ANNUAL REPORT

Digital and Financial Literacy for Low-Income Migrant Families (FY 2023-24)

Our journey during the last financial Year (2023-24)

The journey during the last financial year (FY 2023-24) with Angel One fills us with immense pride and gratitude to witness the strides we have taken in our mission to foster sustainable financial inclusion and dignified livelihoods for migrant labourers in south Rajasthan. The collaborative efforts of Shram Sarathi and Angel One have not only shifted perspectives but have also significantly enhanced the digital and financial capabilities of the communities we serve.

Throughout the year 2023-24, our concerted efforts have not only touched the lives of migrant families but have also imparted invaluable knowledge and skills, empowering them to make informed financial decisions and integrate seamlessly into the mainstream financial system. This transformative impact underscores the essence of our shared vision and commitment to uplifting migrant labourer communities and ensuring their rightful place in society.

As we look ahead, we are filled with optimism and determination to continue our efforts in this noble cause. The journey may have its challenges, but with unwavering commitment and the support of partners like Angel One, we are confident that we can overcome any obstacle in our path. Together, we will continue to work tirelessly towards a future where every migrant labourer in south Rajasthan can lead a life of dignity, prosperity, and opportunity.

Content

Executive Summary

The Annual Report for the project "Digital and Financial Literacy for Low-Income Migrant Families" for the year 2023-24 provides a brief and succinct description of progress toward the objectives of the program. The Financial and Digital Outreach Program represents a collaborative effort between Shram Sarathi and Angel One, serving as a testament to our collective commitment to fostering economic inclusion and empowerment in the tribal districts of South Rajasthan. During the last fiscal year, Shram Sarathi embarked on a resolute mission to extend our reach and amplify our services, dedicated to addressing the myriad finance-related challenges hindering the economic inclusion of marginalized communities. Recognizing the obstacles faced by those at the margins of society, we directed our efforts toward the tribal belt of South Rajasthan, where the convergence of low financial and digital literacy posed significant barriers to advancement.

The plight of tribal migrant labour families, beset by economic adversities ranging from meagre incomes to over-indebtedness, underscored the urgent need for intervention. Coupled with limited education, these challenges left individuals ill-equipped to navigate financial decision-making processes, access crucial financial services, or engage in electronic transactions effectively. In collaboration with our esteemed partner, Angel One, Shram Sarathi elevated its financial and digital outreach program to new heights. Our strategic approach focused on expanding both the horizontal and vertical dimensions of our reach, utilizing an array of initiatives including clinics, mobile units, and digital literacy campaigns to engage with more individuals.

Throughout the year, our relentless efforts bore fruit as we intensified our presence in the target region. From conducting extensive campaigns in panchayat offices to reaching the farthest corners of remote villages through mobile clinic facilities, we instilled a sense of financial security and raised awareness about critical aspects such as CIBIL credit scores. Empowering migrant families with digital transaction knowledge not only bolstered their resilience against exploitation but also nurtured a newfound sense of agency and autonomy.

As we reflect on the past year, we take pride in the strides we've made and the impact we've achieved. Beyond the tangible outcomes detailed in this report lies the immeasurable relief and empowerment we've provided to vulnerable migrant labourer families. While the following pages summarize our endeavors and their outcomes, the profound impact on human lives defies quantification.

Throughout the last fiscal year (FY 2023-24), Shram Sarathi marked significant achievements. These milestones encompassed the organization of 300 financial literacy meetings, the initiation of 616 KYC corrections, and the facilitation of 65 financial and digital literacy clinics (field clinics). Through these endeavors, Shram Sarathi provided counselling to 3,650 beneficiaries via clinics, while also overseeing the training and monitoring of 33 micro-entrepreneurs. These micro-enterprises facilitated transactions of INR 645 lakh (approximately). Moreover, the organization handled 6,800 balance inquiries, linked 618 beneficiaries to NPS and other schemes, and facilitated 1,710 insurance enrollments. These accomplishments underscore Shram Sarathi's dedication to nurturing financial empowerment and resilience among low-income migrant communities.

