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## **Endline Assessment of Mein Pragati Program in Rajasthan (Banswara and Udaipur)**

**Submitted to Crisil Foundation**

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# Table of Contents

Table of Contents .....	ii
List of Tables.....	iv
List of Figures .....	iv
Executive Summary.....	2
I. Introduction.....	7
1.1 Financial Literacy and Inclusion in India.....	7
1.1.1 Financial Literacy and Inclusion Ecosystem in India .....	7
1.2 Role of Financial Literacy in Economic Empowerment .....	9
1.3 Overview of Government Schemes (National and State specific).....	9
1.3.1 Financial Inclusion schemes implemented by the Government of India .....	9
1.3.2 Relevant Schemes and Programs implemented by the Government of Rajasthan .....	11
1.4 Crisil Foundation’s Mein Pragati Program .....	12
1.5 Implementation scope of Mein Pragati .....	13
1.5.1. District Context.....	14
1.5.2 Financial Inclusion landscape in Rajasthan .....	15
II. Study Design and Methodology .....	18
2.1 Study objectives and scope .....	18
2.1.1 Objective of the assessment .....	18
2.1.2 Scope of work.....	18
2.1.3 Study Methodology.....	19
2.2 Sampling Framework and Coverage.....	19
2.3 Data Collection Tools and Techniques .....	21
2.4 Stakeholder Engagement .....	22
2.5 Data Analysis and Triangulation .....	23
III. Key Findings .....	26
3.1 Socio-Economic profile of respondents.....	26
3.2 Awareness and Understanding of Financial Concepts .....	31
3.3.1 Access to Banking Services.....	34
3.4 Role and Impact of Sakhi’s in Financial Facilitation .....	45
3.5 Enrolment / Linkages to Government Schemes .....	47

3.6 Behavioural Changes and Empowerment Outcomes.....	50
3.7 SHG Ecosystem .....	55
3.8 Insights from Sakhis Survey.....	56
3.8.1 Profile of Sakhis .....	56
3.8.2 Program Implementation and Field Engagement by Sakhis.....	59
3.8.3 Program Sustainability and Sakhi Continuity .....	68
3.9 Stakeholder Perspectives on Program Implementation.....	73
3.10 Challenges Faced and Mitigation Strategies adopted by Stakeholders.....	75
IV. Suggestions and Way Forward .....	79
Annexure 1: Detailed Information on the Mein Pragati Programme.....	82
Annexure 2: Detailed Methodology adopted during the assessment .....	84
Annexure 3: Detail finding from Beneficiary tool.....	85
Annexure 4: Detail finding from Sakhi tool .....	87

# List of Tables

Table 1: District-wise Survey Participation: Respondents and Sakhis.....	2
Table 2: Scheme details implemented by Govt. of India .....	10
Table 3: Schemes details Implemented by Rajasthan Government in financial inclusion .....	11
Table 4: Udaipur: Demography Census 2011 .....	14
Table 5: Banswara: Demography Census 2011.....	14
Table 6: Progress of Pradhan Mantri Jan Dhan Account in Rajasthan as on 17/10/2025 (Figures in Crores).....	15
Table 7: Beneficiary samples collected in Udaipur and Banswara .....	20
Table 8: Age Distribution of Respondents .....	27
Table 9: Occupation of a highly qualified family member .....	28
Table 10: Annual income Vs income sources .....	31
Table 11: Awareness of Respondents on Services Provided by Banks vs occupation .....	38
Table 12: Respondents awareness on Services Provided by Banks vs education level .....	38
Table 13: Frequency of using E-Payment method.....	41
Table 14: Representation of assistance required Vs their education level .....	42
Table 15: Variance in awareness about Government schemes .....	50
Table 16: Educational qualification of Sakhi .....	57
Table 17: Distribution of Sakhi .....	57
Table 18: Income Level and Satisfaction Status of Sakhis.....	64
Table 19: Highest Educational Qualification and Current Occupation of Family Members .....	85

