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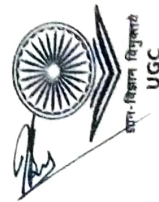
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FINANCIAL INCLUSION AND USE OF BANKING SERVICES- A STUDY AMONG COLLEGE STUDENTS

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ABSTRACT

Investment is no longer a separate issue in the global economic crisis. It now has a permanent and important place in the global dialogue on economic development and stability. Significant progress in fiscal consolidation will require government officials to look beyond their positions in various matters and explore new ways of trading, regulatory, technological, process and product. Financial inclusion actually has far-reaching positive effects that can help poor people access legal financial services to lift them out of poverty. The main purpose of the investment must be to bring out the financiers so that they can enjoy the benefits of banking services. Financial deposits, therefore, are not just the opening of bank accounts; including financial product awareness and financial management advice and debt counseling. In order to improve financial system plans people need to be provided with relevant information regarding financial inclusion. . In order to be more effective, raise awareness among students of all financial services and banking services to increase investment.

INTRODUCTION

There is no internationally accepted definition of investment. It varies from country to country, depending on the social and financial development of the country under consideration. It usually refers to efforts made to reach people who have been excluded from the general financial system. The effects of low investment or non-investment will be huge without the availability of financial products and services. As a result, most of its transfers include all types of people who use little or no financial services at all because of certain potential problems they face. Financial incarceration is a process that prevents poor and disadvantaged social groups from gaining access to the financial system.

It may be associated with social factors such as the poor and inappropriate group in society or sections of people such as individuals, and families. The focus on disbursements can also be on a particular source of credit, or access to specific financial products / services such as insurance, transfers and savings. Financial inclusion is the provision of financial services at an affordable cost to large sections of the poor and low-income groups. It is argued that since banking services are in the public interest, it is important that access to banking and payment services to all people without discrimination is the main objective of public policy.

Investment is now a common goal in many developing nations. The purpose of the investment is to try to ensure that a list of appropriate financial services is available to everyone and to enable them to understand and access those services. In addition to the standard method of financial intervention, it can include a basic non-payment account for making and receiving payments, a cost-effective product for the pattern of cash flows for poor domestic banking transactions, small loans and production overdrafts, personal and other interests, insurance etc. While small investment can be achieved to some extent by providing any of these services.

On August 15,2014, India's Independence Day, Prime Minister Narendra Modi announced a national investment plan called the Pradhan Mantri of Jan-Dhan Yojana - The People's Program - to consider bank accounts for all Indians. In its first phase, which ends on August 14, 2015, the target is 75 million accounts. "I wish to connect the poorest citizens in the country with bank accounts," Modi said. "There are millions of families with cell phones, but they don't have bank accounts. Many steps have been taken in this way over the past few years in the use of small amounts that will have a significant impact on saving the economy and making it easier for customers. In India, the Reserve Bank of India has allowed banks to use Business Journalist as mediators to extend the Bank's services in areas where they do not have a branch. BC will provide banking services where customers are located and a place to sell.

A business journalist may include (i) identification of borrowers; (ii) the initial collection and processing of loan applications including verification of key information / data; (iii) savings