

RESERVE BANK OF INDIA



DESIGNING **SCALABLE** AND
SUSTAINABLE FINANCIAL EDUCATION
INTERVENTIONS



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INDIA'S NATIONAL STRATEGY FOR FINANCIAL EDUCATION

VISION

Building a financially aware and empowered India

MISSION

To undertake financial education campaigns and conduct programs to help people manage money more effectively to achieve financial well being by accessing appropriate financial products and services through regulated entities with fair and transparent machinery for consumer protection and grievance redressal

OUR GOALS

To achieve our mission, we focus on the core competencies on financial literacy as our key goals viz.

1. MONEY & TRANSACTIONS
2. PLANNING & MANAGING FINANCES
3. RISK & REWARD AND
4. FINANCIAL LANDSCAPE

PROGRAM IMPLEMENTATION - KEY CONSIDERATIONS



IMPORTANT CONSIDERATIONS

A SCALABLE AND SUSTAINABLE PROGRAM

- **SCALABILITY**
Ability to handle increased demand by easily expanding resources
- **SUSTAINABILITY**
Ability to maintain at a particular rate or level



CHALLENGE

RESOURCE ALLOCATION

- A scalable and sustainable program is a heavy strain on the resources, both financial & human

20 Modules or Sub-competencies that is part of the CaBFLiP or Capacity Building for Financial Literacy Programmes developed by faculty of CAB Pune

CURRICULUM FOR TRAINING TRAINERS

A comprehensive curriculum prepared by structuring the entire pedagogy into modules based on the OECD / INFE Core competencies of financial literacy that has been endorsed by the G20 leaders.

The content has been customized to the Indian context and has been communicated in a very engaging manner.

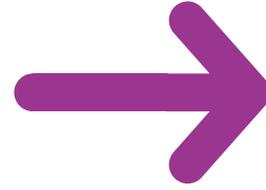
DESIGN FRAMEWORK

TRAIN THE TRAINER

RBI



Trainer



Target audience



**SELF GUIDED
LEARNING**



PEER LEARNING

Self-guided learning

Self-guided learning opportunities to financial education providers through e-learning courses is important to supplement class room training programs

To supplement class room training programs, a 10 hour e-learning course is proposed to be developed to provide an opportunity for providers of financial education to learn at their convenience

#1

INCREASE RETENTION
OF CONTENT &
CONSISTENCY IN
MESSAGE
TRANSMISSION

#2

REDUCING TIME
AWAY FROM WORK
PLACE &
ELIMINATING TRAVEL

#3

FREEDOM TO LEARN
AT OWN
CONVENIENCE AND
A SUITABLE PACE

ESSENTIALS FOR THE FRAMEWORK

TRAIN THE TRAINER

- Have to choose the right people
- Focus on delivery of content
- Monitor and Evaluate trainees periodically
- Partner & Collaborate
- Clearly defined objectives

PEER LEARNING

- Create an enabling ecosystem - cohesive and homogeneous groups
- Adopt a targeted approach to deliver content

RBI's Pilot Program & its objectives

1. RBI has embarked on a pilot project to set up CFLs (Centres for Financial Literacy) at the block level to test community based, scalable and sustainable models of delivering financial education
2. The broad objectives of the program are Active Saving & Good Borrowing, Financial Planning & Goal Setting, Going digital and creating awareness about consumer protection
2. The pilot project is being executed in 80 blocks across 9 states by 6 NGOs and 10 banks

THANK
YOU