**CHAPTER – I**

**INTRODUCTION**

**1.1 INTRODUCTION**

Finance has become essential part of the economy for development of society as well as economy of nation. For, this purpose strongly financial system required in not only in under development countries and developing countries but also developed countries for substantial growth. Through financial inclusion was a achieve equitable and inclusive growth of the nation. Financial inclusion stands for delivery appropriate financial services at the affordable cost, on timely basis vulnerable group such as low income group and weaker section who lack access even to most basis banking service

The kudumbashree programme was initialized by Govt. of Kerala in 1998. The slogan of mission is “Reaching out to families through women and reaching out to community through family.” The concept was developed by NABARD and Government of Kerala through joint initiative as a poverty eradication programme, women empowerment and rural development. Kudumbashree. Act as a catalyst for economic empowerment of women by providing economic, security, social solidarity and political betterment of women particular region.

Financial Inclusion refers to a process of providing the financial products/services to weaker section of the society at affordable cost. It is delivery of financial services to poor people and low-income group at reasonable price. In other word, financial inclusion is access of safe, easy and affordable financial services to financially disadvantaged people. People may be financially included through Commercial Banks, Regional Rural Banks (RRBs), Insurance services, Post Office Saving Banks (POSB). Planning Commission (Government of India) has targeted the Faster Inclusive Growth in Twelfth Five Year Plan (2012-17)1. In order to achieve the inclusive growth, Government of India has launched several development and employment programmes such as MGNREGS, Development of Women and Children in Rural Areas (DWCRA), Swarnajayanti Gram SwarojgarYojana (SGSY)

Especially for women development, National Rural Health Mission (NRHM) etc. Financial inclusion is one of the major areas, on which government is paying attention to achieve the inclusive growth. An inclusive financial system is necessary to reduce informal financial system where people borrow money from neighbors, relatives, and village money- lenders by paying high rate of interest. In the rural area, large number of population does not have bank account, insurance schemes and other financial services. Thus, there is need of inclusive financial system that will facilitate financial services efficiently to financially excluded people at affordable cost. Financial excluded individual/households cannot be expected for financial

**1.2 STAMENT OF THE PROBLEM**

 Financial inclusion places a greater role in the growth and development of financial system in the country. Kerala has been among the traditionally well backed state of country, and has adopted several measures to make successful of finance inclusion among kudumbashree members in Kannur District, and making them awareness about various financial services available today.

**1.3 SIGNIFICANCE OF THE STUDY**

 A study on financial inclusion among the Kudumbashree members is a great importance in the present day situation. Achieve participation of each and every in the financial system of the country is prerequisite for the effective functioning of financial system. Financial system facilities the need of those who are need of those who need the money and those who have surplus money. Therefore, the study proposes to analysis the intensity financial inclusion among kudumbashree members in Kannur District.

**1.4 OBJECTIVEOF THE STUDY**

* To know the factors motivating women joining Kudumbashree
* To study the financial inclusion among Kudumbashree members.
* To evaluate the awareness of Kudumbashree members towards the banking sectors

**1.5 SCOPE OF THE STUDY**

The study on “FINANCIAL AMONG KUDUMBASHREE MEMBERS WITH SPECIAL REFERANCE TO KANNUR DISTRICT” is confined to Kannur District.

**1.6 RESEARCH METHODOLOGY**

The present study is descriptive and analytical in nature. The study attempt to examine the financial inclusion among kudumbashree members with special reference to Kannur District.

