Niveshak Didi

Prelims – *Current events of national and international importance| Economic and Social Development.*

Mains (GS II) – *Issues relating to development and management of Social Sector/Services relating to Health, Education, Human Resources.*

Why in News?

Recently, a Memorandum of Agreement (MoA) has signed jointly to launch the Phase 2 of the Niveshak Didi.

- **Niveshak Didi** – A unique initiative that ***trains women postal workers and community leaders*** to act as financial educators within their local regions.
- **Aim** – To scale financial literacy among ***women in rural, semi-urban, and underserved areas*** through grassroots mobilization and community-driven education.
- To empower rural women with the skills and *confidence to make informed financial decisions*.
- **Nodal Ministry –** Ministry of Corporate Affairs.

Phase 1 of Niveshak Didi *was launched in 2022* and *more than 55,000 beneficiaries participated in IPPB Financial Literacy Camps across India.*

Approximately 60% female beneficiaries mostly in the youth & economically active age group.

- **Launched by –** Investor Education and Protection Fund Authority (IEPFA) and India Post Payments Bank (IPPB).
- **Significance** – It is a *women-centric model* led by almost 40,000 women postal workers trained as Niveshak Didis, who will conduct sessions on *responsible investing, fraud awareness, savings habits, and digital banking tools*.
- It enables them to *build trust, inspire & share financial discipline*, and create a lasting impact at the grassroots level.

Phase 2 *will see the deployment of over 4,000 financial literacy camps across India.*

Investor Education and Protection Fund Authority (IEPFA)

• **Established on** – *2016.* • It is a *statutory body*, under the Ministry of Corporate Affairs. • **Vision** – To build a *financially aware and confident India*. • **Objective** – To ensure that investors across the country are both informed and protected. • To educate people about their *rights and responsibilities* as investors.
• India Post Payments Bank (IPPB)
• **Established on** – *2018,* under the Ministry of Communication. • **Vision** – To build the *most accessible, affordable and trusted bank* for the common man in India. • **Objective** – To remove barriers for the *unbanked & underbanked* and reach the last mile leveraging the Postal network. • **Key pillars** – Enabling *Paperless, Cashless and Presence-less banking* in a simple and secure manner at the customers' doorstep. • **Significance** – It delivers *simple and affordable banking solutions* through intuitive interfaces.

Reference

PIB| Launch Phase 2 of Niveshak Didi

