

Report on Financial Literacy and Entrepreneurship Program



The Commerce Department of Shree Vitthal Rukmini Mahavidyalaya, Sawna successfully organized a Financial Literacy and Entrepreneurship Program on 26th February 2026 with the objective of spreading awareness among rural women about financial management, entrepreneurship, and digital safety.

The program was graced by the presence of Chief Guest Mrs. Jayshree Subhasrao Deshmukh and was presided over by Principal Dr. Hemant Mahalle. Valuable guidance was provided by IQAC Coordinator Prof. P. P. Jaiswal.

The program consisted of three informative sessions:

Session One:

Focused on the Need and Importance of Financial Literacy, conducted by Prof. Kiran Shukla (Pandey). The session emphasized the importance of financial awareness, savings, and proper financial planning in daily life.

Session Two:

On the topic “How to Manage Family and New Business”, was effectively explained by Dr. Nilu Sharma (Jangid). She guided participants on balancing household responsibilities along with starting and managing small businesses.

Session Three:

Delivered by Dr. Komal Gupta, highlighted various Government Financial Schemes available for women and how they can benefit from them.

A special highlight of the program was the interaction with two successful women entrepreneurs from Pusad, Mrs. Meera Lasnikar and Mrs. Renu Kottalwar. They shared their inspiring journeys, struggles, and experiences in setting up their own business ventures. Their real-life stories motivated the participants and encouraged them to pursue self-employment with confidence.

Approximately 85 women from Sawna village actively participated in the program. Several self-help group (Bachat Gat) leaders and women representatives from different categories were also present.

This program marked the second year of the “Arthik Saksharta” initiative. The main objective of the program, conceptualized by Prof. Kiran Shukla, was to make women aware of financial transactions, digital payment methods, prevention of online frauds, and effective fund management.

The successful implementation of the program was made possible with the valuable contribution of Commerce Department lecturers Dr. Pavan Sharma and Prof. Pradeep Narwade.

Snacks and tea were served to all the participating women, and each participant was presented with a small gift by the Department of Commerce as a token of appreciation.

The participants showed great enthusiasm and actively interacted during the sessions. The program concluded with a formal vote of thanks delivered by Dr. Ranjutai Manwar, expressing gratitude to all the dignitaries, resource persons, and participants for their valuable support and presence.

Conclusion:

The program proved to be highly beneficial in empowering women with financial knowledge and encouraging them towards economic independence and entrepreneurship