

# Impact Assessment

Financial Literacy and  
Health Awareness Training Program

**FINANCIAL YEAR 2022-23**



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# Executive Summary

The Axis Bank Financial and Health Literacy Program aimed to educate women on essential financial and health-related topics through localized video content. The objective was to increase awareness and improve financial management, savings habits, and health practices among women who otherwise lacked access to such education.

This impact assessment report is based on data collected from 2,326 women who participated in the program and 488 control group respondents from similar socio-economic backgrounds who had not watched the financial literacy videos. The data collection took place in December 2024 and covered participants who had received the trainings in FY 22-23, with sampling designed to ensure proportional representation across states and a randomized selection of Axis Sahyog branches.

The assessment revealed a strong recall and awareness among participants, with 100% of the sample remembering the financial literacy video compared to only 5.5% in the control group. Key messages retained included the importance of savings (91%) and household budgeting (80%).

High Recall and Awareness

Enhanced Financial Planning and Budgeting

Increased Savings Awareness

Improved Banking and Direct Benefit Transfers

There is evidence of improvements in financial behavior. 77% of participants tracked their household income and expenditures compared to 49% in the control group. Furthermore, 78% of participants estimated monthly savings, with 44% attributing this behavior change to the video's influence.

The program also appears to have increased awareness of formal financial services. Among

participants, 90% had a savings bank account compared to 86% in the control group, with a significant portion aware of government schemes like Pradhan Mantri Jan Dhan Yojana (PMJDY) and Direct Benefit Transfers (DBT).

Additionally, 94% of participants acknowledged the importance of health insurance, compared to 84% in the control group, with higher subscription rates to Ayushman Bharat and Pradhan Mantri Suraksha Bima Yojana observed among the participants.

The health and hygiene component appears to have been effective in raising awareness, with 84% of participants recalling related messages such as regular handwashing, keeping food covered, and maintaining hygiene while sneezing, compared to only 22% recall in the control group. The findings indicate that the localized video content successfully influenced both financial habits and health practices among the target group.

Higher awareness for  
Health Insurance

Higher awareness for  
Life Insurance

Higher awareness of  
Government  
Schemes

Higher awareness for  
Health & Hygiene

The case studies presented in this report provide evidence that the financial literacy trainings have improved financial management skills, encouraging better budgeting, savings, and investment practices. Participants started or expanded small businesses with the help of microfinance loans, enhancing income stability. Some have enrolled in government insurance schemes for financial security and adopted improved hygiene practices, leading to better health outcomes. The program empowered women by enhancing financial decision-making and inspiring community influence. By promoting savings, entrepreneurship, and health awareness, the trainings have favourably impacted the lives of the participants and their families.

Overall, the Axis Bank Financial and Health Literacy Program has demonstrated significant positive impact in raising awareness, improving financial planning, increasing insurance coverage, and enhancing health awareness among women. The results suggest that well-designed video-based educational interventions can be highly effective in promoting behavioral change in underserved communities. These results are also consistent with the findings of previous assessments.

# 1. Introduction

Axis Bank conducts financial and health literacy programs for women participants. The aim of these programs is to increase the knowledge and educate the participants on various basic personal finance as well as health and hygiene related topics of women who otherwise may not have had access to such education. The medium used for the financial literacy program are short videos in local languages, which are shown to the participants by the Axis Bank staff on their tablets. All women in the area where the training programs are conducted have the option to participate, and sharing their identification information is voluntary. This report presents the results of the impact assessment of this project. The data used in the report was collected through an exhaustive survey performed during the months of December 2024 and covered participants who had received the trainings in FY 22-23. The survey involved a sample of 2,326 participants who had watched the video on Financial Literacy along with 488 respondents who belonged to similar socio-economic category as participants but had not seen the Axis Bank's videos. All the respondents were women.

## Criterion used for sampling

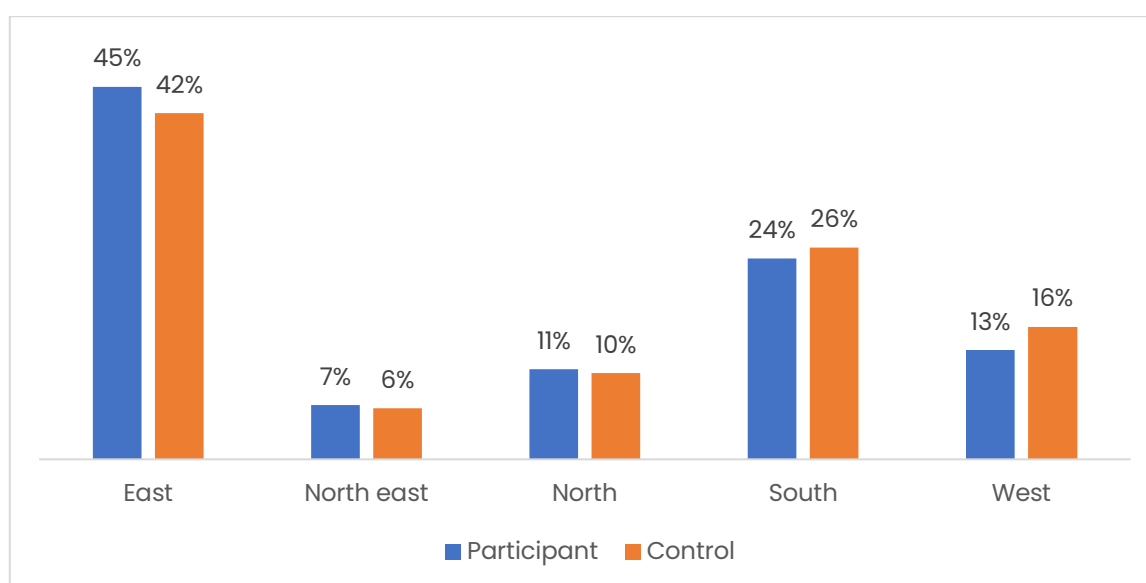
1. Proportionate representation: We attempted to ensure that the state-wise sample was chosen in proportion to the number of participants in those states.
2. List of Participants: While the program was open to all in the area where the videos had been shown, a list of those participants who had chosen to provide their identification details at the time of the trainings could be prepared for sampling. This was used to draw the sample of respondents.
3. Selection of branches of Axis Sahyog: From the list of branches, a sample of branches was randomly drawn by States in a manner that would allow for proportionate representation - proportionately more branches were drawn randomly from states that had a higher number of participants.
4. Access to Participants: We obtained the help of the branch staff of Axis Sahyog to reach out to the sampled participants and control group respondents.

The following table shows the distribution of respondents across five regions. The region wise list of states has been presented in Appendix 1.

Regions	Participants	Control
East	1047	204
North East	153	30
North	254	51
South	564	125
West	308	78
Total	2326	488

The distribution of respondents across the regions is as shown in the illustration below.

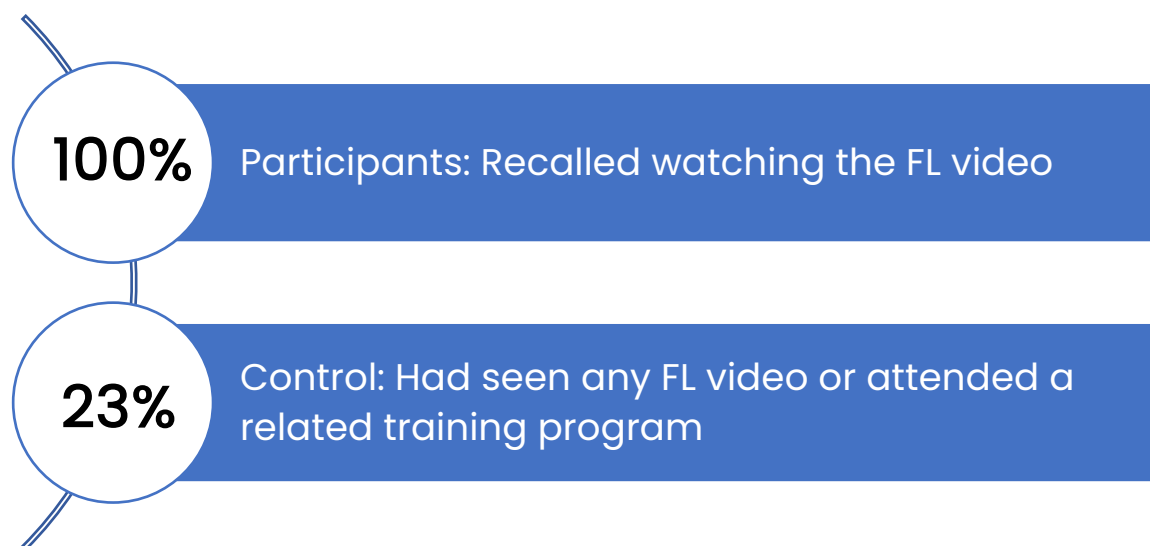
**Chart 1.1: Geographical Distribution of Respondents (Participants = 2326, Control = 488)**



Data from the respondents had been collected with the help of questionnaires that have been presented in Appendix 2.

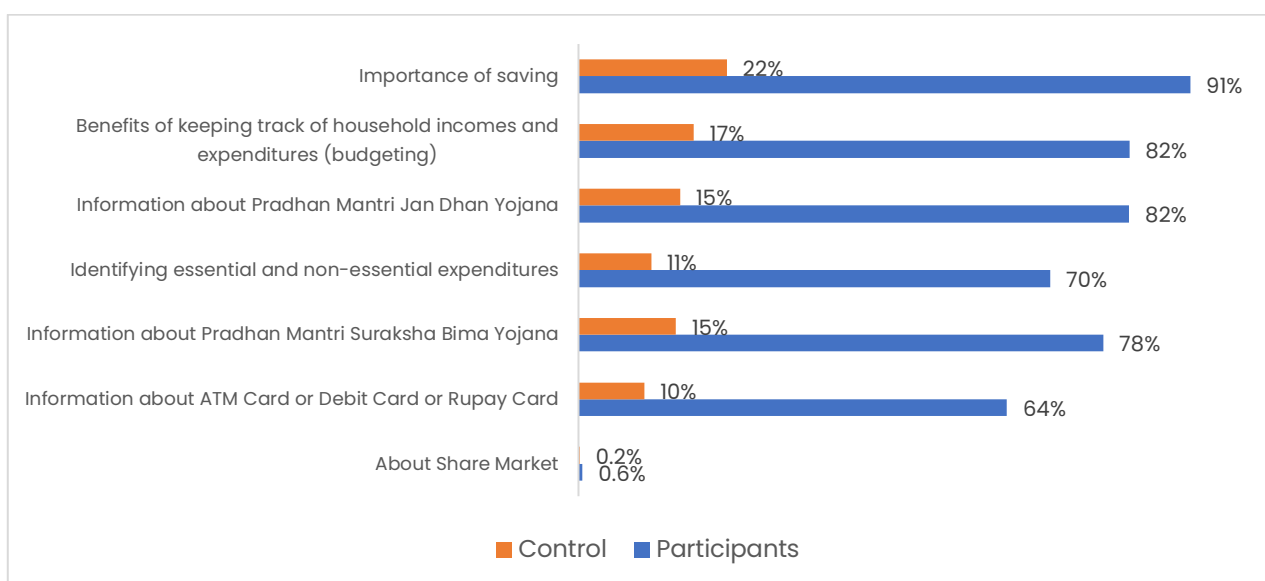
## 2. Recall and Awareness of Financial Literacy Video

All the participants (100%) in the sample remembered having watched the video on Financial Literacy. In contrast, only 5.5% of the respondents in the control group had seen a financial literacy video or attended any training program on financial literacy.



As can be seen in the following illustration (Chart 2.2), there was high recall of the content shown in the FL video among the participants. The recall in the control group was considerably less, consistent with the fact that only 23% recalled receiving any training on financial literacy.

**Chart 2.2: Recall of Content (Participants = 2326, Control = 488)**



Nearly 91% of the participants recalled that the video emphasized upon the importance of savings and over 80% of respondents recalled that messages pertaining to household budgeting had been shown in the video. The region wise distribution of responses obtained from the participants regarding the recall of training content has been presented in Appendix 3 (Tables 2 to 8).

