



राष्ट्रीय वित्तीय शिक्षा केन्द्र National Centre for Financial Education

एक आर्थिक रूप से जागरूक और सशक्त भारत
A financially aware and empowered India

Promoted By :



Reaching the Last Mile

(Vol. 2)





About NCFE

National Centre for Financial Education (NCFE) is a Section 8 (Not for Profit) Company promoted by Reserve Bank of India (RBI), Securities and Exchange Board of India (SEBI), Insurance Regulatory and Development Authority of India (IRDAI) and Pension Fund Regulatory and Development Authority (PFRDA).

Objectives of the Company

1. To promote Financial Education across India for all sections of the population as per the National strategy for Financial Education of Financial Stability and Development Council.
2. To create financial awareness and empowerment through financial education campaigns across the country for all sections of the population through seminars, workshops, conclaves, training, programmes, campaigns, discussion forums with/without fees by itself or with help of institutions, organisations and provide training in financial education and create financial education material in electronic or non-electronic formats, workbooks, worksheets, literature, pamphlets, booklets, flyers, technical aids and to prepare appropriate financial literature for target-based audience on financial markets and financial digital modes for improving financial literacy so as to improve their knowledge, understanding, skills and competence in finance.

Vision

A Financially Aware & Empowered India

Mission

To undertake massive Financial Education campaign to help people manage money more effectively to achieve financial well being by accessing appropriate financial products and services through regulated entities with fair and transparent machinery for consumer protection and grievance redressal.



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'वित्त का कुशल प्रबंधन'

- पूनम होरा,
झारखण्ड



मेरा नाम पूनम होरो है। मैं राष्ट्रीय घरेलू कामगार संगठन की झारखण्ड शाखा में **Key Person** के पद पर कार्यरत हूँ। हमारा काम झारखण्ड राज्य की घरेलू महिला कामगारों को संगठित और जागरूक करना है। अपने कार्य के दौरान ही मेरा परिचय NCFE Trainer से हुआ। 9 दिसंबर, 2022 को राँची में काम कर रही घरेलू महिला कामगारों के लिए राष्ट्रीय वित्तीय शिक्षा केन्द्र के सहयोग से एक वित्तीय शिक्षण कार्यशाला का आयोजन हमने किया था। इस कार्यक्रम से पहली बार मुझमें यह समझ बनी कि सफल जीवन के लिए वित्त का कुशल प्रबंधन जरूरी है और इसे कैसे किया जा सकता है।

हमारे संगठन से जुड़ी ज्यादातर कामगार महिलाएँ कम शिक्षित हैं। NCFE Trainer ने निवेश जैसे विषय को बड़ी ही सरल भाषा में हमारी कामगार महिलाओं को समझाया। इस कार्यशाला से हमें यह जानकारी मिली कि मामूली योगदान दे कर भी जीवन-बीमा एवं पेंशन जैसे उत्पादों का लाभ सरलता पूर्वक लिया जा सकता है। आमतौर पर इन दोनों उत्पादों के बारे में हम सब के मन में धारणा थी कि ये कम आयवर्ग के लोगों के लिए नहीं हैं। RuPay कार्ड के साथ दुर्घटना बीमा भी है, ये हममें से कोई भी नहीं जानता था।

कार्यशाला में हमें विभिन्न प्रकार की जमा योजनाओं के बारे में जानकारी मिली। हमें यह भी बताया गया कि फर्जी योजना की पहचान कैसे की जा सकती है और उससे बचाव के क्या तरीके हैं। हमने यह भी जाना कि भारत के प्रमुख वित्तीय नियामक, उनके संपर्क सूत्र और उनसे संबंधित शिकायत के निपटान का तरीका क्या है। कार्यशाला में हमें बताया गया कि अपने आधार या किसी भी पहचान-पत्र को किसी भी व्यक्ति या संस्था को देते समय हमें किन सावधानियों का ध्यान रखना है।

अन्त में मैं NCFE का धन्यवाद करना चाहूँगी कि उन्होंने सामान्य जन को वित्तीय शिक्षा से जोड़ने का सार्थक और दूरदर्शी प्रयास किया है। मेरा अनुरोध है कि इस कार्यक्रम की निरन्तरता बनी रहनी चाहिए। यह हर वर्ग के निवेशकों के हित लाभ की बढ़ोतरी में सार्थक योगदान देने वाला कार्यक्रम है।

