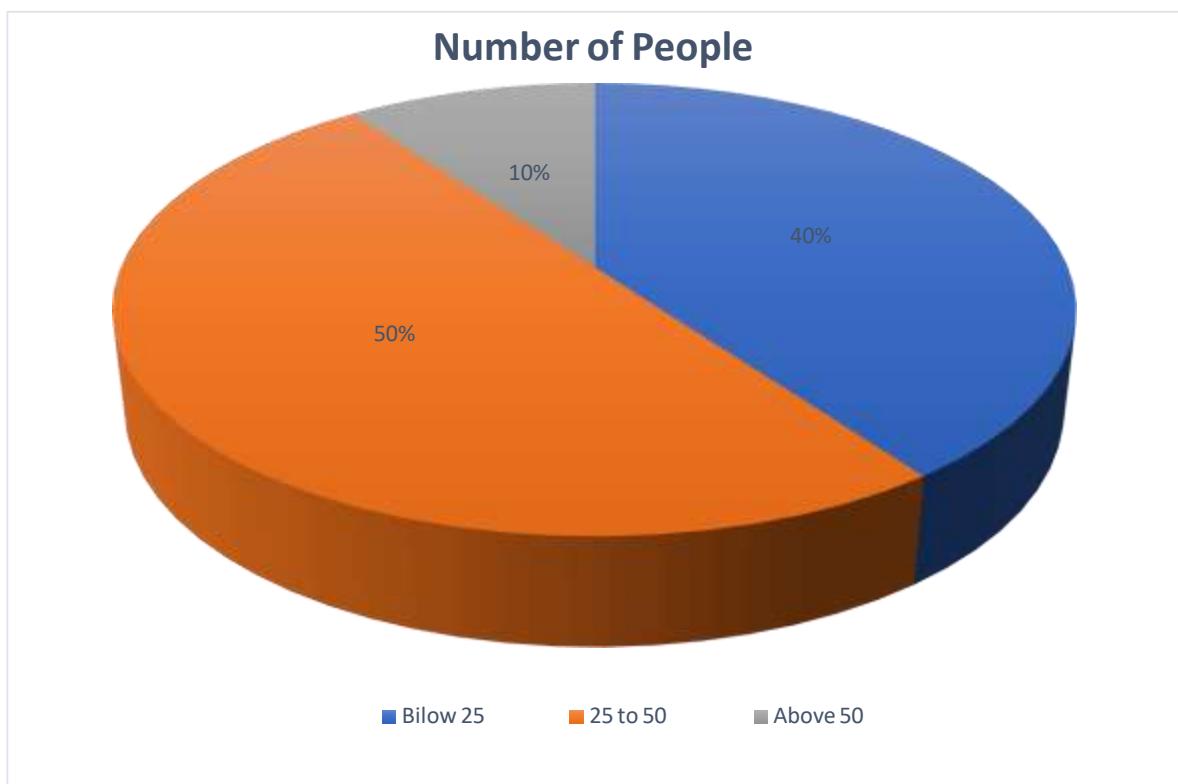
## **3.2 DATA ANALYSIS AND FINDINGS**

### **1. AGE WISE DISTRIBUTION OF RESPONDENTS**

#### **1.1 TABLE :-**

Age	Total	Billow 25	25 to 50	Above 50
No. of people	40	16	20	4
percentage	100	40	50	10

#### **1.2 CHART :-**



#### **1.3 INTERPRETATION :-**

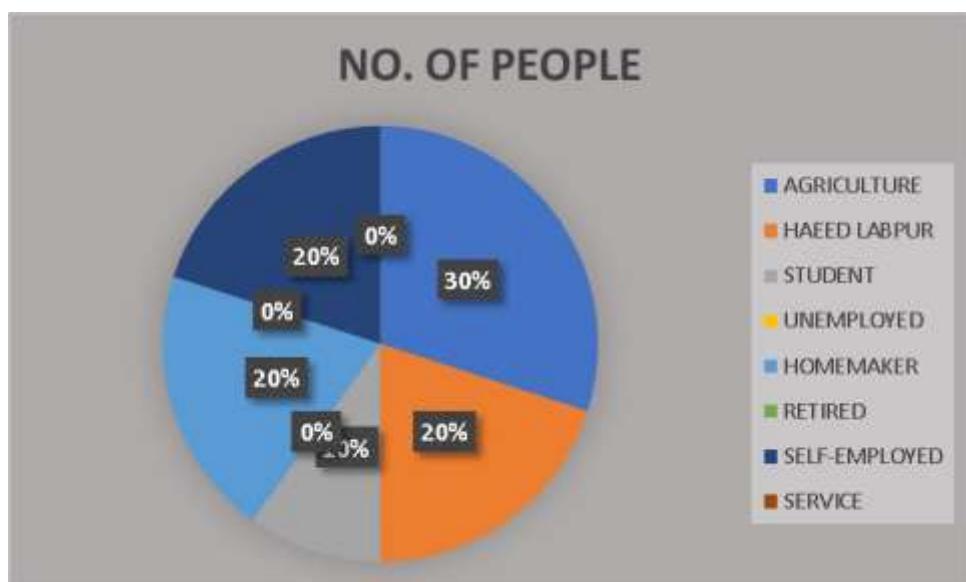
It has been observed from the above pie chart that the maximum number of respondents are belonging from 25 to 50 years. The survey is made mostly on the middle-aged persons. The villagers in between 25 to 50 are founded most as 50%. Out of them 40% are below 25 and 10% of those respondents are above 50.

## **2. OCCUPATION OF THE VILLEGERS**

### **2.1 TABLE :-**

OCCUPATION	NO. OF PEOPLE	PERCENTAGE
AGRICULTURE	12	30
HIRED LABOUR	8	20
STUDENT	4	10
UNEMPLOYED	0	0
HOMEMAKER	8	20
RETIRIED	0	0
SELF-EMPLOYED	8	20
SERVICE	0	0
TOTAL	40	100

