"Financial Inclusion: A study of Saurashtra Region of Gujarat State"

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Abstract: *An attempt has been made to study the financial inclusion of Saurahstra region of Gujarat namely-Rajkot- Bhavnagar- Junagadh and Amreli. The sample size is of 200 respondents 50 respondents from each city. The researcher has developed a questionnaire to collect primary data. The researcher has classified financial inclusion in four categories- Access of banking services- Financial literacy- usage of financial services-financial inclusion related policy. It is concluded that selected respondents of four cities are prone to access the financial services offered by the banks. It is also concluded that financial literacy rate is also good among the selected respondents. It is also analyzed that most of respondents are taking benefits of financial services and in the last it is also concluded that people of the selected cities are well aware about the financial inclusion related policy. The researcher has also used one samples Kolmogorow and Smirnow test to know whether responses of respondents are substantially difference or not. The result of test indicates that there is significant difference the responses explained by the respondents.*

Key words: *Financial inclusion- Financial Literacy-Financial services- and banks*

INTRODUCTION:

Financial Inclusion: A study of Saurashtra Region of Gujarat State Financial inclusion is very important now days because there are many types of financial services which are not availed by many people. There are 75 lakhs villages in Indian and among them there are many villages are unbanked. So it is needed to provide the benefits of financial inclusion to them. In our country there are private and nationalized banks trying to reach to each and every people to provide financial services. Central government had done nationalization of many private banks so that they can provide services at affordable rate. However nationalized banks are doing fantastic for poor and middle-class people. But as it is known fact that still private banks are hesitant to reach to villages people because they believe in profitability whereas government bank's main aim is to provide service to common people at reasonable charges. Central government has launched many schemes to cover those unbanked villages despite that still today many people are not having the benefits of all types of financial services. There are some seasons why we are lagging behind in financial inclusion to those who are needy for financial services. Lack of awareness and financial literacy: Many people, especially in rural areas, are not aware of the benefits of formal financial services or how to access them. They may also lack the financial literacy to understand and manage their finances effectively. Poor infrastructure and reach: Bank branches and ATMs are often concentrated in urban areas, making it difficult for people in rural areas to access formal financial services. Additionally, many people may not have access to the internet or other digital technologies required to use certain financial services. High transaction costs: Transaction costs associated with formal financial services, such as account maintenance fees and withdrawal fees, can be high for low-income households, making them unaffordable. Complex documentation requirements: Opening a bank account or obtaining a loan often requires a lot of paperwork and documentation. This can be a barrier for people who do not have formal identification or who are not comfortable with the banking process. Negative experiences with formal financial institutions: Some people may have had negative experiences with formal financial institutions in the past, such as being denied a loan or being charged high interest rates. This can make them hesitant to use formal financial services in the future. Lack of Trust: Trust is a critical factor in the banking sector. If people do not trust nationalized banks due to concerns about corruption, mismanagement, or political interference, they may avoid using these institutions. Digital Divide: The digital divide, where some individuals lack access to smart phones or the internet, can also hinder financial inclusion in an increasingly digital world. Considering the above problems researcher has decided to study financial inclusion of Saurahstra region Gujarat and selected four cities namely Rajkot- Amreli- Bhavnagar and Junagadh.

REVIEW OF LITERATURE:

Supravat Bagli (2012) worked on financial inclusion in India. the researcher used primary used data. The researcher has selected some indicators for financial inclusion. The researcher has also done combine research and human development indices. it is concluded that there is positive relation between financial inclusion and human resource development. Jatan Kanwar Jain (2016) worked on overview of financial inclusion in India. The researcher has primary data. It is concluded that financial inclusion in in the progression stage. Sanjiti Kapoor and Vineeth Mohandas (2023) worked on Measuring Financial Inclusion in India. The researcher has prepared financial inclusion index. It is concluded that southern states and union territories have very good progress regarding financial inclusion. Thai-Ha Le, Anh Tu Chuc and Farhad Taghizadeh-Hesary (2019) worked on financial inclusion and its impact on financial efficiency and stability. The researcher used primary data consisting three categories financial inclusion, financial efficiency and financial sustainability. The researcher concluded that all three measures are very important for financial inclusion. Supravat Bagli (2012) worked on financial inclusion in India. The researcher used primary used data. The researcher has selected some indicators for financial inclusion. The researcher has also done combine research and human development indices. it is concluded that there is positive relation between financial inclusion and human resource development. Vinay K.Srivastav and Mukesh Kumar sharma (2016) did research on financial inclusion of rural area of Udaipur city. The researcher has done research on primary data. It is concluded that most of the people of Udaipur city are not aware about the financial services of Banks. However, it is also mentioned that PMJDY scheme has done fantastic.

