



GOVERNMENT DEGREE COLLEGE

(AFFILIATED TO KRISHNA UNIVERSITY)

AVANIGADDA, NAAC-B

ISO 50001: 2011, ISO 14001:2015, ISO 9001:2015



DEPARTMENT OF ECONOMICS

BEST PRACTICE

Title: Encouraging Thrift in Society through Financial Literacy

Objective:

To promote thrift and financial prudence within society, particularly among women, through the implementation of financial literacy programs and the introduction of empowerment schemes such as the Mahila Sakti Samman Certificate and Mahila Sukanya Samruddi Yojana. Sukanya Samruddi Yojana

Context:

Recognizing the importance of financial literacy in fostering economic stability and independence, this program was launched in response to the need for increased awareness and education on financial matters, especially among women in our community.

Evidence of Success:

Since its inception, this initiative has witnessed a significant increase in financial literacy levels, as demonstrated by improved savings habits and informed investment decisions. The Mahila Sakti Samman Certificate and Mahila Sukanya Samruddi Yojana have directly contributed to an enhanced sense of financial security among participating individuals.

Problems Encountered:

At the start, we encountered resistance and hesitation to embrace financial concepts, particularly from those less familiar with formal financial systems. Also, difficulties in reaching remote areas made it harder for some people to access our programs.

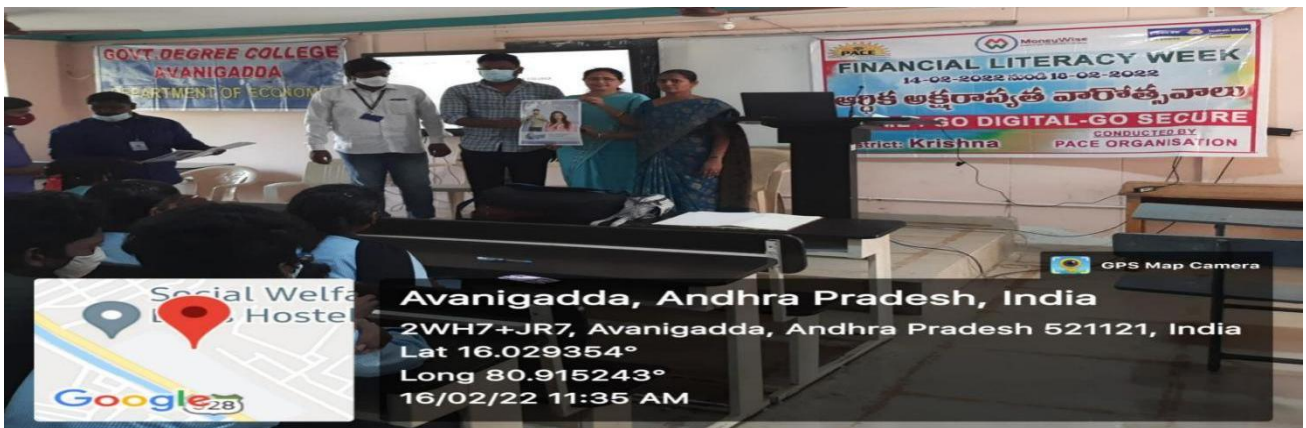
Resources Required:

To sustain and expand this initiative, adequate resources are essential, including qualified financial educators, informational materials, and access to banking facilities in remote regions. Funding for awareness campaigns and administrative support is also crucial.

Further Scope:

The success of this program highlights the potential for scaling the initiative to a wider audience, targeting various demographics, and incorporating additional financial empowerment tools. Partnerships with financial institutions and government agencies can further bolster the reach and impact of this endeavor.

