



**BOARD FOR COMMUNITY DEVELOPMENT Through EDUCATION
(BCDE)
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY,
ANANTAPUR – 515002**



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**Event report of BCDE on Financial Literacy as part of Capacity Building Programmes
on Dt. 16-07-2022.**

As part of Capacity Building Programmes Board for Community Development through Education (BCDE), JNTUA, Ananthapuramu conducted an awareness program on “Financial Literacy” and in association with BCDE, Government of Andhra Pradesh on 16-07-2022 from 10.00 am to 01.00 pm. During the inaugural session Ms. Shaik Aisha Siddiqa, B.Tech III year student has anchored the entire session and welcomed the gathering.

Dr. J. Sreenivasulu, BCDE University Coordinator, JNTUA, has presented the welcome address and stated about the importance of the BCDE and its initiation and also conveyed thanks to the University authorities for nominating as a BCDE University Coordinator. In addition to this, he also stated about the Financial Management in our day-to-day life.

Chief Guest of the Program **Prof. M. L. S. Deva Kumar, Secretary & CEO, BCDE**, Government of Andhra Pradesh addressed the gathering and explained about the establishment of BCDE by our Honourable Chief Minister Sri. Y. S. Jagan Mohan Reddy garu and he also stated about the interest and encouragement giving by **Hon’ble Chairman, Sri. Neduramalli Ram Kumar garu, BCDE, Govt. Andhra Pradesh**. Later he also highlighted few important points like the primary objective of BCDE is to improve the Economic Development of Community by using student community for creating awareness about the various opportunities in the society, how to make use the available resources in an effective manner, and how to educate rural people about digital technology etc.

The Keynote Speaker, **Dr. K. Rajendra Prasad** a resource person from **National Centre for Financial Education (NCFE)** a subsidiary of **SEBI**, started the session on Financial Literacy after the break and he spoken about various topics as follows:

- Introduction to financial planning
- Basics of savings and investments
- Choosing the right investment options
- Asset allocation strategy
- Self portrait
- Savings and investment related products
- Protection related products
- Borrowing related products
- Retirement planning
- Planning finances to become an entrepreneur
- Understanding Ponzi schemes
- Tax saving options
- Purchasing financial products
- Advantages of financial education
- Investor protection and grievances redressal mechanism

Participants: Total 101 participants are attended and out which 12 BCDE College Coordinators and 89 student participants are participated.

GLIMPSES OF THE ACTIVITY:





The organisers directed all the BCDE College Coordinators, BCDE Ambassadors who participated in this Capacity Building Programme on Financial Literacy, to conduct similar awareness at their respective colleges for the benefit of other student members and inturn to organise mass awareness programmes in the community, to disseminate the information for the common public to have good habits of saving money, proper financial planning for better livelihood and future of children and future expenditure. The participants got clarified on various related issues with the organisers before clossing of the session by vote of thanks by Dr.J.Sreenivasulu.

Dr. J. Sreenivasulu
BCDE University Coordinator, JNTUA