

Driving Financial Inclusion: The Transformative Power of Digital Transformation in Rural and Semi-Urban Areas

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Abstract: *Digital transformation, through the integration of advanced technologies like mobile banking, digital wallets, biometric authentication, and real-time payments, is fundamentally reshaping India's financial sector by making services more accessible, efficient, and inclusive. In rural and semi-urban (RuSu) areas, where traditional banking infrastructure is often lacking, these digital solutions offer a powerful means to bridge financial gaps and empower underserved populations. Government initiatives such as PMJDY and Aadhaar-based DBT have already advanced financial inclusion, yet challenges around digital literacy, infrastructure, and trust continue to hinder widespread adoption. This research explores the transformative impact of digitalization on financial inclusion in RuSu regions, highlighting both the opportunities it creates and the critical barriers that must be addressed to achieve meaningful, inclusive growth*

Keywords: Digital Transformation, Financial Inclusion, Digital wallets, Digital Literacy, RuSu, Real-time payments