OBJECTIVE OF THE STUDY:

The primary objectives of the study are to analyses the financial inclusion in the selected regions. In relation to banking services, financial literacy, usage of financial services and awareness of financial inclusion policy among the respondent of the study.

RESEARCH METHODOLOGY:

A study is made on status of financial inclusion of Saurashtra region. The researcher has used primary data. There are 200 respondents selected by researcher. 200 sample sizes have been taken from four districts. From each district 50 respondents have been selecte**d.** The researcher has use One-Sample Kolmogorov-Smirnov Test to test the responses of respondents whether responses given by respondents differ substantially or not. The level of significance is 1%. The researcher has collected data from respondents of Saurashtra region only.

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Hypothesis:

H_0: There is no significant difference in responses given by respondents of four selected cities of Gujarat

H_1: There is a significant difference in responses given by respondents of four selected cities of Gujarat

Level of Significance: 1%

Data Analysis

Gender	Frequency	Age	Frequency	Qualification	Frequency	Income	Frequency	Institute	Frequency
Male	139	18-24	25	SSC	65	Less than 50,000	28	Self Employed	82
Female	61	25-34	60	HSC	65	500001 to 1,00,000	52	Salaried (Private)	24
Total	200	35-44	65	Graduation	35	1,00,001 to 2,50,000	37	Salaried (Govt.)	39
		45-54	34	Post Graduation	28	2,50,001 to 5,00,000	35	Retired Person	34
		55-64	12	Any other qualification	7	5,00,000 to 10,00,000	25	Student	21
		65 and above	4	**Total**	**200**	10,00,00 0 to above	23	Total	200
		Total	**200**			Total	200		

Above Table Shows That the majority of the individuals (69.5%) are male, while the remaining 30.5% are female. The sample size is 200 individuals. The majority of the individuals (75.0%) fall into the age groups 35-44 (32.5%) and 25-34 (30.0%). The next most significant age group is 45-54, representing 17.0% of the sample. Relatively smaller proportions of individuals are in the age groups 55-64 (6.0%) and 65 and above (2.0%). The youngest age group (18-24) makes up 12.5% of the sample. The cumulative percentages help us see how the distribution is spread. For instance, by the time we reach the 45-54 age groups, 92.0% of the sample has been accounted for.

The most common educational levels are "SSC" and "HSC," each accounting for 32.5% of the sample. Graduation" is the third most common educational level, representing 17.5% of the sample. Post Graduation" follows, with 14.0% of the sample. A smaller proportion of individuals (3.5%) have any other qualification."

The majority of individuals fall into the income range of "500001 to 1,00,000," comprising 26.0% of the sample. The next most common income range is "1,00,001 to 2,50,000," representing 18.5% of the sample. Approximately 17.5% of individuals have an income level between "2,50,001 to 5,00,000. A significant proportion, 14.0%, have an income less than "50,000. Smaller proportions of individuals fall into higher income brackets, with 12.5% in the "5,00,000 to 10,00,000" range and 11.5% in the "10,00,00 0 to above" range. The

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cumulative percentages show that after accounting for individuals with income "10,00,00 0 to above," we have 100% of the data, indicating that there are no other income level categories in this dataset.

The most common occupation category in the sample is "Self Employed," which comprises 41.0% of the sample. The next most common occupation categories are "Salaried (Govt.)" with 19.5% and "Retired Person" with 17.0%. "Salaried (Private)" accounts for 12.0% of the sample, while "Student" represents 10.5%.

