



FINANCIAL INCLUSION FOR RURAL DEVELOPMENT : COVID EXPERIENCE

Fr. Dr. D. Sunder reddy



Financial Inclusion for Rural Development: COVID Experiences

Volume-II

Chief Editor

Fr. Dr. D. Sunder Reddy

Associate Editors

Dr. K. Martina Rani, Dr. A. Danam Tressa

Assistant Editors

Ms. Swapna, Mr. Jyothi Kalyan and Mrs. Joseph Mary



INSC International Publishers

Title of the Book: Financial Inclusion for Rural Development: COVID Experiences

Volume-II Edition: 2022

Copyright 2022 © Authors

Chief Editor:

Fr. Dr. D. Sunder Reddy

Associate Editors:

Dr. K. Martina Rani, Dr. A. Danam Tressa

Assistant Editors

Ms. Swapna, Mr. Jyothi Kalyan and Mrs. Joseph Mary

No part of this book may be reproduced or transmitted in any form by any means, electronic or mechanical, including photocopy, recording or any information storage and retrieval system, without permission in writing from the copyright owners.

Disclaimer

The authors are solely responsible for the contents published in this book. The publishers or editors don't take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publishers to avoid discrepancies in future.

E- ISBN: 978-81-950826-2-9

MRP: 200/-

PUBLISHER & PRINTER: INSC International Publishers

Pushpagiri Complex, Beside SBI

Housing Board, K.M. Road

Chikkamagaluru, Karnataka

Tel.: +91-8861518868

E-mail: publish@iiponline.org

IMPRINT: I I P

Foreword

The unprecedented outbreak of COVID -19 slowed down the global economy. The lockdown imposed in most parts of the globe significantly affected the lives of millions of vulnerable people, especially the daily wage earners in developing countries. The social and economic life virtually standstill in almost all metro cities like New Delhi, Paris, London, Rome, New York, etcetera, expressed the horrible story. The collection of banks and microfinance institutions has dropped drastically. Resultantly, most daily wage workers and micro-entrepreneurs face a decline in their income and can hardly repay their loans.

Governments, the private sector, and other associated organisations have a critical role in addressing the social-economic impact of COVID-19. The government in many affected countries counter the crises by injecting funds to their citizens, microbusiness and labour force through digital mode. Simultaneously, financial institutions across the globe have recognised the immediate challenges faced by society and economies by using their expertise in the volatile operating environment and preparing themselves to deal with the devastating effects of the COVID-19. This period visualises a marked shift in channels of financial transactions, which become more digitised.

India is a country of villages, and rural development remains one of the development goals of Indian planning. Ironically, in 70 years of the planning era, most villages are still vulnerable in primary health care, sanitation, safe drinking water, social inclusion, women empowerment and other related fields. The nationalisation of banks paves the way for ensuring more funding for rural development with the provision of priority sector lending. However, the journey of rural development is still in its infancy as most of the rural population remains unbanked. The recent Government thrust of promotion of financial inclusion through its agencies is reshaping the future of rural masses. The tremendous growth of banking and non-banking institutions was witnessed in the proliferation of payment banks, online transactions, UPI, mobile and postal banking, even in the COPVID-19 period.

The book, edited by Fr.Dr.D.Sunder Reddy and His team, is a beautiful collection in the broad field of financial inclusion such as FinTech, digitalisation, women empowerment, entrepreneurship. The authors who have contributed to this book have freely given their contribution, finished or work-in-progress, hoping that it would contribute to the overall understanding of the phenomena. Indeed, the editors deserve mentions in selecting the papers in most of the financial aspects for rural development and showed the discipline and rigour required for the unique conceptual ideas and high-quality research. They have judiciously titled the book as ‘Financial Inclusion for Rural Development: Covid Experience.’

Prof. Surender Mor
Dean, Faculty of Social Sciences
BPS Women University, Sonipat
India.

Preface

Dear Readers

Greetings!

