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A STUDY ON INVESTMENT PATTERN OF WORKERS IN BEEDI INDUSTRIES WITH SPECIAL REFERENCE TO KANNUR DISTRICT

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Introduction

All the citizens are engaged in various activities depending on the knowledge availability of funds and feasibility of return from the activities to generate income for meeting the basic requirements of the human being. After meeting the basic requirements if there is any balance, it is kept as the savings, which can be utilized for the future requirement. If the savings of the individual is kept in the home or locker, there will not be any return from the savings. Instead of keeping the savings idle without any income if it is invested in the outside, adequate income may be generated from the savings. Hence all the people try to invest the amount saved in various nature of investment to get maximum return.

The primary motivation for an individual to invest is to alter his consumption pattern in order to achieve higher levels of consumption in future. The essential quality of an investment is that it involves waiting for a reward. The commitment of resources are saved or put away from current consumption in the hope that some benefits will accrue in future. The investments are based on "Time Preference for money" which signifies that "A rupee today is worth more than tomorrow". In olden days wealth was not invested, as avenues for investments were not available and the only means left with, was dumping the wealth in secret places for future usage. As such, returns were not there. In the modern era, various avenues of investments are available for investors. At present, apart from bank deposits and share market, other modes of investments are also available, such as National Saving Certificates (NSC's), Public Provident Funds (PPF's), Chit Funds, Mutual Funds, Insurance, and Investments in gold and silver, Real Estate and the like. The attitude of people towards investment varies with their age, educational level, occupation, income and So Many individuals find investments to be fascinating because they can participate in the decision making process and see the results of their choices. Not all investments will be profitable, as investor wills not always make the correct investment decisions over the period of years; However, you should earn a positive return on a diversified portfolio. Investing is not a game but a serious subject that can have a major impact on investor's future wellbeing. Virtually everyone makes investments. Even if the individual does not select specific assets such as stock, investments are still made through participation in pension plan, and employee saving programme or through purchase of life insurance or a home or by some other mode of investment like investing in Real Estate (Property) or in Banks or in saving schemes of post offices. Each of this investment has common characteristics such as potential return and the risk you must bear. "The future is uncertain, and you must determine how much risk you are willing to bear since higher return is associated with accepting more risk" (Lopes, 1987) the individual should start by specifying investment goals. Once these goals are established, the individual should be aware of the mechanics of investing and the environment in which investment decisions are made. These include the process by which securities are issued and subsequently bought and sold, the regulations and tax laws that have been enacted by various levels of government, and the sources of information concerning investment that are available to the individual

Today the field of investment is even more dynamic than it was only a decade ago. The events are happening quickly and are continuously evolving that alter the values of specific assets the individual has so many assets to choose from, and the amount of information available to the investors is

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staggering and continually growing. The key to a successful financial plan is to keep apart a larger amount of savings and invest it intelligently, by using a longer period of time. The turnover rate in investments should exceed the inflation rate and cover taxes as well as allow you to earn an amount that compensates the risks taken. Savings accounts, money at low interest rates and market accounts do not contribute significantly to future rate accumulation. While the highest rate come from stocks, bonds and other types of investments in assets such as real estate. Nevertheless, these investments are not totally safe from risks, so one should try to understand what kind of risks are related to them before taking action. The lack of understanding as how stocks work makes the myopic point of view of investing in the stock market (buying when the tendency to increase or selling when it tends to decrease) perpetuate. To understand the characteristics of each one of the different types of investment you must have enough financial knowledge. Furthermore, inflation has served to increased awareness of the importance of financial planning and wise investing. More Inflation is a worry for each and every individual. Due to Inflation value of your money in future will decrease. To Cope up this, Investors wants to invest their money and earn certain rate of return which is more than rate of Inflation. Having clear reasons or purposes for investing is critical to investing successfully. Like training in a gym, investing can become difficult, tedious and even dangerous if you are not working toward a goal and monitoring your progress. If we consider the income source to the normal public, the employees have more sources for income generation apart from their salary. They used to invest their savings only in their income only in the native places. Some of them invest their money in the local itself by way of joining in the chit conducted by the neighbour or reputed people in the area where they stay in Kannur. Few of them invest their money only in bank as they have more fears and do not trust the people who run chit-funds. It is reported that many of the employees in tea estates lost their money in various unwanted expenditure as they do not have awareness of proper area for saving their money. Some of the employees they lost their money as they could not collect the amount given for interest from the borrowers in Local area and also in their native places. In reality the employees of tea estate are in trouble to choose the right area for the savings as most of the employees have lack of awareness of various area of investment. It is the need of the hour to take necessary initiatives by the government and NGOs to make awareness to the workers and employees working in Beedi industries in KANNUR district about savings pattern to generate income from their savings. By keeping the above views in mind the researcher selected the topic "**A study on investment pattern of workers in Beedi industries with special reference to Kannur district**"

