

## Awareness and Inclusiveness of Recent Financial Inclusion Schemes : A field level Investigation from Lucknow District

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### Abstract

Central Government of India has launched many new schemes to accomplish the objective of complete financial inclusion (FI) in the country. Current study is an effort to evaluate the claims of the central Government with the help of ground stage study composed through well prepared questionnaire from Atrauli and Jabrauli villages of Lucknow District. In the analysis, study found a big variation between the claim of government and ground realities. It has been recognized that lack of information of villagers regarding these schemes is one of major cause behind not receiving the benefits of these schemes. As awareness is recognized as a key variable for availing the benefits of above mentioned schemes, this study is an attempt to give details the level of awareness with help of socio-economic environment and economic behavior of households with the help of Binomial logistic regression model.

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### I. Introduction

POVERTY, INEQUALITY AND unemployment are long-standing problem of not only India but of whole world and across the countries; either developed or developing. Since very long time, economists and policy makers are experimenting with various models to combat with these problems. Experience has shown that traditional economics models (Harrod-Domar's model of growth, structural change model of Lewis and Rostow's model) are not able to solve the problem of poverty, inequality and unemployment. Recently, new model of development have emerged, which is popularly known as Micro-finance model of development. It was propagated and implemented by Mohammad Yunus in Bangladesh and results shows that it is very much effective in combating the problem of poverty, inequality and unemployment (Islam, 2012). After successful story of Bangladesh, it has been replicated to so many other countries, including developing as well as developed countries.

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