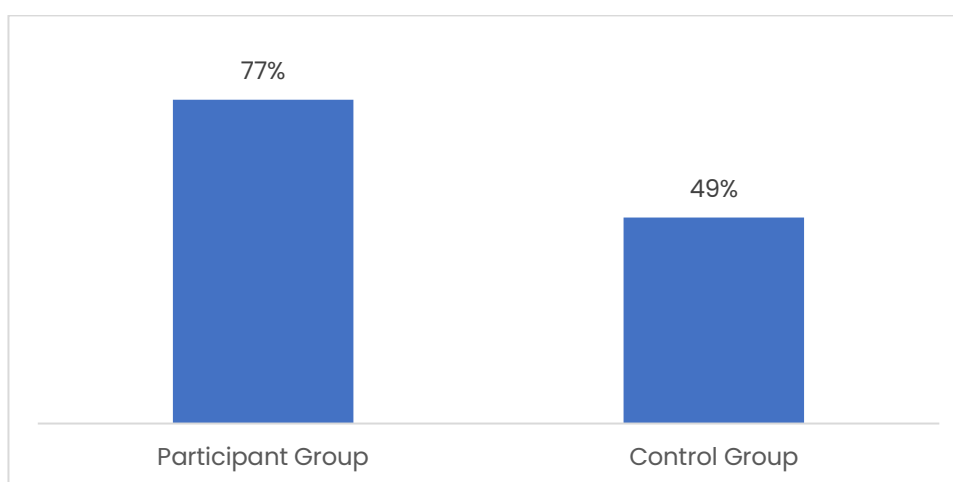
Overall, the high recall rate of the FL video suggests that it was successful in delivering most of its intended message to the audience, and that the content was engaging and memorable for most viewers, consistent with the survey conducted in Dec 2023, which covered FY 20-21.



### 3. Financial Planning, Budgeting and Savings

77% of the participants have stated that they track their household incomes and expenditures as compared to 49% of the control group respondents. Chart 3.1 presents the comparison between the participants and the control.

**Chart 3.1 Tracking of household incomes and expenditure (Participants = 2326, Control = 488)**



As can be seen in the following illustration (Chart 3.2), around 30% of the participants have stated that they have started tracking their income and expenditures after watching the FL video.

**Chart 3.2 Tracking of household incomes and expenditure (Participant = 2326)**

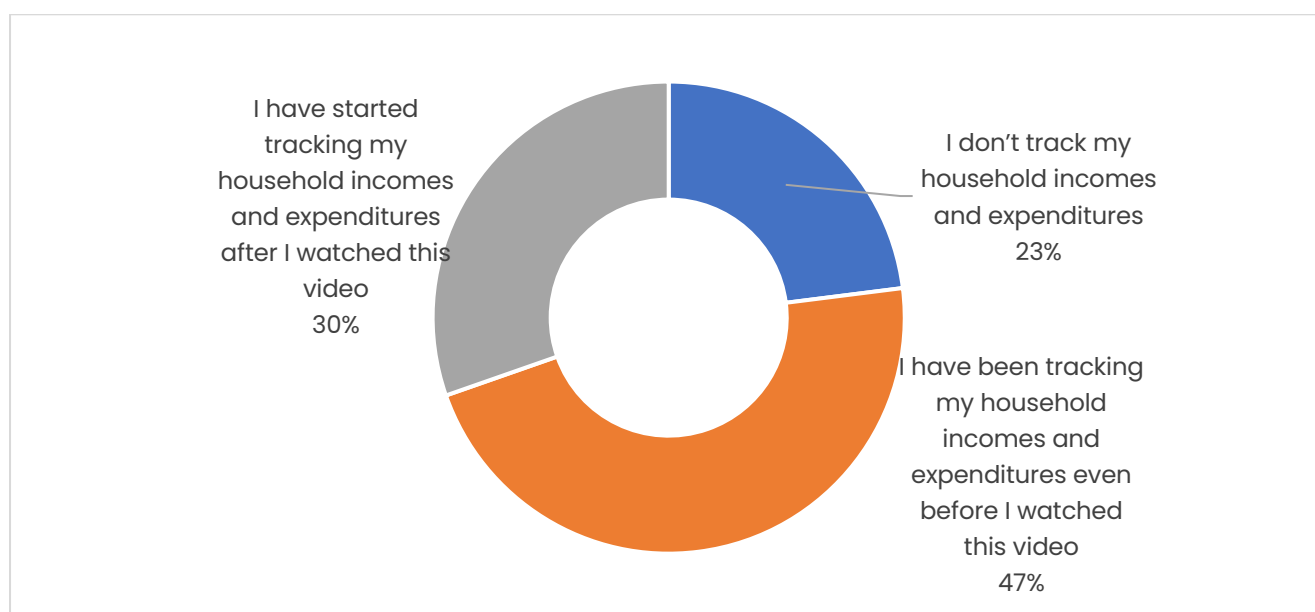
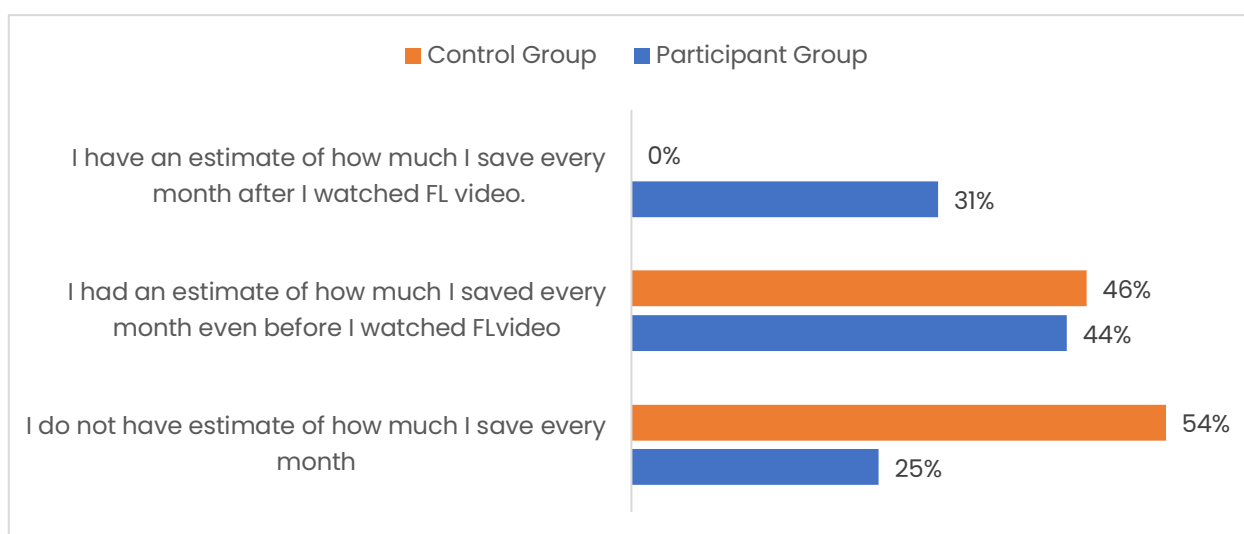


Table 11 in Appendix 3, presents the region wise distribution of responses for the participants who had watched FL videos regarding whether and since when they track their household incomes and expenditure.

Of the total participants interviewed, around 78% have stated that they have an estimate of the monthly savings in their household as compared to over 46% in the control group. Nearly 44% of the participants have stated that they started estimating after watching the FL video with nearly 51% stating that they had been estimating it before watching the FL video, refer Chart 3.3.

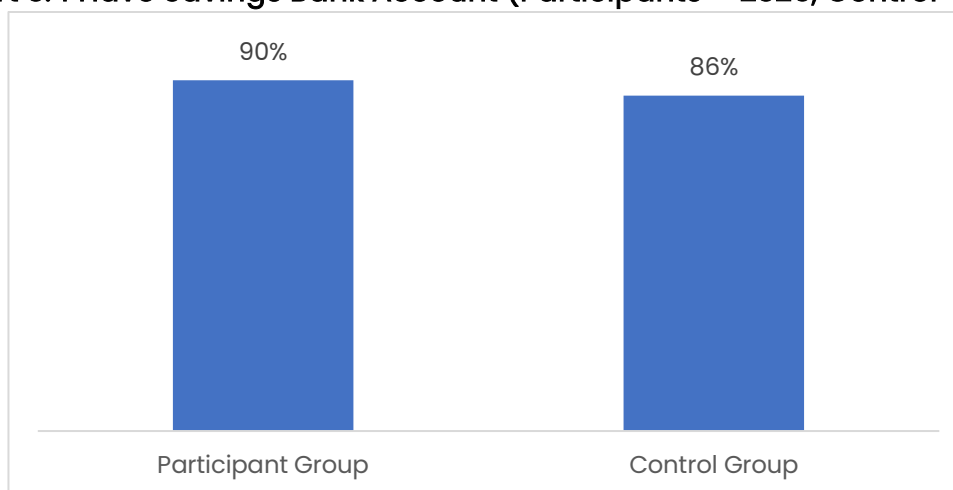
**Chart 3.3 Estimate of Monthly Savings in Household (Participants = 2326, Control = 488)**



It is noteworthy that over 80% of the respondents in the North Eastern region have stated that they started estimating their household savings after having watched the Axis Sahyog video, as compared to 31% overall. The full distribution of responses of the participant group respondents has been presented in Appendix 3, table 12.

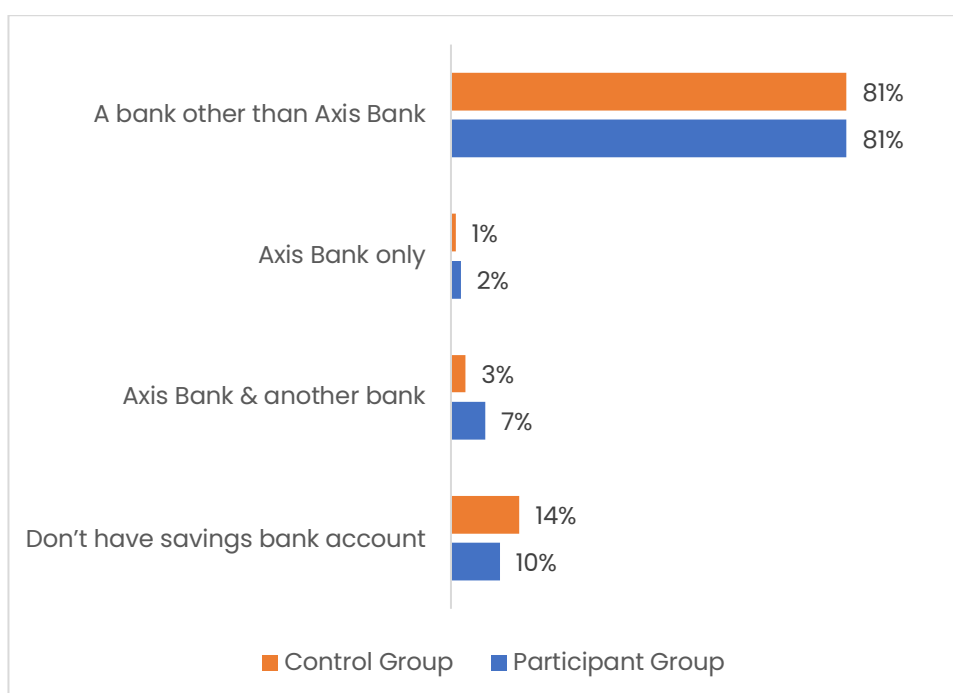
**Savings Account:** A very high proportion of the respondents in the “Participants” as well as control group had a savings account with the proportion being 90% and 86% respectively (Chart 3.4).

**Chart 3.4 Have Savings Bank Account (Participants = 2326, Control = 488)**



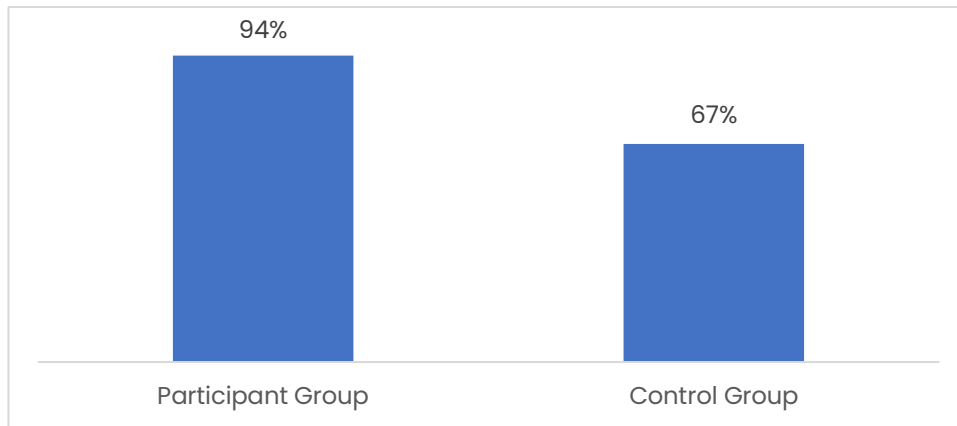
Over 80% of the respondents have stated that they had a savings bank account in a bank other than Axis bank. This can be seen in chart 3.5. The full distribution of responses of the participant group respondents has been presented in Appendix 3, table 14.

