



BEHEN FINANCIAL FREEDOM: A SOCIAL INITIATIVE

THE GAP

- According to the Humanity Welfare Council, 80% of Indian women struggle with financial literacy.
- 62% of Indian women do not own bank accounts or have limited access to banking services.
- The labour force participation rate for men in 2023 was 78.5%, and the corresponding FLFP rate was 37.0%.
- The dependency ratio in India was approximately 47.5% in 2022. This is an alarming statistic due to the positive correlation between domestic violence and financial dependency.



WHAT IS BEHEN FINANCIAL FREEDOM?

- Behen Financial Freedom (BFF) is a mission that aims to empower Indian women through marketable skills and resources that'll improve their financial literacy and employability.
- To maximise our mission's efficacy, 'BFF' is to be a one-stop mobile application. The key features entail financial education, job opportunities, career development resources, and professional networking.
- Our target audience is Indian women of all ages and backgrounds; accessibility is enhanced through the multilingual nature of the platform as well as its compatibility with both, iOS and Android users.



OUR OBJECTIVE

- We strive to enhance the employability of Indian women to make them more self-sufficient and socioeconomically empowered.
- Through increased financial literacy, women will be encouraged to have personal bank accounts and emergency funds, decreasing their reliance & making them less susceptible to financial vulnerability, poverty, and domestic abuse.
- Increase employment opportunities for women, leading to enhanced living standards and economic development.



TARGET SDGS



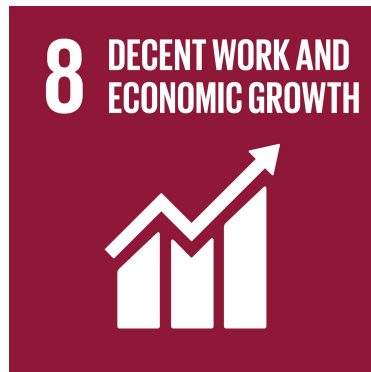
SDG 1



SDG 4



SDG 5



SDG 8



SDG 10

APP DESIGN

UPSKILLING

- Profile creation – professional profiles entailing their unique interests, work experience, qualifications, skills, and career aspirations.
- Skill development resources – online courses, local workshops, webinars, and tutorials.
- Mentorship programs – users can seek guidance from experienced professionals.
- Resume builder & interview preparation

NETWORKING

- Job listings – curated list of job opportunities
- Networking opportunities – direct messaging, creating communities
- Job fair events – hybrid fairs where companies can offer insights and recruitment opportunities
- Success stories & inspirational content – Interact with successful professionals

LOGIC MODEL

INPUTS

- Financial investment for app development and maintenance.
- Human capital (app developers, content creators, trained, multilingual facilitators for workshops and webinars).
- Partnerships with microfinance institutions, NGOs, and employers.
- Educational resources (access to online courses, webinars, and certification programs).
- Research in career interests and explore areas of financial literacy.

ACTIVITIES

- App development (designing a user-friendly interface with personalised coding features)
- Content creation (financial literacy modules, career development resources including resume builders, skill development materials).
- Updating regularly to account for new government policies, job listings, and courses.
- Negotiating agreements with financial institutions, collaborating with NGOs, and establishing relationships with employers.
- Increasing engagement (marketing campaigns, incentivizing users through gamification, and facilitating community discussions and events).

LOGIC MODEL

OUTPUTS

- Developed app - Version 1.0 of 'BFF' available for download on Android and iOS platforms.
- Financial literacy modules - Modules covering government schemes, saving, investing, and other financial topics.
- Career development resources - resume templates, interview preparation guides, and skill development courses.
- User registrations - Indian women registered as users of the app with completed profiles.
- Partnerships established - financial institutions, NGOs, and employers as partners, also providing curated job lists.

OUTCOMES

- Increased financial literacy rates
- Enhanced employability
- Expanded networks
- Decreased unemployment rate
- Increased FLFP rate

POTENTIAL PARTNERSHIPS

Financial Institutions:

- ICICI Bank
- Microfinance Institutions (MFIs) like SKS Microfinance and Bandhan Bank

NGOs:

- Self-Employed Women's Association (SEWA)
- Pratham Education Foundation

Employers/Corporates:

- Infosys

Government Agencies:

- Ministry of Women and Child Development (MWCD)
- National Skill Development Corporation (NSDC)

Women's Networks and Professional Associations:

- Federation of Indian Chambers of Commerce and Industry (FICCI) Women's Wing

Media and Content Partners:

- Dainik Bhaskar



PHASE I



THANK YOU!