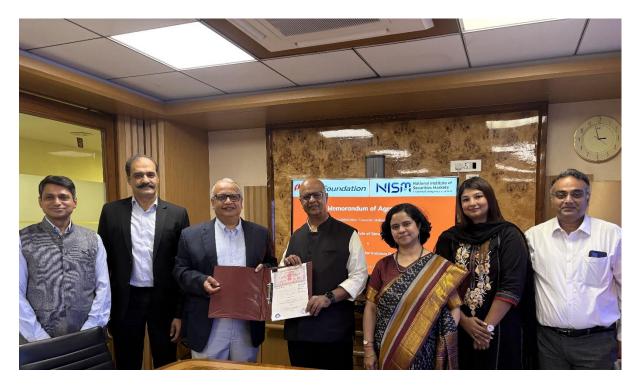
## MoA Signing with ICICI Foundation: Advancing Financial Literacy at Scale



We are pleased to share that National Institute of Securities Markets (NISM) has formalized a partnership with the ICICI Foundation through a Memorandum of Agreement (MoA) to jointly strengthen financial literacy and awareness across India.

The signing ceremony marks a significant step toward creating accessible, relevant and high-impact financial education for underserved rural communities, hospital staff, institutions like IIT Bombay and learners in emerging geographies.

## **About the Physical Sessions**

Under this collaboration, the initiative titled

"Impactful and Engaging Financial Literacy Project for the Underprivileged Group" will be implemented across Tier II–IV cities in India.

This program aims to empower 75000 beneficiaries of rural community groups across multiple states with essential financial knowledge and practical skills.

## **About the Digital Learning Component**

To ensure wider accessibility and sustained learning, the partnership will also roll out a digital financial literacy program reaching youth, students, women, underserved groups and the general population.

This blended digital approach will allow beneficiaries to learn anytime, anywhere, thereby multiplying the program's long-term social impact.

## **A Shared Commitment to Empowerment**

Through this MoA, NISM and ICICI Foundation reiterate their commitment to building a financially aware, confident and secure society—where individuals are equipped to make sound financial choices and pave the way for sustainable growth.

We look forward to a purposeful and impactful journey together.