

**A THEORETICAL FRAMEWORK ON FINANCIAL LITERACY IN
COMMUNITY SUBGROUP-A CASE STUDY OF CARPENTERS/
ELECTRICIANS/ PLUMBERS/ MECHANICS IN THAZHAKKARA
PANCHAYAT**

PROJECT REPORT

Submitted to:

The University of Kerala in partial fulfillment of the requirements for the award of the
Degree of Bachelor of Commerce

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DEPARTMENT OF COMMERCE
BISHOP MOORE COLLEGE, MAVELIKARA
UNIVERSITY OF KERALA
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CERTIFICATE

This is to certify that the project entitled "A STUDY ON FINANCIAL LITERACY IN COMMUNITY SUBGROUP-A CASE STUDY OF CARPENTERS/ PLUMBERS/ ELECTRICIANS/ MECHANICS IN THAZHAKKARA PANCHAYAT is a bonafide record work done by Anju Mariyam Samuel (15919101004), Keerthana S Prasad (15919101012), Harigovind D (15919101029), Reshma Raghu (15919101045), Sreeparvathi S (15919101052) in partial fulfillment of the requirement for the Award of Degree of Bachelor of Commerce , University of Kerala.

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Acknowledgement

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Declaration

We, the sixth semester B.Com students of Bishop Moore College, Mavelikara do hereby declare that this project work “**A STUDY ON FINANCIAL LITERACY IN COMMUNITY SUBGROUP-A CASE STUDY OF CARPENTERS/ PLUMBERS/ ELECTRICIANS/ MECHANICS IN THAZHAKKARA PANCHAYAT**” under the guidance of **Dr. Sajeve V P**, Head of Department of Commerce, is the result of original work done during the project time. The matter included in this report is not a reproduction of any source. We are declaring that this project report has not been submitted elsewhere for any other degree.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Everyone has to make financial decisions sometime in their lives. Thus, the ability to manage personal finances has become increasingly important in today's world. Personal financing planning is the process of planning one's spending, financing and investing so as to optimize one's financial situation and specifies one's financial aims and objectives. Due to rapid growth in Indian economy over the last decade and expansion of financial markets through liberalization, privatization and globalization given a way to overabundance of financial products in both banking, investment and loan products. Financial literacy is the possession of the set of skills and knowledge that allows an individual to make informed and effective decisions with all of their financial resources.

Low level of financial literacy thwarts individuals from creating diligent choices regarding financial decisions. To accomplish the objectives, individual must capitalize his/her savings in right investment alternatives. People with appropriate financial literacy training make better financial decision and manage money than those without such training. In depth knowledge of financial literacy is required to understand how money works and how it can work for an individual by investing in profitable areas like stock market or money market.

In developing countries provision of financial literacy could be treated as first step towards poverty alleviation and development. In India it is although more important because of large section of population especially in rural areas which are deprived of formal financial setup. The organization for Economic Co-operation and Development (OECD) started an inter-governmental project in 2003 with the objective of providing ways to improve financial education and literary standards through the common financial literary principles.

In India 'project financial literacy' was started by RBI with the aim of disseminating information regarding the central bank and general banking concepts to various target groups. Educated investors are said to be protected investors. This shows the importance of

financial education. If educated one can save his funds and escape from various illiteracy traps such as debt traps, fraudulent intermediaries etc. then we could raise the standard of living of uneducated by educating them. Kerala, being one of the most literate states in India also faces the problem of financial illiteracy. A step towards financial literacy is also a step towards reducing poverty, alleviating standard of living and increasing financial stability of economy. Thus, financial literacy have a lot more to do with the development of the country.

1.2 STATEMENT OF PROBLEM

Most of the financial literacy surveys conducted worldwide shows that a majority of the individuals are is not having sufficient knowledge to understand even basic financial fundamentals. The concepts defining financial literacy have failed to highlight the financial issues associated with the complex financial environment.

According to the definition of financial literacy, anyone can be considered financially illiterate for not having enough skills or knowledge regarding finances. And it is observed that most of the individuals do not have proper financial planning for their future. This creates failures in their life and they are unable to take effective decisions to secure their life with financial safety. Issues related to financial literacy are not associated with one individual. It is a collective problem of the whole nation as it has a direct effect on the younger generation. It is necessary to impart financial literacy onto young adults as it will allow them to make better financial decisions and manage their finances more eloquently.

The present global financial stability is in a dangerous zone, due to various critical issues in the society, and this creates a negative impact to their financial and economic growth. It is observed that in the educated class including those with commercial and financial education do not have adequate knowledge to take wise financial decision or not utilize their knowledge to interpret the correct data to utilize the market for financial gains. The problem considered in the study is the lack of financial awareness/ competence/

confidence/ attitude consequently ever increasing social and economic problems in the society especially among Carpenters, Plumbers, Electricians and Mechanics.

1.3 OBJECTIVES OF THE STUDY

- To study about the financial literacy.
- To study the level of financial literacy of the community sub group Carpenters, Plumbers, Electricians and Mechanics.
- To ascertain the influence demographic factors in financial literacy of Carpenters, Plumbers, Electricians and Mechanics.
- To assess the financial confidence of Carpenters, Plumbers, Electricians and Mechanics.
- To assess the financial competence of Carpenters, Plumbers, Electricians and Mechanics.
- To assess the financial motivation of Carpenters, Plumbers, Electricians and Mechanics.

1.4 BENEFITS OF FINANCIAL LITERACY

- Financially educated consumers are more likely to save their money, compare financial products and services, and seek and give advice on money matters.
- Financial literacy can help to prepare consumers for tough financial times, by promoting strategies that mitigate risk such as accumulating savings, diversifying assets and purchase insurance
- Greater financial knowledge together with behavioural change to apply the lessons of financial education, reduces the likelihood that consumers at any income level will fall prey to unscrupulous salespeople and purchase products or services that aren't in their best interest.

- For poor and rich alike, financial literacy provides greater control of one's financial future, more effective use of financial products and services and reduced vulnerability to overzealous retailers or fraudulent schemes.

1.5 SCOPE OF THE STUDY

This study highlights the level of financial literacy, competency, confidence and financial motivation of the community subgroups Carpenters, Electricians, Plumbers and Mechanics.

1.6 SIGNIFICANCE OF THE STUDY

The project work provides a detailed understanding of the subject relating to the fiscal learning among Carpenters, Plumbers, Electricians and Mechanics. This study covers all essential elements such as financial awareness, financial behaviours, financial competency and financial attitude or motivation of Carpenters, Plumbers, Electricians and Mechanics.

Financial literacy is important because it equips one with knowledge and skill that we need to manage money effectively. Due to increasingly complex marketplace, people need greater knowledge about their personal finances and economy as well as "real life skills". A financially literate individual can manage their finance effectively as they are aware about the opportunities that they have for investments, and chances of loss or fraud or cheating they might face. Financial literacy increases the confidence and awareness of the people, which in turn facilitates their participation in the formal economic system. This would finally lead to empowerment and well being of the citizens in an economy which would further lead to an economic prosperity

1.7 RESEARCH METHODOLOGY

◆ Nature of the study

The study is descriptive in nature.

◆ Source of data

The study uses both primary and secondary data.

Primary data – Primary data is obtained through schedule , google form, and personal interview.

Secondary data – Secondary data are collected from the internets, magazines, websites etc..

◆ Sample Design

Population – The population of the study covers Carpenters, Electricians, Plumbers and Mechanics in Thazhakkara Panchayat.

Sample size – Total 100, 50 from each group.

Sampling method – The method of sampling selected is convenience sampling.

◆ Tools for analysis of data

The following tools were used to analyze the collected data:

1. Percentages
2. Bar diagrams
3. Pie chart
4. Tables

1.8 OPERATIONAL DEFINITION

- **Financial Literate** - A person is considered as financially literate if the answer to the questions 1, 2, 3, 4,5 and anyone of 6 to 12 is know well or apply. It means a person know well or apply the concept of Interest, Compound Interest, Inflation, Risk Diversification and Insurance.
- **Financial Competency** - A person is considered to be financial competent if his/her answer to the questions 13 to 17 is apply or use. It means a person is considered as financial competent if he apply or use the concept of Long term planning of the Expenses/ Income/ Savings/ Investment, aware of the Financial products and the Risk/Return characteristics, choosing financial products, access to financial products and stay informed.
- **Financial Confident**- A person is considered to be financially confident if answers to three questions from 18 to 24 and is apply /use or know well and similarly know well for any of the questions from 21 to 24. It means a person is considered as financially confident if he/she apply the concept of Independent financial decisions made and executed – current and long term and know where to seek help on financial matters, managing debt and Regulatory Authorities (RBI, IRDA, PFRDA, SEBI).
- **Financially motivated** - A person is considered to be financially motivated if answers to any three questions from 35 to 41 is apply or use. It means a person is considered as financially confident if he/she apply the concept of Day to day financial management and budgeting, habit of saving and investment.

1.9 LIMITATIONS OF THE STUDY

1. Some of the respondents hesitated to speak on their actual financial position as their earning is unsatisfactory.
2. Time period is another constraint in the study.

3. Personal questions on income, savings, expense, investment, habits, attitude, etc.. may have been affected by emotions of the respondents.
4. The size of the sample took is relatively smaller. As bigger sample it would probably enhance the reliability of research.
5. It is not devoid of the mistakes of the mistakes of convenience sampling.

1.11 CHAPTERISATION SCHEME

For convenience the study is divided into four chapters:

Chapter – 1 (Introduction)

This chapter gives a brief idea about the topic, and includes statement of the problem, significance of the study, objectives, scope of the study, research methodology and limitations.

Chapter – 2 (Review of Literature)

It is the classification and evaluation of what accredited scholars and researchers have written on this topic.

Chapter – 3 (Theoretical Framework)

It deals with the abstracts on the related studies of financial literacy for the past few years.

Chapter – 4 (Data Analysis and Interpretation)

In this chapter, detailed analysis and interpretation of the collected data is made.

Chapter – 5 (Findings, Suggestions, and Conclusion)

This chapter gives a summary of findings, suggestions, and conclusion.

CHAPTER 2:
REVIEW OF LITERATURE

A review of literature on the previous studies on the people's level of financial literacy is necessary to know the area already covered. This will help to find our new areas uncovered and to study them in depth. The earlier studies made on the digital literacy are briefly reviewed here.

1. Angela hung(2009) studied current economic conditions have raised serious concerns about American's financial security, especially for those who lack the skills and resources to withstand financial market downswings and take advantage of upswings. However, significant debate continues about the role of financial literacy, the extent of the problem it truly represents, and the best way to address it. A large part of this debate may be linked to the fact that a great deal of variation continues to exist in how researchers define and measure financial literacy itself. By providing a review of theoretical and operational approaches to financial literacy, as well as a conceptual model and composite definition of financial literacy, this paper contributes towards further sharpening this debate.

2. Sandra J Huston(2010) studied Financial Literacy is typically an input to model the need for financial education and explain variation in financial education and explain variation in financial outcomes. Defining and appropriately measuring financial literacy is essential to understand educational impact as well as barriers to effective financial choice. This article summarizes the broad range of financial literacy measures used in research over the last decade. An overview of the meaning and measurement of financial literacy is presented to highlight current limitations and assist researches in establishing standardized, commonly accepted financial literacy instruments.

3. David L Remund(2010) This study explicates the concept of financial literacy, which has blossomed in use this century. Scholars, policy officials, financial experts and consumer advocates have used the phrase loosely to describe the knowledge, skills, confidence and motivation necessary to effectively manage money. As a result, financial literacy has varying

conceptual definitions in existing research, as well as diverse operational definitions and values. This study dissects the differing financial literacy definitions and measures, urging researchers towards common ground.

4.Brenda J Cude(2010) The articles in this special issue of The Journal of Consumer Affairs focus on financial literacy. The scope of the content spans conceptualization and measurement as well as factors influencing financial literacy and its impact. This editorial prelude suggests one way that educators might use this issue as well as a previous special issue of the journal that also focused on financial literacy.

5.Annmaria Lusardi(2011) In an increasingly risky and globalized marketplace, people must be able to make well informed financial decisions. New international research demonstrates that financial literacy is widespread in both well-developed and rapidly changing markets. Women are less financially literate than men, the young and the old are less financially literate than the middle-aged, and more educated people are more financially knowledgeable. Most importantly, the financially literate are more likely to plan for retirement. Instrumental variables estimates show that the effects of financial literacy on retirement planning tend to be underestimated. In sum, around the world, financial literacy is critical to retirement security.

6.Adina Dornean(2012) This paper aims at defining and measuring financial literacy. The first objective of defining financial literacy was accomplished through reviewing the literature, finding the definition of these two concepts, “financial” and “literacy”, for a better understanding of meanings of these two a better understanding of meanings of these two concepts. This study surveys 200 students from the Master in Finance, at several Faculties of Economic and Business Administration from Romania. The results that we obtained show that the participants correctly answered at 74.79% of questions.

7.E Schwella(2014) Until 2009 there was no South African financial literacy measure and, therefore, the aim was to develop a South African measurement instrument that is scientific, socially acceptable, valid and reliable. To achieve this aim a contextual and conceptual analysis of financial literacy that indicated the importance of financial literacy, the scope and impact of financial literacy education, and uncovered an acceptable financial literacy definition and its constituent concepts, was applied.

