

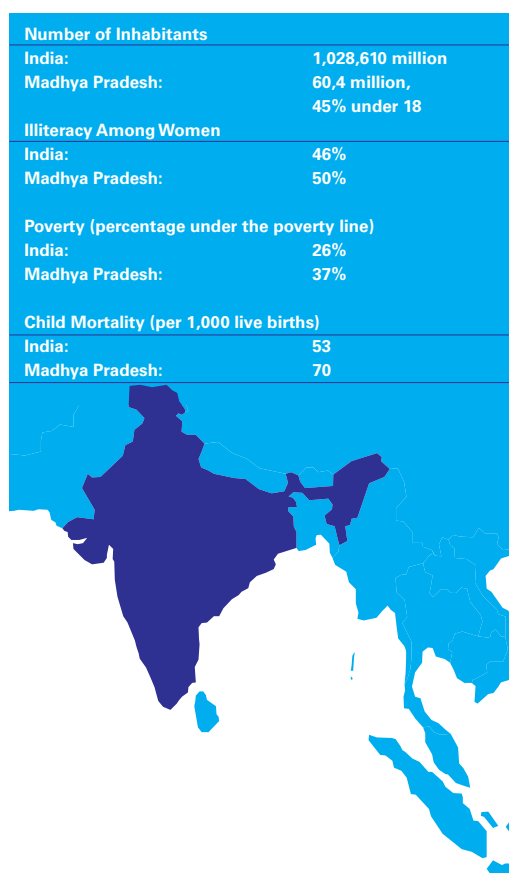
Facts & Figures India

February 2013

Financial Literacy for a Better Life

Financial Literacy for a Better Life

Poor families in the Indian state of Madhya Pradesh qualify for financial support from the government. However, they don't always spend the money wisely. So UNICEF and volunteers from ING Vysya Bank India have developed a training course to teach families (especially women) from 12 villages about smart spending for their families. They learn about ideas such as financial planning and how to make conscious choices. It will help them manage their money better, much to the advantage of their children. Thanks to support from ING, 2,879 villagers have taken part in 158 such courses in a very short time. We aim to train 4,779 people in all.



Financial Training for 2,879 People

UNICEF and ING want to offer this Financial Literacy training project to 4,779 women, couples, and children in 12 villages to help them manage their money. Recently, we have achieved a number of important results:

- The training modules we are using were developed in conjunction with the local community and volunteer experts from ING Vysya Bank India; 4 of the 7 training modules are now ready.
- The teachers have been trained for the first 4 modules.
- The women in all 12 villages have been trained the first 3 modules.
- So far, there have been 158 training sessions in which 2,879 people (including 2,571 women) have received financial training.

More Training

We hope to achieve more in the time to come:

- To complete the development of the remaining 3 modules.
- To train the rest of the target group, including men, couples, and young people.
- To develop more informational (print and video) material to stimulate more dialogue.

Profiting from Support

The Financial Literacy project is part of a major pilot project which UNICEF is supporting to ensure that poor families take the best possible advantage of the governmental benefits to which they are entitled. All too often, they miss out. In many cases, they receive no financial support because they don't have a bank account. UNICEF wants to work to remove obstacles of this kind.

UNICEF is the United Nations organization devoted to children's rights. UNICEF stands up for the rights of all children in 155 countries. UNICEF works to provide health care and education, protection against HIV and AIDS, and shelter against violence and exploitation. For more information, please visit www.unicef.org

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