

Financial Literacy among Working Women: A Catalyst for Sustainable Development (Special Reference to Pali District)

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ABSTRACT:

In the present times, financial literacy is becoming an important subject. Due to the rapidly changing social and economic environment in modern society, the need for financial literacy has increased more than ever. Financial literacy is a vital component of economic empowerment, particularly among working women. As women's participation in the workforce increases, their financial knowledge and skills become crucial in achieving sustainable development. This research paper explores the significance of financial literacy among working women and its impact on sustainable development. The importance of financial decision-making ability has increased in every section of the society, as the impact of financial status is becoming decisive at both individual and social levels. Therefore, it is important to understand why financial literacy matters and what the consequences of its absence can be. The presented research paper is based on educated working women of Pali district (Rajasthan). For preparing the research paper, 40 respondents were selected through guidance method. The financial level and financial knowledge of the educated working women was ascertained through observation and interview method. Finally, it was concluded that financial literacy is becoming a necessity today. If the level of financial literacy of women is high, their contribution to the development of the country will also be high. Higher financial literacy among working women positively impacts economic, social and environmental sustainability. 1. Economic Sustainability- Increased economic participation, entrepreneurship, improved financial management and investment. 2. Social Sustainability- Enhanced education, healthcare, social mobility and community engagement. 3. Environmental Sustainability- Informed choices about sustainable practices, reduced consumption and eco-friendly investments.

Keywords: *sustainable development, working women, financial literacy, financial knowledge, financial behaviour, financial decision*

INTRODUCTION

Financial Literacy: Financial Literacy: Definitions and Author Perspectives. Financial literacy refers to the ability to understand and manage personal finances effectively, making informed decisions about earning, saving, investing, borrowing and spending.

Definitions

1. Hilary Osborn: "Financial literacy encompasses the knowledge, skills and attitudes necessary to make informed financial decisions."
2. Annamaria Lusardi: "Financial literacy is the ability to read, analyze, manage and communicate about personal finances and make informed financial decisions."
3. National Endowment for Financial Education (NEFE): "Financial literacy

is the ability to understand and manage personal finances, including budgeting, saving, investing and managing debt."

Key Components of financial literacy:

1. Financial Knowledge: Understanding financial concepts, instruments and markets.
2. Financial Attitudes: Behaviors and mindset influencing financial choices.
4. Financial Behavior: Effective management of personal finances.

Working women and Financial Literacy: Financial literacy among working women is crucial for their economic empowerment and sustainable development. It enables them to manage finances effectively, make informed decisions and achieve

financial stability. Financially literate working women can create and manage wealth, invest wisely, and plan for retirement. They are also better equipped to navigate financial challenges, such as debt management and financial crises. Moreover, financial literacy promotes entrepreneurship, economic participation and independence. According to Hilary Osborn, financial literacy encompasses knowledge, skills and attitudes necessary for informed financial decisions. Working women with high financial literacy contribute significantly to economic growth, poverty reduction and social well-being, aligning with the United Nations' Sustainable Development Goals. Governments, NGOs and private sector entities

should promote targeted financial education programs, digital financial services and policy support to enhance financial literacy among working women.

Sustainable Development: Educated working women possessing financial literacy skills have a profound impact on sustainable development. With knowledge of personal finance, investing and entrepreneurship, they contribute significantly to economic growth, social well-being and environmental conservation. Financially literate women make informed decisions, creating wealth and stability for themselves and their families. This, in turn, drives sustainable development, aligning with the United Nations' Sustainable Development Goals (SDGs). By managing finances effectively, women entrepreneurs invest in sustainable initiatives, foster social responsibility and promote environmental stewardship.

1. Economic Empowerment: Financial literacy enables women to manage debt, build credit and invest wisely.
2. Entrepreneurship: Educated women start sustainable businesses, creating jobs and stimulating local economies.
3. Environmental Conservation: Financially literate women invest in eco-friendly initiatives and promote sustainable practices.
4. Social Responsibility: Women support community development projects, advancing social sustainability.
5. Gender Equality: Financial independence empowers women, bridging the gender gap.
6. Improved Livelihoods*: Financial literacy enhances women's quality of life, benefiting families and

communities.

7. Sustainable Development Goals (SDGs): Achieving SDGs 1, 5, 8 and 10 through financial inclusion and education.

8. Community Engagement: Financially literate women participate in community development, fostering social cohesion.

9. Innovation : Women drive sustainable innovation, developing eco-friendly products and services.

10. Policy Influence : Educated women advocate for policies supporting sustainable development and financial inclusion.

Pali District :

Pali district, located in Rajasthan, India, is a vibrant blend of rich cultural heritage and economic growth, known for its historical significance, textile industry and breathtaking natural scenery. Spanning 12,387 square kilometers, Pali shares borders with Jodhpur, Ajmer, Rajsamand and Sirohi districts. Pali district literacy rate was 48.01% in 2011, with a significant disparity between rural and urban areas. In rural areas, the female literacy rate was 43.01%, and while in urban areas, it was 63.89%.

Objectives

1. The main objective of the research is to find out why financial literacy of educated working women is necessary for sustainable development.
2. To know the level of financial literacy among educated working women in Pali district.
3. To explore what impact high financial literacy can have on sustainable development.