8.Olivia S Mitchell(2014) This paper undertakes an assessment of a rapidly growing body of economic research on financial literacy. We start with an overview of theoretical research, which casts financial knowledge as a form of investment in human capital. Endogenizing financial knowledge has important implications for welfare, as well as policies intended to enhance levels of financial knowledge in the larger population. While the literature is still young, conclusions may be drawn about the effects and consequences of financial literacy and what works to remedy these gaps. A final section offers thoughts on what remains to be learned if researches are to better inform theoretical and empirical models as well as public policy.

9.Adriana Zait, Patricea Elena Berteza(2015) The financial education of a country can be crucial for a healthy economic life, at individual, macro or multi-nation level. It can contribute to a decrease of financial exclusion risks, to an increase of informed decisions and even to an increased liquidity on the financial markets. The concept designed to encompass different facets of this financial education is labeled “financial literacy”. A large number of concepts are used within the umbrella of financial literacy, and quite different measurement instrument exist, more or less sound. This conceptual and operational heterogeneity makes things complicated and does not allow comparisons and concrete actions.

10.William B Walstad, Ken Rebeck(2017) The Test of Financial Literacy(TFL) was created to measure the financial knowledge of high school students. Its contents is based on the standards and benchmarks stated in the National Standards for Financial Literacy. The test development

process involved extensive item writing and review. Further test analysis was conducted using an item response theory(IRT) model with four parameters to estimate item discrimination, item difficulty, guessing, and inattention. The IRT results indicate that the measure is effective in assessing student financial literacy across a broad range of student abilities.

11.Andrea Neri(2018) At the beginning of 2017, Banca d'Italia conducted a survey to investigate financial literacy and inclusion among Italian Adults. The survey is part of an OECD project to create an internationally comparable dataset on this important topic. The questionnaire was developed by the OECD International Network on Financial Education(INFE). The Italian sample consists of about 2500 persons interviewed using two different methods.

12.Marc Oliver Rieger(2020) Financial literacy and its effects have been studied extensively in recent years. The measurement of this concept is, however, tricky and numerous measurement instruments exist. In this paper, we study the connection between these measures empirically. We find that these measures are often only slightly related and that this is so-far overlooked empirical problem in this field. As a result of my analysis, I suggest the combination of two measures as the best potential alternative to the existing measures. Finally, we analyze the predictive power of this suggested measure for stock investment decisions.

13.Yoshihiko Kadoya(2020) This study investigates the factors affecting financial literacy in Japan using data from Osaka University's Preference Parameter Study. He examine several demographic, socio-economic, and psychological variables drawn from the social learning, consumer socialization, and psychological theories of learning. The results indicate that the demographic factors of gender, age, and education; the socio-economic factors of income and occupation; and the psychological factor of perceptions of the future significantly affect the level of financial literacy. The results are robust to different measures of financial literacy and emphasize that social contact and people's future orientation can improve financial literacy levels in Japan.

CHAPTER 3
THEORETICAL FRAMEWORK

2.1 MEANING OF FINANCIAL LITERACY

Financial literacy is the ability to understand and effectively use various financial skills, including personal financial management, budgeting, and investing. Financial literacy is the foundation of our relationship with money, and it is a lifelong journey of learning.

2.2 DEFINITION

Financial literacy is defined as , “ the process by which financial consumers or investors improve their understanding of financial products and concepts and through information, instruction or objective advice, develop the skills and confidence to become more aware of financial risks and opportunities , to make informed choices, to know where to go for help and to take other effective actions to improve their financial well being.

2.3 FIVE LEVELS OF FINANCIAL LITERACY

Level One

Functional Finance- The Essential-to-Know Finance

Individuals often come across terms like debit, credit, profit, and tax in their monthly bank statements seen online or during visits to their banks. When an account holder takes money out of an account it is called debit, while credit is when money is added to the account. Profit is a financial gain, that is when cash or any asset value (anything you own) increases. Tax is imposed by tax collection bodies and it is mandatory to pay it on time. Assets are resources that have an economic value attached to them. Liabilities are what you owe someone.

Level Two

Basic Finance- The Should-Know Finance

The 5 basic core competencies of finance are what an individual should know beyond the essential terminology mentioned above. These are Earning, Saving & Investing, Spending, Borrowing, and Protecting. Earning is the money one brings home to spend on what one wishes; it could be through a paid job, self-employment earnings or returns on any investment. Saving and investing refers to

growing your money through savings and then putting that money with financial institutions and other services where the money would grow. Spending is how you use the money to fulfill the needs in your life. Borrowing refers to acquiring a loan to finance certain goals such as education. Protecting usually refers to insurance, retirement plans. It is a risk management tool for unforeseeable future events.

Level Three

Intermediate Finance- The Better-to-Know Finance:

Better to know than be sorry later. Some financial aspects are highly important to understand because the current choices impact the future. Interest is one of the key concepts. Interest is the money one has to pay because of a loan one acquired. Interest is a rate that is applied on the loan and is added to the loan repayment. It is essential to know the interest before taking a loan. A Mortgage is a type of loan between an individual and a financial institution that enables the borrower to purchase an asset. The borrower's asset is the collateral that can be seized by the bank/financial institution upon failure to repay. Similarly, a lease is to use someone's asset for an exchange of money paid at regular intervals for a specified period.

Level Four

Proficient Finance- The Good-to-Know Finance:

It is always good to know the present scenario and predict the future based on a logical approach. For finance, one term that resonates with the statement is inflation. Inflation is a general increase in prices of common use commodities; this translates into decreasing purchasing power. Another important concept is of compounding interest. Compounding interest is a payment charged on previous payment plus interest amount. Payable is what one has to pay out at the end of a term. The value of assets declines over time, which is accounted for as depreciation.

Level Five

Expert Finance- The Know-it-all Finance:

One of the core concepts in finance is Time Value of Money, TVM. It states money has time value attached. Present value, future value, number of years invested in for and interest rate play a crucial role in determining the value of money. Companies, celebrities come with net worth values. Net worth is the value of everything one owns, tangible and intangible minus all the liabilities one owes. Stocks are ownership certificates of a company; it is a type of investment. Stocks can be bought and sold in stock markets such as the New York Stock Exchange.

2.4 IMPORTANCE OF FINANCIAL LITERACY

- Significant role for financial inclusion and consumer protection :

Financial literacy plays a crucial role for financial inclusion and consumer protection. Dr. K C Chakrabarty, Deputy Governor of the Reserve Bank of India in 2013 remarked that financial inclusion and consumer protection are the two sides of the same coin financial literacy until and unless each and everyone is not financially literate targets cannot be achieved.

- **Involvement in financial market :**

At the individual level an individual having knowledge of different financial avenues available in the market have an active involvement in the financial market.

- **Cope up with cyclical changes of market :**

A person well versed with the basic knowledge regarding the financial market and financial instruments available in the market having basic financial knowledge of the markets will tackle with the cyclical changes in the market more efficiently.

- **Awareness about the various sources of finance :**

One of the foremost importance of financial literacy is a financially literate person having the knowledge about both the traditional as well as the modern investment avenues in which he can wisely invest money.

- **Helps to understand the value of money :**

Being financially literate will teach us the importance of budgeting and saving. We can understand better the wants and needs and can prioritize things according to their essence in our daily lives.

- **Gives the opportunity to help boost our country's economy :**

When we invest a percentage of our money, say , in stocks, we help the company we invest into creating more jobs. This means better employment rate and better contribution to help build a more progressive nation.

- **Helps us prepare better during times of emergency :**

We encounter moments of emergency wherein we need cash or a huge amount of money to survive or overcome our monetary and emotional crisis. In times like this, being financially literate will save us the trouble of borrowing money that will just bring us more problems.

■ **Allows to impart our knowledge on financial literacy to the younger generation :**

We can teach the younger generation to budget and save to prepare for the years ahead. They can also realize even at their young age how their parents work hard to provide for all their needs. They will more responsible and street-smart.

2.5 FINANCIAL LITERACY IN WORLD SCENARIO

The Top 10 financially literate countries are:

1. Denmark: 71 %
2. Norway: 71%
3. Sweden: 71%
4. Canada: 68%
5. Israel: 68%
6. United Kingdom: 67%
7. Germany: 66%
8. Netherlands: 66%
9. Australia: 64%
10. Finland: 63%

At the highest level, financial literacy around the world appears strongest in countries with developed and advanced economies, especially Western Europe and English-speaking countries.

There are no countries in South America where more than 50% of people are financially literate, and only one country in all of Africa.

There doesn't seem to be a clear correlation between poverty and financial literacy. After all, there are many places with very few extremely poor people, like Russia and China, and yet these same places also have extremely low financial literacy rates. That means poor people aren't necessarily financially illiterate, and neither are rich people.

2.6 FINANCIAL LITERACY IN INDIAN SCENARIO

India comprises 20 % of the world's population, yet only 24% of the Indian population is financially literate. In rapidly changing global environment financial literacy is one of the most undermined skills that could determine the countries.

India is the home to almost one – fifth of the world population and has a literacy rate of 80%. Unfortunately only 24% of the people in the country are financially literate. Three-fourth of the people in the country are not financially literate and they does not know or understand the pressing need of managing finances is scary for a country that depends on the economy for its development. Nonetheless, there has been a remarkable improvement in the percentage in the last eight years. In 2013, only 15% of the country's population knew how to manage their finance and savings.

The COVID-19 pandemic has further amplified the need for financial education to accelerate the economy's growth. The pandemic left millions jobless in a matter of months, with ever increasing bills to pay. The economy is slowly getting back on track and investment are increasing in the retail sector but the coming threat of lack of financial literacy could have long lasting consequences.

The RBI launched the National Strategy of Financial Education (NSFE) 2020-2025. The policy aims to teach financial literacy concepts among ordinary people, encouraging them to save actively and boost their participation in financial markets. The initiative formulates content for

financial education and develops the capacity for a code of conduct among the providers. The Central Bank recommends including financial education in curriculum at schools and colleges inculcating the concept at an early stage helps people put it to use later in their lives.

The need of financial literacy arises mainly when young people, who have just started their careers, find it challenging to manage their finances and end up spending more than they are earning. Stepping into various debt-traps increases the probability of not having enough to provide for themselves and their families. Later when they realize the importance of financial education it becomes less valuable since they already have a debt to repay. Therefore the National Centre for Financial Education would spread awareness about primary financial products such as bank accounts, to link new users to the financial sectors. Moreover the initiative would educate the existing users in the financial industry to make informed decisions. Lastly NSFE would also ensure customer protection from risks and fraud by making them vigilant.

2.8 THAZHAKKARA PANCHAYAT PROFILE

Thazhakkara is a village in Alappuzha district in the Indian state of Kerala. Thazhakkara is one among the five villages in Mavelikara Taluk in Alappuzha district. Justice C T Ravikumar, Judge of Supreme Court of India is a native of thazhakkara.

Demographics

As of 2001 India Census, thazhakkara had a population of 35,126 with 16780 males and 18346 females.

Economy

- Travancore Oxygen (near Kunnam)
- Sangrose Laboratories (in Mavelikkara) which specializes in the manufacture of soft-gelatin capsules. It is also one of the only companies in the world to manufacture clofazimine.
- SCC ready mix concretes.

Local Self Government

Thazhakkara panchayat has 21 wards. They are Thazhakkara A1, Thazhakkara B1, Vazhuvadi, Kunnam, Kunnam H.S., Kochalumoodu, Mankamkuzhi Town, Erattapallikoodam, Kallimel, Vettiyar, Vettiyar H. S., Kottemala, Thannikunnu, Parakulangara, Eravankara, Murivayikkara, Arunoottimangalam, PHC Ward, Seed Farm, Kallumala and Aakkanattukara. Thazhakkara Panchayat is situated between latitude of 9°14" north and a longitude of 76°33" east, at the south-east part in Alappuzha District. On the northern side is Achankovil River, in the west Mavelikkara Municipality, Thekkekara of Mavelikkara, Chunakkara Panchayat and Nooranadu Panchayat are on the eastern side. The local people have two opinions about the history of the name as Thazhakkara. When all these places were under the majestic rule of Edappally Swaraoopam, this place was seen as 'Thalakkara' since this area was at the top level socially, economically, educationally, culturally and geographically and later it became 'Thazhakkara'.

CHAPTER 4
DATA ANALYSIS
&
INTERPRETATION

3.1 INTRODUCTION

Financial literacy relates to the ability of knowing and understanding financial concepts and matters. It has been identified as an important factor in determining financial behaviour. Decision making of individuals are highly shaped by their financial literacy regarding understanding financial concepts and recognizing of financial instruments. Financially literate individuals make better financial decisions and hold greater wellbeing in term of financial condition than financial illiterate individuals.

Data analysis is to analyse the data we have collected through sending Questionnaires, Google forms and Telephonic interview. A main advantage of data analysis is that it helps in data collected being reduced and simplified, while at the same time producing results that may then measure using quantitative techniques.

