

# PERSONALITY TRAITS AND ITS IMPACT ON FINANCIAL INCLUSION: A STUDY AMONG THE SCHEDULED TRIBES

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**Abstract**--Financial inclusion is gaining momentum both as a concept and as a policy solution, and, while it can do some good, it is not likely to change the economic fate of the world's poor. Regardless of this, given the recent attention it is receiving, we ought to understand it and assess its feasibility and merit. Given that banks in India claimed successful comprehensive financial inclusion, we aimed to study the breadth and depth of financial inclusion in South India, and this study sheds light on the validity of claims of financial reach and breadth. Further, since the mere opening of bank accounts is not sufficient for inclusive growth, the study identifies the accessing of savings, credit and other financial services. Since the present study has made an attempt to explain the profile of the Scheduled Tribes in financial inclusion, their level of financial inclusion, the present study includes the analyzing and the interoperating the profiles, levels of financial inclusion and the factors affecting the access of financial inclusion of the Scheduled Tribes in Kerala. In this study is attempt to analysis the association between the various factors among the financial inclusion and to check the reliability and validity among factors that can be affect the financial inclusion among the scheduled trines in Kerala. The analysis of financial inclusion conclude that the level of perception on various service quality factors are not up to their level of expectation among the rural Scheduled Tribes than among the urban Scheduled Tribes.

**Keywords**--Financial Inclusion, Personality Traits, Banking Services, Scheduled Tribes.

**JEL code**:E60; G21; G24; G41; M41

## I INTRODUCTION

In the late twentieth century, inequality has often been explored through the concept of social exclusion (Byrne, 1999). An important aspect of social exclusion that was often ignored is exclusion from the mainstream economy (Hills et al., 2002; Littlewood et al., 1999). Based on the assumption that exclusion from access to banking services perpetuates poverty, proponents of financial inclusion are advocating for every person to have, at a minimum, a no- frills bank account (Conroy, 2008). They argue that access to safe, easy and affordable financial services for the poor, vulnerable groups, disadvantaged areas and production sectors relying on old

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technologies (such as agricultural) is required for accelerated growth and for reducing income disparities and poverty (**Demirguc, Kunt et al., 2008**). As such, financial inclusion has become a policy priority in many countries (**ATISG, 2010; United Nations, 2006**). When announcing 2005 as International Year of Micro-Credit, UN Secretary **General Kofi Annan (2003)** noted that: ‘The stark reality is that most poor people in the world still lack access to sustainable financial services, whether it is savings, credit or insurance. The great challenge before us is to address the constraints that exclude people from full participation in the financial sector.’ There is a worldwide search for novel approaches to alleviate poverty that may prove more effective than previous efforts (**Chibba, 2009; United Nations, 2006**). Access to affordable finance may enable the poor to undertake economic activities (such as small business loans) and to take advantage of growth opportunities necessary for financial empowerment. It is viewed as a precondition for achieving accelerated economic growth as well as for a reduction in income inequality and poverty. The Rangarajan Commission in India: has stated that ‘financial inclusion is considered a prerequisite for empowerment, employment, economic growth, poverty reduction, and social cohesion’ (**NABARD, 2009**). The sheer breadth of the problem prompted a special United Nations task force to produce a blue book that raised the basic question: ‘why are so many bankable people unbanked?’ (**United Nations, 2006**). The term unbanked is used to refer to those individuals and households who do not have a bank account. Financial inclusion is poised to become the new panacea for poverty alleviation, in a manner similar to that of micro-credit and micro-finance some ten to fifteen years ago. Regardless of the early promise of micro-credit and microenterprise, it did not lift the very poor out of poverty (**Cooney and Shanks, 2010**). This may also be the fate of financial inclusion.

## 1.1. DEFINING AND UNDERSTANDING FINANCIAL EXCLUSION AND INCLUSION

A review of the literature reveals that there is no universal definition of financial inclusion or exclusion. Broadly speaking, financial inclusion means access to finance and financial services for all in a fair, transparent and equitable manner at an affordable cost (**Sarma, 2008; Solo, 2008**). Fuller and **Mellor (2008)** noted that financial inclusion is the desire to develop ‘alternative’, welfare-oriented (rather than profit-driven), reliable, affordable and accessible financial services for all sections of the population. Others, however, view inclusion as a market-driven solution for poverty alleviation (**Alpana, 2007**). Financial inclusion is a desired outcome regardless of the motivation behind it as it can help poor people access financial services at a lower cost and reduce the consequences of poverty. Being a new and evolving concept, financial exclusion is defined in various overlapping manners. It ranges from not having access to a bank account to financial illiteracy. The impact of financial exclusion is not only in terms of lost opportunities, but it also means that the cost of financial transactions is significantly higher for those unbanked. For example, **Solo (2008)** found in Mexico City that financial transactions such as taking a short-term loan cost the unbanked five times more than those who are banked. Often, when the unbanked are paid in cheques, they must travel to the bank where the cheque was drafted, spending time and money, while those who are banked just deposit the cheque (**Amaeshi, 2006; Mitton, 2008**). In order to understand financial inclusion, we need to distinguish it from other forms of poverty alleviation. Previously, numerous local, regional and national projects and research studies have focused on micro-credit and microfinance (**Robinson, 2001**). Other ameliorative efforts have focused on asset building (**Sherraden, 1988; Zhan and Sherraden, 2003**). Sadly, evaluation reports suggest that these methods have

yielded only modest results, differentially benefit the less poor and often put extreme pressures on women to repay loans that force them to use private money lenders or recycle loans (**Bateman, 2010; Handy et al., 2009; Honohan, 2004; Todd, 1996**). While micro-credit schemes are viewed as an integral part of financial inclusion as they bring savings and borrowing opportunities to marginalised groups, there is an aspect of financial inclusion that they do not cover (**Conroy, 2008**). Micro-credit schemes are based on a group of neighbours, usually women, who keep each other honest regarding savings and repaying loans. Financial inclusion, however, is mostly geared to the individual household level and does not imply peer relationships. While micro-credit focuses on loans and savings financial inclusion includes all banking products alongside saving and loans. The Committee for Financial Sector Reforms (**Government of India, 2008**) noted that over-reliance on credit can lead to dangerous long-term results, including over-indebtedness and wasteful use of scarce resources. Finally, to some extent micro-credit schemes view the poor as needy and outside the free market, while advocates of financial inclusion sees the poor as regular clients with fewer means. Most importantly, micro-credit can flourish in an environment of financial exclusion. Regardless of the definition of financial exclusion, there are a few reasons why it occurs. In a perfectly competitive market, there are no frictions. It is financially inclusive and it facilitates efficient allocation of resources and welfare by providing a range of efficient financial services. The perfect inclusive market system, though theoretically sound, does not exist. Markets are not perfect due to asymmetric information and distortions in terms of availability, accessibility and affordability to all members of the economy. Market exclusion is inherent in an imperfect market due to the inevitability of economic stratification. As a result, access to financial services is often restricted, and market exclusion takes place.

