

**Annual Stakeholders cum Dissemination Meeting on Enhancing  
Financial Protection of Consumers in Particular Women through  
Financial Literacy Initiatives  
27 April 2018**

An Annual Stakeholders cum Dissemination Meeting on **Enhancing Financial Protection of Consumers in Particular Women through Financial Literacy Initiatives**, supported under Consumer Welfare Fund, Department of Consumer Affairs, Ministry of Consumer Affairs, Food and Public Distribution, Government of India was held on



27<sup>th</sup> April, 2018 at Hotel Shagun, Bhilwara Rajasthan. Mr. Kalu Lal Gurjar , Chief Whip, Government of Rajasthan, were the Chief Guest of this Annual Stakeholders cum Dissemination Meeting and Mrs. Jay Laxmi Kannan Under Secretary to the Govt. of india, Department of Consumer Welfare fund under Ministry of Consumer Affairs, Food and Public Distribution, Government of India presided the event.



Mr. Rajendra Singh Kaviya Additional District Magistirate (City) and Mrs. Saroj Gurja, Pradhan Suwana Block were the special guests. Mr. Lokesh Saini District Development Manager National Bank for Agriculture and Rural Development, Mr. Pukhraj Nahar Financial Literacy Coordinator, Bank of Baroda, Mr. Prabhash Chaudhary Social Activist and Prahlad Vyas Advocate were the guests of the meeting.

The Annual Stakeholders Cum Dissemination meeting started with welcome speech of Gauhar Mahmood, Assistant Director cum Head, Centre for Human Development. He spoke an overview of the project goal and objectives.

Deepak Saxena, Assistant Director and Deputy Head CUTS CART given presentation of PPT on the Financial Consumer Protection Project, He shared some facts and findings of the base line survey conducted in Chittorgarh and Bhilwara districts. He shared that what some challenges are barrier in financial inclusion as; Low financial literacy is a major barrier to financial inclusion. Due to low level of financial literacy, consumers are not able to judge and compare various financial products and schemes; he was also moderator of technical session on financial inclusion through various initiatives, In technical session Pukhraj Nahar, FLC Coordinator, Lokesh Saini, DDM, NABARD and PR vyas , Advocate spoke on technical session.



Inaugural Address by Mr.Kalu Lal Gurjar, Mukhya Sachetak, Government of Rajasthan spoke that women should come forward to get financial information, training and education. He told that CUTS completed 24 Trainings in all blocks of bhilwara district, the women which are belong from rural area, now they aware and familiar with banking and financial institution. Our Prime minister of India Narendra Modi started “*Jeevan Suraksha Bima Yojna*” and “*Jeevan Jyoti Bima Yojna*” scheme for poor people of India, which are less expensive Premium but due to lack of awareness about financial inclusion. People are not participating in these Schemes well. So through the CUTS program, we can achieve and full fill their need and demand about banking services.

Monograph and posters on financial consumer protection and sticker on road safety unveiled by the all attending guests

In special Address, Mrs. Jaylaxmi Kannan, Under Secretary to Govt. Of India, Department of Consumer Affairs, Food and Public Distribution She expressed that CUTS is implementing Project well and women are benefitting. Women should come forward to take advantage of banking services such as *Social*

*security scheme in insurance, pension or financial welfare scheme* and The SHG's of women, have also been successful model and got new achieve in financial inclusion, but need to more work to women become self-reliant. She spoke there are many schemes for promoting small business and Government is giving subsidies on these Schemes



Mr. Rajendra Singh Kaviya, Additional District Magistrate of Bhilwara greeted the dignitaries and he said this project will build the capacities of rural consumers in term of financial literacy their by enhancing awareness, knowledge and skills among the target community on the financial related. He said that government also have discussed on

the status of women that they are in good position, while the reality is something else. Poor penetration of bank services in rural India, people have to walk for miles. they also said that We have need to develop and maintain consumer confidence and trust in financial services for positive outcomes.

Mrs. Saroj Devi Gurjar, Pradhan, Panchayat Samiti, Suwana -Bhilwara delivered message that this program is very appraise and valuable for those people, who has disconnect with bank, many women they are living in hamlets. They will get benefits like this activities, Mrs. Saroj Devi thanked to CUTS team for organised like this meeting and expressed that the CUTS team is doing well in this project and will achieve objective of project with successfully outcomes.

Mr. Lokesh Saini DDM NABARD said The term 'financial inclusion' has acquired universal acceptance as both a mere access to financial services as well as deeper process. Financial literacy is a means to bring about greater financial capability towards financial inclusion. NABARD Conduct Financial Inclusion drive through Regional Rural Banks (RRBs)/cooperatives/non-governmental organizations (NGOs). Sensitize the staff of RRBs and cooperatives on financial inclusion in a focused manner.

Mr Pukhraj Nahar, FLC Coordinator, Bank of Baroda expressed that it is found that poor and vulnerable community particularly rural women are unable to come out of poverty due to poor saving and investment habits. The women are more vulnerable compared to their male counterparts, because they are less control of finances but although women have important contribution in adding family income and livelihood activities. But in decision making their role is very limited that's why women have not much access to the financial service; the CUTS programme will help to all rural women to get the financial inclusion through many financial initiatives.

Mr. Gaurav Chaturvedi Program Assistant CUTS CHD gave a presentation through PPT on current status of project. He said that we want to develop strong financial structure, by enhance coordination among stakeholders. He said the project is successfully completed first and Second phase trainings, and covered all 23 block of Chittorgarh and Bhilwara, He



explained that 46 Cluster Meetings completed in two phases with total participation of 2365 which includes 2162 women and 203 men attended the trainings; he also shared the outcomes of the project.

Mr. Radhe Vaishnav, Program Associate CUTS CHD said based on the outcome of baseline, financial consumers facilitator would be identified in clusters. These groups have been trained and would be involved in networking with various banks, financial institutions and government departments to benefit target women.

Mr. Satyapal Singh Program Associate CUTS CART given vote of thanks to all digitaries whereas Madan Giri Goswami asked the participants about the project feedbacks and summing up the event. Total 83 people were participated including 58 women.