

# THE ROLE OF TECHNOLOGY IN ENHANCING FINANCIAL LITERACY AMONG WOMEN

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<https://doi.org/10.34293/9789361634925.ch.002>

## Abstract

*In today's digital age, Technology has completely changed how we handle our finances in the current digital era. Nowadays people can obtain financial services and literacy resources with never-before-seen ease thanks to the growth of fintech innovations digital payment systems and online financial education platforms. Since women have historically faced obstacles to literacy and financial inclusion technology has created new avenues for their economic empowerment. With an emphasis on how digital tools and platforms can enable women to advance their financial literacy acquire useful skills and make wise decisions this chapter explores the intersection of technology and financial literacy. In addition to achieving financial stability and more control over their financial lives women can use technology to support more inclusive and equitable economic growth.*

**Keywords:** Technology, Empowerment, Mobile Banking, Digital Inclusion, Investment Apps, Fintech.

## 1. Digital Financial Education Platforms

Look into particular apps platforms or tools that offer financial literacy and education materials for women.

### 1.1 Platforms:

- **Clever Girl Finance:** Provides free financial education articles and resources for women on subjects like Investing, Saving and Budgeting.
- **Female Invest:** Provides financial learning and community support, with courses and resources on investing, personal finance, and economic wellbeing.
- **SHE Wealth** is an online platform that helps women manage their money by providing them with community support content and courses.

### 1.2 Apps

- **Ellevest:** A digital app for investing that provides tools and financial education for women.
- **Digit:** Digit is a savings app that teaches users about money matters and helps them develop saving habits.

### 1.3 Tools

- **Better Money Habits:** Provides tools and educational materials on investing credit and personal finance with an emphasis on useful guidance.
- **FinEquity Knowledge Guide:** A carefully curate collection of resources on digital financial literacy the FinEquity Knowledge Guide covers subjects like training materials implementation case studies and best practices.

### 1.4 Other Initiatives

Through workshops and campaigns RBIs Financial Literacy Initiatives educate women about money matters particularly in rural areas. The government-led Pradhan Mantri Jan Dhan Yojana (PMJDY) program encourages women to have access to financial services and bank accounts. The Paranaam Foundation provides low-income women with financial literacy programs that emphasize formal banking system access Savings and Budgeting.

## 2. Fintech Innovations for Women

Companies that understand how important it is to serve women are driving the rise of fintech innovations that address their financial needs.

### 2.1 Digital Savings and Investment Platforms

- **TomoCredit** offers creative financial solutions to help students and immigrants establish credit.
- **Velexa** is a WealthTech business that provides individualized integrated investing services.

### 2.2 Financial Inclusion Initiatives

- Fintech Innovation Challenge Women's World Banking aims to promote financial inclusion for women.
- **GCash:** A financial super app in the Philippines that offers online transactions micropayments and safe money transfers..

### 2.3 Notable Women in Fintech

- **Sallie Krawcheck**, CEO and Founder of Ellevest
- **Kristy Kim**, CEO of TomoCredit
- **Jenny Cheng**, Vice President and General Manager of Google Wallet
- **Anne Boden**, Founder of Starling Bank
- **Eva Wong**, Co-founder & COO of Borrowell

## 3. Impact on Financial Decision-Making

Examining how digital tools and platforms can improve women's financial decision-making, including Budgeting, Saving, and investing.

### 3.1 Enhancing Financial Literacy

Digital platforms offer women accessible resources to improve financial literacy, including webinars, online classes, mentors, and community forums, enabling them to make informed decisions about Investing, Saving, and Budgeting.

### 3.2 Simplifying Budgeting

Digital budgeting apps can help women simplify financial management by tracking expenses, categorizing spending, and providing Budgeting templates and reminders, enabling them to stay on top of finances and achieve their goals.

### 3.3 Streamlining Saving

Digital platforms can help women automate savings through features like automatic transfers, round-up apps, and goal-based savings, making it easier to build a financial safety net and achieve long-term goals.