Financial exclusion is also the result of banking deregulation in many advanced democracies and lack of inclusionary banking policies in other countries (**Carbo´ et al., 2005**). When banks are unregulated, they prefer to cater to wealthy clients that can pay high costs and minimise the number of branches and employees, resulting in increased bank profits and fewer financial services for poorer segments of the population.

### **1.1.1. Financial Exclusion and Excluded Persons**

Financial inclusion is not randomly distributed. Knowing who is more likely to be excluded is important as it can help the design of financial inclusion programs. Not surprisingly, those with access to financial institutions tend to be males, middle-aged professionals in full-time employment in middle- to high-income groups who have cars, telephones and are home owners (**Heimann and Mylenko, 2011**). Conversely, those tending to be without are mostly women, the young, the old, the unemployed, those in semi-skilled or manual jobs and those of low socio-economic status (**NABARD, 2008**). **Solo (2008)** noted that regarding Mexico and Bolivia, ‘the unbanked in all the countries studied show other characteristics of marginality: lower incomes and lower educational levels than the population at large; and higher representation among minority and immigrant population groups, and among those dependent on the informal sector and living in informal settlements’. Additional studies have found that people in rural areas or poor neighbourhoods, who are rarely studied, are also less likely to access financial institutions (**Carbo´ et al., 2005**). The majority of the literature on financial exclusion and inclusion focuses on the urban poor, and we know very little of the level of financial inclusion and exclusion in rural areas. It is quite possible that some who are unbanked may be so out of preference. These people may mistrust financial institutions, may prefer to deal with cash and to have immediate access to their money, may fear that government will tax their activities or may not want their neighbours to know that they are

in possession of money. However, this may more likely apply to people who have the resources necessary for banking rather than the very poor who are often simply excluded.

### **1.1.2. Measuring Financial Inclusion/Exclusion**

There are two key approaches to measuring financial inclusion or exclusion. The first and most popular is to calculate bank accounts (or bank branches) per population (adults or households) (**Beck and De la Torre, 2006**). **Sarma (2008)** noted: 'As banks are the gateway to the most basic forms of financial services, banking inclusion/exclusion is often used as analogous to financial inclusion/exclusion.' Although many well-to-do consumers may have more than one account, it is considered a solid estimate of how many people are served by banks. The problem is that this approach is not only ignoring those with many accounts, but also that it does not assess accessibility to other financial services or take into account the experiences and perceptions of those excluded. The other approach, which avails itself to people's experiences and perceptions, is to survey households in a given area. This method enables researchers to examine accessibility to a wide range of financial services and assess the depth of financial inclusion.

### **1.1.3. Financial Inclusion in India**

In India, the nationalization of fourteen commercial banks in 1969 was a major landmark in the journey towards mass banking and away from class banking (**Thingalaya, 2009**). Remarkable progress was made in extending banking facilities and mitigating to some extent the regional inequalities in availability of banking services. Thousands of banking centers, some in remote villages, started appearing on the banking map of the country. While institutional innovations in the rural credit delivery system were introduced, the Indian government realized that the banking system had yet to reach a wide section of the population both in rural and urban areas (**Government of India, 2008**). **Mohan (2008)** noted that as in many developing countries, the Reserve Bank of India (RBI) focuses not only on inflation but also on growth. Realizing that micro-credit failed to provide the expected growth, since 2004 enabling access to the largest number of people has become a top priority for the RBI. **Ramesh and Sahai (2007)** estimated that 'on an all-India basis, 59 per cent of the adult population in the country has bank accounts. 41 per cent of the population is, therefore, unbanked.' The Indian Council for Research on International Economic Relations (ICRIER) rated countries according to their levels of financial inclusion and found India to be lagging behind other nations (**Sarma, 2008**). India was ranked 50 out of the 100 studied countries included, although the bottom two-thirds of countries had low inclusion rates. As such, India continues to suffer from a serious case of financial exclusion. In the light of these observations and the commitment of the government to extend financial inclusion, the Government of India constituted a Committee on Financial Inclusion in 2006. In its January 2008 report, the Committee recommended launching a National Rural Financial Inclusion Plan (NRFIP) to provide access to comprehensive financial services, including credit, to at least 50 per cent of the financially excluded rural households by 2012, with the remaining households to be covered by 2015. To achieve these targets, it stipulated that 'semi-urban and rural branches of commercial banks and RRBs [Regional Rural Banks] should cover a minimum of 250 new cultivator and non-cultivator households per branch per annum' (**NABARD, 2008**), which it suggests is the most promising method of poverty alleviation. Responding to the need for achieving financial inclusion, the bankers have started reaching out to the poor, and some are moving very fast. Even before the deadline, a few have declared the achievement of 100 per cent

financial inclusion, adopting the route of 'no -frills' accounts in the selected districts (**Thingalaya, 2009**). However, many questions remain unclear about the Indian experience of financial inclusion.

## **II STATEMENT OF THE PROBLEM**

The financial inclusion in India was introduced to promote the banking habits among the rural poor and also to provide micro finance at an affordable cost. The denotations and connotations of financial inclusion in India are (1) affordable credit, (2) savings bank account, (3) payments & remittance, (4) Financial advice, (5) credit/debit cards, (6) immense facility and (7) empowering self-help groups. Because of the psychological and cultural barriers, terms and conditions, bankers' approach and identify requirements acted as the important barriers of the activities in financial inclusions. The commercial banks are trying their level best to do their part. But because of the fear of non-performing assets, they cannot move a step ahead. It is essential to know the expected aspects from the financial inclusion among the targeted population. If not, the objectives of the financial inclusion cannot be fulfilled, which is the main problem faced by the majority of the commercial banks. Hence, the present study focuses on the customer centric approach to deal with the services marketing in financial inclusion.

## **III NEED FOR THE STUDY**

The level of financial inclusion in India was promoted through the commercial banks with the help of some measures. These are establishment of scheduled tribes service centres, credit counseling centres, Adhaar Scheme, the National Agricultural Insurance Scheme, No-frill account, Know Your Customers, General Credit Card, Project on Processor Cards and Micro Finance Development Fund. The level of financial inclusion in India is not achieved at the expected level (**Agarwal, 2014**) because of so many issues. The important issues are related to the targeted segment of population and the people involved in the implementation of financial inclusion by the commercial banks (**Divya, 2014; Joshi 2014; Arulmurugan et al., 2013**). It is highly imperative to examine this issue for future policy implication. Hence, the present study has made an attempt on this aspect of scheduled tribes in Kerala.

## **IV RESEARCH QUESTIONS**

The mere opening of bank accounts is not sufficient for inclusive growth; the study identifies the accessing of savings, credit and other financial services. We set to study these topics, focusing on the following question:

- a) What is the level of financial inclusion index among the scheduled tribes in the selected study area and its determinants?