* + 1. **SOURCE OF DATA COLLECTION**
* **Primary data**

 The primary data is collected through interviewing the kudumbashree members in mayyil Panchayath by using structured questionnaire

* **Secondary data**

Secondary data collected from books, web and other published source

**1.7 LIMITATION OF THE STUDY**

1. This project consists only 100 samples. It is less accuracy
2. A details study could not be conducted limited time
3. Sample study is based on 3 wards and hence the findings cannot be generalized
4. The respondents sometimes were too busy to answer the questions in details

**CHAPTER – II**

**REVIEW OF LITERATURE**

**2.1 REVIEW OF LITERATURE**

**SethySusanta Kumar (2016)** in his study has proposed a financial inclusion index to measure the extend of financial inclusion across economies. Both supply side dimension like access to savings, insurance, bank risk and demand side demotion like banking penetration, availability of banking services and usages of banking system were used for development of index. It was observed that India categorized on high financial inclusion on demand and low financial inclusion of supply side. It was recommended that GOI and RBI adopted adequate policy measures to improve supply side dimension of financial inclusion

**Shihabudheen N Jan (2014):** The micro financing programmes not only helps in financial inclusion but it also promotes the banking habits, saving behaviour and better financial utilization among the poor. The Kudumbashree movement in the study is seemed to have influenced in making the poor aware of bank linkage programmes, better utilization of the finances and in participating the collective process of self-help groups. If the poor is provided with at least the micro credits to meet their immediate needs of consumption, education, medicine, marriages etc. it would help them to come out of the shackle of poverty.

**Uma.H. R, Roopa. N (2013):**The number of bank accounts, credit availed and repayment of credit showed positive increase with the membership of SHGs. The Global Financial Inclusion Data base (2012) found that the women are particularly disadvantaged, when comes to the access to financial services. Only 37per cent of women in developing countries have bank account, whereas 46per cent of men do. The relative gender gap in formal account ownership is highest in South Asia.41per cent of men and 25per cent of women have an account. SHGs are mainly women groups help them to enter formal financial system and thereby become socially and economically empowered.

**K. B. Nidheesh July (2009):**Kudumbashree became the lifeline to many of the poor women in the state of Kerala. Resultantly, the women of the state have become active participants in the planning and implementation process of various ant poverty programmes. By participating in various income generating–cum developmental activities, the morale and confidence of women become very high. Women who were regarded as voiceless and powerless started identifying their inner power, their strength, opportunities for growth and their role in reshaping their own destiny

**MahendraVarman.P. (2008)** “Impact of Self-Help Groups on Formal Banking Habits”, makes a modest attempt to examine whether there is any association between the growth of SHGs and the increase in female bank deposit accounts and whether SHGs have a tendency to influence account holding in formal banks. In the process, the paper tries to trace the socio-economic factors that determine deposit and credit account holdings in formal banks among individuals and households. The analysis also reveals that being a member in SHGs, and more importantly, having leadership experience in SHGs greatly influences the bank account holding. Leadership experience in SHGs would also improve an individual’s banking habits.

**CHAPTER – III**

**FINANCIAL INLCUSION & KUDUMBASREE – AN OVERVIEW**

**3.1 INTEODUCTION**

Financial Inclusion or inclusive financing is the delivery of finance services at affordable cost to sections of disadvantaged and low income segment of society, in contrast to financial exclusion where those services are not available or affordable. An estimated 2.5 billion working- age adult globally have no access to the type of formal financial services delivered by regulated financial institution. It is argued that as banking services to the entire population without discrimination is the prime objectives financial inclusion.

In India a majority of population especially at the bottom of economic pyramid, those mainly include poor, backward, women and people of rural and distant places remain without access to formal financial services. Lot of exclusion can be seen among States, Sectors, Regions and communities. The development with exclusion cannot achieve social justice. The Growth strategies cannot succeed without the commitment to equality of opportunity, giving everyone a fair chance to enjoy the fruits of growth. Unlike developed nations, where there are bank branches everywhere, banking services in India leave out nearly half the 1.2 billion population, putting poor people at the mercy of moneylenders who charge usurious interest for emergency loans for sickness or routine purchases such as buying seeds. Just 145 million of India's 247 million households have access to a bank account, census figures show.

A committee on financial inclusion was formed under the chairmanship of C. Rangarajan and the committee defined as” The process of ensuring access to financial services and timely and adequate credit where needed by vulnerable groups such a weaker sections and low income group at an affordable cost”. Financial product and services provided to the people through financial inclusion. Such product and services are service facility, Overdraft facility, Credit and Debit Card access, insurance etic.