### **2.2 CHART :-**



### **2.3 INTERPRETATION :-**

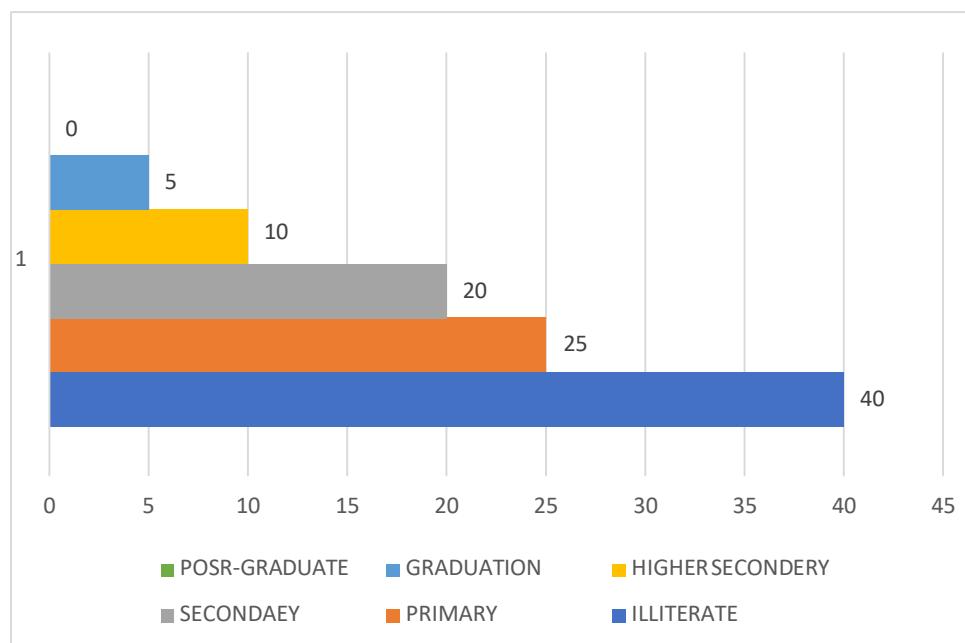
On this study, 50% of the population is in Agriculture and Hired Labour. 30% of those respondents are in agriculture, 20% are in Hired Labour, 20% of them are self-employed.

### **3. EDUCATIONAL BACKGROUND**

#### **3.1 TABLE :-**

EDUCATIONAL BACKGROUND	NUMBER OF VILLAGERS	PERCENTAGE
ILLITERATE	16	40 %
PTIMARY	10	25 %
SECONDARY	8	20 %
HIGHER SECONDERY	4	10 %
GRADUATION	2	5 %
POST-GRADUATE	0	0 %
TOTAL	40	100 %

#### **3.2 CHART :-**



#### **3.3 INTERPRETATION :-**

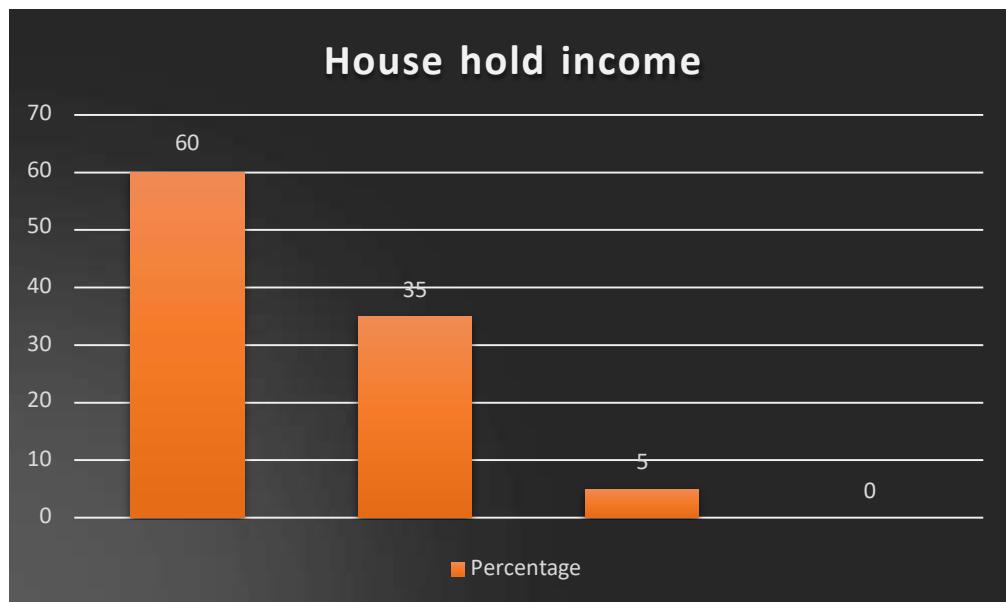
The survey is made on the basis of the information given by the villagers. It made on the villagers who are mostly above 25 years old. In the survey it is found that 40% of those respondents are illiterate, 25% have completed their primary education, 20% have completed their secondary education and 10% have completed their Higher Secondary studies. Only 5% of those respondents are graduate.

#### **4. House hold income (monthly)**

##### **4.1 TABLE :-**

House hold income (monthly)	No. of people	Percentage
Less than Rs. 5000	24	60
Rs. 5000 to 10000	14	35
Rs 10000 to 25000	2	5
Above Rs. 25000	0	0
Total	40	100

##### **4.2 CHART :-**



##### **4.3 INTERPRETATION :-**

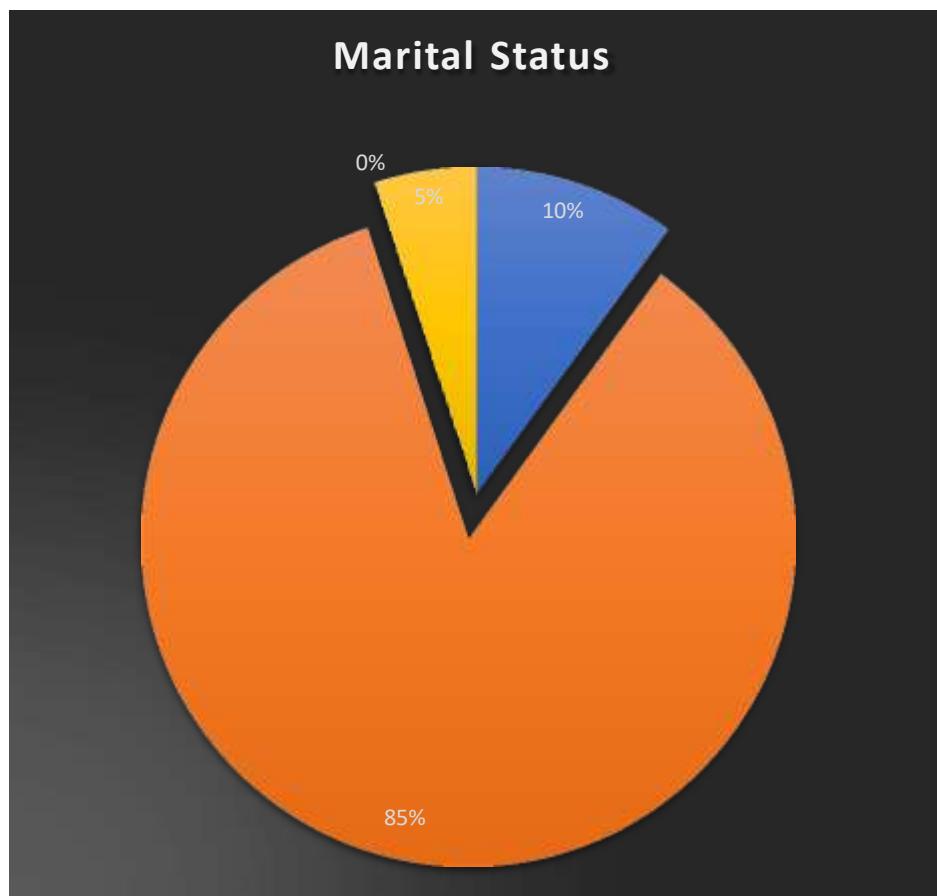
Out of the respondents 60% are fall under the category of Below 5000. The economy if a village is normally based on agriculture. 35% of the population comes under the category below 10000. Only 5% of those respondents earn above 10000 per month.

