

CHALLENGES IN IMPLEMENTING DIGITAL FINANCIAL INCLUSION FOR SENIOR WOMEN CITIZENS IN POLLACHI.

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ABSTRACT:

Digital financial inclusion has the potential to empower senior women citizens, offering them easier access to financial services, enhancing their economic independence, and improving their quality of life. However, in regions like Pollachi, several challenges hinder the successful implementation of digital financial services for senior women. This paper explores the key challenges faced by senior women in Pollachi and suggests potential solutions to enhance digital financial inclusion for this vulnerable group.

INTRODUCTION:

The advent of digital financial services has transformed the global banking landscape, making transactions faster, more efficient, and accessible from anywhere. While this shift holds significant promise for improving financial inclusion, certain demographics—such as senior women citizens—remain underserved. In rural and semi-urban areas like Pollachi, Tamil Nadu, the benefits of digital finance are still out of reach for many elderly women due to a range of socio-economic, technological, and cultural barriers.

Senior women often face compounded challenges such as limited access to smartphones, low digital literacy, and concerns about security in using digital platforms. Furthermore, traditional gender roles and a reliance on younger family members for financial decisions further marginalize their participation in digital financial services. This research examines the specific obstacles faced by senior women in Pollachi and highlights the importance of addressing these challenges to ensure that this group can fully participate in and benefit from the digital economy.

By understanding the unique difficulties encountered by this demographic, stakeholders—such as policymakers, financial institutions, and community organizations—can develop targeted solutions that facilitate digital financial inclusion for senior women, thus enabling them to access essential services and attain greater economic independence.

OBJECTIVE:

To identify the challenges in implementing digital financial inclusion for senior women citizens in Pollachi.

ANALYSIS AND INTERPRETATION:

Challenges in Implementing Digital Financial Inclusion

Particulars	SA (Strongly Agree)	%	A (Agree)	%	N (Neutral)	%	DA (Disagree)	%	SDA (Strongly Disagree)	%
Digital Literacy Gap	63	21	75	27	65	22	27	9	20	7
Technological Barriers	102	34	54	18	45	15	30	10	19	6
Trust and Security Concerns	88	29	80	27	44	15	26	9	12	4
Physical Limitations	96	32	88	29	14	5	32	11	20	7

Particulars	SA (Strongly Agree)	%	A (Agree)	%	N (Neutral)	%	DA (Disagree)	%	SDA (Strongly Disagree)	%
Cultural and Social Factors	12	4	25	8	100	33	98	33	15	5
Limited Awareness and Outreach	107	36	99	33	15	5	20	7	9	3

Interpretation:

Digital Literacy Gap:

- 21.5% strongly agree, and 25.6% agree that there is a digital literacy gap, making a total of 47.1% of respondents who see this as a significant issue.
- 22.2% are neutral, while 16.0% disagree to some extent.

Technological Barriers:

- 34.0% strongly agree, and 18.0% agree that technological barriers exist, totaling 52.0% in agreement.
- 15.0% are neutral, while 16.3% disagree to varying degrees.

Trust and Security Concerns:

- 29.3% strongly agree, and 26.7% agree that trust and security concerns are important, totaling 56.0%.
- 14.7% are neutral, while 12.7% disagree.

Physical Limitations:

- 32.0% strongly agree, and 29.3% agree that physical limitations are significant, totaling 61.3%.
- 4.7% are neutral, while 17.4% disagree.

Cultural and Social Factors:

- Only 4.0% strongly agree, and 8.3% agree that cultural and social factors are significant, with a total of 12.3% in agreement.
- 33.3% are neutral, and a notable 37.7% disagree to some extent.

Limited Awareness and Outreach:

- 35.7% strongly agree, and 33.0% agree that there is limited awareness and outreach, totaling 68.7%.
- 5.0% are neutral, while 9.7% disagree.

Physical Limitations (61.3%), Limited Awareness and Outreach (68.7%), and Trust and Security Concerns (56.0%) are seen as significant issues by the majority of respondents.

Cultural and Social Factors are not widely viewed as a major issue, with the highest percentage of respondents either neutral (33.3%) or in disagreement (37.7%).

The overall trend suggests that most respondents recognize the existence of various barriers, with "Limited Awareness and Outreach" receiving the highest agreement, while "Cultural and Social Factors" have the lowest.

CONCLUSION

The survey results reveal that limited awareness and outreach (68.7%), physical limitations (61.3%), and trust and security concerns (56.0%) are the most significant challenges in achieving digital financial inclusion for senior women in Pollachi. These issues highlight the need for targeted interventions to address gaps in education and accessibility. Although technological barriers (52.0%) and the digital literacy gap (47.1%) are also recognized, they are seen as somewhat less critical compared to the broader issues of outreach and physical constraints. Interestingly, cultural and social factors are not perceived as major impediments, with most respondents either neutral or in disagreement on their impact. Overall, the findings stress the importance of enhancing digital

education, building trust in financial technologies, and improving outreach efforts to ensure that senior women can effectively engage with digital financial services.

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