

Niveshak Didi

Prelims - *Current events of national and international importance| Economic and Social Development.*

Mains (GS II) - *Issues relating to development and management of Social Sector/Services relating to Health, Education, Human Resources.*

Why in News?

Recently, a Memorandum of Agreement (MoA) has signed jointly to launch the Phase 2 of the Niveshak Didi.

- **Niveshak Didi** - A unique initiative that **trains women postal workers and community leaders** to act as financial educators within their local regions.
- **Aim** - To scale financial literacy among **women in rural, semi-urban, and underserved areas** through grassroots mobilization and community-driven education.
- To empower rural women with the skills and **confidence to make informed financial decisions**.
- **Nodal Ministry** - Ministry of Corporate Affairs.

Phase 1 of Niveshak Didi was launched in 2022 and more than 55,000 beneficiaries participated in IPPB Financial Literacy Camps across India.

Approximately 60% female beneficiaries mostly in the youth & economically active age group.

- **Launched by** - Investor Education and Protection Fund Authority (IEPFA) and India Post Payments Bank (IPPB).
- **Significance** - It is a women-centric model led by almost 40,000 women postal workers trained as Niveshak Didis, who will conduct sessions on responsible investing, fraud awareness, savings habits, and digital banking tools.
- It enables them to build trust, inspire & share financial discipline, and create a lasting impact at the grassroots level.

Phase 2 will see the deployment of over 4,000 financial literacy camps across India.

- **Established on** - 2016.
- It is a statutory body, under the Ministry of Corporate Affairs.
- **Vision** - To build a financially aware and confident India.
- **Objective** - To ensure that investors across the country are both informed and protected.
- To educate people about their rights and responsibilities as investors.

• **India Post Payments Bank (IPPB)**

- **Established on** - 2018, under the Ministry of Communication.
- **Vision** - To build the most accessible, affordable and trusted bank for the common man in India.
- **Objective** - To remove barriers for the unbanked & underbanked and reach the last mile leveraging the Postal network.
- **Key pillars** - Enabling Paperless, Cashless and Presence-less banking in a simple and secure manner at the customers' doorstep.
- **Significance** - It delivers simple and affordable banking solutions through intuitive interfaces.

Reference

[PIB| Launch Phase 2 of Niveshak Didi](#)

