

AARTHIK GYAAN 2

Event	Aarthik Gyaan 2.0
Topic	Financial Literacy and Consumer Awareness
Organizer	SOFICA-Society for Financial Literacy and Consumer Awareness under the aegis of Entrepreneurship Development Cell (EDC)
Date	11 th April, 2022 – 13 th April, 2022
Time	3pm
Duration	1.5 hours
Place	Flag Children Home
Number of participants	40-45
Guest Speaker/Trainer	NA
Welcoming Speech	NA
Introduction to the Speaker	NA
Main Ideas: It is the flagship project and initiative by SOFICA (Society of Financial Literacy and Consumer Awareness, Sri Guru Nanak Dev Khalsa College) that aids the indigent people with the motive of enhancing financial inclusion, improving their confidence and boosting the spirit of entrepreneurship. <u>Day 1</u> 1) The children were explained about all the activities of SOFICA and the motive of Aarthik Gyaan 2.0. 2)The project was started by a play where the team members emphasized on the topic of needs and wants. 3)The children were taught about 'Needs, Wants, Importance of money, Budgeting, RBI, Structure of Indian paper currency'. <u>Day 2</u> 1)The learning session for the Day 2 was started by asking the students about the learnings of the previous day. 2)The second day's topics were 'Savings, Basics of banking, Digital payments and Insurance'. 3)At the end, the students had a doubt session with the team members regarding the team members. They were explained with detailed examples about the same with the help of YouTube videos and placards. <u>Day 3</u> 1)This session gave the children insights about consumer awareness as a play was done on the same highlighting the importance of MRP and Expiry date.	

- 2)The students were told about 'CP, SP, MRP and different quality standard marks like FSSAI, FPO, Hall Mark, AG Mark'.
- 3)At the end, the team members organized a quiz for the students where they had to search for the details on the packaging of a product.

Conclusion

The whole project was a great success. The students learned a lot from the team members on various topics revolving around the concept of personal finance and consumer awareness. This made them aware of the malpractices which can be done by shopkeepers and how they should manage their money in a smart way.

Pictures



