



2020-2021

Name of the Department/Society: Finance and Investment Cell

Name of the Event: Aas Ehsas - Ludhiana

Date of the Event: 12th Feb 2021

The members of The Finance and Investment Cell, Hansraj College took a financial literacy session under Project Parivartan 2021. Project Parivartan was a Pan India initiative undertaken by the social wing of the Finance and Investment Cell, Hansraj with the aim to integrate both social responsibility and finance. The 20-day long financial drive included Pan India surveys, financial literacy sessions in NGOs, reports and a concluding conference. The largest Pan India financial literacy drive, Parivartan has impacted over 5000 individuals across 30+ cities and pledges to continue sensitising society about the importance of finance.

A session was conducted by members Khatwang Gupta, Eesha Goyal, Harshita Goel namely at Aas Ehsas - Ludhiana, to help spread the main objective of parivartan which is to spread financial knowledge. The session was held on 12th February for children of the age group for 10-40 wherein knowledge was imparted using fun activities and games. A detailed curriculum was prepared and taught to these young minds. This helped bring direct impact as it added to the knowledge of both the members as well as the receivers. Concepts like budgeting, banking, investing, Investing etc was taught to a group of 56.