

## **Financial Literacy as a Collective Resource: Conceptualizing Its Role in Community Well-Being and Economic Vitality**

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### **Abstract**

This study proposes a conceptual framework that positions financial literacy as a collective asset integral to promoting community well-being and driving sustainable economic growth. Traditional perspectives on financial literacy often emphasize individual competencies such as personal financial management, saving habits, and investment decision-making. This research shifts the focus to community-based dimensions. It suggests shared financial knowledge, collaborative skills, and collective community practices generate benefits that go beyond individuals. These benefits include improved household financial management, stronger community resilience against economic shocks, and the creation of enabling environments that stimulate entrepreneurship, encourage innovation, and strengthen local economies. Drawing on interdisciplinary insights from education, economics, and social sciences, the study examines how financial literacy is cultivated, disseminated, and sustained through collective learning environments, peer networks, cultural practices, and community-driven initiatives. It further underscores the pivotal role of educational institutions, policymakers, grassroots organizations, and digital technologies in shaping this shared financial competence, ensuring its accessibility, and addressing gaps for marginalized and vulnerable populations. Against the backdrop of rapid digital transformation, widening socioeconomic inequalities, and persistent barriers to equitable access to financial resources, the paper advocates for a paradigm shift away from exclusively individual-focused interventions toward collaborative, community-centered strategies that conceptualize financial literacy as a social resource capable of reducing vulnerabilities, enhancing social cohesion, and promoting inclusive participation in economic opportunities. By advancing this innovative perspective, the study offers actionable recommendations for educators, policymakers,

and practitioners involved in financial education and development practices. It also highlights future research pathways aimed at deepening theoretical understanding and improving the design and implementation of programs that strengthen financial capability at the community level. In doing so, the paper contributes to ongoing interdisciplinary dialogues on holistic flourishing, sustainable development, and the integration of education, economic empowerment, and social cohesion within community resilience frameworks.

*Keywords:* Financial Literacy, Collective Resource, Community Well-being, Economic Vitality  
Community Resilience

## **1. Introduction**

### **1.1 Holistic flourishing: Linking community well-being and economic vitality**

Holistic flourishing means that our focus on achievement and growth is not limited to one person or one aspect, but encompasses the overall well-being of all elements together (1). In simple terms, holistic flourishing means a community aims to grow economically, socially, and emotionally, while also minimizing harm to the environment.

### **1.2 Financial literacy as a collective resource: Why it matters**

Financial literacy, as defined by the OECD (2020) and the World Bank (2019), encompasses not only individual knowledge and skills but also community-level competencies that contribute to economic resilience and sustainable development (2). A

community is a smaller part of the economy. When many communities do well, the entire economy benefits. Additionally, when community members are healthy, educated, and feel safe, they participate fully in economic growth, their productivity increases, and they contribute more to the economy. Besides, a financially educated community prevents risks, supports each other through self-help groups, shares knowledge and resources, becomes self-sufficient, and progresses towards growth.

This not only brings well-being for that community but also helps in reducing various problems such as poverty, inequality, exclusion of disadvantaged sections, unequal growth opportunities, etc. Community well-being and economic vitality are deeply interconnected. When investments are made at

the community level, they create a foundation for self-sustaining economic growth that naturally promotes inclusive progress. Strong communities foster economic resilience, while economic prosperity enhances community well-being, creating a positive cycle of development.

Financial literacy has many important and wide-ranging effects. Focusing only on individuals limits these ripple effects. For example, a financially literate person saves wisely and avoids unnecessary loans. They carefully choose from investment options and do not fall for risky Ponzi schemes promising high returns quickly. Looking at the stress-free and balanced financial status of this person, other people also learn and benefit from this knowledge sharing. His children, relatives, and neighbors also learn from him.

This way, they are able not only to learn from each other but also have the opportunity to form self-help groups and help each other by pooling their financial resources as well. In Indian Self-Help Groups (SHGs), when women learn about saving and credit, they teach others. Together, the group makes better decisions, helping entire families escape poverty.