With a reach spanning 70 villages across 5 districts, we impacted the lives of over 6000 beneficiaries. Looking ahead to 2025, our focus shifts towards advanced initiatives. Program in the next financial year will see us implementing advanced UPI services, aimed at fostering independence and self-service. As a role model in our sector, we aim to inspire other organizations and expand our model to 100 villages across 7 districts. With a special emphasis on insurance, pension schemes, and saving promotion, we are also introducing mobile clinics to reach underserved communities in new districts, driving towards our mission of inclusive development.

Together with Angel One, we remain steadfast in our commitment to advancing economic inclusion and empowering communities. As we delve into the contents of this report, let us not only celebrate our achievements but also renew our dedication to the journey ahead, cognizant of the vast possibilities for further impact and transformation.

Mainstream media and Shram Sarathi

In recent times, our work has been widely recognized by the mainstream media

दैनिक भास्कर उदयपुर जिला 07-04-2024

डूंगाराम को मिले जीवन ज्योति बीमा योजना के 2 लाख रुपए

सायरा | क्षेत्र के भानपुरा के खड़िया फला में डूंगाराम गमेती को जीवन ज्योति बीमा के दो लाख रुपए मिले। भानपुरा शाखा प्रबंधक भूपेंद्र कुमार लौहार ने डूंगाराम को 2 लाख रुपए का डमी चैक प्रदान किया। उन्होंने बताया कि बीमे की राशि डूंगाराम के बैंक खाते में सीधे ट्रांसफर कर दी गई है। जानकारी के अनुसार करीब 4 माह पहले डूंगाराम की पत्नी सीता बाई की मृत्यु हो गई थी। भानपुरा की एसबीआई बैंक में शाखा में सीता बाई का खाता था तथा सीता बाई ने जीवन ज्योति बीमा करवा रखा था। सीता बाई की मृत्यु हो जाने के बाद श्रम सारथी एसोसिएशन (आरएसएसए) के कार्यकर्ता मन्नाराम ने सीता बाई के बीमा क्लेम के लिए दस्तावेज जुटाने में डूंगाराम की मदद की। डूंगाराम के नॉमिनी होने के कारण उसने बीमा राशि के लिए क्लेम किया। आवेदन के तीन माह बाद डूंगाराम को बीमे दो लाख रुपए का चेक प्रदान किया। आरएसएसए के किशन गुर्जर ने बताया कि एसोसिएशन ने वित्तीय समावेश जागरूकता के तहत उपखंड क्षेत्र के 1100 से अधिक परिवारों का बीमा से जुड़ाव करवाया है तथा अब तक 4 बीमा क्लेम दिलाने में सहयोग किया है।

दैनिक भास्कर उदयपुर जिला 08-02-2024

बेटी की मौत पर नॉमिनी पिता को मिला पीएमजेजेवाई का लाभ

गोगुंदा | भीरजी का गुड़ा निवासी वजेराम तेली के खाते में बुधवार को प्रधानमंत्री जीवन ज्योति बीमे के 2 लाख रुपए ट्रांसफर कर पासबुक प्रिंट कर सौंपी। एसबीआई बैंक की गोगुंदा शाखा के प्रबंधक पंकज कुमार गोयल ने पासबुक सौंपते हुए बताया कि ज्यादातर लोगों को इस बीमे के बारे में जानकारी नहीं है। ऐसे में इसके बारे में जागरूकता बढ़ाने की जरूरत है। इस दौरान श्रम सारथी एसोसिएशन के किशन गुर्जर भी मौजूद थे। प्रबंधक पंकज गोयल ने बताया कि गत वर्ष वजेराम तेली की 29 वर्षीय बेटी केसर तेली की मृत्यु हो गई थी। कुछ दिन पूर्व वजेराम अपनी बेटी के बैंक खाते में जमा रुपयों को अपने खाते में ट्रांसफर करवाने के लिए बैंक शाखा में आया। उस दौरान केसर के बैंक खाते से प्रधानमंत्री जीवन ज्योति बीमा होने की जानकारी मिली। बीमे के बारे में वजेराम तेली को अवगत कराने के बाद बीमे के लिए क्लेम करने की कार्रवाई की गई और बुधवार को वजेराम तेली (नॉमिनी) के बैंक खाते में 2 लाख रुपए ट्रांसफर किए।

