

Financial Literacy and Women Empowerment

Program

The Financial Literacy and Women Empowerment Program aimed to empower women and their families in socio-economic development through financial digital literacy and gender awareness. The program involved the appointment of trained Master Trainers (MTs) and a qualified Financial Consultant (FC). The program's implementation and target completion were closely monitored and reviewed by the implementing agency.

The program's objectives included using women's groups as platforms for raising awareness about social and gender issues related to economic development, addressing banking and financial scheme-related issues, promoting financial inclusion services in rural communities, providing training in digital and mobile banking, and creating awareness about government schemes and insurance coverage. Mass awareness campaigns and end-line surveys were also conducted to assess the program's effectiveness.

The Viitasakhis, working with MTs, successfully achieved their targets and became proficient in serving the community in financial literacy and women's empowerment. Mass awareness camps were organized by each

MT in their respective areas, involving clients and other community members.

The implementing agency, Priyasakhi Mahila Sangh, played a vital role in providing institutional support for microfinance, livelihood support, business development, and community improvement. They aimed to create awareness about bank depositors' rights, discourage illegal non-banking entities, and promote the importance of saving. The program also covered various types of savings and insurance schemes initiated by banks and the government.

During the quarterly review, it was confirmed that the program had successfully achieved its predetermined targets across the entire designated area. The program's holistic approach to financial literacy and women's empowerment positively impacted the community, enhancing their economic and social well-being.

The detailed progress report for the quarter ending on October 31, 2018, highlights the achievements and activities of the Financial Literacy and Women Empowerment Program.

1. Mobilization of Women Clients for Field Training III Module:

During this period, the training for the Third module commenced in August/September 2018, and by the end of the quarter, a total of 5600

clients had been trained. The team successfully achieved all the set targets, including the organization of eight Mass Awareness camps.

2. **Work Done & Refresher Training of Vittsakhi/Women Leaders:**

Vittasakhis began working with MTs in all four mapped areas of Indore to ensure financial inclusion and program implementation. The training for the Third module and MAC for Vittasakhi took place during the quarter, with eight mass awareness camps completed up to August 2018.

3. **Refresher & Handholding:** The quarterly progress included details of saving bank accounts, credit linkages, insurance coverage, SHG credit linkages, PAN card applications, and bank/ATM visits. A significant number of clients were linked with savings bank accounts, received insurance coverage, and secured credit and SHG credit linkages.

4. **Link with Financial Inclusion/Financial Services:** During the training of clients for the Third module and refresher training for the Second module, 683 clients were linked with savings bank accounts, 443 clients were provided with life insurance, and 478 clients received credit. Additionally, 43 SHGs received credit, and 865 clients applied for PAN cards, with 388 clients successfully obtaining them.

5. **The Quarterly Review Meeting:** The quarterly review meeting held on November 25, 2018, involved the review of progress against targets and the discussion of future plans. Various committee and project team members attended the meeting, ensuring effective communication and planning.

6. **Mass Awareness Camps:** During this reporting period, five Mass Awareness Camps (MACs) were organized in different locations, covering semi-urban and rural areas. These camps aimed to mobilize clients for further financial inclusion and livelihood activities. Various stakeholders, including government representatives and local banks, actively participated in these camps.
7. **Target and Achievement up to Oct 2018:** The program set a target of 5600 clients to be trained by the end of October 2018, and this target was successfully achieved by all Master Trainers across different field areas.
8. **Other Activities:** The report mentions additional activities, including a career counseling camp for girls and an award received by Priyasakhi Mahila Sangh for extraordinary achievements in sum insured and premium collection.
9. **Project Effectiveness Assessment:** To assess the impact of the program, an end-line assessment was conducted. A total of 1071 clients were interviewed from different field areas to evaluate the effectiveness of the intervention and training.

In summary, the Financial Literacy and Women Empowerment Program made significant progress during the quarter, successfully training a substantial number of clients, linking them with financial services, and organizing Mass Awareness Camps. The program also received recognition for its achievements and conducted an impact assessment to

measure its effectiveness. This comprehensive report reflects the dedication and efforts of all stakeholders involved in empowering women and promoting financial literacy.

