

## **Am I financially literate?**

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Inclusive growth is emerging as an important perspective and priority in the policy agenda of economic development. Banks being major financial intermediaries in the growth process are incorporating inclusive growth as a major policy perspective in their business plans so as to ensure effective implementation and derive economic value from their operations. Reserve Bank of India, Central Bank of India aims at Financial Inclusion and Financial Literacy as twin pillars, so as to deepen the penetration of financial services in the country, particularly at the bottom of the pyramid. This Paper is a modest attempt towards assessing the banking outreach in India, to study the link between financial literacy on the demand side and financial inclusion from the supply-side. This study also explores the needs and gaps in respect of literacy rate as well as the facilitating factors, awareness of financial products and services, teaching, training, of the people, to be an unexplored opportunity and yet a gigantic challenge. The paper analyses the RBI schemes, policy perspectives that throw up enormous opportunities for the banking industry in augmenting the inclusive growth and as an enabler of economic growth and economic development of our country by targeting the customer at the "Bottom of the Pyramid".

**Key words: Financial literacy, financial inclusion, services, Bank**