Financial inclusion

Sr.No	**Questions**	N	SDA	DS	N	A	SA
	Access to Banking Services						
1	Do you have easy access to a physical bank branch in your locality?	200	40	41	39	53	27
		100%	(20.0%)	(20.5%)	(19.5%)	(26.5%)	(13.5%)
2	How satisfied are you with the availability of ATMs in your area?	200	17	36	29	71	47
		100%	(8.5%)	(18.0%)	(14.5%0	(35.5%)	(23.5%)
3	Do you find it convenient to use online/mobile banking services provided by your bank?	200	24	25	24	105	22
		100%	(12.0%)	(12.5%)	(12.0%)	(52.5%)	(11.0%)
4	Have you encountered any challenges when trying to open a bank account?	200	28	27	34	86	25
		100%	(14.0%)	(13.5%)	(17.0%)	(43.0%)	(12.5%)
5	Are there any specific banking services or features you wish were more accessible to you?	200	8	38	24	101	29
		100%	(4.0%)	(19.0%)	(12.0%)	(50.5%)	(14.5%)
	Financial Literacy:	N	SDA	DS	N	A	SA
6	How confident do you feel about your understanding of financial products and services?	200	19	71	23	70	17
		100%	(9.5%)	(35.5%)	(11.5%)	(35.0%)	(8.5%)
7	Have you ever received formal financial education or training?	200	29	59	26	31	55
		100%	(14.5%)	(29.5%)	(13.0%)	(15.5%)	(27.5%)
8	Do you actively seek information or	200	12	21	39	97	31

	advice on managing your finances?	100%	(6.0%)	(10.5%)	(19.5%)	(48.5%)	(15.5%)
9	Are you aware of the various savings and investment options available to you?	200	6	20	58	86	30
		100%	(3.0%)	(10.0%)	(29.0%)	(43.0%)	(15.0%)
10	How comfortable are you in making informed decisions about your personal finances?	200	18	50	24	78	30
		100%	99.0%)	(25.0%)	(12.0%)	(39.0%)	(15.0%)
	Usage of Financial Services	N	Yes	No	Neutral		
11	Do you currently have a savings or deposit account with a financial institution?	200	112	72	16		
		100%	(56.0%)	(36.0%)	(8.0%)		
12	Have you ever taken a loan from a bank or other financial institution?	200	106	65	29		
		100%	(53.0%)	(32.5%)	(14.5%)		
13	Do you own a credit card or use other forms of credit regularly?	200	121	70	9		
		100%	(60.5%)	(35.0%)	(4.5%)		
14	Have you considered using insurance products (e.g., life insurance, health insurance)?	200	131	40	29		
		100%	(65.5%)	(20.0%)	(14.5%)		
15	How satisfied are you with the financial services you currently use?	200	18	40	25	96	21
		100%	(9.0%)	(20.0%)	(12.5%)	(48.0%)	(10.5%)
	Financial Inclusion Policies:	**N**	**SDA**	**DS**	**N**	**A**	**SA**
16	Are you aware of any government initiatives aimed at promoting financial inclusion in your country?	200	49	31	29	61	30
		100%	(24.5%)	(15.5%)	(14.5%)	(30.5%)	(15.0%)
17	Have government policies made it easier for you to access financial services?	200	52	26	36	65	21
		100%	(26.0%)	(13.0%)	(18.0%)	(32.5%)	(10.5%0
18	Do you believe that government	200	16	75	8	74	27

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	interventions have a positive impact on financial inclusion?	100%	(8.0%)	(37.5%)	(4.0%)	(37.0%)	(13.5%)
19	Are there specific policies or changes you think the government should implement to improve financial inclusion?	200	42	15	31	76	36
		100%	(21.0%)	(7.5%)	(15.5%)	(38.0%)	(18.0%)
20	Do you think financial institutions are effectively implementing government policies related to financial inclusion?	200	7	20	19	141	13
		100	(3.5%)	(10.0%)	(9.5%)	(70.5%)	(6.5%)
	Barriers to Financial Inclusion:	**N**	**SDA**	**DS**	**N**	**A**	**SA**
21	Have you ever faced challenges in meeting the minimum balance requirements for a bank account?	200	4	12	18	105	61
		100%	(2.0%)	(6.0%)	(9.0%)	(52.5%)	(30.5%)
22	Have you experienced difficulties providing the necessary documentation to access financial services?	200	23	20	19	84	54
		100%	(11.5%)	(10.0%)	(9.5%)	(42.0%)	(27.0%)
23	Do you believe that financial services, such as banking fees, are affordable for you?	200	12	9	16	140	23
		100%	(6.0%)	(4.5%)	(8.0%)	(70.0%)	(11.5%)
24	Are there any cultural or social factors that have limited your access to financial services?	200	22	50	39	57	32
		100%	(11.0%0	(25.0%)	(19.5%)	(28.5%0	(16.0%)
25	Have you encountered issues related to financial discrimination or exclusion in your community?	200	26	30	69	44	31
		100%	(13.0%)	(15.0%)	(34.5%)	(22.0%)	(15.5%)