**Chart 3.5 Which Bank Account (Participants = 2326, Control = 488)**



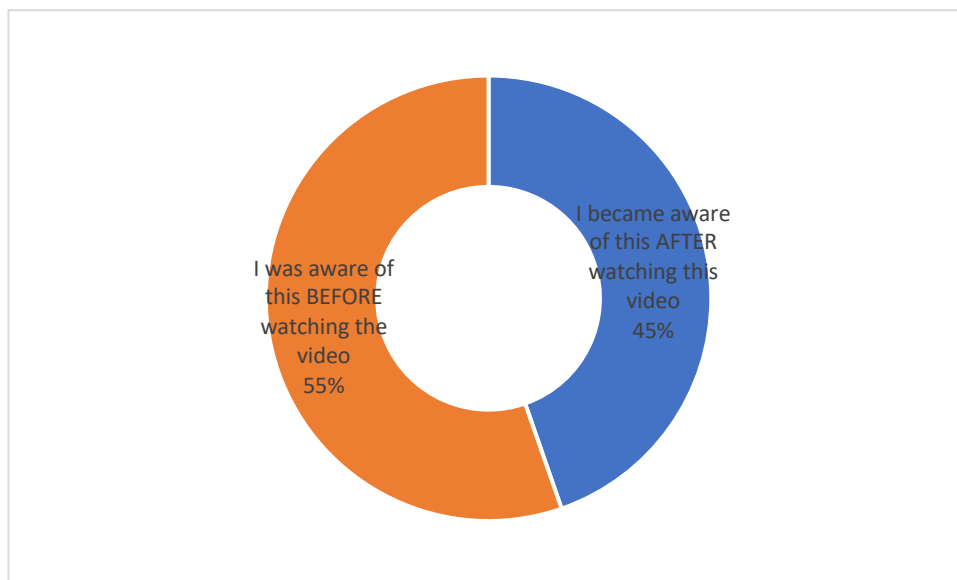
**Direct Benefit Transfers:** Around 94% of the participants have reported that they are aware that they receive direct benefit transfers from the government in their Pradhan Mantri Jan Dhan Yojana (PMJDY) accounts as compared to 67% in the control group (Chart 3.6). The full distribution of responses of the participant group respondents has been presented in Appendix 3, tables 16–17.

**Chart 3.6: Aware about DBT in PMJDY accounts (Participants = 2326, Control = 488)**



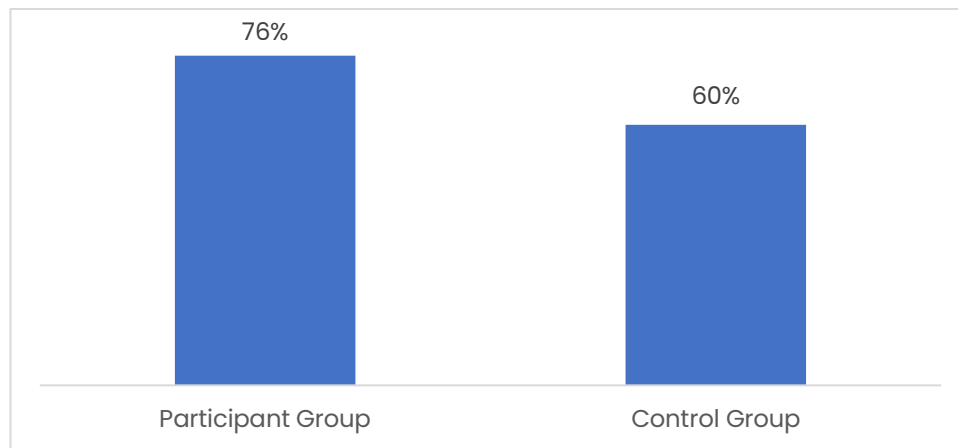
Notably, 45% of the participation attribute this awareness to the FL video (Chart 3.7).

**Chart 3.7: Aware about DBT in PMJDY accounts (Participants = 2326)**



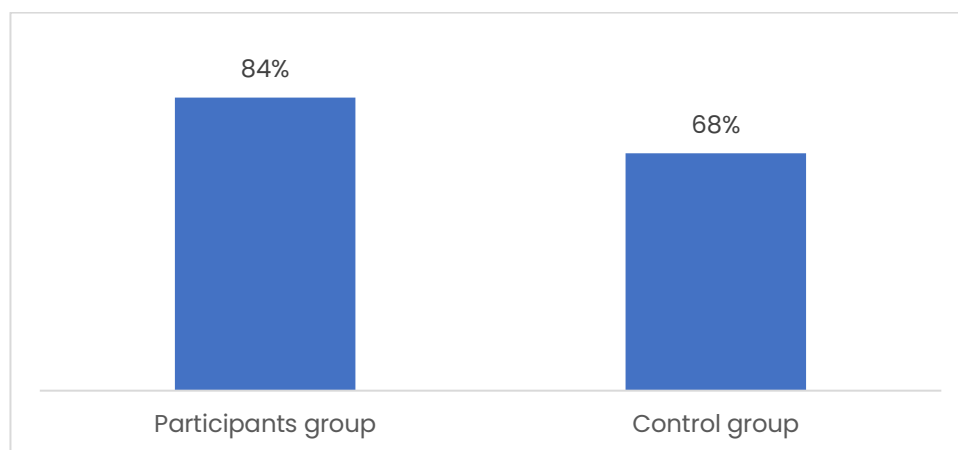
76% of the participant group respondents have reported receiving DBT in bank accounts as compared to 60% of the control group respondents (Chart 3.8).

**Chart 3.8 Receive DBT in bank accounts (Participants = 2192, Control = 325)**



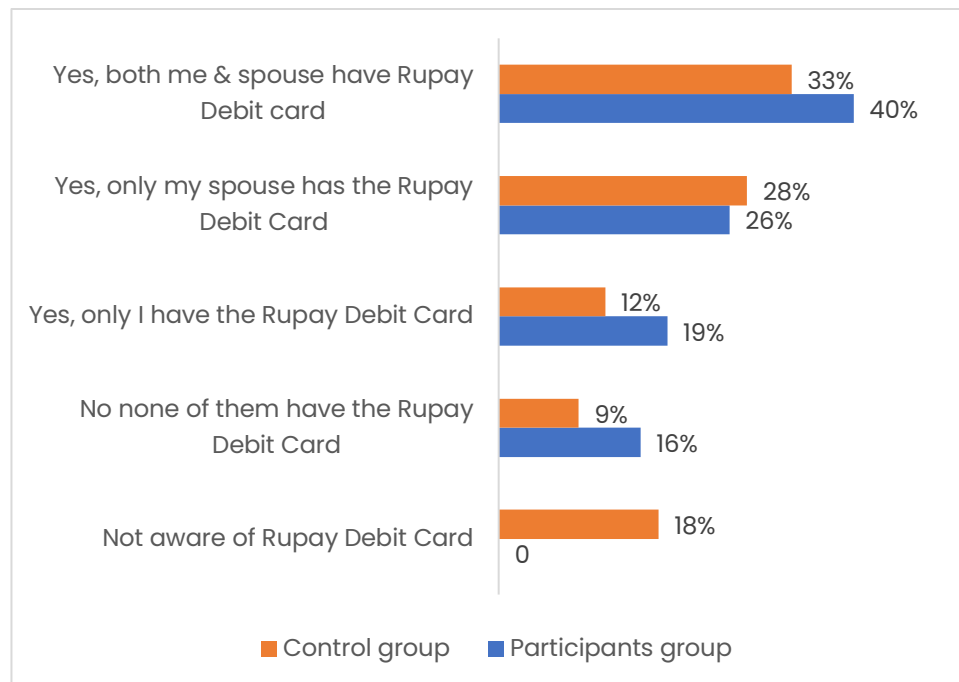
**Rupay Debit Card:** The awareness regarding Rupay debit cards was higher in the participant group respondents as compared to the control group respondents (Chart 3.9).

**Chart 3.9 Aware of the benefits of Rupay Cards (Participants = 2326, Control = 488)**



85% of the participants have stated that either they themselves, or their spouse or both have the card as compared to 73% of the control group respondents. The full distribution has been presented in Chart 3.10.

**Chart 3.10 Ownership of Rupay Cards (Participants = 2326, Control = 488)**



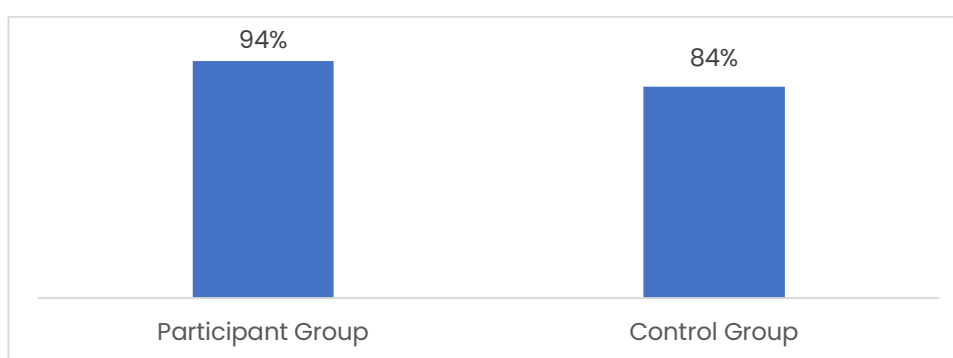
The ownership of Rupay cards was significantly high among South participants at 92% and comparatively less among eastern region participants at around 79%. The full distribution of responses has been presented in Appendix 3, tables 32–33 .

## 4. Insurance

The FL video presented the benefits of insurance schemes that can be availed with PMJDY accounts. During the survey, respondents were asked about their subscription to health and life insurance.

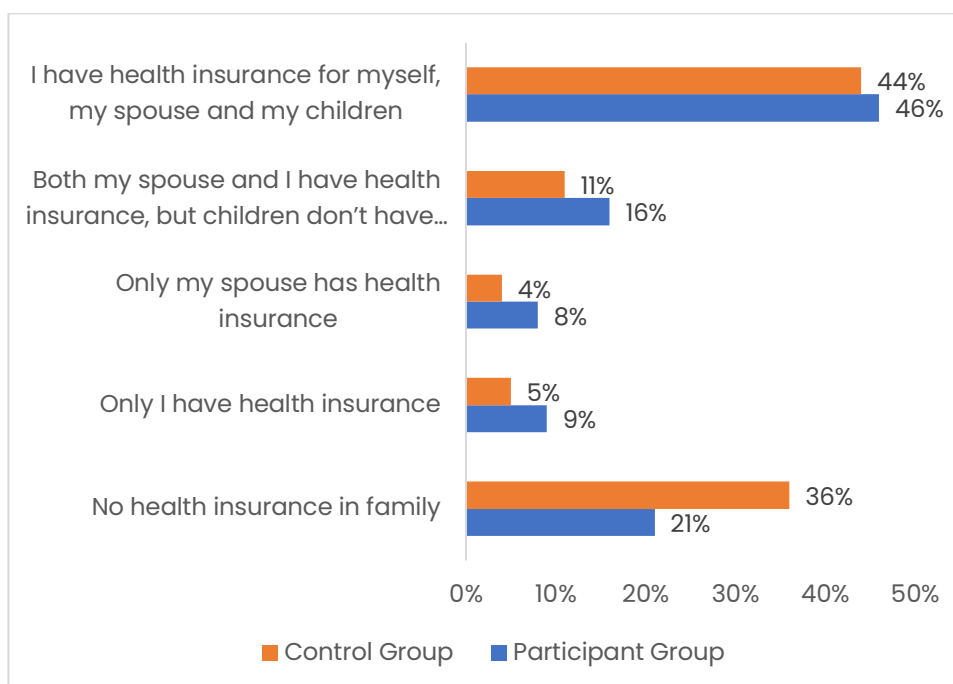
**Importance of Health Insurance:** Among the participants, 94% have stated that health insurance is important as against 84% among the control group respondents (Chart 4.1).

**Chart 4.1: Is health insurance important? (Participants = 2326, Control = 488)**



The subscription to health insurance was comparable among participants and controls. The distribution of various response categories has been presented in the Chart 4.2 below.

