

Chhatrapati Sambhajnagar: An Insight into Financial Literacy

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Abstract

Financial literacy is more than just understanding money—it is about empowering individuals to make informed decisions that shape their future. In Chhatrapati Sambhajnagar, a city with a rich cultural heritage and growing economic activity, financial awareness plays a crucial role in bridging the gap between traditional practices and modern financial systems. This study explores how people in the region perceive savings, investments, credit, and digital finance, while highlighting the challenges of limited access, misconceptions, and socio-economic barriers. By examining local initiatives, educational efforts, and community participation, the work emphasizes that financial literacy is not only about numbers but about building confidence, resilience, and sustainable growth. Ultimately, it argues that strengthening financial knowledge in Chhatrapati Sambhajnagar can unlock opportunities, reduce inequality, and foster inclusive development.

Keyword: Financial Literacy, Economic Awareness, Digital Finance

Introduction

In today's fast-moving and complex financial world, financial literacy has become a basic need for every individual. Financial literacy means having proper knowledge about money, saving, investment, loans, and financial planning, and using this knowledge to make wise financial decisions. This ability not only helps in achieving financial stability but also supports people in dealing with unexpected financial problems. Chhatrapati Sambhajnagar district is known as the economic and educational hub of the Marathwada region. The city has a diverse geographical and social structure, including students, salaried employees, business people, and families dependent on agriculture. Understanding the level of financial literacy among these different groups is important, because it directly affects the overall economic development of the city.

This research paper attempts to examine the current status of financial literacy in Chhatrapati Sambhajnagar district. It studies the level of financial knowledge among people, their saving and investment habits, and their use of digital financial tools. In addition, the paper highlights the major challenges in improving financial literacy in the city, such as lack of proper information, influence of traditional thinking, and shortage of resources needed for financial education.

Objectives of the Study

1. To examine the current level of financial literacy among different age groups and economic sections in Chhatrapati Sambhajnagar city.

2. To study the major challenges that hinder the development of financial literacy.
3. To suggest effective measures for improving financial literacy.

Research Methodology

To complete this study, both primary and secondary data were used. Primary data were collected using a survey method through Google Forms. The sample consisted of 100 individuals from Chhatrapati Sambhajnagar district, belonging to the age group of 18 to 60 years. Data were collected by using a structured questionnaire administered through Google Forms.

Literacy in Chhatrapati Sambhajnagar District

Chhatrapati Sambhajnagar district is one of the districts in Maharashtra where most people can read and write. Due to the availability of schools, government education schemes, and people’s positive attitude towards education, the district has made good progress in literacy. Today, the number of illiterate people in the district is very low.

The literacy rate of Chhatrapati Sambhajnagar district is an important indicator of its social and economic development. According to the 2011 Census, the overall literacy rate of the district is 77.02 percent. Male literacy stands at 87.37 percent, while female literacy is 70.08 percent. In rural areas, the literacy rate is 72.27 percent, whereas in urban areas it is higher at 84.88 percent. Literacy levels among Scheduled Castes and Scheduled Tribes are comparatively lower, especially among women, which is a matter of concern. These figures clearly show the need for more efforts to promote social inclusion and equal educational opportunities.

Table No. 1
Literacy in the District

No	Talukas	Sector	Total	Male	Female
1.	Kannad	Total	74.60	85.40	63.00
		Rural	73.25	84.71	60.92
		Urban	84.45	90.44	78.07
2.	Soegaon	Total	70.57	81.84	58.48
		Rural	70.57	81.84	58.48
		Urban	-	-	-
3.	Sillod	Total	72.89	83.60	61.44
		Rural	70.89	82.42	58.56
		Urban	83.32	89.74	76.47
4.	Phulambri	Total	73.02	84.95	60.33
		Rural	73.02	84.95	60.33
		Urban	-	-	-
5.	Chh. Sambhajnagar	Total	85.03	90.68	78.94
		Rural	72.33	83.00	60.69
		Urban	87.70	92.31	82.75

6.	Khultabad	Total	75.82	85.67	65.44
		Rural	74.88	85.27	63.92
		Urban	81.97	88.22	75.35
7.	Vaijapur	Total	76.36	85.54	66.70
		Rural	75.20	84.85	65.04
		Urban	83.90	90.05	77.47
8.	Gangapur	Total	76.61	86.13	66.38
		Rural	73.83	84.47	62.52
		Urban	83.70	90.32	76.43
9.	Paithan	Total	73.48	84.28	62.10
		Rural	72.14	83.52	60.14
		Urban	80.88	88.51	72.89
	Total	Total	79.02	87.37	70.08
		Rural	72.87	83.86	61.15
		Urban	86.84	91.83	81.49

Source : Census of India report 2011

In Chhatrapati Sambhajinagar taluka, the literacy rate is 58.03 percent, while in urban areas it is much higher at 78.70 percent. Female literacy is traditionally low across all talukas, and it is especially low in rural areas, where it stands at only 52.70 percent.

Among Scheduled Castes, the population is comparatively small in urban areas of Kannad and Sillod talukas. Among women, the Scheduled Caste population is found to be lower in Soygaon, Sillod, and Paithan talukas. Overall, literacy levels in urban areas are higher than in rural areas, which reflects better access to educational facilities and greater awareness in cities.

Current Status of Financial Literacy

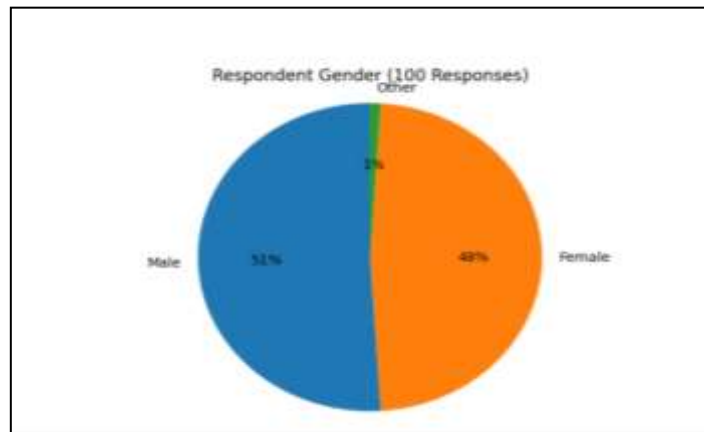
Chhatrapati Sambhajinagar is a large and rapidly developing city. It has many small and big businesses, companies, and educational institutions. Because of this, it is very important for every citizen to understand money matters such as saving properly, investing wisely, and managing financial transactions. Therefore, studying the current status of financial literacy becomes necessary.

Gender-wise Information

Research is an important tool for the development of knowledge and social progress. While conducting any study or research, it is very important to consider both men and women. Historically, many studies have focused more on men, which has resulted in the needs, experiences, and contributions of women being ignored in many areas.

In the present study, gender-wise analysis has been carried out as follows.