Statement of The Problem

The employees working in Beedi industries hesitate to save their money in Kannur district, whatever may be the return from the investment they do not bother about it. Instead they invest their money in the village either in the form of fixed assets or in some other area of investment where there is possibility of loss to their savings. Though there are many sources to invest the money with safe, the employees in Beedi industries in Kannur district due to lack of awareness keep their money in their home itself ,which will be utilized by them in future without any restriction. Under such circumstances the purpose of saving is not served. They could not generate income from their savings. In many occasions the amount saved by the young employees is spent lavishly in non-productive areas and also in bad ways. This creates problems in their family which leads to separating or ending a relationship with one's spouse. Further in future they could not meet the emergency requirement as they spend the saved amount without any reasons. Above all due to various reasons nowadays in Kannur all the employees in Beedi industries are in a position to increase the expenditure due to the necessity and increased cost of living. If there is no saving they have to borrow from others at higher rate of interest for meeting the day to day expenditure of their family. So it is the serious issue which is to be taken care of the investment pattern

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followed by the employees of Beedi industries to make awareness to all the employees in all Beedi industries about various sources of savings and the rate of return from the individual area of investment.

Objectives of The Study

The following are the objectives of the study

1. To know the socio economic profile of Workers in Beedi industries in the Kannur district.
2. To analyze the existing investment pattern of the workers working in Beedi industries of Kannur District.
3. To find out the problems faced by the workers working in Beedi industries of Kannur District at the time of investment.
4. To evaluate the level of satisfaction of Workers in Beedi industries in Kannur District towards various investment avenues.

Significance of The Study

Every one of us is in a position to save some amount for meeting the emergency requirement in future and also to use the same in the retirement stage. Further for settling their wards in a better position we need wealth and assets. So nowadays all of us try to save the remaining amount after making expenditures for our day to day requirement. Whenever we save or invest the balance it must be invested in the area where we get more rate of return from the investment. At the same time we should consider the risk in getting the amount invested as saving. So we must save or invest in the field or area where we can get our money without any delay or risk. The rate of return for our savings also should be reasonable. So before making a decision for investment or saving we should consider all the factors and problems in the alternatives available for investment or savings. At present even the educated people and the government employees are in confusion to choose particular field or area to invest their savings. Due to lack of awareness and no idea about the area of investment, it paved way to them to keep the money with them till it is required in future. If the money is not circulated properly there is no value at all. The employees of working in Beedi industries in Kannur district must be made aware of various areas of investment and the possible return from the particular area of investment. For this a thorough knowledge should be needed to all of us. Then only we can make awareness to the unknown and innocent employees who are working in tea estate through the authorities concerned. Hence a study on the saving pattern of the employees of Beedi industries in Kannur District is inevitable. It is the right time to have a study on the savings pattern and to safeguard the employees and working in beedi industries from spending their amount lavishly and invest the amount saved in the right sources where they can reasonable income or return for the investment and collect the amount invested without any risk when and where it is required.

Research Methodology

Research methodology is indeed a systematic approach to solving a research problem. It is a study within a study, providing a clear framework through which research is conducted. This methodology serves as the backbone of the research, guiding the researcher through the various stages of their study. It encompasses the selection of specific research methods, the measurement of progress, and the criteria for success. The methodology section of a research paper or thesis is crucial, as it not only details the steps and procedures used during the study but also justifies the choice of data collection tools, sampling techniques, and statistical methods. This comprehensive approach ensures that the research is conducted with rigor and precision, leading to reliable and valid conclusions.

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Research Design

In this research Descriptive Research was used to analyse the demographics of a specific community to understand its socio-economic characteristics to make the research effective and useful to the needy.

Collection of Data

Both the primary and secondary data were collected in this research work The following are the details of the workers in the Beedi industries functioning in the three Taluks of the Kannur District of Kerala. The following details were collected from the Labour office of the Kannur in person by the researcher.

