



Abhyutthana Financial Learning Centre

Promoting Financial Awareness and Imparting Financial Literacy



About ALFC

Abhyutthana Financial Learning Centre (ID No. AAC 0781) has been incorporated in February 2014, with an objective of promoting financial awareness and imparting financial literacy to further financial inclusion.

Vision

Empowering society through financial literacy, focusing on youth, women and small income groups.

Mission

To impart financial knowledge to General Public, Students, Youth, MSME Customers on basics of Finance, Banking, Non Banking Financial Companies (NBFCs), Capital Market, Insurance and Pension Products; create Financial Awareness among depositors and investors.

Strategy

AFLC regularly organizes financial literacy camps, in schools, colleges and universities to reach out the youth and to equip them with information on bank deposits/ loan products, financial markets and institutions.

AFLC also organizes financial awareness camps in villages and rural pockets, so that financially illiterate people can have access to the formal financial system. Information are provided on banking, insurance, pension products and digital banking to help people to independently handle their various types of banking and other financial transactions.

The Founder

Shri Dasarathi Mishra, Founder – Managing Partner and former Chief General Manager of Reserve Bank of India (RBI) has rich experience of 35 years and expertise in regulation and supervision of banks, international banking, foreign exchange business, non-banking financial companies and the central banking activities. He was a faculty of Reserve Bank Staff College, Chennai. He has also been empanelled as a Resource Person by The Institute of Chartered Accountants of India, to conduct investor awareness programmes. Shri Mishra coordinates with RBI, NABARD, SIDBI, commercial banks, schools, colleges and public for organizing financial education camps and other training programmes.



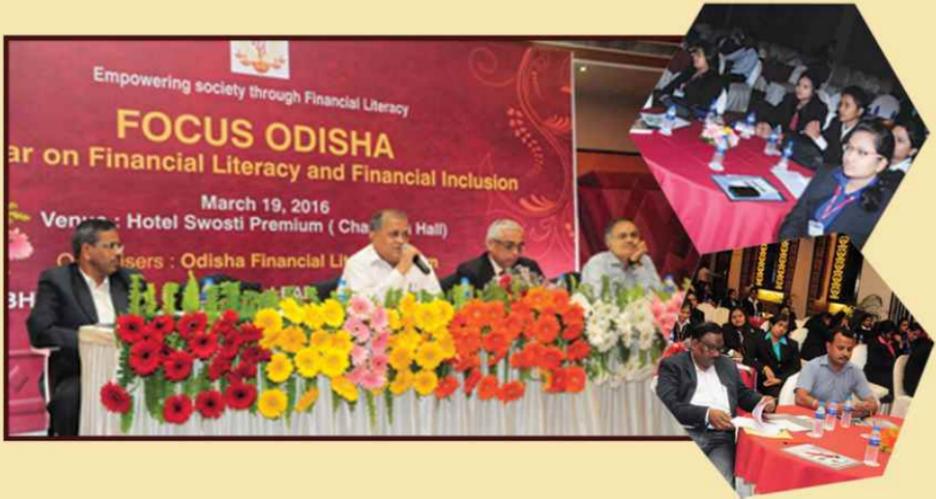
Program on Financial Literacy and Financial Inclusion

National Strategy for Financial Education (2009) policy document of Government of India emphasizes that financial education is needed for inclusive growth. Imparting financial literacy could be a multi- agency approach.

AFLC organizes programmes periodically through one of its wing called Odisha Financial Literacy Forum.

AFLC organized a ‘Seminar on Financial Literacy and Financial Inclusion’ on 19 March 2016 in Bhubaneswar focusing Odisha. It was attended by officials from various Banks, Government Departments, SME sector, MFIs, Regulatory Bodies like RBI, NABARD, SEBI and SIDBI, academia and students from Business Schools.

Dr. Anup Pujari, IAS, Former Secretary, Government of India, Shri Deepak Mohanty, Executive Director RBI and Shri G. Padmanabhan, Chairman, Bank of India graced the occasion and provided valuable input.



On 19 July 2016, AFLC conducted a Financial Literacy Camp at Koraput with participation of SHG members, RSETI trainees and Bank Officials. A Souvenir on Financial Literacy was released in the Camp.

During August – December 2016, AFLC organized 10 Workshops in leading academic institutions viz. Indian Institute of Mass Communication, Dhenkanal, Ravenshaw Collegiate School, Cuttack, Kalinga Institute of Social Science (KISS), Bhubaneswar covering around 5,000 students and teaching staff.



Focus

Keeping in view the needs of the financial sector and economic needs of the stakeholders, AFLC has planned to conduct the following programs in 2017 across the State.

- 2nd Annual Seminar on Financial Literacy and Financial Inclusion
- Financial Literacy Camps/ Workshops in Schools, Colleges/ Business Schools and Villages
- Orientation Program for Trainers on Financial Literacy
- Orientation Program for Young Entrepreneurs/ Start-Ups
- Workshop on MSME Financing for Bankers
- Workshop on NPA Management for Bankers



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