**3.2 AN OVERVIEW OF FINANCIAL INCLUSION SERVICES**

**FIGURE 3.1**

**3.3 DEFINTION OF FINANCIAL INCLUSION**

According to Reserve Bank of India “Financial Inclusion is the process of ensuing access to appropriate financial product and services needed by vulnerable groups such as weaker sections and low income groups at an affordable cost in a fair and transparent manner by mainstream institutional players”.

As per the World Bank Report, Financial inclusion or broad access to financial services, is defined as an” absences of price or non-price barrier in the use of financial services”. It recognizes the fact that financial inclusion doesn’t imply that all household and firms should be able to borrow unlimited amounts or transmit funds across the world for some fee.

**3.4 GOAL OF FINANCIAL INCLUION**

The term “financial inclusion” has gained importance since the early 2000s, a result of finding about financial exclusion and its direct correlation to poverty. The United Nations defines the goals of financial inclusion as follow

1. Access at a reasonable cost for all households to a full range of financial services, including saving or deposit’s service, payment and transfer services, credit and insurance
2. Sound and safe institution governed by clear regulation and industry performance standard
3. Financial and institutional sustainability, to ensure continuity and certainly of investment.
4. Competition to ensure choice and affordability for client

**3.5 OBJECTIVES OF FINANCIAL INCLUSION**

 The main objectives of financial inclusion are to delivery of financial services at affordable cost to sections of disadvantaged and low income group of society. To provide complete financial service encompassing all below-

1. Basic no frill banking accounts for making / receiving payment’s
2. Saving products {including investments/ pension} suited to the pattern of cash flows of poor households
3. Simple credit product overdraft linked with no-frilled A/c, KCC, GCC, ACC etc.
4. Remittance – money transfer facilities
5. Micro insurance {life and non- life}

**3.6 KUDUMBASHREE: A PROFILE**

Kudumbashree, the State Poverty Eradication Mission which is now the largest women empowering project in the country was launched by the government of Kerala in 1998 for wiping out absolute poverty from the state within a period of ten years through concerted community action under the leadership of LSG formed and empowered by the 73rd and 74th amendments of the Constitution of India. The slogan of the Kudumbashree is “Reaching out to families through women and reaching out to community through families.”

Built around three critical components; micro-credit, entrepreneurship and empowerment, the Kudumbashree programme has altered lives of economically backward women in the state, changed their perception, built their confidence, boosted their morale, rediscovered them economically, socially and politically.

Kudumbashree was conceived as a joint programme of the Government of Kerala and NABARD implemented through Community Development Societies (CDSs) of Poor Women, serving as the community wing of Local Governments. Kudumbashree is formally registered as the "State Poverty Eradication Mission" (SPEM), a society registered under the Travancore Kochi Literary, Scientific and Charitable Societies Act 1955. It has a governing body chaired by the State Minister of LSG. There is a state mission with a field officer in each district. This official structure supports and facilitates the activities of the community network across the state. Kudumbashree differs from conventional programmes in that it perceives poverty not just as the deprivation of money, but also as the deprivation of basic rights. The poor need to find a collective voice to help claim these rights. The grassroots of Kudumbashree are Neighbourhood Groups (NHG in short) that send representatives to the ward level Area Development Societies (ADS). The ADS sends its representatives to the Community Development Society (CDS), which completes the unique three-tier structure of Kudumbashree. Today, there are 2.58 lakhs NHGs, over 19,700 ADSs and 1072 CDSs in Kudumbashree. It is this network that brings women to the Grama Sabhas and helps them bring the needs of the poor to the attention of the local governments. The Community Development Societies are also very active in Government programmes and play significant roles in development activities ranging from socio-economic surveys and enterprise development to community management and social audit. Though its efforts to engage women in civil society in development issues and opportunities, Kudumbashree in association with the local self-government of Kerala is charting out new meaning and possibilities for local economic development and citizen centric governance.

