



K.R. MANGALAM UNIVERSITY

THE COMPLETE WORLD OF EDUCATION

School of Management and Commerce (SOMC)

Report

"Financial Literacy Camp" at Uncha Majra village in collaboration with Krishi Vigyan Kendra (KYK) Shikohpur (ICAR-IARI).

Date: Tuesday, 25th April, 2023.

Venue: Uncha Majra Village, Gurugram, Haryana.

Event Type: Extension Activity.

Mode of Activity: Offline

Target Group: SHG Women residents of Uncha Majra Village

Resource Persons: Dr. Gaurav Papnai, Dr. Rashmi Singel & Dr. Swati Shrivastava

Coordinator: Dr. Rashmi Singel & Dr. Swati Shrivastava (Asst Professors,

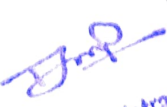
SOMC)

Organized by: School of Management and Commerce (SOMC)

Number of Participant: Internal = 6, External = 27

Introduction

In order to promote financial literacy, the School of Management and Commerce, K R Mangalam University, organized a "Financial Literacy Camp" on 25th April, 2023" at Uncha Majru village in collaboration with Krishi Vigyan Kendra (KVK) Shikohpur (ICAR-IARI).


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Objective:

To provide Financial literacy for under privileged women and students who are not aware of government entitlements available in Umang App.

To enable comprehension of Financial credit facilities available from Government that would Assist them in accessing financial services to achieve government objective of financial awareness and its use.

Content:

20 student volunteers from K. R. Mangalam University visited Uncha Majra village along with resource persons Dr. Rashmi Singel and Dr. Swati Shrivastava, Faculty, SOMC, K R Mangalam University and Dr. Gaurav, Subject Expert, KVK, Shikohpur (ICAR-IARI). The session began with the introduction of the Mobile application "Umang App" by Dr Rashmi Singel & Dr. Swati Shrivastava. Women were assisted by student's volunteers to install Umang mobile application from play store on their mobile phones, and an appropriate presentation format was also provided for improved comprehension, Dr. Swati discussed about the importance of financial savings and how financial awareness will lead to economic and social empowerment of women. Dr. Rashmi discussed about the various government schemes like Pradhan Mantri Jan Dhan Yojna, Pradhan Mantri Jeevan Jyoti Bima Yojna, Pradhan Mantri Suraksha Bima Yojna, Atal pension yojna and PM Jan Arogya Yojna. Women are encouraged to get their saving bank account opened with local bank and get the benefit under these schemes. Dr. Gaurav briefed by various Govt. schemes for women and farmers. The camp was attended by 65 women from the village. Camp provided financial literacy to under privileged women and students who are not aware of government entitlements available in Umang app. Camp enabled comprehension of financial credit facilities available from Government that would assist them in accessing financial services to achieve government objective of financial inclusion. Qualitative feedback was taken from the participants. The activity was successfully organized by Dr. Rashmi Singel & Dr. Swati Shrivastava. All students' volunteers were given Certificates by SOMC.

Session Analysis:


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In contemplation, to understand the perception of participants towards the financial literacy camp programme feedback form was created and floated digitally. The form involves the statements related to the sessions (attached in annexure).

Outcome:

Being financially educated is a skill that has a number of advantages and may raise one's level of living by increasing their financial stability. Students can use the mobile application Umang to learn about numerous government initiatives which can benefit them in many ways. These schemes can relieve their of financial security, The target group initially fright by the mobile application because they believed it might be of fraudulent, but after learning more. they all developed trust in it. The result of this session was that 43 women were made aware about savings, insurance, and government plans learned more and more about them.

Conclusion:

Dr. Rashmi Singed and Dr. Swati Shrivastava did a qualitative survey of how many of the «omen participants want to start their own business. Most of them raised their hands but were having constraints of funding. Most of the women participant learnt the features of Umang app regarding financial services and how to apply for loans. They learned the mobile application *functionalities* like government exam notifications, date sheets, and results declarations..