Figure No. 1
Gender-wise Information



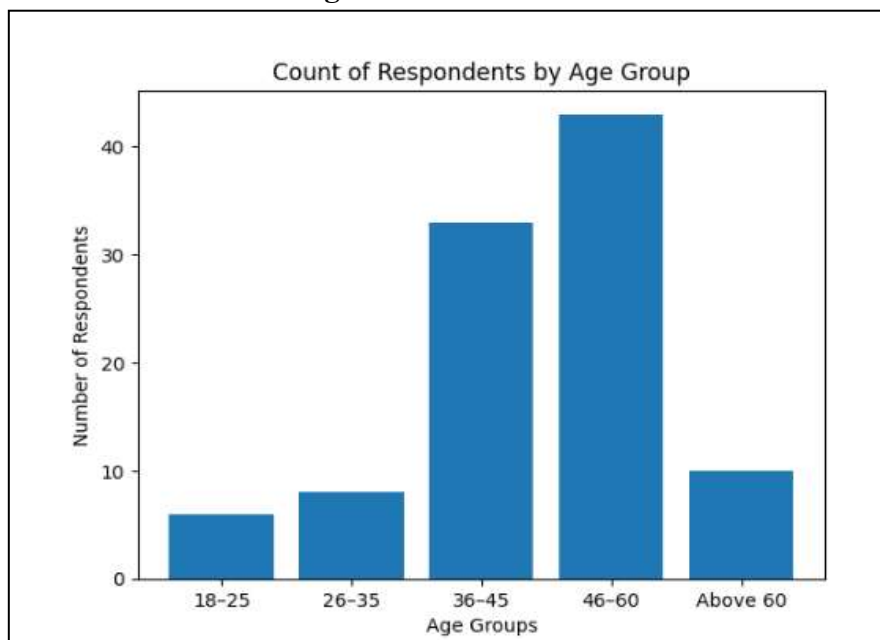
Source: Survey. 2025

From the data, it is clear that the participation of men and women in this survey is almost equal. Male participation was 51 percent, which is slightly higher than female participation at 48 percent. The participation of the “other” category is very low, at only 1 percent. Overall, the data show that both men and women are fairly and evenly represented in this study.

Age-wise Information:

Age is a very important factor in any study. While conducting social, health-related, or economic research, it is necessary to consider age, because a person’s experiences, needs, and behavior change with age. Research that does not take age into account may lead to incomplete or incorrect conclusions.

Figure No. 2
Age-wise Information



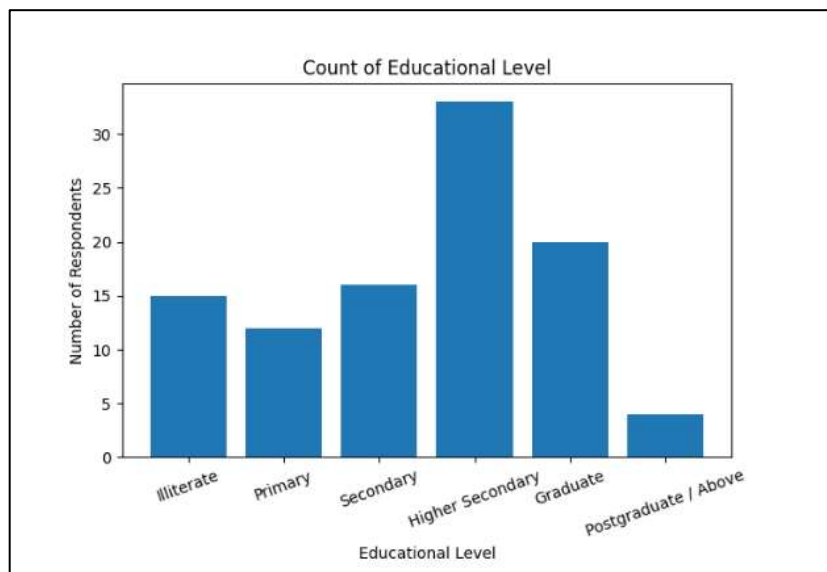
Source: Survey. 2025

From the above data, the participation of the 18 to 25 age group is 8 percent, which is quite low. The 26 to 35 age group accounts for 11 percent. Participation increases in the 36 to 45 age group, where it is 31 percent. The highest participation is seen in the 46 to 60 age group, with 38 percent.

Educational Level:

Educational level is an important indicator of the development of an individual as well as society. It does not include only formal schooling, but also the knowledge, skills, and degrees a person has acquired. Education opens new opportunities, broadens a person’s perspective, and enables them to contribute more effectively to society. In the present district, a study of educational levels has been conducted as shown below.

Figure No. 3
Educational Level



Source: Survey. 2025

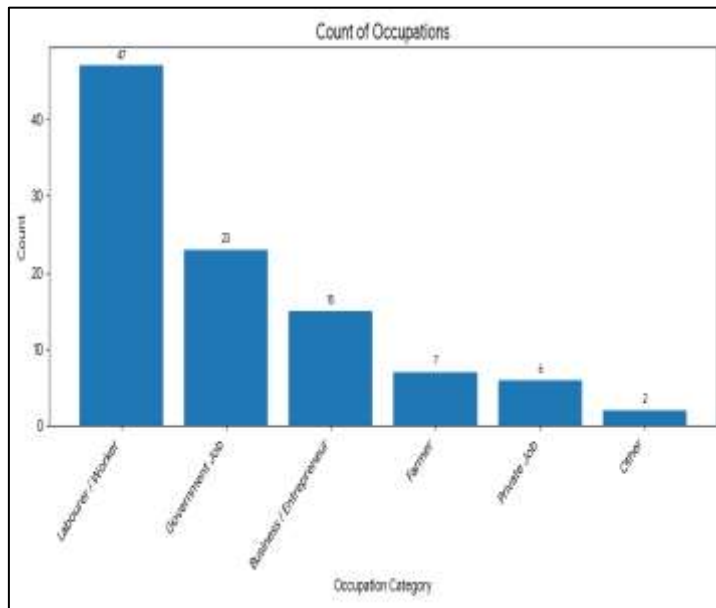
In terms of educational status, 15% of the participants were illiterate. Those with primary education accounted for 12%, secondary education 16%, higher secondary education 33%, graduates 20%, and postgraduates or higher 4%.

