

IEPFA Launches “Niveshak Didi- Phase II”: An initiative accelerated for Financial Literacy of Women by Women

The initiative aims at empowering rural communities by strengthening financial awareness, expanding outreach, introducing interactive training modules, and collaborating with grassroots organisations to maximize impact

Posted On: 01 SEP 2025 5:52PM by PIB Delhi

The Investor Education and Protection Fund Authority (IEPFA), under the aegis of the Ministry of Corporate Affairs, successfully launched Phase II of its flagship financial literacy initiative – Niveshak Didi at Hyderabad today.

The initiative is aimed at deepening financial awareness and empowering rural communities, particularly women.

The launch was marked by a financial awareness camp held at Patelguda Panchayat, in the presence of Ms. Anita Shah Akella, CEO, IEPFA, and Shri Krishna Kumar L, Region Head, India Post Payments Bank (IPPB), Telangana Circle.

Ms. Anita Shah Akella emphasized the importance of equipping women and rural households with financial knowledge to make informed decisions, safeguard their hard-earned money, and actively participate in the nation's financial ecosystem. She noted that Niveshak Didi serves as a catalyst for bridging knowledge gaps and building confidence in communities. The camp was held in the local language telugu to facilitate ease of understanding.



Shri Krishna Kumar L highlighted the crucial role of IPPB's vast reach across villages and panchayats in ensuring last-mile delivery of financial education and services, enabling citizens to access secure and transparent financial solutions.

The Niveshak Didi Phase II program builds upon the success of its first phase by expanding outreach, introducing more interactive training modules, and collaborating with grassroots organizations to maximize impact. It particularly focuses on women-led financial empowerment, savings, investment safety, prevention of frauds, and the use of digital platforms for secure transactions.



IEPFA remains committed to its mission of fostering financial literacy and investor protection, working in collaboration with strategic partners to create a more informed and financially resilient society.

About IEPFA

The Investor Education and Protection Fund Authority (IEPFA) was established by the Government of India under the Ministry of Corporate Affairs to promote investor education, awareness, and protection. Through nationwide outreach initiatives, IEPFA continues to empower citizens with financial knowledge and safeguards against fraudulent practices.

NB/AD

(Release ID: 2162770)