Analysis of above table

Out of 200 respondents, a significant portion (20.0%) "Strongly Disagree" with having easy access to a physical bank branch in their locality. Slightly more individuals (20.5%) "Disagree" with easy access. "Neutral" responses make up 19.5% of the sample. A relatively higher proportion (26.5%) "Agree" that they have easy access to a physical bank branch. The remaining 13.5% "Strongly Agree" that they have easy access to a physical bank branch. The cumulative percentages show that after accounting for individuals who "Strongly agree," we have 100% of the data.

A small percentage (8.5%) "Strongly Disagree" with the availability of ATMs in their area. A larger portion (18.0%) "Disagree" with the availability. "Neutral" responses make up 14.5% of the sample. A significant proportion (35.5%) "Agree" that they are satisfied with the availability of ATMs. The remaining 23.5% "Strongly Agree" that they are satisfied with the availability of ATMs.

A relatively small percentage (12.0%) "Strongly Disagree" with the convenience of using online/mobile banking services. A similar percentage (12.5%) "Disagree" with the convenience. "Neutral" responses make up 12.0% of the sample. A majority (52.5%) "Agree" that they find it convenient to use online/mobile banking services. A smaller proportion (11.0%) "Strongly Agree" that using online/mobile banking services is convenient.

It appears that the majority of respondents fall into the "Agree" category (43.0%), followed by "Neutral" (17.0%) and "Strongly Disagree" (14.0%). Fewer respondents selected "Disagree" (13.5%) and "Strongly Agree" (12.5%). It means that selected respondents have encountered challenges when trying to open a bank account

The majority of respondents fall into the "Agree" category (50.5%), followed by "Strongly Agree" (14.5%) and "Disagree" (19.0%). A smaller percentage selected "Neutral" (12.0%), and the fewest respondents chose "Strongly Disagree" (4. 0%).The data suggests that a significant number of respondents (50.5%) believe that there are specific banking services or features they wish were more accessible. This indicates that there may be unmet needs or desires among these individuals when it comes to banking services.

The largest group of respondents falls into the "Disagree" category (35.5%), indicating that a significant portion of respondents do not feel confident in their understanding of financial products and services. The second-largest group is those who "Agree" (35.0%) that they are confident in their understanding, followed by "Neutral" (11.5%) and "Strongly Disagree" (9.5%). The "Strongly Agree" category, although the smallest, still represents a notable portion of respondents (8.5%) who feel very confident in their understanding of financial products and services.

The largest group of respondents falls into the "Disagree" category (29.5%), indicating that a significant portion of respondents have not received formal financial education or training. The second-largest group is those who "Strongly Agree" (27.5%) that they have received formal financial education or training, followed by "Agree" (15. 5%).The "Strongly Disagree" and "Neutral" categories represent smaller percentages of respondents (14.5% and 13.0%, respectively).

The largest group of respondents falls into the "Agree" category (48.5%), indicating that a substantial portion of respondents actively seek information or advice on managing their finances. The second-largest group is those who "Neutral" (19.5%) about actively seeking financial information or advice, followed by "Strongly Agree" (15.5%). The "Strongly Disagree" and "Disagree" categories represent smaller percentages of respondents (6.0% and 10.5%, respectively). This data suggests that a significant portion of respondents actively seek information or advice on managing their finances, which is a positive sign for financial literacy and responsible financial management

The largest group of respondents falls into the "Agree" category (43.0%), indicating that a significant portion of respondents are aware of the various savings and investment options available to them. The second-largest group is those who are "Neutral" (29.0%) about their awareness of these options, followed by "Strongly Agree" (15.0%). The "Strongly Disagree" and "Disagree" categories represent smaller percentages of respondents (3.0% and 10.0%, respectively).