We divided our financial literacy analysis into four levels and assessed Financial Literacy, Financial Competence, Financial Confidence and Financial Attitude/ Motivation of the respondent. The data is presented in four sections: first section presents data analysis of financial literacy of both subgroups and analysis of financial literacy level with socio economic background of Carpenters, Electricians, Plumbers and Mechanics, second section presents financial competency, and third section presents Financial Confidence and Financial motivation of Carpenters, Electricians, Plumbers and Mechanics.

Analysis in this chapter is presented in 4 different heads:

- ❖ Profile of the Respondent
- ❖ Level of Financial Literacy of Carpenters, Electricians, Plumbers and Mechanics
- ❖ Level of Financial Literacy and Socio economic background of the respondent
- ❖ Financial Competency of Carpenters, Electricians, Plumbers and Mechanics

Financial Motivation of Carpenters, Electricians, Plumbers and Mechanics

3.2 PROFILE OF RESPONDENTS

The study was conducted with the objective of finding out financial literacy level with special reference to Carpenters, Electricians, Plumbers and Mechanics. For the purpose of collecting data we prepared questionnaires and Google forms. We performed convenience sampling and collected responses from 50 Carpenters/ Electricians/ Plumbers / Mechanics. To study about the features of the selected group, the sample respondents from each group is classified into different categories on the basis of their educational qualification, income, age, sex, locality, family type etc. And we analysed respondent's financial awareness level, financial competency level, financial confidence and financial motivation. An explanation or conceptualization of the collected data with the help of tables, charts and graphs are presented are as follows

3.3 LEVEL OF FINANCIAL LITERACY

According to our analysis person is considered as financially literate if the answer to the questions 1, 2 , 3, 4 and anyone of 5 to 12 is know well or apply. It means a person know well or apply the concept of Interest, Compound Interest, Inflation, Risk Diversification and Insurance.

3.3.1 AWARENESS LEVEL OF VARIOUS CONCEPTS AMONG CARPENTERS, ELECTRICIANS, PLUMBERS AND MECHANICS

Table :4.1
Awareness of the concept Interest

Particulars	No of respondents	Percentage
Heard	15	30%
Know Well	5	10%
Apply	20	40%
Wish To Know	10	20%
Total	50	100%

Source: Primary Data

Interpretation:

According to our study out of 50 respondents 30% are heard of interest, 10% of respondents know well about it, 40% apply the interest concept. And only 20% wish to know more.

Table :4.2
Awareness of the concept Compound interest

Particulars	No of respondents	Percentage
Heard	18	36%
Know well	20	40%
Apply	10	20%
Wish to know	2	4%
Total	50	100%

Source: Primary Data

Interpretation:

According to our study out of 50 respondents 36% are heard of compound interest. 40% of respondents know well about it. 20% apply the interest concept. And only 4% wish to know more about compound interest.

Table :4.3
Awareness of the concept Penal interest

Particulars	No of respondents	Percentage
Heard	22	44%
Know well	18	36%
Apply	5	10%
Wish to know	5	10%
Total	50	100%

Source: Primary Data

Interpretation:

According to our study out of 50 respondents 44% have heard of Penal interest. 36% of respondents know well about it. 10% apply the interest concept. And only 10% wish to know more about it.

Table : 4.4
Awareness of the concept Inflation

Particulars	No of respondents	Percentage
Heard	20	40%
Know well	12	24%
Apply	6	12%
Wish to know	12	24%
Total	50	100%

Source: Primary Data

Interpretation:

According to our study out of 50 respondents 40% have heard of inflation. 24% of respondents know well about it. 12% apply the inflation concept. 24% wish to know more about it.

Table : 4.5
Awareness of the concept Risk diversification

Particulars	No of respondents	Percentage
Heard	19	38%
Know well	11	22%
Apply	10	20%
Wish to know	10	20%
Total	50	100%

Source: Primary Data

Interpretation:

According to our study out of 50 respondents 38% are heard of Risk diversification. 22 % of respondents know well about it. 20% of respondents apply it. And 20% wish to know more about it.

Table 4.6
Awareness of the concept Insurance

Particulars	No of respondents	Percentage
Heard	9	18%
Know well	12	24%
Apply	5	10%
Wish to know	24	48%

Total	50	100%
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Source: Primary Data

Interpretation:

According to our study out of 50 respondents 18% are heard of concept insurance. 24% of respondents know well about it. 10% apply the concept insurance. And 48% wish to know more about it .

**4.2.1 LEVEL OF FINANCIAL LITERACY OF CARPENTERS/
PLUMBERS/ ELECTRICIANS/ MECHANICS**

Table no: 4.7

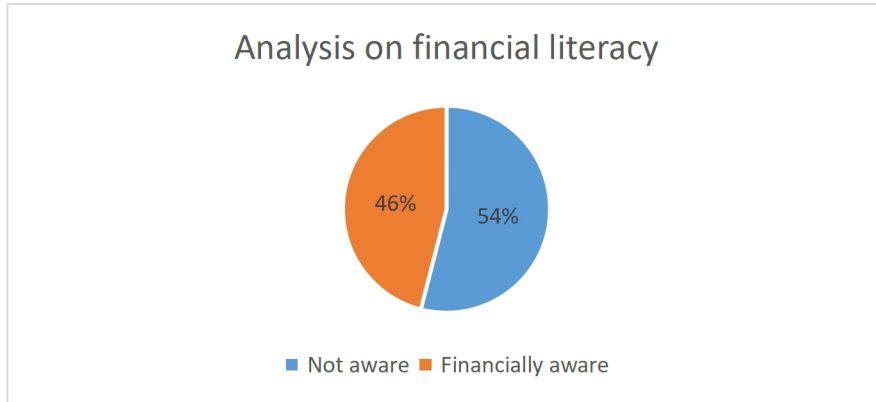
Level of Financial Literacy of Carpenters, Electricians, Plumbers and Mechanics

Basis	No of respondents	Percentage
Financially aware/ literate	23	46%
Not aware/ literate	27	54%
Total	50	100%

Source: Primary Data

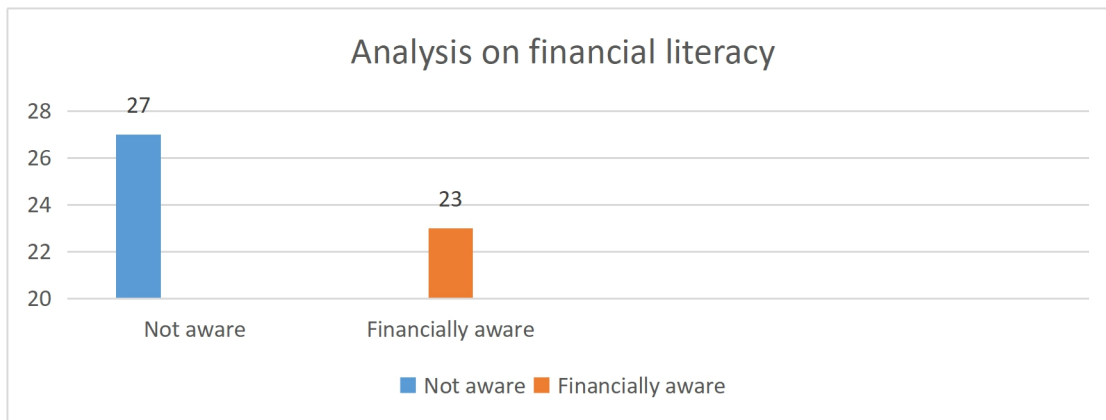
Figure 4.7.1

Level of Financial Literacy of Carpenters, Electricians, Plumbers and Mechanics



Source: Table 4.7.1

Figure 4.7.2



Source: Table 4.7.2

INTERPRETATION:

The above graph shows that 46% of respondents are financially aware/literate and 54% is not literate.

4.4 LEVEL OF FINANCIAL LITERACY AND SOCIO ECONOMIC BACKGROUND OF THE RESPONDENT: CARPENTERS/ PLUMBERS/ ELECTRICIANS/ MECHANICS

We focused on the analysis of level of financial literacy and socio-economic background of Carpenters, Electricians, Plumbers and Mechanics ,who have low financial literacy level. The factors considered in analysis includes Gender, Age, Marital status, Income , Education and Family type of respondents.

4.2.2 Gender wise difference in Financial literacy

There are important knowledge gaps throughout the population. And there is considerable differences among gender wise literacy also. The following table and graph shows gender wise classification of respondents.

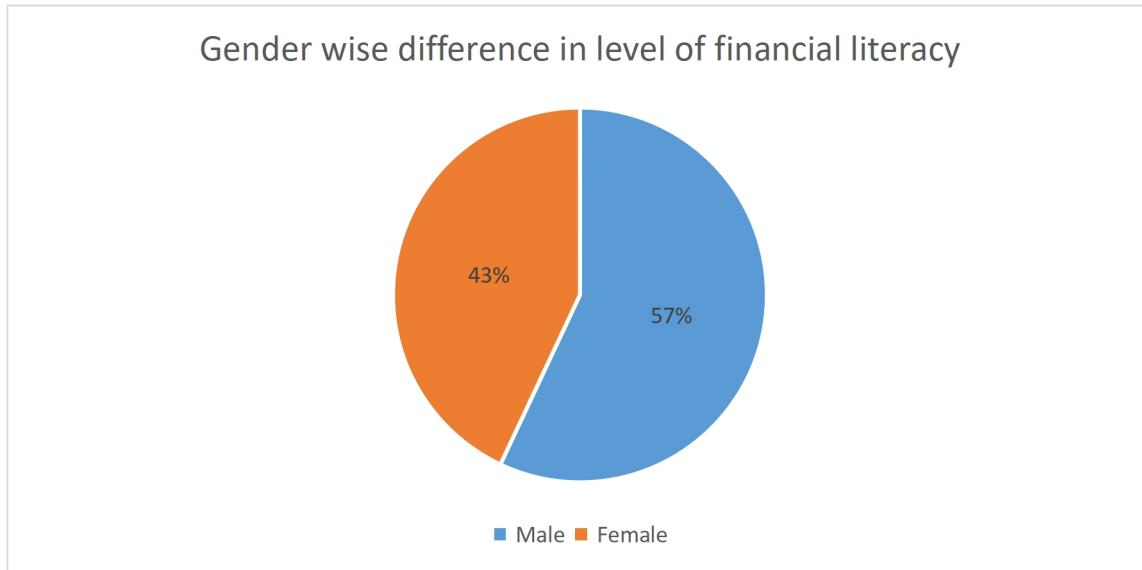
Table 4.8

Gender wise difference in level of financial literacy

Gender	Male	%	Female	%	Total	%
Literate	16	47%	12	75%	28	56%
Not literate	18	53%	4	25%	22	44%
Total	34	100%	16	100%	50	100%

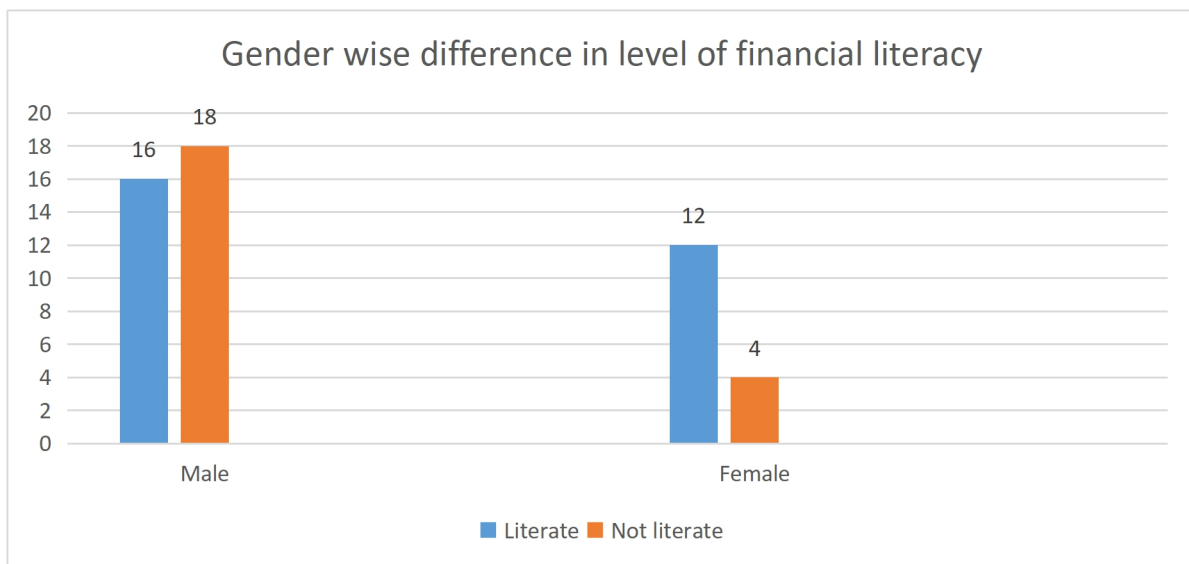
Source: Primary Data

Figure 4.8.1



Source: Table 4.8.1

Figure 4.8.2



Source: Table 4.8.2

INTERPRETATION:

The above graphs shows that 57 percent male are literate and 43 percent females are financially literate. Here, we could see that males are more literate than females. But when we compare the total no: of male and female respondents with their respective percentage of financial literacy ,male respondents have low financial literacy, as the no: of financially illiterate males are high in number. It can be concluded that majority of the male Carpenters, Electricians, Plumbers and Mechanics are not literate so as the female Carpenters, Electricians, Plumbers and Mechanics.