In schools, when students learn about budgeting and then share it with parents or friends, the knowledge spreads and benefits many, not just one child. In today's time, when the complexity of financial products is increasing day by day, there is a digital divide, and not everyone has equal opportunity and access to financial education; it becomes all the more important to focus on community learning and community well-being and thereby move on the path of economic vitality.

### **1.3 Purpose and conceptual contribution of the paper**

The main aim of this paper is to shift the focus of financial literacy from individual well-being to community well-being and, thereby, to national growth levels. It zooms out to understand the wide effect of financial literacy at the national level, which affects an economy in multiple ways. This paper introduces the concept that financial literacy works as a social asset: by being collectively learned, practiced, and maintained, it becomes a driver for resilience, social cohesion, and sustainable community development. Shared financial knowledge helps build stronger communities and creates economic opportunities that include everyone.

#### **1.4 Addressing challenges and gaps in community development policies**

Present policies mainly focus on individuals' financial literacy and ignore socialization among the community members as the strongest and most effective tool of financial learning. Additionally, the one-size-fits-all approach has proven ineffective in achieving the goals of financial literacy programs. There is a need for strategies and programmes devised as per local needs.

#### **2. Literature Review**

Financial literacy has been widely recognized as an important factor influencing individual and community well-being. Several studies show that targeted educational programs improve financial skills like saving, budgeting, and investing. These skills help individuals make better decisions, including borrowing responsibly. This improves not only their personal well-being but also benefits their communities. For instance, increased financial knowledge encourages saving behavior that supports investment in local businesses, thereby strengthening economic well-being at the community level (3).

However, disparities in financial literacy exist based on age and education, which in turn negatively affect economic growth. Personal

biases and overconfidence in financial skills often lead to poor decision-making. To address these challenges, digital financial literacy and targeted programs focusing on saving, investing, debt management, and resilience development are necessary. The critical role of financial literacy became especially evident after the 2008 global financial crisis, as it empowers individuals and societies to face economic shocks. Incorporating behavioral economics insights helps design better strategies to improve financial literacy (4). Behavioral economics studies how people's emotions and habits affect their money decisions. For example, some people may spend money quickly because they want things now, even if saving would be better.

Financial literacy also promotes greater financial inclusion by enabling individuals to confidently access and use financial services and digital platforms while avoiding related risks. This knowledge forms better financial habits, directly enhancing financial well-being, socioeconomic stability, and overall quality of life. Importantly, financial literacy also positively affects an individual's socioeconomic status (5). It increases savings among low-income families and reduces their debt burden. Furthermore, it improves

budgeting practices in businesses, fostering stability and stronger economies (6). Thus, financial literacy contributes to sustainable development goals such as poverty reduction and education promotion (7).

Sustainable impact demands more than one-time workshops; it requires continuous community engagement and monitoring throughout the learning process (8). Introducing financial literacy as a compulsory subject from school level onward helps children understand financial concepts early, make wise decisions, and avoid scams. This approach fosters a financially knowledgeable society, making prudent decisions about saving, investing, and debt management, essential for the sustainable growth of any economy (9).

Individual financial literacy is shaped by internal factors such as money beliefs and cognitive biases, as well as external factors like country-level financial structures and information access. These influences affect both present and future well-being. Financially literate individuals track expenses, budget effectively, and build emergency funds, reducing their vulnerability to financial shocks. There is a need for unified educational programs to enhance financial literacy and

protect citizens from financial fraud (10). During crises like COVID-19, individuals with financial literacy showed better resilience through effective budgeting, credit control, and risk management (11). Moreover, financial literacy fosters healthy money habits such as retirement saving and avoiding debt traps. Learning occurs across different income and educational backgrounds, demonstrating financial literacy's role as a driver of development (12).