## **5. MARITAL STATUS**

### **5.1 TABLE :-**

marital status	Number of People	percentage
Single	4	10%
married	34	85%
Separated	0	0%
Widowed	2	5%
Total	40	100

### **5.2 CHART :-**



### **5.3 INTERPRETATION :-**

Out of respondent it is found that 85% of them are married 10% are single and 5% of them are widowed.

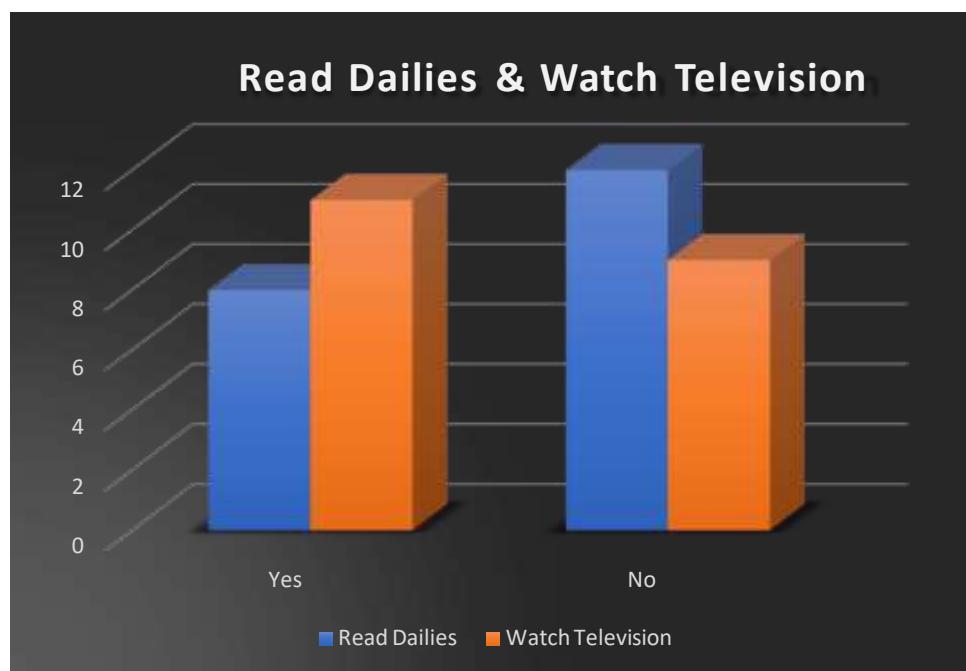
## **6. CONNECTIVITY WITH THE WORLD**

### **(Read Dailies & Watch Television)**

#### **6.1 TABLE :-**

Particulars	Yes	No
Read Dailies	16	24
Watch Television	22	18

#### **6.2 CHART :-**



#### **6.3 INTERPRETATION :-**

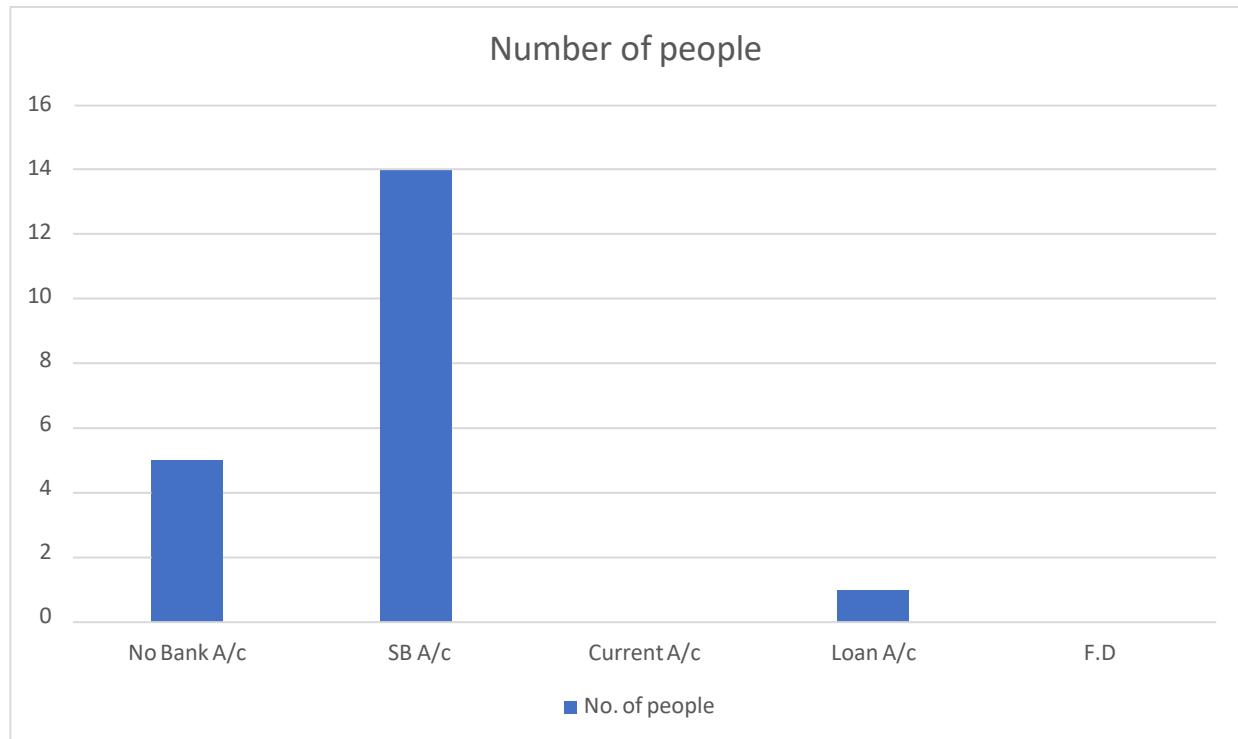
40% of the respondents are reading dailies on a regular basis. Most of them use to read old newspapers. By development in the village many houses have the necessary benefit of electricity. Almost 55% of them use to watch Television.