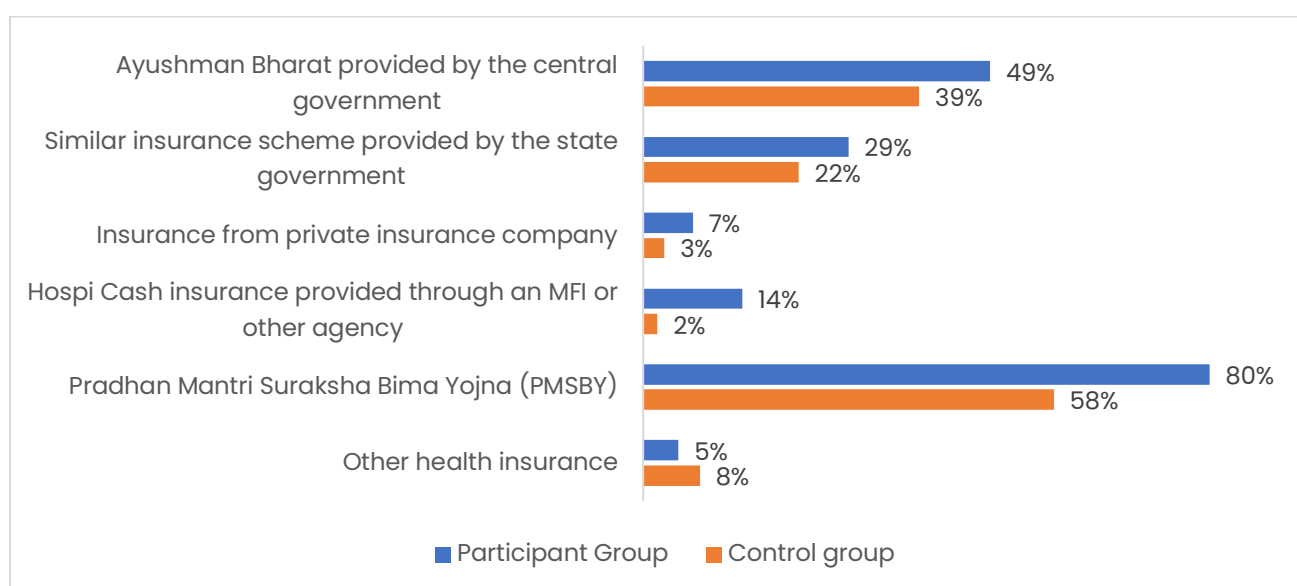
**Chart 4.2: Who all have health insurance? (Participants = 2326, Control = 488)**



It is noteworthy that a higher proportion of participants (80%) in the North Eastern region have stated that they had health insurance for themselves as well as their spouse and children (Appendix 3, table 20).

A higher proportion of participants have reported subscription to Ayushman Bharat as well as Pradhan Mantri Suraksha Bima Yojana, as can be seen in the illustration, Chart 4.3, below. The higher subscription rates among participants who watched the video may indicate that the Financial Literacy video has helped to increase awareness and access to these programs among the target population.

**Chart 4.3: Subscription to different Insurance Schemes  
(Participants = 2326, Control = 488)**

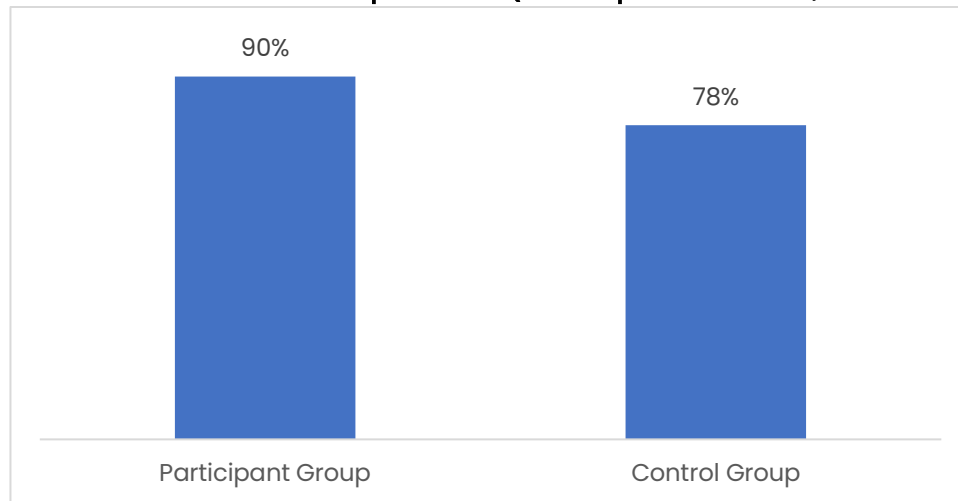


The region wise distribution of responses for the participants has been presented in Appendix 3 (tables 9, tables 21 to 25). The subscription to Ayushman Bharat was high in North East (87%) and West (78%) – (Appendix 3, table 10.1). The subscription to PMSBY was high in North East (95%) and East (93%) – (Appendix 3, tables 26 to 28).

**Life Insurance:** A higher proportion of respondents in the participant group have stated that they consider life insurance important. This can be seen in the following illustration (Chart 4.4).

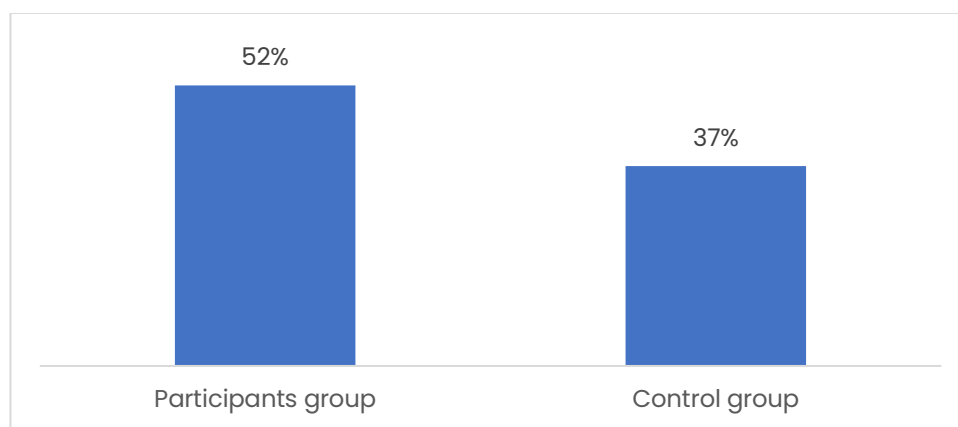


**Chart 4.4: Is life insurance important? (Participants = 2326, Control = 488)**



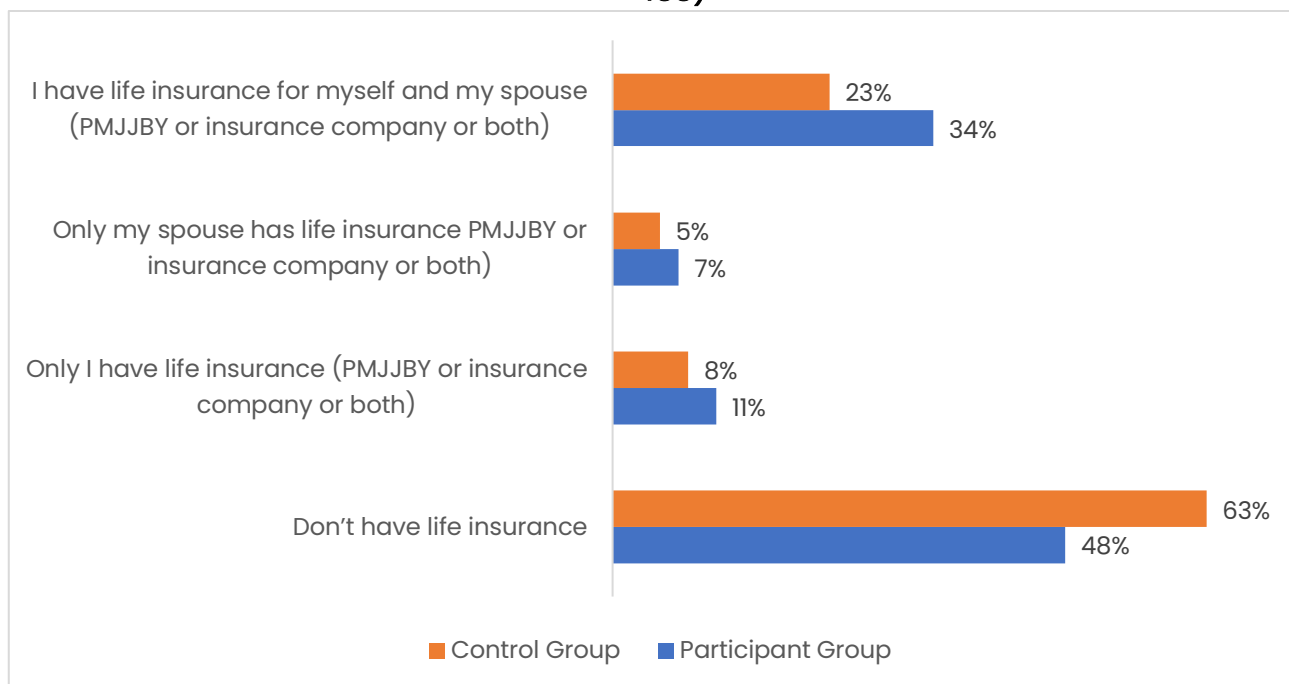
Among the participants who watched the Financial Literacy video, there was a higher rate of life insurance coverage compared to the control group respondents. Specifically, 52.4% of these participants had some form of life insurance (apart from credit life insurance) compared to only 29.6% of the control group respondents (Chart 4.4). The region wise distribution of responses has been presented in Appendix 3, table 31.

**Chart 4.5: Do you have Life Insurance? (Participants = 2326, Control = 488)**



Furthermore, a significantly higher proportion of participants who watched the Financial Literacy video – 34%, reported having life insurance for themselves and their spouse in the household, compared to only 23% of the control group respondents (Chart 4.6).

**Chart 4.6: Who all have life insurance in your household? (Participants = 2326, Control = 488)**

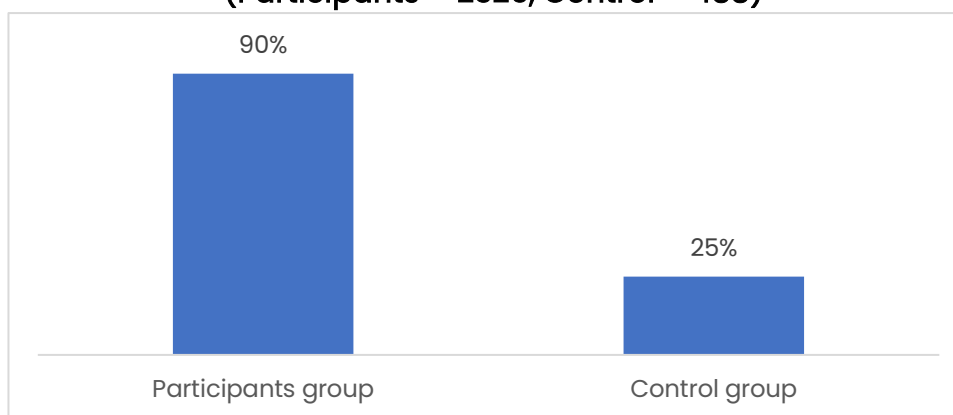


The proportion of participants who have stated that they had life insurance for themselves and their spouse was higher in the North East (80%) West (52%). The region wise distribution of responses of the participants has been presented in Appendix 3, table 31.

## 5. Health and Hygiene

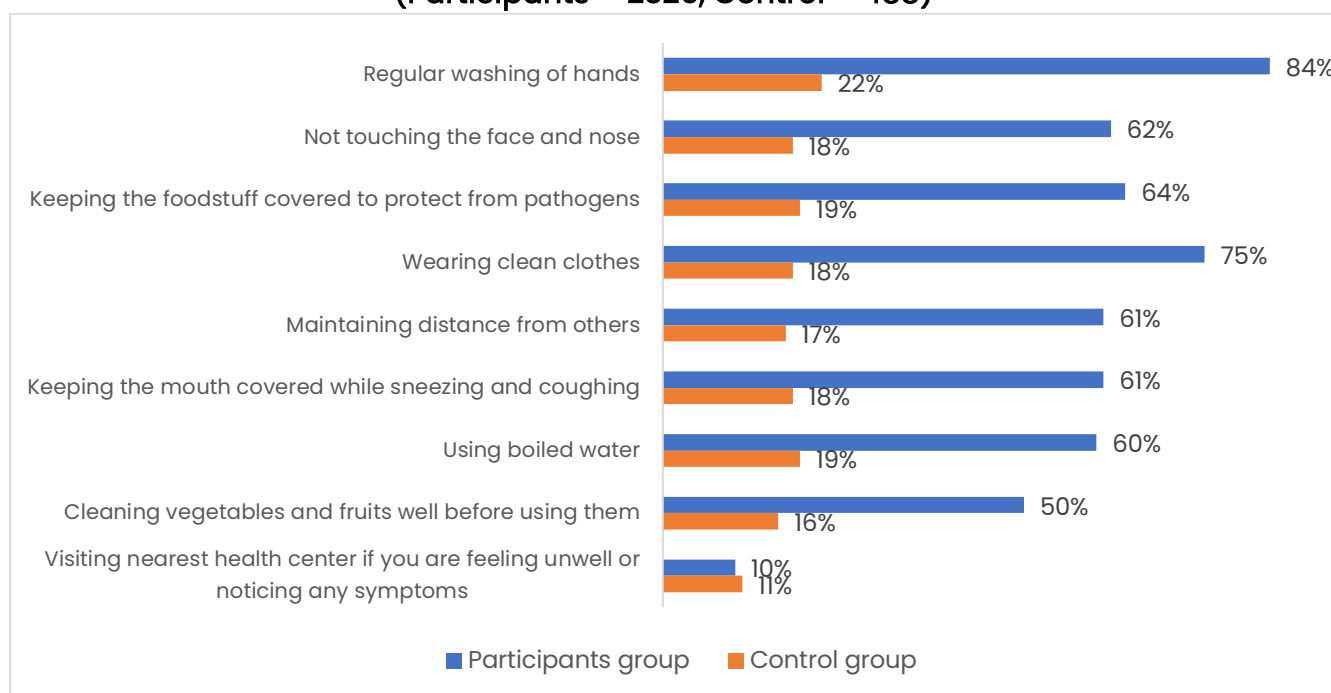
Around 84% of the respondents in the participant group have recalled watching videos on health and hygiene issues as compared to 22% of the respondents in the control group (Chart 5.1).