Shram Sarathi's work is being recognized. However small it may appear; the impact is strong. It enhances the trust of common people in our organization and the way we work…

The 'Digital and Financial Literacy for Low-income Migrant Families' program stands out as one of the most dynamic and influential interventions designed to uplift the lives of migrant laborers. Aligned closely with Shram Sarathi's core missions, it aims to achieve the following: enabling financial inclusion among migrant-dependent communities by providing essential financial services, facilitating digital and financial literacy, ensuring social security, promoting saving habits; and establishing a sustainable model that serves as a beacon for financial service providers to engage with migrant populations effectively. Additionally, the program is designed to counsel migrant families on how to check their CIBIL credit scores and initiate document correction.

Digital and financial outreach is the need of the time. As an intervention program “'Digital and Financial Literacy for Low-income Migrant Families” is imperative in the current landscape due to several pressing factors. Government entitlements, crucial for migrant families, hinge on bank account linkages, yet minor discrepancies in documents can delay access, exacerbating poverty. Moreover, the digitalization of banking introduces new risks, with migrants particularly vulnerable to financial fraud. The influx of private lenders further compounds issues, leading to unsustainable debt levels among low-income families. Lack of financial literacy exacerbates these challenges, necessitating interventions to empower families with knowledge and tools for responsible financial decision-making. In essence, these programs are crucial for safeguarding migrant families' incomes and promoting their overall well-being.

Understanding the gravity of the situation, Shram Sarathi in association with Angel One has been relentlessly working on financial and digital literacy, which is extremely crucial for safe electronic transactions and it would help the migrant families to make informed financial decisions. It would bring agency among the migrant labourers and they can initiate self-transaction (without depending upon others). The concept of “clinic” that has been operated was thoughtfully designed to be very instrumental in addressing issues like incapacity to make digital transactions, financial decisions for families, right information about savings and insurance schemes. As we visit medical clinics to handle our physical ailments, our clinics will help migrant labour families to remove all the ailments related to the financial health of individuals and families by enhancing their skills and agency.

The project operates in all five districts of south Rajasthan - Udaipur, Rajsamand, Salumbar, Pratapgarh, and Dungarpur, where the tribal population is highly concentrated. The major tribes in the region include Bhil, Meena and Garasia.

> **"As we visit medical clinics to handle our physical ailments, our clinics help migrant labour families to remove all the ailments related to the financial health of individuals and families by enhancing their skill and agency"**

2. Project objective

The objectives of the program are clear and focused, aimed at empowering migrant families to navigate their financial journeys with confidence and resilience. Firstly, we strive to enable migrant families to make informed and prudent financial choices. By providing them with access to relevant information and resources, we empower them to take control of their finances and make decisions that align with their long-term goals. Secondly, our goal is to equip migrant families with essential digital and financial skills. In today's increasingly digitized world, these skills are vital for active participation in financial systems and for protecting oneself from potential risks. By providing training and support, we ensure that migrant families are not only able to participate effectively but also safeguard themselves against financial vulnerabilities. Lastly, we aim to persuade families to establish financial back-ups for unforeseen events. Encouraging families to build emergency funds and adopt financial safety nets is crucial for enhancing their financial resilience. Through approaches such as Information to Action, Consumer Protection, and Social Security, we advocate for proactive measures that can mitigate the impact of unexpected circumstances and ensure the well-being of migrant families.

