



ANDHRA LOYOLA INSTITUTE OF ENGINEERING AND TECHNOLOGY
An ISO 9001: 2008 Certified Institution
(Approved by AICTE, New Delhi & Affiliated to JNTU, Kakinada)
Vijayawada – 520 008
DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

FINANCIAL LITERACY PROGRAMME

Title: FINANCIAL LITERACY PROGRAMME AT KOTHURU TADEPALLI

Resource Persons: MBA FACULTY, ANDHRA LOYOLA INSTITUTE OF ENGINEERING AND TECHNOLOGY, VIJAYAWADA.

DATE: 05-01-2017

Venue: FINANCIAL LITERACY PROGRAMME AT KOTHURU TADEPALLI.

Participants: 52 Students of II MBA Students participated in the event.

Description about the programme: **financial literacy** is the possession of the set of skills and knowledge that allows an individual to make informed and effective decisions with all of their financial resources. Understanding basic financial concepts allows people to know how to navigate in the financial system. People with appropriate financial literacy training make better financial decisions and manage money better than those without such training. To create awareness among people we have selected kothuru, tadepalli, near vijayawada, krishna district on 05-01-2017. Students conducted survey randomly in the village.

Report Submitted by: Mr. N.JANARDHANA RAO

Designation(s): Associate professor.

Department: Department of Master of Business Administration



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Glimpses of the Programme:





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