

Financial Literacy Campaign for Rural Masses

Supported By:



Community Mobilisation And Financial Literacy Campaigns in 25 villages of Ramanagara dist, towards supporting Women and Transgenders Entrepreneurship

In order to make judicial decisions and make use of financial services, it is essential that people should be literate enough to understand the basics of managing money. The concept of managing money forms a crucial part of financial literacy. Financial literacy enables people to make the right financial choices and judicious use of their finances. Our aim is to make the rural masses to move on the path of making India financially inclusive through financial literacy campaigns.

The Financial Literacy Campaign was conducted in 25 villages of Ramanagara district covering the Rural housewives, Farmers, Students and others. Post the campaign we also conducted the drive to enrol the interested ones to open the account in Atal Pension Yojana with the nearest Public Sector banks.



