



FINANCIAL LITERACY CELL SSCBS

**ANNUAL REPORT
2024-2025**



TABLE OF CONTENT



ABOUT FINANCIAL LITERACY CELL	1
EVENT AND INITIATIVES	2
STUDENT LED INITIATIVES	6
TEACHER IN CHARGE	7
OUR TEAM	8
CONTACT US	9



ABOUT FINANCIAL LITERACY CELL



Established in October 2023, the Financial Literacy Cell (FLC) is the student-led finance society of Shaheed Sukhdev College of Business Studies (SSCBS), dedicated to promoting financial literacy and fostering excellence in finance, investment research, and market analysis. Comprising 33 members, the society provides a platform for students to develop practical expertise in equity research, financial modelling, valuation, sectoral analysis, and financial markets through a structured and research-oriented approach.

Through expert sessions, investor awareness programmes, Knowledge Sharing Sessions (KSS), research initiatives, and industry interactions, FLC bridges the gap between classroom learning and real-world financial applications. The society is committed to cultivating analytical thinking, professional excellence, and financial awareness while empowering students with the knowledge and skills required to make informed financial decisions and excel in the finance industry.

OUR VISION

The Financial Literacy Cell (FLC), Shaheed Sukhdev College of Business Studies, envisions creating a financially aware and empowered student community equipped to make informed financial decisions. Guided by the motto, "Empower Minds, Secure Futures: Financial Literacy for All," the Cell strives to bridge the gap between academic learning and practical financial knowledge through financial literacy initiatives, investment research, and industry engagement. By fostering analytical thinking, responsible financial behaviour, and a culture of continuous learning, FLC aims to develop future-ready professionals capable of navigating an increasingly dynamic financial landscape.

INTERNATIONAL CERTIFICATION TRAINING PROGRAM ON FINANCIAL WELLNESS ENHANCEMENT: "YOUR FIRST PAY CHEQUE"



The Financial Literacy Cell (FLC), Shaheed Sukhdev College of Business Studies (SSCBS), successfully organized the International Certification Training Program on Financial Wellness - "Your First Pay Cheque" on 2nd and 3rd September 2024. Conducted in collaboration with KnowisE, the two-day certification programme aimed to equip students with practical knowledge of personal finance, savings, investments, taxation, and responsible financial decision-making. The session was led by Mr. Pankaj Vasdev Sahijwani, who, through real-life examples and interactive discussions, introduced participants to essential financial concepts that help build a strong foundation for managing personal finances and making informed financial decisions from the beginning of their professional journey.



Mr. Pankaj Vasdev Sahijwani is a finance professional and Mentoring Matters and KPMG Learning Associate, with expertise in financial wellness, personal finance, and professional development. Through interactive training programmes and practical learning sessions, he has empowered students and young professionals with essential financial knowledge, enabling them to make informed financial decisions and build a strong foundation for their careers.

SEMINAR ON FINANCIAL LITERACY AND INVESTMENTS



The Financial Literacy Cell (FLC), Shaheed Sukhdev College of Business Studies (SSCBS), successfully organized a Seminar on Financial Literacy and Investments on 14th August 2024. The session focused on enhancing participants' understanding of mutual funds, financial planning, investment strategies, and disciplined investing. Designed specifically

for the college's faculty members and officials, the seminar aimed to promote financial awareness and equip attendees with practical knowledge to make informed financial decisions.

Through engaging discussions and real-world examples, participants gained valuable insights into the role of mutual funds in wealth creation, the importance of risk management, and the benefits of long-term investment planning. The interactive format encouraged meaningful discussions and enabled attendees to relate financial concepts to their personal and professional lives.



Prof. R. P. Tulsian is the Chairperson of the University Committee for the Promotion of Financial Literacy and a distinguished academic in the field of finance. With extensive teaching experience and deep expertise in financial literacy, mutual funds, and investment planning, he has played a significant role in promoting investor education and empowering individuals to make informed financial decisions through practical and engaging learning initiatives.

NICASA – ICAI SPEAKER SESSION REPORT



The Financial Literacy Cell (FLC), Shaheed Sukhdev College of Business Studies (SSCBS), in collaboration with the NICASA Student Body, successfully organized an insightful session on "Digital Etiquettes and the Role of AI." The session aimed to familiarize students with the evolving role of artificial intelligence in digital communication

while emphasizing the importance of ethical online behaviour and responsible technology usage. Through engaging discussions and practical demonstrations, participants explored how AI-powered tools are transforming communication, enhancing productivity, and improving collaboration across academic and professional environments.

