



Promoting Financial Literacy Programme for Self Help Groups.

A financial literacy programme was organised on 28 January 2020 for members of women Self Help Groups (SHGs) to provide necessary information about financial management, access to banking, ATM use, and insurance policies. The programme was planned in co-association with PUPGB, NABARD and Sahayogini Mahila Mandal with the support of Development Alternatives. Shiv Hare, Director, financial literacy programme in Jhansi and SK Mehra, branch manager were the financial literacy resources.

Without financial literacy, people have often become easy victims of banking fraud and humbuggery. The lurchers easily fraud the villagers by tempting with a reward. To address this issue NABARD has launched this financial literacy programme in rural areas of India with the support of banks.

110 members of women Self Help Groups participated in the programme. The basic purpose was to link them with different government entitlements for their benefit and financial security. They were also informed about the various insurance policies and the use of ATMs.

Furthermore, the programme showed videos on financial literacy through a van facility which carried a display screen. Lastly, the women were asked to visit the nearby branch of the bank and use their newfound skills. These programmes aim to spread financial literacy amongst all women in rural areas of India to introduce them to the banking system.