## **V OBJECTIVES OF THE STUDY**

Based on the proposed research model, the objectives of the study are as follows.

- 1) To reveal the socio -economic profile of the Scheduled Tribes and their level of financial inclusion;
- 2) To examine the factors affecting the access to the financial inclusion among the scheduled tribes and its impact;

## **VI RESEARCH METHODOLOGY**

The top three dominant districts where the numbers of scheduled tribes are high in the state are selected for the study. The population of the scheduled tribes in these districts of Kerala has been collected from the Indian Census report, 2011. In the state scheduled tribes population, nearly 50 per cent of them living in the above-mentioned three districts. In total 31.24 and 11.51 per cent of scheduled tribes' population are living in wayanad and Idduki district. It is followed by 5.52 per cent of them living in Tiruvandrum district. The total number of scheduled tribes who are included in financial inclusion at the above-mentioned three districts are collected from the annual credit plan of each districts published by the lead bank at the district. Out of the level of 4,84,839 scheduled tribes, only 16205 are included in financial inclusion. The number of scheduled tribes in financial inclusion at wayanad, Idduki and Tiruvandram district are 5082, 3185 and 2272 respectively. The

sample size of the study is determined by the given formula  $n = \frac{N}{Ne^2 + 1}$  whereas n-sample size, N-Population,

e-error of acceptance. By using the above-mentioned formula, the total sample size determined in Wayanad, Idduki and Trivandrum districts are 381, 369 and 357 respectively. The total number of sample size of the study came to 1107. The determined sample size for each district is distributed to urban and rural on the basis of the proportion of urban / rural to the total of each district. The same method is followed in all three districts. The determined sample respondents from Wayanad, Idduki and Tiruvandrum district are 381, 369 and 357 on the basis of the formula. The allotted samples to urban and rural are 144 and 237 in Wayanad district whereas in Idduki district, these are 166 and 203 respectively. In Tiruvandrum district, these are 114 and 243. Hence the total sample in urban and rural came to 424 and 683 respectively. The sampled respondents in each strata is identified at random (through lottery method). Hence the applied sampling procedure of the study is stratified proportionate random sampling. A pilot study was conducted among 30 Scheduled Tribes from urban and 30 Scheduled Tribes in Tiruvandrum district. Based on their feedback, certain additions, deletions, simplifications and modifications were carried out to prepare a final schedule to collect the data from the Scheduled Tribes.

## **VII ANALYSIS OF PERSONALITY TRAITS, FINANCIAL INCLUSION LEVEL AND AFFECTING ACCESS TO FINANCIAL INCLUSION AMONG THE SCHEDULED TRIBES**

### **7.1. Personality Traits of the Scheduled Tribes**

The personality trait of the Scheduled Tribes represents the way of behavior, interaction, understanding and other psychological aspects of the Scheduled Tribes. The personality of the Scheduled Tribes has been measured through so many variables in practice. In the present study, these are measured with the help of sociability(S), Media Exposure(ME), Innovativeness Orientation (IO), Scientific Orientation(SO), and Risk Orientation (RO) among the Scheduled Tribes. The relevant statements in each aspect have been identified with

the help of previous reviews and views of experts. In the present study, the level of each variables among the Scheduled Tribes is measured with the help of some related statements. The Scheduled Tribes are asked to rate these statements at five point scale. The level of scpre is computed by the mean score of the each variables in the Personality assessment towards in financial literacy. It is confined to less than 2.0; 2.00 to 3.00; 3.01 to 4.00 and above 4.00. The distribution of Scheduled Tribes on the basis of their level of sociability(S), Media Exposure(ME), Innovativeness Orientation (IO), Scientific Orientation(SO), and Risk Orientation (RO is given in Table.1

**Table 1**  
**Level of Score in Personality Traits among the Scheduled Tribes**

Level of Score	Number of scheduled tribes in											
	S		ME		IO		SO		RO		PSO	
	R*	U**	R*	U**	R*	U**	R*	U**	R*	U**	R*	U**
Less than 2.0	26	176	24	127	19	116	117	174	75	248	47	248
2.0-3.00	96	220	46	176	71	152	170	324	104	178	142	200
3.0-4.00	142	170	121	222	194	252	89	104	151	148	133	152
Above 4.00	160	117	233	158	140	163	48	81	94	109	102	83

*S – Sociability; ME- Media Exposure ; IO – Innovativeness Orientation ; SO- Scientific Orientation; RO – Risk Orientation; PSO-Personality Score ; R denotes the rural and U denotes the Urban schedule tribes*

From the table 1 shows that the aspect of Sociability among the Scheduled Tribes is 3.0 to 4.00 and 2.00 to 3.00 which constitutes 28.18 and 28.55 per cent to the total respectively. The Scheduled Tribes with the score of sociability of less than 2.0 constitute 18.2 per cent to the total. The important levels of sociability among the urban Scheduled Tribes are above 4.00 and 3.00 to 4.00 which constitute 37.74 and 33.49 per cent to its total respectively. And also reveals that the point of media exposure among the Scheduled Tribes are above 4.00 and 3.01 to 4.00 which constitute 35.32 and 30.98 per cent to the total respectively. In the variable of Innovativeness that the important levels of innovativeness among the urban Scheduled Tribes are 3.01 to 4.0 and above 4.0 which constitute 45.75 and 33.01 per cent to its total respectively and the Scientific orientation among the Scheduled Tribes are 2.00 to 3.00 and less than 2.00 which constitute 44.63 and 26.29 per cent to its total respectively. The Scheduled Tribes with the score of more than 4.00 constitutes 11.65 percent to the total. The important levels of scientific orientation among the urban Scheduled Tribes are 2.00 to 3.00 and less than 2.00 which constitutes 40.09 and 27.59 per cent to its total respectively. The important levels of risk orientation among the Scheduled Tribes are 3.01 to 4.00 and less than 2.00 which constitutes 27.01 and 29.18 per cent to the total respectively. The important levels of risk orientation among the urban Scheduled Tribes are 3.01 to 4.00 and 2.00 to 3.00 which constitutes 35.61 and 23.96 per cent to its total respectively. The important PSO among the Scheduled Tribes is 2.0 to 3.00 and less than 2.00 which is constitute 30.89 and 26.65 per cent to the total respectively. The Scheduled Tribes with the PSO of above 4.00 constitutes 16.71 per cent to the total. So overall from this analysis reveals that the each variables of the urban Scheduled Tribes is higher than that among the rural Scheduled Tribes.

