



Indian School of Microfinance for Women

About the Project on Centre for Financial Literacy and Manpower requirement:



The CFL pilot project on financial literacy was initiated by RBI in 2017 in nine states across eighty blocks by six Non-Government Organizations (NGOs) in collaboration with eight Sponsor banks for a three-year period, with funding support from Financial Inclusion Fund (FIF of NABARD) and respective sponsor banks. The NGOs (registered with DEA Fund Cell, DoR) for the project were selected through a rigorous process of screening. The project was initiated with the objective of exploring innovative and participatory approaches to financial literacy.

The project was subsequently extended to twenty tribal/economically backward blocks in three states in 2019 with funding from the Depositor Education and Awareness (DEA) Fund and sponsor banks for a period of two years (to sync with the three years 80 CFL project).

One of the milestones of the National Strategy for Financial Inclusion (NSFI: 2019-2024) is to expand the reach of CFLs to every block in the country. Accordingly, it has been decided to scale up the outreach of CFLs to every block in the country, in a phased manner with one CFL serving three blocks.

ISMW implemented Pilot project in Ayodhya and Lakhimpur Kheri districts of Uttar Pradesh. It established 10 Centres for Financial literacy in total of 10 blocks. It has successfully implemented the pilot project and thus it was selected for implementation of Scaling up of CFL project in Gujarat and Uttar Pradesh.

RBI has selected ISMW to scale up the CFL Project in above states for establishing total of 79 CFLs in 34 districts covering a total of 237 blocks. In the scaled-up CFL model, each centre is expected to cater to 3 blocks. The project will be implemented with the support of five sponsored banks. In Gujarat & DNH it shall set up 43 CFLs and in Uttar Pradesh 36 CFLs will be setup. The project is for 3 years of duration. The cost of project will be funded from DEA Fund of the RBI.

The target beneficiaries for the project is Women, Working member of the family and young adults. Project will ensure coverage of 50% of the total villages in a block with coverage of at least 30% of the population in the age group of 18-60 years in those villages. As per the Census 2011 data, ISMW shall reach out to 34.38 Lakh persons during the project period. It shall create awareness about financial literacy and provide household/Moholla training on financial literacy and Depositors education and awareness for effective financial inclusion.

The school requires to recruit manpower for implementation of its Project on Centre for Financial Literacy in Gujarat and Uttar Pradesh.

The requirement of Manpower is as under:

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Post	Total Nos. of Post	Nos. of post Gujarat/DNH	Nos. of post Uttar Pradesh	Remarks
State Project Coordinator	2	1	1	Duty station at Ahmedabad, Gujarat and Lucknow, Uttar Pradesh.
District Coordinator	6	4	2	Duty Station – CFL. To coordinator 6-8 districts.
Financial Counsellor / CFL In charge	71	43	28	CFL centre blocks
Assistant Financial Counsellor / Block Coordinator	148	86	62	Adjacent blocks covered by CFL Centre
Accountant	3	2	1	Duty station at Ahmedabad, Gujarat and Lucknow, Uttar Pradesh.
MIS Coordinator	2	1	1	

The details of CFL blocks are as under:

CFLs Phase-1, Gujarat 's districts and block details					
Sr. No.	District	Block Sr.No.	CFL Block	Adjacent Block 1	Adjacent Block 2
1	Dangs	1	Ahwa	Waghai	Subir
2	Dohad	1	Dhanpur	Garbada	Devghadh Bariya
3		2	Jhalod	Fatepura	Limkheda
4	Tapi	1	Songadh	Valod	Dolavan
5		2	Uchhal	Kukarmunda	Nijhar
6	Mahisagar	1	Lunawada	Virpur	Balasinor
7		2	Kadana	Khanpur	Santrampur
8	Godhra (PanchMahal)	1	Halol	Jambughoda	Kalol
9		2	Shahera	Ghoghumba	Morva Hadaf
10	Chhota Udaipur	1	Naswadi	Sankheda	Pavijetpur
11	Narmada	1	Dediapada	Nandod	Sagbara
12	Aravalli	1	Modasa	Bayad	Bhansura
13		2	Bhiloda	Malpur	Meghraj
14	Devbhumi Dwarka	1	Kalyanpur	Bhanvad	Khambhliya
15	Botad	1	Ranpur	Barwala	Gadhada
16	Kheda	1	Kapadwanj	Kathlal	Thasara
17	Patan	1	Harij	Chanasma	Shankheshvar
18		2	Radhanpur	Sami	Santalpur
19	Banaskantha	1	Tharad	Vav	Dhanera
20		2	Palanpur	Dantivada	Deesa
21		3	Danta	Amirgadh	Vadgam
22		4	Deodar	Bhabhar	Kankrej
23	Navsari	1	Vansda	Gandevi	Chikhli
24	Anand	1	Borsad	Petlad	Anklav
25	Sabarkantha	1	Idar	Poshina	Vijaynagar
26		2	Himatnagar	Talod	Vadali



