

Chapter 7

Financial Literacy for Inclusive Budgeting Analysing Digital Narratives and Public Engagement With India's Green Transition Policies

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ABSTRACT

This research investigates the interplay of financial literacy, digital narratives, and public engagement in shaping India's green transition. Analysis of government budget documents reveals a shift towards green financing, yet significant gaps exist between allocated and actual expenditures. YouTube comments demonstrate public support for green initiatives alongside concerns and criticisms. Topic modelling identified key public interests, including government policies, renewable energy, and social and economic concerns. The study underscores the pivotal role of financial literacy in empowering citizens to understand and engage with green transition policies. By enhancing financial literacy through digital platforms, individuals can better assess the implications of green initiatives and participate in public discourse, driving more informed and inclusive green transition policies.

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1. INTRODUCTION

As climate change poses an ever-increasing danger, governments around the world are adjusting their economic and fiscal policies so as to meet sustainable development goals. Considering India's fast economic growth, the country has leveraged the existing global trends and incorporated green transition schemes into its fiscal framework using innovative budgetary provisions. The budget strategy has provisions for the further development of renewable energy sources, climate change adaptation, and the protection of the environment. (A. B. Mishra, 2025) However, these policies' effectiveness is determined not only by their conceptualization and implementation but also by the level of understanding and engagement of the general public. Here, financial education is one of the important aspects to comprehensively understand and implement complex fiscal policies and therefore increase the level of public engagement, (Ahamad *et al.*, 2024a) (Ahamad *et al.*, 2024b).

Most people associate the term financial literacy with personal finance but this can also be a useful tool in enhancing policy making to be more inclusive. (Mohammed Usman *et al.*, 2023) It enables people to appreciate government budgets, understand the essence of green financing and make decisions that are consistent with sustainability, (Kate, Padhye, & Mishra, 2022). One of the most nebulous aspects of green transition policies is financial proficiency because it allows the understanding of climate finance such as renewable energy subsidies or green technologies. (A. Mishra, 2025) This understanding enhances the ability of us as citizens to actively engage in debates on the allocation of resources and other administrative issues, (Manoharan *et al.*, 2024).

The accessibility of the YouTube, Twitter, LinkedIn and many others makes the information easy to access and allows the interactivity of providing information making these a very good financial literacy platform, this transformation has some impact on the policies of how people understand and engage with finance. How people understand and engage with finance has transformed with the advent of these platforms, (Mishra, 2025). Such platforms play a vital role in India due to their wide reach and accessibility. The financial and governmental agencies along with the popular influencers are using these for filling up complex budgetary sections with some common-sense advice. However, these attempts also point to the lack of knowledge of the general population which needs improved methods of sharing information (Jaiswal Monika, 2024)

Considering the evidence presented in the paper, it tries to relate financial literacy, digital or media narratives, and the green transition policies especially in India. (Mishra *et al.*, 2021) It showcases how digital technologies impact financial literacy, and public involvement in the fiscal sustainability policies. The lack of public engagement in budget cycles deepens the communication barriers and widens

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