## 7.2. Level of Financial Inclusion among the Scheduled Tribes

It represents the level of banking activities done by the Scheduled Tribes who are included under the scheme of the financial inclusion. The primary objective of the financial inclusion is the promotion of thrift habits and banking habits among the rural and urban people who are not well versed in banking activities (Rao, 2010). It is imperative to measure the levels of financial inclusion among the Scheduled Tribes with the help of an index called the index of financial inclusion. The higher score on the index reveal the higher activities done by the Scheduled Tribes (Swamy and Vijayalakshmi, 2010). Eventhough, the banking activities are too many, the present study is confined to only 15 variables (Badajena and Gundimeda, 2010). The Scheduled Tribes are asked to rate these 15 variables at five -point scale as per their utilization. The mean scores of the variables in the index of financial inclusion (IFI) among the urban and rural Scheduled Tribes have been estimated along with its ‘t’ statistics. The results are illustrated in Table 2.

**TABLE 2**  
**Variables in Index of Financial Inclusion (IFI) among the Scheduled Tribes**

Sl.No.	Variables in IFI	Mean scores among Scheduled Tribes in		‘t’ statistics
		Urban	Rural	
1.	Loan from financial institution	3.4902	3.8994	-2.1173*
2.	Loan under schemes	3.4882	3.9088	-2.4593*
3.	Loan under micro finance	3.5046	3.9299	-2.3086*
4.	Loan though SHG	3.4541	3.9674	-2.5114*
5.	Savings in saving account	3.4117	3.0886	2.8841*
6.	Savings in recurring deposits	3.8004	3.2673	2.6547*
7.	Savings in fixed deposits	3.9117	3.2508	2.7119*
8.	Daily savings in banks	3.9084	3.4117	2.6804*
9.	Payment of health and life insurance	3.7113	3.0996	2.8084*
10.	Payment of family insurance	3.6508	3.1102	2.7133*
11.	Usage of cheques and drafts	3.8789	3.0141	2.9798*
12.	Usage of mobile banking	3.8113	3.0241	3.0886*
13.	Usage of net banking	3.7089	2.9673	2.8971*
14.	Usage of money transfer	3.5473	2.8414	2.9094*
15.	Usage of other banking instruments	3.7470	3.0746	2.6976*

The highly viewed variables in IFI by the urban Scheduled Tribes are savings in fixed deposits and daily savings in banks since its mean scores are 3.9117 and 3.9084 respectively. Among the rural Scheduled Tribes these are loan through SHG and loan under micro-finance since its mean scores are 3.9674 and 3.9299 respectively. (Agarwal, 2008). Regarding the view on variables in IFI, the significant difference among the urban and rural Scheduled Tribes has been noticed in the level on all 15 variables in IFI since their respective ‘t’ statistics are significant at five per cent level.

### 7.3. Analysis the Important Banking Activities in Financial Inclusion

The score of all fifteen variables in financial inclusion have been included for Exploratory Factor Analysis (EFA) in order to narrate the variables into Important Banking Activities in Financial Inclusion (IBAFI). The validity of data for EFA has been tested with the help of KMO measure of sampling adequacy and Bartlett's test of Sphericity. Both these two tests satisfy the validity of data for EFA. The analysis is executed EFA result in four important banking activities. The results are given in Table 3.

**TABLE 3: Important Banking Activities in Financial Inclusion (IBAFI)**

Sl.No.	IBAFI	No. of variables in	Eigen value	Per cent of variation explained	Cumulative per cent of variation explained
1.	Loans	4	4.0856	27.26	27.26

2.	Savings	4	3.7093	24.73	51.99
3.	Value added services	4	3.0917	20.61	72.60
4.	E-banking services	3	2.3884	15.92	88.52
<b>KMO measure of sampling adequacy: 0.8676</b>			<b>Bartlett's test of Sphericity: Chi-square value: 113.83*</b>		

\*Significant at zero per cent level.

The first two IBAFI are noticed by EFA on loans and savings since its Eigen values are 4.0886 and 3.7093 respectively. The per cent of variation explained by these two activities are 27.26 and 24.73 per cent respectively. The next two important activities identified by the factor analysis are value-added services and e-banking services since its eigen values are 3.0917 and 2.3884 respectively. The per cent of variation explained by these two important activities are 20.61 and 15.92 per cent respectively (Bihari, 2010). The narrated four IBAFI explain the 15 variables to an extent of 88.52 per cent. All these four IBAFI are taken for further analysis.

#### 7.4. Association Between The Profile Of Scheduled Tribes And Their View On IBAFI

Since the Scheduled Tribes view on the important banking activities promoted by the financial inclusion may be associated with their profile (Cheriyann, 2011), the present study has made an attempt to examine it with the help of one-way analysis of variance. All the profile variables and the score on four IBAFI are included for the analysis. The results are illustrated in Table 4.

**TABLE 4**  
**Association between Profile of Scheduled Tribes and their Level in IBAFI**

Sl.No.	Profile variables	F-statistics in			
		Loans	Savings	Value-added services	e-banking services
1.	Gender	3.1182	3.3886	3.4517	3.5089
2.	Age	2.8664*	2.7409*	2.8084*	2.9117*
3.	Level of education	2.3898*	2.7086*	2.6684*	2.6081*
4.	Occupation	2.8676*	2.5089*	2.4181*	2.5224*
5.	Marital status	2.2117	2.2969	2.0886	2.1496
6.	Family size	2.1172	2.4142*	2.1776	2.3084
7.	Personal income	2.8676*	2.5117*	2.6086*	2.9331*
8.	Number of earning members per family	2.5082	2.4119	2.9887*	2.3881
9.	Family income	2.4176*	2.5869*	2.7557*	2.8117*
10.	Personality score	2.9969*	3.1173*	2.8593*	2.9086*

\*Significant at five per cent level.

Regarding the view on the loans, the significantly associating profile variables are age, level of education, occupation, personal income, family income and personality score whereas in the case of view on savings, these profile variables are age, level of education, occupation, family size, personal income and personality score since their associating profile variables regarding the view on value added services are age, level of education, occupation, personal income, number of earning members per family, family income and personality score whereas in the case of view on e-banking services, these are age, level of education, occupation, family size, personal income and personality score since their respective 'F' statistics are significant at five per

cent level. The significantly associating profile variables regarding the view on value added services are age, level of education, occupation, personal income, number of earning members per family, family income and personality score whereas in the case of view on e-banking services, these are age, level of education, occupation, personal income, family income and personality score which is similar to the findings of **Rai and Saha, (2010)**.

### 7.5. Discriminant IBAFI among the Urban and Rural Scheduled Tribes

The levels of IBAFI among the urban Scheduled Tribes differ from that of the rural customers. It is imperative to identify the important discriminant IBAFI among the two groups of Scheduled Tribes for some policy implications. Initially, the mean differences in each IBAFI among the two groups of customers and its statistical significance have been computed. The discriminant power of each IBAFI has been estimated with the help of Wilk's Lambda. The results are shown in Table 5.

