



GOVERNMENT COLLEGE
An Autonomous Institution Since 2000 - RAJAHMUNDRY, ANDHRA PRADESH, INDIA



“EMPOWERING FUTURES WITH FINANCIAL LITERACY”

An initiative of Dept of Economics GCRJY in collaboration with ReKonnnect Skills and NSE

🔍 Topics Covered:

- Safeguarding money from fraudulent schemes
- Insights into financial markets and participants
- Complaint redressal mechanisms
- Myths, facts, and real-world case studies

🕒 Duration: 1 Hour

🌐 Mode: Online (Virtual Sessions)

💰 Cost: Absolutely Free!

🎯 Target Audience: Students, & Faculty

🔑 Key Benefits:

- Make informed financial and investment decisions
- Master market risk management strategies
- Enhance personal and organizational financial planning

**FOR MORE DETAILS
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The Department of Economics, Government College (A), Rajahmundry, in collaboration with **ReKonnnect Skills** and the **National Stock Exchange (NSE)**, organized an awareness program titled “**Empowering Futures with Financial Literacy**” on **12th August 2025** at the Faculty Development Academy. The program aimed at enhancing financial awareness, promoting savings and investment culture, and preparing students to face real-world financial challenges with confidence.

The session was conducted between **11:00 AM to 12:00 PM** and witnessed enthusiastic participation from faculty members and students of the department.

Program Highlights

- **Theme:** Empowering students with essential financial knowledge.
- **Objective:** To create awareness on financial literacy, savings, investment avenues, and responsible money management.
- **Collaborators:** ReKonnnect Skills and NSE (National Stock Exchange).
- **Participants:** Students from **III BA Economics (Honours), II BA Economics (Honours), and II BA Rural Development (Honours)**.

Objectives of the Program:

- To safeguard individuals from fraudulent financial schemes.
- To provide insights into financial markets and participants.
- To educate about complaint redressal mechanisms.
- To demystify myths and facts through real-world case studies.

Dr. R. Balayya, In-charge of the Department of Economics, delivered the opening remarks. In his address, he emphasized the critical importance of financial literacy in today's fast-changing economic environment. He highlighted how awareness of savings, investments, budgeting, and responsible financial planning can empower individuals, especially students, to make informed decisions that contribute to both their personal financial security and the nation's economic progress.

Dr. Balayya encouraged students to actively participate in the session, interact with resource persons, and apply the knowledge gained to their real-life situations. His remarks set a motivational tone for the program and inspired students to take a keen interest in understanding financial matters.

Faculty Remarks and Contributions

1. K. Ananda Rao, Lecturer in Economics

He emphasized the importance of **financial literacy in daily life**, stressing that sound financial decisions at a young age help individuals secure their future. He encouraged students to develop the habit of systematic savings and to explore investment options like mutual funds, SIPs, and equity markets.

2. Ch. Sanjeev Kumar, Lecturer in Economics

He highlighted the **link between financial literacy and economic development**, explaining that when individuals make informed financial choices, it leads to a stronger economy. He also pointed out how technology has made financial transactions simpler but also cautioned students about cyber risks in digital finance.

3. Chatrapati V.S. Saladi, Lecturer in Economics

He shared insights on the **role of NSE in promoting financial awareness** and stressed the importance of understanding capital markets. He explained how stock exchanges play a key role in mobilizing savings into productive investments, which contributes to national growth.

4. Dr. A. Prasadu, Lecturer in Economics

He spoke about the **social dimensions of financial literacy**, particularly in rural areas. He motivated students of Rural Development (Honours) to take financial literacy to

villages, ensuring inclusive financial growth. He emphasized that financial awareness is not just for personal benefit but also for community development.

5. K.V. Ganesh Kumar, Lecturer in Economics

He explained the **practical aspects of financial planning**, including budgeting, debt management, and long-term wealth creation. He urged students to avoid unnecessary expenditure and develop disciplined financial habits to ensure economic security.

Outcomes of the Program:

- Participants gained knowledge on making informed financial and investment decisions.
- Acquired strategies for mastering market risk management.
- Enhanced personal and organizational financial planning skills.

Feedback from Participants:

The students and faculty expressed that the session was highly informative and practical. They appreciated the clarity of concepts explained and found the case studies particularly useful in understanding real-life applications. The interactive nature of the program was well-received, and participants requested for more such sessions in the future.

Event Photo Gallery:



