

Financial Inclusion and Scheme Awareness of the Urban Poor in India with Special Reference to the Slums of Ajmer City, Rajasthan State

Anand Singh Motish¹ and Dr. Jatin Yadav²

Research Scholar, Management Department¹

Professor, Management Department²

Bhagwant University, Ajmer, Rajasthan, India

Abstract: The term "financial inclusion" has gained importance since the early 2000s, a result of findings about financial exclusion and its direct link to poverty. The study of financial inclusion of slum dwellers in Ajmer city is of international importance. The importance of financial inclusion of poor people is being increasingly recognised. Much research has been done on financial inclusion of poor people, but not specifically on slum dwellers. Such research will highlight the awareness of slum dwellers regarding financial inclusion. Policy makers have now started giving importance to the financial inclusion of the poor people in India. In this study an attempt will be made to analyze the economic condition of the slum dwellers of Ajmer city. As a result, the awareness of slum dwellers about financial inclusion plays a very important role here. The objective of this research study is to understand the importance of delivery of financial services at an affordable cost to the underprivileged and low income section of the society.

Keywords: Poor, Urban, India, City, Awareness etc

REFERENCES

- [1]. Raghuram Rajan, (2015) Democracy, Inclusion, and Prosperity, the D. D. Kosambi Ideas Festival, Goa, February 20, 2015, Available at: <https://rbi.org.in/SCRIPTS/BSSpeechesView.aspx?Id=941s>
- [2]. Adrian Alter & Boriana Yontcheva, 2015. "Financial Inclusion and Development in the CEMAC," IMF Working Papers 15/235, International Monetary Fund.
- [3]. Namrata S. and Dilpreet S. (2016). Financial Inclusion in India: Rethinking the Banking Initiatives, IUP Journal of Bank Management, 15(4), pp.19-33.
- [4]. Bhattacharyay B. N. (2016). Determinants of Financial Inclusion of Urban Poor in India: An Empirical Analysis CESifo Working Paper Series, No. 6096, p. 31.
- [5]. Gedam K. Y. (2017) Developing marketing strategies for Financial Schemes to Enhance Financial Inclusion in India, thesis submitted to Savitribai Phule University.
- [6]. Balaji T.P (2017) Impact of Financial Inclusion on Socioeconomic Condition of Weaker Section of the Society, thesis submitted to University of Madras, Chennai.
- [7]. Chhajera A. (2018) Impact of Financial Inclusion on Savings and Advertising Behaviour of Rural Society, thesis submitted to Jain University, Bengaluru.
- [8]. P.M. S., Subramanyan M. (2018), Financial Inclusion through Micro Finance, New Century Publications, New Delhi.
- [9]. Bhuvana M. (2017). Effectiveness of Financial Inclusion on Banking Services through information and Communication Technology, thesis submitted to VELS University Pallaram, Chennai.
- [10]. Shah M.A. (2016). Status of Financial Inclusion, a book published by S.K. Book Agency, New Delhi.
- [11]. Sanskrity Joseph, and G. K. Deshmukh, Designing Financial Inclusion in the HR Way: A Study, *Journal of Business & Finance*, 7 no. 1 (Jan-June 2015): 23-32.

- [12]. Deepak K.V. and Prakash R. P. (2014). A Conceptual Study on The Role of Financial Inclusion on Economic & Social Development of India, IJMRR, International Journal of Management Research & Review, 4(12) Article No-5/1151-1157.
- [13]. Robino, C., Trivelli, C., Villanueva, C., Sachetti F., Walbey, H., Martinez, L. and Marincioni, M. (2019). Financial inclusion for women: A way forward. A policy area - Social Cohesion and the State, G20 Insights, October
- [14]. Umar, M.; Ji, X.; Mirza, N.; Naqvi, B. Carbon neutrality, bank lending, and credit risk: Evidence from the Eurozone. J. Environ. Manag. 2021, 296, 113156.
- [15]. Barbu, C.; Florea, D.; Dabija, D.-C.; Barbu, M. Customer experience in Fintech. J. Theor. Appl. Electron. Commer. Res. 2021, 16, 80
- [16]. Ryu, H.-S.; Ko, K.S. Sustainable development of fintech: Focused on uncertainty and perceived quality issues. Sustainability 2020, 12, 7669.
- [17]. Kandpal, V. Reaching sustainable development goals: Bringing financial inclusion to reality in India. J. Public Aff. 2020, 20, e2277.
- [18]. Liu, F.; Walheer, B. Financial inclusion, financial technology, and economic development: A composite index approach. Empir. Econ. 2022, 2, 63.
- [19]. Rastogi, S., Tripathi, V., & Kuknor, S. (2021). Informational role of futures volume for spot volatility. Pacific Accounting Review.
- [20]. Raza, M. S., Tang, J., Rubab, S., & Wen, X. (2019). Determining the nexus between financial inclusion and economic development in Pakistan. Journal of Money Laundering Control.
- [21]. Satyasai, K. J. S., & Kumar, A. (2020). NAFINDEX: Measure of Financial Inclusion based on NABARD All India Rural Financial Inclusion Survey (NAFIS) Data. FOUNDED 1998, 117
- [22]. Varshney, D., Joshi, P. K., Roy, D., & Kumar, A. (2022). Understanding the Adoption of Modern Cultivars in India: Adoption Probability and Use Intensity.
- [23]. Singh, D. K., Gole, A., Vishwakarma, N., & Tomar, A. (2022). Studies on Kisan credit card issues and their solutions in the district of Jabalpur, Madhya Pradesh.
- [24]. Sharma, A., & Rastogi, S. (2021). Impact of Efficiency on Voluntary Disclosure of NonBanking Financial Company—Microfinance Institutions in India. Journal of Risk and Financial Management, 14(7), 289.