OBJECTIVES

To enable migrant families to make informed and prudent financial choices

To equip migrant families with digital & financial skills to participate and protect themselves

To persuade Families to have financial back-up in case of unforeseen events

<u>Three Approaches</u>

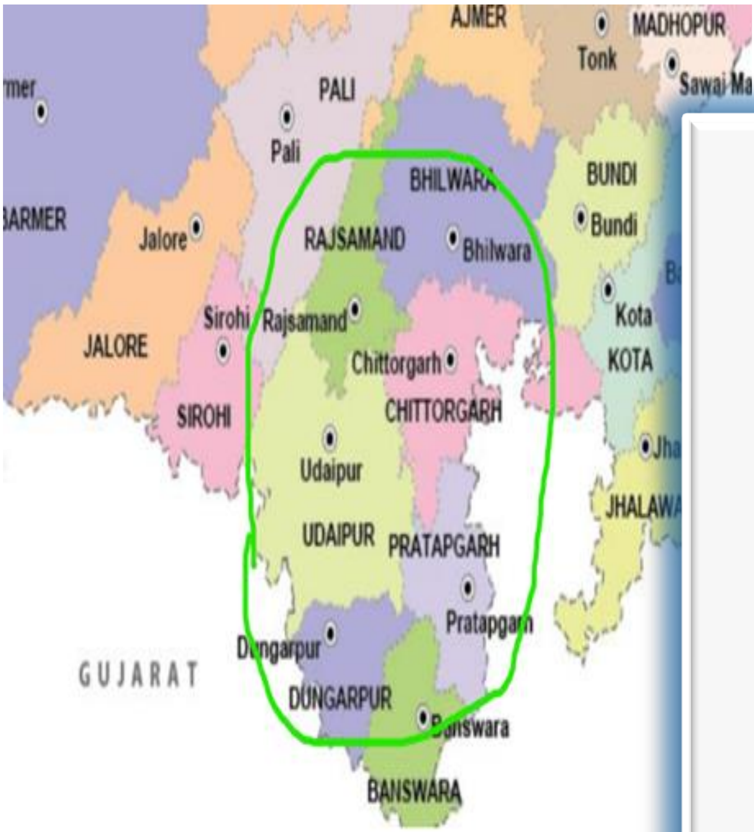
- **Information to action**
- **Consumer protection**
- **Social security**

The project aims to empower migrant labour families by equipping them with the necessary financial literacy to cater to their specific needs and fostering long-term behavioural changes. Through consumer support initiatives, the program helps in KYC corrections, debt management, and accessing a wide array of financial services, mitigating the risk of falling victim to financial fraud and providing redressal mechanisms for those affected. Furthermore, the project facilitates linkages with government-sponsored insurance schemes, ensuring that migrant families have a safety net in times of unforeseen events such as financial emergencies, accidents, or deaths. Continuous counselling on available social security options and saving schemes is crucial in environments where enrolments occur without adequate documentation, and many families require guidance in navigating the claims settlement process. By offering comprehensive support and education, the program endeavors to enhance the financial resilience and security of migrant communities.

Migrant labour households face a pervasive issue of over-indebtedness exacerbated by the aggressive tactics of 65 private lending institutions operating in their regions. These lenders target vulnerable families, pushing loans and resorting to predatory recovery methods, leading to unsustainable levels of debt. Compounding this issue is the lack of financial and digital literacy, leaving families ill-equipped to make informed borrowing decisions. Additionally, the absence of backup insurance or social security, coupled with a scarcity of savings behaviour, leaves families financially vulnerable. Absence/ minimal presence of mainstream banking and compulsory electronic transactions, further isolating migrant families. Interventions focusing on digital and financial literacy are crucial to safeguarding the earnings of migrant households and empowering them to navigate financial decisions effectively for themselves and their families.

3. The area of intervention

The region of intervention, nestled in the southern part of Rajasthan, serves as a vital supplier of migrant labour to various sectors including construction, head loading, textiles, mining, and hospitality. Remarkably, these labourers often embark on their migratory journeys at an early age, typically around 14-15 years, foregoing formal education. Consequently, a significant portion of them are school dropouts, lacking essential life skills and financial literacy. This demographic, predominantly comprising tribal communities, faces daunting challenges due to low literacy levels and meager incomes, with over 95% of our beneficiaries belonging to such groups. Thus, the intervention in this region becomes crucial, aiming to equip these individuals with the necessary financial and digital skills and knowledge to navigate their lives more effectively, ensuring a brighter future amidst their socio-economic constraints.