The session also highlighted the significance of digital etiquette, cyber safety, AI-driven communication tools, and emerging technological trends. Students gained valuable insights into maintaining professionalism in online interactions, safeguarding digital privacy, identifying cyber threats, and leveraging AI responsibly to enhance learning and career development. The interactive format encouraged active participation, allowing attendees to engage with the speaker and gain practical knowledge applicable to both their academic and professional journeys



CA Ayushree Khanna is a Chartered Accountant with expertise in artificial intelligence, digital communication, and professional development. Through her engaging sessions, she has guided students on leveraging AI responsibly, maintaining professional digital etiquette, and adapting to emerging technologies to build successful careers in an increasingly digital world.

Financial Wellness Session under the SEBI Investor Awareness Initiative



The Financial Literacy Cell (FLC), Shaheed Sukhdev College of Business Studies (SSCBS), successfully organized a seminar on "Decoding the Union Budget 2025" on 7th February 2025. The session aimed to provide students with a comprehensive understanding of the key announcements, policy reforms, and

economic implications of the Union Budget 2025. Through expert-led discussions, participants explored critical topics including taxation reforms, fiscal deficit management, sectoral allocations, inflation, infrastructure development, entrepreneurship, and the role of digital initiatives in public financial management. The interactive session encouraged students to analyze the real-world impact of budgetary policies, fostering financial awareness, analytical thinking, and a deeper understanding of India's economic framework.

Prof. R. P. Tulsian is the Chairperson of the University Committee for the Promotion of Financial Literacy and a distinguished academic in finance. With extensive expertise in financial literacy, taxation, and investment planning, he has played a pivotal role in

promoting investor education and simplifying complex financial concepts for students and professionals alike



Dr. Dharmveer is an Assistant Professor at the Delhi School of Economics, University of Delhi, specializing in economics and public policy. His expertise spans macroeconomics, fiscal policy, and economic development, and he is known for providing insightful analyses of government policies and their impact on growth, employment, and the broader economy.

Knowledge Sharing Session



The Knowledge Sharing Sessions (KSS) formed the backbone of the Financial Literacy Cell's internal learning and development initiatives. Designed to promote collaborative learning, these sessions provided members with a platform to deepen their understanding of finance through peer-led discussions, practical demonstrations, and interactive problem-solving. By

encouraging members to share their knowledge and experiences, KSS cultivated an environment of continuous learning, intellectual curiosity, and teamwork. Throughout the academic year, the sessions covered a diverse range of topics, including financial markets, equity research, valuation techniques, financial modelling, investment analysis, Excel, and other essential concepts relevant to the finance industry. In addition to strengthening technical competencies, the sessions familiarized members with industry practices, professional certifications, and emerging trends in the financial sector, helping them build a strong foundation for future academic and professional pursuits.

Beyond technical learning, KSS played a vital role in enhancing members' presentation, communication, and leadership skills by encouraging active participation and peer-to-peer knowledge exchange. These sessions not only improved analytical capabilities but also reinforced FLC's commitment to creating a research-oriented and collaborative learning culture that prepares students for careers in finance and investment.

TEACHERS IN CHARGE

THE FINANCIAL LITERACY CELL (FLC) EXTENDS ITS HEARTFELT GRATITUDE TO ITS TEACHERS IN CHARGE FOR THEIR INVALUABLE GUIDANCE, UNWAVERING SUPPORT, AND CONSTANT ENCOURAGEMENT THROUGHOUT THE YEAR. THEIR MENTORSHIP HAS BEEN INSTRUMENTAL IN FOSTERING A CULTURE OF FINANCIAL LITERACY, ANALYTICAL THINKING, AND RESEARCH-DRIVEN LEARNING WITHIN THE SOCIETY. THEIR VISION AND LEADERSHIP CONTINUE TO INSPIRE MEMBERS TO PURSUE EXCELLENCE, UPHOLD PROFESSIONALISM, AND DEVELOP THE KNOWLEDGE AND SKILLS NECESSARY TO BECOME RESPONSIBLE FINANCE PROFESSIONALS.



DR.SOUMYA JAIN



DR. PARIDHI



DR. SUSHMITA

OUR TEAM



Established in October 2023, the Financial Literacy Cell (FLC) of Shaheed Sukhdev College of Business Studies (SSCBS) is dedicated to promoting financial literacy and empowering students with practical financial knowledge. Guided by its motto, "Empower Minds, Secure Futures: Financial Literacy for All," the Cell bridges the gap between academic learning and real-world financial applications.

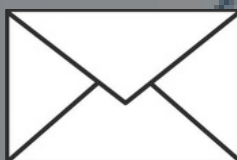
Through financial literacy programmes, investor awareness sessions, expert talks, Knowledge Sharing Sessions (KSS), equity research, financial modelling, and industry interactions, FLC equips students with the knowledge and analytical skills required to make informed financial decisions. By combining practical learning with professional exposure, the Cell strives to develop financially aware, research-oriented, and industry-ready individuals.



CONTACT US



FINANCIAL LITERACY CELL SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES



flc@sscbs.du.ac.in



Financial Literacy Cell SSCBS



[flc_sscbs](#)