**Chart 5.1: Recall watching video on health and hygiene**  
(Participants = 2326, Control = 488)



Around 84% of the respondents recalled messages regarding regular washing of hands, 62% recall “not touching face or nose”, 64% recall “keeping food stuff covered” and 61% recall “keeping nose and mouth covered while sneezing”. The full distribution of responses has been provided in Chart 5.2. The full distribution of responses of the participant group respondents across the different regions has been presented in Appendix 3, tables 35 to 48.

**Chart 5.2: What messages do you recall from the video**  
(Participants = 2326, Control = 488)



## 6. Case Studies

The case studies presented in this section provide evidence that the financial literacy trainings have significantly enhanced participants' financial awareness and budgeting skills.

**Enhanced Financial Awareness and Budgeting:** Participants developed better financial management skills, including tracking income and expenses, distinguishing between essential and non-essential spending, and creating financial plans. This led to improved household financial discipline and reduced unnecessary expenditure.

**Increased Savings and Investment:** The program encouraged regular savings through recurring deposit accounts and promoted systematic investment habits. Many participants reinvested their profits into business expansion and secured long-term financial stability through consistent saving practices.

**Promotion of Entrepreneurship and Income Generation:** The training empowered participants to explore new income opportunities, with several starting or expanding small businesses such as tailoring, grocery stores, and tea stalls. Microfinance loans played a critical role in supporting these ventures, contributing to increased household earnings and financial resilience.

**Subscription to Insurance:** Participants gained awareness about government insurance schemes like PMJDY, PMSBY, and Ayushman Bharat. Many enrolled in these programs, providing their families with essential financial protection against medical emergencies and unforeseen circumstances.

**Improved Hygiene and Health Practices:** The dual focus on financial literacy and hygiene training led to the adoption of healthier lifestyle habits. Regular handwashing, clean drinking water usage, and better sanitation practices were implemented both at home and in businesses, resulting in better family health and reduced illness.

**Women's Empowerment and Community Influence:** The program contributed to women's empowerment by equipping them with financial knowledge and decision-making skills. Many women became role models in their communities, sharing the lessons learned and inspiring others to adopt better financial and hygiene habits.

**Effective Use of Microfinance for Economic Stability:** Microfinance loans facilitated business growth and income stability among participants. Loan repayments were managed effectively alongside consistent monthly savings, leading to financial self-reliance and reduced dependency on external credit.

## 6.1 Urmila Bastia, Cuttack, Odisha

Urmila Bastia, a resident of Satawaita village in Cuttack District of Odisha, lived a life shaped by traditional values and practices. Her husband worked as a daily laborer, and their household income was often insufficient to meet even basic needs. Sita Devi participated in a Financial Literacy and Hygiene Awareness program conducted with support from Axis Bank's CSR program in her village, which led to significant changes in her life.

### Urmila Bastia



During the training, Sita learned how to track her family's income and expenses effectively. She began to understand the importance of prioritizing essential expenditures over non-essential ones, which helped her manage her household better. Inspired by the session, she started saving a small portion of their monthly earnings and opened a recurring deposit account in her name.

The training also emphasized the significance of hygiene in daily life. Sita learned about the link between cleanliness and health, which encouraged her to adopt better sanitation practices at home. She took initiatives to ensure her family used clean drinking water and practiced regular handwashing. Furthermore, she motivated her neighbors to adopt similar

hygiene habits, sharing the insights she gained from the program.

With her newfound knowledge of financial tools, Sita encouraged her husband to enroll in a government insurance scheme, ensuring some level of financial security for the family. She also expressed her aspiration to start a small tailoring business using her skills to contribute to the family's income. However, due to limited funds, she is currently exploring microfinance options to turn her plans into reality.

Sita Devi credits the program for increasing her awareness about both financial management and personal hygiene, which she believes will help her family lead a healthier and more secure life. Her proactive attitude and commitment to change have set an example for others in her community.

## 6.2 Golapi Das, Barpeta, Assam

Golapi Das, from Barpeta village in Assam, was a homemaker managing her family with her husband's income as a mason and earnings from their agricultural land. In 2017, she took her first MFI loan from one of the local MFIs for agricultural purposes. After successfully repaying a couple of loans from this MFI, she attended a financial literacy training organized with support from Axis Bank CSR program.

### Golapi Das



This training helped her to explore additional income generation opportunities.

Golapi learned to manage income, savings, and expenses during the training, which gave her the confidence to start a business. She took a Rs30,000 loan from another MFI and combined it with personal savings to establish a concrete industry producing door frames, window frames, and concrete posts.

Her business thrived, leading her to take another loan of Rs 45,000 to expand the industry. Today, her business generates Rs 1,00,000 in monthly revenue, providing her family with a steady income of Rs 20,000 to Rs 30,000. She employs five workers twice a week and credits the financial literacy training and the financial support provided for transforming her life.

Golapi says, "The financial literacy training motivated me to start my venture and helped change our lives." Her journey highlights how financial literacy and access to credit can empower individuals to achieve financial independence and create lasting change.

### 6.3 Chunara Sonalben, Hatkeswar, Ahmedabad

Chunara Sonalben, a resident of Hatkeswar in Ahmedabad, faced significant financial challenges around five years ago. With her husband as the sole earner supporting their three children, the family often had to compromise on basic necessities.

A chance meeting with one of the group leaders of an MFI, motivated her to join one of the MFI groups. Along with the loan she also received the training on financial literacy and hygiene. Sonalben took her first loan of Rs 45,000 on November 10, 2022. Using this loan, she started a small cart selling fruits, vegetables, and fish, complementing her husband's income.

#### Chunara Sonalben



Sonalben credits the financial literacy training provided with support from Axis Bank CSR program for her improved financial management skills. Inspired by the training, she prioritized her family's financial security. She purchased life insurance for her husband to protect her family from unforeseen events. Additionally, she began investing in a recurring deposit account to build savings for the future. She also made it a habit to save before spending her hard earned money.

Today, while repaying a monthly instalment of Rs 14,000, Sonalben manages to save Rs 10,000 every month, thanks to disciplined financial planning.

She feels more secure and optimistic about her family's future.



## 6.4 Asha Devi, Giridih, Jharkhand

Asha Devi, a resident of Medho Chaparkho village in Jamua block, Giridih district, Jharkhand, has been a client of Axis Bank for the past seven years. In 2023, she participated in the Financial Literacy Program (FLP) supported under the CSR program of Axis Bank, which proved to be a transformative experience for her and her family.

### Asha Devi



Through the videos, Asha learned essential concepts such as differentiating between necessary and frivolous expenses, the importance of savings, and the utility of financial tools like Pradhan Mantri Jan Dhan Yojana, Pradhan Mantri Suraksha Bima Yojana, and health insurance. She applied for and received an Ayushman Bharat card, which has provided her family with critical health coverage. Earlier, she struggled with emergencies due to a lack of savings. However, after the training, Asha developed an awareness of financial planning and started saving small amounts regularly to ensure her children's education and a secure future.

The program's focus on hygiene and health awareness also brought positive changes to her life. Asha adopted healthy habits like washing hands regularly, drinking boiled water, and maintaining cleanliness at home.

These practices significantly improved her family's well-being, reducing health-related challenges.

Asha Devi deeply appreciates Axis Bank's initiative, highlighting its dual focus on financial empowerment and social awareness. She hopes such programs will continue, helping more families in her community build better lives.



## 6.5 R Lachmangahzuali, Kolasib, Mizoram

R. Lachmangahzuali, a resident of Venglai village in Kolasib district, Mizoram, once depended solely on her husband's income to support their household. With limited resources, managing daily expenses was a constant challenge. To contribute to her family's income, she ran a small tea stall, but its earnings were insufficient to meet their needs.



### R. Lachmangahzuali

In 2022, Lachmangahzuali joined the microfinance program supported by Axis Bank and availed her first loan of Rs 30,000. With this financial boost, she expanded her tea stall, investing in new furniture and decorations to attract more customers. Her efforts paid off, and she now earns an average monthly profit of Rs 15,000, enabling her to make regular loan repayments. During Axis Bank's financial literacy training, Lachmangahzuali learned the importance of long-term savings for future security.

Motivated by this, she began rethinking her livelihood options, realizing that additional income streams were essential for sustained savings. With this vision, she applied for a second loan from Axis Bank to launch a catering business, which she believes will further enhance her financial stability. Looking ahead, Lachmangahzuali is optimistic about a brighter future, saying, "The support and training from Axis Bank have not only improved my business but also reshaped my outlook on securing my family's future." Her journey exemplifies how financial support and literacy can empower individuals to achieve independence and plan for sustainable growth.

## 6.6 Prema, Kodagu, Karnataka

Prema, a 48-year-old resident of Baichanachalli village in Kodagu district of Karnataka, faced working capital challenges after starting a small provision store in 2018. With a strong desire to provide better opportunities for her children, she sought ways to improve her business and household finances.

### Prema



In 2022, Prema attended a Financial Literacy Program organized with support from Axis Bank, which proved transformative. She learned the importance of regular savings and efficient financial planning. Motivated by the training, she applied for her first microfinance loan of Rs 45,000 to expand her shop and purchase additional stock. Her business began to thrive, generating steady income and enabling her to save for her children's education and future needs.

The training also emphasized the importance of hygiene, which Prema actively adopted. She now carries a sanitizer in her bag, encourages her children to use it frequently, and ensures that hand hygiene is a daily practice for her family.

Prema's expanded business and increased awareness have led to improved financial security and healthier habits for her household.

She credits Axis Bank's program for not only reviving her business but also for teaching her the value of savings and hygiene.

## 6.7 Tara Devi, RaniGanj, West Bengal

Tara Devi lives in one of the remote villages in Raniganj district of West Bengal along with her husband and two children. She experienced significant changes in her life after attending the bank's Financial Literacy Program (FLP).

### Tara Devi



Through the program, she learned about key financial schemes like Pradhan Mantri Jan-Dhan Yojana (PMJDY), Pradhan Mantri Suraksha Bima Yojana (PMSBY), and Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), along with the benefits of Direct Benefit Transfer (DBT).

The training also highlighted the importance of health and hygiene, inspiring Tara to make meaningful changes in her life. She secured a Swasthya Saathi health card for her entire family and adopted better cleanliness practices, such as maintaining personal hygiene and prioritizing a clean home environment. These habits have significantly improved

her family's health and well-being.

Tara now manages her household expenses effectively and prioritizes her children's education, spending Rs 1,500–Rs 2,000 monthly to ensure their future. She believes that the awareness gained from Axis Bank's training has empowered her to make better financial and lifestyle decisions. Grateful for the program, Tara says, "The training videos have brought positive changes to our lives. I hope more families benefit from such initiatives."

## 6.8 Mamta Malviya, Khandwa, Madhya Pradesh

Mamta Malviya, a resident of Suraj Kund Colony in Khandwa, transformed her life after participating in the Financial Literacy Program supported by Axis Bank. With her husband working as a daily wage laborer, managing household expenses on a single income was a constant challenge. The training videos provided by Axis Bank taught her the importance of savings and effective financial planning, motivating her to take action.

### Mamta Malviya



Mamta took a loan to start a small sweet soda water business, which gradually improved her family's financial situation. As income increased, her husband joined the business, further contributing to their stability. She began saving regularly in a recurring deposit account and avoided wasteful expenses, focusing instead on securing her family's future. Her awareness of financial tools like the Pradhan Mantri Suraksha Bima Yojana (PMSBY) and Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) has encouraged her to consider private life insurance as an additional safeguard.