Table No.4.1 Showing The Age of The Respondents

Sl.No	Age	Frequency	Percentage
1	Below 25 years	60	11.1
2	25–35 years	175	32.5
3	36–45 years	110	20.4
4	46–55 years	134	24.9
5	Above 55 years	60	11.1
	Total	**539**	**100.0**

Source: Primary data

Interpretation

The data shows a workforce or population that is predominantly middle-aged to early-career adults, suggesting the sample may be representative of an active working-age population. Programs, policies, or services may be most relevant if tailored toward individuals aged 25–55 years, who make up nearly 78% of the total.

Inference

1. The largest proportion of respondents (32.5%) is in the 25–35 years age group, indicating that young adults form the majority of the population studied.
2. The second largest group is 46–55 years (24.9%), followed by 36–45 years (20.4%).
3. The youngest (Below 25) and oldest (Above 55) age groups are equally represented, each accounting for 11.1%.

Table No.4.2: Showing The Gender of The Respondents

Sl.No	Gender	Frequency	Percentage
1	Male	347	64.4
2	Female	182	33.8
3	Other	10	1.9
	Total	**539**	**100.0**

Source: Primary data

Interpretation

The sample is male-dominated, which could influence the overall trends, opinions, or behaviors observed in the data. If gender plays a role in the subject being studied (e.g., workplace dynamics, consumer behavior, or health issues), this imbalance should be considered in analysis and reporting.

Including the "Other" category demonstrates inclusivity and recognition of gender diversity, although it is a relatively small portion

Inference

1. Males make up the majority of the sample, accounting for 64.4%, nearly two-thirds of the total population.
2. Females represent 33.8%, indicating a significant but smaller proportion compared to males.
3. The 'Other' gender category, representing non-binary or gender-diverse individuals, accounts for 1.9%, showing a small but acknowledged presence.

Table No.4.3: Showing The Educational Qualifications of the Respondents

Sl.No	Educational Qualification	Frequency	Percentage
1	Illiterate	25	4.6
2	Primary	162	30.1
3	Secondary	207	38.4
4	Higher Secondary	125	23.2
5	Graduate or above	20	3.7
	Total	**539**	**100.0**

Source: Primary data

Interpretation

The educational profile of the sample indicates that most individuals have basic to intermediate levels of education, with a concentration around secondary education. This may reflect a population with limited access to higher education or early workforce entry. Programs aimed at skill development, adult education, or employment opportunities may benefit from being tailored to those with school-level education. The low percentage of graduates also suggests potential areas for policy focus on improving access to higher education.

Inference

The majority of respondents (38.4%) have completed secondary education, followed by those with primary education (30.1%).
A significant portion, 23.2%, has completed higher secondary education, suggesting many stopped formal education after school-level qualifications.
Only 3.7% are graduates or above, indicating low representation of higher education in the sample.
Illiteracy stands at 4.6%, which is relatively low but still present.

Table No.4.4: Showing The Marital Status of The Respondents

Sl.No	Marital status	Frequency	Percentage
1	Single	139	25.8
2	Married	370	68.6
3	Widowed	15	2.8
4	Divorced	15	2.8
	Total	**539**	**100.0**

Source: Primary data

Interpretation

The data reflects a predominantly married population, which may influence priorities, responsibilities, and perspectives especially in areas like housing, employment, healthcare, or financial planning. The presence of singles (over one-fourth) suggests the need for targeted considerations for youth or unmarried adults, while the smaller percentages of widowed and divorced individuals point to specialized support needs for these groups, though they represent a minority.

Inference

1. A majority (68.6%) of the respondents are married, indicating a population largely composed of individuals with family responsibilities.
2. Single individuals make up 25.8%, representing a significant minority, possibly including younger adults or those not yet married.
3. Both widowed and divorced individuals each account for 2.8%, indicating relatively low proportions of respondents who have experienced the loss or dissolution of marriage.

Table No.4.5: Showing The Monthly Income of The Respondents

Sl.No	Monthly income	Frequency	Percentage
1	Below Rs.5,000	19	3.5
2	Rs.5,001–Rs.10,000	65	12.1
3	Rs.10,001–Rs.15,000	235	43.6
4	Rs.15,001–Rs.20,000	115	21.3
5	Above Rs.20,000	105	19.5
	Total	**539**	**100.0**

Source: Primary data

Interpretation

The data suggests a population that is primarily in the lower-middle income range, with most earning between Rs. 10,000 and Rs. 20,000 per month. This income distribution could impact affordability, lifestyle, access to services, and financial security. Programs related to financial assistance, affordable housing, or income support may be most relevant for this group. The relatively small high-income group (above Rs. 20,000) suggests limited economic diversity, while the low-income segment, though small, may need targeted poverty alleviation measures.