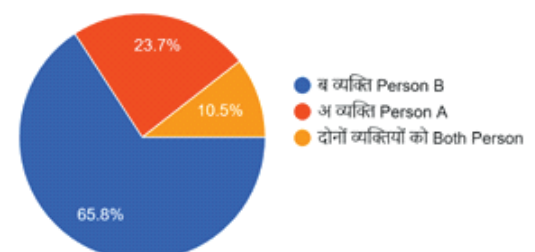
3. Reserach Methodology

Primary and secondary data were included to analyze the research Both primary and secondary methods were used for the study. Under the primary method, 40 people were included as respondents. For which questionnaires' and interview methods were used. During the online questionnaire Various questions were used to know the demographic information and the level of financial literacy. Books, newspapers, websites etc. were used for secondary data. The data was displayed through graphs and charts. Data was collected using questionnaire method. Forty questionnaires were distributed among working women and thirty-eight filled questionnaires were received from the respondents. The data collected through questionnaires was analyzed with simple percentage and cluster random sampling methods.

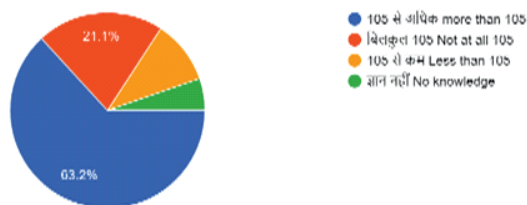
Finding and Suggestion

By possessing financial literacy, educated working women become change-makers, advancing sustainable development and creating a brighter future. In portfolio related question, 65.8% of educated women gave correct answer. And 63.2% educated women gave correct answers in the question related to interest rate, 39.8% in the question related to inflation, 47.4% in the question related to inflation increase, 60.5% in the question related to high inflation.

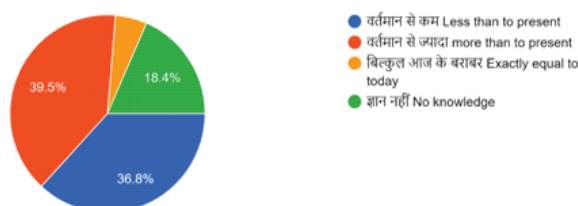
1. यदि अ व्यक्ति अपनी संपत्ति का निवेश पोर्टफोलियो बनाकर करता है और यदि ब व्यक्ति अपनी संपत्ति का निवेश एक ही निवेश उपकरण में करता है तो ज्यादा जोखिम किस हो रही...gle investment instrument then the risk is higher.
38 responses



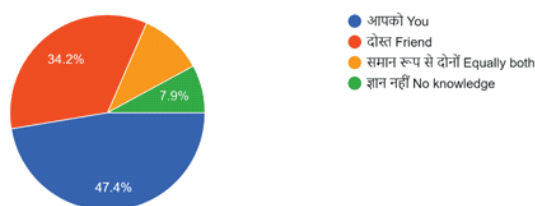
2.मान लीजिए कि आपके बचत खाते में ₹100 हैं और ब्याज दर 5% प्रति वर्ष है। साथ सरल ब्याज दर विधि, 5 साल बाद आपके पास कितनी रकम होगी? Suppose you have ₹100...d. How much money will you have after 5 years?
38 responses



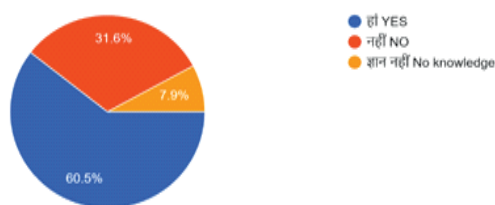
3.कल्पना कीजिए कि आपके बचत खाते पर ब्याज दर 1% प्रति वर्ष थी और मुद्रास्फीति प्रति वर्ष 2% थी। 1 साल बाद आप कितना खरीदने में समर्थ हो पाएंगे। Imagine that t... year. How much will you be able to buy after 1 year?
38 responses



4.मान लीजिए आप को आज 10000 रुपये आप के दोस्त से मिले और आप ने इसे पांच वर्ष बाद लौटाया। मुद्रास्फीति की दर लगातार बढ़ रही है। किसके लिए फायदेमंद है। Suppos...continuously increasing. For whom is it beneficial?
38 responses



5.उच्च मुद्रास्फीति का तात्पर्य कि आप के पैसे का मूल्य कम हो रहा है।High inflation means that the value of your money is decreasing.
38 responses



Conculsion

Financial literacy has become essential in today's changing social and economic environment. A financially literate society is essential not only for individual development but also to strengthen the economy of the country. It is important to promote financial literacy in every section of the society through financial education and awareness programs so that they can successfully face the economic challenges in the future. From the above analysis we can conclude that there is a need for financial literacy among women. This concept states that the level of financial literacy varies significantly among respondents depending on various demographic and socio-economic factors. It can be concluded that the level of financial literacy is influenced by gender, education, income, nature of employment and place of work.

Financial literacy helps women to become truly empowered women. It was found in

the research that the financial literacy level of educated working women is high and they also contribute economically to the country by investing the right amount of their savings from time to time. If the government promotes financial literacy for women from time to time. If related programs are started smoothly, it will help in increasing financial literacy among women as well as sustainable development.

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