At the macro level, pooled community resources and shared experiences promote widespread learning with benefits at individual, community, and national scales (13). Regional disparities in financial literacy limit inclusion and growth; thus, localized and targeted programs are needed to reduce inequality. Improvements in financial literacy are positively linked with higher employment, increased household savings, and regional economic development. Such programs enable disadvantaged groups to partake in economic growth opportunities (14). Financial literacy, combined with legal literacy, empowers marginalized groups by informing them about rights and reducing poverty. Community-based education and culturally sensitive digital

platforms are crucial for successful implementation (15).

Moreover, classroom teaching alone is insufficient; integrating financial literacy with practical experiences promotes lasting learning. Financially literate communities stimulate entrepreneurship and create employment opportunities (16). Savings mobilization through financial literacy translates into investments that fuel economic growth, entrepreneurship, reduced inequality, and community crisis resilience, culminating in national economic resilience (17). In rural contexts, financial literacy empowers communities to pool resources, purchase better agricultural inputs, and improve yields. Women's financial education leads to better household welfare and increased investment in children's education, contributing to community development (18).

A financially literate community is characterized by higher savings rates, fewer defaults, and stronger overall economies. Knowledge transfer occurs intergenerational, lowering community stress and improving mental health through reduced debt burdens. Financial literacy also decreases vulnerability to fraud and scams, leading to safer communities. Citizens with financial literacy

have a greater understanding of taxation, financial policy, and public spending (19). Strong community ties facilitate knowledge and financial flows; trust-based relationships paired with financial literacy create a bridge to economic action and entrepreneurial success. Ultimately, financial literacy enables individuals to avoid debt, build emergency funds, and reduce financial stress, fostering better savings and enhanced socio-economic sustainability (20). Communities jointly share knowledge, pool resources, form support groups, and lend for entrepreneurship, resulting in poverty reduction, improved education and health, and broader economic development (21). Furthermore, financial literacy helps prevent systemic risks, supports self-employment, stabilizes families, and empowers disadvantaged groups, contributing to community well-being and resilient local economies (22).

#### Research Gap

While numerous studies have focused on financial literacy at the individual level, relatively fewer have addressed how financial literacy functions as a collective resource for communities. There is a noticeable gap in linking individual financial education initiatives with broader community

development outcomes. Most interventions still emphasize personal skills without fully leveraging social networks, community learning, and collective action. This review highlights the need for more research and programs that adopt a community-wide perspective to financial literacy, recognizing it as a shared social asset critical for inclusive growth and sustainable development.

### **3. Conceptual Background**

#### **3.1 Traditional definitions and approaches to financial literacy**

The OECD defines financial literacy as a combination of awareness, knowledge, skills, attitudes, and behaviors. People need these to make good financial decisions and improve their financial well-being. This implies how well an individual understands various financial concepts and how they apply this knowledge in their day-to-day life while making big or small financial decisions. It also refers to the confidence an individual feels while making such decisions. Financial literacy is associated with skills related to savings, budgeting, investing, and debt management, enabling a person to make informed financial choices that directly impact their well-being.

Similarly, the NCFE defines financial literacy as a combination of awareness, knowledge, skill, attitude, and behavior needed to make sound financial decisions and achieve personal financial well-being. It encompasses understanding financial concepts, the confidence to use financial tools and products, and the ability to manage money responsibly throughout one's life.

Taken together, such definitions highlight the individual's knowledge, skills, and confidence to manage personal finances effectively. However, they remain limited in scope as they primarily emphasize the micro-level. Looking at the importance and wide-reaching consequences of financial literacy, it becomes essential to move the focus from the individual level to broader levels by considering community and national perspectives. In the individual-centered approach, the effect of environmental learning, the role of family, social learning, and the presence of mutual support, which form the basis of community, are largely overlooked.

#### **3.2 Reframing financial literacy as a collective resource**

Treating financial literacy as a shared asset enables us to recognize the benefits that result from community learning, which builds

resilience across the whole community. Shared financial knowledge has a multiplier effect as people learn from each other and also help each other by becoming part of each other's success. In the case of women SHGs in India, women learn from each other, pool their savings, and use those funds to finance their small businesses.