The largest group of respondents falls into the "Agree" category (39.0%), indicating that a significant portion of respondents are comfortable in making informed decisions about their personal finances. The second-largest group is those who "Strongly Agree" (15.0%) that they are comfortable, followed by "Disagree" (25.0%). The "Strongly Disagree" and "Neutral" categories represent smaller percentages of respondents (9.0% and 12.0%, respectively).

The majority of respondents (56.0%) answered "YES," indicating that they currently have a savings or deposit account with a financial institution. A significant but smaller portion (36.0%) answered "NO," indicating that they do not have such an account. A minority of respondents (8.0%) chose "NEUTRAL," which may suggest uncertainty or a lack of clear information about their account status.

The majority of respondents (53.0%) answered "YES," indicating that they have taken a loan from a bank or other financial institution at some point in their lives. A significant but smaller portion (32.5%) answered "NO," indicating that they have not taken a loan from a financial institution. A minority of respondents (14.5%) chose "NEUTRAL," which may suggest uncertainty or a lack of clear information about their loan history.

The majority of respondents (60.5%) answered "YES," indicating that they own a credit card or use other forms of credit regularly. A significant but smaller portion (35.0%) answered "NO," indicating that they do not own a credit card or use other forms of credit regularly. A small minority of respondents (4.5%) chose "NEUTRAL," which may suggest uncertainty or a lack of clear information about their credit card or credit usage. this data provides insights into respondents' ownership and usage of credit cards and other forms of credit. It indicates that a majority has credit cards or use credit regularly, while a significant minority does not.

The majority of respondents (65.5%) answered "YES," indicating that they have considered using insurance products, such as life insurance or health insurance. A significant but smaller portion (20.0%) answered "NO," indicating that they have not considered using insurance products. A minority of respondents (14.5%) chose "NEUTRAL," which may suggest uncertainty or a lack of clear information about their consideration of insurance products.

The largest group of respondents falls into the "Agree" category (48.0%), indicating that a significant portion of respondents are satisfied with the financial services they currently use. The second-largest group is those who "Disagree" (20.0%) with their satisfaction level, followed by "Neutral" (12. 5%).The "Strongly Disagree" and "Strongly Agree" categories represent smaller percentages of respondents (9.0% and 10.5%, respectively).

The largest group of respondents falls into the "Agree" category (30.5%), indicating that a significant portion of respondents are aware of government initiatives aimed at promoting financial inclusion in their country. The second-largest group is those who "Strongly Disagree" (24.5%) with their awareness level, followed by "Neutral" (14. 5%).The "Strongly Agree" and "Disagree" categories represent smaller percentages of respondents (15.0% and 15.5%, respectively).

The largest group of respondents falls into the "Agree" category (32.5%), indicating that a significant portion of respondents believe that government policies have made it easier for them to access financial services. The second-largest group is those who "Strongly Disagree" (26.0%) with the idea that government policies have eased their access to financial services, followed by "Neutral" (18. 0%).The "Strongly Agree" and "Disagree" categories represent smaller percentages of respondents (10.5% and 13.0%, respectively).

Out of total respondents, Strongly Disagree are 52 responses (26.0%), Disagree are 26 responses (13.0%), Neutral are 36 responses (18.0%), Agree are 65 responses (32.5%), Strongly Agree 21 responses (10.5%)The data suggests that a majority of respondents (42.5%) either "Agree" or "Strongly Agree" that government policies have facilitated their access to financial services. This indicates a positive perception of the impact of government policies in this regard.

The data suggests that a majority of respondents (56.0%) either "Agree" or "Strongly Agree" that the government should take action to improve financial inclusion through specific policies or changes. This indicates support for government intervention in this area among this group. While a significant portion (36.5%) falls into the "Strongly Disagree" or "Disagree" categories, it's important to note that some respondents

(15.5%) are "Neutral" about the idea. This suggests varying degrees of opinion among the surveyed individuals. The "Strongly Agree" category (18.0%) highlights a notable percentage of respondents who strongly endorse government intervention in improving financial inclusion.