**3.7 HISTORY OF KUDUMBASHREE:**

The big bang decentralization of Kerala came in two bursts in transfer of powers to local governments. First in October 1995 when the decision to transfer most of the development institutions to local governments along with staff was taken and the second in August 1996 when the decision to transfer about a third of State Plan resources to local governments was announced and the People’s Plan Campaign launched. Alongside it was decided to universalize the Anti-Poverty Programme of the State under the name of “Kudumbashree”. The concept of Kudumbashree sought to match the energy of the self-help group movement with the need for a community platform to interface with local self-governments. This anti-poverty programme had evolved through a long phase of experimentation. The Urban Basic Services for the Poor (UBSP) implemented in Alappuzha Municipality in 1992 focused on a community based and participatory approach to planning and implementing poverty reduction programme. This was when the 9-point index for identifying families at risk of poverty was first evolved. The promise of the initiative prompted Government to pilot the approach in Malappuram district of Kerala, in November 1994 under the Community Based Nutrition Programme (CBNP implemented with UNICEF support). Almost simultaneously universal coverage of the programme was decided upon for urban areas in December 1994.The formal launch of Kudumbashree was on May 18th 1998. The Kudumbashree network developed across the state in three phases. By March 2002, the entire state was brought under the Kudumbashree network.

**CHAPTER – IV**

**DATA ANALYSIS AND INTERPRETATION**

**TABLE N.O: 4.1**

**SOURCE OF KNOWLEDGE ABOUT KUDUMBASHREE**

|  |  |  |
| --- | --- | --- |
| **OPTIONS** | **NO OF RESPONDENTS** | **PERCENTAGES** |
| Neighbours  | 40 | 40 |
| Panchayath Staff | 39 | 39 |
| Kudumbashree Members  | 21 | 21 |
| Total  | 100 | 100 |

**(Source: primary data}**

Table No 4.1 reveals that 40 % members are known about kuumbashree at neibhours, 39 % of members are known about kuumbashree in panchayath staff and rest of them are kuumbashree members.

**TABLE NO: 4.2**

**MOTIVE BEHIND KUDUMBASHREE MEMBERS**

|  |  |  |
| --- | --- | --- |
| **MOTIVE** | **NO OF RESPONDENTS** | **PERCENTAGES** |
| Obtain Credit | 56 | 56 |
| Meet the domestic expenses  | 10 | 10 |
| Empowerment | 7 | 7 |
| to interact with each other | 15 | 15 |
| Self-development | 12 | 12 |
| Total | 100 | 100 |

**(Source: primary data)**

Table No 4.2 reveals that 56 % members are joint for obtaining credit, 15% of members are joint to interact with each other and rest of them are self-development and empowerment

**TABLE 4.3**

**MEMBERS HAVE BANK ACCOUNTS**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO OF RESPONDENTS**  | **PERCENTAGES** |
| YES  | 100 | 100 |
| NO  | - | - |
| Total  | 100 | 100 |

**(Source: primary data)**

Table No 4.3 shows that all kuumbashree members have bank accounts

**TABLE 4.4**

**STATUS OF BANK ACCOUNT**

|  |  |  |
| --- | --- | --- |
| **STATUS** | **NO OF RESPONDENTS** | **PERCENTAGE** |
| Before joiningkudumbashree | 31 | 31 |
| After joiningkudumbashree | 69 | 69 |
| Total | 100 | 100 |

**Source: (primary data)**

Table No 4.4 reveals that 69% members opened bank account after joining Kudumbashree

**TABLE NO 4.5**

**CATAGORIES OF BANK ACCOUNTS**

|  |  |  |
| --- | --- | --- |
| **CATEGORIES** | **NO OF RESPONDENTS** | **PERCENTAGES** |
| Fixed accounts  | 12 | 12 |
| Saving accounts  | 83 | 83 |
| Current accounts  | 5 | 5 |
| Recurring accounts | - | - |
| Total  | 100 | 100 |

