

## ATTENTIVENESS OF FINANCIAL INCLUSION AMONG RURAL PEOPLE WITH SPECIAL REFERENCE TO NILAMBUR AREA

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### ABSTRACT

This research work, was based on the awareness of the rural people, on financial inclusion, in Nilambur. As we know that, financial inclusion plays a very vital role, in the development of economic changes, in India. Financial inclusion means, including the community, that is excluded from financial services. This is very supportive for the people, who are not aware about the financial products and services, provided by the bank. This paper is on importance of rural people because, they are not aware on all the facilities provided by the financial institutions. Primary data has been collected, through interview schedule, taking into consideration of 60 respondents, from Nilambur area, by using judgment sampling.

**KEYWORDS:** Financial Inclusion, Financial Product, No Frills Account, Financial Attentiveness