According to the data, the highest participation in this survey comes from people with higher secondary education. In contrast, the participation of individuals with postgraduate education is very low.

Occupation:

Occupation represents our identity and a means of livelihood. Simply put, the work we do to earn money is called our occupation. This work can be a job, such as being a doctor or teacher, or running our own business, like being a shopkeeper or farmer. Occupation is not just about earning money; it also gives us a specific place in society. The type of work we do influences our lifestyle, habits, and way of thinking. A study of occupations in the present district has been conducted as follows.

**Figure No. 4
Occupation**



Source: Survey. 2025

From the above data, 10% of the respondents were farmers, 20% were laborers or workers, about 32% were government employees, 24% were business owners or entrepreneurs, 12% were in private jobs, and 2% belonged to the “other” category.

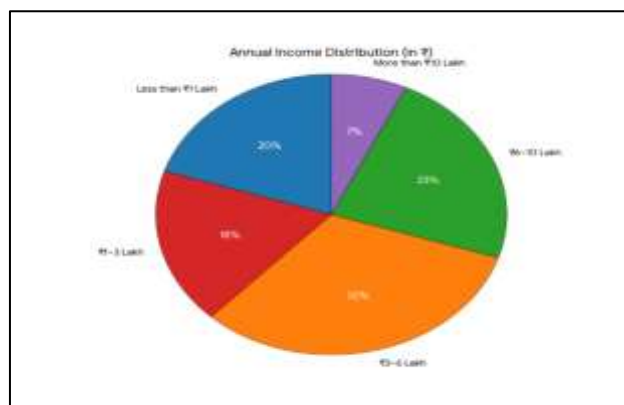
According to the data, the highest participation in this survey came from laborers and workers, followed by government employees. In contrast, the participation of farmers, private sector employees, and people in the “other” category was much lower.

Annual Income

Annual income refers to the total amount of money earned by an individual or a family over a period of one year, that is, 12 months. It includes all sources of income such as salary, bonuses, business profits, interest from investments, or rent.

A study of annual income in the present district has been conducted as follows.

**Figure No. 5
Annual Income**



Source: Survey. 2025

Among the respondents, 20% had an annual income of less than ₹1 lakh, 18% earned between ₹1 and ₹3 lakh, 32% earned between ₹3 and ₹6 lakh, 23% earned between ₹6 and ₹10 lakh, and 7% had an income of more than ₹10 lakh.

The highest participation in the survey came from people with an annual income of ₹3 to ₹6 lakh, while those earning more than ₹10 lakh had the lowest participation. Most respondents were men and women aged 36 to 60 years, whose annual income falls between ₹3 and ₹6 lakh.

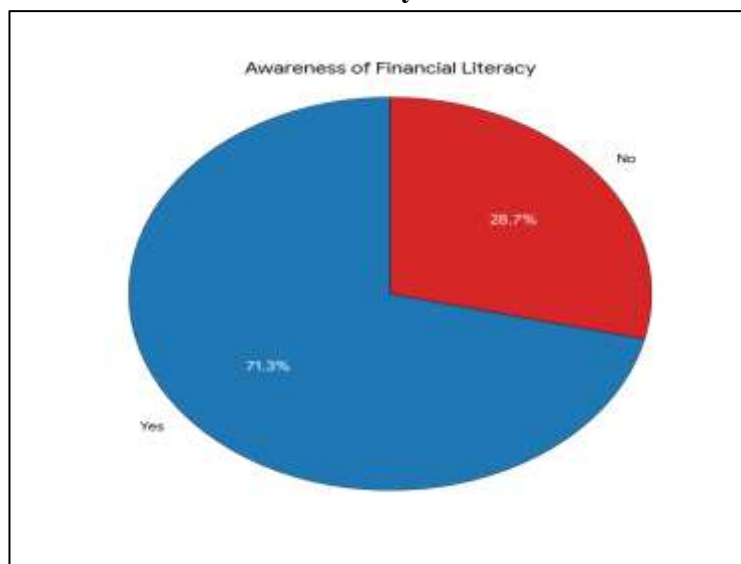
Financial Literacy Information:

Financial literacy is understanding how to use your money wisely. It is a skill that teaches not only how to earn money but also where and how to spend it effectively.

In today's fast-paced world, earning money is important, but managing it wisely is equally crucial. Your future depends less on how much you earn and more on how smartly you manage your finances.

A study of financial literacy in the present district has been conducted as follows.

Figure No. 6
Financial Literacy Information



Source: Survey. 2025

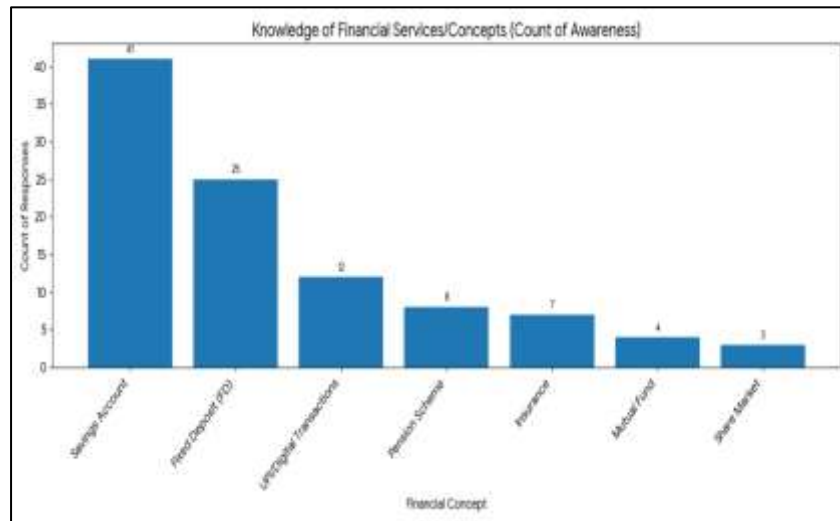
Among the respondents, 71% said they were aware of the concept of financial literacy, while 28.7% said they were not. This shows that a significant portion of the population still lacks financial knowledge. Increasing financial literacy has become a necessity of the times. To address this, it is important to promote and spread awareness through the financial inclusion programs of the Government of India.

Banking Services:

Banking services are the facilities we all use for managing money. Simply put, a bank is a place where we keep our money safe, take loans when needed, and carry out financial transactions. Banks are not limited to just storing money; they offer many services to meet our financial needs. These services make our financial transactions easier and more secure.

A study of banking services in the present district has been conducted as follows.

Figure No. 7 Banking Services



Source: Survey. 2025

From the above data, 41% of respondents were aware of savings accounts, 25% knew about fixed deposits, 12% were familiar with UPI/digital transactions, 8% knew about pension schemes, 7% about insurance, 4% about mutual funds, and only 3% had knowledge of the stock market.

This indicates that while traditional banking services like savings accounts and fixed deposits are well understood, awareness of modern investment tools such as mutual funds and the stock market is very low.

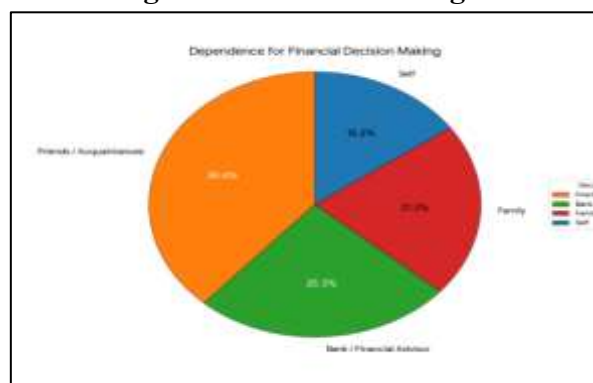
Seeking Advice While Making Financial Decisions:

In life, we make many decisions every day. Some of these decisions are very important, such as where and how much to invest, or whether to take a large loan. These are called financial decisions. They directly affect our future, our family’s financial security, and our personal goals.