- The region supplies migrant labour to nearby states of Gujarat and Maharashtra
- They work in sectors: construction, head loading, textiles, mining and hospitality
- They migrate at an early age of 14-15 years and most of them are school dropouts
- They have limited life skills and understanding particularly in managing their finance
- Over 95% of our beneficiaries belong to tribal communities which are plagued by low literacy levels and low incomes

"Shram Sarathi along with Angel One play a vital role in facilitating financial inclusion for marginalized labour communities in the region"

4. The intervention model

Migrant labour families in South Rajasthan are among the most vulnerable communities, a fact widely recognized. Working together, Shram Sarathi and Angel One have implemented the "Digital and Financial Outreach" program with dedication. This intervention model was carefully crafted to suit the needs of the target group and the program's goals. Both organizations are committed to ensuring that migrant labour families lead sustainable and dignified lives. Throughout the last financial year (FY 2023-24), Shram Sarathi actively conducted tailored activities for the target group.

Three verticals of Shram Sarathi's services

Empowering vulnerable migrant labourers and their family members is the objective of the program. Along with Angel One, Shram Sarathi's efforts in educating people on financial transactions like balance checks, withdrawals, and digital payment methods such as Phone-Pe and Google Pay are crucial for empowering the migrant labour communities. By providing training on these essential financial transaction skills, Shram Sarathi enables individuals with low financial and digital literacy to gain confidence in managing their finances effectively. This empowerment not only enhances their ability to participate in the economy but also reduces their susceptibility to financial exploitation and fraud.

Through activities like passbook printing, issuing new ATM cards, reopening closed bank accounts, and correcting documentation, Shram Sarathi along with Angel One play a vital role in facilitating financial inclusion for marginalized labour communities. Many people who lack adequate financial and digital literacy may face challenges accessing basic banking services or printing financial records. By helping in these areas, Shram Sarathi ensures that these individuals have access to essential banking services and are included in the formal financial system, thus promoting economic stability and resilience within communities.

"Digital & financial literacy not only enhance their ability to participate in the economy but also reduces their susceptibility to financial exploitation and fraud…."

4.1 Mobile clinic

In remote tribal hamlets of the region, many services are lacking. Recognizing the geographic challenges, Shram Sarathi has initiated mobile clinics, mirroring our regular clinic services. In this scenario, we bring services directly to people's doorsteps, assisting them in obtaining credit scores and other counselling services.

Mobile Clinic

"Digital and financial literacy are the foundation services of social and economic empowerment. In this frequently changing digital world, this empowerment not only enhances their ability to participate in the economy but also reduces their susceptibility to financial exploitation and fraud…"

5. Outcome and Discussion

Key Performance Indicators (FY 2023-24)	Target	Achievements
Number of financial literacy meetings	300	300
Number of KYC corrections	600	616
Number of financial and digital literacy clinics (field clinics)	60	65
Number of beneficiaries counselled (only clinic)	3400	3650
Number of micro-entrepreneurs trained (and monitored)	30(50)	33 (78)
Value of transactions facilitated by micro-entrepreneurs (in INR lakh)	650	645
Number of balance inquiries facilitated	3000	6800
Number of beneficiaries linked to micro-investments (NPS and others)	600	618
Number of insurances done	500	1710

The last financial year, 2023-24, marked a remarkable milestone in our Digital and Financial Literacy Program aimed at migrant families. Our efforts have yielded outstanding results, showcasing a significant transition from delivering basic services to intermediate solutions, laying a strong foundation for advanced UPI training in the upcoming financial year. Our impact extended far and wide, reaching 70 villages across 5 districts, thereby positively influencing the lives of 6800 beneficiaries (approximately). This widespread reach underscores the effectiveness and scalability of our program in addressing the unique needs of migrant families and promoting financial resilience within communities.