'Financial Literacy - A must-own skill for Teachers & Students'

- Somesh Arya,
Bareilly



The sweet consequences of participating in the offline Financial Education program conducted by National Centre for Financial Education are unique in their comprehensiveness. Cordial compliments to NCFE for conducting Financial Education Training programme for Teachers (FETP) at my school Radha Madhav Public School Bareilly . "After lively discussion among the participants during the awareness programme, it was a general observation that although Teachers are professionally proficient in their respective fields and subjects, someway or other, there is marginal gap of pragmatic approach to financial awareness in their busy life. The gap has been abridged after this Financial Education Training programme"

I, myself, being a Post graduate in Science stream I felt lacking in various financial matters which I realised after attending this training session. Now, I feel financially well versed in taking decisions with confidence better than before. Our school is a big institute and the teachers who couldn't attend the programme have desired to attend it next time, when they came to know the benefits of attending this four hour programme. The programme was well appreciated by all the participants with delight.

My fears and misconceptions about money matters disappeared. NCFE's resource person presented the contents so gracefully and with simplicity that I felt confident enough in dealing with my personal finance. Till now investment in stocks was very complicated field, but after this session I have started investing in Mutual Fund also.

“Saving first and then spend” and “Diversification” concept fascinated me and my family very much. I discussed with my family and began to implement the knowledge that I received from the workshop. I was afraid to practice net banking and digital transactions but after workshop I am much influenced by the practical approach while doing e-payments.

Myself and other participating members desired the same awareness workshop to be conducted for their students also, and hence we have registered for the “Money Smart School Programme” which we think a well-articulated programme to empower the students with basics of financial education.

Overall entire session has paved the way for disciplined approach to financial wellbeing. I extend my sincere thanks to the NCFE Mumbai for providing me an opportunity to participate in this indispensable Training programme.

'Investing for a Secure Future'

- Vishal Parmar,
Rajkot



My name is Vishal Parmar, I am 24 years old recently graduated from a nursing college. I am working with one of the health division of Rajkot Municipal Corporation. Just like a freshly working guy and money in the pocket I had many dreams to fulfill. But to my contrary I was hit by a sudden realization of the increasingly complex world of financial instruments and my lack of financial knowledge. I could not gauge the risk and reward parameter of various investment options and was worried about the loss of capital. I chose to keep the money in bank account and deposits which later I felt was giving low returns.

The understanding was set in, being an adult required the awareness of savings, investment and insurance and retirement planning. I was at one of the Anganwadis and attended a program of financial literacy conducted by NCFE. I was enthused to understand money management as a necessary skill. Through the session I developed an understanding of capital market and leaving the scepticism behind I also started to invest in mutual funds via a systematic investment plan. Speaking about the program, I would like to thank NCFE for presenting me with this opportunity to learn this important skill”

I also recommended FACT program in the college I graduated from. I feel the importance of Basic Financial knowledge to be imparted to the college students who are the future citizens of the country which will avoid them to take uncalled financial decisions.

**'Fortifying Teachers, Fortifying Futures:
Unleashing Financial Wisdom
for Thriving Success'**

**- Mrs. Akshata Elluru,
Bengaluru**



In the ever-evolving landscape of education, the role of teachers extends far beyond imparting academic knowledge. They are entrusted with shaping the minds and futures of their students. However, to truly fortify the future of their students, teachers must also fortify themselves with financial wisdom. By embracing financial literacy, teachers not only enrich their own lives but also equip their students with essential skills for achieving success.

Attending a financial education training programme (FETP) and becoming a Money Smart Teachers was a transformative experience for the teachers of Diya Academy of Learning. It equipped us with the knowledge and tools to navigate the intricate world of personal finance and bring the power of financial literacy into our classrooms.

The workshop provided us with a newfound confidence in managing our personal finances. Armed with practical strategies and insights, we gained a clearer understanding of budgeting, saving, and investing. The workshop's comprehensive approach instilled a sense of control over our financial well-being, allowing us to make informed decisions and set achievable goals.

