

FINANCIAL LITERACY AND INVESTMENT DECISION OF RURAL WOMEN

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ABSTRACT

Gender disparity in financial literacy amalgam women's difficulties in securing their economic future and well-being and in participate confidently in profitable and financial activities. Women also have fussy economic literacy needs, outstandingly because they tend to live longer and receive less than men, therefore being more likely to face financial suffering in old age. Made to order financial education can contribute to improving women's access to and use of economic and financial opportunity. It also has the budding to empower women to healthier assess risks so they have to manage, protect themselves against these risks, plan for their future, and participating income generating activities. Ultimately, the contribution of financial education to women's superior participation to economic activities and more suitable use of financial products are expected to benefit countries' overall economic growth.

KEYWORDS: *Gender Disparities, Financial Literacy, Financial Opportunities etc*