

Financial Literacy in Urban India: A Case Study of Bohra Community in Mumbai

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Abstract

Financial literacy levels in urban areas, especially among mercantile community, are generally assumed to be significantly high. The present paper, by focusing on Bohra Community – a leading mercantile community in Mumbai Metropolitan Region, tries to empirically underscore the flipside of such a generalized assumption.

Keywords: Financial Literacy, Bohra Community, Mumbai Metropolitan Region, Logistic Regression

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