We the Money smart teachers now recognize that financial education is not just an add-on to the curriculum but an essential component of a well-rounded education. We will lead by example by integrating financial education into the teaching, cultivating critical thinking, building financial confidence, and embracing collaborative learning to empower our students to become financially savvy individuals.

On behalf of Diya Academy of Learning, I would like to take this opportunity to convey my heartfelt gratitude to NCFE for conducting such an informative session. The impact of this program will continue to resonate in our classrooms, paving the way for a brighter and more prosperous future.

'Plan Your Money for Financial Independence '

- Mrs. M Annapurna,
Vizianagaram



I am Mrs. M Annapurna from a small village named Alamanda in Jami Mandal, Vizianagaram district. I am was a housewife and a SHG member. After the unfortunate death of my husband, I felt that I should not depend on our sons for the livelihood though they are interested to look after me.

I have attended a financial education workshop conducted by NCFE. Before attending the session, I didn't know what is financial planning and how to invest in right ways. In the workshop, NCFE's resource person told our SHG members that we should try to use borrowed money for establishing any business that can give some additional income by the month end. After the workshop, I have started saving money received from government pension and house rents.

Now I have started a tea powder business at my home only. Initially our neighbors encouraged me by purchasing tea powder from me. In market they are getting poor quality powder at high price but I have supplied best quality powder at reasonable price. Soon many people have come to know about our product and started purchasing powder from nearby villages also.

The inputs given in the workshop like Budgeting, Financial Planning and Investment helped me in turning my business income into right investments. I am now thinking of availing loan from bank under MUDRA scheme for scaling up my business. Additionally I have started to invest in Mutual funds with whatever little investments is possible with my profits. Now, I am not depending on our sons but at the same time I am giving money to my grandson and grand daughters as well. I express my sincere thanks to NCFE for my self-sufficiency. I wish to make my relatives and neighbourhoods enroll for the next session of financial education program of NCFE in my area.

'सुरक्षित भविष्य के लिए वित्तीय जागरूकता '

- Mrs. Rekha,
Haldwani



नमस्कार,

मेरा नाम राखी है मैं उत्तराखण्ड राज्य के उधमसिंह नगर जिले के गदरपुर कस्बे की निवासी हूँ। मैंने राष्ट्रीय वित्तीय शिक्षा केन्द्र (NCFE) के माध्यम से आयोजित वित्तीय साक्षरता कार्यक्रम में भागीदारी की थी जिसमें वित्तीय शिक्षा के बारे में बताया गया। सर ने हमको बचत और निवेश की बारीकियों से अवगत कराया, साथ ही घर के कुशलतापूर्वक संचालन की जानकारी दी। सर ने हमको बैंक और डाकखाने की बहुत सारी निवेश योजनाओं की जानकारी दी जिसमें सुकन्या समृद्धि योजना, पीपीएफ, अटल पेंशन योजना समेत बहुत सारी अन्य योजनाएँ भी शामिल थी जिससे सभी प्रतिभागियों को इसका बहुत लाभ पहुँचा।

सर ने साथ ही बीमा की जरूरत तथा महत्व जैसे बिन्दुओं पर प्रकाश डाला तथा सरकार की प्रधानमंत्री जीवन ज्योति योजना तथा प्रधानमंत्री सुरक्षा बीमा योजना को विस्तार से समझाया।

NCFE RP ने सभी प्रतिभागियों को परिवार में वित्तीय लक्ष्य बनाकर परिवार का भविष्य सुरक्षित रखने के लिए निवेश की उपयोगिता तथा निवेश के आयामों को सभी प्रतिभागियों को सरल भाषा में अवगत कराया।

कार्यक्रम में सर ने आज के तकनीकी युग में ऑनलाईन फ्राड, अधिक ब्याज वाली स्कीम, साइबर धोखाधड़ी, मोबाईल कॉल फ्राड, पॉन्जी योजनाओं से कैसे सावधान रहना है तथा कैसे अपने पैसे को सुरक्षित रखना है के बारे में उदाहरण सहित समझाया।