# List of Figures

Figure 1: Financial Inclusion Status in India .....	8
Figure 2: Financial Inclusion Index in India by the Reserve Bank of India .....	8
Figure 3: Findings from assessment Phase III.....	13
Figure 4: Blocks covered in both the district by Implementation Partner .....	13
Figure 5: Scope of Work for Endline Assessment .....	18
Figure 6: Methodology used for Endline assessment .....	19
Figure 7: Screenshots of the digital tool for data collections .....	21
Figure 8: Assessment tools Deployed .....	22
Figure 9: Focus Group Discussion with Beneficiaries in Rama Village, Badagaon Block.....	23
Figure 10: Output indicators of the assessment .....	23
Figure 11: Distribution of respondents based on social category .....	26
Figure 12: Educational Qualification of Respondents .....	27
Figure 13: Head of Household as reported by Respondents.....	27
Figure 14: Ownership and Distribution of Types of Mobile Phones.....	28
Figure 15: Employment status of respondents across both districts .....	29
Figure 16: Occupation status of respondents across both districts .....	30
Figure 17: Awareness of Sakhi in the Community.....	32
Figure 18: Duration of Financial Literacy Training .....	32
Figure 19: Mode and Format of training session conducted.....	32
Figure 20: Topics Covered During Training session .....	33
Figure 21: Representations of tools used as stated by respondent .....	33
Figure 22: Ownership of identifier proof in both districts.....	34
Figure 23: Bank ownership status reported by respondents .....	34
Figure 24: Representation of Bank Account Ownership Across Different Income Levels.....	35
Figure 25: Awareness of procedures about bank account opening .....	35

Figure 26: Support Received for Bank Account Opening vs. Attendance in Sessions .....	36
Figure 27: Distribution of Bank Account Type Across Occupations .....	36
Figure 28: Type of Bank Account by Educational Qualification .....	37
Figure 29: Representation awareness on the basis of income level .....	39
Figure 30: Usage of Cashless Payment Options Among Respondents .....	39
Figure 31: Relationship between Educational Qualification and Usage of E-Payment Methods .....	40
Figure 32: Relationship between Annual Income Level and Usage of Cashless Payment Methods .....	40
Figure 33: Reasons for Not Using Cashless Payment Methods and Sources of Learning for UPI Users .....	41
Figure 34: Frequency of Bank Visits by Respondents.....	42
Figure 35: Income Level vs. Assistance Required for Bank Visits .....	43
Figure 36: Support Required for Bank Visits Vs Training Session Attendance .....	43
Figure 37: Ownership of ATM and RuPay Cards Among Respondents .....	44
Figure 38: Perception of Accessibility of Banking Institutions in the Area .....	44
Figure 39: Distribution of Frequency of Meetings Conducted by Sakhi .....	45
Figure 40: Main Reasons for Interaction with Sakhi.....	46
Figure 41: Key areas where Sakhi's presence was noted beneficial .....	46
Figure 42: Activeness of Sakhi as reported by Respondents .....	47
Figure 43: Accuracy of Financial Information Shared by Sakhis .....	47
Figure 44: Respondents' Satisfaction with Services Provided by Sakhi .....	47
Figure 45: Respondents awareness about Govt. schemes.....	48
Figure 46: Source for availing information about Government schemes .....	48
Figure 47: Status of Government schemes availed by respondents .....	49
Figure 48: Sources for availing Government scheme .....	49
Figure 49: Managing person of the household finance .....	51
Figure 50: Saving mechanisms used by respondents.....	51
Figure 51: Loan sources stated by respondent .....	52
Figure 52: Safest loan sources as per respondent.....	52
Figure 53: Financial behaviour vs acknowledging Sakhi's presence.....	53
Figure 54: FGD with beneficiaries in Banswara .....	54
Figure 55: Confidence level amongst respondents in financial support .....	54
Figure 56: Financial Behaviour of Respondents in Relation to Awareness of Sakhi's Presence .....	55
Figure 57: Association in SHG .....	55
Figure 58: SHG Membership Status of Respondents .....	55
Figure 59: Sources of information about SHGs .....	56
Figure 60: Social Group Distribution of Sakhis .....	56
Figure 61: Ownership of important documents among Sakhis .....	57
Figure 62: Occupational Distribution of Sakhis .....	58
Figure 63: Distribution of Sakhi on the basis on income level .....	58
Figure 64: Financial services utilized by Sakhis .....	59
Figure 65: Gram shakti training session attended.....	59
Figure 66: Certificate status of Sakhis .....	60
Figure 67: Rating Reported by Sakhis on Usefulness of the Training .....	60
Figure 68: Engagement duration reported by Sakhi.....	61
Figure 69: Operational Radius of Sakhis Vs No. of Households Served .....	61
Figure 70: Average number of training session conducted .....	62
Figure 71: Frequency of Training Sessions Conducted by Sakhis .....	62
Figure 72: Activities conducted by Sakhis during Community trainings.....	63
Figure 73: Status of fee-based service by Sakhis.....	63
Figure 74: Satisfaction level Vs change in income level over years .....	64
Figure 75: Women open bank accounts as reported by Sakhis.....	64
Figure 76: No. of ATM card applied by women Vs usage .....	65
Figure 77: Average number of women enrolled in insurance scheme on the basis of HH served .....	65

