

**RECORD OF INNOVATIVE / BEST
PRACTICES**

DEPARTMENT OF COMMERCE

ACTIVITY : 'Financial Literacy Awareness Initiatives'



GOVERNMENT DEGREE COLLEGE (M)

GAJWEL , SIDDIPET DISTRICT

TELANGANA STATE

BEST PRACTICE OF THE DEPARTMENT OF COMMERCE

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I. Title of the Practice:

'Financial Literacy Awareness Initiatives'

II. Objectives of the Practice:

Following are the main objectives of this initiative.

1. To imbibe the Financial Literacy among the students, parents and general public of this region
2. To organize a few campaigns, rallies, short term awareness programs and workshops on financial literacy components.
3. To encourage the students to equip with all the elements of the financial literacy 4. To through the light on various government aiding welfare schemes and educate the participants of the practice to know their Expected Economic Value of Life (EEVL).

III. The Context:

Through this novel practice of the department, we educate the students, general public and other members of the society on conceptual Framework. Meaning, Definition and characteristics of Financial System of our Country. We also take initiative to organize awareness and training programs on organized and unorganized Financial Institutions prevailed in India and their Meaning, Types, Composition plus their Functions. Elements of Financial Literacy, Savings & Types, Bank Accounts & Types, Loans & Types, and other ingredients of Financial Literacy are also included as contents in training programs. Role of various Financial Institutions In promotion of Financial Literacy- RBI-Policies- Expected Economic Value of Life (EEVL), its Meaning, Definition And characteristics of EEVL-process of computation of EEVL- Methods for improvement of EEVL are other core areas included in this most carefully designed unique practice.

IV. The Practice:

Financial literacy refers to skills and knowledge with regard to financial aspects to make informed to choices of resources and income. Most of the studies in this area (Standards & Poor-2014) reveal that Indian population is very poor on financial literacy, more than 50% are with ill education and 76% percent of adults are even not able to understand the elements and components of finance and its planning, policies and procedures.

Hence department of commerce presumed that if we provide at least minimum education on such things they may imbibe with the abilities of designing their own financial plans pertaining to domestic, occupational and other allied areas which either directly or indirectly connected with economic and finance aspects. The department also opined that the people of semi urban and urban have good amount of access with financial planners to plan their financial matters relating to various activities and events but in rural area, either studying students or general public lack this facility. Hence keep the need and significance, the department has started this program as its best practice. Though it is well applauded activity of the department, it has been suffering with certain limitations, such as financial aid to meet minimum requirements while organizing training and awareness programs, lack of needy ICT and getting On Duty facility on training days, if they leave for other places, other than the head quarters.

V. Evidence of Success:

Though this practice has been followed for last couple of years, the department has witnessed plausible evidence of success in the activities of students, their parents

and other participants who attends the training and coaching programs on the

practice. A few can be presented as under:

1. Students, their parents and other participants were able to identify the financial decision situations and their rationality.
2. They were quite equipped with the skills and knowledge of financial institutions, by which they are now directly accessing instead approaching the middle men.
3. They were also well versed in preparation of the statements of financial preferences, their utility and expected yield
4. It was also recognized by the faculty of the department about their spending variations, saving options and investment proposals.
5. Eventually they have also learned the valuing the money, freeing themselves from vicious circles of unorganized financial lenders and coupe up with changes.

VI. Problems encountered and resources required:

Conceptually the initiated practice has its own richness but during implementation and practicing phase, it has been suffering with certain challenges, as listed under

1. Faculty members were struggling to impart the very basic elements of the core concepts in participants' vernacular language. Therefore translation of oral presentation and written documents are very basic and primitive challenge facing.

2. Sometimes the attendants of the program are not exactly the decision makers of the family regarding financial matters.
3. Not possessing ICT equipment, like LCD projector, OHP and needy electronic devices in one hand and availability of internet access on the other hand are other problems encountered by the trainers.
4. Many a times participants of the training program are expecting monetary benefits and financial aids directly from the faculty, who are training them
5. The other most frequently faced problem is participants are attending the programs with huge complaints on financial institutions, government and other agencies.

If either host institution, government or any other philanthropists extends their warm cooperation and support by providing required ICT tools & devices and minimum financial support generously, majority of the above problems/challenges will be addressed very positively and proactively.

VII. Other relevant information:

Knowledge and understanding of financial concepts by the composition of workforce always create financial awareness and empowerment. Education on financial services, make the country free from many financial maladies. Making financial education campaigns, runs, organization of awareness events and short term training programs certainly results financial education and financial inclusion very strong. Therefore nurturing the financial literacy and financial literature among the people makes consumers more qualitative and productive on their Wealth, risk and invest management decisions.