## **7. TYPE OF BANK ACCOUNT**

### **7.1 TABLE :-**

Type of Bank Account	No. of people	Percentage
No Bank A/c	10	25%
SB A/c	28	70%
Current A/c	0	0%
Loan A/c	2	5%
F.D	0	0%

### **7.2 CHART :-**



### **7.3 INTERPRETATION :-**

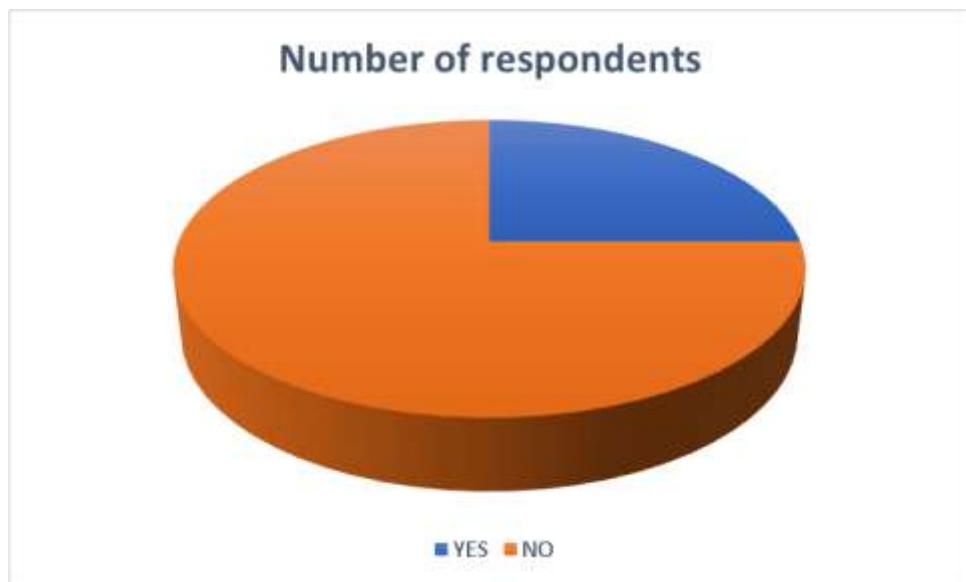
Out of those respondents. 70% have their access to banking facilities. They have Savings bank account. Most of them open their account in the nearest branch of their locality. Some of them used to take loan from GROUP. This Group is an unofficial banking system in their own economy. 25% of those respondents don't have any kind of bank account.

## **8. AVAIL CHEQUE/DRAFT FACILITY**

### **8.1 TABLE :-**

CHEQUE/DRAFT FACILITY	YES	NO
Number of respondents	10	30
Percentage	25%	75%

### **8.2 CHART :-**



### **8.3 INTERPRETATION :-**

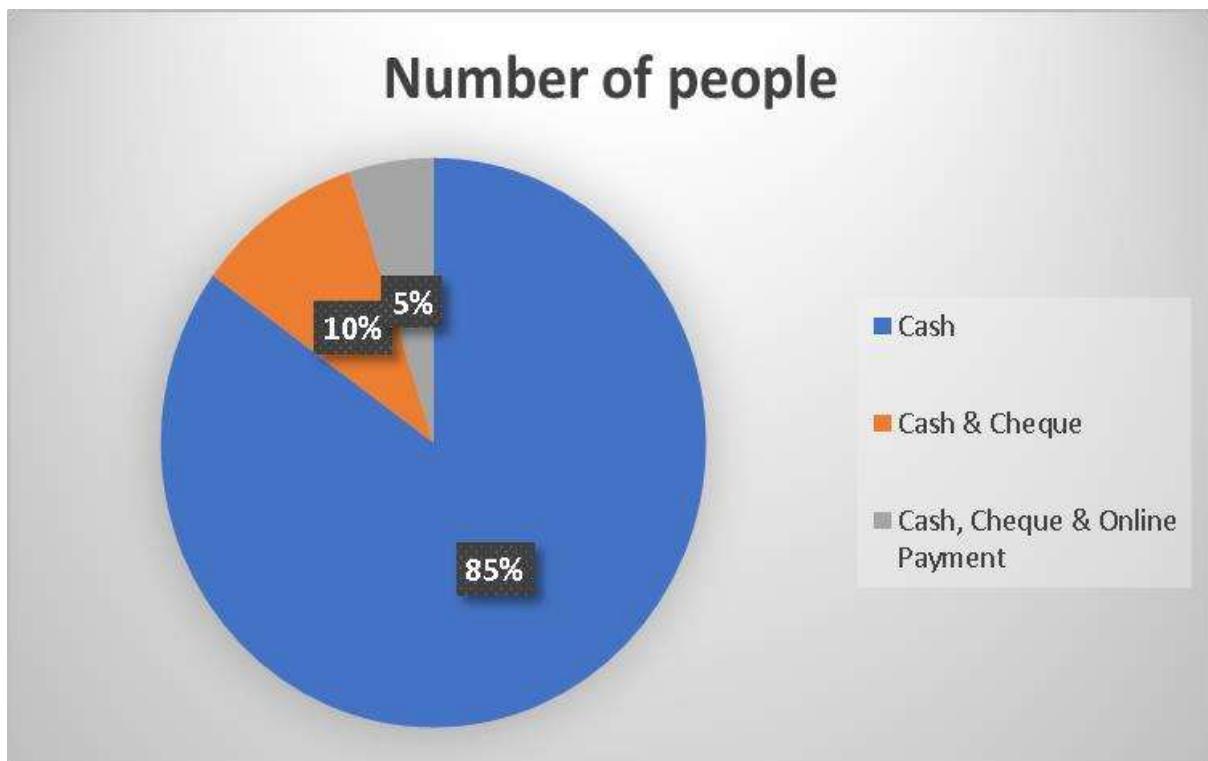
Only 25% of those respondents have the facility of access the cheque and draft facility. 75% of those are not able to access the draft facility. Ether they don't know how to use those facilities or the banks doesn't provides them the facility.

