

GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS

RAJYA SABHA
UNSTARRED QUESTION NO. 2946
ANSWERED ON 19/08/2025

TARGETS UNDER “NIVESHAK DIDI” FINANCIAL LITERACY INITIATIVES

2946. SMT. MAYA NAROLIYA

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

- (a) the number of camps targeted to be organized in the State of Madhya Pradesh under the Phase 2 of “Niveshak Didi” scheme along with the number of rural women proposed to be benefited by it;
- (b) the State-wise details of the timeline and action plan for organizing camps with special reference to rural and tribal dominated areas of Madhya Pradesh; and
- (c) the details of the parameters/indices adopted to measure financial literacy and investment awareness among rural women and the progress of this process in Madhya Pradesh?

ANSWER

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

(HARSH MALHOTRA)

(a) to (c): Niveshek Didi Phase 2 envisages 4000 financial literacy camps over a period of 2 years targeting more than 3 lakh rural and semi urban beneficiaries across the country, including approximately 210 investor camps with 19300 number of expected rural women beneficiaries in the State of Madhya Pradesh. The Niveshak Didi camps focus on enhancing financial literacy and investment awareness among women participants. The study material is designed with a special emphasis on small savings schemes (such as PPF, SSA, RD, SSSA, etc.), life and general insurance, and awareness about common fraud patterns. Post-camp, an impact assessment is conducted to compare beneficiaries’ financial awareness levels before and after the camp, using pre and post-evaluation surveys as the key indices to measure progress.
