



**KONGUNADU ARTS AND SCIENCE COLLEGE**  
(AUTONOMOUS)  
**COIMBATORE – 29.**

**Department Of Commerce with Information Technology**



**National Institute of Securities Market (NISM)**  
**Sponsored**  
**National level Workshop on**

**FINANCIAL EDUCATION FOR YOUNG CITIZEN**

Delivered by  
Kona Kona Shiksha - Kotak Securities - A CSR Initiative

11&12 March 2025

***-Report -***

Kongunadu Arts and Science College (Autonomous), Department of Commerce with Information Technology have organised National Institute of Securities Market (NISM) Sponsored National level Workshop on FINANCIAL EDUCATION FOR YOUNG CITIZEN which was Delivered by Kona Kona Shiksha - Kotak Securities - A CSR Initiative at E-20 hall on 11<sup>th</sup> and 12<sup>th</sup> March 2025. **Dr.P.KARTHIKA, B.Sc, MBA, Ph.D., NET.,** Associate Professor-Finance, Management Department, College of Business and Economics, Kebri Dehar University, Ethiopia was the Resource Person.

***Objective***

This national-level workshop was to equip young citizens with essential financial literacy and awareness to make informed decisions in their personal and professional financial journeys. The initiative aimed to know the importance of saving, investing, budgeting, and financial planning. And to educate students on the basics of the securities market, types of investments, and how the stock market operates and bridge the gap between academic knowledge and practical financial skills.

***About the Event:***

The workshop was conducted under the "Kona Kona Shiksha" initiative by Kotak Securities, in collaboration with NISM, a SEBI-established institution for promoting securities market education.

The session was delivered by an experienced financial education trainer certified by Kotak Securities and NISM. Dr.P.KARTHIKA, B.Sc, MBA, Ph.D., NET., Associate Professor-Finance, Management Department, College of Business and Economics, Kebri Dehar University, Ethiopia was the Resource Person.

Topics covered included:

- Basics of personal finance
- Investment avenues and instruments (Stocks, Mutual Funds, Bonds, etc.)

- Budgeting and goal-based financial planning
- Importance of early investing and compounding
- Understanding financial frauds and cyber safety
- Navigating digital platforms for investment

The workshop proved to be a valuable initiative in fostering financial literacy among young citizens, aligning with the national vision of creating financially empowered and responsible individuals. The collaboration with NISM and Kotak Securities was instrumental in delivering high-quality, practical education, setting a strong foundation for future financial wellbeing.

Mrs.M.Princess Monica Victoria, Assistant Professor welcomed the gathering, Dr. K Akila delivered vote of thanks.

***Number of Beneficiaries: Faculty: 04 and Students: 50***



**NISM** National Institute of  
Securities Markets  
(Formerly National Institute of  
Securities Training)

Kona Kona  
Shiksha

**kotak**  
Securities

A CSR Initiative of Kotak Securities



## KONGUNADU ARTS AND SCIENCE COLLEGE

(Autonomous)

Re-Accredited by NAAC with 'A', Grade (4<sup>th</sup> Cycle),

College of Excellence (UGC)

52<sup>nd</sup> Rank among Colleges in NIRF 2024

Coimbatore - 641029.

**Department of Commerce with Information Technology**

Organises

**National Institute of Securities Market (NISM)**

Sponsored

**National level Workshop on**

### FINANCIAL EDUCATION FOR YOUNG CITIZEN

Delivered by

Kona Kona Shiksha - Kotak Securities - A CSR Initiative

**Resource Person**



**Dr. P. K. ARTHIKA, B.Sc., MBA, Ph.D., NET.,**

Associate Professor-Finance,

Management Department,

College of Business and Economics,

Kebbi Dajur University,

Ethiopia.

**Patron**

**Dr. K. Sumanagala**

Co-ordinator Academic Affairs

**Dr. V. Sangeetha**

Principal

**Chief Patron**

**Dr. C. A. Vasuki**

Secretary & Director

### Co-ordinator Students Affairs

**Dr. R. Saravananamorthy**

**Dr. T. Kumar**

**Convener**

**Dr. B. Divya Priya**

Associate Professor & Head

**Organizing Secretary**

**Mrs. M. Princess Monica Victoria**

Assistant Professor

**Committee Members**

**Dr. K. Sudha**

**Dr. K. Akila**

Assistant Professor

Venue: E 20

Date: 11&12 March 2025

Time: 10.00 am

## PHOTOGRAPHS



