

A STUDY ON THE SUCCESS LEVEL OF PROMINENT GOVERNMENT FINANCIAL INCLUSION SCHEMES AMONG SELECTED CATEGORIES OF BLUE COLLARED EMPLOYEES IN BANGALORE CITY

Prof. Ajai Abraham Thomas and Prof. Suku Thomas Samuel

INTRODUCTION

Financial Inclusion is a relatively new initiative of the government of India since global forces have instated it as a measurement of development and progress. The early initiatives in 2006 revolved around basic objectives like making weaker sections of the society access simple banking services like savings account and basic credit facilities. In fact, certain policies did focus on severing the lender-borrower relationship that poor people shared with the moneylenders. Since the initiatives transformed into policies, there has been immense growth in how many bank accounts exist today and surprisingly the less privileged have taken advantage of the government's policies in this regard. Nevertheless, the recent initiatives are a lot more challenging in its approach and what it wants to achieve, especially in terms of insurance, payment cards, and retirement plans. Even though banks are under constant pressure to deliver banking products that meet the mentioned objectives, certain products like PMJDY, PMJJBY, PMSBY, PMMY etc. have made a significant difference in helping the government achieve financial inclusion. Apart from this, the respective authorities have made efforts to review the outcomes of their policies using macro approaches. However, policies drafted for the benefit of such a large mass of people needs more careful inspection and understanding at the micro level as well.

The proposed project will focus on a clear objective map of top five inclusion initiatives suggested by literature and will study its impact on population observed. The project will focus on assessing awareness of the schemes, source of awareness, interest of bank personnel, accessibility, usage and limitation of the schemes and other relevant factors. This level of study may uncover a pattern that could be associated with other similar population type across the country.

PROBLEM STATEMENT

RBI, NABARD and other significant authority groups have reviewed their financial inclusion outcomes in terms of bank accounts opened, number of claims made on inclusive insurance, or the average amount maintained in the bank's accounts of poor account holders. Although these factors are indicators of progress seen because of inclusion initiatives, a micro approach to understand financial inclusion success is essential.

OBJECTIVES OF THE STUDY

- a. To know about the determinant of financial inclusion followed by the blue collared employees.
- b. To study the challenges faced by the blue collared employees in achieving the success level of financial inclusion schemes.
- c. To measure the impact of financial inclusion schemes on blue collared employees regarding their standard of living.

RESEARCH METHODOLOGY

The project will study and prove objectives by taking responses of both men and women (Bangalore) working in selected blue collared jobs in institutions that make timely payments of compensation and institutions that default on payments to the workers. The population will consist of individuals from lower economic class starting from the age of 17 to 60 years, with and without families to support.

The project will deal with data collected through an interview method with a structured questionnaire, which will help us tackle the language barriers in the primary data collection process. The project will also derive information and conclusions from secondary data, especially government reports and past research works by renowned scholars. At least 500 respondents will be chosen from various institutions and organizations from across Bangalore for the study, keeping in mind the need of the project.

SOCIETAL IMPACT

The study will help policy makers to bridge the gap between a scheme's objective and people's wants in terms of financial inclusion.

CONCLUSION

Financial Inclusion is a fundamental basis of economic and social development. The Government, financial regulator and bank is performing well in reducing financial exclusion and at the same time promoting financial inclusion in many regions. From the review, it can be concluded that the government taking efforts to promote and create awareness about financial inclusions schemes and its major sources. The findings will give a better understanding about the various determinant of financial inclusion and its impact on blue collared employees in their standard of living.