Figure 78: Types of Financial Awareness Enhancements reported by Sakhis .....	66
Figure 79: Stakeholder engagement Vs Educational qualification .....	67
Figure 80: Representation of objective of meeting stakeholders by Sakhi .....	67
Figure 81: Awareness of schemes reported by Sakhi.....	68
Figure 82: Awareness of schemes reported by Sakhi.....	68
Figure 83: Participation rate in Bima Sakhi examination.....	68
Figure 84: Challenges reported by Sakhi while working .....	69
Figure 85: Mitigation strategies adopted by Sakhis .....	69
Figure 86: Future plans of Sakhi.....	70
Figure 87: Motivational factor perceived by Sakhi.....	71
Figure 88: Personal and Knowledge growth of Sakhi .....	72
Figure 89: Representation of confidence reported by Sakhis in both the districts .....	72
Figure 90: Presentation of earning potential perceived by Sakhi.....	73
Figure 91: Discussion with DO-LIC officer .....	75
Figure 92: Discussion with Bank Manager in Udaipur.....	76
Figure 93: Pillars of Mein Pragati Program in Rajasthan .....	82
Figure 94: Program Module .....	83
Figure 95: Approach for Endline assessment .....	85
Figure 96: Participation of Training Sessions.....	85
Figure 97: Assistance required by respondents for opening ATM/RuPay card .....	86
Figure 98: Number of days spent for Sakhi work .....	87
Figure 99: Hours spent daily by Sakhi .....	87
Figure 100: Satisfaction level with income.....	87
Figure 101: Behavioural change observed in respondents with respect to finances .....	88