## **9. MODE OF PAYMENT USE FOR PAYING**

### **9.1 TABLE :-**

Mode of payment	Cash	Cash & Cheque	Cash, Cheque, Online & UPI Payment	Total
No. of people	34	4	2	40
% on total	85%	10%	5%	100

### **9.2 CHART :-**



### **9.3 INTERPRETATION :-**

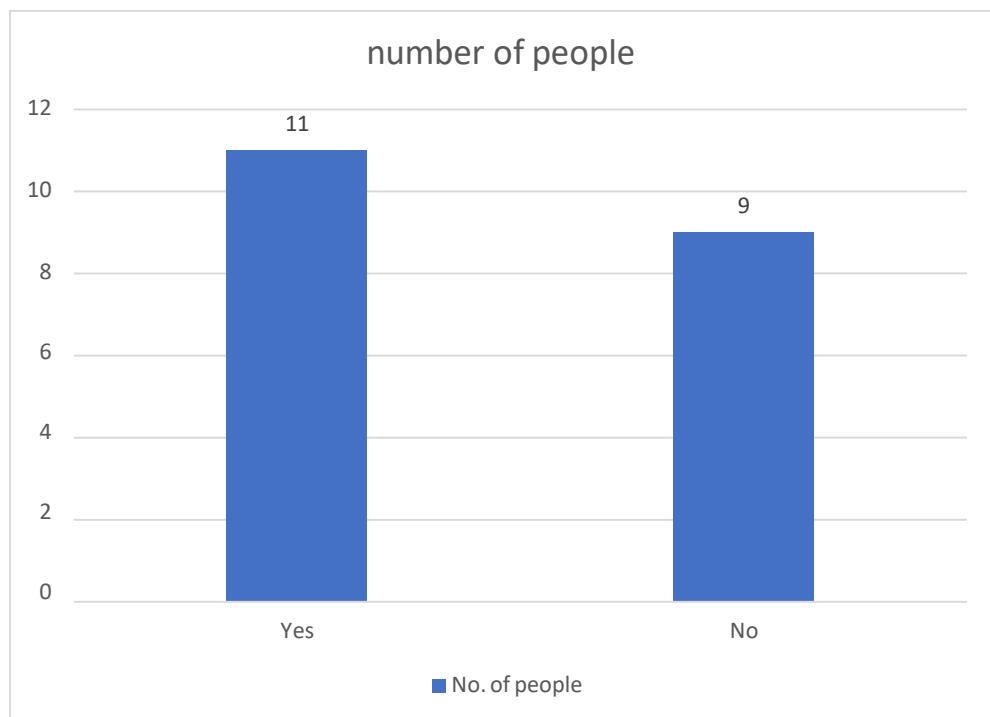
Almost 85% of those respondents use to pay with the mode of hard cash. They transfer money one to another using hard cash. 10% of those respondents use to pay with cheque sometime when needed. The 10% of them know the use of cheque or draft facility and access those tools provided higher security to transfer money. Only 5% of them use the modern system of online payment and online banking facilities. They used the mobile applications to transfer money when needed. They use to operate the Paytm or Google pay. As we found the internet access of those villages are not good.

## **10. USE OF DEBIT / ATM CARD**

### **10.1 TABLE :-**

Use of ATM card	Yes	No	Total
No. of people	22	18	40
percentage	55%	45%	100%

### **10.2 CHART :-**



### **10.3 INTERPRETATION :-**

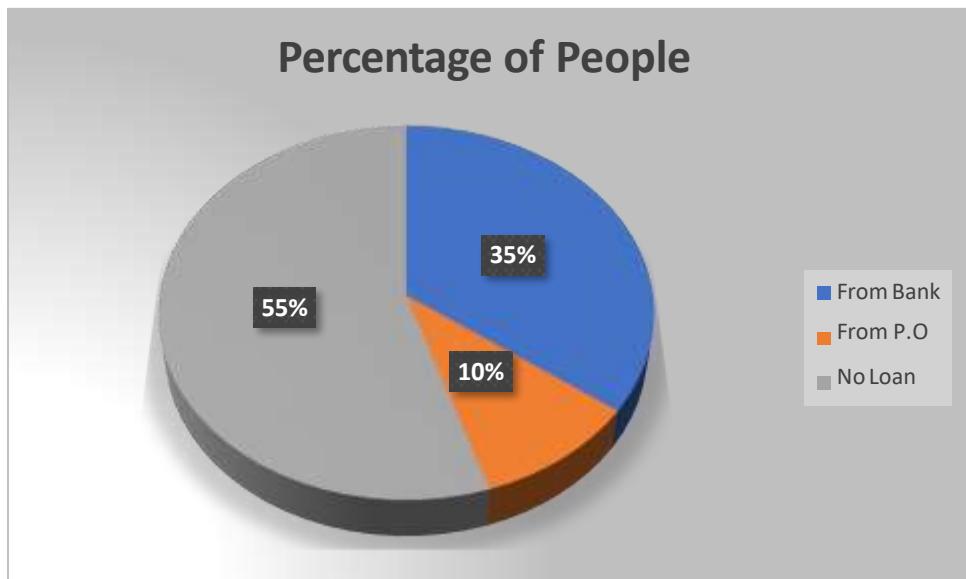
In the study, it is found that 55% of the respondents have Debit card facility. Although everyone of them are not able to use it. They don't know how to use a Debit card in ATM or any other purchasing system.

## **11. LOAN TAKEN FROM BANK/ POST OFFICE**

### **11.1 TABLE :-**

Loan Taken	From Bank	From P. O	No Loan	Total
No. of People	14	4	22	40
percentage	35%	10%	55%	100%

### **11.2 CHART :-**



### **11.3 INTERPRETATION :-**

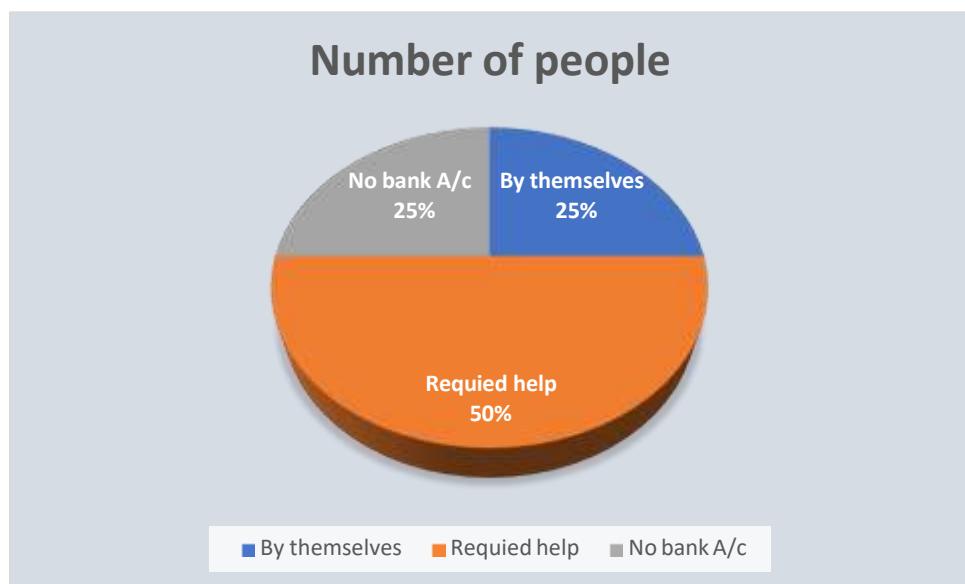
Out of these respondents 55% of them replied as they don't take any type of loan from bank. 35% of them replied as they taken loan from banks and 10% from Post Office. There is a concept of fund collection from a non-government body is found. They call it Group.

