Indian School of Microfinance for Women

Event: FINANCIAL FREEDOM CAMPAIGN
Date: 14th - 15th September 2011
Venue: Devalia Village, Block – Anjar, District – Kutch – Bhuj (Gujarat)

MASS RESPONSE TO FINANCIAL FREEDOM CAMPAIGN

Indian School of Microfinance for Women (ISMW) successfully organized Financial Freedom Campaign (mass awareness campaign) on 15th September at Devalia Village in Kuttch-Bhuj. The objective of this event was to build an understanding on significance of financial literacy, components of financial inclusion, and further ensuring linkages.

Over 400 participants from the village community participated in the campaign and linkages of over 200 members were made with various financial service providers like banks, India Post & insurance. Smt. Jayshree Vyas, Managing Director SEWA Bank and Managing Trustee & ED with ISMW conducted the mass campaign with the community members, explaining them about the financial literacy concepts. Chief Guest, Shri. N.K. Gupta, CGM, NABARD in his address emphasized that in addition to inculcating the habit of regular savings the beneficiaries should avail of credit facilities for productive purposes to increase household income and also join the pension schemes to secure their old age financially. Other notable speakers were from Central Bank, India Post, LIC, SIDBI, GLPC and local leaders of community and Panchayati Raj institutions.

The event was spanned over two days (14th – 15th September 2011) which served as a unique platform to bring together the community masses on a single platform with bank, India post, insurance agencies and other stake holders to promote financial literacy awareness amongst poor, understanding life cycle needs, effective use of financial product & services, understand operational aspects and build financial linkages (savings, credit, remittances, insurance and pension) with the respective Financial Service Providers.

Two day activities comprised household contact, plays, games like Snake & Ladder to attain Financial Freedom, screening of educational movies, financial literacy rally by the school children, and mass awareness campaign on financial literacy. The event was culminated with mass meeting on financial freedom and financial inclusion camp on 15.09.2011 afternoon. Counters were setup to facilitate financial linkages with Central Bank of India, India Post and LIC Micro Insurance.

Indian School of Microfinance for Women (ISMW) being one of the capacity building institutions in microfinance has established a dedicated unit for financial literacy for spread of financial literacy country wide which is being progressively linked with financial inclusion to help the poor and the excluded attain financial freedom. Based in Ahmedabad, ISMW is promoted by SEWA Bank, Friends of Women's World Banking (FWWB), and Coady International Institute, Canada with core funding from Citi Foundation. The School, through the Citi Centre of Financial Literacy that was set up in 2005, has educated over 1 million poor women across India, positively impacting the financial behavior of poor communities.

The local activity partner PRAYAS helped greatly in mobilizing the masses, community leaders and provided the requisite logistic support.