# List of Abbreviations

<b>ATM</b>	Automated teller machines	<b>NEFT</b>	National Electronic Funds Transfer
<b>APY</b>	Atal Pension Yojana	<b>NFBS</b>	National Family Benefit Scheme
<b>BPL</b>	Below Poverty Line	<b>NMBS</b>	National Maternity Benefit Scheme
<b>APL</b>	Above Poverty Line	<b>NOAPS</b>	National Old Age Pension Scheme
<b>CAGR</b>	compound annual growth rate	<b>NRLM</b>	National Rural Livelihood Mission
<b>CRISIL</b>	Credit Rating Information Services of India Limited	<b>NSAP</b>	National Social Assistance Programme
<b>CSR</b>	Corporate Social Responsibility	<b>OECD</b>	Organization for Economic Co-operation and Development
<b>DBT</b>	Direct Benefits Transfer	<b>PDS</b>	Public Distribution System
<b>FD</b>	Fixed Deposits	<b>PFRDA</b>	Pension Fund Regulatory and Development Authority
<b>FGD</b>	Focus Group Discussion	<b>PMJDY</b>	Pradhan Mantri Jan Dhan Yojana
<b>FI</b>	Financial Inclusion	<b>PMJJBY</b>	Pradhan Mantri Jeevan Jyoti Bima Yojana
<b>FQ</b>	Field Questionnaires	<b>PMMY</b>	Pradhan Mantri Mudra Yojana
<b>GP</b>	Gram Panchayat	<b>PMSBY</b>	Pradhan Mantri Suraksha Bima Yojana
<b>HH</b>	Household	<b>RBI</b>	Reserve Bank of India
<b>IP</b>	Implementing Partner	<b>RGAVP</b>	Rajasthan Grameen Aajeevika Vikas Parishad
<b>IRDA</b>	Insurance Regulatory and Development Authority of India	<b>RTGS</b>	Real Time Gross Settlement
<b>JAM</b>	Jan Dhan, Aadhaar, and Mobile	<b>SHG</b>	Self Help Group
<b>JLG</b>	Joint Liability Group		
<b>KII</b>	Key Informant Interview		
<b>KYC</b>	Know your customer		
<b>MFI</b>	Microfinance Institutions		
<b>MGNREGA</b>	Mahatma Gandhi National Rural Employment Guarantee Act		
<b>NCFE</b>	National Centre for Financial Education		

# Executive Summary

## About the Programme

Financial inclusion refers to a state where individuals and businesses have access to affordable financial products and services that meet their needs, delivered in a responsible and sustainable manner. Crisil Foundation's *Mein Pragati* program, launched in 2014, seeks to empower socially and economically disadvantaged rural women by strengthening their financial capabilities and enabling informed financial decision-making. Initially introduced across six districts of Assam, the program was later replicated in Rajasthan. The assessment comprises both a baseline and an endline assessment across 2 districts of Rajasthan to map findings and observe changes over time. The baseline, conducted in 2023 across Udaipur and Banswara districts, established the initial status of financial inclusion, women's empowerment, and socio-economic indicators. The endline assessment evaluated the improvements in financial literacy, awareness, access to financial services, and overall empowerment, while assessing the knowledge, attitudes, and capacity of Crisil Sakhis. It also reviews the sustainability of programme outcomes beyond the implementation period and compares endline findings with the baseline assessment conducted in 2023.

Implemented through a trained cadre of Crisil Sakhis, *Mein Pragati* aims to create an enabling environment where women can confidently manage household finances, adopt sound savings practices, plan for long-term goals, and access relevant financial and Government schemes.

### Key objectives of the assessment:

- Assess changes in financial awareness, behaviour, among beneficiaries and Sakhis
- Examine shifts in household-level financial management, including savings, credit usage, and asset-building.
- Evaluate women's participation in financial decision-making and uptake of formal financial and livelihood opportunities.
- Analyse the sustainability of programme outcomes and role of Sakhis post-programme.

## Study Methodology

A mixed-method approach was adopted, drawing on established evaluation principles aligned with those outlined in the OECD-DAC framework. A clear strategy was developed to capture, map, and assess the key components of the project, allowing for meaningful insights into the impact achieved, recommendations for course corrections, and the sustainability of the initiative. A mixed-method approach, combining qualitative and quantitative techniques, was adopted to provide a comprehensive understanding of program outcomes. Quantitative surveys were administered to 607 beneficiaries and 21 Sakhis across 20 villages of the State. Below table illustrates the district-wise number of beneficiary and Sakhi interviews conducted."