Inference

1. Thelargest group (43.6%) earns Rs. 10,001–Rs. 15,000 per month, indicating this is the most common income bracket among respondents.
2. Combined with those earning Rs. 15,001–Rs. 20,000 (21.3%), nearly two-thirds (64.9%) of the population earns between Rs. 10,001 and Rs. 20,000.
3. Only19.5% earn above Rs. 20,000, while a small minority (15.6%) earn less than Rs. 10,000, including 3.5% below Rs. 5,000.

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Table No.4.6: Showing The Satisfcation About The Current Income

Sl.No	Satisfaction level	Frequency	Percent
1	Highly Satisfied	93	17.3
2	Satisfied	298	55.3
3	Neutral	94	17.4
4	Dissatisfied	36	6.7
5	Highly Dissatisfied	18	3.3
	Total	**539**	**100.0**

Source : Primary data

Interpretation

The table shows the distribution of satisfaction levels among 539 respondents. The largest group, comprising 55.3% of respondents, reported being satisfied, indicating that more than half of the participants have a positive view. A smaller segment, 17.3%, described themselves as highly satisfied, which adds to the overall positive sentiment. Another 17.4% of respondents reported a neutral level of satisfaction, suggesting that they neither felt particularly positive nor negative. On the other hand, a minority expressed dissatisfaction: 6.7% were dissatisfied and 3.3% were highly dissatisfied.

Overall, the data indicate that the majority of respondents hold a favorable view, with relatively few expressing dissatisfaction. This suggests a generally positive perception among the surveyed group, though there is a small portion that could benefit from targeted improvements.

Table No.4.7: Showing The Satisfcation With The Ease Of Understanding Investment Terms And Conditions

Sl.No	Satisfaction level	Frequency	Percent
1	Highly Satisfied	93	17.3
2	Satisfied	298	55.3
3	Neutral	94	17.4
4	Dissatisfied	36	6.7
5	Highly Dissatisfied	18	3.3
	Total	**539**	**100.0**

Source : Primary data

Interpretation

The table presents the distribution of satisfaction levels among 539 respondents. The majority of participants, 55.3%, reported being satisfied, which indicates a generally positive sentiment. Additionally, 17.3% of respondents are highly satisfied, further emphasizing overall contentment. About 17.4% of participants indicated a neutral stance, showing that a notable portion of respondents neither felt particularly positive nor negative. On the less favorable side, 6.7% were dissatisfied and 3.3% were highly dissatisfied, representing a relatively small proportion of respondents.

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In summary, most respondents tend to have a favorable view, with satisfaction levels outweighing dissatisfaction. However, the presence of neutral and dissatisfied responses suggests there is still room for improvement.

Table No.4.8: Perception of The Respondents In Expressing Their Satisfaction About The Overall Income From Beedi Industries

		Level of Satisfaction			
Age of the respondents	**Count**	**Low**	**Medium**	**High**	**Total**
Below 25 years	Count	0	6	54	60
	% within 3	.0%	8.6%	12.6%	11.1%
25–35 years	Count	20	30	125	175
	% within 3	50.0%	42.9%	29.1%	32.5%
36–45 years	Count	12	20	78	110
	% within 3	30.0%	28.6%	18.2%	20.4%
46–55 years	Count	1	9	124	134
	% within 3	2.5%	12.9%	28.9%	24.9%
Above 55 years	Count	7	5	48	60
	% within 3	17.5%	7.1%	11.2%	11.1%
	Count	40	70	429	539
	% within 3	100.0%	100.0%	100.0%	100.0%

Chi-Square Test

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.774a	8	.000
Likelihood Ratio	44.996	8	.000
Linear-by-Linear Association	1.695	1	.193
N of Valid Cases	539		
a.2 cells (13.3%) have expected count less than 5.The minimum expected count is 4.45.			

Key Observations

1. High satisfaction is the dominant response across all age groups 429 out of 539 respondents (79.6%) reported being highly satisfied with their income from the beedi industry.
2. The 46–55 age group shows the highest proportion of high satisfaction (124 out of 134; ~93%), followed by the below 25 group.
3. The 25–35 and 36–45 age groups show relatively higher proportions of low and medium satisfaction, indicating more income dissatisfaction or mixed perceptions in these age bands.