राष्ट्रीय वित्तीय शिक्षा केन्द्र (NCFE) द्वारा आयोजित इस कार्यक्रम में प्रतिभाग लेने के बाद मेरे और मेरे गाँव के लोगों को वित्तीय शिक्षा की बहुत जानकारी मिली है। जिसका उपयोग मुझे और मेरे गाँव वालों को वर्तमान में एवं भविष्य में निश्चित रूप से मिलेगा। मैं राष्ट्रीय वित्तीय शिक्षा केन्द्र (NCFE) से अनुरोध करती हूँ कि इस तरह के कार्यक्रम दूरस्थ ग्रामीण क्षेत्रों में भी कराये जाये ताकि वित्तीय शिक्षा का लाभ देश के समस्त ग्रामीण निवासियों को भी मिल सकें।

'Journey of a tribe girl - Football to Finance'

**- Mrs. Barnali Hansda,
Birbhum**



My name is Barnali Hansda I belong to Jungle Mahal in West Bengal; the tribal ethos enriches its mystic charm and natural beauty. Just like other girls I also went to school but in my free time I was busy playing football with the local boys.

Due to my football skills I represented my school in an all-India School Football Tournament, and then got nominated to be a part of West Bengal Women Football team in National Women Football Championship.

After two years, I was married and shifted to a village in Birbhum district, West Bengal.

Meanwhile, I attended a Financial Education program of NCFE at my village where I landed into the world of personal finance. I came to know about financial planning, how to increase value of investment, managing risk, importance of insurance and also first-time realised necessity of retirement planning.

Within a month, I was a frequent visitor at a local bank to collect details on various banking products, talking to local insurance agent and also made my husband & in-Laws busy to ponder over our future.

Finally, opened my first fixed deposit account in bank and issued cheque towards premium of life insurance. Next month I along with my husband again went to bank for opening Atal Pension Yojana Account to secure my life with pension post retirement.

After few months I wish to attend the program of NCFE with my mother-in-law whenever conducted in my area. Additionally, I will motivate others in my village to attend the FE programme.

I extend my sincere thanks towards NCFE for conducting programmes in remote locations to reach last mile.

'Living in the World of Financial Freedom'

- Mrs. Rubeena Bashir,
Bandipora



Rubeena Bashir, a women from Bandipora district of Jammu and Kahmir who has family business of rearing cattle and selling milk, attended a financial education workshop hosted by NCFE in her area. Her experience of the same is illustrated in her own words.

“The FE workshop proved instrumental in alleviating the financial distress my family and I were facing. I have learnt importance of budgeting, savings and planned investments through this program.

Before, I lacked direction in managing my life, but everything changed when I decided to take a loan from bank and invest in a cow. This wise decision brought about a substantial increase in my daily income, as the cow yielded 10-15 liters of milk per day. Presently, I am proud to own two cows and a bull, which have become valuable assets for me.

Through meticulous financial planning, I have not only managed to generate a considerable income but also save a significant portion of it. This disciplined approach to saving has empowered me to extend support to my fellow villagers and friend when any one is in need.

I have taken advantage of the Ayushman Bharat Scheme, which offers a health cover of Rs. 5 Lakh, ensuring the well-being of my family. Additionally, I have familiarized myself with two flagship insurance schemes of the Government of India, namely PMSBY and PMJJBY, and but till date I have enrolled in PMSBY only. I will enroll in PMJJBY in coming days. These schemes have proven to be cost-effective and hassle-free. I thank the government of India for introducing such cost effective insurance schemes for common people. Furthermore, I have taken the initiative to insure my cows with the assistance of the Department of Veterinary.

The insights acquired during the long-term planning workshop have profoundly transformed my outlook on life and finances. Inspired by this newfound knowledge, I took the initiative to open an Atal Pension Yojana (APY) account for myself. This experience has solidified my belief in the importance of financial literacy as a vital life skill that everyone should possess. As a result, I am dedicated to sharing the knowledge I gained from the workshop with as many individuals as possible, aiming to empower them with valuable financial understanding.

I express my gratitude to NCFE for organizing this insightful workshop in our community, as it has positively influenced my perspective on life.

