

## Objective:

Provide essential financial literacy training to empower Teachers and Corporate Employees in effectively managing their money. Highlight the crucial role of investments, particularly showcasing the benefits of mutual funds as an excellent option for building wealth.



## Campaign:

- Financial literacy sessions were held in renowned schools and corporates with a financial expert. The sessions were thought provoking and engaging.
- Adequate branding was done for ICICI for visibility.
- The programs were conducted in the following schools and corporates: DPS, Ryan international, Dabur, HUL



## Results:

No. of participants/ session	60-70	Schools	4
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