

PRESS RELEASE:

Digital Financial Inclusion for Youth

Digital Financial Inclusion under Digital Empowerment Foundation is aimed to develop inclusive financial systems and enable equal opportunities to the youth in order to address income inequality and poverty.

New Delhi, , 2022 - Digital Empowerment Foundation has committed to develop a financial model that would ensure inclusivity of the youth in all sectors and don't lose out on the opportunities at the cost of deprived access to financial literacy and evolving models of financial inclusion.

As per the World Bank, about half of India's population is financially excluded (World Bank 2017a). On the other hand, a survey by Standard & Poor's Financial Services estimates that only 24% of adults in India are financially literate (Klapper et al 2014). Although the situation has improved considerably over time, owing to the major banking and economic reforms were undertaken in recent years, there still exists both a great need and the potential to tap into this unbanked population and bring them into the financial net, especially post-pandemic people and youth may need access to financial services to purchase agriculture inputs; maintain infrastructure; transport goods to markets; make/receive payments; manage peak season incomes to cover expenses in low seasons; invest in education, shelter, health; or deal with emergencies.

The most common barriers to digital financial inclusion include the non-availability of suitable financial products, lack of skills among the stakeholders to use digital services, infrastructural issues, and low-income consumers who are not able to afford the technology required to access digital services (Niranjan 2017).

Hence, developing an inclusive financial system to provide equal opportunities to all in accessing financial services at affordable costs is a pre-condition for achieving accelerated economic growth along with a reduction in income inequality and poverty.

Digital Financial Inclusion ideated by Digital Empowerment Foundation with the support of Amazon Development Centre (India) Private Limited aims at finding solutions to the growing exclusion with a three fold approach focusing on curating the content and learning system, enabling the beneficiaries to access this content through skill training and monitoring the process through a tracking mechanism.

The primary action plan is to customize content & context-based Mobile Learning Management System. The content will be customized by Digital Empowerment Foundation using existing curriculums on functional literacy and digital skilling. The content developed will be delivered through a chatbot based Learning Management System (LMS). The proposed programme aims to build digital financial capacity and skills among the primary and secondary target groups through customized content.

The next set of deliveries would be to provide functional digital financial training and upskilling of 2,02,000 youth and women business owners including master trainers

The progress will be measured with the help of an online process to get feedback around training and improvisation in the training conducted. Live Dashboard will be developed as a tracking mechanism that will be linked with the mobile application so that the training can be maintained and tracked.

The team will consist of influencers/ master trainers, research associates, communication in charges, creative personnel, project manager, project coordinators, district coordinators, communication officers and an accountant. DEF will be self-funding parts of the project. DEF itself will provide infrastructural support. The project does not have any other partners.

The impact of the initiative is projected to extend to other social aspects apart from the economic growth. The initiative is also aligned with Sustainable Development Goals, 2030, as financial inclusion is positioned prominently as an enabler of other developmental goals, where it is featured as a target in eight of the seventeen goals. These include SDG1, on eradicating poverty; SDG 2 on ending hunger, achieving food security and promoting sustainable agriculture; SDG 3 on profiting health and well-being; SDG 5 on achieving gender equality and economic empowerment of women; SDG 8 on promoting economic growth and jobs; SDG 9 on supporting industry, innovation, and infrastructure; and SDG 10 on reducing inequality.

For further information, please contact:

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Amazon Development Centre (India) Private Limited

Amazon Development Centre (India) Private Limited is a company incorporated under the laws of India, having its registered office at No.26/1, Brigade World Trade Centre, 10th Floor, Dr. Raj Kumar Road, Malleshwaram (W) Bangalore, Karnataka 560055
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Digital Empowerment Foundation

DEF is registered as a not-for-profit organisation under the Indian Societies Registration Act, 1860, to carry out this mission of empowering people digitally. DEF constantly acts in the creation of information empowerment, equitable communities by providing digital access to information, knowledge and contextual capacity. Details at <https://defindia.org/>