### **3.3 Collective resources in communities: Theoretical perspectives**

Collective resources mean a pool of resources created by a group of people in order to support each other. People from the same community share common beliefs and trust. They come together by pooling their resources in terms of knowledge, finance, etc., which is ultimately used for the betterment of the community.

Similarly, individuals who are part of a community share their knowledge related to finances, and they all collect their physical resources, other than intellectual knowledge, which can be used for meeting their short-term and long-term financial needs. This way, they help in the promotion of local businesses and create an environment supportive of all the members. They also learn from each other's experiences related to saving and investment. They discuss best practices while using digital platforms related to financial services.

### **3.4 Distinctions and complementarities with social capital**

Social capital means the value or benefit that comes from people having good relationships, trusting each other, and working together in a group or community. For example, if neighbors help each other with small tasks or share information, that's social capital. Financial literacy, on the other hand, is about knowing how to manage money—like saving, budgeting, and understanding loans. When people share financial knowledge, it can spread in a group, but it is different from social capital because it is specific knowledge, not just the relationship itself. When people in a community trust and help each other (strong social capital), it's easier for financial knowledge to spread. Social capital builds on trust between people, making it easier for them to share financial knowledge within the group, and this helps everyone. For example, if one person learns about a smart way to save money and shares it with their friends or neighbors, everyone benefits more quickly. Also, when many people in a group understand finances, they can work together for bigger goals—like starting a savings club or a self-help group—which makes the group even stronger and more united. Financial literacy and social capital can

make each other better. If a group already trusts each other and likes working together, it's easier to learn about money as a team.

#### **4. Financial Literacy as a Collective Resource**

##### **4.1 Conceptualizing financial literacy as a shared community asset**

Financial literacy as a community asset means all the members have equal access and can share knowledge about financial concepts such as saving, budgeting, and investment, etc. Sharing such knowledge and understanding does well for everyone. The whole community benefits from this shared knowledge, and everyone grows together.

##### **4.2 Role of collective practices, shared knowledge, and social networks**

People discuss money at home, with neighbors, in savings groups like SHGs, at school meetings, or in community events. Sharing experiences helps others learn, build trust, and talk about problems openly. Together, they can solve these problems. They learn from others' mistakes and benefit from applying the same rules and formulas that have proven successful for others. In a small village in Maharashtra, a Women's Self-Help Group (SHG) started regular sessions to teach members about budgeting, saving, and

accessing government schemes. This shared learning helped members reduce dependency on expensive informal loans and enabled the group to collectively invest in a local tailoring business. The group's savings created a safety net, boosting resilience and local income.

##### **4.3 Mechanisms of operation**

###### **a. social learning**

People learn by watching and copying others. For example, if one family starts budgeting monthly, others may ask how they do it and start their own plan.

###### **b. Community initiatives**

Groups like self-help groups (SHGs), co-operatives, or local savings clubs teach money skills to everyone involved. Awareness camps or community workshops bring new ideas about saving or smart spending to a whole group.

###### **c. Knowledge dissemination**

Schools may run classes on money basics. NGOs and local leaders organize workshops or meetings where simple financial lessons are shared with families and groups.

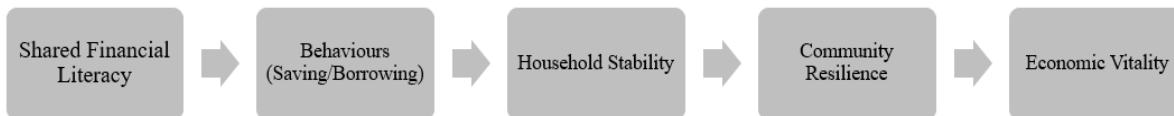
###### **d. Digital platforms and cultural practices**

WhatsApp groups or mobile apps allow quick sharing of finance tips—like news about safe apps or government schemes. During festivals or gatherings, elders may tell stories about

smart saving or avoiding debt, passing wisdom in a friendly way. In urban areas, digital platforms like WhatsApp groups and community centers have helped young adults share financial tips on safe online banking and investment apps. For instance, a community NGO in Mumbai runs weekly digital literacy workshops that teach residents how to use mobile banking securely and avoid scams.

