

NARI ARTHIK SHIKSHA ABHIYAN

EVERY WOMAN, FINANCIALLY STRONG!

Arthik Samvad | Arthik Azadi | Arthik Saksharta

बोनस
**नारी
आर्थिक
शिक्षा
अभियान**



***A Movement for Women's
Financial Empowerment***



WHY THIS CAMPAIGN MATTERS?

Building Financial Security for
Women Across All Walks of Life.

Key Statistics:

- ✔ **75% of homemakers** have no personal savings.
- ✔ Only **21% of mutual fund investors** are women.
- ✔ Women outlive men but **lack retirement planning**.

*Empowering women financially strengthens families,
communities, and the economy*

ARTHIK SAMVAD – LET'S TALK ABOUT MONEY!

Financial Conversations for a Secure Future

Key Messages:

Encourage Open Discussions

Financial literacy starts with
talking about money.



Learn & Engage

Join community forums,
workshops, and digital platforms.



Empower Yourself with Knowledge

Financial security starts with
awareness.



Start the conversation today!



ARTHIK AZADI ACHIEVING FINANCIAL INDEPENDENCE

From Managing Money to Building Wealth.

Key Messages:

- ✔ **Earn, Save, Invest, Secure** - The four pillars of financial success.
- ✔ **Shift from Saving to Investing** - Learn how to grow your wealth.
- ✔ **Plan for the Future** - Secure retirement, insurance, and estate planning.

Take charge of your finances today!

THE SOCIAL IMPACT OF FINANCIALLY LITERATE WOMEN

Empowered Women, Empower Communities.

Key Messages:

- ✔ **Stronger Families & Educated Children** - Financially literate mothers ensure better education and future security for their children.
- ✔ **Women as Economic Contributors** - Increased financial knowledge leads to job creation, investments, and business success.
- ✔ **Reduction in Financial Dependence** - Women with financial awareness can stand independently, reducing vulnerability to economic hardships.
- ✔ **More Women in Leadership & Decision-Making** - Financial literacy leads to greater representation in businesses, policymaking, and governance.

When a woman is financially empowered, an entire generation thrives.

FINANCIAL LITERACY FOR EVERY WOMAN CUSTOMIZING THE CAMPAIGN

One Mission,
Many Women -
Tailored Financial
Solutions."

● Key Statistics:

- Financial literacy is for all, whether starting out, managing a household, or planning for retirement.
- The campaign will be **customized to different life stages** without typecasting financial needs.
- Ensuring women from all backgrounds get **relevant financial education** and access to tools for their specific needs.

*Wherever you are in life, this
campaign is for you!*

SMART MONEY DECISIONS FINANCIAL PLANNING FOR EVERY STAGE

Plan Today, Secure Tomorrow.

Key Messages:

- ✔ **Starting Out:** Build savings, learn budgeting, and understand investments.
- ✔ **Mid-Career & Growth:** Manage loans, plan for home buying, invest wisely.
- ✔ **Retirement Planning:** Ensure financial stability in later years.
- ✔ **Legacy & Estate Planning:** Protect your assets for future generations.

*Financial planning is a lifelong
journey - take the first step now!*

JOIN THE MOVEMENT TAKE ACTION TODAY!

How to Get Involved?



Attend Free
Workshops
& Webinars



Download
Financial
Literacy Guides



Connect with
Women
Financial Advisors

How Trade Body, Businesses & Institutions Can Support?



Corporate
Sponsorships
& Partnerships



Financial
Awareness
Programs in Rural
& Urban Areas



Funding Support
for Women's
Initiatives

For Partnership & Sponsorship



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