Chi-Square Test Results

1. The Pearson Chi-Square p-value = 0.000 indicates a statistically significant association between age group and level of satisfaction with income.

2. The non-significant linear-by-linear association suggests the relationship is not linear (i.e., satisfaction doesn't steadily increase or decrease with age, but varies irregularly).
3. Chi-square assumptions are met: only 2 cells (13.3%) have expected counts < 5, which is acceptable.

Interpretation & Inference

1. Age significantly affects how respondents perceive their income from the beedi industry.
2. Older respondents (especially 46–55 and above 55) tend to be more satisfied, possibly due to greater job security, experience, or lower expectations.
3. Younger and middle-aged respondents (25–45 years) show more income dissatisfaction, which may reflect higher financial demands, aspirations, or dissatisfaction with wage stagnation.

Conclusion: There is a clear and statistically significant relationship between age and income satisfaction in the beedi industry. This suggests that policy interventions aimed at improving income satisfaction should consider age-specific strategies particularly addressing the concerns of younger and middle-aged workers, who appear to be less satisfied with the income from beedi industries

Table No.4.9: Perception of the Respondents Based on Experience In Beedi Industries And Monthly Income of The Respondents

		Monthly income of the respondents					
Experience in Beedi industries	**Count**	**Below Rs.5,000**	**Rs.5,001–Rs.10,000**	**Rs.10,001–Rs.15,000**	**Rs.15,001–Rs.20,000**	**Above Rs.20,000**	**Total**
Less than 5 years	Count	3	8	46	28	18	103
	Expected Count	3.6	12.4	44.9	22.0	20.1	103.0
	% within Monthly income of the respondents	15.8%	12.3%	19.6%	24.3%	17.1%	19.1%
5–10 years	Count	3	23	85	42	45	198
	Expected Count	7.0	23.9	86.3	42.2	38.6	198.0
	% within Monthly income of the respondents	15.8%	35.4%	36.2%	36.5%	42.9%	36.7%
11–15 years	Count	9	26	76	35	33	179
	Expected Count	6.3	21.6	78.0	38.2	34.9	179.0
	% within Monthly income of the respondents	47.4%	40.0%	32.3%	30.4%	31.4%	33.2%
Above 15 years	Count	4	8	28	10	9	59
	Expected Count	2.1	7.1	25.7	12.6	11.5	59.0

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	% within Monthly income of the respondents	21.1%	12.3%	11.9%	8.7%	8.6%	10.9%
Total	Count	19	65	235	115	105	539
	Expected Count	19.0	65.0	235.0	115.0	105.0	539.0

Overview of the Data

The table categorizes 539 respondents based on their experience in the Beedi industry (less than 5 years, 5–10 years, 11–15 years, above 15 years) and their monthly income (Below Rs. 5,000; Rs. 5,001–10,000; Rs. 10,001–15,000; Rs. 15,001–20,000; Above Rs. 20,000). Both actual counts and expected counts are provided, along with percentages within each income category.

Detailed Interpretation

Respondents with less than 5 years of experience

1. A total of 103 respondents fall in this category.
2. Most of them earn between Rs. 10,001–15,000 (46 respondents, 19.6%) and Rs. 15,001–20,000 (28 respondents, 24.3%).
3. Only a small fraction earns below Rs. 5,000 (3 respondents, 15.8%) or above Rs. 20,000 (18 respondents, 17.1%).
4. This indicates that even among new entrants, a considerable number are earning a moderate income rather than very low pay.

Respondents with 5–10 years of Experience

1. This is the largest group with 198 respondents.
2. The majority earn Rs. 10,001–15,000 (85 respondents, 36.2%), followed by Above Rs. 20,000 (45 respondents, 42.9%) and Rs. 15,001–20,000 (42 respondents, 36.5%).
3. Relatively few earn below Rs. 5,000 (3 respondents, 15.8%).
4. This suggests that with 5–10 years of experience, respondents generally see a rise in income, with more people reaching higher income brackets.

Respondents With 11–15 Years of Experience

1. This group has 179 respondents.
2. The majority earn Rs. 5,001–10,000 (26 respondents, 40.0%) and Rs. 10,001–15,000 (76 respondents, 32.3%), while a smaller portion earns above Rs. 20,000 (33 respondents, 31.4%).
3. Interestingly, 47.4% of those earning below Rs. 5,000 fall in this category, which may indicate some long-serving workers still remain in low-income brackets.

