

A STUDY OF FINANCIAL LITERACY AMONG MICRO ENTREPRENEURS IN DISTRICT KANGRA

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ABSTRACT

Organization for Economic Cooperation and Development demarcated financial literacy as a combination of financial awareness, knowledge, skills, attitude and behaviors necessary to make sound financial decisions and ultimately achieve individual financial wellbeing. The issue of financial literacy is of greater concern in developed countries than the developing nations. Financial literacy gained far more importance after the financial distresses and become the pre-requisite with the objective to avoid financial crises by attaining financial stability. The aim of the study is to assess the level of awareness of financial literacy among the micro entrepreneurs of district Kangra of Himachal Pradesh. A survey methodology will be used to accomplish the objectives of the study. Structured questionnaire will be designed as an instrument to evaluate the level of financial literacy. Collected data will be tabulated using Microsoft Excel. Descriptive and inferential analysis will be used to examine the extent of awareness regarding financial education among micro entrepreneurs.

KEYWORDS: Financial Literacy, Financial Distress