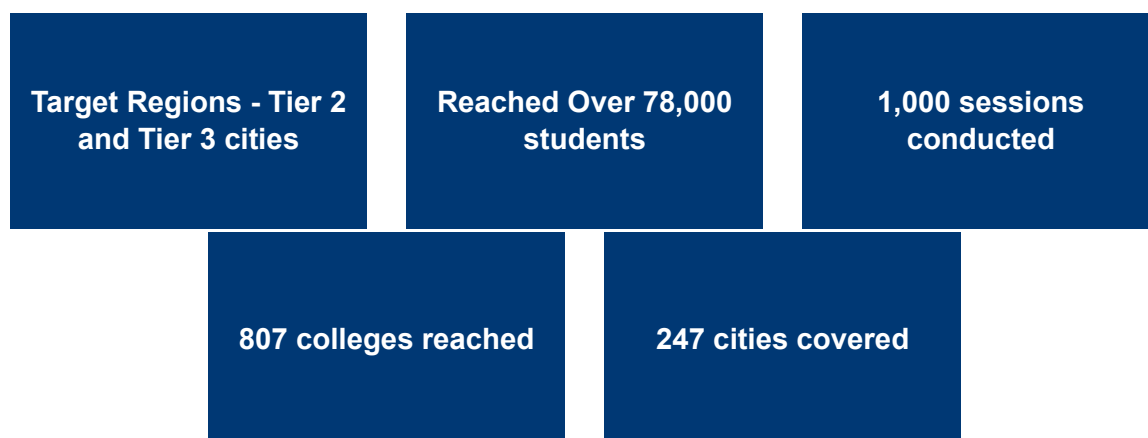


Executive Summary

The Kona Kona Shiksha (KKS) programme , a financial literacy initiative by Kotak Securities in collaboration with the National Institute of Securities Markets (NISM), aimed to empower young citizens across India by enhancing their understanding of personal finance, investments, and career opportunities in the financial services sector. Conducted between November 2022 and March 2023, the programme focused on building foundational financial knowledge to foster informed decision-making and economic empowerment.



Delivered in a physical classroom setup, the sessions were facilitated by 167 trained and empanelled Resource Persons (RPs), ensuring high-quality content delivery and effective engagement. This extensive outreach highlights the programme's focus on fostering financial literacy among students in underserved regions. The study surveyed stakeholders from 10 Major states.

The analysis is based on a primary survey conducted with a sample of **385 beneficiaries across 10 states**, supplemented by interviews and qualitative data gathered through virtual interactions with various stakeholders. The key outcomes experienced by the beneficiaries are analysed and presented using the criteria outlined in the IRECS framework.

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Inclusiveness

- The Kona Kona Shiksha programme successfully engaged participants from diverse demographics, with nearly equal gender representation (48% females, 52% males) and a significant focus on economically disadvantaged groups.
- 64% of the respondents belonged to households with a monthly income between ₹10,000 and ₹39,999, showcasing the program's effective outreach to low and mid-income segments and its inclusivity across diverse financial backgrounds.

Relevance

- The programme aligned well with participants' needs, with 67% of respondents voluntarily enrolling in the program.
- It addressed knowledge gaps in financial management, as evidenced by the high percentage of participants (72%) reporting limited prior knowledge of finance.
- The course was particularly relevant for students from business and commerce backgrounds, but also saw strong participation from students in science, technology, and engineering fields, ensuring a broad educational impact.

Expectation

- NISM certification added significant value, enhancing participants' employability and boosting resumes for BFSI roles.
- A significant 84% of respondents reported that the training positively impacted their financial decision-making, equipping them with the knowledge to make informed choices.
- Additionally, 82% of participants felt an increase in their confidence in financial decision-making.
- 76% of respondents stated that the programme was highly useful for their career development and 45% felt it was more beneficial than other similar training programs.

Convergence

- The programme aligned well with national priorities and global frameworks, reinforcing its relevance.
- It supported objectives in the Schedule VII of the Companies Act, particularly in promoting education and gender equality and fostering skill development.
- The program contributed to Sustainable Development Goals (SDGs), particularly in ensuring equal access to quality education (SDG 4.3) and enhancing youth employment and entrepreneurship opportunities (SDG 8.3).
- This alignment with broader policies amplifies the programme's systemic impact, demonstrating its role in a collaborative, nationwide effort to improve financial literacy and career opportunities.

Service Delivery

- The training quality was highly rated, with 83% of participants praising the training sessions and modules as excellent or very good.
- 57% of respondents found the training to be highly interactive, ensuring effective participant engagement.
- The programme also demonstrated the value of post-training support, with 77% of participants finding the counselling beneficial, indicating the need for ongoing support after the course to reinforce the learning experience.
- Delivered sessions through experienced and certified trainers, ensuring credibility.