4.2.3 Age Wise difference in level of financial literacy

At all ages whether at work or in our personal lives, we have to make decisions on a regular basis. Some decisions will be easier than others. As people tend to get older, decisions about topics such as health and retirement are considered more important. The difficult decisions we make later in life are often important and can impact our lives substantially – meaning there may be fewer opportunities to recover from any bad decisions we make.

In this study to analyse whether age has an impact on being financially literate or illiterate, the respondents were classified into three age groups: 18-35, 37-55 and above 56

Table 4.9

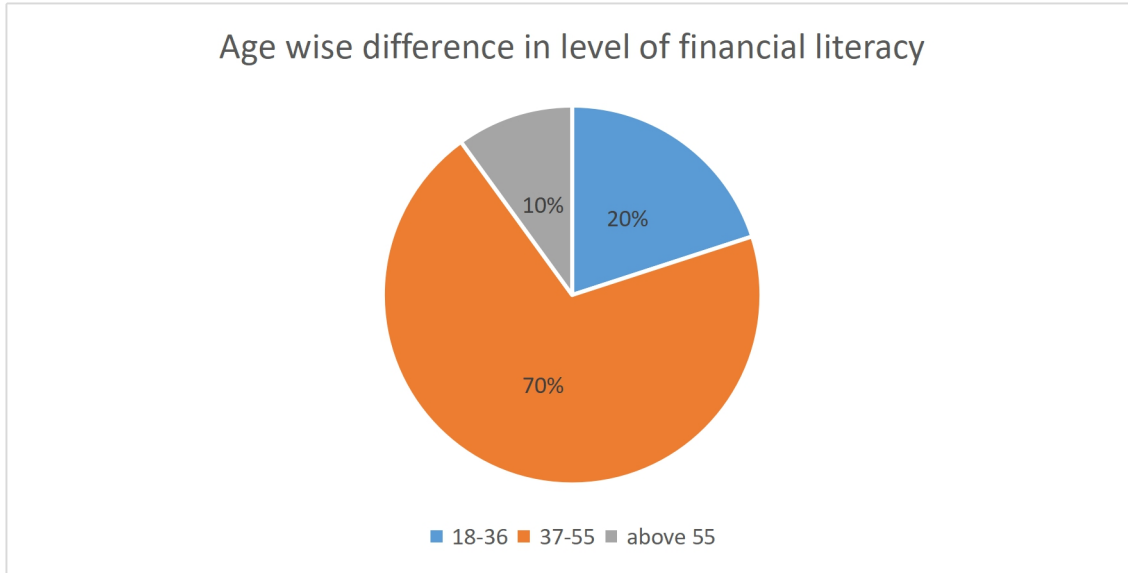
Age wise difference in level of financial literacy

Age group	18-36	%	37-55	%	Above 55	%	Total	%
Literate	4	33%	14	40%	2	67%	20	40%
Not literate	8	67%	21	60%	1	33%	30	60%

Total	12	100%	35	100%	3	100%	50	100%
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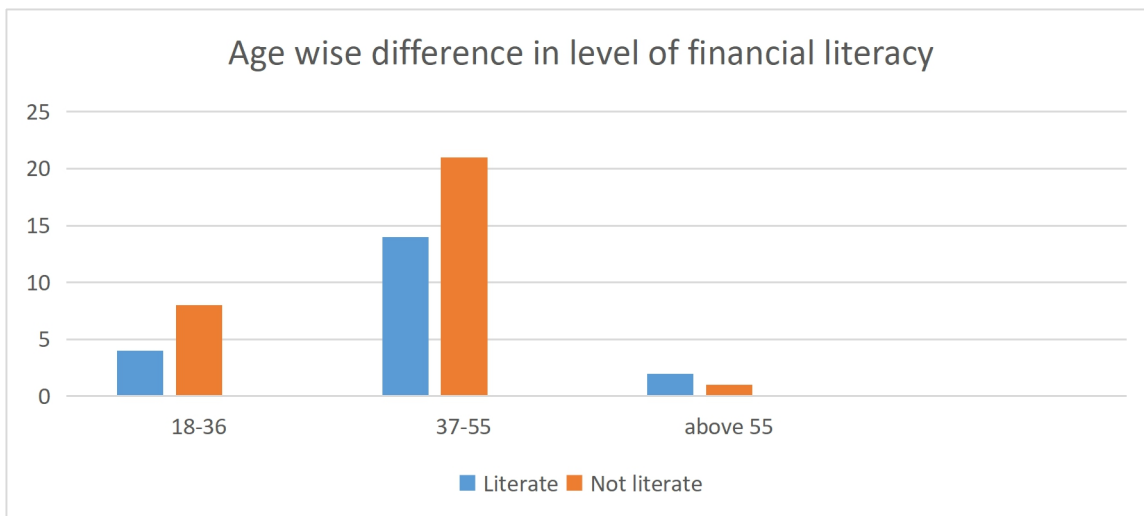
Source: Primary Data

Figure 4.9.1



Source: Table 4.9.1

Figure 4.9.2



INTERPRETATION:

The above graphs shows that 20 percent of respondents in age group 18-36 is literate and 70 percent of respondents in the age group 37-55 is literate. 10 percent found to be literate in above 55 years age group . According to the study middle age group respondents are more literate than other groups. It is concluded, there is significant difference in age and level of financial literacy of Carpenters, Electricians, Plumbers and Mechanics.

4.2.4 Marital Status wise difference in Financial literacy

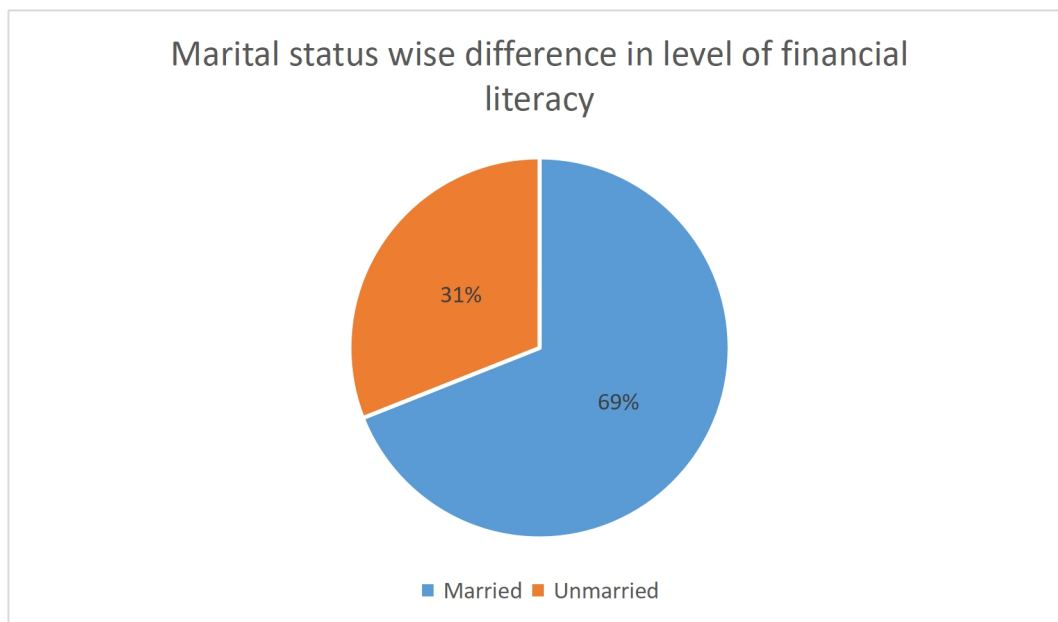
Every person whether single or married wants to be financially independent & secure his/her future with enough funds. Although individuals may be equal in all aspects, when it comes to their financial planning needs, they are very different. They raise their money and increased wealth through investing in secure and risky assets. When it comes to investment, being single is a plenty advantageous and people are free to make financial decisions. They can create a desirable financial future. On the other hand, for married people dealing with money is one of the biggest challenges as they have to discuss many things with their spouses before making any financial plan. In this study to analyse the financial literacy of the respondents we have classified them on the basis of their marital status; i.e. Married/Single.

Table 4.10
Marital Status Wise difference in level of financial literacy

Marital status	Married	%	Unmarried	%	Total	%
Financially literate	18	49%	8	62%	26	52%
Not literate	19	51%	5	38%	24	48%
Total	37	100%	13	100%	50	100%

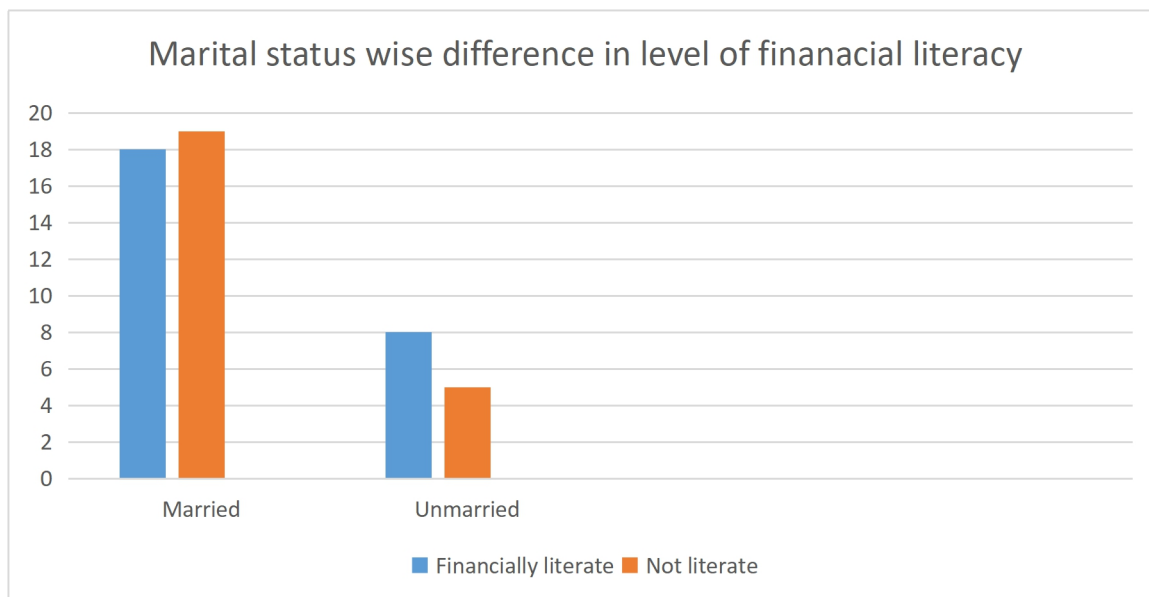
Source: Primary Data

Figure 4.10.1



Source: Table 4.10.1

Figure 4.10.2



Source: Table 4.10.2

INTERPRETATION:

The above graphs shows that 69 percent married are literate and the 31 percent unmarried are financially literate. Here, we could see that majority of respondents are married and only 13 are unmarried. And it is noted that marital status of the respondent has no significant impact on level of literacy of the respondent.

4.2.5 Income level wise difference in Financial literacy

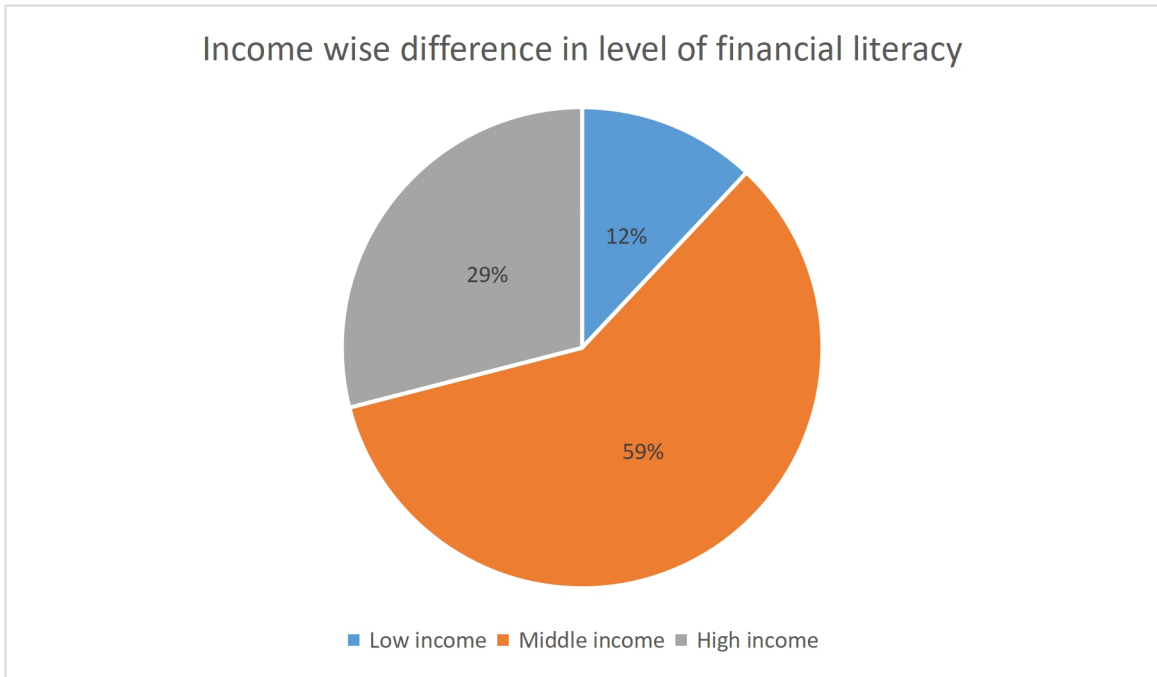
People with low incomes see the most routine, ordinary experiences through different lenses than people with higher incomes, according to psychological research. It is evident that income does play a significant role in a person's financial decisions as well as financial planning. In this study to analyse the financial literacy of the respondents based on their income level, they are classified into three: Low Income, Middle Income and High Income. Low income include annual earnings upto 2 lakhs, Middle income means earnings between 2 and 5 lakhs. High income means earning above 5 lakhs.

