

DOMESTIC FINANCIAL MANAGEMENT FOR A BETTER LIFE: (A COMPARATIVE STUDY OF URBAN AND RURAL FAMILIES)

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ABSTRACT

In the 21st century, every person has a sole dream of earning and beautifying his life and for that he indulges in multiplicity of activities to make a sizeable earning and spend it on himself and family. The process of planning, coordinating and a control over the domestic finance for a better life is simply known as domestic financial management. The main objective of this research is:-to know that Do people manage the domestic finance, if yes then how?, Does domestic financial management helps to a better living standard?, Is there any difference between the domestic financial planning of rural and urban families?

KEYWORDS: *Domestic Financial Planning, Domestic Financial Control, Domestic Budget.*

Introduction

World is a stage where a man gets opportunity for action. As on a stage, the dramatis personae bedeck themselves and strut on the stage. Similarly, man is bedecked with body and senses and acts according to his capabilities. As for a playwright theatre is whole lie and he strives hard to improve his skills to the point of excellence, similarly for each man life is a precious gift of God and he tries hard for amelioration of its quality. Betterment of life involves many aspects, in which one important aspect is "economic factor". Economic aspect involves financial management. Life can be easy, comfortable and sumptuous by the right use of domestic financial resources. It is well said that- "Living well is the best revenge of life". The maximum utilization of available financial resources can raise standard of living to dizzy heights and this can be achieved by proper domestic financial management.

Meaning of Domestic Financial Management

Finance is the blood of business unit. Without proper planning and control over finances, a business cannot run successfully because business decisions can never be thought of without finances. Like-wise, finance also plays a great role in the life of an individual or a family. If a person wants to get a better life, that means he wants to improve his standard of living, he will have to do proper planning and control the domestic finance. The planning and control of domestic finance is simply known as domestic financial management.

Domestic financial management is as integrated part of overall family management. It is also known as family financial management, personal financial management and household financial management. It is concerned with the efficient and effective management of finance of a family in order to achieve the happiness and better standard of living. This involves planning and controlling of the sources of income, the allocation of income among various elements of cost of living and finally the control of income and expenses of a family. Thus, domestic financial management can be defined as scientific process of decision making of saving and investment, finance and liquidity function of a family to achieve targets and needs of family members within a given framework of financial resources including time.

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