



JNANA JYOTHI FINANCIAL LITERACY & CREDIT COUNSELLING TRUST

(Sponsored by Syndicate Bank)

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Press Note

JNANA JYOTHI FINANCIAL LITERACY TRUST - SPREADS AWARENESS ON DIGITAL PAYMENTS SYSTEMS TO MORE THAN 10.27 LAKH PEOPLE



Jnana Jyothi Financial Literacy and Credit Counselling Trust, sponsored by Syndicate Bank, has conducted **22,011 camps** covering **10,27,584 people** through its 75 centres during the financial year 2018-19. Awareness on cashless economy & digital payments systems was one of the important subjects during all financial literacy programmes/camps conducted by these centres. The 45 Financial Literacy Centres of the Trust are located in Karnataka, 6 in Kerala, 10 in Andhra Pradesh, 8 in Uttar Pradesh, 5 in Haryana, and 1 in U.T. of Lakshadweep. Karnataka Bank, Andhra Pragathi Grameena Bank and Karnataka Vikas Grameena Bank have joined the Trust as institutional sponsors having 5, 5 and 10 centres respectively while Syndicate Bank sponsored 55 centres.

Performance Highlights:

- ❖ During the year 2018-19, **7,652 Special Programmes** were conducted on Going Digital and target specific tailored camps for Farmers, Small and Medium Entrepreneurs, School Children, Self Help Groups & Senior Citizens as per Reserve Bank of India guidelines. Over four lakh people have been given financial literacy awareness in these camps.

- ❖ **6,611 village campaigns** were conducted spreading the knowledge about benefits of Bank finance, Kisan Credit Cards, Pradhan Mantri Fasal Bima Yojana, Pradhan Mantri Jeevan Jyothi Bima Yojana, Pradhan Mantri Suraksha Bima Yojana, Atal Pension Scheme, Sukanya Samrudhi Yojana, MUDRA loans, etc. to **2,46,728** villagers including farmers and rural artisans.
- ❖ Through **3,781** programmes for **Self Help Groups**, **1,15,825 members** were fed with the information about Micro finance available from banking sector and various social security schemes.
- ❖ **3,83,613 school and college students** were informed about need for savings, various banking facilities, education loan schemes, etc. through **5,641 sessions**.
- ❖ By conducting **5,978 programmes**, **2,81,418 persons** of other target groups comprising **women, unemployed youth, small entrepreneurs, rural artisans, senior citizens**, etc., were educated about various banking & insurance schemes and digital transactions.
- ❖ .As per direction of Reserve Bank of India, the FLCs have observed Financial Literacy Week from **04.06.2018** to **08.06.2018** with the theme of **Consumer Protection**. During the week **734** special camps were conducted in the backward/unbanked areas educating **38,723** people.
- ❖ During the year 2018-19, the website of the Trust with domain name www.jnanajyothiflcc.com has been viewed by **73,542** people in English, Hindi and Kannada languages.

The Board of Trustees met on 10th May 2019 to review the performance of the centres, to adopt the Annual Accounts of the Trust for the year 2018-19 and to finalize the plan for the year 2019-20. The meeting was chaired by Sri I.N. Raghavendra Bhat, Managing Trustee and attended by the Trustees - Sri H. Suresh Prabhu, Dr. Ramachandra Kamath and Sri N. Jagathpala. Sri K. Raviraja, Secretary of the Trust was also present on the occasion. On going through the performance, Sri I.N. Raghavendra Bhat, Managing Trustee expressed his satisfaction over the activities of the Trust. It is a matter of pride that since the inception of the Trust in October 2010 till March 2019, **more than 60.87** lakh people from different parts of the country have been benefitted from the financial literacy awareness programmes conducted by the FLCs managed by the Trust, he said.

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(I.N. Raghavendra Bhat)
MANAGING TRUSTEE