**TABLE 5**  
**Mean Difference and Discriminant Power of IBAFI among Urban and Rural Scheduled Tribes**

Sl.No.	IBAFI	Mean scores among Scheduled Tribes in		Mean difference	't' statistics	Wilks Lambda
		Urban	Rural			
1.	Loans	3.4843	3.9264	-0.4421	-2.6224*	0.1779
2.	Savings	3.8081	3.2546	0.5535	2.7414*	0.1396
3.	Value added services	3.7470	3.0746	0.6724	2.9796*	0.1173
4.	E-banking services	3.6842	2.9442	0.7400	2.8414*	0.1022

\*Significant at five per cent level.

The significant mean difference in IBAFI has been noticed in all four IBAFI since their respective 't' statistics are significant at five per cent level. The higher mean differences are noticed in the case of e-banking services and value-added services since their respective mean differences are 0.7400 and 0.6724 respectively. The higher discriminant power is identified in the case of e-banking services and value added services since their Wilks Lambda are 0.1022 and 0.1173 respectively. All the significant IBAFI have been included to estimate the two-group discriminant function. An unstandardized procedure has been followed to estimate the function. The estimated function is:

$$Z = 0.5088 - 0.1739 X_1 + 0.1334 X_2 + 0.2345 X_3 + 0.2686 X_4$$

The relative contribution of IBAFI in the total discriminant score is computed by the product of discriminant co-efficient and the mean difference of the respective IBAFI. The results are shown in Table 6.

**TABLE 6**  
**Relative Contribution of IBAFI in the Total Discriminant Score (TDS)**

Sl.No.	IBAFI	Discriminant co-efficient	Mean difference	Product	Relative contribution in Total Discriminant Score
1.	Loans	-0.1739	-0.4421	0.0769	15.16
2.	Savings	0.1334	0.5535	0.0738	14.56
3.	Value added services	0.2345	0.6724	0.1577	31.09

4.	E-banking services	0.2686	0.7400	0.1988	39.19
	<b>Total</b>			<b>0.5072</b>	<b>100.00</b>
<b>Per cent of cases correctly classified: 72.89</b>					

The higher mean differences are noticed in the case of e-banking services and value added services since its co-efficient are 0.2686 and 0.2345 respectively. It shows the higher influence of above-mentioned the IBAFI in the discriminant function. The higher relative contribution in Total Discriminant Score is noticed in the case of E-banking services and value-added services since its relative contributions are 39.19 and 31.09 per cent respectively. The estimated two-group discriminant function correctly classifies the cases to an extent of 72.89 per cent. The analysis reveals that the important discriminant IBAFI among the urban and rural customers are e-banking services and value added services which are higher among the urban Scheduled Tribes than that among the rural Scheduled Tribes which replicates the findings of **Kamatha and Sandstrom, (2010)**.

### 7.6. Factors Affecting The Access To Financial Inclusion (FAAFI)

The factors affecting the access to the financial inclusion in the present study is examined with the help of 25 variables (**Barik, 2010**). The Scheduled Tribes are asked to rate these 13 variables at five-point scale. The mean scores of the first 13 variables in FAAFI among the urban and rural Scheduled Tribes have been estimated separately along with its ‘t’ statistics. The results are given in Table 7.

**TABLE 7: Variables in Factors Affecting the Access to Financial Inclusion (FAAFI)**

Sl.No.	Variables in FAAFI	Mean score among Scheduled Tribes in		‘t’ statistics
		Urban	Rural	
1.	Opening balance	3.4084	-3.6562	-0.5173
2.	Unable to understand financial venues	3.0246	3.5141	-2.5991*
3.	Cumbersome affair	3.1109	3.6683	-2.6089*
4.	Unapproachable bank staffs	3.4102	3.9173	-2.5966*
5.	Bank staffs are not ready to teach	3.3041	3.8089	-2.4117*
6.	Minimum balance	3.3841	3.5089	-0.5888
7.	Afraid of bank’s charges	3.2045	3.7884	-2.5919*
8.	Conditions related to use of accounts	3.3909	-3.4886	-0.3996
9.	Poor communication skills	2.7384	3.3841	-2.6996*
10.	Access to bank	3.6589	3.8022	-0.3184
11.	Time taken to go to bank	3.6044	3.8173	-0.2673
12.	Provision of generic products	3.7084	3.0452	2.6996*
13.	No customer centric products	3.6996	3.1173	2.5844*
14.	Identify proof	3.2771	3.5112	-0.8996
15.	No awareness on financial inclusion	3.0792	3.6461	-2.7545*
16.	Banks are not for poor	3.0224	3.7996	-2.9789*
17.	Unfriendly attitude of bank staff	3.5117	3.8848	-1.4546
18.	Requirement of witness	3.4117	3.3403	0.2676
19.	Fear on giving identify	3.0441	-3.3886	-0.9117
20.	No literacy on banking and its products	2.7919	3.5088	-3.1173*
21.	Religious beliefs	2.9117	3.0896	-0.3344
22.	Language barriers	2.6884	3.3089	-2.6689*
23.	Poor transport facilities to bank	3.5144	3.7083	-0.5143
24.	Inadequacy of products	3.8997	3.1773	2.7089*
25.	Poor in provision of other services	3.8084	3.2086	2.7341*

\*Significant at five per cent level.

The highly viewed variables in FAAFI by the urban Scheduled Tribes are *provision of generic products and no Scheduled Tribes centric products* since their mean scores are 3.7084 and 3.6996 respectively. Among the rural Scheduled Tribes these two are *bank staffs are not ready to teach and unapproachable bank staffs* since their mean scores are 3.8089 and 3.9173 respectively. Regarding the view on variables in FAAFI, the significant difference among the urban and rural Scheduled Tribes has been noticed in their view on eight out of thirteen variables in FAAFI since their respective 't' statistics are significant at five per cent level. The highly viewed variables in FAAFI by the urban Scheduled Tribes are *inadequacy of products and poor provision of other services* since their mean scores are 3.8997 and 3.8084 respectively. Among the rural Scheduled Tribes these two variables are *unfriendly attitude of bank staff and banks are not for poor* since their mean scores are 3.8848 and 3.7996 respectively. Regarding the view on last 12 variables in FAAFI, the significant difference among the urban and rural Scheduled Tribes has been noticed in their view on six out of last 12 variables in FAAFI since their respective 't' statistics are significant at five per cent level.

### 7.7. Important Factors that Affect the Access of Financial Inclusion (IFAAFI)

The scores of all twenty-five variables in FAAFI have been included for Exploratory Factor Analysis in order to narrate the variables into important factors. Initially, the validity of data for EFA has been tested with the help of KMO measure of sampling adequacy and Bartlett's test of sphericity. Both these two tests satisfy the validity of data for EFA. The EFA results in seven important factors. The results are given in Table 8.

