

To,

The H.O.D

Department of Adult & Continuing Education & Extension

Department of Social Work

C.S.J.M. University, Kanpur

Subject: Regarding "Proposal for Program on 'Financial Literacy for financial Inclusion' JaaduGinniKa"

Dear Sir,

Learning Links Foundation (LLF) has been working in the field of formal and non-formal education, and skill building for the past 15 years. The Foundation has a vision *"To foster a bright future where education is optimally delivered and learning is truly inspired"*.

Aligning with Government objective to make masses 'financially literate' for 'financial inclusion', LLF in partnership with Vodafone India Foundation has come out with a program for empowering masses on *'Financial Literacy'*.

Program Details

'JaaduGinniKa' program entails institutionalization with Government organizations and institutions to extend its reach and increase financial inclusion of masses. Approach of the program leans towards building 'effective sensitization and creating financially literate masses' through a comprehensive strategy that relies on thoughtfully designed curriculum. The curriculum aims to help them overcome challenges they usually face. The suggested curriculum framework is for 10 hours which can be customized as per need and requirement.

The proposed program aims at an outreach focused on:

- Youth (15 – 29 years)
- Urban poor
- Micro-entrepreneurs/ Small enterprise owners
- Farmers / Artisans
- Rural Women / Housewives
- Students (15 years and above)

Expected Support

- Letter to concerned department/officials/institutions/colleges for providing and facilitating support to the program.
- Assistance in issuing relevant orders/circulars for seamless implementation of program.
- Providing LLF with the number of beneficiaries reached with details as mutually agreed.
- 1-2 day workshops for educators and students.

Learning Links Foundation - Deliverables

- Certification of Master Trainers and Volunteers
- Sharing of Curriculum for further use by Trained and Certified Master Trainers
- Continued support to Master Trainers after the Training as and when required
- LLF will bear the cost of their resources during the course of training of Master Trainers.

Our aim is to help the target population in embarking on an empowering journey. Along the journey, they will learn the basics of finance including banking, insurance, investments and wise borrowing. They will be introduced to various government schemes that can be beneficial for them in managing their money and they will also understand the process of financial planning.

Looking forward for your positive response for the successful running of the program.

Yours Faithfully,

For Vinay Mehra

Rajanya
Vinay Mehra
20/03/2018
7985736297

टिप्पणी तथा आज्ञाएं

To,

The Vice-Chancellor
CSJM University
Kanpur.

Subject: Regarding proposal for Training Program on 'Financial Literacy for Financial Inclusion'.

Respected Ma'am,

As per the proposed proposal from the department on dated 16.07.2018, you have given some suggestions on dated 17.07.2018; we have worked on that points and these are the details required:

1. Proposal with detail:

It is one-day training program which is proposed in the first week of August, 2018 and the schedule would be as per below:

Sr.	Timing	Session
1	10:30 to 11:30	Introduction to Basic Financial Concepts
2	11:30 to 12:30	Understanding Expenses and Savings
3	12:30 to 01:30	Basics of Banking
4	01:30 to 02:00	Break
5	02:00 to 04:00	Financial Planning
6	04:00 to 05:00	The Power of the Mobile

2. Expenditure:

There will be no any financial burden on the university. The expenses of trainers and their TA will be bear by the organization and the expenses related to the tea and snacks to the trainers will be bear by me (Dr. Sandeep K. Singh).

Therefore, ma'am, please give your kind approval for the above said program.

Thanking You.

Date: 18.07.2018

Note: Only MSW & R D Students
will Participate.
Total Student Not more than 110

Attachments:

1. Proposal letter from the organization.
2. Proposal request letter from the department.

Regards,

Sandeep K Singh
(Dr. Sandeep K. Singh)

Head

Department of Social Work

Allowed without any financial commitment

14/7

टिप्पणी तथा आज्ञाएं

To,

The Vice-Chancellor
CSJM University
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Subject: Regarding proposal for Training Program on 'Financial Literacy for Financial Inclusion'.

Respected Ma'am,

Learning Link Foundation (LLF) has been working in the field of formal and non-formal education, and skill building for the past 15 years. Aligning with government objectives to make masses financial literate for financial inclusion, LLF in partnership with Vodafone India Foundation has come out with a program for empowering masses on 'Financial Literacy'.

The department wants to organize one-day training program on "Financial Literacy" with the Learning Link Foundation in the month of August, 2018. After the training program, some of our students will participate as a trainer in their concurrent field work on every Friday and Saturday as it is our course curriculum part.

Therefore, ma'am, please give your kind approval for the above said program.

Thanking You.

Date: 16.07.2018

Regards,

Sandeep K. Singh
(Dr. Sandeep K. Singh)

Head

Department of Social Work

Attachment:

1. Proposal letter from the organization.

RIO

Put-up the complete proposal with programme and expected expenditure

M. Gupta
17/7/18