Table 1: District-wise Survey Participation: Respondents and Sakhis

Districts	Respondents (N)	Sakhi (N)
Udaipur	338	11

<b>Banswara</b>	223	10
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Along with the quantitative surveys, qualitative interactions were also conducted through key informant interviews with Crisil Sakhis, Block Coordinators, the Development Officer from LIC, and the SBI Bank Manager, supplemented by field observations from both districts. This mixed-method approach enabled a comprehensive understanding of programme outcomes, behavioural changes, and implementation effectiveness. The qualitative component specifically aimed to identify implementation challenges, beneficiary-level constraints, areas for improvement, and key policy recommendations.

### **Key Findings**

The key findings below synthesise insights from both quantitative survey data and qualitative interactions, providing a comprehensive understanding of programme outcomes across respondents and Sakhis.

#### **1. Training Delivery and Sakhi engagement**

The evaluation revealed high program outreach, with 92.6% of respondents aware of a Sakhi operating in their community. Participation in Sakhi-led financial literacy sessions was high, with 82.7% attending trainings that typically lasted 1–3 months, though some extended to 4–6 or even 7–9 months. Most sessions were group-based (91.4%), while only 8.6% involved individual support. In-person interactions were the most common delivery mode (47.4%), followed by virtual sessions (20.9%) and blended formats (12.9%). Training content primarily focused on Government schemes (78.7%), financial services (67.5%), and general financial awareness (63.3%)<sup>1</sup>, with a smaller share (16.3%) addressing behavioural aspects of financial management. Focus group discussions further highlighted coverage of topics such as insurance, bank account operations, planned expenditure, and guidance on visiting banks. Teaching tools were dominated by group exercises (78.5%), supplemented by learning cards (34.9%) and digital content (7.8%).

#### **2. Access to Financial services**

Coverage of Identification documents was noted to be high, with Aadhaar universally held among respondents. PAN ownership showed significant improvement, rising from 23.2% at baseline to 76.8% at endline, while coverage of ration cards and Bhamashaha cards remained largely unchanged. All Sakhis possessed essential identification and entitlement documents, though variations were observed in BPL and APL categorization. Access to banking was nearly universal, with 98.7% of respondents reporting ownership of a bank account.

#### **3. Awareness of Government schemes**

Awareness of Government schemes showed a marked improvement across the study villages. Knowledge of PMJDY rose from 31% during baseline to 54.9% in endline, PMAY from 28% to 49.2%, and MGNREGA from 18% to 64.2%. Awareness of insurance-related schemes also increased

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<sup>1</sup> The figures provided will not add upto 100% as these were based on multiple responses.

significantly, with PMJJBY climbing from 1% to 45.6% and PMSBY reaching 54.1%. Notably, awareness of PMJAY, which was negligible at baseline, grew to 42.4%. Overall, 94.4% of respondents reported being aware of at least one Government scheme, indicating substantial outreach and information dissemination.

#### 4. Behavioural and Financial practices

A gradual shift in household financial behavior was observed, with more respondents reporting structured practices such as maintaining a household budget, which increased from 10.1% at baseline to 27.2% at endline. Similarly, the proportion of respondents setting financial goals rose from 10.5% to 28.2%, signalling progress toward planned financial management. Confidence in handling finances varied, with 18.9% feeling fully confident, 62.4% moderately confident, and 18.7% expressing limited confidence. Among Sakhis, functional capability strengthened considerably—76.2% reported being able to interact with Government and bank officials and mobilize communities effectively. Capacity-building efforts also yielded positive outcomes, as 90.5% of Sakhis completed Gram Shakti training; of these, 83.3% noted improved articulation and information-sharing skills, 11.1% reported better understanding of income opportunities, and 5.6% gained enhanced knowledge of Government schemes.

#### 5. Digital Access and Usage

Access to mobile technology improved considerably, with mobile phone ownership rising from 51.0% at baseline to 74.3% at endline. Among these, smartphone usage saw a sharp increase from 13% to 76.7%, indicating greater potential for digital engagement. However, adoption of digital payment methods remains limited, with usage increasing only marginally from 4% to 9.1%. Insights from focus group discussions revealed that UPI usage was still confined to a few individuals per village, though one location reported approximately one-fourth of the population using QR/UPI. Overall, cash continues to dominate transactions, underscoring the need for further efforts to promote digital financial practices.

