

# **A.S.D. Government Degree College for Women (Autonomous)**

## **DEPARTMENT OF ECONOMICS**

### **“Promoting Financial Literacy among Undergraduate Students and the Local Community”**

#### **Objectives of the Practice:**

- ❖ To educate students, especially first-generation learners, on essential financial concepts such as budgeting, saving, banking, insurance, and digital transactions.
- ❖ To build confidence in students and community women to make informed financial decisions.
- ❖ To integrate practical financial education into the curriculum through workshops, projects, and certificate courses.
- ❖ To empower rural women through awareness programs on financial tools and government welfare schemes.
- ❖ To contribute to inclusive economic development by reducing financial illiteracy in marginalized communities.

#### **The Context:**

Most students at the college come from rural, low-income families with limited exposure to financial systems. Financial literacy is crucial in equipping them to manage personal finances, avoid debt traps, and plan for the future. The need was also felt within the local community, particularly among homemakers and self-help group (SHG) members, who often manage household finances without formal training or awareness of financial rights, schemes, and tools.

#### **The Practice:**

- **Certificate Course on Family Savings and Investment:** Offered annually, focusing on personal budgeting, banking basics, types of investments, interest calculation, insurance, and government schemes like Sukanya Samriddhi Yojana, PMJDY, etc.
- **Awareness Camps in Local Communities:** Conducted in collaboration with municipal ward volunteers to reach women outside the college and deliver sessions on practical financial tools.

- **Student-Led Peer Teaching and Simulation Games:** Students engaged in peer-led sessions and games like to evaluate and improve financial decision-making.
- **Use of ICT Tools:** Budget speech live viewings, video-based learning, and use of Google Forms for quizzes and pre/post evaluations.
- **Field Surveys and Projects:** Students conducted surveys on saving habits and access to financial services in their own communities.
- **Workshops and Invited Lectures:** Organized sessions by bank officials and economics faculty on financial literacy and fraud awareness.

#### **Evidence of Success:**

- ✓ 120+ students enrolled in the awareness programmes (2023–25), with enthusiasm.
- ✓ 3 awareness camps conducted in adopted wards with participation from 80+ women.
- ✓ Survey data collected by students showed a 40% increase in banking awareness among respondents after sessions.
- ✓ Positive feedback from stakeholders led to the continuation and expansion of the program.

#### **Problems Encountered:**

##### **Challenges:**

- ✓ Limited availability of digital infrastructure for hands-on training in financial apps and tools.
- ✓ Language and literacy barriers while addressing rural women, requiring simplified communication.
- ✓ Resistance from community members due to mistrust or unawareness of financial systems.

**Support from banks or financial institutions to deliver expert sessions and provide printed resources is expected.**

This practice aligns with **Sustainable Development Goal 4 (Quality Education)** and **Goal 5 (Gender Equality)** by promoting lifelong financial learning and empowering women.

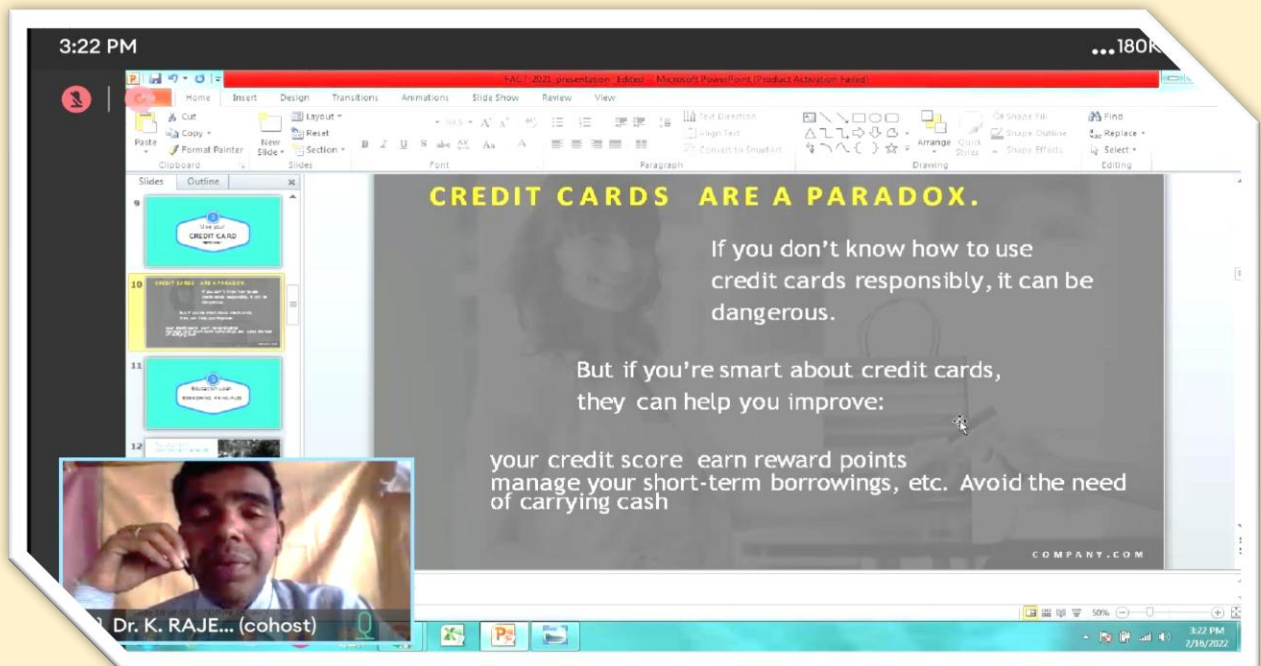


**Financial Literacy Week Celebration -2025**

## **Financial Planning and Wealth Management Workshop- 2024**



## Financial Literacy Awareness Webinar-2022



## Investors Awareness Programme-Webinar-2021





## **Financial Literacy Awareness Survey-2019**



## **Financial Literacy Awareness Camp-2019**





Signature of Head of the Department.