If people in a community know how to save and avoid debts, they can better manage financial crises and help each other in difficult times. People start to save together, borrow from each other instead of loan sharks, invest in small businesses with friends, or plan for children’s education as a group. This team approach builds stronger, safer and more hopeful communities.

#### 4.4 Contribution to community resilience and economic behaviors



Framework Linking Shared Financial Literacy to Economic Vitality

### 5. Implications for Community Well-Being and Economic Vitality

#### 5.1 Influence on individual and household financial decision-making

When people share financial knowledge and experience in a community, they influence each other's decisions. This helps them make thoughtful, well-analyzed financial choices, rather than impulsive ones. They pick smart habits related to saving, budgeting, investing, etc., from each other.

Suppose a few parents in a village learn about low-cost savings accounts. They tell their neighbors, who then open accounts too. Now, several families have money set aside for school fees or emergencies, all thanks to shared knowledge.

#### 5.2 Economic impacts on stability, entrepreneurship, and vitality

In such a society based on support in terms of sharing and helping, people feel confident, try new ideas, understand money basics, start small businesses, and also invest in each

other's ideas. If most people know how to save and plan, the whole community is better prepared for hard times, like job losses or health problems, because they have emergency savings and help each other. Earlier, we saw how SHGs help members reduce dependence on costly loans and invest in local businesses, strengthening community resilience. In a village in Punjab, farmers formed a cooperative that pooled savings to buy better-quality seeds and irrigation equipment collectively. This cooperative not only improved crop yields but also increased household incomes and financial security for the whole community. This shared learning helped members reduce dependency on expensive informal loans and enabled the group to collectively invest in a local tailoring business. The group's savings created a safety net, boosting resilience and local income.

### **5.3 Collective financial literacy and social cohesion**

When financial knowledge is shared freely, the knowledge gap created because of various factors gets filled, and everyone benefits equally, thereby reducing inequalities. It creates an environment of trust, teamwork, and confidence. For example, in a self-help group, women teach each other about loans and

savings. As they help one another, not only do their finances improve, but so do their friendships.

### **5.4 Role of educational institutions and policymakers**

Schools and universities play a very important role in providing financial literacy because of their reach to all sections of society, by treating everyone on par, irrespective of their social, cultural, and economic background. Not only this, but they can also reach out to the families of their students and train them as well. They have resources and expertise to do this.

On the other hand, leaders can support community classes about finance, provide resources to local groups, and make sure programs are available in local languages. They can also bring people together for group learning, instead of only offering one-on-one help.

## **6. Interdisciplinary Integration and Policy Recommendations**

### **6.1 Collaborative roles of education, economics, and community development**

Education, economics, and community development can work together like a team to spread financial literacy in groups. Schools can teach kids from classes 6 to 10 using materials developed by CBSE and NCFE, helping them

learn about saving, budgeting, and investing. Economics helps us understand how money moves in the community, and community groups share knowledge and support each other.

Programs like those from RBI and online courses by NISM give useful tools. Together, these fields can make sure more people learn and practice good money habits in their families and neighborhoods.

### 6.2 Policy frameworks to embed collective financial literacy

Good policies should recognize financial literacy as something a whole community can share, not just an individual skill. For example, schools should include financial literacy as a subject from class 6 up to 12, as CBSE has recently introduced. Governments can support free resources like RBI’s investor awareness programs and NISM’s online courses. Policies should encourage schools to train teachers

through workshops (like CBSE’s programs) and help grassroots groups spread financial knowledge. This way, everyone can learn to manage money wisely and safely.

### 6.3 Educational strategies and community-based programs

Schools, self-help groups (SHGs), and community organizations can help make financial literacy stronger by doing practical activities together. CBSE has made study materials for students in classes 6 to 12, and they also organize workshops to help teachers learn how to teach these topics well. Collaboration with professionals like chartered accountants and company secretaries enhances the quality of teaching. Apps made by NCFE and other online tools let students learn anytime. Communities can organize group discussions so people can learn from each other.

