



KAKARAPARTI BHAVANARAYANA COLLEGE (AUTONOMOUS) (KBN COLLEGE)

(Sponsored by S.K.P.V.V. Hindu High Schools' Committee)
Kothapeta, Vijayawada - 520001
Affiliated to Krishna University, Machilipatnam
Accredited by NAAC with "A++" Grade (4th Cycle)



“A Workshop on Financial Literacy for Young Citizens”

Organized by

Department of Commerce and Management

In association with



Objective:

- To equip young citizens with the necessary financial literacy skills to make informed decisions about their financial lives.
- To educate students about various financial concepts, tools, and techniques to manage their finances effectively.

Resource Person:

Sri. Vijaya Kumar Chilukuri, an expert in finance and financial literacy, was the resource person for the program.

Program Structure:

The program was structured into four days from 24th to 27th July, 2024, with each day covering a specific topic related to financial literacy.

Day 1:

- Introduction to Financial Literacy
- Understanding Financial Planning
- Importance of Budgeting

Day 2:

- Understanding Financial Markets
- Types of Investments (Stocks, Bonds, Mutual Funds)
- Risk Management

Day 3:

- Personal Finance (Saving, Spending, and Investing)
- Credit Management
- Financial Planning Tools

Day 4:

- Financial Literacy and Its Impact on Daily Life
- Case Studies and Group Discussions
- Interactive Session with Q&A

Program Highlights:

- Highly interactive, with engaging sessions, group discussions, and case studies.
- The resource person shared real-life examples and anecdotes to illustrate complex financial concepts.
- Provided a comprehensive overview of financial literacy, covering various aspects of personal finance.
- The students were actively engaged throughout the program, asking questions and participating in discussions.

Evaluation & Feedback

The program evaluation was conducted through a feedback form, which assessed the students' understanding of financial literacy concepts and their satisfaction with the program.

- 95% of the students reported that the program helped them understand financial literacy concepts better.
- 90% of the students felt that the program was informative and engaging.
- 85% of the students suggested that the program should be continued as a regular feature in the college curriculum.

Conclusion:

The Financial Literacy Program for Young Citizens was a huge success, with 60 students showing a significant understanding of financial literacy concepts. The program's interactive sessions and engaging content helped to keep students engaged and motivated. The Department of Commerce and Management, KBN College (A), Vijayawada, in association with National Institute of Securities Market and VIVRITI CAPITAL, is committed to continuing this initiative to promote financial literacy among young citizens.

PHOTO GALLERY



Mr. Vijaya Kumar Chilukuri delivering lecture



Student participation @ Workshop