



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

TIAS NATIONAL SERVICE SCHEME (NSS) CELL

SELF-FINANCING UNIT* - I



Donate Blood
Save Life



Beti Bachao
Beti Padhao



Health
Camps



Tree
Plantation

Ref:.....

Date:.....

REPORT

Event :International Literacy Week

Topic :Financial Literacy Awareness Campaign for Rural Women and students

Day & Date :SEPTEMBER 8th-14th

Timing :10am

Venue : Village-Rajapur, Bhalswa Dairy and Jounti village

Convener : Ms. Vaishali Prasad, NSS- Nodal Officer
:Dr Sheenu Arora, NSS- Program Coordinator

Beneficiary :BBA, BA (J&MC), MBA, BCA



OBJECTIVES:

- Raise awareness about the importance of literacy and education among students and the community
- Involve the local community in literacy-related activities and initiatives
- To celebrate this week is to promote and propagate literacy.
- Address and discuss challenges related to literacy, both globally and locally..

This event was organized by NSS Unit of Tecnia Institute of Advanced Studies, Rohini in Village Rajapur on the topic “Financial Literacy Awareness Campaign for Rural Women and students”. The gender gap in the usage of bank accounts is still high as rural women lack financial literacy. Rural women tend to have minimal or no access to financial information and, coupled with lack of literacy, leave them unable to engage with banking services, especially when they are online and digital. For instance, rural women hesitate to visit physical bank branches as they feel uncomfortable in the male-dominated environment, while this might not be the case for rural men. Hence, the financial literacy programmes also need to factor in the importance of digital literacy to enable women to conduct their basic banking activities remotely, on their mobile phones.

The theme would highlight literacy learning from a lifelong learning perspective and therefore mainly focus on youth and adults. Literacy is a must for every citizen which can eradicate pandemic COVID 19 by spreading awareness. In a nutshell “Education is not preparation for life, education is life itself.” Even in times of global crisis, efforts have been made to find alternative ways to ensure the continuity of learning, including distance learning, often in combination with in-person learning. Access to literacy learning opportunities, however, has not been evenly distributed. The rapid shift to distance learning also highlighted the persistent digital divide in terms of connectivity, infrastructure, and the ability to engage with technology, as well as disparities in other services such as access to electricity, which has limited learning options. The pandemic, however, was a reminder of the critical importance of literacy. Beyond its intrinsic importance as part of the right to education, literacy empowers individuals and improves their lives by expanding their capabilities to choose a kind of life they can value. It is also a driver for sustainable development. Literacy is an integral part of education and lifelong learning premised on humanism as defined by the Sustainable

Development Goal 4. Literacy, therefore, is central to a human-centered recovery from the COVID-19 crisis. “Education is the most powerful weapon which you can use to change the world - Nelson Mandela”.

Awareness Quiz was also conducted by NSS, 44 students participated from all the respective departments of TIAS on the online platform through Google forms. All the students who participated in the above-mentioned event have been distributed E Certificate through their Emails. It was observed that all the participants were keen to engage in such sought of activities. it provides different opportunities in their interests other than academic routine-based activities. The 8th of September was proclaimed International Literacy Day by UNESCO in 1966 to remind the international community of the importance of literacy for individuals, communities and societies, and the need for intensified efforts towards more literate societies. The issue of literacy is a key component of the UN's Sustainable Development Goals and the UN's 2030 Agenda for Sustainable Development.

LEARNING OUTCOMES:

- Students raise awareness about the importance of literacy as a matter of human rights and dignity across the world.
- Students focus on how literacy can help in building a strong foundation for human-centered recovery.
- Students demonstrated a sense of pride in the languages of their country.

GLIMPSE






LIST OF BENEFICIARIES

S.No	Course	Event
1	JIYA CHORARIA	BBA
2	RISHIKA ARORA	BBA
3	MOHIT KUMAR	BCA
4	UTTAM MISHRA	BCA
5	RITIK SHARMA	BCA
6	AAKASH GAMBHIR	BCA
7	DIPESH CHAUDHARY	BCA
8	TANISHA SARAF	MBA
9	MEHAK GOEL	MBA
10	SHRUTI BHANDARI	MBA

11	NAMYA GANDHI	MBA
12	VAANYA KANSAL	MBA
13	ABHAY TYAGI	BA(JMC)
14	YASHIKA RAWAT	BA(JMC)
15	MANISHA SRISHTI	BA(JMC)
16	ISHIKA BHANDARI1	BA(JMC)
17	NATASHA GUPTA	BA(JMC)
18	TANYA GERA	BBA
19	DHRUV JAIN	BBA
20	SWAYAM GUPTA	BBA
21	AARUSHI SINGH	BBA
22	LOKCY MISHRA	BBA
23	PRATHAM GUPTA	BBA
24	MANEESHA	BBA
25	AANCHAL	BBA
26	KIRTI GROVER	BCA
27	PAAVAN BHASIN	MBA
28	VANSHIKA GOYAL	BCA
29	KANISHKA	BCA
30	SHUBHAM	BCA
31	SHRUTI JAIN	MBA
32	RAHUL	MBA

	CHOUDHARY	
33	SEEMA SHARMA	MBA
34	RICHA TEOTIA	MBA
35	KARTIK JINDAL	MBA
36	SNEHA SRIVASTAVA	BA(JMC)
37	YIESHA SHARMA	BBA
38	ANJALI BERA	BCA
39	ANUSHKA GOEL	BA(JMC)
40	HARDEEP SINGH	BA(JMC)
41	NIKITA	BBA
42	AJAY FARTYAL	BBA
43	KANIKA GOYAL	BBA
44	JASMINE WASON	BA(J&MC)


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