## **12. ABILITY TO FILL UP FORMS OF BANK**

### **12.1 TABLE :-**

Form fill up	No. of people	Percentage of people
By themselves	10	25%
Required help	20	50%
No bank A/c	10	25%

### **12.2 CHART :-**



### **12.3 INTERPRETATION :-**

Out of the respondents who have a bank account, maximum(50%) of them cannot able to fill up the necessary forms for the basic banking works like cash deposit, cash withdraw etc. 25% of them are able to fill the basic forms as described above. And the past analysis we get that 25% of them have no bank account.

## **13. HAVING MONTHLY BUDGET**

### **13.1 TABLE :-**

Having monthly budget	Yes	No	Total
No. of people	8	32	40
Percentage of People	20%	80%	100%

### **13.2 CHART :-**



### **13.3 INTERPRETATION :-**

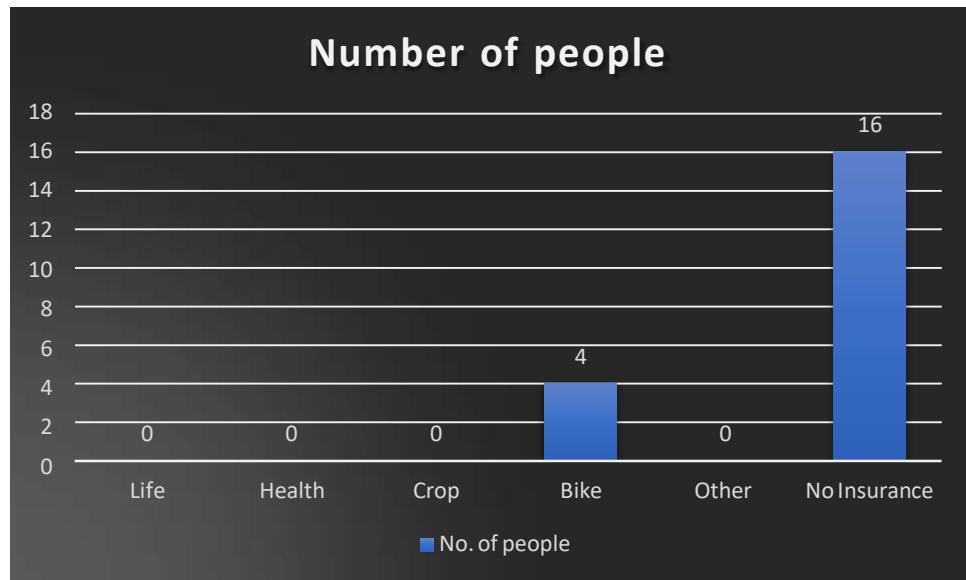
On this survey it is found that 80% of those respondents as they are not made any type of monthly budget. As they said they don't have enough money for savings after all their spending. 20% of them responds that they budgeted their expenses before actually spending them.

## **14. INSURANCE**

### **14.1 TABLE :-**

Have any Insurance	Life	Health	Crop	Bike	Other	No Insurance
No. of people	0	0	0	8	0	32
% on total	0%	0%	0%	20%	0%	80%

### **14.2 CHART :-**



### **14.3 INTERPRETATION :-**

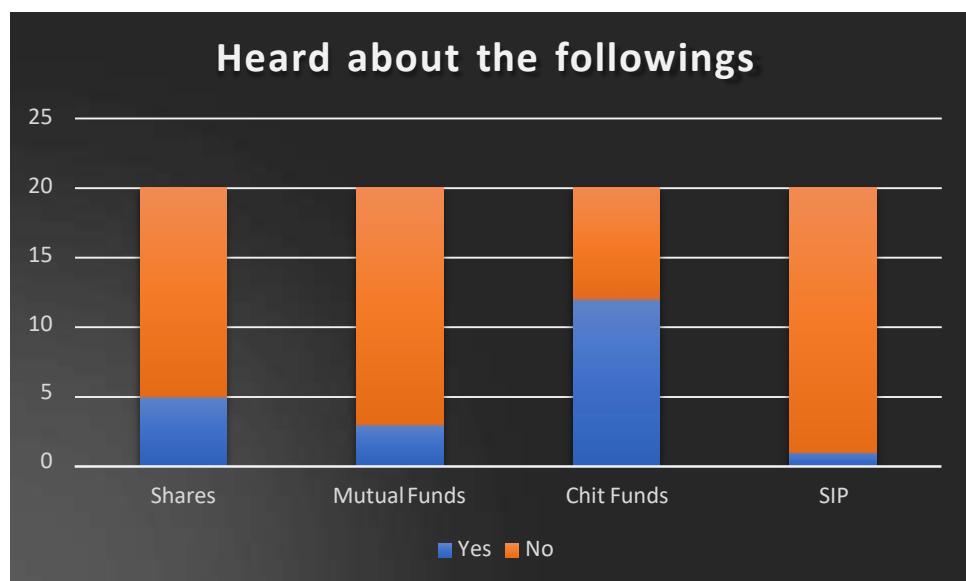
The respondents replied as they don't have any kind of life insurance. Although it is found that some of them have tow wheeler bike. So, it can be assumed that they have bike insurance and for that they need to pay a certain amount of money after a certain time. 20% of those respondents have found that they have bike insurance.

## **15. WEATHER THEY HAVE ANY IDEA ABOUT THE FOLLOWING**

### **15.1 TABLE :-**

Particulars	Yes	No	As an Investors
Shares	10	15	1
Mutual Funds	6	34	0
Chit Funds	24	16	0
SIP	2	38	0

### **15.2 CHART :-**



### **15.3 INTERPRETATION :-**

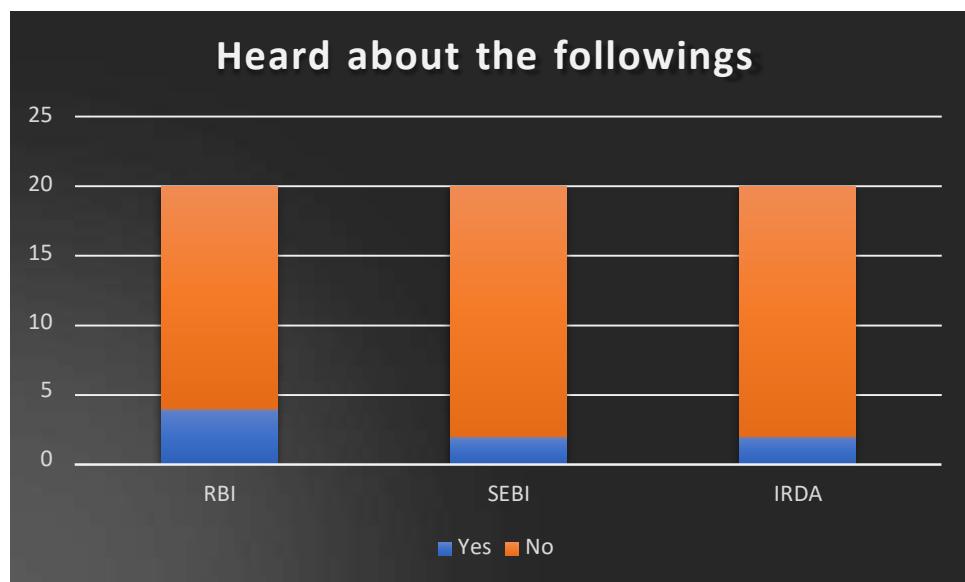
Out of those respondents, it is asked to all ether they know about the common and important terms of the financial and economic sector. They asked for if they known about Shares, Mutual Funds, Chit Funds and SIP. 25% replied as they heard about shares. 14% of them are heard about Mutual Funds, 5% of them know about SIP and it is surprised that more then 50% of them know about Chit Funds.