The hygiene training provided by Axis Bank proved invaluable for Mamta, especially as she operates a food business. She adopted strict cleanliness practices, ensuring her surroundings remain clean, which has helped build trust among her customers. With a stable income and better financial habits, Mamta now looks forward to future training opportunities from Axis Bank.



## 6.9 Sandhya, Thirupathur, Tamil Nadu

Sandhya, a resident of a small village in Thirupathur district, lived with her husband and two children in a joint family. Her husband, a person with disabilities, was unable to work, leaving them reliant on their extended family for support. Life was challenging until Sandhya learned about Axis Bank's Microfinance Program through a neighbor.

The program began with financial literacy training, where Sandhya gained knowledge about the importance of savings, financial planning, and insurance.

### Sandhya



Inspired by the training, she took a loan to start a small grocery shop. This step marked a turning point in her life, allowing her to earn an independent income. Her husband now assists her in running the shop, and together, they have achieved financial stability. They no longer depend on their joint family for sustenance.

Sandhya's business acumen has improved significantly; she maintains regular books of accounts and ensures timely repayment of her loan. She is also aware of her coverage under the Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) and Pradhan Mantri Suraksha Bima Yojana (PMSBY) and prioritizes timely premium payments to keep her policies active.

The hygiene training further influenced her lifestyle. Sandhya is meticulous about cleanliness, ensuring her shop and surroundings

are well-maintained.

Reflecting on her journey, Sandhya says, "Axis Bank's program has given us a sense

of independence and dignity. I am proud to support my family and build a secure future." Her story highlights how financial literacy and microfinance can empower individuals to transform their lives.

## 6.10 Bindhu, Kozikode, Kerala

Bindhu, a resident of Theyyathen Kandi village in Kozhikode district of Kerala, faced significant financial constraints as her family relied solely on her husband's income, which was insufficient to meet their needs. Despite her interest in tailoring, starting a business seemed out of reach. However, her life took a turn when she joined Axis Bank's Microfinance program.

### Bindhu



With her first cycle loan, Bindhu purchased a sewing machine and practiced tailoring, gaining confidence in her skills. Motivated by her success, she availed a second cycle loan to open her own tailoring shop. This additional source of income enabled her to stabilize her family's finances and achieve her dream of running a business.

The financial literacy training provided with support of Axis Bank played a crucial role in her journey. Bindhu learned the importance of calculating income and expenses to save effectively. She even opened a dedicated savings account to ensure her additional earnings are secured for future needs.

The hygiene training she received also brought positive changes.

Bindhu maintains cleanliness in her shop and home, ensuring a healthy environment for her family. She has also instilled these values in her children, teaching them the importance of personal hygiene.

Bindhu reflects, "Axis Bank's loans and training have transformed my life. I now have a steady income, and I can save for my family's future while maintaining a clean and healthy lifestyle

## 6.11 Gunjan Kumari, Jehanabad, Bihar

Gunjan Kumari has been a microfinance client for over five years, utilizing loans from various MFIs to invest in income-generating activities. Her efforts led to significant improvements in her financial situation and the growth of her business. However, it was the financial literacy program supported by Axis Bank that truly transformed her approach to managing finances.

### Gunjan Kumari



The training taught Gunjan effective financial management techniques, enabling her to save systematically and reinvest her profits wisely. Over time, her reliance on credit reduced as her savings became sufficient to meet her growing business needs. Gunjan also opened savings accounts for her children to secure their future and began saving for long-term goals.

The training made her aware of government financial inclusion programs, such as Jan Dhan Yojana, and motivated her to obtain an Ayushman Card for family health insurance. She ensures her mobile phone remains active to receive direct benefit transfers and regularly uses her ATM card for cash withdrawals. Additionally, Gunjan is vigilant about financial fraud and follows precautions to protect her funds.

Axis Bank's training also emphasized hygiene practices, which Gunjan adopted for her family.

As a result, she has noticed an improvement in their health, with family members falling ill less frequently. Reflecting on her journey, Gunjan says, "Axis Bank's program changed the way I handle my finances and take care of my family. It has brought stability and well-being to our lives."

## 6.12 Veliyammal, Puducherry

Veliyammal, a resident of Vettaibarar Street in Puducherry, has been a part of the Microfinance program for the past five years. With the loans she availed, Veliyammal was able to significantly improve her income and expand her beauty parlour business. However, it was the financial literacy program supported by Axis Bank that brought lasting changes to her financial habits and professional practices.

### Veliyammal



The financial literacy video taught Veliyammal the importance of saving systematically. Inspired by these lessons, she not only started saving regularly but also shared her knowledge with her clients, encouraging them to adopt better financial practices. This newfound understanding of savings has given her confidence to plan for her business and family's future.

Additionally, the training emphasized the importance of hygiene, which Veliyammal incorporated into her beauty parlour operations. Recognizing that cleanliness is critical in her line of work to retain customers, she adopted higher standards of hygiene, ensuring a safe and pleasant experience for her clients. This focus on

cleanliness, coupled with her ability to share financial insights, has increased customer engagement and strengthened her business.

Reflecting on her progress, Veliyammal says, "The Axis Bank program didn't just improve my finances; it taught me how to save, maintain hygiene, and connect better with my clients. My business and my confidence have grown significantly." Her story demonstrates how financial literacy and professional development can go hand in hand to create lasting success.



### 6.13 Archana Devi, Madhubani, Bihar

Archana Devi, a resident of Chakdah-1 village in Madhubani, has been associated with Axis Bank for the past eight years. She benefited significantly after participating in Financial Literacy and Health and Hygiene training programs conducted with support from Axis Bank. These training sessions transformed her understanding of money management and hygiene practices.

#### Archana Devi



Before attending the training, Archana faced challenges in managing her finances effectively. Through the financial literacy program, she learned about savings, proper investment practices, and the benefits of using financial tools. Motivated by the training, she availed herself of Ayushman Bharat health insurance, ensuring financial security for medical emergencies. Today, she actively benefits from this coverage and feels prepared for unforeseen challenges.

The hygiene training also brought substantial changes to her daily routine. Archana has adopted habits such as maintaining cleanliness at home, washing hands before and after meals, and teaching her children to practice good hygiene. These changes have improved her family's overall health and well-being.

Archana appreciates the continuous efforts of Axis Bank in empowering women through such programs.

She suggests these initiatives should reach more people to help them improve their lives.

## 6.14 Seema, Haridwar, Uttarakhand

Seema, a resident of Ambedkar Nagar in Haridwar, Uttarakhand, has transformed her life over the past seven years. She began her journey working in a small workshop refurbishing old clothes, where she stitched torn fabrics, attached buttons, and washed and ironed garments. Despite her dedication, Seema aspired for financial independence and a better future for her family. With the help of financial literacy programs, Seema learned the importance of managing her finances effectively.

### Seema



She opened a savings account and began actively tracking her income and expenses. Her awareness about government schemes like Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) and Pradhan Mantri Suraksha Bima Yojana (PMSBY) grew, and she ensures her coverage is always up to date. She also obtained an Ayushman Card for health insurance,

securing her family against unforeseen medical emergencies. Seema now understands the value of saving and believes that consistent savings will lead to a better future for her children. She tracks the interest earned on her deposits and continues to explore ways to enhance her savings. The training also taught Seema the importance of hygiene. Washing hands, once an occasional habit, is now a non-negotiable routine in her household. She ensures her children practice proper hygiene, improving their health and well-being.

## 6.15 Papi Barman Mandal, Balurghat West Bengal

Papi Barman Mandal, a resident of Patiram village in Balurghat, West Bengal, has transformed her family's financial habits and health practices after participating in Axis Bank's financial literacy program. Through the training videos, she learned the importance of tracking monthly income and expenses. By identifying and eliminating unnecessary expenditures, Papi began saving systematically through a recurring deposit (RD) account in the bank.

### Papi Barman Mandal



Papi invested her monthly savings into her business, which led to increased income. Her husband, a contractor, followed suit by investing his own RD savings into his business, significantly boosting their household income to ₹1,500–₹1,800 daily. Together, they now save up to ₹7,000 per month, ensuring their financial stability.

The financial literacy training also encouraged Papi to take proactive steps toward securing her family's future. She opened a new life insurance policy and another RD account. Additionally, she obtained an ATM card, which she uses as needed, making her financial transactions more efficient.

Beyond finances, the training emphasized hygiene practices, which Papi implemented in her personal and business life. She believes maintaining cleanliness has improved her

family's health and enhanced the trust of her customers, contributing to her business success.

## 6.16 Parvathi, Chamaraja Nagar, Karnataka

Parvathi, a 36-year-old resident of Chamaraja Nagar in Nayakar Layout, Karnataka, faced financial challenges in starting her business. With the help of Axis Bank, she availed her first loan of Rs 45,000 to establish a shop. Encouraged by her success, she later took a second loan to expand the shop on a larger scale. Today, her business is thriving, and she expresses gratitude to Axis Bank for their timely support.

### Parvathi



Through the financial literacy training provided with support from Axis Bank, Parvathi learned the importance of tracking income and expenses. By identifying and cutting down on wasteful expenditures, she was able to save systematically and reinvest her savings into the growth of her business. This disciplined financial management has significantly improved her financial stability. Additionally, Parvathi understood the critical role of hygiene, especially in customer-facing businesses. She implemented strict cleanliness measures, ensuring a pleasant shopping environment for her customers. These changes have resulted in increased footfall at her shop, further boosting her income and reputation.



## 6.17 Puja Devi, Ara Bihar

Puja Devi, a resident of Jamuaon village in Ara district, Bihar, has witnessed a remarkable transformation in her life through Axis Bank's financial literacy and hygiene training programs. Before engaging with the bank, Puja struggled to manage her finances and lacked proper savings habits. Her family's livelihood depended on a small grocery store, which barely met their needs.

### Puja Devi



Through the financial literacy program, Puja learned to track her income and expenses effectively. By identifying wasteful expenditures, she started saving regularly, securing a better future for her children. She opened a savings account, allowing her to protect and grow her funds. Puja reflects, "Earlier, I didn't know where to keep my savings, and they would often be spent unnecessarily. Now, I can plan for my children's future through disciplined savings."

The health and hygiene training provided by Axis Bank further improved Puja's lifestyle. Before the training, her children often ate food without washing their hands, leading to frequent illnesses. After learning about proper

hygiene practices, Puja ensured her children wash their hands before and after meals, significantly improving their health.

She also maintains cleanliness in her home and store, creating a healthier environment for her family and customers. Axis Bank's initiatives have also enabled Puja to access government schemes, such as obtaining an Ayushman Bharat card for health coverage. Puja shares, "The training and support from Axis Bank have changed my perspective on savings and hygiene. It has helped me create a better life for my family."

## 7. Relevance, Efficiency, Effectiveness, and Sustainability

This section outlines observations regarding the aspects of relevance, efficiency, effectiveness, and sustainability of the program.

### Relevance

Individuals with low financial literacy often face heightened vulnerability to financial fraud and exploitation due to their limited understanding of complex financial transactions. This lack of awareness makes them easy targets for fraudulent schemes, perpetuated by deceitful intermediaries. In this scenario, Financial Literacy programs prove to be immensely significant.

Furthermore, there has been a growing emphasis on financial awareness in recent years. The government's push through the Jan-Dhan, Aadhaar, and Mobile (JAM) Trinity has aimed at broadening access to financial services. Initiatives like the Reserve Bank of India's Financial Inclusion Index, launched in 2020, serve as vital tools for annual assessment of the nation's progress in financial inclusion.

Equally, health and hygiene remain critical, especially for rural communities, as these factors directly affect the well-being and income-generating capabilities of individuals.

Given these contexts, the dual focus on Financial Literacy and Health training has been deemed highly relevant and appropriate for the target audience.

### Efficiency and Effectiveness

The training programs received overwhelmingly positive feedback from participants, with the majority rating them as either 'Good' or 'Excellent.'

Additionally, 76% of respondents expressed a willingness to recommend such initiatives to others in their communities.

Discussions with Axis Bank's project implementation team highlighted effective operational oversight throughout the program's execution. However, certain gaps were noted:

- **Absence of a Theory of Change Document:** A formal Theory of Change, with defined indicators for inputs, activities, outcomes, and impacts, would have enhanced ongoing monitoring and evaluation of the project.
- **Lack of Immediate Feedback Mechanisms:** There was no structured system to collect participant feedback immediately after the training sessions.
- **Baseline Data Gaps:** Baseline data on impact indicators were not gathered, preventing a before-and-after comparison of outcomes.

## Sustainability

The design of the financial literacy program ensures its continued relevance and impact. Field staff regularly showcase the training videos during their routine operations, and these videos are integrated into their day-to-day tools, such as tablets. This model offers the potential for financial literacy activities to continue without heavy reliance on grants or external funding.