The achievement of targets in the last fiscal year reflects Shram Sarathi's unwavering dedication to fostering financial inclusion and empowerment among low-income migrant communities. Through 300 financial literacy meetings, 616 KYC corrections, and 65 field clinics, they ensured access to essential financial services and knowledge. Personalized counselling for 3,650 beneficiaries and the training of 33 micro-entrepreneurs signify their commitment to individual growth and community development. By facilitating transactions worth INR 645 lakh and handling 6,800 balance enquiries, they actively stimulated economic activity and promoted financial awareness. Moreover, linking 618 beneficiaries to micro-investments and facilitating 1,710 insurance enrollments underscore their efforts in enhancing financial security and risk mitigation. Shram Sarathi's achievements exemplify their impactful contributions to creating a more financially inclusive and resilient society.

This achievement underscores our commitment to safeguarding the financial interests of migrant families and protecting them from fraudulent activities. During the last financial year, we remain steadfast in our commitment to advancing financial literacy and empowering migrant families to achieve economic independence and prosperity. Looking ahead, we are poised to build upon these successes and continue our journey towards creating a more inclusive and resilient society.

6. Case Studies

Case studies illuminate the central challenges of an issue. In this section, we present several cases that Shram Sarathi has successfully resolved. By describing these cases, we highlight the complexity inherent in real-life examples. Many individuals face difficulties in managing their financial affairs, and Shram Sarathi assists them in finding solutions.

Case: 1

Empowering Rural Migrants: Shram Sarathi's Journey with Chaman Lal's Family

"This is the story of Chaman Lal and his wife Bhurki Bai, detailing their ordeals in obtaining their Aadhar card and bank account, without which ..they are not entitled to any benefits from the government. Shram Sarathi's support aided them in obtaining these essential documents."

In the remote village of Jeerai, where access to basic amenities and services is limited, Chaman Lal's family faced significant hurdles due to their lack of essential documents like Aadhar cards and bank accounts. Despite Chaman Lal's efforts, previous attempts to acquire these documents had been unsuccessful. However, when Chaman Lal visited the financial clinic with his problem, the organization's field worker stepped in to assist him. Recognizing the urgency of the situation, the worker referred Chaman Lal to the Gogunda office, where our volunteer Manish, offered him help. He meticulously filled out offline bank account forms, ensuring that Chaman Lal and his wife, Bhurki Bai, could finally open a bank account. Additionally, they swiftly facilitated the process of obtaining Aadhar cards, ensuring that the couple had all the necessary documentation in place.

The prompt and efficient support provided by Shram Sarathi not only enabled Chaman Lal's family to access financial services but also instilled a sense of security and empowerment within the household. With their newfound access to banking facilities, Chaman Lal and Bhurki Bai expressed their gratitude for the organization's invaluable assistance. This case exemplifies Shram Sarathi's commitment to bridging the gap in financial inclusion.

Case: 2

Overcoming Systemic Hurdles: A Case Study of Dinesh Chandra's Struggle for Banking Access

" This case study explores Dinesh's journey as he grapples with the repercussions of a closed bank account and the subsequent intervention that ultimately restores his financial autonomy."

This case study delves into the challenges faced by Dinesh Chandra, a resident of Dhana in Losing panchayat, as he navigates the complexities of accessing basic banking services. Despite his persistent efforts, Dinesh found himself unable to conduct transactions due to the closure of his bank account in 2014. This led to a series of hardships, including the inability to secure employment under the NREGA scheme and the deprivation of other government benefits. However, through the intervention of Shram Sarathi, Dinesh's ordeal took a positive turn.

