

Release:

Reliance Foundation ties up with CRISIL Foundation to raise financial literacy among slum women in Mumbai

Mumbai, December 28, 2015: In a significant new initiative, Reliance Foundation has initiated a project to make over 500,000 women living in Mumbai's slums, financial literate.

The programme which will see Reliance Foundation partner with CRISIL Foundation was kicked off today, to mark the 83rd birth anniversary of Late Shri Dhirubhai Ambani, aims to empower the women towards making informed financial decisions and get them to inculcate the savings habit.

Backed by CRISIL's technical knowhow, Reliance Foundation has carried out an extensive study across slums in Mumbai. The study has shown that these women from marginalised sections of the society are usually kept out of the financial decision making process by men. Even the employed ones among them hand over their salary to their husbands or fathers who manage the money. Psychologically these women do not feel adept at handling finance. While in reality they are much better at managing finances, a majority of them know nothing even about the basics of banking.

Based on this study, a module has been worked out that will educate these women in the basics of banking besides helping them avail of government initiatives like the **Jan Dhan Yojna**, **Rashtryia Swastha Bhima Yojna** and **Pradhan Mantri Suraksha Bhima Yojna**.

Reliance Foundation will also help every women open a bank account under **Jan Dhan Yojna**, as well connect older women to the **Atal Pension Yojna**.

In the first phase a pool of fifty Master Trainers from among these marginalised women will be trained using technical assistance from CRISIL Foundation. These Master Trainers will in turn train 2,400 trainers by March 2016, who will carry the programme forward.

Mr. Jitendra Kalra, COO, Reliance Foundation says, "This workshop has been designed as an extension of the Prime Minister's **Beti Bachao Beti Badhao** programme. By educating women from marginalised sections of the society on financial matters, we will be empowering them to make informed decisions for the financial well-being of their families. After all, a woman cares the most for her family."

ABOUT RELIANCE FOUNDATION: Reliance Foundation is an initiative of Reliance Industries Ltd. Among India's largest social initiatives, it is focused on addressing the nation's development challenges in domains of Rural Transformation, Education, Health, Sports, Urban Renewal, and Arts, Culture and Heritage. Its hands-on approach has directly impacted over 5,500 villages across India.





Led by Founder and Chairperson Mrs. Nita Ambani, Reliance Foundation reaches out to the marginalized sections of the population living in remote corners of the country, to provide them with sustainable livelihoods. Reliance Foundation audaciously inspires and facilitates transformative change to ensure higher quality of life by developing the nation's social capital.

Since its inception in 2010, Reliance Foundation has impacted over four million lives through its work.

www.reliancefoundation.org

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