#### 6. Livelihood Conditions and SHG Participation

Employment levels have shown a substantial increase, rising from 35.8% at baseline to 64.7% at endline. Livelihood patterns continue to be dominated by agriculture, daily wage labour, domestic work, and small-scale livestock rearing, with earnings largely dependent on rainfall and seasonal migration. Additionally, social participation remains strong, as 78.9% of respondents reported being associated with Self-Help Groups (SHGs), indicating the continued role of collective platforms in supporting rural livelihoods.

#### Suggestions and Way -forward

Thematic Area	Evidence/Insight	Recommendation
<b>A. Strengthen Financial Literacy Delivery</b>	<ul style="list-style-type: none"> <li>79% discussions on schemes;</li> <li>68% on financial services; only 16% on behaviour change.</li> </ul>	<ul style="list-style-type: none"> <li>Institute a <i>formalised monitoring and accountability mechanism</i> to ensure</li> </ul>

	<ul style="list-style-type: none"> <li>Field interactions show greater focus on welfare linkage than structured financial literacy.</li> </ul>	<p>structured delivery of approved FL content and IEC.</p> <ul style="list-style-type: none"> <li>Standardisation expected to improve retention and sustained financial behaviour change.</li> </ul>
<b>B. Enhance Saturation of Bima Sakhi Initiative</b>	<ul style="list-style-type: none"> <li>62% appeared for exam; 38% have not.</li> <li>LIC DO indicated existing incentive system (fixed + performance).</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen engagement with LIC to increase Crisil - trained Sakhis transitioning to Bima Sakhi roles.</li> <li>Leverage incentive structures to enable sustainable income and strengthen community insurance coverage.</li> </ul>
<b>C. Promote E-Sakhi Enterprises</b>	<ul style="list-style-type: none"> <li>90.5% plan to continue role; 71.4% want to support community linkages; 57.1% aspire for enterprise-based services; 42.9% interested in roles like BC/Pashu Sakhi/Bima Sakhi.</li> <li>Beneficiaries cited E-Mitra as key access point.</li> </ul>	<ul style="list-style-type: none"> <li>Equip Sakhis with <i>digital skilling and devices</i> to establish E-Sakhi service centres.</li> <li>Expand livelihood opportunities and enable end-to-end Government service facilitation.</li> </ul>
<b>D. Integrate Livelihood Promotion with Financial Literacy</b>	<ul style="list-style-type: none"> <li>Only 25.1% of 479 SHG-linked respondents engaged in income generation; 74.9% not engaged.</li> </ul>	<ul style="list-style-type: none"> <li>Link financial literacy with <i>context-specific livelihood interventions</i> (livestock, tailoring, food processing, micro-enterprises).</li> <li>Enhances resilience and supports knowledge-to-practice transition.</li> </ul>
<b>E. Provide Continued Handholding Support to Sakhis</b>	<ul style="list-style-type: none"> <li>Several Sakhis have not cleared or taken the Bima Sakhi exam.</li> <li>Sustaining Sakhi cadre is key for programme continuity.</li> </ul>	<ul style="list-style-type: none"> <li>Provide <i>ongoing training, exam support, and handholding</i> for Sakhis to clear LIC-administered certification.</li> <li>Critical for institutionalising and sustaining the cadre.</li> </ul>



# I. Overview of the study

# I. Introduction

Financial inclusion refers to a state where individuals and businesses have access to and use affordable financial products and services that meet their needs, which are delivered in a responsible and sustainable way.<sup>2</sup> Crisil Foundation's 'Mein Pragati' program aims to empower socially and economically disadvantaged rural women by strengthening their financial capabilities and enabling informed financial decision-making. This section also outlines key concepts of financial inclusion and literacy, highlights the Government of Rajasthan's efforts, and explains Crisil's role in integrating the unbanked population into formal banking within the target geography.

