

## FINANCIAL LITERACY AMONG RURAL PEOPLE - A STUDY WITH REFERENCE TO KOLLAM DISTRICT

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### ABSTRACT

Financial literacy is the ability to learn, monitor and effectively use financial resources to improve the well-being and economic security of an individual. It will help the people to make informed and confident in their financial decisions process regarding the savings and wise application of that savings. Financial literacy has become an increasingly important requirement for functioning in modern society. The study was intended to find out the financial literacy among the rural investors.

**KEY WORDS:** Financial literacy, rural, economic, savings.

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