Out of total respondents, Strongly Disagree are 7 responses (3.5%), Disagree are 20 responses (10.0%), Neutral are 19 responses (9.5%), Agree are 141 responses (70.5%) and Strongly Agree: 13 responses (6. 5%).The data suggests that a majority of respondents (77.0%) either "Agree" or "Strongly Agree" that financial institutions are effectively implementing government policies related to financial inclusion

The largest group of respondents falls into the "Agree" category (52.5%), indicating that a significant portion of respondents have faced challenges in meeting the minimum balance requirements for a bank account. The second-largest group is those who "Strongly Agree" (30.5%) with this statement. A smaller portion of respondents "Disagree" (6.0%) or are "Neutral" (9.0%) about facing such challenges.

Majority of respondents (69.0%) either "Agree" or "Strongly Agree" that they have experienced difficulties providing the necessary documentation to access financial services. This indicates that a substantial portion of the surveyed individuals has faced these challenges. While some respondents (20.5%) fall into the "Disagree," "Neutral," or "Strongly Disagree" categories, these percentages are relatively small compared to those who agree. The "Strongly Agree" category (27.0%) highlights a notable percentage of respondents who strongly believe that they have experienced difficulties in this regard.

Majority of Respondents (81.5%) Either "Agree" Or "Strongly Agree" That Financial Services, Including Banking Fees, Are Affordable for Them. This Indicates That the Surveyed Individuals Generally Perceive Financial Services as Affordable.

While a smaller portion of respondents (18.5%) hold differing opinions (e.g., "Disagree," "Neutral," or "Strongly Disagree"), these percentages are relatively small compared to those who agree. The "Strongly Agree" category (11.5%) highlights a notable percentage of respondents who strongly believe that financial services are affordable.

Respondents (37.5%) either "Agree" or "Strongly Agree" that they have encountered issues related to financial discrimination or exclusion in their community. This indicates that a substantial number of surveyed individuals perceive such issues. The "Neutral" category (34.5%) represents a substantial portion of respondents who neither confirm nor deny encountering such issues. While a smaller portion of respondents (28.0%) "Disagree" or "Strongly Disagree" with the statement, these percentages are relatively small compared to those who agree.

One-Sample Kolmogorov-Smirnov Test

Sr.No		Test Statistic	Asymp. Sig. (2-tailed)	Result
1	Do you have easy access to a physical bank branch in your locality?	.187	.000[c]	Significance
2	How satisfied are you with the availability of ATMs in your area?	.251	.000[c]	Significance
3	Do you find it convenient to use online/mobile banking services provided by your bank?	.333	.000[c]	Significance
4	Have you encountered any challenges when trying to open a bank account?	.277	.000[c]	Significance
5	Are there any specific banking services or features you wish were more accessible to you?	.320	.000[c]	Significance
6	How confident do you feel about your understanding of financial products and services?	.242	.000[c]	Significance
7	Have you ever received formal financial education or training?	.219	.000[c]	Significance
8	Do you actively seek information or advice on managing your finances?	.297	.000[c]	Significance
9	Are you aware of the various savings and investment options available to you?	.252	.000[c]	Significance
10	How comfortable are you in making informed decisions about your personal	.265	.000[c]	Significance
11	Do you currently have a savings or deposit account with a financial institution?	.351	.000[c]	Significance
12	Have you ever taken a loan from a bank or other financial institution?	.331	.000[c]	Significance
13	Do you own a credit card or use other forms of credit regularly?	.380	.000[c]	Significance
14	Have you considered using insurance products (e.g., life insurance, health	.402	.000[c]	Significance
15	How satisfied are you with the financial services you currently use?	.307	.000[c]	Significance
16	Are you aware of any government initiatives aimed at promoting financial inclusion in your country?	.221	.000[c]	Significance
17	Have government policies made it easier for you to access financial services?	.220	.000[c]	Significance
18	Do you believe that government interventions have a positive impact on financial inclusion?	.265	.000[c]	Significance
19	Are there specific policies or changes you think the government should implement to improve financial inclusion?	.265	.000[c]	Significance
20	Do you think financial institutions are effectively implementing government policies related to financial inclusion?	.419	.000[c]	Significance
21	Have you ever faced challenges in meeting the minimum balance requirements for a bank account?	.315	.000[c]	Significance
22	Have you experienced difficulties providing the necessary documentation to access financial services?	.303	.000[c]	Significance
23	Do you believe that financial services, such as banking fees, are affordable for	.415	.000[c]	Significance
24	Are there any cultural or social factors that have limited your access to financial services?	.198	.000[c]	Significance
25	Have you encountered issues related to financial discrimination or exclusion in your community?	.181	.000[c]	Significance