Respondents With Above 15 Years of Experience

1. This is the smallest group with 59 respondents.
2. Most of them earn Rs. 10,001–15,000 (28 respondents, 11.9%), with fewer in the very high or very low income brackets.
3. This suggests that long tenure does not necessarily guarantee the highest income; the pay may plateau after a certain experience level.

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Overall Trends

1. Mid-level income (Rs. 10,001–15,000) dominates across all experience groups, indicating that most workers earn a moderate amount irrespective of tenure.
2. Experience generally increases the likelihood of higher income, as seen in the 5–10 years group where more respondents earn above Rs. 20,000.
3. A small proportion remains in low-income categories (Below Rs. 5,000), even after long tenure, pointing to possible wage stagnation for certain employees.
4. The largest workforce segment is 5–10 years experienced respondents, indicating that the Beedi industry may have a high proportion of mid-career workers.

Inferences

1. Income growth is initially linked to experience (from <5 years to 5–10 years), but beyond 10–15 years, income increase appears less significant.
2. There may be structural factors in the industry that limit income for long-term employees, as the highest earnings are concentrated in mid-experience rather than highest-experience groups.
3. Efforts to improve compensation for highly experienced workers could help retain senior employees and incentivize career growth.
4. Policies or training programs targeted at low-income, long-tenured workers might help in boosting overall satisfaction and productivity.

Findings

1. **Income Levels and Savings Behavior**: Beedi workers in Kannur exhibit low and irregular income streams, primarily due to the unorganized nature of the industry and inconsistent wage payments. A significant portion of their earnings is allocated to immediate consumption needs, leaving minimal room for savings or investments. Consequently, the propensity to invest is notably low among this demographic.
2. **Limited Financial Literacy and Access to Financial Services**: A substantial gap exists in financial literacy among beedi workers, hindering their ability to make informed investment decisions. Additionally, limited access to formal financial institutions and services exacerbates this issue, restricting their investment opportunities.
3. **Dependence on Informal Credit Sources**: Due to limited access to formal credit, beedi workers often resort to informal lending sources, which typically come with high-interest rates and unfavorable terms. This reliance further strains their financial stability and deters long-term investment planning.
4. **Health-Related Expenditures Impacting Investment Capacity**: The beedi industry poses significant health risks, leading to chronic illnesses among workers. The financial burden of medical expenses diverts potential investment funds, leaving workers with insufficient resources to invest in income-generating assets.
5. **Underutilization of Government Welfare Schemes**: Despite the availability of various government welfare schemes aimed at supporting low-income workers, beedi workers often underutilize these programs. Barriers such as lack of awareness, bureaucratic hurdles, and mistrust in government initiatives contribute to this underutilization.

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Suggestions

1. **Enhancing Financial Literacy Programs**: Implement targeted financial literacy initiatives tailored to the needs of beedi workers. These programs should focus on basic financial concepts, savings, budgeting, and the importance of investments, empowering workers to make informed financial decisions.
2. **Facilitating Access to Formal Financial Services**: Collaborate with financial institutions to establish accessible banking services in rural areas of Kannur. Mobile banking units and financial literacy workshops can bridge the gap, encouraging beedi workers to engage with formal financial systems.
3. **Promoting Health Insurance and Welfare Schemes**: Introduce affordable health insurance plans and ensure that beedi workers are adequately informed about and enrolled in relevant welfare schemes. This would alleviate the financial strain caused by health-related expenditures, enabling workers to allocate funds towards investments.
4. **Encouraging Group Investments and Cooperatives**: Facilitate the formation of worker cooperatives that can pool resources for collective investments. Such initiatives can provide beedi workers with the capital needed to invest in income-generating assets, thereby improving their financial stability.
5. **Advocating for Policy Reforms**: Advocate for policy changes that ensure timely and fair wage payments in the beedi industry. Establishing a regulatory framework that mandates regular payments and protects workers' rights would enhance their financial security and investment capacity.

Conclusion

The investment patterns of beedi workers in Kannur are significantly influenced by their low and irregular income, limited financial literacy, and restricted access to formal financial services. Addressing these challenges requires a multifaceted approach that includes enhancing financial literacy, improving access to formal financial services, promoting health insurance and welfare schemes, encouraging collective investments through cooperatives, and advocating for policy reforms to ensure fair wage practices. By implementing these strategies, it is possible to empower beedi workers to make informed investment decisions, thereby improving their financial stability and overall well-being.

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