This study highlights the pivotal role played by Shram Sarathi in advocating for Dinesh's financial rights and facilitating the reopening of his bank account, ultimately restoring his access to essential banking services and government benefits. Dinesh’s closure of bank account rendered him unable to conduct basic financial transactions, plunging him into a state of financial insecurity. Despite his efforts to resolve the issue by visiting the bank and seeking assistance from Business Correspondents (BCs), Dinesh's attempts proved futile. His plight was further exacerbated by his inability to secure employment under the National Rural Employment Guarantee Act (NREGA) and the denial of government benefits due to his lack of access to banking services. Dinesh's journey underscores the significance of advocacy and community support in addressing barriers to financial inclusion.

Through the collaborative efforts of Shram Sarathi and Angel One, Dinesh was able to reclaim his financial autonomy and access essential resources. However, for many individuals like Dinesh from Dhana, the closure of a bank account can trigger a cascade of challenges, leading to financial exclusion and deprivation of essential resources. This case study underscores the need for continued efforts to address systemic challenges and ensure access to banking services for all individuals, regardless of socio-economic status or geographic location.

Case: 3

Unveiling Financial Deception: The Lasudi Bai Fraud Case

“This is a case of financial fraud. Similar to Lasudi Bai, many people in this region become easy victims of fraud due to systemic challenges…”

Lasudi, wife of Keiya Meena from Sabala, found herself entangled in a web of financial deceit and she was unaware of it. Initially, her financial records appeared alarming, with discrepancies noted in the number of loans she purportedly had from multiple Microfinance Institutions (MFIs). The revelation came to light when Limbaram (a field official of Shram Sarathi), upon reviewing Lasudi’s high mark, uncovered the inconsistencies.

Further investigation revealed a systemic issue affecting numerous women in similar circumstances. The anomalies surfaced when workers from an MFI Company (name cannot be disclosed publicly) arrived to collect installments. Upon scrutiny, it was discovered that Lasudi's loan records in that MFI company differed drastically from what was indicated in the high mark (CIBIL credit score) report. Contrary to the reported 29 loans, she only had two loans, with one instalment remaining.

The case highlights the vulnerability of individuals like Lasudi to financial fraud and manipulation within the microfinance sector. It underscores the importance of stringent oversight and accountability measures to safeguard borrowers' interests and prevent such fraudulent activities. The collaborative efforts of our vigilant volunteer and the cooperation of external parties, are pivotal in exposing and rectifying such deceptive practices.

As the investigation unfolds, it becomes imperative to address the underlying issues and hold accountable those responsible for exploiting vulnerable borrowers for personal gain. Only through collective action and regulatory diligence can the microfinance sector uphold its mandate of empowering individuals and fostering financial inclusion while curbing instances of fraud and deception.

Case: 4

Empowering Families: Shram Sarathi's Support in Claiming PMJJBY Insurance

This is the case of empowering families through insurance claim. The case describes Bajeram's experience with the PMJJY scheme, wherein he received a 2 lakh rupees insurance claim

Bajeram, a resident of Dhiraj ka Guda, a small hamlet faced a devastating loss when his daughter, Kesar, passed away in 2023. Amidst the grief, Bajeram discovered that his daughter had insurance coverage of Rs. 2 lakhs under the Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) scheme.

Upon realizing the insurance coverage, Bajeram encountered challenges in accessing the insurance amount. Initially, he attempted to transfer the funds from his daughter's account to his own at the local SBI Branch in Gogunda, only to discover the existence of the insurance policy. Recognizing the need for assistance, Bajeram sought help from Shram Sarathi officials. Understanding the importance of timely financial support during such distressing times, the officials at Shram Sarathi proactively offered their assistance to initiate the process of claiming the insurance amount.

With the guidance and support of Shram Sarathi officials, Bajeram initiated the process of claiming the insurance value under the PMJJBY scheme. The officials facilitated the necessary paperwork and guided him throughout the process, ensuring that Bajeram could access the financial support he was entitled to.

Bajeram's experience highlights the critical role that government insurance schemes like PMJJY play in providing financial security to families during times of crisis. Additionally, the proactive assistance provided by organizations like Shram Sarathi can significantly impact the ease and efficiency with which families access the benefits they are entitled to under such schemes.