Table 4.11
Income wise difference in level of financial literacy

Income group	Low income	%	Middle income	%	High income	%	Total	%
Financially literate	2	10%	10	44%	5	63%	17	34%
Not literate	17	90%	13	56%	3	37%	33	66%
Total	19	100%	23	100%	8	100%	50	100%

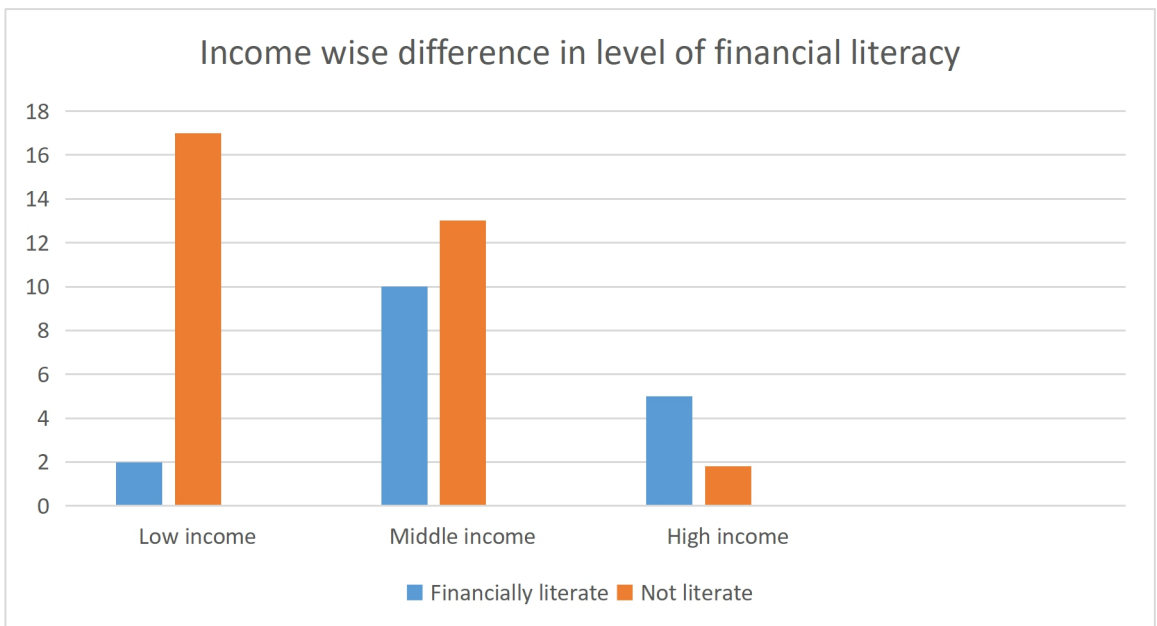
Source: Primary Data

Figure 4.11.1



Source: Table 4.11.1

Figure 4.11.2



Source: Table 4.11.2

INTERPRETATION :

The above graphs shows that 12 percent of respondents in low income group is literate and 59 percent of respondents in the middle income group is literate. in high income group 29 respondents are to be literate. It is noted that income of the respondent has significant impact on level of financial literacy of the respondent. Persons with high income is found to be more literate than others. And there is low literacy among low income group.

4.3 Education-wise difference in Financial literacy

Education gives us knowledge of the world around us and changes it into something better. It helps us build opinions and have points of view on things in life. Education makes us capable of interpreting things, among other things. Also it's understood that the educational qualification of a person does influence his/her financial decisions and financial planning. In this study we have classified the respondents into four groups on the basis of their educational qualification:

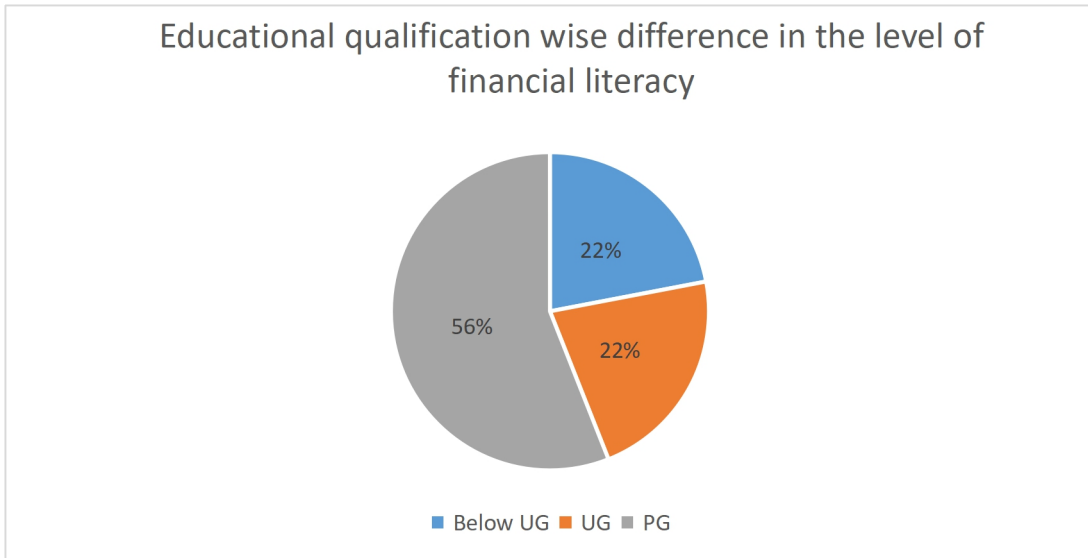
Below UG, UG, CA,PG and above.

Table 4.12
Educational Qualification wise difference in level of financial literacy

Education group	Below UG	%	UG	%	PG	%	Total	%
Financially literate	6	35%	6	60%	15	65%	27	54%
Not literate	11	65%	4	40%	8	35%	23	46%
Total	17	100%	10	100%	23	100%	50	100%

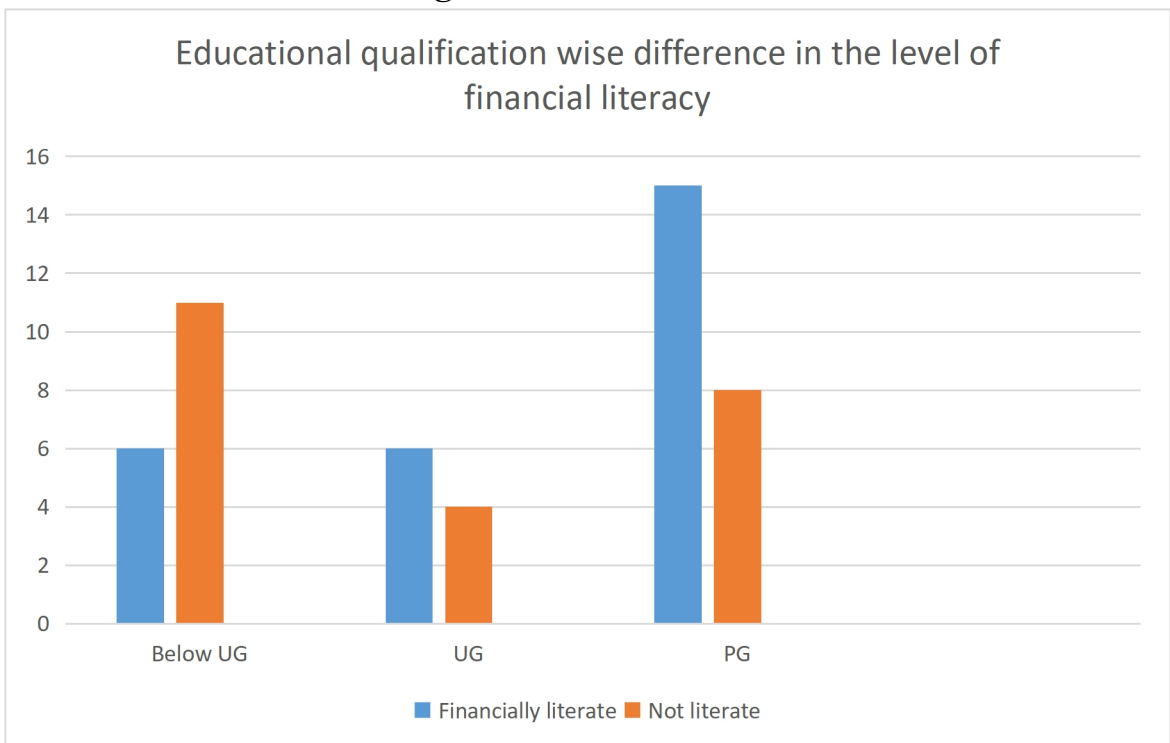
Source: Primary Data

Figure 4.12.1



Source: Table 4.12.1

Figure 4.12.2



Source: Table 4.12

INTERPRETATION:

The above graphs shows that 22% of respondents in below graduation and 22 % of respondents in Graduated group is found to be financially literate. We found that the persons with high Education degree, PG are financially literate. And the low education group are found less financially literate. It is noted that education of the respondent has significant impact on level of financial literacy.

4.3.1 Family Type wise difference in Financial literacy

Family is the most influential group that develops individuals' financial behaviours. Family decision makers make decisions on behalf of all family members, including financial ones. Family is considered as the decision-making unit for many economic activities. Economic models dominate the research on financial decisions such as income, spending, savings, borrowing, asset accumulation, and investing, mostly at individual or household levels.

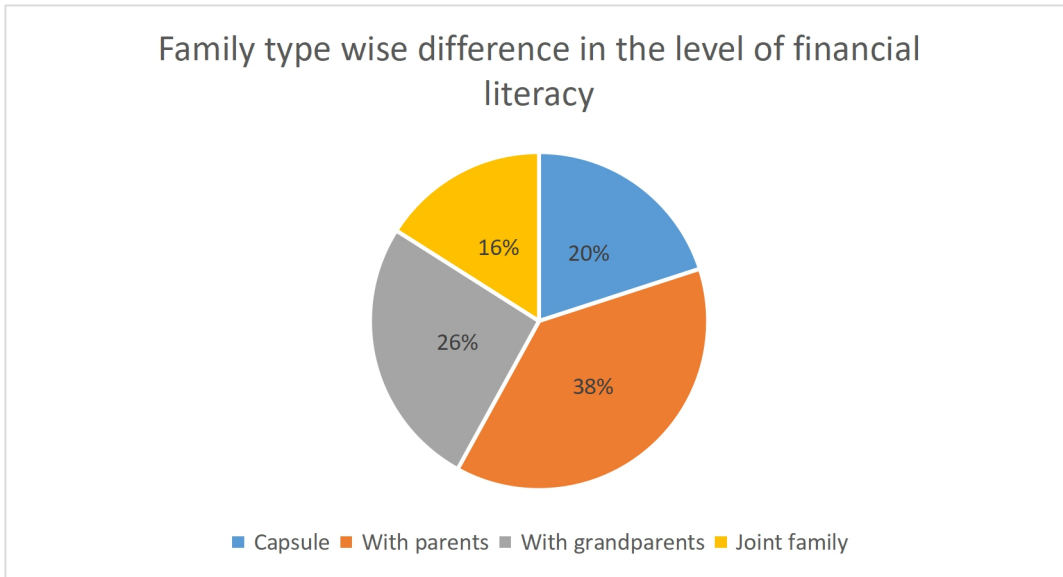
In this study to analyse the financial literacy of the respondents they were classified into four main family types: With Parents, Joint Family of two or more families of same generation, Capsule 2 or 1+ child and With Parents and grandparents.