Actor	Action	Output
Schools (CBSE)	Teacher training workshops	Financial Literacy modules for classes 6–10
Panchayat/ULB	Facilitate SHGs and community meetings	Formation of community savings circles

RBI & NSE	Conduct investor awareness programs	Improved awareness of safe investments
NISM & NCFE	Provide free online courses and apps	Accessible digital learning tools

Table 6.1 Key Stakeholders and their roles in Collective Financial Literacy

#### 6.4 Digital tools and platforms for shared financial knowledge

Digital tools help reach people who may not get classroom teaching. Free courses from RBI, NISM, and online learning apps by NCFE help many people learn about finance easily and at their own pace. Smartphones and the internet allow group learning through video calls or shared apps. These tools break distance and cost barriers and help communities keep learning and sharing important financial information.

#### 6.5 Future directions for research and practice

Researchers should explore how well community approaches work in different places. They should find what helps spread financial literacy quickly and identify remaining challenges. Development workers can focus on bringing existing resources like CBSE’s study guides and RBI’s awareness materials to more schools and communities. They should promote training for teachers and

community leaders and encourage the use of free digital courses. Working together with experts like chartered accountants can help design better programs. The goal is to help whole communities be financially strong and ready for the future.

To help policymakers and practitioners understand how well collective financial literacy programs are working, it is important to use clear and simple measures. Key indicators include the percentage of households involved in self-help groups or cooperatives, how often community members meet to share financial knowledge, how quickly new financial habits like using mobile banking spread, and whether people rely less on costly informal lenders. Tracking these indicators over time will provide useful feedback to improve programs and ensure that financial literacy grows as a shared community resource.

#### 7. Conclusion

### **7.1 Key insights on financial literacy as a collective resource**

The main lesson from the paper is that financial literacy is not just about one person knowing how to manage money. When money knowledge spreads through families, schools, and neighborhoods, it becomes a powerful tool for the whole community's health and growth. For example, as earlier discussed, women's SHGs play a vital role in spreading financial skills and helping families build better futures. So, sharing money skills helps many people, not just individuals.

### **7.2 Moving beyond individual-level perspectives**

Focusing only on individuals misses out on how money habits spread and grow. A person alone can make good choices, but when entire groups learn together, they support each other, share ideas, and avoid mistakes. In Indian villages, communities that support each other's financial learning can resist scams and manage loans much better than isolated individuals. There are some risks when spreading financial literacy in communities. One risk is that wrong information can spread easily through WhatsApp and other social media platforms. Another risk is that people might borrow too much money or get trapped in debt because it's

easier to get credit nowadays. Digital fraud is also a danger, especially for people who are new to using online financial services. To reduce these risks, it is important to share trusted and verified information within community groups. Training people on how to borrow responsibly and manage credit well can also help. Digital literacy programs that teach how to stay safe online and avoid scams are very useful. Often, community networks and self-help groups work like protectors; they share warnings, help members in trouble, and work together to find safer financial options for everyone.

### **7.3 Limitations of this conceptual exploration**

This paper mainly talks about ideas and concepts, rather than presenting new data or experiments. It explains how financial literacy could work as a community resource, but does not test these ideas in real-life settings.

We hope future studies will explore this by collecting data through surveys, interviews, or experiments in different communities to see how well the concepts work in practice.

### **7.4 Suggested next steps for research and policy**

For policymakers and educators: use existing materials like CBSE's and NCFE's financial

literacy kits for classes 6 to 10, and rely on free resources from RBI and NISM. Train teachers in schools through workshops and involve local groups like SHGs to spread the lessons. Using apps like NCFE's online content makes learning easy and fun.

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Received on Aug 21, 2025

Accepted on Sep 28, 2025

Published on Oct 05, 2025

Financial Literacy as a Collective Resource: Conceptualizing Its Role in Community Well-Being and Economic Vitality © 2025 by Deepali Gupta is licensed under CC BY-NC-ND 4.0