

**SAVING BEHAVIOR OF RURAL WOMEN: A SPECIAL REFERENCE WITH SEEDDU SYSTEM ON NINTAVUR DIVISIONAL SECRETARIAT AREA**Lumna Noohu¹

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Abstract

Saving is the fraction of income not spent on current expenditures but put aside to take care of uncertainties in the future since it is very difficult to determine what will happen in the next second. Savings have not only been described as an important economic and financial issue but also correspond to a fundamental driving tool of economic growth and development at large. Basically, at the micro level, savings also serve as a means of mobilizing financial resources as capital to start up new or expand existing businesses. The informal financial sector in developing countries is important for financing informal sector clients. "Seeddu" system plays a remarkable role in developing rural women's livelihood in Nintavur DS area. Therefore, this study tries to analyze the saving behavior of rural women with particular reference to "Seeddu" system. The main purposes of this study is to obtain an insight into the saving behavior of rural women through particular reference with 'Seeddu' system of Nintavur DS area in order to propose further recommendations for efficient rural development. Qualitative method has been used to analyze the data for this research. Data have been gathered from both primary and secondary sources. Thirty respondents were selected by purposive sampling method. Primary Data have been gathered from interview, observation and focus group discussion. As secondary data, research articles, magazines, electronic sources and literatures have been used. The findings show that, the majority of the rural women are engaging in the informal "seeddu" system to fulfill their financial needs in the Nintavur DS Area.

Key words: Saving behavior, Informal, Seeddu, ROSCAs, Rural households

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