**[Source: primary data]**

**FIGURE 4.1**

 Table No 4.5 reveals that out of 100 members 83% prefer saving a/c’s, 12% of members prefer fixed a/c’s, 5% prefer the current accounts and no members are prefer the recurring accounts

**TABLE NO: 4.6**

|  |  |  |
| --- | --- | --- |
| **CATEGORIES** | **NO OF RESPONDENTS** | **PERCENTAGES** |
| Nationalised bank | 41 | 41 |
| RRB | 16 | 16 |
| New generation bank | - | - |
| Co- operative bank | 43. | 43 |
| Total  | 100 | 100 |

**CATAGORIES OF BANKS**

**[Source: primary data]**

**FIGURE 4.2**

 Table No 4.6 reveals that out of 100 members 43% of respondents have bank accounts in co-operative bank and 16 % of the respondents have bank accounts in RRB and reaming 41% of have accounts in nationalized banks.

**TABLE NO 4.7**

**NUMBER OF BANK ACCOUNTS**

|  |  |  |
| --- | --- | --- |
| **NO OF BANK ACCOUNT** | **NO OF RESPONDENTS** | **PERCENTAGES** |
| 1 | 23 | 23 |
| 2 | 62 | 62 |
| 3 | 15 | 15 |
| More then 3 | - | - |
| Total | 100 | 100 |

**[Source: primary data]**

 **FIGURE 4.3**

Table No 4.7 reveals that 62 % of members have one accounts, 23 % of respondents have 2 accounts and 15 % of the members have 3 accounts.

**TABLE NO 4.8**

|  |  |  |
| --- | --- | --- |
| **INCOME** | **NO OF RESPONDENTS** | **PERCENTAGES** |
| Less than 10000 | 25 | 25 |
| 10000 - 20000 | 52 | 52 |
| 20000 - 30000 | 15 | 15 |
| More than 30000 | 8 | 8 |
| Total  | 100 | 100 |

**KUDUMBASHREE MEMBERS ANNUAL INCOME**

**[Source: primary data]**

**FIGURE 4.4**

 Table No 4.8 reveals that majority of member’s income level is 10000 – 20000, 15% belonging to 20000 – 30000, 8% belonging to more than 30000.

**TABLE NO 4.9**

**KUDUBASHREE MEMBERS ACTIVITY**

|  |  |  |
| --- | --- | --- |
| **ACTIVITY** | **NO OF RESPONDENTS** | **PERCENTAGES** |
| Food processing  | 10 | 10 |
| Tailoring  | 11 | 11 |
| Agriculture | 75 | 75 |
| Others | 4 | 4 |
| Total  | 100 | 100 |

**[Source: primary data]**

**FIGURE 4.5**

 Table No 4.9 shows that majority kudumbashree members are doing agriculture area, 10 % doing food processing units, 11 % doing tailoring, remaining them is dealing with other activity.

**TABLE 4.10**

**BANKING FECILITIES**

|  |  |  |
| --- | --- | --- |
| **FACILITIES** | **NO OF RESPONDENTS** | **PERCENTAGES** |
| ATM | 50 | 50 |
| Online banking  | 10 | 10 |
| Mobile banking  | 30 | 30 |
| All of them  | 10 | 10 |
| Total  | 100 | 100 |

**[Source: primary data]**

**FIGURE 4.6**

Table No 4.10 reveals that 50 % of members have ATM facilities and 30 % members have mobile banking.

**TABLE 4.11**

**COMFORTABLE WITH BANKING FACILITIES**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO OF RESPONDENTS** | **PERCENTAGES** |
| Yes | 83 | 83 |
| No  | 17. | 17 |
| Total  | 100 | 100 |

**[Source: primary data]**

Table No 4.11 reveals that 83 % of members are comfortable with banking facilities and remaining 17 % are not comfortable.