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27	Mehsana	1	Visnagar	Vijapur	Unjha
28		2	Kheralu	Vadnagar	Satlasana
29	Gir Somnath	1	Veralval	Talala	Sutrapada
30		2	Kodinar	Una	Gir Gadhada
31	Surendranagar	1	Limdi	Chuda	Lakhtar
32		2	Dhrangadhra	Wadhwan	Dasada
33		3	Chotila	Muli	Sayla
34	Amreli	1	Rajula	Jafarabad	Khambha
35		2	Dhari	Savarkundla	Bagsara
36		3	Lathi	Lilia	Babara
37	Jamnagar	1	Dhrol	Jodiya	Kalavad
38	Bhavnagar	1	Talala	Mahuva	Ghogha
39		2	Sihor	Gariadhar	Umrالا
40	Junagadh	1	Keshod	Manavadar	Mangrol
41		2	Mendarda	Vanthali	Malia
42	Morbi	1	Morbi	Maliya	Tankara
Union Territory - Dadra Nagar Haveli & Diu and Daman					
1	Silvasa	1	Khanvel	Silvasa	Daman (Daman District)

CFLs Phase-1, Uttar Pradesh's districts and block details					
Sr. No.	District	Block Sr. No.	CFL Block	Adjacent Block 1	Adjacent Block 2
1	Ambedkar Nagar	1	Baskhari	Tanda	Alapur (Ramnagar)
2	Chhtrapati Sahuji Maharaj Nagar	1	Sangrampur	Bhetua	Bhadar
3		2	Tiloi	Shukul Bazar	Singhpur
4	Faizabad [Existing CFLs]	1	Masodha	Bikapur	Sohawal
5		2	Amaniganj	Haringtonganj	Milkipur
6		3	Maya Bazar	Pura Bazar	Tarun
7	Fatehpur	1	Airaya	Dhata	Vijayipur
8		2	Bahua	Asothar	Haswa
9		3	Deomai	Khajuha	Amauli
10	Kanpur Dehat-Rural	1	Akabarpur	Derapur	Malasa
11		2	Amraudha	Sarvankheda	Rajpur
12	Rae Bareli	1	Jagatpur	Deenshah Gaura	Dalmou
13		2	Sareni	Kheero	Sataon
14		3	Salon	Deeh	Chhatoh
15	Barabanki	1	Bani Kodar	Dariyabad	Puredalai
16		2	Suratganj	Sirauli Gauspur	Ramnagar
17		3	Harakh	Masauli	Siddhaur
18	Farukhabad	1	Shamshabad	Nawabganj	Kaimganj
19	Hardoi	1	Shahabad	Todarpur	Pihani
20		2	Harpalpur	Bharkhani	Sandi
21		3	Ahirori	Bawan	Tandiyawan
22	Kannauj	1	Saurikh	Talgram	Haseran
23	Lucknow	1	Maal	Malihabad	Kakori



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24	Unnao	1	Miyaganj	Auras	Hasanganj
25		2	Purwa	Asoha	Hilauli
26		3	Sikandarpur Karan	Bighapur	Sumerpur
27	Etawah	1	Bharthana	Chakarnagar	Takha
28	Auraiya	1	Bidhuna	Sahar	Etwakatra
29	Lakhimpur-Kheri [Existing CFLs]	1	Mohammadi	Gola (Kumbhi)	Lakhimpur
30		2	Nighasan	Ramiyabehar	Dhaurahara
31		3	Pasgawan	Mitauli	Behjam
32		4	Phool Behar	Issanagar	Nakaha
33		5	Palia	Bijuwa	Bankeyganj
34	Sitapur	1	Biswan	Mahmoodabad	Pahla
35		2	Khairabad	Pasendi	Aliya
36		3	Sidhuli	Misrikh	Gondla Mau