## **16. WEATHER THEY HAVE ANY IDEA ABOUT THE FOLLOWING**

### **16.1 TABLE :-**

Particulars	Yes	No
RBI	8	32
SEBI	4	36
IRDA	4	36

### **16.2 CHART :-**



### **16.3 INTERPRETATION :-**

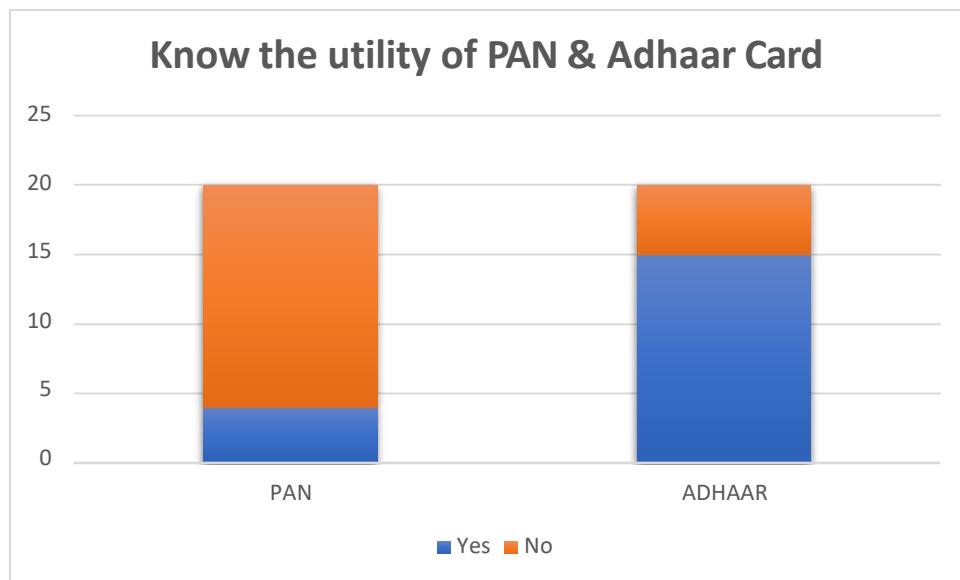
Out of those respondents, it is asked to all ether they known to those main Financing and Economic bodies of the country. 20% responds as they heard about RBI, 10% is responds as they heard about SEBI and 10% responds that they heard about IRDA.

## **17. HEARD THE UTILITY OF PAN & ADHAAR CARD**

### **17.1 TABLE :-**

Heard about	Yes	No
PAN	8	32
ADHAAR	30	10

### **17.2 CHART :-**



### **17.3 INTERPRETATION :-**

A few of those respondents have a PAN card. And only 20% of them are known to the utility of PAN card. 75% responds that they are know about Aadhaar Card and the utility of Aadhaar.

## **CHAPTER - 4**

# **CONCLUSION & RECOMENDATION**

### **4.1 CONCLUSION**

The following conclusion can be drawn from those above analysis :-

1. We have observed that 30% of the respondent are farmers, 20% of them in Hired Labour. Only 20% of those population is self-employed. Their main business is Dairy Firm.
2. The education background of these two village is very poor. 40% of those respondents are illiterate. 25% of them had their primary education. And only 5% of them complete Graduation.
3. As we found the education background, the economy of the village is also very poor. 60% of those respondents are fall below 5000 categories. And 35% falls under the category between 5000 to 10000.
4. Out of those respondents, 25% of them have no bank account. And most of them have a savings account.
5. Most of them don't have cheque/draft facility and half of them don't have the access of Debit Card.
6. The online transaction rate is very low as most of them use to do transaction by using hard cash. Only a few of them use the cheque/ draft facility.
7. None of those respondents have any life insurance or health insurance. only a few have bike insurance, for that they need to pay a certain amount after a certain period of time.
8. Among all those respondents only 20% of them do budget. 80% of them are not able to do budget.
9. 55% of those respondents taken loan from bank. 35% have taken loan from post offices.
10. Out of those respondents, 50% are not able to fill up banking forms by themselves. 25% of them are able to do by themselves. And 25% of them don't have any bank account.
11. The investment rate of those villages is very poor. only 5% of them uses to do investment is shares. Most of them even don't know about Shares, Mutual Funds, SIPs.
12. Most of the villagers don't know about RBI, SEBI, IRDA.
13. Most of the respondents know the use of Aadhaar Card but they don't know the uses of PAN Card.

## **4.2 RECOMMENDATIONS**

- The education background of those villages is not good. So, the respective governing authority needs to make step for this purpose. Although there is a primary school in the front area of Shyampur, there need more structural and educational reforms.
- The income of those villagers is very low. There need a structural and economical reforms to protect them out of poverty.
- As those villagers don't have any long-term deposit. The banks nee to encourage them to spend an amount for long term savings.
- The online transaction system is very poor. the respective authorities need to do infrastructural development for a better internet facility.
- As most of them are not educated, they don't know all the aspects and facilities provided by Government. Government, NGOs need to do campaign for provide the basic knowledge to them.

## **ANNEXURE**

### **Sidho- Kanho- Birsha University, Purulia**

OUTREACH PROGRAMME- 2022 OF PG 3<sup>rd</sup> Semester (Commerce)

On

PROMOTING FINANCIAL LITERACY AND AWARENESS AMONG THE HOUSEHOLDS

IN \_\_\_\_\_ VILLAGE

### **QUESTIONNAIRE**

Name of the respondent : .....

Locality : .....

