

Nagarjuna College of Engineering & Technology  
(An ISO 9001-2008 Certified, NBA\* & NAAC 'A+' Grade Accredited  
Autonomous Institution under VTU, Approved by AICTE)  
Mudugurki, Venkatagiri Kote Post, Devanahalli, Bengaluru 562164  
Department of MBA



### Activity Report

**Date of Event:** 16<sup>th</sup> December 2022.

**Activity:** Financial Literacy program

**Details of the Resource Person:**

Mr. Madhukara K M, Divisional Manager, Canara Bank

Mr. Manjunath, Financial Literacy Counselor

Mr. Aamir Hasan, National UN Community Volunteer, UNDP,

**Event Details:**

A Guest Lecture on "Financial Literacy" was organised by the Department of MBA in association with Internal Quality Assurance Cell (IQAC), United Nations Development Programme India (UNDP), Department of Electronics and Communication Engineering and Department of Mechanical Engineering on 16<sup>th</sup> December 2022. The objective of the session was to enlighten the students about financial literacy.

The resource person for the day was Mr. Madhukara K M, Divisional Manager, Canara Bank. Also present were Mr. Manjunath, financial literacy counsellor, Mr. Aamir Hasan, National UN Community Volunteer, UNDP, Dr. Geethanjali G, HOD MBA Department, Dr. Rohit S, Coordinator IQAC, faculty members and students of MBA, ECE and ME departments.

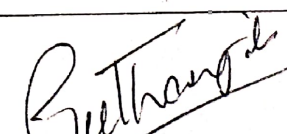
The session started off with the welcome address by Akshatha S, Assistant Professor, MBA Department followed by the introduction of the guest speaker Mr. Madhukara K M. The speaker Mr. Madhukara K M started of his address with telling students the meaning of financial literacy and its purpose. The session covered aspects in a structured manner:

- Banking structure in India
- How Banks maintain relationship with customers.
- Impetus on financial inclusivity in the country
- Social security initiatives and its benefits (Pradhan Mantri Suraksha Bima Yojana(PMSBY), Pradhan Mantri Jeevan Jyoti Bima Yojana(PMJJBY),
- Skills development schemes linked to Atmanirbhar Bharat Abhiyaan or Self-reliant India campaign.

Financial literacy is a complex concept, and it is important to understand its full importance. In fact, as a society, we are yet to fully recognize the need and potential of financial literacy. Financial illiteracy permeates across all levels of society and economic strata. The nature of illiteracy and its manifestations may vary, but it gets reflected in the everyday financial choices that many of us make. Thus, appreciation of various aspects of financial literacy and how it impacts our lives holds the key to prudent financial planning and welfare maximization, both- at the individual level and for the society as a whole. Financial Literacy helps us to understand how money works. It helps us in setting and achieving financial goals, becoming aware of unethical and fraudulent financial practices, it helps in managing the financial challenges, whether it is concerned with setting aside money for higher education or for retirement planning.

The session ended with Q&A from students and faculty members followed by vote of thanks proposed by Ms. Rajeshwari G V, Assistant Professor, MBA Department. The resource person Mr. Madhukara K M, Mr. Manjunath, financial literacy counsellor and Mr. Aamir Hasan, National UN Community Volunteer, UNDP, was facilitated by MBA HOD Dr. Geethanjali G followed by a group photo.

Prepared By  
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