Table 4.13
Family type wise difference in level of financial literacy

Family type	Capsule	%	With parents	%	With grandparents	%	Joint family	%	Total	%
Financially literate	8	73%	15	79%	10	77%	6	86%	39	78%
Not literate	3	27%	4	21%	3	23%	1	14%	11	22%
Total	11	100%	19	100%	13	100%	7	100%	50	100%

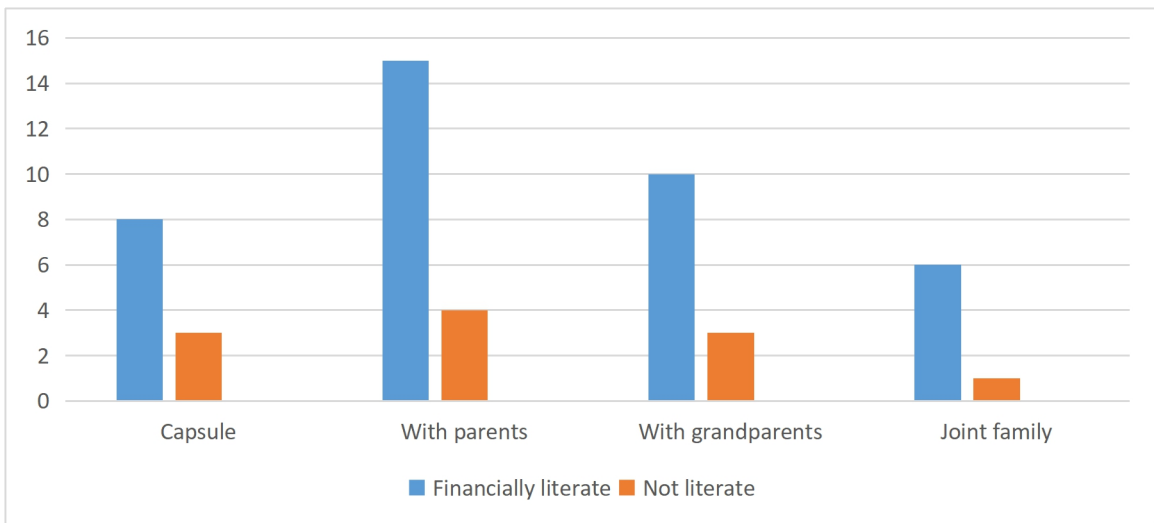
Source: Primary Data

Figure 4.13.1



Source: Table 4.13.1

Figure 4.13.2



Source: Table 4.13.2

INTERPRETATION:

The above graphs shows that 20% respondents in capsule family type and 38% of respondents staying with Parents is found to be financially literate. Only 16% is found in joint family group to be financially literate. According to the study majority of the respondents are with parent's and grand parents category. The respondents staying with parents have higher literacy rate.

4.4 LEVEL OF FINANCIAL COMPETENCY

Financial Competency - A person is considered to be financial competent if his/her answer to the questions 13 to 16 is apply or use. It means a person is considered as financial competent if he apply or use the concept of Long term planning of the Expenses/ Income/ Savings/ Investment, aware of the Financial products and the Risk/Return characteristics, choosing financial products, access to financial products and stay informed.

(I) LEVEL OF FINANCIAL COMPETENCY OF CARPENTERS/ PLUMBERS/ ELECTRICIANS/ MECHANICS

Table 4.14 .1
Competency level of financial concepts of Carpenters, Electricians, Plumbers and Mechanics

Particulars	Heard of	Know well	Apply	Wish know to	Total
1. Long-term planning of: Expense / Income /Savings/ Investment	28	6	3	12	50
2. Awareness of Financial Products and the risk/return characteristics	9	3	2	36	50
3. Choosing financial products	7	3	4	36	50

4. Access to financial products	2	1	1	44	50
5. Stay informed	17	5	1	27	50

Source: Primary Data

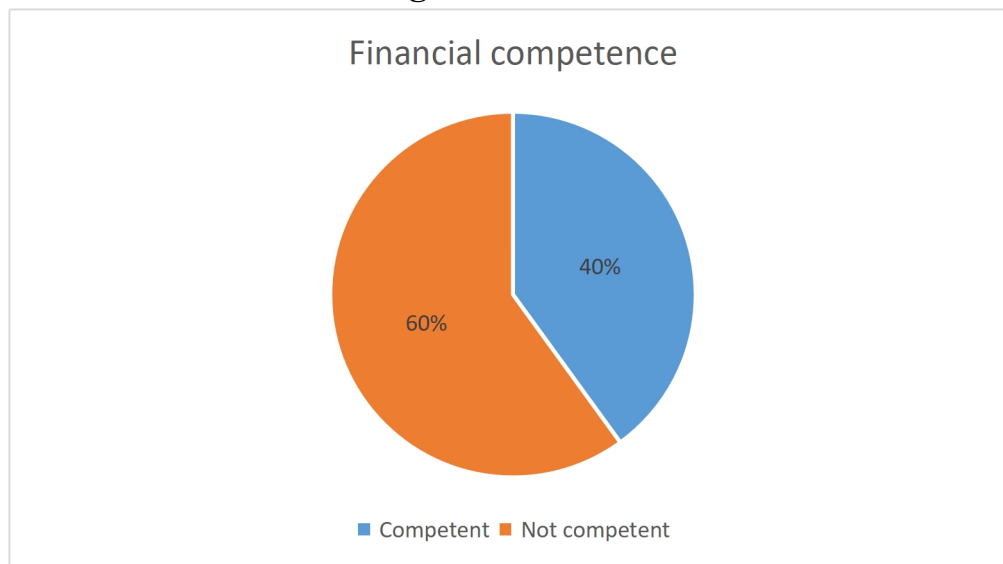
Table 4.14.2

Level of Financial Competency of Carpenters, Electricians, Plumbers and Mechanics

Basis	No of respondents	%
Financially competent	20	40%
Not competent	30	60%
Total	50	100%

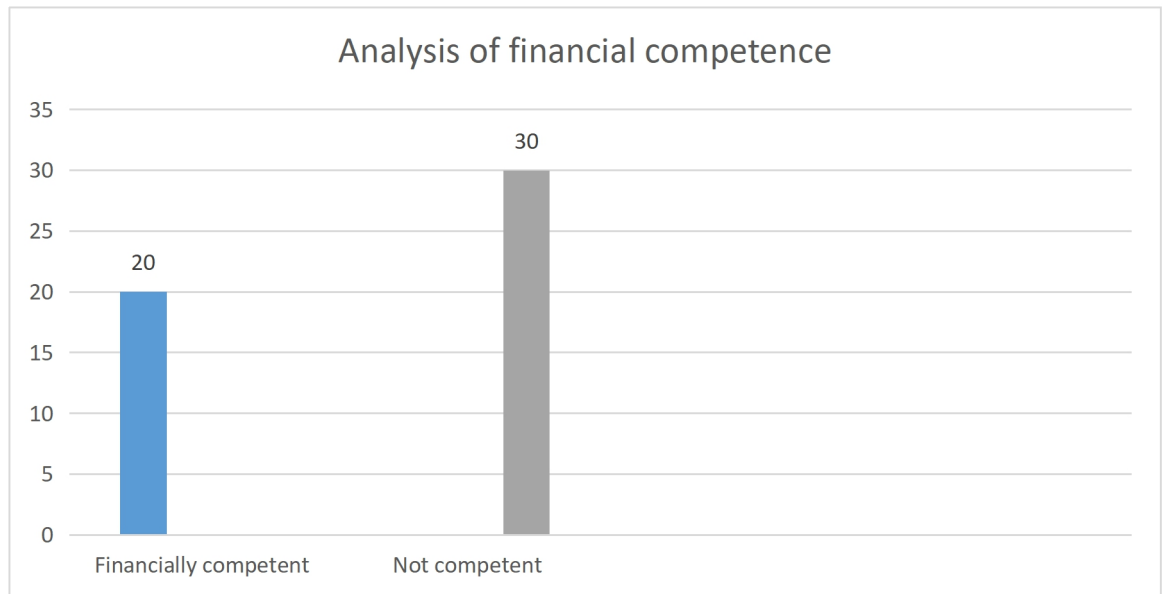
Source: Primary Data

Figure 4.14.1



Source: Table 4.14.1

Figure 4.14.2



Source: Table 4.14.2

INTERPRETATION:

The above graph shows that 40% of respondents are Financially Competent and 60% is not competent.

4.5 LEVEL OF FINANCIAL CONFIDENCE

Financial Confident - A person is considered to be financially confident if answers to three questions from 17 to 19 and is apply /use or know well and similarly know well for any of the questions from 20 to 23. It means a person is considered as financially confident if he/she apply the concept of Independent financial decisions made and executed –current and long term and know where to seek help on financial matters, managing debt and Regulatory Authorities (RBI, IRDA, PFRDA, SEBI).

(I) **LEVEL OF FINANCIAL CONFIDENCE OF CARPENTERS/ PLUMBERS/ ELECTRICIANS/ MECHANICS**

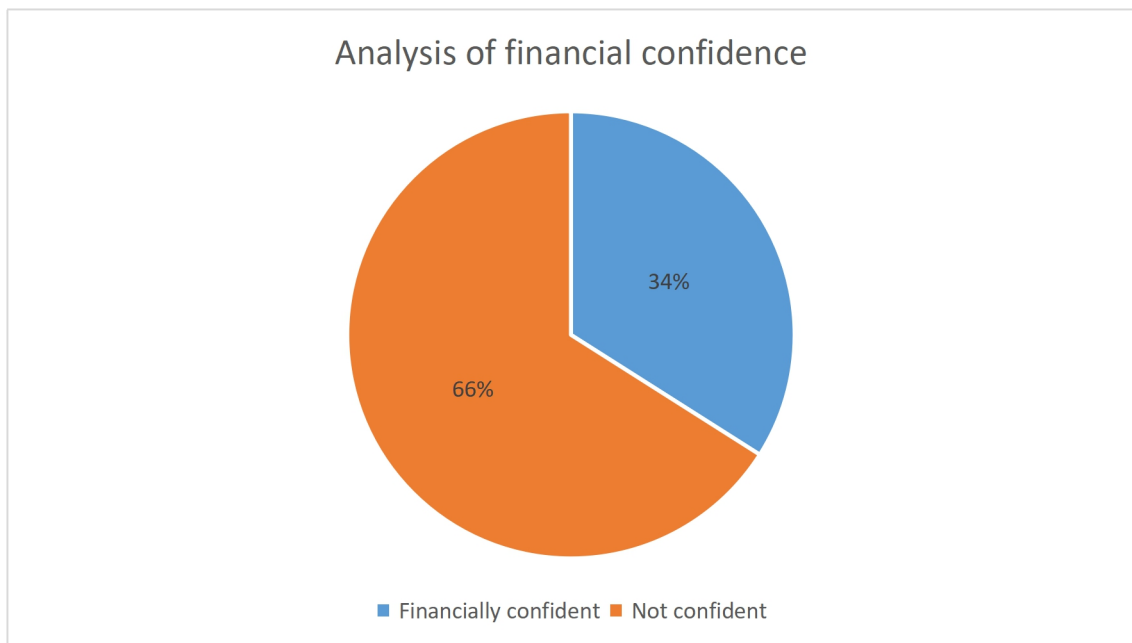
Table 4.15

Level of Financial Confidence of Carpenters, Electricians, Plumbers and Mechanics

Basis	No of respondents	%
Financially confident	17	34%
Not confident	33	66%
Total	50	100%

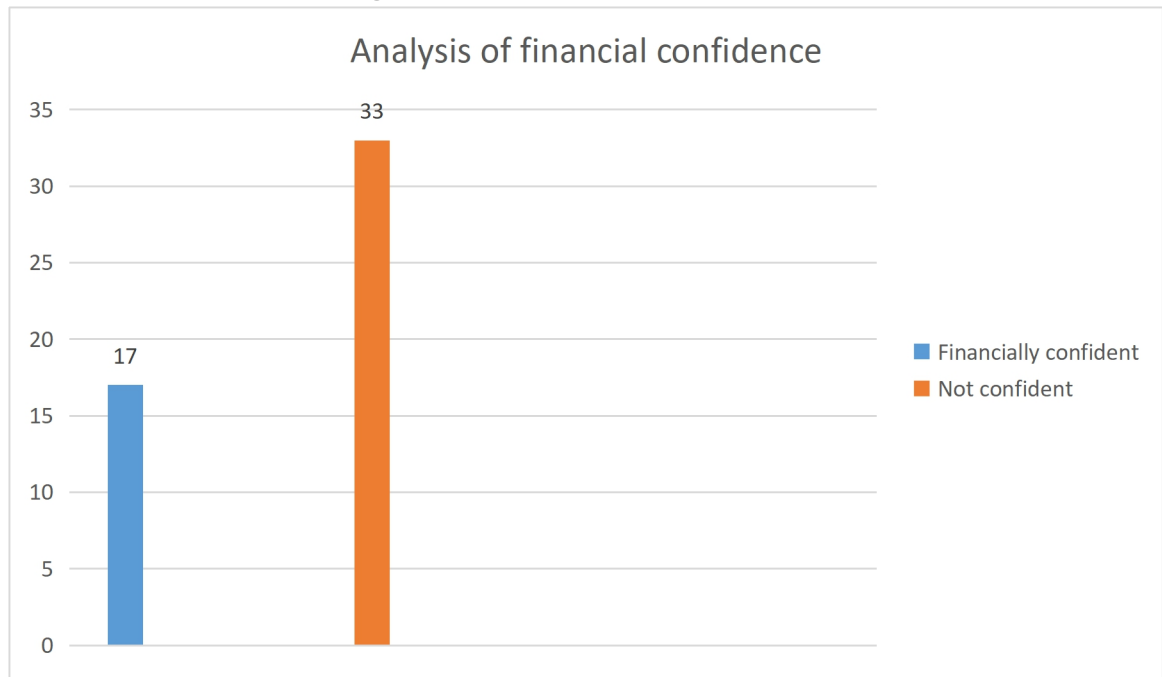
Source: Primary Data

Figure 4.15.1



Source: Table 4.15.1

Figure 4.15.2



Source: Table 4.15.2

INTERPRETATION:

The above graph shows that 34% of respondents are Financially Confident and 66% is not financially confident.