**TABLE 8: Important Factors that affect the Access to Financial Inclusion (IFAAFI)**

Sl.No.	IFAAFI	Number of variables in	Eigen value	Per cent of variation explained	Cumulative per cent of variation explained
1.	Lack of financial literacy	5	4.0894	16.36	16.36
2.	Perception on banking	4	3.3972	13.59	29.95
3.	Lack of customized products	4	3.1109	12.44	42.39
4.	Bank staffs behaviour	3	2.7362	10.94	53.33
5.	Geographical remoteness	3	2.5117	10.05	63.38
6.	Identify requirements	3	2.2673	9.07	72.45
7.	Terms and conditions	3	2.0978	8.39	80.84
<b>KMO measure of sampling adequacy: 0.8084</b>			<b>Bartlett's test of Sphericity: Chi-square value: 106.93*</b>		

\*Significant at zero per cent level.

The first three factors identified by the factor analysis are *lack of financial literacy, perception on banking and lack of customized products* since their Eigen values are 4.0894, 3.3972 and 3.1109 respectively. The per cent of variation explained by these three factors are 16.36, 13.59 and 12.44 per cent respectively. The next two factors noticed by the factor analysis are *bank staff' behaviour and geographical remoteness* since its Eigen values are 2.7362 and 2.5117 respectively. The per cent of variation explained by these two factors are 10.94 and 10.95 per cent respectively. The last two factors identified by the factor analysis are *Identify Requirements and Terms and Conditions* since their Eigen values are 2.2673 and 2.0978 respectively. The per cent of variation explained by these two factors are 9.07 and 8.39 per cent respectively (Nurkse, 2010). In total,

the narrated seven factors explain the twenty five variables that affect the access to financial inclusion to an extent of 80.84 per cent. All these seven important factors have been included for further analysis.

The variables included in lack of financial literacy are *no awareness on financial inclusion, unable to understand financial teams, poor communication skills, no literacy on banking and its products, and language barriers* whereas in the perception on banking, these variables are *banks are not for poor, religious belief, combers sure affair and afraid of bank charges*. The variables in the lack of customized product are *no Scheduled Tribes centric products, poor in provision of other services ,inadequacy of products, and provision of generic products* whereas in the case of bank staff behavior, these variables are *unapproachable staffs, unfriendly attitude to bank staff and bank staff are not ready to teach*. In the case of geographical remoteness, these variables are *access to bank, poor transport facilities to the bank and time taken to go to bank* whereas in the identify requirements, these are *requirement of in terms, identify proof and few of giving identify*. In the case of terms and conditions, these variables are *minimum balance, conditions related to use of accounts and opening balance*.

### 7.8. Scheduled Tribes view on Important Factors that Affect the Access of Financial Inclusion (IFAAFI)

The Scheduled Tribes views on the factors are discussed by the mean scores of seven important factors. The scores of the seven important factors are drawn from the mean scores of the variables in each important factor. The mean scores of each important factor among the urban and rural Scheduled Tribes have been estimated separately along with its ‘t’ statistics. The results are given in Table 9.

**TABLE 9: Scheduled Tribes View on Important Factors that Affect the Access to Financial Inclusion (IFAAFI)**

Sl.No.	Variables in IFAAFI	Mean score among Scheduled Tribes in		‘t’ statistics
		Urban	Rural	
1.	Lack of financial literacy	2.8645	3.4724	-2.5886*
2.	Perception on banking	3.0623	3.5686	-2.4997*
3.	Lack of customized products	0.7790	3.1371	2.7069*
4.	Banks staffs behavior	3.4087	3.8903	-2.5289*
5.	Geographical remoteness	3.5926	3.7759	-0.5106
6.	Identity requirements	3.2443	3.4133	-0.4284
7.	Terms and conditions	3.3945	3.5512	-0.3903

\*Significant at five per cent level.

The highly viewed IFAAFI by the urban Scheduled Tribes are lack of *customized products and geographical remoteness*(Parul, 2014) since their mean scores is 3.7790 and 3.5926 respectively. Among the rural Scheduled Tribes theses two are bank staff behavior and geographical remoteness (Gupta, 2011) since their mean scores are 3.8903 and 3.7759 respectively. Regarding the view on variables in IFAAFI, the significant difference among the urban and rural Scheduled Tribes have been noticed in four out of seven IFAAFI since their respective ‘t’ statistics are significant at five per cent level (Joshi, 2014).

### 7.9. Association Between The Profile Of Scheduled Tribes And Their View On IFAAFI

The one-way analysis of variance has been executed to examine the association between the profile of Scheduled Tribes and their view on IFAAFI. All the ten profile variables and the scores on first four factors have been included for the analysis. The results are given in Table 10.

**TABLE 10: Association between Profile of Scheduled Tribes and their View on IFAAFI**

Sl.No.	Profile variables	‘F’ statistics in
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		<i>Lack of financial literacy</i>	<i>Perception on banking</i>	<i>Lack of customized products</i>	<i>Banks staff behavior</i>
1.	Gender	3.9197*	2.9091	3.3684	3.3117
2.	Age	2.4159*	2.5186*	2.6886*	2.8224*
3.	Level of education	2.5414*	1.9061	1.8024	2.6997*
4.	Occupation	2.8371*	2.7089*	2.9182*	2.8344*
5.	Marital status	2.1102	1.3344	2.6109*	2.9608*
6.	Family size	2.0296	2.0471	2.8848*	2.9017*
7.	Personal income	2.6084*	2.7141*	2.9088*	2.3076
8.	Number of earning members per family	2.2117	2.0886	2.1446	2.1894
9.	Family income	2.6542*	2.0346	2.7471*	2.9593*
10.	Personality score	2.9141*	2.9289*	2.9474*	3.3172*

\*Significant at five per cent level.

Regarding the view on lack of financial literacy, the significantly associating profile variables are *gender, age, level of education, occupation, personal income, family income and personality score* whereas in the case of perception on banking, these profile variables are *age, occupation, personal income and personality score* since their respective ‘F’ statistics are significant at five per cent level. The significantly associating profile variables regarding the view on lack of customized products are *age, occupation, marital status, family size, personal income, family income and personality score* whereas regarding the view on bank staffs behaviour, these profile variables are *age, level of education, marital status, family size, family income and personality score*.

The associations between the profile of Scheduled Tribes and their view on last three factors have been examined with the help of one-way analysis of variance. The results are given in Table 11.

**TABLE 11: Association between Profile of Scheduled Tribes and their View on IFAAFI**

<i>Sl.No.</i>	<i>Profile variables</i>	<i>‘F’ statistics in</i>		
		<i>Geographical remoteness</i>	<i>Identity requirements</i>	<i>Terms and conditions</i>
1.	Gender	3.1071	3.2889	3.4089
2.	Age	2.9676*	2.9664*	2.7973*
3.	Level of education	2.1109	2.9664*	2.7989*
4.	Occupation	2.6515*	2.5886*	2.1024
5.	Marital status	1.9028	1.8671	1.7049
6.	Family size	2.1101	1.8669	1.8343
7.	Personal income	2.6518*	2.8227*	2.8393*
8.	Number of earning members per family	2.5024	2.4104	2.5969*
9.	Family income	2.6082*	2.5117*	2.8642*
10.	Personality score	2.8841*	2.9919*	2.8996*

\*Significant at five per cent level.

