



**Swami Swatantranand Memorial College, Dinanagar**

(Accredited with 'A' Grade by NAAC, Affiliated to Guru Nanak Dev University, Amritsar)

**Report**

**On**

***Awareness Program on Financial Literacy***

**Organized by**

***P.G. Department of Commerce &  
Business Management***

**2023-24**

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## Awareness Program on Financial Literacy

Swami Swatantranand Memorial College, Dinanagar organized an Awareness Program on “FINANCIAL LITERACY” on 12<sup>th</sup> February, 2024. The event was organized by P.G. Department of Commerce and Business Management, under Investor Awareness Program. The purpose of the program was:


- To create awareness and educate consumers on access to Financial Products and Financial Services.
- To create a financially aware and empowered India.
- To work towards an Inclusive Growth, Financial Inclusion and Financial Education.
- To develop the knowledge and skill of all the stakeholders to take better decision and to promote entrepreneurship.
- To develop and maintain the appropriate standards of competence for wealth management, risk management, investment advisory, project management and financial planning.

The program shed light on the various topics of financial planning and saving techniques. The program teaches the students about the precaution for cyber frauds, financial frauds and tax related strategies etc. The speaker **CA Kumar Gaurav** introduced the participants regarding financial investments and the role of SEBI in regulating stock market in India and also received an enthusiastic response from everyone present. He started his talk by laying emphasis on the importance of financial literacy among the youth. Apart from financial literacy, he explained the basic terms used in finance and then went on to explain how to manage one's money. The speaker explained equity investment and provided detailed analysis of companies which can help in choosing right companies for investment. Subsequently he covered cashless economy and various modes of digital payment available today in the digital era.

More than 100 students participated along with all the faculty members of the department of commerce- Prof. Satnam Singh, Prof Rajat Mahajan, Prof Sujata, Prof. Simran, Prof. Shivani, Prof. Chandrika under the guidance of Principal Dr. R.K.Tuli.

## Event Highlights



  
Principal  
SWAMI SWATANTRAMANAND MEMORIAL COLLEGE  
Dinanagar (Gurdaspur)