

## 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.

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### 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.

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## **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.