

SWAMI VIVEKANANDA UNIVERSITY

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Financial Literacy Workshop - Essential Money Management Skills

By School of Management

Swami Vivekananda University hosted an informative Financial Literacy Workshop on January 30, 2025, designed to empower students and faculty members with crucial knowledge about personal finance management and investment strategies. The session was expertly facilitated by Ms. Chaitali Nath Ghosh, Development Officer at ICICI Foundation, who shared her extensive expertise in financial education.



Workshop Objectives

The workshop was strategically designed to address several key aspects of financial literacy:

- Foster comprehensive awareness about fundamental financial planning principles
- Provide detailed insights into diverse investment opportunities available in today's market
- Equip participants with practical budgeting techniques and savings strategies
- Develop understanding of effective risk management approaches
- Demonstrate the critical importance of financial literacy in both personal and professional contexts



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Bengal, India
Malir Math, Chak Kanthalia, 700121, West
Bengal, India
Lat 22.759199, Long 88.397184
01/30/2025 11:21 AM GMT+05:30
Note : Captured by GPS Map Camera

Session Highlights

The workshop began with a foundational overview of financial literacy concepts and their relevance in the contemporary economic landscape. Ms. Ghosh delivered an engaging presentation that covered essential aspects of personal finance management.

Participants received practical instruction on effective budgeting methodologies and strategies for maintaining financial equilibrium. The session included detailed exploration of various investment vehicles, with comprehensive discussions of mutual funds, fixed deposits, equity markets, and their respective risk-return profiles.



A significant portion of the workshop focused on risk management principles, emphasizing the importance of insurance coverage and emergency fund establishment as cornerstones of financial security. Throughout the session, Ms. Ghosh enhanced theoretical concepts with illustrative real-world examples and case studies, providing participants with practical applications of financial planning strategies.

This initiative reflects the University's commitment to providing holistic education that extends beyond academic curriculum to include practical life skills essential for students' future success. The workshop represents an important step in preparing our students to make informed financial decisions in their personal and professional lives.