**TABLE 4.12**

**FAMILY BUDGET**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO OF RESPONDENTS** | **PERCENTAGE** |
| Yes | 55 | 55 |
| No | 45 | 45 |
| Total  | 100 | 100 |

**[Source: primary data]**

 Table No 4.12 reveals that majority of kuumbashree members have a formal budget for family

**TABLE NO 4.13**

**PMJDY SCHEME**

|  |  |  |
| --- | --- | --- |
| **RESPONSE** | **NO OF RESPONDENTS** | **PERCENTAGE** |
| Yes | 20 | 20 |
| No  | 80 | 80 |
| Total  | 100 | 100 |

**[Source: primary data]**

**FIGURE 4.7**

Table No 4.13 reveals that all kudumbashree members haven’t bank accounts as per PMJDY Scheme

**TABLE NO: 4.14**

**SERVICES AT CHEAP COST**

|  |  |  |
| --- | --- | --- |
| **RESPONSE**  | **NO OF RESPONDENTS** | **PERCENTAGE** |
| Yes | 74 | 74 |
| No  | 26 | 26 |
| Total  | 100 | 100 |

**[Source: primary data]**

**FIGURE 4.8**

Table No 4.14 shows that out of 100 respondents 76% respondents get services at cheaper cost and 24 % does not get services at cheaper cost.

**TABLE 4.15**

**PURPOSE BEHIND OPEN BANK ACCOUNTS**

|  |  |  |
| --- | --- | --- |
| **PURPOSE** | **NO OF RESPONDENTS** | **PERCENTAGE** |
| Kudumbashree purpose | 10 | 10 |
| Children education | 19 | 19 |
| Obtaining loan | 27 | 27 |
| For saving money | 44 | 44 |
| Total  | 100 | 100 |

**[Source: primary data]**

**FIGURE 4.9**

 Table No 4.15 shows that 44 % of members opened bank accounts for saving money, 27% are opened for obtaining loan and rest of them for kuumbashree purposes and children education

**TABLE 4.16**

**CHANGES OF MANAGING FINANCE**

|  |  |  |
| --- | --- | --- |
| **OPTIONS** | **NO OF RESPONDENTS** | **PERCENTAGES** |
| Influence  | 66 | 66 |
| High influence  | 11 | 11 |
| No influence  | 23 | 23 |
| Total  | 100 | 100 |

**[Source: primary data]**

**FIGURE 4.10**

Table No 4.16 shows that 66 % of members feel influence and 23 % of members feel no influence

**TABLE NO 4.17**

**AWARE ABOUT BANKING OPERATION**

|  |  |  |
| --- | --- | --- |
| **OPTIONS** | **NO OF RESPONDENTS** | **PERCENTAGES** |
| Aware  | 12 | 12 |
| Somewhat aware  | 57 | 57 |
| Not aware  | 31 | 31 |
| Total  | 100 | 100 |

**[Source: primary data]**

**FIGURE 4.11**

Table No 4.17 reveal that above 57 members somewhat aware about banking operation, 31% members have aware about banking operation and rest of them are not aware bout banking services

**TABLE: 4.18**

**FREQUENCY OF SAVING**

|  |  |  |
| --- | --- | --- |
| **OPTIONS** | **NO OF RESPONDENTS** | **PERCENTAGE** |
| Daily  | 3 | 3 |
| Weakly  | 52 | 22 |
| 2 to 3 time a month | 22 | 52 |
| Monthly  | 23 | 23 |
| Total  | 100 | 100 |

**[Source: primary data]**

**FIGURE 4.12**

Table No 4.18 shows that only3 % respondents save daily, 22 % of the respondents save 2 to 3 time a monthly, 23 % save monthly and majority respondents save weakly

**TABLE NO 14.19**

**SATISFACTION LEVEL AFTER JOINING KUDUMBASHREE**

|  |  |  |
| --- | --- | --- |
| **SATISFACTION LEVEL**  | **NO OF RESPONDENTS** | **PERCENTAGE** |
| Satisfied | 30 | 30 |
| Highly satisfied | 60 | 60 |
| Neutral  | 10 | 10 |
| Dissatisfied  | 0 | 0 |
| Highly dissatisfied  | 0 | 0 |
| Total | 100 | 100 |