Moreover, the program fosters lasting change through the knowledge and behavioral shifts it instills in participants. Many beneficiaries are likely to pass on the financial literacy insights they've gained to their peers and family members, creating a ripple effect. The initiative thus demonstrates a strong potential for long-term sustainability and community-level impact.

## Appendix 1: Respondents by Regions and States

Region	State	Participant	Control
East	Bihar	362	72
East	Chhattisgarh	51	11
East	Jharkhand	56	7
East	Odisha	206	42
East	Pondicherry Ut	50	10
East	West Bengal	322	62
North	Rajasthan	101	20
North	Uttar Pradesh	102	20
North	Uttarakhand	51	11
North East	Assam	52	10
North East	Mizoram	51	10
North East	Tripura	50	10
South	Karnataka	209	44
South	Kerala	111	20
South	Tamil Nadu	244	61
West	Gujarat	101	21
West	Madhya Pradesh	107	30
West	Maharashtra	100	27
Grand Total		2326	488



## Appendix 2: Questionnaires

### Questionnaire for Participants

1. Village name

### Financial Literacy Focused questions

2. Do you remember a movie on Financial Literacy (वित्तीय नियोजन) that was shown by Axis Bank? (Yes/No)
3. What was shown in the movie: (Multiple selections possible)
  - A. Benefits of keeping track of household incomes and expenditures (budgeting)
  - B. Importance of saving
  - C. Importance of health insurance
  - D. Importance of life insurance
  - E. Importance to meet long term goals
  - F. Banking with the help of Business Correspondents (BC) or Bank Sakhis
  - G. About Share Market
4. Do you recall having seen a similar video (or attending training program) BEFORE watching this movie, from any other agency/other sources? (Yes/No)
5. If yes, please mention name of the agency/other source
6. Do you recall having seen a similar video (or attending training program) AFTER watching this movie, from any other agency/other source? (Yes/No)
7. If yes, mention name of the agency/other source
8. Do you track your household incomes and expenditures?
  - A. I don't track my household incomes and expenditures
  - B. I have been tracking my household incomes and expenditures even before I watched this video
  - C. I have started tracking my household incomes and expenditures after I watched this video

9. Do you estimate how much you save every month?

- A. I do not have estimate of how much I save every month
- B. I had an estimate of how much I saved every month even before I watched this video
- C. I have an estimate of how much I save every month after I watched this video.

10. Do you think health insurance is important for you and your family? (Yes/No)

11. When did you realize that health insurance is important for your family?

- A. After watching the Axis Bank video on Financial Literacy (वित्तीय नियोजन)?
- B. When someone in my family became sick
- C. When someone else benefited from health insurance
- D. I came to know of its importance from some other source (Specify the source)

12. Do you have health insurance?

- A. No
- B. I have health insurance for myself, my spouse and my children
- C. Only I have health insurance
- D. Only my spouse has health insurance
- E. Both my spouse and I have health insurance, but children don't have health insurance
- F. Other cases (Respondent to specify)

13. What kind of health insurance do you have in your family? (Multiple selections possible)

- A. Ayushman Bharat
- B. Pradhan Mantri Suraksha Bima Yojana
- C. Insurance from private insurance company
- D. Other health insurance (Respondent to specify)

14. Do you think planning, saving and investing for long term goals is important for you and your family? (Yes/No)

15. When did you realize that planning, saving and investing for long term goals is important for your family?

- A. After watching the Axis Bank video on Financial Literacy (वित्तीय नियोजन)?

B. I came to know of its importance from some other source (Specify)

16. What do you do to meet your long-term goals? (Multiple selections possible)

- A. I do not do anything for long-term goals
- B. I invest in Fixed Deposits of Banks or Post Office
- C. I invest in Recurring Deposits of Banks or Post Office
- D. I invest in long term schemes offered by insurance companies (example LIC policy)
- E. I invest in land or gold
- F. I invest in chit fund/committee which gives high returns
- G. I invest in cow, buffalo goat etc
- H. I have other means (specify)

17. Do you think life insurance is important for you and your family? (Yes/No)

18. When did you realize that life insurance is important for your family?

- A. After watching the Axis Bank video on Financial Literacy (वित्तीय नियोजन)?
- B. When there was a mishap in our family
- C. When someone I know benefitted from life insurance
- D. I came to know of its importance from some other source
- E. Not applicable

19. Do you have life insurance?

- A. No
- B. I have life insurance for myself and my spouse
- C. Only I have life insurance
- D. Only my spouse has life insurance
- E. Other cases (Please specify)

20. Do you have a Savings Account? If yes, where do you have a Savings Account?

- A. Axis Bank only
- B. Axis Bank and other bank
- C. Only other bank
- D. With Post Office
- E. I don't have a saving account

21. When did you open a Savings account?

- A. After I realized its importance after watching the Axis Bank video on Financial Literacy (वित्तीय नियोजन)?

- B. I had a Savings account even before I watched the Axis Bank video on Financial Literacy (वित्तीय नियोजन)
- C. I opened a Savings Account after watching the Axis Bank video, but the reasons was that I was counseled/influenced by others to open the Savings Account.
- D. Not applicable

22. When did you become aware about Banking Business Correspondent (Bank Sakhi)?

- A. After watching the Axis Bank video on Financial Literacy (वित्तीय नियोजन)?
- B. I came to know of its importance from some other source
- C. I am not aware

23. Do you take the services of Banking Business Correspondent (Bank Sakhi)?

- A. Yes
- B. No
- C. I want to take but Bank Sakhi is not available in a nearby area

24. Are you aware of the Mudra Scheme of the government??

- A. Yes
- B. No

25. How did you become aware of the Mudra Scheme of the government?

- A. I was aware of the Mudra Scheme even before I watched the Axis Bank video on Financial Literacy (वित्तीय नियोजन)
- B. I became aware of the Mudra Scheme after I watched the Axis Bank video on Financial Literacy (वित्तीय नियोजन)
- C. Not applicable

26. Have you applied for a Microenterprise loan

- A. I applied for a Microenterprise loan, For the first time, before watching this video
- B. I applied for a Microenterprise loan, for the first time, after watching this video
- C. I have not yet applied for a Microenterprise loan

27. Was your Microenterprise loan application approved?

- A. It was approved
- B. It was rejected
- C. It is still under process

### **COVID-19 awareness training focused questions**

28. Do you remember the video on COVID-19 awareness shown by AXIS Bank?

- A. Yes, I remember
- B. No, It was not shown
- C. I am not sure/Cannot remember

29. What were the key messages in the video that you can recall? (Multiple selection possible)

- A. Regular washing of hands
- B. Not touching the face and nose
- C. Keeping the foodstuff covered to protect from pathogens
- D. Wearing clean clothes
- E. Maintaining distance from others
- F. Keeping the mouth covered while sneezing and coughing
- G. Wearing mask
- H. Using boiled water
- I. Cleaning vegetables and fruits well before using them
- J. Visiting nearest health center if you are feeling unwell or noticing any symptoms
- K. Any other (please specify)

30. Do you recall any other communication from the Government or other agency/agencies regarding COVID-19 awareness? (Multiple selections possible)

- A. Yes, it was provided before the training from Axis Bank
- B. Yes, it was provided after the training from Axis Bank
- C. No, I don't recall

31. Do you think the training from Axis Bank on COVID-19 awareness helped you in dealing with COVID-19 effectively?

- A. Strongly agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly disagree

### **General questions**

32. After attending this training did you try to enhance your knowledge about issues discussed in this training?

- A. No
- B. Yes, by discussing with Axis Bank officials
- C. Yes by discussing with other officials or Bank Sakhis
- D. Yes, by referring to other such videos on internet
- E. Yes, by reading books and articles

F. Others (Specify)

33. What is your overall feedback on the training program?

- A. Excellent
- B. Good
- C. Average
- D. Poor
- E. Very poor

34. Would you recommend such training to others in the community?

- A. Yes
- B. No
- C. Not, sure

35. Mention any significant comments related to your experience from these trainings

## Questionnaire for Control Group Respondents

1. Village name

### **Financial Literacy Focused questions**

2. Have you ever attended a training program on Financial Literacy (वित्तीय नियोजन)?

A. Yes

B. No

3. What were the topics covered in that program : (Multiple selections possible)

A. Benefits of keeping track of household incomes and expenditures (budgeting)

B. Importance of saving

C. Importance of health insurance

D. Importance of life insurance

E. Importance to meet long term goals

F. Banking with the help of Business Correspondents (BC) or Bank Sakhis

G. About Share Market

4. Please mention name of the agency/other source who conducted the training on Financial Literacy (वित्तीय नियोजन)

5. Do you track your household incomes and expenditures?

A. I don't track my household incomes and expenditures

B. I track my household incomes and expenditures

6. Do you estimate how much you save every month?

A. I don't estimate how much I save every month

B. I estimate how much I save every month

7. Do you think health insurance is important for you and your family? (Yes/No)

8. Do you have health insurance?

A. No

B. I have health insurance for myself, my spouse and my children

C. Only I have health insurance

D. Only my spouse has health insurance

- E. Both my spouse and I have health insurance, but children don't have health insurance
- F. Other cases (Please specify)

9. What kind of health insurance do you have in your family? (Multiple selections possible)

- A. Ayushman Bharat
- B. Pradhan Mantri Suraksha Bima Yojana
- C. Insurance from private insurance company
- D. Other insurance (please specify)

10. Do you think planning, saving and investing for long term goals is important for you and your family? (Yes/No)

11. What do you do to meet your long-term goals? (Multiple selections possible)

- A. I do not do anything for long-term goals
- B. I invest in Fixed Deposits of Banks or Post Office
- C. I invest in Recurring Deposits
- D. I invest in long terms schemes offered by insurance companies
- E. I invest in land or gold
- F. I invest in chit fund/committee which gives high returns
- G. I invest in cow, buffalo goat etc
- H. I have other means (specify)

12. Do you think life insurance is important for you and your family? (Yes/No)

13. Do you have life insurance?

- A. No
- B. I have life insurance for myself and my spouse
- C. Only I have life insurance
- D. Only my spouse has life insurance
- E. Other cases (Please specify)

14. Do you have a Savings Account? If yes, where do you have a Savings Account?

- A. Axis Bank only
- B. Axis Bank and other bank



- C. Only other bank
- D. With Post Office
- E. I don't have a savings account

15. Do you take the services of Banking Business Correspondent (Bank Sakhi)?

- A. Yes
- B. No
- C. I want to take but Bank Sakhi is not available in a nearby area.

16. Are you aware of the Mudra Scheme of the Government?

- A. Yes
- B. No

17. Have you applied for any Microenterprise loan?

- A. Yes
- B. No

18. Was your Microenterprise loan application approved?

- A. It was approved
- B. It was rejected
- C. It is still under process

#### **COVID 19 awareness training focused questions**

19. Have you attended any training program on COVID 19 awareness?

- A. Yes
- B. No

20. What were the key messages from that training that you can recall? (Multiple selection possible)

- A. Regular washing of hands
- B. Not touching the face and nose
- C. Keeping the foodstuff covered to protect from pathogens
- D. Wearing clean clothes
- E. Maintaining distance from others
- F. Keeping the mouth covered while sneezing and coughing
- G. Wearing mask
- H. Using boiled water
- I. Cleaning vegetables and fruits well before using them
- J. Visiting nearest health center if you are feeling unwell or noticing any symptoms
- K. Any other (please specify)

# Appendix 3: Region-wise tables of responses from Participants

(Note: In questions with "1" or "0" response categories, "1" implies an affirmative response and "0" implies a negative response)

**Table 1**

Do you remember a video on Financial Literacy that was shown by Axis Bank?	East	North	North east	South	West	Grand Total
Yes	1047	254	153	564	308	2326
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 2**

what was shown in the movie: (Multiple selections possible)(Identifying essential and non-essential expenditures)	East	North	North east	South	West	Grand Total
0	270	112	17	210	80	689
1	777	142	136	354	228	1637
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 3**

what was shown in the movie: (Multiple selections possible)(Benefits of keeping track of household incomes and expenditures (budgeting))	East	North	North east	South	West	Grand Total
0	166	20	16	162	50	414
1	881	234	137	402	258	1912
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 4**

what was shown in the movie: (Multiple selections possible)(Importance of saving)	East	North	North east	South	West	Grand Total
0	112	2	15	64	10	203
1	935	252	138	500	298	2123
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 5**

what was shown in the movie: (Multiple selections possible)(Information about Pradhan Mantri Jan Dhan Yojana)	East	North	North east	South	West	Grand Total
0	130	32	32	187	34	415
1	917	222	121	377	274	1911
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 6**

what was shown in the movie: (Multiple selections possible)(Information about Pradhan Mantri Suraksha Bima Yojana)	East	North	North east	South	West	Grand Total
0	147	32	41	235	50	505
1	900	222	112	329	258	1821
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