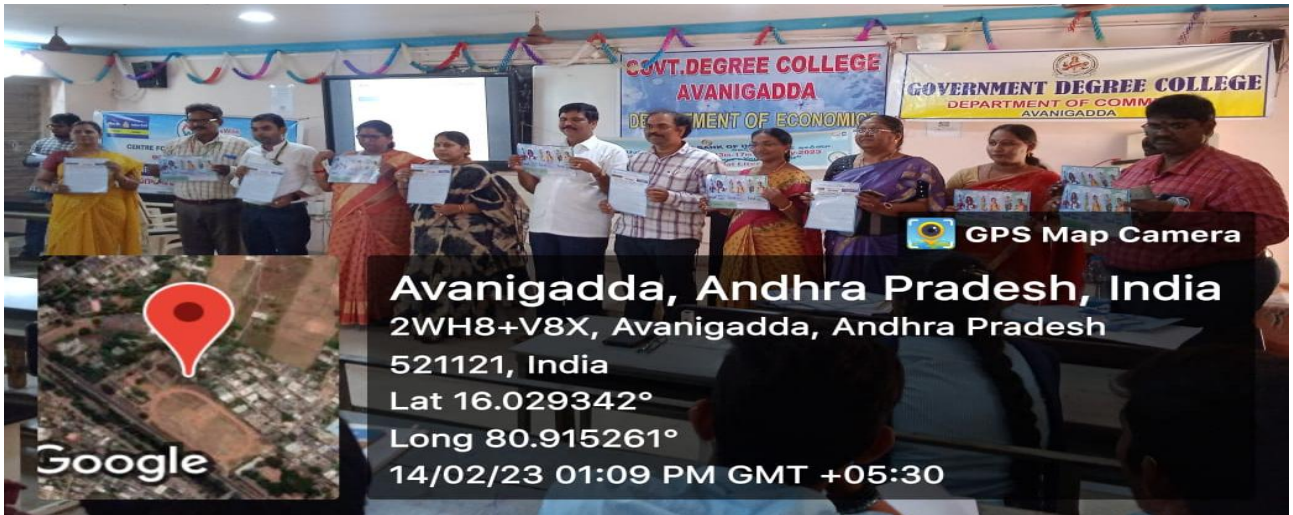
In summary, the program's key components - financial literacy education and empowerment schemes - have synergistically worked to encourage thrift and financial prudence within society. This holistic approach addresses both knowledge gaps and provides practical avenues for individuals, especially women, to secure their financial futures. As we move forward, continued commitment and resources will be essential in sustaining and expanding the program's impact.



Awareness Programme On Financial Literacy 16/02/2022



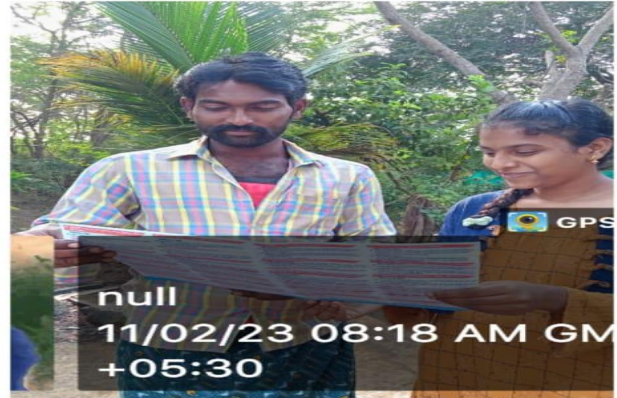
GIRL CHILD DAY- POSTAL SAVING SCHEME- RD- 11/10/2022



Awareness Programme On Financial Literacy 14/02/2023



PHAMPLETS ON DIGITAL LITERACY 10/02/2023



AWARENESS ON MAHILA SAKTI SAMMAN SCHEME FOR STUDENTS 6/5/2023





AWARENESS ON MAHILA SAKTI SAMMAN SCHEME FOR RURAL PEOPLE 08/5/2023



AWARENESS ON MAHILA SAKTI SAMMAN SCHEME FOR RURAL PEOPLE 8/5/23 ASWARAOPALEM



D. S. K.
Principal
GOVT. DEGREE COLLEGE
AVANIGADDA, Krishna Dt. 521121