A few words, before you begin to read the research papers of this Editorial Book on FINANCIAL INCLUSION AND RURAL DEVELOPMENT: COVID EXPERIENCES. Financial Inclusion has been a greater concern to Government and to the Economic Development leaders. Although several policies and legislations have been implemented, they have been serving historically the under-banked communities to seek formal financial system. Financial inclusion is considered “a key enabler to reducing poverty and boosting prosperity” by the World Bank. The idea of financial inclusion started out with microcredit with a founding promise to end poverty by empowering the poor to start small businesses.

Apart from this, a majority of the population has access to open a bank account, and a portion of them even know how to conduct cashless transactions using UPI. This is a positive trend in recent years, resulting in increased confidence in digital platforms. The challenge of creating a financially inclusive system has never been more challenging or more significant during this pandemic period.

When the pandemic struck, policymakers and prominent economists across the world called for financial infrastructures to be strengthened. They argued this would support the efficient channeling of relief through cash transfers or cheap loans. Introducing Jan DhanAadhaarMobile (JAM) by the government has positively affected the banking sector and financial inclusion in India. There has been a significant change in targeted and reliable payments since the introduction of JAM services. It has also aided in eliminating duplicate entries and the reduction of dependency on cash payments and has helped create a trust factor with the customers.

Hence, keeping in view the contemporary need of the theme by policy makers and Government; We, The Editors, would like to present this book as a source of inputs to address the challenges by all in providing access and meeting the links provided by the Financial Inclusion through various outreach models.

We thank all the authors of research papers of the theme and we present this book to the readers who may be academicians, practitioners and policy makers for further research, policy decisions and for implementation, as the case may be.

WISH YOU ALL THE SUCCESS

Chief Editor
Fr. Dr. D. Sunder Reddy
Principal,
St. Joseph's Degree & PG College
5-9-1106, King Koti Rd,
Koti, Hyderabad, Telangana 500029

Acknowledgement

Message from Chairman



Most. Rev. Dr. Poola Anthony
(Archbishop of Hyderabad & Chairman – HAES)

It gives me immense pleasure to present this Editorial Book on FINANCIAL INCLUSION AND RURAL DEVELOPMENT: COVID Experiences Vol II as a source of knowledge dissemination of the COVID experiences by the industry which has seen the year 2020 as a boom and has proved beneficial for the industry players maximizing their reach-outs using digital platform.

I would like to appreciate the Institution which has taken up this area of research to contribute to the academia, industries and the policy makers who are interested to draw inputs from this editorial book.

I would like to make a mention on the efforts taken by the Editor - Fr. Dr. D. Sunder Reddy, Principal, St. Joseph's Degree & PG college with team from the Department of Business Management, for coming out with this kind of a research study which is of national importance and I wish them to continue to do more research and to release more volumes of books in the future.

I WISH BEST SUCCESS!

GOD BLESS YOU

+ P. Anthony



Most. Rev. Dr. Poola Anthony
(Archbishop of Hyderabad & Chairman – HAES)

Contents

1.	Financial Inclusion in the Modern Era <i>- Fr. Dr. D. Sunder Reddy, Dr. K. Martina Rani, Mrs. Jyothi Kumari</i>	1
2.	Financial Inclusion in Digital Age <i>- Patha Rajitha, P. Buela Prasanna Kumari</i>	10
3.	Fintech - Reshaping the Banking and Financial Experience <i>-Dr. Soma. Hari Prasad</i>	13
4.	Randomized Experiment on the Adult Graduates Perceptions towards Challenges of Financial Inclusion in India <i>-Pazhanisamy.R</i>	21
5.	Financial Inclusion: A convenient access to Financial Services <i>-Mohd Azam, Bushra Begum</i>	36
6.	Digital Inclusion in Digital Age: Its Challenges and Reliefs in India <i>-Dr. Rafiya</i>	41
7.	A Study on Financial Inclusion and Women Empowerment in India <i>-Dr. M. Mahalakshmi</i>	52
8.	“Study on Effect of Remote Working on Home Makers and Children in Rural Area” <i>-Dr.Aabha S Singhvi, Dr. Srinivas Gumparathi, Yash Doshi</i>	60
9.	The New Evolution in Digital Era- Financial Inclusion <i>-Shah S Dhawall, Mohammad Johar</i>	64
10.	Financial Inclusion in India – a critical Review of Initiatives and Achievements <i>- Dr. K. Balaji</i>	68
11.	Financial Inclusion, Women Empowerment and Entrepreneurship <i>-K. Neeraja, P. Swapna Rani</i>	80