The significantly associating profile variables regarding the view on geographical remoteness are *age, occupation, personal income, family income and personality score* whereas regarding the view on identity requirements, these profile variables are *age, level of education, occupation, personal income, family income and personality score*. The significantly associating profile variables regarding the view on items and conditions are *age, level of education, personal income, family income and personality score* since its ‘F’ statistics are significant at five per cent level which is similar to the findings of **Kamath (2005)**.

### **7.10. Discriminant IFAAFI Among The Urban And Rural Scheduled Tribes**

Since the views on IFAAFI among the urban Scheduled Tribes are differing from the view of the view Scheduled Tribes the present study has made an attempt to identify the discriminant IFAAFI for some policy implications. Initially, the mean differences in each IFAAFI and its statistical significance have been computed. The discriminant power of each IFAAFI has been estimated with the help of Wilks Lambda. The results are shown in Table 12.

**TABLE 12**  
**Mean Difference and Discriminant Power of IFAAFI among Urban and Rural Scheduled Tribes**

Sl.No.	IFAAFI	Mean scores among Scheduled Tribes in		Mean difference	't' statistics	Wilks Lambda
		Urban	Rural			
1.	Lack of financial literacy	2.8645	3.4724	-0.6079	-2.4886*	0.1341
2.	Perception on banking	3.0623	3.5686	-0.5063	-2.5997*	0.1276
3.	Lack of customized products	3.7790	3.1371	0.6419	2.7969*	0.1034
4.	Banks staffs behavior	3.4087	3.8903	-0.4816	-2.4089*	0.1596
5.	Geographical remoteness	3.5929	3.7759	-0.1833	-0.5186	0.4189
6.	Identify requirements	3.2443	3.4133	-0.1690	-0.4884	0.5671
7.	Terms and conditions	3.3945	3.5512	-0.1567	-0.3963	0.6883

\*Significant at five per cent level.

The significant mean differences are noticed in the case of four IFAAFI out of seven IFAAFI since their respective 't' statistics are significant at five per cent level. The higher mean differences are noticed in the case of *lack of customized products and lack of financial literacy* since their mean differences are 0.6419 and -0.6079 respectively. The higher discriminant power is identified in the case of *lack of customized products and perceptions of banking* since its Wilk's Lambda are 0.1014 and 0.1176 respectively. The significant IFAAFI are included to estimate the two group discriminant function. The unstandardized procedure has been followed to estimate the function. The estimated function is:

$$Z = -0.5093 - 0.1173 X_1 - 0.2676 X_2 + 0.1096 X_3 - 0.2887 X_4$$

The relative contribution of IFFAFI in the total discriminant score is computed by the product of the discriminant co-efficient and the mean difference of the respective IFAAFI. The results are given in Table 13.

**TABLE 13: Relative Contribution of IFAAFI in Total Discriminant Score (TDS)**

Sl.No.	IFAAFI	Discriminant co-efficient	Mean difference	Product	Relative contribution in TDS
1.	Lack of financial literacy	-0.1173	-0.6079	0.0713	17.13
2.	Perception on banking	-0.2676	-0.5063	0.1355	32.56
3.	Lack of customized products	0.1096	0.6419	0.0704	16.92
4.	Bank staffs behaviour	-0.2887	-0.4816	0.1390	33.39
	<b>Total</b>			<b>0.4162</b>	
<b>Per cent of cases correctly classified: 78.42.</b>					

The higher discriminant co-efficients are noticed in the case of *bank staff behaviour* and *perception on banking* since its co-efficients are -0.2887 and -0.2676 respectively. It shows the higher influence of above mentioned two IFAAFI in the discriminant function. The higher relative contribution in TDS is noticed in the case of *bank staff behaviour and perception of banking* since its relative contributions are 33.39 and 32.56 per

cent respectively. The estimated two group discriminant function correctly classifies the cases to an extent of 78.42 per cent. The analysis reveals that the important discriminant IFAAFI among the urban and rural Scheduled Tribes are *bank staff behaviour and perception on banking* which are highly viewed by the rural Scheduled Tribes than that by the urban Scheduled Tribes which is similar to the findings of **Handro (2010)**.

### 7.11. Impact Of IFAAFI On The Level Of Financial Inclusion Among The Scheduled Tribes

Since the factors affecting the level of financial inclusion may have its own influence on the level of financial inclusion among the Scheduled Tribes the present study has made an attempt to examine it for some policy implications. The multiple regression analysis has been administered for the purpose. The fitted regression model is:

$$Y = a + b_1 X_1 + b_2 X_2 + \dots + b_7 X_7 + e$$

Whereas

- Y – Level of index of financial inclusion among the Scheduled Tribes
- X<sub>1</sub> – Score on the view on level of financial literacy among the Scheduled Tribes
- X<sub>2</sub> – Score on the view on perception on banking among the Scheduled Tribes
- X<sub>3</sub> – Score on the view on lack of customized products among the Scheduled Tribes
- X<sub>4</sub> – Score on the view on banks’ staffs’ behaviour among the Scheduled Tribes
- X<sub>5</sub> – Score on the view on geographical remoteness among the Scheduled Tribes
- X<sub>6</sub> – Score on the view on identity requirements among the Scheduled Tribes
- X<sub>7</sub> – Score on the view on terms and conditions among the Scheduled Tribes
- b<sub>1</sub>, b<sub>2</sub> . . . b<sub>7</sub> – regression co-efficient of independent variables
- a – intercept and e – Error term

The impact of IFAAFI on the level of index of financial inclusion has been measured among the urban and rural Scheduled Tribes separately and also for pooled data. The results are shown in Table 14.

**TABLE 14: Impact of IFAAFI on the Level of Financial Inclusion among Scheduled Tribes**

Sl.No.	IFAAFI	Regression co-efficient among Scheduled Tribes in		
		Urban	Rural	Pooled data
1.	Lack of financial literacy	-0.0341	-0.1879*	-0.1493*
2.	Perception on banking	0.0406	-0.0434	-0.0417
3.	Lack of customized products	-0.1911*	-0.0824	-0.1562*
4.	Bank staffs behavior	-0.1532*	-0.1592*	-0.1496*
5.	Geographical remoteness	0.0556	-0.1782*	-0.0937
6.	Identity requirements	-0.0919	-0.1949*	-0.1616*
7.	Terms and conditions	-0.1499*	-0.2217*	-0.1918*
	<b>Constant</b>	<b>-0.3919</b>	<b>-0.6886</b>	<b>-0.4908</b>
	<b>R<sup>2</sup></b>	<b>0.7519</b>	<b>0.7898</b>	<b>0.8289</b>
	<b>‘F’ statistics</b>	<b>8.3477*</b>	<b>9.1173*</b>	<b>10.0886*</b>

\*Significant at five per cent level.

