

Name of the Event –Supporting Women through Financial Literacy & Career Growth

Category – Orientation Programme

Resource Person – Ms Snigdha Deb, National Sales, Head Shakti, Aditya Birla Capital

Date – 18.12.2024

Venue – Swamiji Bhavan

Number of Participants- 196

Brief Description of the Event – On 18th December, a seminar on *Financial Literacy* was conducted to make aware and equip students with the knowledge and skills necessary to manage finances effectively. The session aimed to demystify complex financial concepts, provide practical financial strategies, and encourage responsible money management from an early stage in life.



essential life skill, just like reading, writing, or math. The discussion focused on the importance

18th Dec, 2024

2:30 pm

Speaker:
Ms. Snigdha Deb
National Sales
Head- Shakti
Aditya Birla Capital

Ramakrishna Sarada Mission
Vivekananda Vidyabhavan
(Girl's College)

of creating a budget and tracking income and expenses. The importance of saving a portion of income regularly was emphasized, with practical examples of how small savings can add up over



time. Students were introduced to the concept of investing and the importance of starting early. The speaker provided an overview of different investment vehicles. The importance of having an emergency fund was discussed as a crucial element of financial security. Students were encouraged to set aside a portion of their income for unexpected expenses. The seminar concluded with a discussion

on common financial mistakes, such as impulse buying, ignoring savings, and failing to plan for the future. The speaker provided actionable tips on avoiding these mistakes

Programme Outcome –The seminar on financial literacy provided students with a comprehensive introduction to the world of personal finance. It emphasized the importance of early financial education and the practical steps students can take to secure their financial future. Throughout the seminar, students were actively engaged through question-answer sessions, interactive discussions, and real-life examples. The speaker encouraged students to share their thoughts on money management and asked them to consider their current financial habits. Several students expressed interest in further learning about personal finance and how to manage loans and savings during their academic years.

After the seminar, 23 interested students partook in the interview conducted by Aditya Birla Capital, and 13 of them successfully passed the test.

