

Ujjivan Facilitates Launch of Financial Literacy Training & Campaign with Other Members of AKMI

8 October 2008

M/s Ujjivan Financial Services Pvt. Ltd, Grameen Koota (MFIs), Initiatives for Development Foundation (NGO) and AKMI jointly organized a workshop & campaign on Financial literacy for women in co-ordination with Citigroup Centre for Financial Literacy - Indian School of Microfinance for Women, Ahmedabad. Smt. Jayashree Vyas, Managing Trustee of SEWA Bank, Ahmedabad and the team conducted the workshop and campaign. The workshop was held at the training hall of Ujjivan Financial Services Pvt. Ltd at Koramangala, Bangalore.

On the third day, a campaign on Financial Literacy for women was arranged at the Birla Auditorium of Sri Siddaganga Institute of Technology, Tumkur. More than 600 women beneficiaries from Tumkur district were benefited from the campaign. Women beneficiaries to the campaign were mobilized by Grameen Koota, IDF, Ujjivan, SKS, Spandana & Janalakshmi. The workshop was co-ordinated by Dr. K.N. Suryanarayana of AKMI.

In the campaign, microfinance clients had opportunity to learn skills related to, setting economic goals, making a financial plan, managing cash flow, minimizing debt, planning for future, and avoiding wasteful expenditure.

At the end of the campaign, participants took OATH as under:

To come out of vicious cycle of poverty for which, I shall

Save regularly

Save atleast small amount everyday

Not spend extravagantly on marriages and festivals

Repay old debts

Borrow for productive purposes

Take insurance to mitigate risks

Invest savings for capital formation

Borrow money based on my repayment capacity and avoid multiple borrowing



Mr. Samit Ghosh, Managing Director, Ujjivan, addressing the campaign



Jayashree Vyas, Managing Director, Shri Mahila Sewa Sahkari Bank Ltd. And Lalita Rao during the campaign in Tumkur