Future Scope:

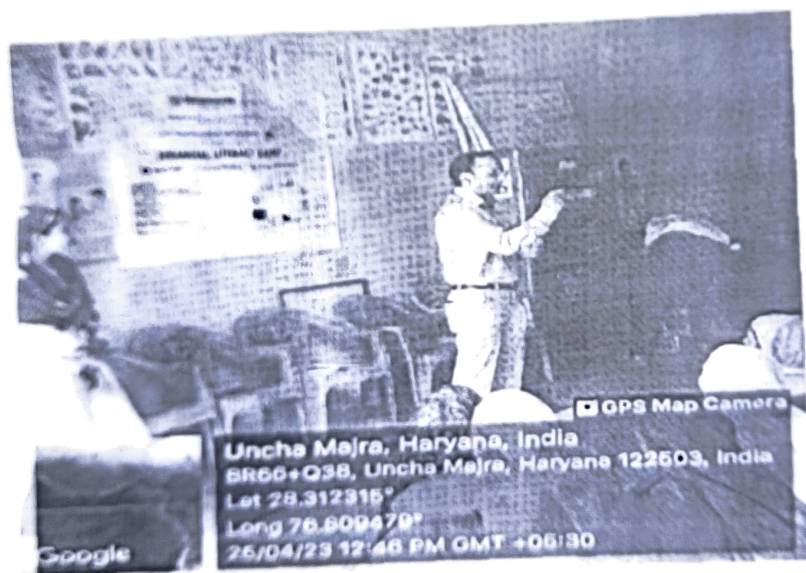
The scope of financial literacy is vast in India. It encompasses budgetary education (personal & family budget), banking tools (everyday banking, savings, and insurance), understanding economy concepts (how economy operates and is financed) and public policies. Government has launched various schemes to enhance financial literacy and empowerment of rural women. The extension activity was conducted with the objective of implementation of government schemes for women and financial literacy.


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Figure 1 :- On behalf of K.R. Iyengar University Felicitating the KVK Resource person



Fig 2 Dr. Gaurav briefing various Govt. schemes for women and farmers



Uncha Majra, Haryana, India
BR66+Q38, Uncha Majra, Haryana 122603, India
Lat 28.312315°
Long 76.809479°
26/04/23 12:48 PM GMT +05:30

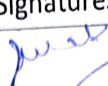
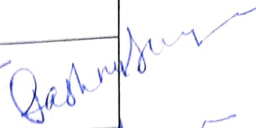

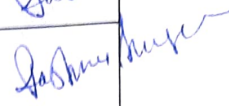
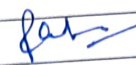
Fig 3 r Rashj iid DQq act Ixteraqttypg with SHG women



Fig 4. Students Interacting with SIIG women




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Category	Names	Signatures
Report Prepared by	Dr. Swati Shrivastav and Dr. Rashmi Singel	 
Report verified by	Dr. Swati Shrivastav and Dr. Rashmi Singel	 
Report seen by Dean	Dr. Pradeep Suri	
Report verified by IQAC	Dr. Shikha Dutt	


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ATTENDANCE SHEET

SCHOOL OF MANAGEMENT AND COMMERCE

organizes

financial literacy camp

Coordinators :-

Dr Rashmi Singh

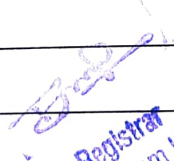
Dr Swati shrivastav

Date- 25-April 2023		Venue-Dukha Mayra Camp		
Sr No.	Participant id/roll no.	Participant name	Department	Signature
1	Raj	Rajbala		21.4.23
2		श्रीमती	8653010583	श्रीमती
3		Shakuntla	9992477681	श्रीमती
4		Manju		श्रीमती
5		Hem Lata	8053144039	श्रीमती
6		मिना	9813705579	मिना
7		श्रीमती		21.4.23
8		श्रीमती	8586988623	श्रीमती
9		श्रीमती		श्रीमती
10		श्रीमती		श्रीमती
11		Anita	972849878	श्रीमती
12		Sheela	8053815757	श्रीमती
13		Santosh		श्रीमती
14		Sudama		श्रीमती
15		Jyoti	7056068826	श्रीमती
16		Usha	978388437	श्रीमती
17		Ritu Rani	7027016880	श्रीमती
18		Kanta		श्रीमती

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Shweta
25.4.23

19		Manglu		मंगल
20		Greela	967592057	ग्रीला
21		Nirmala	958213125	निर्मला
22		Anita	7023127895	अनिता
23		Chadicha		चदिचा
24		Bharti	7035217450	भार्ती
25		Karishma		करिश्मा
26		Meena	9813020127	मीना
27		Sangita		संगिता
28		Aman	BBA	अमन
29		Yash.	BBA	यश
30		Rohan	MBA	रोहन
31		^p Samya & wa	BBA	सम्या
32		Raghu	BBA, y. 23	राघव
33		Sima	25 MBA	सिमा
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