Case: 5

Empowering Citizenship: Overcoming Bureaucratic Barriers through Financial and Digital Literacy

This is the story of Nima Ram. His age in Aadhaar card was 30 and that is why he was unable to get old age pension

Nima Ram, a 30-year-old resident, found himself in a bureaucratic dilemma when he discovered that his Aadhar card erroneously stated his age, which hindered him from receiving an old age pension. To rectify this, he needed to acquire a new birth certificate. However, being illiterate and unfamiliar with the procedures, Nima Ram faced significant challenges in navigating the system. In India, government services often require proper documentation, which can be a daunting task for individuals like Nima Ram, who lack formal education or understanding of administrative procedures. Obtaining essential documents like birth certificates typically involves complex processes, exacerbating the difficulties faced by marginalized communities.

Nima Ram's predicament highlights the barriers faced by many individuals in accessing government services due to bureaucratic hurdles and lack of financial and digital literacy. Without proper guidance and support, navigating the system becomes nearly impossible, perpetuating socio-economic disparities. To address these challenges, Shram Sarathi arranges in the region Financial and Digital Literacy Clinic with support from Angel One, to empower individuals like Nima Ram to navigate bureaucratic processes effectively. These clinics guide financial management, digital literacy, and assistance in accessing government services.

With the support received at the clinic, Nima Ram successfully applied for a new birth certificate. As a result, he is now in the process of correcting his Aadhar card, which will enable him to finally receive the old age pension he is entitled to. This intervention has not only resolved Nima Ram's immediate issue but has also empowered him with the knowledge and skills to access government services more effectively in the future.

Nima Ram's journey underscores the importance of initiatives like Financial and Digital Literacy Clinics in bridging the gap between marginalized communities and government services. By providing tailored support and guidance, these clinics empower individuals to overcome bureaucratic challenges and access their entitlements. Nima Ram's success story serves as a testament to the transformative impact of such interventions in promoting inclusive development and empowering citizens.

7. The Challenges and Way Forward

As we reflect on the progress of our program "Digital and Financial Literacy for Low-Income Migrant Families" over the past year, it becomes apparent that while we have made strides in reaching previously underserved populations, we are not without our share of risks and challenges. Firstly, our endeavor to extend our services to the unreached poses ongoing challenges, demanding innovative approaches to bridge existing gaps in accessibility and awareness. Moreover, within the key areas of our intervention, we focus on digital and financial literacy, particularly on UPI training, CIBIL scores, counseling, and the promotion of insurance and small savings. Additionally, fostering direct community participation remains a persistent challenge, albeit one we actively engage with, recognizing the invaluable role of community involvement in addressing pertinent issues.

Geographic expansion presents yet another hurdle, with efforts underway to extend our reach into areas such as Bhilwara, a significant destination for migrant labourers. In response to these challenges, we've introduced innovative services like mobile clinics, offering on-the-ground support and advice. Looking ahead, we aim to further augment our offerings with additional innovative solutions tailored to the unique needs of low-income migrant families. Our approach encompasses a multi-dimensional strategy, recognizing the complex interplay of factors influencing the financial well-being of migrant laborers and their families. Beyond basic literacy, we provide counseling and guidance on various financial spheres, including credit scores, indebtedness, savings, and insurance, empowering individuals to navigate their financial lives with confidence and resilience.

Moving forward, our commitment to low-income migrant families drives us to leverage technology, community engagement, and innovative services. Through flexibility, collaboration with institutions, and unwavering dedication, we aim to overcome challenges and pioneer advanced services like UPI training. Our goal is to set a benchmark for intervention models, expanding our reach to 100 villages and 5 districts next year, with a focus on promoting small savings and facilitating insurance linkages.

? SHRAM SARATHI

39, Krishna colony, Bedla Road,

Udaipur, 313001

Ph: 0294-245-0682

www.shramsarathi.org

info@shramsarathi.org

https://www.linkedin.com/company/shramsarathi/?originalSubdomain=in