**[Source: primary data]**

**FIGURE 4.13**

Table No 4.19 shows that 60 % of respondents are highly satisfied with joining kuumbashree, 30 % of members are satisfied with joining kuumbashree and rest of them are neutral

**TABLE NO 4.20**

**ACCESSIBILITY OF BANKING SERVICES**

|  |  |  |
| --- | --- | --- |
| **OPTIONS**  | **NO OF RESPONDENTS** | **PERCENTAGES** |
| Very near | 63 | 63 |
| Near | 22 | 22 |
| Away | 10 | 10 |
| Far way | 5 | 5 |
| Total  | 100 | 100 |

**[Source: primary data]**

**FIGURE 4.14**

****

 Table No 4.20 reveals that 63% of kuumbashree members are very near from banks, 22% members are near from banks, 10% away from bank and rest 5% are far away

**TABLE NO 4.21**

**SAVINGS INFORMATION**

|  |  |  |
| --- | --- | --- |
| **OPTIONS** | **NO. OF RESPONDENTS** | **PERCENTAGE** |
| TV | 10 | 10 |
| News paper  | 70 | 70 |
| Internet  | 5 | 5 |
| Journal  | 10 | 10 |
| Others  | 5 | 5 |
| Total  | 100 | 100 |

**[Source: primary data]**

**FIGURE 4.15**

Table No 4.21 reveals that out 100 respondents 70 % get saving information from newspapers, 10 % from TV, 10 % get information’s from journals, remaining 5 % get information from internet and rest of them for get saving information from other sources.

**TABLE NO 4.22**

**FREQUENCY OF VISITING BANKS**

|  |  |  |
| --- | --- | --- |
| **OPTIONS** | **NO OF RESPONDENTS** | **PERCENTAGE** |
| Daily  | - | - |
| Weakly  | 60 | 60 |
| 2 to 3 time a month  | 20 | 20 |
| Monthly  | 20 | 20 |
| Total  | 100 | 100 |

**[Source: primary data]**

**FIGURE 4.16**

Table No 4.22 shows that 60 % of the respondents visiting bank weakly, 20 % visiting bank monthly, 20 % visit 2 to 3 time a monthly

**CHAPTER – V**

**FINDINGS, SUGGESTIONS AND CONCLUSION**

**5.1 FINDING**

 On the basis of data analysis and interpretation following are the findings of the study.

1. The study reveals that 40 % know about kuumbashree at the neighbors
2. Obtaining loan is the main motive behind the respondents to joining kuumbashree
3. 100% respondents have a have bank accounts
4. The study reveals that 69 % of respondents opened bank accounts after joining kuumbashree
5. Analysis shows that majority of members opened saving accounts
6. Most of the members have accounts in co – operative banks
7. Most of the members have 2 accounts
8. The study reveals that 52 % of respondent’s income level is ranging between 10000 – 20000.
9. The study reveals that 75 % kuumbashree members are from agriculture areas.
10. The study reveals that the bank provide ATM and mobile banking facilities to members.
11. Majority of customers satisfied with facilities provided by bank
12. Study reveals that 55 % of members have formal budget for family.
13. The study reveals that 80 % of members does not opened accounts as per PMJDY
14. The majority of members get services at cheaper cost.
15. 44 % members opened bank accounts for saving money and 27 % for obtaining loan from bank.
16. The study reveals that kuumbashree play an important role in managing finance.
17. The study reveals 57 %
18. Majority of the kuumbashree member’s deposits money in the bank weakly
19. Majority kuumbashree members are satisfied for joining kuumbashree
20. 63 % of members are very near from banks 22 % are near from bank
21. 70 % get information from newspaper.
22. The majority of members visits the bank weakly

**5.2 SUGGESTIONS**

 On the basis of data analysis and interpretation and findings. F following are the suggestions for the household for their future