'Be Smart about Money, Build your Future'

**- Mr. Aaditya Mishra, Class-VIII
O. P. Jindal School, Raigarh**



Being a student of O. P. Jindal School, Raigarh (CG) I was motivated by my school to give the NFLAT exam conducted by NCFE. During the studies for the exam, I came to know many basic financial literacy concepts which helped me to enhance my financial knowledge. Having my knowledge assessed with numerous students across the country increased my interest in Financial Education. The questions in NFLAT exam were thoughtfully designed to test our financial knowledge. The dedication of NCFE for preparing the students for success in the field of finance is truly remarkable. The efforts of my parents and teachers helped me to ace the exam.

Their collective dedication, hard work, and passion for education provided good learning environment. I am immensely grateful for the invaluable experience and knowledge gained through this examination. I will surely encourage all my friends to enrol for this exam and enhance their financial literacy. Additionally, I have developed a sense of interest in mutual funds and would like to invest regularly in them with my pocket money. I thank NCFE for giving me the opportunity to myself and many such students in the country to avail them of this valuable financial knowledge through NFLAT exam.

'A Penny Saved is a Penny Earned'

- Ms. Swasti Sharma, Class-IX
Darbari Lal D.A.V Model School,
Delhi



Since a small child I was told by my parents and teachers that a penny saved is a penny earned. However I was interested to learn more about money and hence my school encouraged me to enrol for the NFLAT exam conducted by NCFE. My joy knew no bounds when I realized that the exam tests the basic financial education concepts for school students. Immediately after enrolling for the exam, I started to study for the exam.

I learnt the power of compounding the simplest way possible and got to know that earlier you start investing or saving money its better. The concepts of budgeting, inflation, wants and needs etc. further made me realize the importance of spending money carefully. As we are future of this country, it is it is very important for students like us to be financial literate to imbibe good financial literacy habits at an earliest. This exam gave me a hint of all the important financial decisions in life we need to make like investing, pension, retirement planning etc. I thank NCFE for this noble work of promoting financial literacy in schools and developing financially smart students for the future.

'Financial Education - A Real Necessity for Safe Future '

- Mrs. Suganthi
Tamil Nadu



Mrs. Suganthi, a Small Entrepreneur from the state of Tamil Nadu had attended a FE programme of NCFE and shares her experience in her own words.

“I participated in a Financial Education Program organized recently by National Centre for Financial Education (NCFE). The Program was very useful to me in the right way so as to address the Financial Problem of my Family. The program taught me How to save, Where to Invest, the Importance of Insurance and Pension. Hence, myself and my family have benefited through this Financial Education Program.

The next day onwards I decided to spend less money and save more for the emergencies. I went to bank and opened a Pradhan Mantri Jan-Dhan Yojana (PMJDY) account. I make transactions properly in this account as a women and I learnt the various types of good debts available at banks like Education Loan through Vidyalakshmi Portal for my children, Pradhan Mantri Awas Yojana (PMAY) and Pradhan Mantri Mudra Yojana for business purposes. I have decided to take a loan for business purposes under MUDRA scheme through a bank only.

I will be opening Sukanya Samrudhi Yojana (SSY) for my daughter and make regular investments of Rs. 500 each per month for her bright future. I have enrolled for Pradhan Mantri Suraksha Bima Yojana (PMSBY), Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) and Pradhan Mantri Jan Arogya Yojana (PMJAY) - Ayushman Bharat to protect myself and my family. I have also applied for Atal Pension Yojana for me and my husband because as a rural women I have realized the importance of retirement planning . Now I feel financially secured.

I Thank National Centre for Financial Education (NCFE) for given me required basic Financial Education to became financially literate. I assure you that I will share the same information with my neighborhoods and my friends and try to make them financially literate”.

Financial Education Programmes & Activities



FEPA

Financial Education Programme for Adults

For creating Financial awareness to the adult population of India



FACT

Financial Awareness & Consumer Training

Financial literacy programme for graduate and post-graduate students



MSSP

Money Smart School Programme

Financial literacy programme for school students of class VI to X



FETP

Financial Education Training Programme

For school teachers enabling them to become Money Smart Teachers



NFLAT

National Financial Literacy Assessment Test

Financial literacy assessment test for class VI to XII



E-LMS

E-Learning Management System

E-Learning modules on basic Financial education

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*Thank
you!*



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