Table 7

What was shown in the movie: (Multiple selections possible)(Information about ATM Card or Debit Card or Rupay Card)	East	North	North east	South	West	Grand Total
0	321	64	47	273	134	839
1	726	190	106	291	174	1487
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

Table 8

what was shown in the movie: (Multiple selections possible)(About Share Market)	East	North	North east	South	West	Grand Total
0	1044	251	150	559	308	2312
1	3	3	3	5		14
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

Table 9

Do you recall having seen a similar video (or attending training program) BEFORE watching this movie, from any other agency/other sources (Within previous 3 years)?	East	North	North east	South	West	Grand Total
No	1046	254	149	554	301	2304
Yes	1		4	10	7	22
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

Table 10

Do you recall having seen a similar video (or attending training program) AFTER watching this movie, from any other agency/other source? (Yes/No)	East	North	North east	South	West	Grand Total
No	1038	254	110	559	308	2269
Yes	9		43	5		57
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

Table 11

Do you track your household incomes and expenditures?	East	North	North east	South	West	Grand Total
I don't track my household incomes and expenditures	185	40	5	262	43	535
I have been tracking my household incomes and expenditures even before I watched this video	485	189	30	185	196	1085
I have started tracking my household incomes and expenditures after I watched this video	377	25	118	117	69	706
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

Table 12

Do you estimate how much you save every month?	East	North	North east	South	West	Grand Total
I do not have estimate of how much I save every month	206	44	3	288	45	586
I had an estimate of how much I saved every month even before I watched this video	418	178	27	203	200	1026
I have an estimate of how much I save every month after I watched this video.	423	32	123	73	63	714
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

Table 13

Do you have a Savings Account (including PMJDY, Jan Dhan account)?	East	North	North east	South	West	Grand Total
No	14	2	1	163	49	229
Yes	1033	252	152	401	259	2097
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

Table 14

If yes, where do you have a Savings Account?	East	North	North east	South	West	Grand Total
Not Applicable	14	2	1	163	49	229
Axis Bank and other bank	60	10		93	1	164
Axis Bank only		1		50		51
Only other bank	973	241	152	258	257	1881
With Post Office					1	1
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

Table 15

When did you open a Savings account?	East	North	North east	South	West	Grand Total
Not applicable	14	2	1	173	49	239
After I realized its importance after watching the Axis Bank video on Financial Literacy	248	13	20	121	40	442
I had a savings account even before I watched the Axis Bank video on Financial Literacy	771	239	112	261	218	1601
I opened a Savings Account after watching the Axis Bank video, but the reasons was that I was counseled/influenced by others to open the Savings Account.	14		20	9	1	44
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

Table 16

Are you aware that Direct Benefit Transfer Comes in the PMJDY Accounts?	East	North	North east	South	West	Grand Total
I became aware of this AFTER watching this video	429	84	92	208	169	982
I was aware of this BEFORE watching the video	600	168	60	281	103	1212
No, I am not aware about this benefit	18	2	1	75	36	132
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

Table 17

Are you receiving any type of DBT benefit in your PMJDY account?	East	North	North east	South	West	Grand Total
Not applicable	18	2	1	77	36	134
No	97	48	18	210	44	417
Yes	932	204	134	277	228	1775
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

Table 18

Are you receiving any type of DBT benefit in your PMJDY account?	East	North	North east	South	West	Grand Total
Not applicable	18	2	1	77	36	134
No	97	48	18	210	44	417
Yes	932	204	134	277	228	1775
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

Do you think health insurance is important for you and your family?	East	North	North east	South	West	Grand Total
No	41	1	3	77	11	133
Yes	1006	253	150	487	297	2193
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 19**

When did you realize that health insurance is important for your family?	East	North	North east	South	West	Grand Total
Not applicable	41	1	3	77	11	133
After watching the Axis Bank video on Financial Literacy?	506	170	112	281	219	1288
I came to know of its importance from some other source (Specify the source)	167	7	1	11	53	239
When someone else benefited from health insurance	197	51	12	83	9	352
When someone in my family became sick	136	25	25	112	16	314
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 20**

Do you have health insurance?	East	North	North east	South	West	Grand Total
Both my spouse and I have health insurance, but children don't have health insurance	188	86	7	29	57	367
I have health insurance for myself, my spouse and my children	604	67	123	92	187	1073
No	159	86	12	194	41	492
Only I have health insurance	36	13	8	143	11	211
Only my spouse has health insurance	59	2	3	105	8	177
Other cases (Please specify)	1			1	4	6
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 21**

What kind of Health insurance do you have in your family? (Multiple selections possible)(Ayushman Bharat provided by the central government)	East	North	North east	South	West	Grand Total
0	628	112	20	347	69	1176
1	419	142	133	217	239	1150
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 22**

What kind of Health insurance do you have in your family? (Multiple selections possible)(Similar insurance scheme provided by the state government)	East	North	North east	South	West	Grand Total
0	588	207	107	484	266	1652
1	459	47	46	80	42	674
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 23**

What kind of Health insurance do you have in your family? (Multiple selections possible)(Insurance from private insurance company)	East	North	North east	South	West	Grand Total
0	994	252	153	460	303	2162

1	53	2		104	5	164
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 24**

What kind of Health insurance do you have in your family? (Multiple selections possible)(Hospi Cash insurance provided through an MFI or other agency)	East	North	North east	South	West	Grand Total
0	1043	235	82	449	202	2011
1	4	19	71	115	106	315
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 25**

'What kind of Health insurance do you have in your family? (Multiple selections possible)(Other health insurance)	East	North	North east	South	West	Grand Total
0	1033	208	152	532	281	2206
1	14	46	1	32	27	120
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 26**

Are you aware of the benefits of Pradhan Mantri Suraksha Bima Yojana (PMSBY) linked to savings accounts in banks including PMJDY?	East	North	North east	South	West	Grand Total
No	74	59	7	254	67	461
Yes	973	195	146	310	241	1865
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 27**

How did you become aware of the benefits of Pradhan Mantri Suraksha Bima Yojana (PMSBY)?	East	North	North east	South	West	Grand Total
Not applicable	73	59	7	254	67	460
I became aware of PMSBY after I watched the Axis Bank video on Financial Literacy	515	72	94	188	61	930
I was aware of PMSBY even before I watched the Axis Bank video on Financial Literacy	459	123	52	122	180	936
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 28**

Have you or your spouse taken Pradhan Mantri Suraksha Bima Yojana (PMSBY)?	East	North	North east	South	West	Grand Total
Not applicable	74	59	7	254	67	461
No, no one has taken	226	29	2	94	4	355
Yes only my spouse has taken	95	8	10	46	56	215
Yes, both have taken	416	108	103	78	120	825
Yes, only I have taken	236	50	31	92	61	470
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 29**

Do you think life insurance is important for you and your family? (Yes/No)	East	North	North east	South	West	Grand Total
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No	46	1	2	144	37	230
Yes	1001	253	151	420	271	2096
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 30**

When did you realize that life insurance is important for your family?	East	North	North east	South	West	Grand Total
Not applicable	46	1	2	144	37	230
After watching the Axis Bank video on Financial Literacy?	658	164	107	261	195	1385
I came to know of its importance from some other source (Specify the source)	81	14	2	10	41	148
When some earning member in my family passed away	99	9	15	63	15	201
When someone else benefited from life insurance	163	66	27	86	20	362
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 31**

Do you have life insurance? (Other than Microfinance loan linked)	East	North	North east	South	West	Grand Total
I have life insurance for myself and my spouse (PMJJBY or insurance company or both)	334	111	122	59	161	787
No	461	129	14	398	119	1121
Only I have life insurance (PMJJBY or insurance company or both)	110	12	13	92	19	246
Only my spouse has life insurance PMJJBY or insurance company or both)	142	2	4	15	9	172
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 32**

Are you aware of the benefits of Rupay Debit Card? (Yes/No)	East	North	North east	South	West	Grand Total
No	106	18	38	66	151	379
Yes	941	236	115	498	157	1947
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 33**

How did you become aware of the benefits of Rupay Debit Card?	East	North	North east	South	West	Grand Total
Not applicable	106	18	38	66	151	379
I became aware of Rupay Debit Card after I watched the Axis Bank video on Financial Literacy	562	95	87	140	55	939
I was aware of Rupay Debit Card even before I watched the Axis Bank video on Financial Literacy	369	139	26	334	96	964
Not applicable	10	2	2	24	6	44
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 34**

Do you and your spouse have Rupay Debit Card?	East	North	North east	South	West	Grand Total
No none of them have the Rupay Debit Card	222	35	25	45	48	375



Yes, both have Rupay Debit card	412	69	63	276	105	925
Yes, only I have the Rupay Debit Card	120	29	50	171	62	432
Yes, only my spouse has the Rupay Debit Card	293	121	15	72	93	594
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 35**

Do you remember the video on Health and Hygiene awareness shown by AXIS Bank?	East	North	North east	South	West	Grand Total
I am not sure/Cannot remember	45	5	2	92	18	162
No, It was not shown	25	1		34	8	68
Yes, I remember	977	248	151	438	282	2096
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 36**

What were the key messages in the video that you can recall? (Multiple selection possible)(Regular washing of hands)	East	North	North east	South	West	Grand Total
0	116	7	34	180	29	366
1	931	247	119	384	279	1960
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 37**

What were the key messages in the video that you can recall? (Multiple selection possible)(Not touching the face and nose)	East	North	North east	South	West	Grand Total
0	311	93	43	297	139	883
1	736	161	110	267	169	1443
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 38**

What were the key messages in the video that you can recall? (Multiple selection possible)(Keeping the foodstuff covered to protect from pathogens)	East	North	North east	South	West	Grand Total
0	223	129	57	322	97	828
1	824	125	96	242	211	1498
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 39**

What were the key messages in the video that you can recall? (Multiple selection possible)(Wearing clean clothes)	East	North	North east	South	West	Grand Total
0	179	41	24	245	81	570
1	868	213	129	319	227	1756
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 40**

What were the key messages in the video that you can recall? (Multiple selection possible)(Maintaining distance from others)	East	North	North east	South	West	Grand Total
0	269	130	62	306	143	910
1	778	124	91	258	165	1416

<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>
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**Table 41**

What were the key messages in the video that you can recall? (Multiple selection possible)(Keeping the mouth covered while sneezing and coughing)	East	North	North east	South	West	Grand Total
0	281	117	65	316	133	912
1	766	137	88	248	175	1414

<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>
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**Table 42**

What were the key messages in the video that you can recall? (Multiple selection possible)(Using boiled water)	East	North	North east	South	West	Grand Total
0	403	70	32	297	131	933
1	644	184	121	267	177	1393

<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>
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**Table 43**

What were the key messages in the video that you can recall? (Multiple selection possible)(Cleaning vegetables and fruits well before using them)	East	North	North east	South	West	Grand Total
0	471	104	93	345	149	1162
1	576	150	60	219	159	1164

<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>
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**Table 44**

What were the key messages in the video that you can recall? (Multiple selection possible)(Visiting nearest health center if you are feeling unwell or noticing any symptoms)	East	North	North east	South	West	Grand Total
0	559	173	92	360	219	1403
1	488	81	61	204	89	923

<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>
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**Table 45**

What were the key messages in the video that you can recall? (Multiple selection possible)(Any other (please specify))	East	North	North east	South	West	Grand Total
0	1047	254	153	562	308	2324
1				2		2

<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>
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**Table 46**

Do you recall any other communication from the Government or other agency/agencies regarding Health and Hygiene? (Multiple selections possible)(Yes, it was provided before the training from Axis Bank)	East	North	North east	South	West	Grand Total
0	711	198	140	432	181	1662
1	336	56	13	132	127	664

<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>
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**Table 47**

Do you recall any other communication from the Government or other agency/agencies regarding Health and Hygiene? (Multiple selections possible)(Yes, it was provided after the training from Axis Bank)	East	North	North east	South	West	Grand Total
0	844	204	123	434	267	1872
1	203	50	30	130	41	454
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 48**

Do you recall any other communication from the Government or other agency/agencies regarding Health and Hygiene? (Multiple selections possible)(No, I dont recall)	East	North	North east	South	West	Grand Total
0	415	106	43	250	157	971
1	632	148	110	314	151	1355
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>

**Table 49**

Do you think the video on Health and Hygiene helped you improve your lifestyle?	East	North	North east	South	West	Grand Total
Not applicable	70	6	2	126	26	230
1- Strongly agree	351	90	87	170	62	760
2- Agree	613	145	56	259	216	1289
3- Neutral	13	13	8	9	4	47
<b>Grand Total</b>	<b>1047</b>	<b>254</b>	<b>153</b>	<b>564</b>	<b>308</b>	<b>2326</b>