* In order to promote the modern banking facilities, the bank and other financial institutions should provide proper awareness classes to kuumbashree members in their kuumbashree meeting relating to modern banking facilities.
* The bank should also provide adequate information relating to interest rate of loan and deposits to the people. All banks especially co-operative bank should provide the facilities of zero balance accounts to the rural area people
* To induce saving habit of among women and to extent credit through awareness programs on financial inclusion will be conducted by the financial inclusion.
* Each bank should arrange a help desk which will help the customers fill the forms, documents so all.
* The bank should take measures to reduce the charges on their services

**5.3 CONCLUSION**

This study attempt to know the extent of financial inclusion among kuumbashree members with special reference to Kannur District.

In order to modern business world, Banks are competing each other for providing better and better banking services emphasizing mainly on modern technology to their customer. Even through all banks are promote promoting financial inclusion and thereby providing financial services. Kerala is highly on formal financial system on various aspect of financial inclusion such as banking penetration availability of banking services and the usage of banking system. Under this study most of the respondents are aware about financial inclusion and its benefits

Kuumbashree have great role in economic and social development in India. Government and banking sectors should make a care towards kuumbashree members for making financial inclusion a great success in coming day.

**BIBILIOGRAPHY**

**BOOKS REFERRED**

* Sujatha B (2010) Financial Inclusion Concepts & Strategies, New Delhi ICFAI Publisher

**WEBSITES**

* en. wikipedia.org/ financial \_ inclusion
* www.nabard.org
* [www.kudumbashree.org](http://www.kudumbashree.org)

**QUESTIONNAIRE**

**FINANCIAL INCLUSION AMONG KUDUMBASHREE MEMBERS WITH SPECIAL REFERANCE TO KANNUR DISTRICT**

Name**:**

Age:

Name of Kuumbashree**:**

Marital status:  Married  Unmarried

Category:  APL  BPL

1. How do you know about Kudumbashree?

 Neighbour  Panchayath staff  Kudumbashree members

1. What is the motive behind you join the Kudumbashree?

 Obtain loan  Source to meet the domestic expenses

 Empowerment  Self development

 To interact with each other

1. Do you have a bank account?

 Yes  No

1. If yes, when did you opened an account?

 Before joining Kudumbashree

 After joining Kudumbashree

1. . Which type of bank A/c do you have?

 Fixed A/C  Saving A/C

 Current A/C  Recurring A/C 6.

1. In which bank you opened A/c?

Nationalised bank  RRB

 New generation bank  co-operative bank

1. . How many A/c you have

 Less than 1  1

 2  3

 More than 3

1. .Annual income:

 Less than 10000,  10000 – 20000

 20000 – 30000  more than 30000

1. Which activity conducted in your kuumbashree?

 Food processing  Tailoring

 Agriculture  others (specify}

1. . What are the facilities provided by your bank?

 ATM  Online banking

 Mobile banking All of them

1. Are you comfortable with banking facility?

 Yes  No

1. Do you have any formal budget for family?

 Yes  No

1. Do you open the account as per PMDJM Scheme?

 Yes  No

1. Do you have get bank service at the cheaper cost from your bank?

 Yes  No

1. What is the reason that insisted open the accounts?

 Kudumbashree purposes  Children Education

 Obtaining Loan  For Saving Money

1. In respect of managing finance what is the influence of kuumbashree?

 Influence  Highly influence  No influence

1. Do you aware about banking operations

 Aware  Somewhat aware  Not aware

1. How frequency do you save in your account?

 Daily  Weakly

 2 or 3 time in bank  Monthly

1. Are you satisfied with after joining kuumbashree?

 Satisfied  Highly satisfied

 Neutral  Dissatisfied

1. Rate of distance of your bank from your place of residence?

 Very near  Near

 Away  Far away

1. From where you get the information about the deposits scheme?

 T V  News paper

 Internet  Journal

1. How frequency do you visit the bank branch in a month?

 Daily  Weakly  2 or 3 time in a monthly  Monthly