The significantly affecting factors on the level of financial inclusion among the urban customers are *lack of customized products, bank staff behaviour* and; *terms and conditions* since their respective regression co-efficients are significant at five per cent level. A unit increase in the level of view on the above-mentioned factors result in a decrease in the level of index of financial inclusion among the urban Scheduled Tribes by 0.1911,

0.1532 and 0.1499 units respectively. The changes in the view on the factors explain the changes in the level of index on financial inclusion among the urban Scheduled Tribes to an extent of 75.19 per cent since its  $R^2$  is 0.7519. Among the rural Scheduled Tribes, the significantly affecting factors on the level of index on financial inclusion are *lack of financial literacy, bank staffs behaviour geographical remoteness, identify requirements; and terms and conditions*. A unit increase in the view on above-mentioned factor results in a decline in the index of financial inclusion by 0.1879, 0.1592, 0.1782, 0.1949 and 0.2217 units respectively. The changes in the view on the factors explain the changes in the level of index of financial inclusion to an extent of 78.98 per cent since its  $R^2$  is 0.7898. The analysis of pooled data reveals the relative importance of *lack of financial literacy, lack of customized products, bank staffs behaviour, identity requirements and; terms and conditions* in the determination of the level of index on financial inclusion among the customers which replicates the findings of **Subha Rao (2007); and Deb and Rajee(2007)**.

## VIII SUMMARY OF FINDINGS

### 8.1. Financial Inclusion Index among the Scheduled Tribes

The level of financial inclusion among the Scheduled Tribes is measured with the help of 15 variables. The highly viewed variables by the urban and rural Scheduled Tribes are savings in fixed deposits and loan through SHG respectively. Regarding the level of variables in the financial inclusion, the significant difference among the urban and rural Scheduled Tribes has been noticed in the case of all 15 variables in it. The important banking activities in financial inclusion narrated by the factor analysis are loans, savings, value-added services and e-banking services. The highly involved activities in financial inclusion by urban Scheduled Tribes are savings and value added services whereas among the rural Scheduled Tribes, these are loans and savings. There is a significant difference among the urban and rural Scheduled Tribes regarding their level on all four important activities in financial inclusion. In total, the level of activities in financial inclusion is noticed as higher among the urban Scheduled Tribes than that of the rural Scheduled Tribes. The significantly associating important profile variables regarding the level of financial inclusion among the Scheduled Tribes are age, level of education, occupation, personal income, family income and personality score. The important discriminant activities in financial inclusion among the urban and rural Scheduled Tribes are e-banking services and value added services which are higher among the urban Scheduled Tribes than among the rural Scheduled Tribes

### 8.2. Factors affecting the access of Financial Inclusion among the Scheduled Tribes

The factors affecting the access of financial inclusion among the Scheduled Tribes is measured with the help of 25 variables. The highly viewed variables by urban and rural Scheduled Tribes are inadequacy of products and unapproachable staffs respectively. Regarding the view on variables, the significant difference among the urban and rural Scheduled Tribes has been noticed in their view on 14 out of 25 variables. The important factors narrated by the factor analysis are lack of financial literacy, perception on banking, lack of customized products, bank staff's behaviour, geographical remoteness, identity requirements and; terms and conditions. The highly viewed factors by the urban Scheduled Tribes are lack of customized products and geographical remoteness whereas among the rural customers, these are bank staffs behaviour and geographical remoteness. Regarding the view on these factors, the significant difference among the urban and rural Scheduled Tribes have been noticed in their view on four out of seven factors. The significantly associating important

profile variables regarding the view on factors are age, occupation, personal income, family income and personality score. The important discriminant factors among the urban and rural Scheduled Tribes are bank staffs behaviour and perception on banking which are highly viewed by the urban customers than by the rural Scheduled Tribes. The significantly influencing factors on the level of financial inclusion among the Scheduled Tribes are lack of customized products, bank staffs behaviour and; terms and conditions whereas among the rural Scheduled Tribes, these are lack of financial literacy, bank staff behaviour, geographical remoteness, identity requirements and terms and conditions. The rate of impact of the factor on the level of financial inclusion is higher among the rural Scheduled Tribes than that among the urban Scheduled Tribes.

## IX RECOMMENDATIONS

**9.1. Need for Segmentation Analysis:** Before delivering the services / products to the various Scheduled Tribes segment, the branches are advised to analyse the expectation of the Scheduled Tribes. They are requested to generate their products and services as per the needs of the Scheduled Tribes. Then only they can attain the objectives of the financial inclusion implemented at commercial bank.

**9.2. Enrichment of Financial Literacy among the Scheduled Tribes:** The lack of financial literacy among the customers significantly affect the level of financial inclusion among the Scheduled Tribes Because of the wrong perception of availing banking services among the Scheduled Tribes they are highly lacking in their financial literacy. In order to remove the mind blocks on the banking, the banking authorities are advised to conduct so many programmes. They have to conduct so many classes on the development of financial literacy among the Scheduled Tribes.

**9.3. Requirement of behavioral Modification among the bank staff:** For dealing with the rural Scheduled Tribes, the bank staff require some special training since the level of literacy and financial knowledge among the rural Scheduled Tribes are at low level. The bankers are recommended to provide some psychological and interpersonal relationship training to their staffs to develop their reliability with the Scheduled Tribes. Since the banks staff's behaviour is one of the hindering factors of the level of financial inclusion among the Scheduled Tribes, the staffs are advised to deal their Scheduled Tribes especially rural Scheduled Tribes in a positive manner.

**9.4. Increase in the Networks of the bank to Create Access:** Since the geographical remoteness is one of the factors affecting the level of financial inclusion among the Scheduled Tribes, the bankers are advised to increase their number of rural branches. Then only they can attain the objectives of financial inclusion at a fullest level.

**9.5. Simplified Banking Procedures:** Since the banking procedures to open the account and avail it the bank credit from the commercial banks are still complicated as per the view of the rural Scheduled Tribes, they are not interested in banking activities. The bankers should realized the problem and simplify all the banking procedures up to the expected level of the rural Scheduled Tribes.

## X CONCLUSION

Even though the level of financial inclusion among the Scheduled Tribes generates so many benefits like economic security transactions and social security, the level of financial inclusion among the rural Scheduled Tribes is less than that among the urban Scheduled Tribes. The important factors that affect the access to financial inclusion among the Scheduled Tribes are lack of financial literacy, perception on banking, lack of

customized products, bank staff behavior, geographical remoteness, identity requirements and terms and conditions. The level of view on the provision of services and the implementation of services marketing programmes are less among the rural Scheduled Tribes than that among the urban Scheduled Tribes.

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