



FINANCIAL LITERACY RALLY, 2022 ORGANIZED BY KRISHA FOUNDATION

IN ASSOCIATION WITH SMT. M. M. K COLLEGE OF COMMERCE &
ECONOMICS
SUPPORTED BY BSE IPF AND CDSL IPF



Financial Literacy Rally: Celebrating the 10th edition of the 'Global Money Week'

The OECD and its International Network on Financial Education (INFE) support policy makers and public authorities to design and implement national strategies for financial education, individual financial education programmes, while also proposing innovative methods for enhancing financial literacy among the populations of partner countries. OECD/INFE is celebrating the 10th edition of the 'Global Money Week' through the 21-27th March'22. 'Global Money Week' is an annual global awareness-raising campaign on the importance of ensuring that young people, from an early age, are financially aware, and are gradually acquiring the knowledge, skills, attitude and behaviours necessary to make sound financial decisions and ultimately achieve financial independence, financial well-being and financial resilience.

India is celebrating its 75th year of independence and to commemorate this occasion the nation is celebrating 'Azadi ka Amrut Mahotsav' which is a yearlong celebration by our Hon'ble prime minister shri Narendra Modi ji.

In view of the 75 years of Independence and the 10th edition of Global Money, week, 2022, Krisha Foundation organized a 'Financial Literacy Rally' to encourage the citizen to achieve the most important freedom in the 75th Year of India's independence i.e., 'Financial Freedom'. The rally was organized in association with Smt. MMK College of Commerce and Economics and was supported by BSE - IPFand CDSL - IPF.

Global Money Week is celebrated by various financial institutions worldwide and rightfully targets children and youth in line with the adage "Catch them Young" and Krisha Foundation concurred with the view of the financial institution to organize this "Financial Literacy Rally" for the college students.

More than 250 students participated in the "Financial Literacy Rally" shouting slogans "Learn, Save and Earn" on the theme of Global Money Week - 2022 which was "Build your future, be smart about money".



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The students also organized a street play and drama on the importance of money management. The innovative way of spreading the message about learning finance was appreciated by the residents of Bandra West.

The event was presided by Dr (CA) Kishore Peshori, Principal, Smt. M M K College, Bandra the chief guest was Mr Yogesh Kundnani, Sr. Vice President, CDSL and the Guest of honour was Mr Bharat Dave, Sr Manager BSE- IPF and other dignitaries from Krisha Foundation, BSE-IPF, CDSL-IPF and Staff and Students of Smt M M K College, Bandra.

Viraj Singal, Head Investor Education and Awareness Initiatives, Krisha Foundation said, "More than 50% of the Population in India is less than 25 years of age and the in the 10th Year of Global Money week, the youth participated to spread the message of learning about money, saving and then allowing your money to earn for you. The Youth can bring about change and this rally made students and other stake holders curious to learn more about money management". Dr (CA) Kishore Peshori, Principal Smt M M K College said "Students

are encouraged to inculcate the habit of savings and investment and Financial Literacy is a life skill which has to be taught to every student irrespective of the discipline it should be blended in the curriculum of all Faculties."

Smt Madhabi Puri Buch in her message on the eve of Global Money Week 2022 said "The growth of a well - functioning financial market will be complete only when the financial market consumers and investors are well aware about transacting in the different segments of the market. That's where the importance of financial literacy comes into picture. Financial literacy not only refers to skills required to manage personal finances but also encompasses the knowledge of financial planning, importance of savings and investment, ability to identify and understand financial risks and safeguards to be taken while transacting in financial markets." Which was indeed the objective and the message of the 'Financial Literacy Rally'. Krisha Foundation truly believes in Financial Freedom and shall continue to make efforts in the same direction to bring about a meaningful change.



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