1. Age (in years):  Below 25  25-50  Above 50
2. Gender: Female  Male
3. Occupation:  
 Agriculture  Hired labour  Student  Unemployed  
 Homemaker  Retired  Service  Self-Employed
4. Educational Background:  
 Illiterate  Primary  Secondary  
 Higher Secondary  Graduation  Post Graduate
5. Household Income (monthly):  
 Less than Rs. 5000  Rs. 5,000- Rs. 10,000  
 Rs. 10,000- Rs.25,000  Above Rs. 25,000
6. Position in the family  
 Junior Member  Senior Member  Head of the family
7. Marital status  
 Single  Married  separate  Widowed
8. No. of family members in household:
9. Do you use Motorcycle?  
 Yes  No (purchased by own fund/loan)
10. Do you watch television?  
 Yes  No Please Specify

11. What type of Bank Account do you have?

No Bank Account	
SB A/c	
Current A/c ( In addition to SB A/c)	
Loan A/c or overdraft (in addition to S.B. A/c)	
Fixed Deposit A/c (in addition to S.B. A/c)	

12. Do you avail Cheque/Draft  Yes  No facility?

13. When you pay any lump sum amount to someone, what mode of payment do you use?

Cash       Cheque       Online Payment  
14. Do you use Debit/ATM Card?       Yes       No

15. Do you use Credit card?       Yes       No

16. Have you ever taken any kind of Loan from Bank/Post Office/SHG?

Yes       No      Please Specify

17. Are you interested in Post Office schemes (RD/NSC/KVP/Others)?

Yes       No      Please Specify

18. Are you able to fill up basic forms in bank/post office by yourself or require help of others?

Do it myself       Require help

19. Does your household have a monthly budget?       Yes       No

20. Do you have any Insurance

(Life/Health/Crop/bike/other)?

Yes       No      if yes Please Specify

21. Have you heard about the following: (tick appropriate option)

SL No.	Particulars	A) Option		B) If Yes, Your knowledge as to		
		Yes	No	As an investor yourself	Your friends/relatives as investors	Just as a common man, as a matter of general knowlegde
1	Shares					
2	Mutual Funds					
3	Chit fund					
4	SIP					
5	SAHARA					

22. Have you heard about the following: (tick appropriate option)

Sl No.	Particulars	A) Option		b) do you know its functions		If yes, mention one	Do you see their websites	
		Yes	No	Yes	No		Yes	No
1	RBI							
2	SEBI							
3	IRDA							

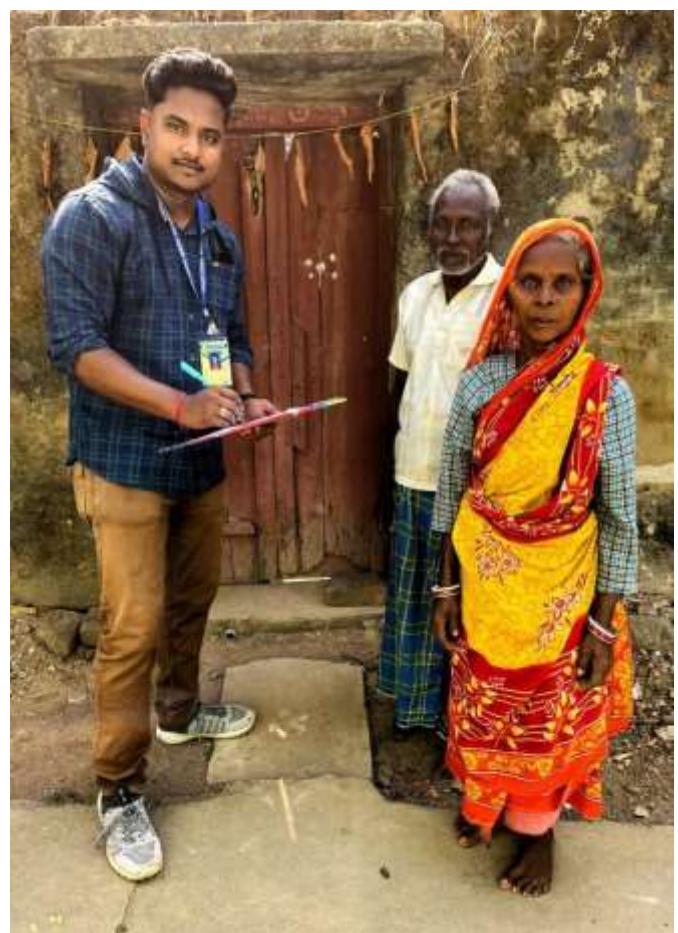
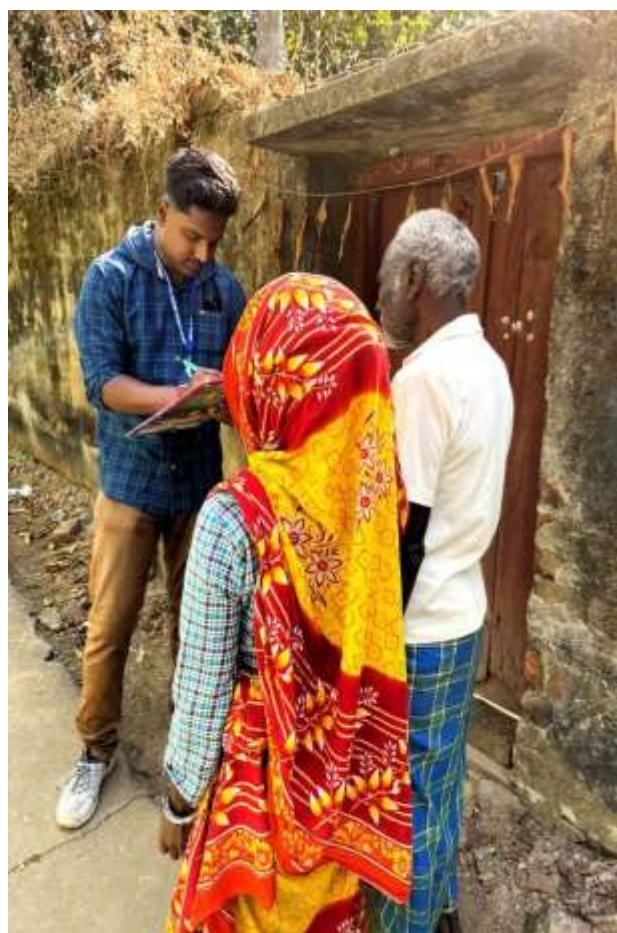
23. A. Have you heard about PAN card?       Yes       No  
B. Do you know its utility?       Yes       No

If yes, mention one.....

24. A. Have you heard about Adhaar?  
B. Do you know Its utility?       Yes       No  
        Yes       No

If yes, mention one.....

25. Have you use Paytm/Google Pay/PhonePe?      (Signature of interviewer)



## **REFERENCE**

[www.wikipedia.org](http://www.wikipedia.org)

[www.wikivillage.in](http://www.wikivillage.in)

[www.nic.gov.in](http://www.nic.gov.in)