While making such decisions, we often consult different people for advice. Some rely on family members, while others depend on professional experts. Therefore, understanding whom people rely on for financial decisions is very important.

A study on the situation of seeking advice while making financial decisions in the present district has been conducted as follows.

Figure No. 8 Seeking Advice While Making Financial Decisions



Source: Survey. 2025

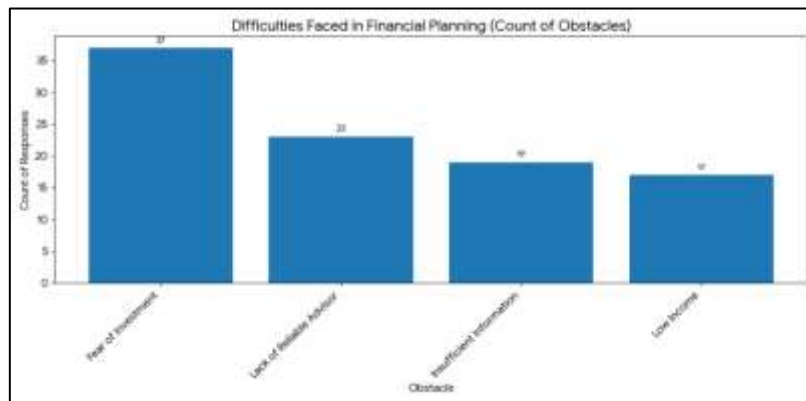
From the above data, 12.2% of respondents said they rely on themselves, 21.2% rely on family members, 38.4% rely on friends and acquaintances, and 25.3% consult banks or financial advisors. The majority of respondents (around 38%) depend on friends and acquaintances for financial decisions. In contrast, those who make decisions independently are the smallest group. This highlights the need to raise awareness about making informed financial decisions.

Financial Planning:

Financial planning means properly organizing and managing your money for the future. Simply put, it is the process of creating a clear plan for how to use your money to achieve your financial goals in life, such as buying a house, saving for children’s education, or securing life after retirement.

A study on the challenges faced in financial planning in the present district has been conducted as follows.

Figure No. 9 Financial Planning



Source: Survey. 2025

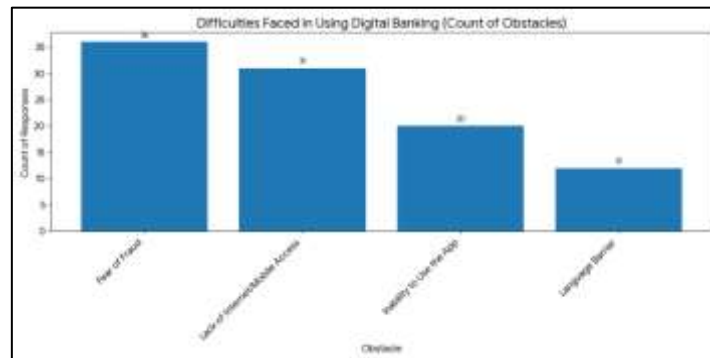
From the above figure, 38.5% of respondents reported fear of investment, 24% cited the lack of a trusted advisor, 19.8% said they had insufficient information, and 17.7% mentioned low income. The data show that fear of investment is the most common challenge, followed closely by the lack of a trusted financial advisor, which is also an important factor.

Challenges in Using Digital Banking Services:

Nowadays, it is not necessary to visit a bank to carry out financial transactions. We can do many tasks using our mobile phones or computers. This convenience is called digital banking. It includes internet banking, mobile banking, UPI (such as Google Pay, PhonePe), and debit cards. Digital banking has made life much easier, allowing us to manage money anytime and from anywhere.

However, along with these conveniences, there are some challenges that need attention. A study on the challenges faced while using banking services in the present district has been conducted as follows.