4.6 LEVEL OF FINANCIAL ATTITUDE/ MOTIVATION

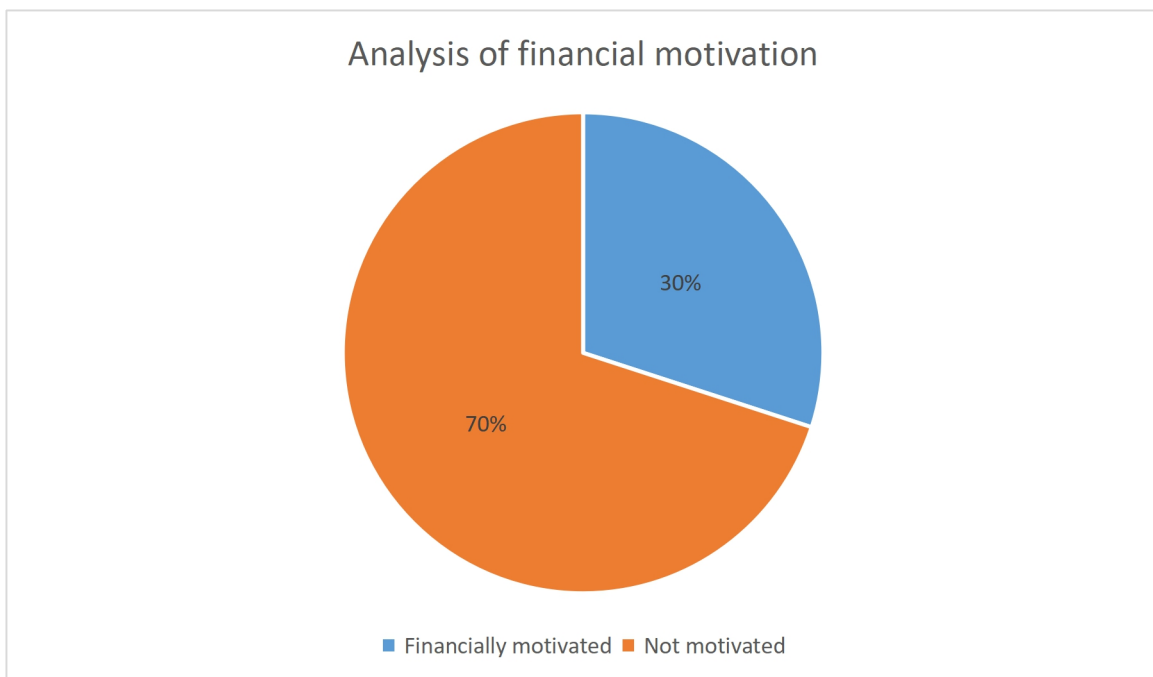
Financially motivated - A person is considered to be financially motivated if answers to any three questions from 24 and 25 is apply or use. It means a person is considered as financially confident if he/she apply the concept of Day to day financial management and budgeting, habit of saving and investment.

Table 4.16
Level of Financial Motivation of Carpenters, Electricians, Plumbers
and Mechanics

Basis	No of respondents	%
Financially motivated	15	30%
Not motivated	35	70%
Total	50	100%

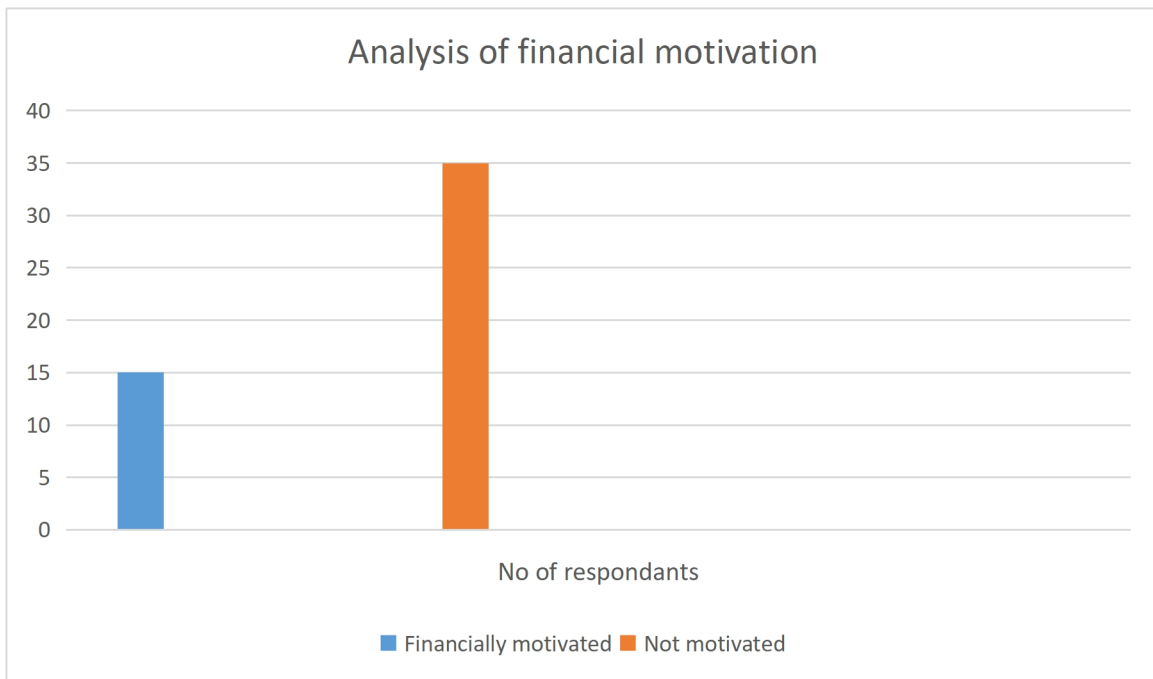
Source: Primary Data

Figure 4.16.1



Source: Table 4.16.1

Figure 4.16.2



Source: Table 4.16.2

INTERPRETATION:

The above diagram / graph shows that 30% of respondents are Financially Motivated and 70% is not much motivated.

4.7 ANALYSIS BASED ON FINANCIAL KNOWLEDGE

Some other analysis were made on the basis of data collected to analyse respondents knowledge to financial fraud, Saving and investment habit, Gender competency related to financial knowledge, Interest to the area of Financial Literacy

4.7.1 KNOWLEDGE/EXPOSED TO FINANCIAL FRAUD WISE CLASSIFICATION OF RESPONDENTS

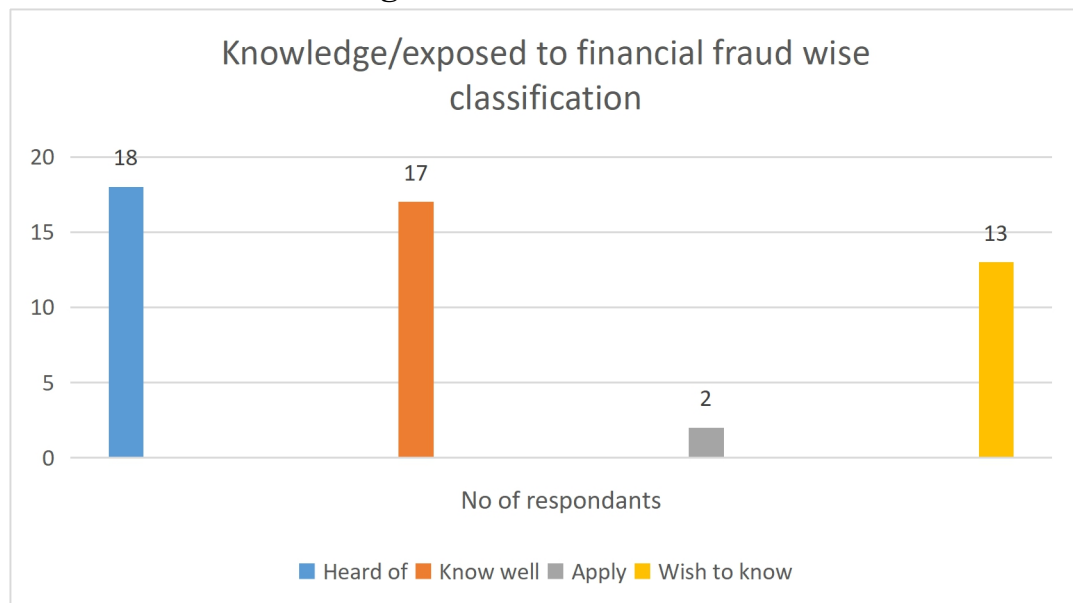
(I) KNOWLEDGE/EXPOSED TO FINANCIAL FRAUD WISE CLASSIFICATION OF CARPENTERS/ PLUMBERS/ ELECTRICIANS/ MECHANICS

Table 4.17
Knowledge/Exposed to Financial fraud wise classification of Carpenters, Electricians, Plumbers and Mechanics

Particulars	No of respondents	%
Heard of	18	36%
Know well	17	34%
Apply	2	4%
Wish to know	13	26%
Total	50	100%

Source: Primary Data

Figure 4.17



Source: Table 4.17.1

INTERPRETATION:

The above analysis shows that only 4% of respondents were victims of financial frauds, 34% know well about it and 36% have heard of it. 26% of respondents show interest to know more about financial frauds.

4.8.2 SAVING AND INVESTMENT HABIT WISE CLASSIFICATION

(I) SAVING AND INVESTMENT HABIT WISE CLASSIFICATION OF CARPENTERS/ PLUMBERS/ ELECTRICIANS/ MECHANICS

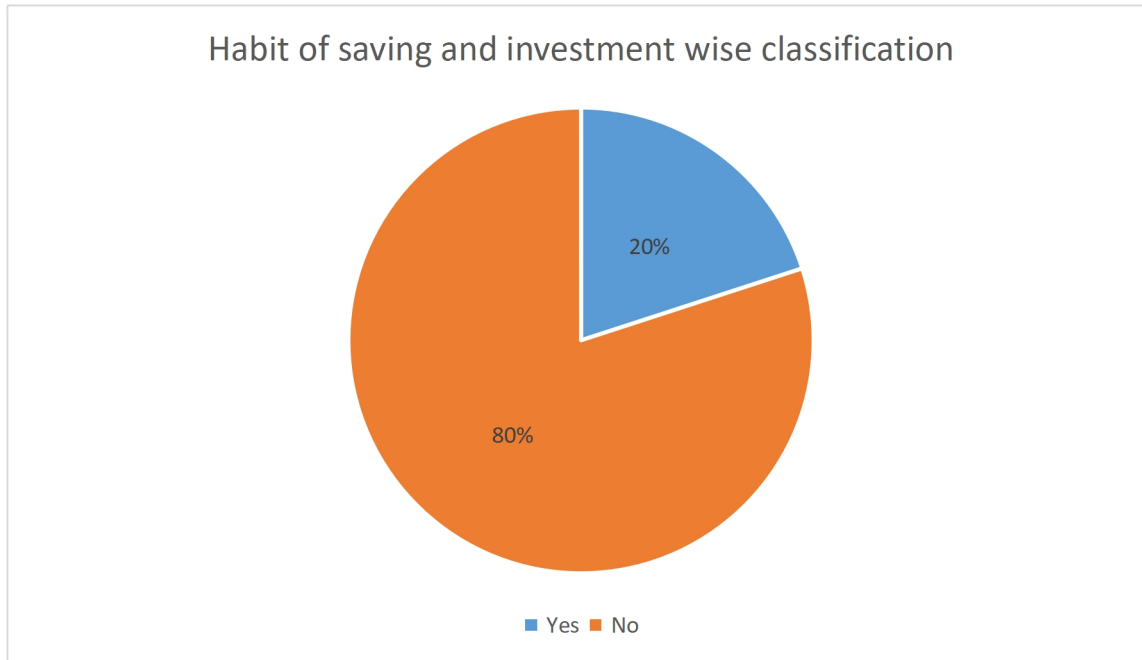
Table 4.18

Saving and Investment habit wise Classification of Carpenters, Electricians, Plumbers and Mechanics

Basis	No of respondents	%
Yes	10	20%
No	40	80%
Total	50	100%

Source: Primary Data

Figure 4.18



Source: Table 4.18

INTERPRETATION:

The above graph shows 20% of Carpenters, Electricians, Plumbers and Mechanics have saving and investment habit and 80% don't have stable saving and investment habit. This unsatisfactory saving is because most of the Carpenters, Electricians, Plumbers and Mechanics find it hard to find money to save as they don't have surplus money. They basically earn a low income and have high proportion expense to income. Even if they wish to make saving/ investment they have no favourable financial condition.