FINDINGS:

1. The majority of respondents fall into the "Agree" and "Disagree Somewhat" categories, with 26.5% and 20.5% of respondents, respectively. substantial portion of respondents do have easy access to a physical bank branch in their locality
2. The data indicates that a majority of respondents are either "Satisfied" or "Very Satisfied" with the availability of ATMs in their area, making up 59% of the total respondents.
3. The data indicates that a majority of respondents find online/mobile banking services provided by their bank to be either "Convenient" or "Very Convenient," making up 63.5% of the total respondents.
4. The data suggests that a substantial majority of respondents did not encounter significant challenges when trying to open a bank account.
5. The data suggests that a substantial majority of respondents are generally content with the accessibility of their banking services and features.
6. A combined percentage of 45% of respondents consider themselves either "Very Confident" or "Confident" in their understanding, while 43.5% feel "Not Confident" to some extent.
7. The combined percentage of those who have received some form of formal financial education or training (Strongly Agree + Agree somewhat) is 44.0%. A significant portion (43.0%) either disagree with having received such education or feel strongly that they haven't.
8. The data indicates that a significant majority of respondents (63.5%) either disagree or strongly disagree with actively seeking information or advice on managing their finances.
9. The data suggests that a significant portion of respondents may not feel well-informed about the savings and investment options available to them.
10. Substantial portion of respondents may not feel very comfortable or confident in making informed decisions about their personal finances. While there is a group that feels somewhat or very comfortable, it represents a minority of the respondents.
11. Savings or Deposit Accounts: Of the 200 respondents, 56.0% (112) currently have a savings or deposit account with a financial institution, while 36.0% (72) do not, and 8.0% (16) did not specify.
12. Taking Loans: Regarding taking loans from a bank or other financial institution, 53.0% (106) have taken a loan, 32.5% (65) have not, and 14.5% (29) did not specify.
13. Credit Card and Credit Usage: In terms of owning a credit card or using other forms of credit regularly, 60.5% (121) do, 35.0% (70) do not, and 4.5% (9) did not specify.

14. Consideration of Insurance Products: When asked if they have considered using insurance products such as life insurance or health insurance, 65.5% (131) have considered it, 20.0% (40) have not, and 14.5% (29) did not specify.
15. Awareness of Government Initiatives: promoting financial inclusion in their country, 30.5% (61) of respondents strongly agree (SA), while 24.5% (49) agree somewhat (A). A significant portion, 30.5%, is neutral (N).
16. Ease of Access Due to Government Policies: Regarding whether government policies have made it easier to access financial services, 32.5% (65) of respondents agree (A), while 26.0% (52) agree somewhat (SA). However, 13.0% (26) disagree somewhat (DS).
17. Perceived Positive Impact of Government Interventions have a positive impact on financial inclusion, 37.5% (75) strongly agree (SA), while 37.0% (74) agree (A). Only 8.0% (16) strongly disagree (SD).
18. Suggestions for Government Policies: there are specific policies or changes they believe the government should implement to improve financial inclusion. 38.0% (76) agree (A), while 21.0% (42) agree somewhat (SA). Only 7.5% (15) disagree somewhat (DS).
19. Effectiveness of Financial Institutions: Regarding the effectiveness of financial institutions in implementing government policies related to financial inclusion, 70.5% (141) agree (A), while only 3.5% (7) strongly agree (SA). A smaller portion, 10.0% (20), disagrees somewhat (DS).
20. Minimum Balance Requirements: challenges in meeting the minimum balance requirements for a bank account, 30.5% (61) of respondents strongly agree (SA), while 52.5% (105) agree (A).
21. Documentation Challenges: Regarding difficulties providing necessary documentation to access financial services, 27.0% (54) of respondents strongly agree (SA), while 42.0% (84) agree (A)
22. Affordability of Financial Services: Financial services, such as banking fees, are affordable; a significant majority of 70.0% (140) agrees (A), while 11.5% (23) disagree somewhat (DS).
23. Cultural or Social Factors: Respondents were asked if cultural or social factors have limited their access to financial services. 25.0% (50) of respondents strongly agree (SA), while 28.5% (57) agree (A).
24. Financial Discrimination or Exclusion: Regarding issues related to financial discrimination or exclusion in their community, 34.5% (69) of respondents disagree somewhat (DS), while 22.0% (44) disagree (D).