12.	Banking Sector & Covid-19: Issues and Challenges <i>-Mr. Akshay Rana</i>	88
13.	Financial Inclusion in India <i>-Rohit Kumar M, Dr. V. Rana Pratap</i>	94
14.	Financial Inclusion, Women Empowerment and Entrepreneurship: Case Study of India <i>-Dr. P. Megaladevi, Prof. S. Priya Lakshmi</i>	101
15.	A Review on Financial Inclusion among the Poor Households in the Digital Age <i>-Dr. T. Rachel Shalini,</i>	108
16.	Financial Inclusion Through Atal Pension Yojana <i>-T. Pavana Devi</i>	113
17.	Financial Inclusion, Women Empowerment and Entrepreneurship in India <i>-Dr. A. Danam Tressa</i>	118

About our College

St. Joseph's Degree & PG College, established in the year 1997 by the Hyderabad Archdiocese Educational Society, is a Co-education Catholic Christian Minority Institution. The college functions under His Grace Most Rev. Poola Anthony, Archbishop of Hyderabad. The college is centrally located in a 2-acre Wi-Fi campus with state-of-the-art infrastructure. It has emerged as one of the leading higher educational institutions of the country, with a growing reputation among academia and industry as the top destination for world-class knowledge, skills, universal values and global employability. A premiere affiliate of the Osmania University, St. Joseph's is an Autonomous College, Re-accredited by the National Assessment and Accreditation Council with 'B++' Grade for its Distinctive Educational Environment, Human Values and Social Commitment. Strategically located in the heart of the City of Hyderabad at Basheerbagh – King Koti Road in a sprawling two-acre campus with 1 lakh square feet built up area, modern infrastructure and state of the art laboratories, the College is privileged to have eminent collaborators from academia and industry with qualified and enthusiastic teaching and non-teaching staff and vibrant student fraternity. St. Joseph's is the best choice of parents and students for its enriching multidimensional experience of holistic learning, leading to a bright future for the students. The college offers a wide range of Under Graduate and Post Graduate Programmes in Commerce, Science, Mathematics, Computer Science, Mass Communication and Management, Psychology where students from surrounding schools and colleges, various districts, neighboring states and foreign countries seek admission. Our holistic approach to education sets our brand equity as a trusted name for value-based education and integrated learning. Discipline which is a non-negotiable factor of students' life on our campus inculcates value of time management and punctuality. Apart from integrating value education into the main curriculum, several motivational talks, leadership programmes, and regular group and personal counseling sessions are conducted by well qualified counselors to nurture the emotional intelligence of the students making them confident and competitive to take on the challenges of life ahead. The students during the process of education in college emerge as well qualified and socially responsible citizens of India.

About the Chief Editor



Fr. Dr. D. Sunder Reddy, Principal of St. Joseph's Degree & PG college, Hyderabad, holds an affluent experience of serving and leading Higher Educational Institutions under his enlivening leadership for the past 16 years and keeps aiming at **ACADEMIC EXCELLENCE, INNOVATIVE TEACHING & INTELLECTUAL CAPITAL**. He holds a Doctoral Degree (Ph. D) from JNTU, Hyderabad. He has obtained a prestigious CMI Leadership certification from Dudley College, London, UK under AICTE-UKIERI's Technical Education Programme. He has a number of publications in the National and International reputed and peer reviewed Journals and having participated in various seminars, conferences, summits and forums of National and International importance. He has also been conferred with **BEST TEACHER** award from the Government of Telangana in September 2021. Under his leadership, the Institution has received the **BEST COLLEGE** award for rendering exemplary services in the field of Education from the Chief Minister of Telangana in December 2021.



InSc International Publishers

eISBN:978-81-950826-2-9



9 788195 082629

MRP Rs.200/-