### 3.4 Facilitating Investing

Digital investment platforms and robo-advisors offer women accessible and affordable investment options, providing diversified portfolios, education, and automated decisions with low fees, helping them grow wealth and achieve financial independence.

### 3.5 Increasing Accessibility

Mobile access to financial services can increase accessibility for women, especially in underserved communities, allowing them to manage finances remotely and overcome barriers to financial inclusion.

## 4. Challenges and opportunities

### 4.1 Challenges:

Women face several challenges in accessing digital financial services, including limited digital skills, insufficient access to technology, security and privacy concerns, societal and cultural barriers, and a lack of inclusive solutions tailored to their needs, all of which hinder their ability to effectively utilize these services.

### 4.2 Opportunities:

Digital financial services can benefit women by increasing financial inclusion, especially in rural areas, while also providing personalized solutions, promoting financial empowerment, and offering access to new markets and investment opportunities, ultimately enabling them to secure their financial futures.

## 5. Growth and Development Opportunities:

1. **Designing Inclusive Solutions:** Financial institutions and fintech companies can create digital financial services that cater to women's needs, preferences, and behaviours.
2. **Digital Financial Education:** Organisations can offer digital financial education programs to enhance women's financial literacy and skills.
3. **Partnerships and Collaborations:** Stakeholders can collaborate to promote digital financial inclusion, develop tailored solutions, and address societal and cultural barriers.
4. **Policy and Regulatory Support:** Governments and regulatory bodies can create policies and regulations that support digital financial inclusion and women's economic empowerment.
5. **Innovation and Technology:** Advances in technology, such as AI and blockchain, can enable more secure, accessible, and effective digital financial services for women.

## 6. Case study

Real-life examples of women benefiting from technology-enabled financial literacy and inclusion are numerous and inspiring. Here are some case studies and initiatives that highlight the positive impact:

### 6.1 Ellevest: Empowering Women through Digital Investing

#### 6.1.1 Overview

Ellevest is a pioneering digital investment platform designed specifically for women, offering tailored financial education and investment tools. Founded by Sallie Krawcheck, Ellevest aims to bridge the gender gap in investing and empower women to take control of their financial futures.

#### 6.1.2 Key Features

- **Women-Centric Approach:** Ellevest's investment strategies and financial education are tailored to meet the distinct financial needs and objectives of women.
- **Digital Platform:** Ellevest's online platform provides easy access to investment tools, financial education, and portfolio management.
- **Financial Education:** Ellevest offers a range of educational resources, including articles, webinars, and workshops, to help women improve their financial literacy and investing skills.
- **Investment Tools:** Ellevest's investment platform offers diversified investment portfolios, automated investment management, and personalised investment advice.

#### 6.1.3 Benefits

- **Financial Independence:** Ellevest empowers women to control their finances and make informed investment decisions.
- **Financial Literacy:** Ellevest's resources educate women on investing, personal finance, and wealth management.
- **Personalized Investing:** Ellevest's strategies address women's unique financial goals and challenges.

#### 6.1.4 Impact

Ellevest has empowered thousands of women to take control of their finances and invest in their futures. By providing accessible and tailored financial education and investment tools, Ellevest is helping to bridge the gender gap in investing and promote economic independence for women.

## 7. Conclusion

Technology has revolutionized women's financial management by providing access to digital financial education platforms, fintech innovations, and investment apps. These tools empower women to take control of their finances, make informed decisions, and achieve financial stability. To promote digital financial inclusion, stakeholders can:

- **Design Inclusive Solutions:** Create digital services catering to women's needs.
- **Offer Digital Financial Education:** Enhance women's financial literacy.
- **Foster Partnerships:** Collaborate to promote digital financial inclusion.

By harnessing technology's potential, we can create a more inclusive financial landscape, empowering women to achieve financial independence and contributing to broader economic growth.

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