SUGGESTIONS:

1. Access to Physical Bank Branches: it is suggested to expand branch networks or mobile banking services in these regions.

2. Availability of ATMs: it's essential to continue monitoring and maintaining ATM networks to ensure uninterrupted access for customers.
3. Convenience of Online/Mobile Banking: it is suggested to Continue investing in user-friendly digital platforms and offering support and education to those who may still face challenges with online
4. Challenges in Opening Bank Accounts: it is suggested to consider streamlining account opening processes, providing clear guidance to customers, and addressing common pain points to improve the customer experience.
5. Desire for More Accessible Services: it is suggested to conduct market research to identify the specific services or features in demand and consider expanding or enhancing these offerings to meet customer expectations.
6. Enhance Financial Education Initiatives: it is suggested to Develop and promote formal financial education programs to address the varying levels of confidence and understanding of financial products and services among respondents. These programs should cover essential financial topics and cater to different levels of knowledge.
7. Increase Access to Financial Education Resources: it is suggested to ensure that financial education resources are widely accessible, including online resources, workshops, and community programs, to encourage individuals to actively seek information and advice on managing their finances.
8. Promote Awareness of Savings and Investment Options: it is suggested to launch awareness campaigns to educate individuals about the various savings and investment options available to them, helping them make informed decisions and diversify their financial portfolios.
9. It is suggested to provide tools and resources that help individuals become more comfortable in making informed financial decisions.
10. It is suggested to Collaborate with financial institutions, schools, and universities to integrate financial literacy education into curricula and offer workshops or seminars to the public
11. It is suggested to have continuously assessed the effectiveness of financial literacy initiatives through surveys, feedback, and impact assessments. Adjust programs based on the evolving needs and preferences of respondents.
12. It is suggested to Recognize that different individuals may have unique financial literacy need
13. It is suggested to consider offering incentives or rewards for individuals who actively engage in financial education programs, such as certificates of completion or discounts on financial services.
14. It is suggested to consider conducting a comprehensive review and assessment of existing government initiatives and policies aimed at promoting financial inclusion.

15. It is suggested to Develop and implement targeted financial inclusion programs that address specific challenges faced by individuals, such as providing support for meeting minimum balance requirements, simplifying documentation processes, and addressing affordability concerns. Additionally, create awareness campaigns to address cultural, social, and discriminatory factors limiting access to financial services, fostering a more inclusive financial environment.

CONCLUSION:

It is concluded that a study the financial inclusion of four districts of Gujarat namely- Rajkot- Bhavnagar-Junagadh and Amreli have been made. The sample size is of 200 respondents 50 respondents from each city. The researcher has developed a questionnaire to collect primary data. The researcher has classified financial inclusion in four categories- Access of banking services- Financial literacy- usage of financial services-financial inclusion related policy. It is concluded that selected respondents of four cities are prone to access the financial services offered by the banks. It is also concluded that financial literacy rate is also good among the selected respondents. It is also analyzed that most of respondents are taking benefits of financial services and in the last it is also concluded that people of the selected cities are well aware about the financial inclusion related policy. The researcher has also used one samples Kolmogorow and Smirnow test to know whether responses of respondents are substantially difference or not. The result of test indicates that there is significant difference the responses explained by the respondents.

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