4.8.3 GENDER DISPARITYWISE CLASSIFICATION AMONG RESPONDENTS

- (i) **GENDER DISPARITY CLASSIFICATION OF CARPENTERS/ PLUMBERS/ ELECTRICIANS/ MECHANICS**

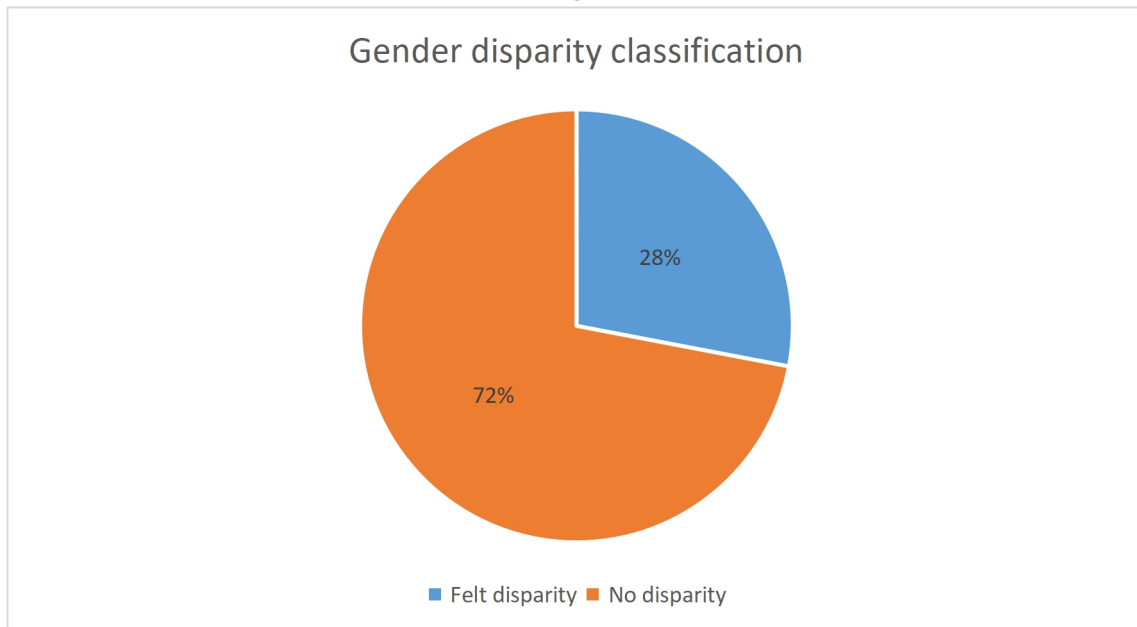
Table 4.19

Gender disparity classification of Carpenters, Electricians, Plumbers and Mechanics

Basis	No of respondents	%
Felt disparity	14	28%
No disparity	36	72%
Total	50	100%

Source: Primary Data

Figure 4.19



Source: Table 4.19

INTERPRETATION:

The above graph shows 28% of Carpenters, Electricians, Plumbers and Mechanics felt Gender disparity 72% don't felt any gender disparity in financial decision making. Most of them responded that males are more competent in financial decision making. They are more involved in spending than saving or investing because traditionally men have managed money.

CHAPTER 4
FINDINGS, SUGGESTIONS
&
CONCLUSION

FINDINGS

From the study, it is found Carpenters, Electricians, Plumbers and Mechanics have low rate of literacy level that, they are not much aware to have financial knowledge. Also they earn low income and many of them found it difficult to make saving and investments, so most of the time they seem to be less motivated to be financially competent

- The study revealed Carpenters, Electricians, Plumbers and Mechanics only near to half percentage found Financially literate and others not.
- The study showed that majority of Carpenters, Electricians, Plumbers and Mechanics is not Financially Competent, only 40% of them found to be Financially Competent.
 - The study showed that majority of Carpenters, Electricians, Plumbers and Mechanics is not Financially Confident and near to 34% found Financially Confident
 - The study showed nearly quarter of Carpenters, Electricians, Plumbers and Mechanics Findings on level of financial literacy with socio-economic background of respondents
 - The study showed that less than half percent male are literate and the same goes with females. Here, we could see that males are more literate than females. The reason for this happens due to the earning habits of male. In comparison with males, females are not up to the mark. So, female financial education needed more attention than male. It can be concluded that majority of the male and female Carpenters, Electricians, Plumbers and Mechanics are not literate.
- The study showed that 20 percent of respondents in age group 18-36 is literate and 70 percent of respondents in the age group 37-55 is literate. 10% is found to be literate in above 55 years. And we found middle age group respondents are more literate than other groups. Persons above 55 age group are showed less interest to know more. It is concluded, there is significant difference in age and level of financial literacy of Carpenters, Electricians, Plumbers and Mechanics the majority of the social worker in politics belong to the age group 37 – 55 are literate, however social worker in politics above 55 age are not literate.

- The study showed most of the married respondents are literate and the 50 percent unmarried are financially literate. In this study majority of respondents are found married and only four are unmarried. And it is noted from analysis that marital status of the respondent has no significant impact on level of literacy of the respondent.

- The study showed that 12 percent of respondents in low income group is literate and 59 percent of respondents in the middle income group is literate. 29% is found in high income group to be literate. It is noted that income of the respondent has significant impact on level of financial literacy of the respondent. Persons with high income is found to be more literate than others. And there is low literacy among low income group.

- The study showed that 22% of respondents in below graduation and 22 % of respondents in Graduated group is found to be financially literate and 56% of respondents in post graduated are financially literate. We found that the respondents with higher Education are found to be more financially literate. And the less educated group are found less financially literate. It is noted that education of the respondent has significant impact on level of financial literacy.

- The study showed that majority of the respondents are from capsule family and with parent's category. And Literacy rate seem to be higher in this category than others.

- The study showed nearly 28% of Carpenters, Electricians, Plumbers and Mechanics felt Gender disparity in financial decision making. Most of them responded that males are more competent in financial decision making.

- The study showed only a quarter of Carpenters, Electricians, Plumbers and Mechanics have saving and investment habit. Majority of social worker in politics don't have stable saving and investment habit. This unsatisfactory habits among social worker in politics is that most of them find it hard to find money to save as they don't have surplus money. Basically they earn a low income and have high proportion of expense to income. Even if they wish to make saving/ investment they have no favourable financial condition.

- The study showed 26% of Carpenters, Electricians, Plumbers and Mechanics wanted to know more about financial frauds.

- The study showed that majority of Carpenters, Electricians, Plumbers and Mechanics Stay tuned with financial updates and some of the respondents showed interest to know more about financial updates.

SUGGESTIONS

The following suggestions are proposed for improving financial literacy:

- There are many online resources to increase financial literacy. Some educational resources provide tutorials that can cover single topics. Many of the cable news networks have websites with a finance tab.
- Begin to read the financial section of your local/regional newspaper and read financial magazines.
- Watch television programs offering financial information. A general rule of thumb is if it sounds easy to make lots of money quickly, then it's probably an infomercial.
- Social media provides us with an insight on financial literacy.
- Take a financial literacy class at an adult education centre, or junior or four-year college, on subjects that will help you learn how to manage your finances. Take a course through an online media. There are also a multitude of self-help books and workbooks that teach finance and personal money management.
- Read finance and business newspapers like the Business line and The Financial Times. Both provide insight into world of finance and business.
- Start keeping a budget and do have a plan for the extra money.
- Form or join an Investment club .The purpose of an investment club is to learn about investing in stocks and to make a return on investments. This is a long-term commitment for a group of ten to fifteen individuals who want to learn about the stock market through investments in stocks.
- A financial calculator performs functions such as calculating loan payments, interest rates, percentages, amortization schedules, and cash flow. They also solve time-valueof-money calculations such as annuities, mortgages, leases, and savings.
- Ask For Expert Advice and try to connect with a local CFO firm.

- Don't fall for the tricksters and be aware of the downfalls.
- Open a savings account and teach your kids how to save. Starting to learn about money management when young is key to improving financial literacy as an adult. A national coalition of organizations, tries to improve the financial literacy of K-12 and college students through advocacy, research, standards, and educational resources. Ask questions, read up and make every effort to know money better. Understanding the basics of managing money is vital for the well-being of people and empowering them financially.

CONCLUSION

Financial literacy provides the knowledge to make financially correct decisions that, impacts our daily lives. Using exploratory research, this study analysed the financial literacy level. It revealed, in case of Carpenters, Electricians, Plumbers and Mechanics majority are financially illiterate (due to poor financial education and low earnings). It is concluded that majority of Carpenters, Electricians, Plumbers and Mechanics are financially illiterate, incompetent and not confident. And it is found that Financial Motivation is less in case of Carpenters, Electricians, Plumbers and Mechanics. The study of financial literacy level and socio economic background of Carpenters, Electricians, Plumbers and Mechanics concluded that males are more literate than females, married respondents are more literate than unmarried, middle age group respondents are more literate than other groups, respondents with higher Education are more financially literate and respondents who earn high income are found more literate. It is also found that majority Carpenters, Electricians, Plumbers and Mechanics don't have stable saving and investment habit. These problems connected with less efficiency and competency are because of the lack of financial literacy. Some other analysis concluded that respondents felt Gender disparity in financial decision making. Most of them responded, males are more competent than females in financial decision making.

So in nutshell Financial literacy programs should be more focused on providing financial education to Carpenters, Electricians, Plumbers and Mechanics to create awareness on economic variables like inflation, real income, calculation of interest rate, compound interest etc. If a Carpenters, Electricians, Plumbers and Mechanics is financially literate, he can easily spread their financial knowledge to individuals that are at grass root level. This have a positive and enhanced impact on society's financial attitude.. Financial literacy can ease an individual's life burdens tremendously. Thus, collective effort should come from Government, Banks, Companies and Educational institutions to improve financial literacy for a better economy. Moreover we the individuals can take initiatives to make ourselves and others financially literate. Making the people financially literate will make them not only empowered but will also facilitate achieving financial inclusion that leads to the development of the nation's financial system. And this enhanced and sound financial system leads our country to be a Developed Nation.

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APPENDIX

QUESTIONNAIRE

1) Email:

2) Gender:

Male Female

3) Martial Status:

Single Married

4) Age:

18-36 37-55 Above 55

5) Your Higher Education:

Below UG UG PG and Above

6) Annual Income:

7) Phone Number:

8) Community Sub Group:

Autorickshaw Driver/Owner

Casual Workers

College Students

College Teachers

Drivers/Taxi

Educated Unemployed

Electrician/Plumber/Carpenter/Mechanic

Entrepreneur/Shop owners

Farmers/Agriculturist

Government Servants

Higher Secondary Students

Health Workers

Insurance Agents/Bank Employees

Retired Government Servants

Retired Private Employees

Private Employees

Sales Executive

School Teachers

Social Worker in Politics

Social Worker in Religion/Charity

Other: _____

9) If others please specify

10) Residing Ward in Thazhakkara

Mark only one oval:

Ward 1

Ward 2

Ward 3

Ward 4

Ward 5

Ward 6

Ward 7

Ward 8

Ward 9

Ward 10

Ward 11

Ward 12

Ward 13

Ward 14

Ward 15

Ward 16

Ward 17

Ward 18

Ward 19

Ward 20

Ward 21

Family Characteristics

11) Staying With Parents:

Yes No

12) Staying With Parents and Grandparents

Yes No

13) Joint Family

Yes No

14) Assessment of Financial Awareness

	Heard	Know-well	Apply	Want to know more
● Interest	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Compound Interest
- Penal Interest
- Inflation
- Risk Diversification
- Insurance(life)
- Health Insurance
- Crop Insurance
- Vehicle Insurance
- Third party

● Other general

● Group Insurance

15) Assessment of Financial Competence/ Behaviour

Heard Know-well Apply Want to know more

*Long-term planning of:
Expense/income/saving/

Investment

*Financial products and
the risk and return

Characteristics

*Choosing financial
Products

*Access to financial
Products

*Stay informed

16) Assessment of financial confidence

	Heard	Know well	Apply	Want to know
				More
● independent financial decision Made and executed - current	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● independent financial decision Made and executed – longterm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● where to seek help on financial Matters.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● Regulatory Authority:. (RBI)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● IRDA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● PFRDA	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● SEBI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● share brokers service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
● financial advisors service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- Managing Debt
- Long term planning for retirement
- confidence in dealing with
Financial product
- saving and investing wisely (self
Appraisal
- credit card in your name
- General service offered by the
banks

17) Financial Attitude and Motivation

- | | YES | NO |
|---|--------------------------|--------------------------|
| Day to day financial management and budgeting | <input type="checkbox"/> | <input type="checkbox"/> |
| Numerology related fiance-in hand | <input type="checkbox"/> | <input type="checkbox"/> |
| NIFTY/SENSEX regularly watching changes | <input type="checkbox"/> | <input type="checkbox"/> |
| Knowledge of exposed to financial frauds | <input type="checkbox"/> | <input type="checkbox"/> |

Family budgeting

Habit of saving

Recognised Gender disparity in financial matters

Owned/Shares/Bond/Future/Options/ETF/MF/

Gold fund/NSC

Dental Accounts owned by Self