## 1.1 Financial Literacy and Inclusion in India

Financial inclusion refers to a state where individuals and businesses have access to and use affordable financial products and services that meet their needs, which are delivered responsibly and sustainably. These financial services help people manage risks, build wealth, and invest in businesses. The expansion of digital financial services has helped decrease the number of adults without access to an account from 2.5 billion in 2011 to 1.4 billion in 2021, with 76% of the global adult population owning an account by 2021.<sup>3</sup> The Global Findex 2025 highlighted that account ownership in India has reached to 89 per cent since 2011 and the country has made progress in increasing the share of adults with active accounts.<sup>4</sup> Despite its importance, the penetration of financial literacy in rural India remains limited. In states like Rajasthan, the trickle-down effects are still emerging, with low awareness and limited financial capability continuing to hinder the ability of underprivileged communities to improve their financial well-being. There is a pressing need to strengthen the financial capabilities of vulnerable sections of society through targeted awareness and education initiatives.

### 1.1.1 Financial Literacy and Inclusion Ecosystem in India

In India, several initiatives have strengthened financial literacy and inclusion. Some of them are:

- Pradhan Mantri Jan-Dhan Yojana (PMJDY) is the National Mission for Financial Inclusion to ensure access to financial services, namely, a basic savings and deposit accounts, remittance, credit, insurance, pension in an affordable manner. Under the scheme, a basic savings bank deposit (BSBD) account can be opened in any bank branch or Business Correspondent (Bank Mitra) outlet, by persons not having any other account.<sup>5</sup>
- Pradhan Mantri Suraksha Bima Yojana (PMSBY) is structured to provide accidental death and disability cover for death or disability on account of an accident, upto Rs 2 lakhs to persons aged between 18-70 years, at a minimal premium of less than Rs. 2/- per month.<sup>6</sup>
- Programs by the Reserve Bank of India and the National Centre for Financial Education (NCFE) promote awareness on budgeting, savings, credit, and investments. Digital platforms under

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<sup>3</sup> <https://www.worldbank.org/en/topic/financialinclusion/overview>

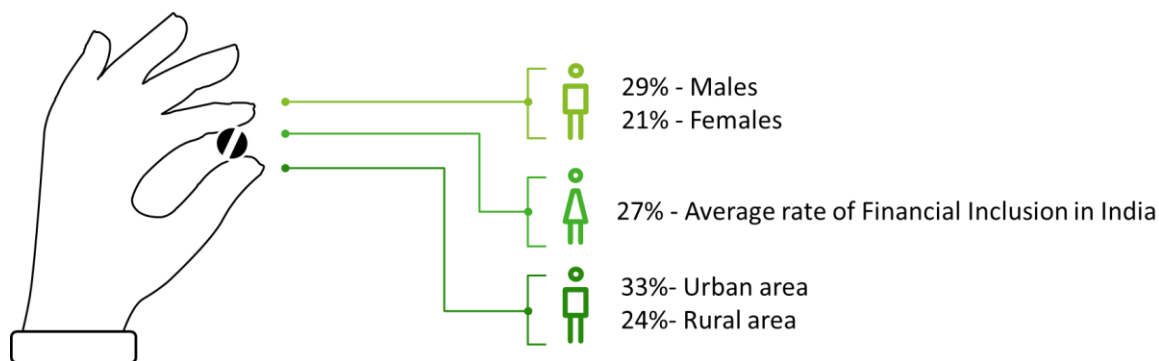
<sup>4</sup> <https://www.pib.gov.in/PressNoteDetails.aspx?NotelId=154980&ModuleId=3#:~:text=The%202030%20Agenda%20for%20Sustainable,of%20adults%20with%20active%20accounts.>

<sup>5</sup> <https://www.pmjdy.gov.in/scheme>

<sup>6</sup> [https://www.pib.gov.in/PressReleasePage.aspx?PRID=2127981#:~:text=Pradhan%20Mantri%20Suraksha%20Bima%20Yojana%20\(PMSBY\)%20is%20structured%20to%20provide,2/%2D%20per%20month.](https://www.pib.gov.in/PressReleasePage.aspx?PRID=2127981#:~:text=Pradhan%20Mantri%20Suraksha%20Bima%20Yojana%20(PMSBY)%20is%20structured%20to%20provide,2/%2D%20per%20month.)