Figure No. 10
Challenges in Using Digital Banking Services



Source: Survey, 2025

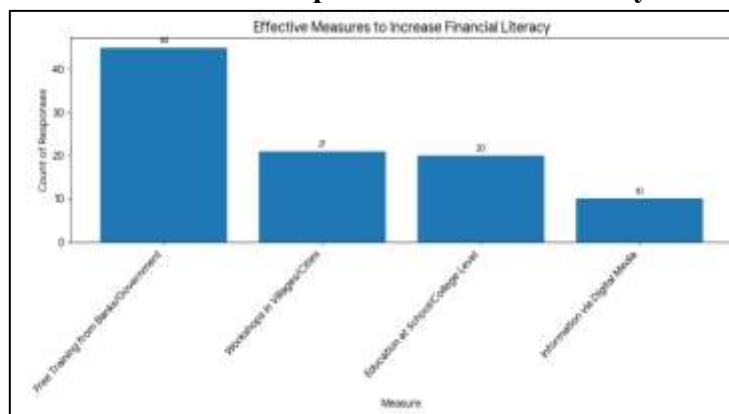
While using digital banking, respondents face several challenges. The biggest issue was lack of internet or mobile access, reported by 31.3% of respondents. Fear of fraud was another significant problem, affecting 36.4%. Additionally, 20.2% had difficulty using apps, and 12.1% faced language barriers. This indicates that people encounter technical and security-related challenges while using digital banking technologies.

Measures to Improve Financial Literacy:

Financial literacy means understanding how to save, invest, and manage money properly. In today’s world, it is extremely important because it helps us become financially secure and capable. However, many people in our society still lack sufficient knowledge about financial transactions, which forces them to face various financial difficulties.

To address this issue, it is necessary to implement concrete measures to improve financial literacy. A study on measures to enhance financial literacy in the present district has been conducted.

Figure No. 11
Measures to Improve Financial Literacy



Source: Survey, 2025

Among the respondents who suggested measures to improve financial literacy, 46.9% recommended free training provided by banks or the government. This was followed by workshops in villages or towns at

21.9%, and education at the school or college level at 20.8%. The least preferred method was obtaining information through digital media, at 10.4%.

3. Challenges in Financial Literacy:

1. Many people do not have enough knowledge about how to invest money or which government schemes to benefit from. As a result, they are unable to make proper financial decisions.
2. Although almost everyone uses mobile phones today, many avoid internet banking or UPI due to fear of online fraud. They lack adequate information about secure transactions.
3. In many families, only men make financial decisions. Women often do not have the freedom to manage their own finances, which keeps them financially dependent.
4. People with lower education find it difficult to understand complex matters related to savings, loans, or investments, which increases the risk of making wrong financial decisions.
5. People tend to trust friends and acquaintances more than banks or financial advisors. As a result, they often invest money based on outdated or incorrect advice.

4. Recommendations:

1. Children should learn the importance of money in school. Including topics such as savings, investment, and loans in their curriculum will give them financial knowledge from an early age.
2. The district administration, banks, and social organizations should collaborate to organize workshops across different areas of the city to educate people about financial transactions. This will increase awareness among the population.
3. With the rise of online transactions, fraud cases have also increased. Therefore, it is very important to educate people on how to conduct secure online transactions and raise awareness about cybercrimes.
4. Special financial literacy programs should be organized for women through women's savings groups. This will empower women to make independent financial decisions and become self-reliant.
5. Banks should provide information about financial products in simple language to their customers. Additionally, a dedicated help center should be established to answer customer queries.

Conclusion

In Chhatrapati Sambhajnagar district, most citizens in the middle-age group of 36 to 60 years, who have at least completed higher secondary education, were found to be laborers, workers, or government employees. They are familiar with traditional banking services such as savings accounts and fixed deposits, but their awareness of modern investment tools like mutual funds and the stock market is low. While making financial decisions, these individuals tend to rely more on friends and acquaintances than on themselves. They face fear of fraud while using digital banking and encounter difficulties due to lack of internet or mobile access. From these observations, it is clear that to improve financial literacy in Chhatrapati Sambhajnagar, there is a greater need for direct training and workshops provided by banks and the government, rather than relying solely on digital platforms.

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