



दिक्श

THE FINANCIAL LITERACY PROGRAM



A Parinaam and Ujjivan Initiative

Diksha

Financial Literacy Program

Diksha (means “purpose”) is a structured 5 module training session that provides Ujjivan customers with basic numerical skills; an understanding of their income, expenditure and cash-flows through the use of a financial diary; an overview of available savings instruments and how they should save; and best practices to borrow within their capacity to repay their loans. We also help our graduate “Rupee Ranis” to open savings accounts with Banks close to them, something our customers desperately want but find hard to achieve due to the extensive paper work and their lack of confidence.

The program consists of 5 two-hour sessions in which the customers learn:

1. Why Financial Planning?

- Sankalp Video viewing and discussion on over borrowing and ghost lending.
- The importance of managing her money and how it will benefit her family.
- What is the Credit Bureau and its purpose?

2. How to plan my finances?

- Provide a free calculator to understand basic numerical skills.
- Plan her budgets, expenditure and family income.
- Why and how she should track her money with the use of a Financial Diary.

3. How to Save?

- The importance of saving and how to save.
- Understanding the different choices she has and her options on where to save.
- Start the documentation process to open saving accounts.
- Saving Box - Children should be encouraged to start saving for their aspirations.

4. Borrowing

- Does she need to borrow and what are her different options?
- Understand her loans, EMIs and different interest rates.
- Six important questions she should ask before borrowing.

5. I am now a Rupee Rani!

- Recap of all the modules and how to fill her financial diary.
- Take a Verbal Test

*An **Impact Evaluation** will be conducted at intervals of three and six months after the completion of Diksha. It will evaluate positive changes in financial behavior and usage of the savings accounts (minimum of two transactions a month)



Objective

- Create an understanding on the importance of being financially literate.
- Educate women on their options for borrowing and saving.
- Give them the capability to make informed financial decisions based on knowledge.
- Help women to open formal saving accounts.



The Rupee Rani Oath

- Budgeting:** Use my Money Wisely
- Savings:** I Can Do It!
- Savings & Borrowing Services:** Know my Options
- Debt Management:** Handle with Care!
- Financial Negotiations:** Communicate with Confidence

Outreach

REGION	South	East	West	North	Total
NO. OF STATES	3	6	2	4	15
CUSTOMERS	22500	22500	10500	9000	64500



What will our customers gain?

1. Understanding Money & Cashflows
2. Understanding her family's "needs" and "wants"
3. How to save for different needs (children, emergency, business, housing etc)
4. Where to borrow & different types of loans
5. How to borrow within her capacity to repay
6. How to use a calculator and maintain a financial diary
7. Teach her children to start saving for their aspirations
8. Live a stress free old age



diksha
PROGRAM
... new light

What do you have to do?

- Attend 1 session per week for 5 weeks (2 hours per session)

What will you GAIN?

- Understanding money & cashflow
- Understanding your family needs
- How to save for different needs (children, emergency etc.)
- Live a comfortable old age
- Where to borrow
- Learn the different types of loans
- Learn how to use a calculator

What will you get?

- Calculator
- Financial Diary
- Savings Box
- Special consideration on future loans
- Certificate
- Assistance in opening Savings A/c

Sukhi & Dukhi Story!
Special Screening of Sankalp - the story of Sushila & Revati

The poster features a central illustration of a woman in a sari holding a book. Below her are images of a calculator, a financial diary, a savings box, and a certificate. At the bottom, there are illustrations of a family and a man in a turban.



Sponsors

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Citi Foundation:

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