

GOVERNMENT OF INDIA  
MINISTRY OF CORPORATE AFFAIRS

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 2945**  
ANSWERED ON 19/08/2025

**'NIVESHAK DIDI' INITIATIVE**

2945. SHRI AMAR PAL MAURYA  
SMT. SANGEETA YADAV  
SMT. KIRAN CHOUDHRY  
SHRI MAYANKKUMAR NAYAK  
DR. PARMAR JASHVANTSINH SALAMSINH  
SHRI MADAN RATHORE  
SHRI NARHARI AMIN

Will the Minister of **CORPORATE AFFAIRS** be pleased to state:

- (a) the details of Phase 2 of the Niveshak Didi initiative, including the number of camps to be organised and the access to targeted beneficiaries;
- (b) the details of the timeline and programme for conducting camps, State-wise; and
- (c) the process/mechanism adopted to measure the improvement in financial literacy, particularly among rural women?

**ANSWER**

MINISTER OF STATE OF THE MINISTRY OF CORPORATE AFFAIRS AND MINISTRY  
OF ROAD TRANSPORT AND HIGHWAYS

(HARSH MALHOTRA)

(a) & (b): Niveshak Didi Phase 2 envisages 4000 financial literacy camps over a period of 2 years targeting more than 3 lakh beneficiaries in rural and semi-urban areas across all States. The initiative aims to provide financial literacy and awareness, especially to women.

(c): To measure improvement in financial literacy, an impact assessment is conducted after the conclusion of the camps. This assessment compares the level of financial awareness among beneficiaries before and after participation, thereby evaluating the effectiveness of the initiative.

\*\*\*\*\*