



ISO 9001:2015

NAAC 'A++' GRADE CYCLE 4

KAKARAPARTI BHAVANARAYANA COLLEGE**(AUTONOMOUS)**

(Sponsored by S.K.P.V.V. Hindu High Schools' Committee)
Kothapeta, Vijayawada - 520 001.

SKPVV
INSTITUTIONS
Educating the Community
since 1907

A REPORT ON

"A FINANCIAL LITERACY WORKSHOP FOR YOUNG CITIZENS"

Organised by

Department of Commerce and Management

in association with

KOTAK SECURITIES

AND

NATIONAL INSTITUTE FOR SECURITIES MARKET**1. Introduction**

In an era marked by rapid economic changes and complex financial products, financial literacy has become essential for young citizens to make informed decisions about their financial futures. Recognizing this need, the Department of Commerce and Management at K.B.N. College (A), in collaboration with Kotak Securities and the National Institute for Securities Market, organized a comprehensive two-week workshop aimed at empowering students with vital financial knowledge and skills.

2. Objectives of the Workshop

- To enhance understanding of basic financial concepts among young citizens.
- To familiarize students with various investment options and the securities market.
- To develop skills for personal financial planning and management.
- To promote responsible financial behavior and investment literacy.
- To bridge the gap between theoretical knowledge and practical financial decision-making.

3. Target Audience

The workshop specifically targeted students enrolled in:

- B.Com General
- B.Com Taxation
- BBA (Bachelor of Business Administration)
- BBA in Business Analytics
- B.Com Computers

These groups were chosen to ensure that future business professionals are well-versed in financial literacy essentials.

4. Workshop Schedule and Content

The workshop spanned from August 25th to September 6th, 2025, comprising daily sessions, interactive activities, and practical exercises. Key topics covered included:

- Introduction to Financial Literacy

Basics of money management, importance of financial planning.

- Understanding the Securities Market

Overview of stock markets, bonds, mutual funds, and other investment avenues.

- Personal Financial Planning

Budgeting, saving strategies, and debt management.

- Investment Strategies

Risk assessment, diversification, and long-term wealth creation.

- Regulatory Framework and Investor Protection

Understanding SEBI regulations, investor rights, and grievance redressal mechanisms.

- Digital and Mobile Banking

Safe online banking practices and digital payment methods.

5. Methodology

The workshop employed a mix of lectures, case studies, group discussions, and real-life simulations to facilitate experiential learning. The resource person, Sri. Chilukuri Vijay Kumar, leveraged his expertise to simplify complex concepts and engage students through interactive Q&A sessions.

6. Highlights

- Expert Interaction:

Students had the opportunity to interact directly with Sri. Chilukuri Vijay Kumar, gaining insights from his vast experience in financial planning and securities markets.

- Practical Exercises:

Hands-on activities included mock investment exercises and portfolio management simulations.

- Resource Materials:

Participants received comprehensive handouts, e-books, and access to online financial tools

- Participation:

The workshop saw enthusiastic participation from over 200 students across the targeted courses.

7. Outcomes and Feedback

- Enhanced Financial Knowledge:

- Participants demonstrated improved understanding of investment options and financial planning principles.

- Increased Confidence:

- Students expressed increased confidence in making informed financial decisions.
- Positive Feedback:
- Feedback surveys indicated high satisfaction with the content quality, interactivity, and practical relevance.

8. Conclusion

The "Financial Literacy Workshop for Young Citizens" successfully achieved its objective of fostering financial awareness among aspiring professionals. By collaborating with esteemed industry and academic partners, the Department of Commerce and Management has set a benchmark for future initiatives aimed at developing financially literate citizens.

9. Recommendations

- Regular follow-up sessions and advanced workshops.
- Integration of financial literacy modules into academic curricula.
- Establishing a student-led financial literacy club for continuous learning.

PHOTO GALLERY



Sri. CH. Vijay kumar garu delivering real time insights on Securities markets to B.Com Students



Sri. CH. Vijay kumar garu delivering real time insights on Securities markets to B.B.A. & B.B.A Analytics Students



Students active participation in the Workshop