Digitising Finance and Financial Literacy: Perspectives from India

Geographical area – 7th in the world - Widely dispersed terrains

Population – 2nd largest in the world – 1.3 billion

29 States and 6 Union Territories, 707 districts, 600 thousand + Villages

Rural Population - Around 70%

Multilingual and Multiethnic society

Low level of Literacy (74%) - A sizeable no. versed in regional languages only

Smartphone users – 225 mn +

Overall Mobile phone subscribers- 1 bn

Internet Users – 462 mn+
Digitising Finance: A Stepped Process

- Unique Identification Number for all residents
- Biometrics employed for de-duplication
- Total Aadhaar generated (Jan 2017): 1.09 bn +
- Efficient delivery of social welfare: Direct Benefit Transfer

- National Mission on Financial Inclusion of all households (launched on 28 August 2014)
- 125 mn Basic Savings Bank Accounts opened in mission mode in 5 months (266.8 mn accounts so far)
- Focus on weaker sections & low income groups
- Access to need-based credit, remittances, insurance, pension
- Life Insurance policies issued: 30.8 mn, Accident Insurance: 98.8 mn

- Unified Payments Interface: An open and interoperable technology
- Works by allocating a unique identification or virtual address
- Security of transactions
- Accessible through smartphones/ Feature phone (through USSD)
Digitizing Finance – Financial Literacy Initiatives

- Information Kiosks (100+ on pilot basis)
- School Education Boards
- Financial Literacy Centers (1380+)
- Visaka (Financial Education Programme)
- Common Service Centers (250,000+)
- DigiShala (Educational TV Channel)