Digital India, along with microfinance and Self-Help Groups (SHGs), further support financial education and inclusion, particularly in rural and marginalized communities. These efforts aim to empower individuals to make informed financial decisions and enhance the effectiveness of India's financial inclusion agenda.

Figure 1: Financial Inclusion Status in India



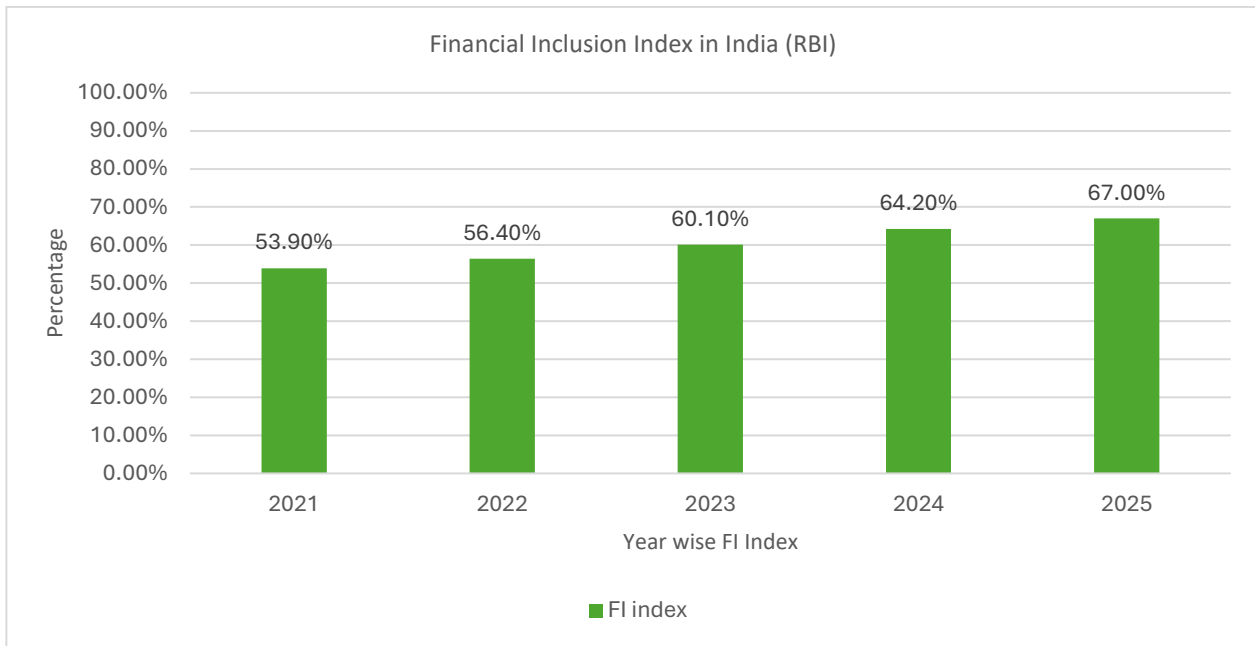
Source: [https://ncfe.org.in/wp-content/uploads/2023/12/NCFE-2019\\_Final\\_Report.pdf](https://ncfe.org.in/wp-content/uploads/2023/12/NCFE-2019_Final_Report.pdf)

The Reserve Bank of India annually releases the Financial Inclusion Index (FI-Index), a composite measure based on Access, Usage, and Quality to assess the country's progress in financial inclusion. With the rise of internet banking and UPI, digital transactions have accelerated, especially post-pandemic, contributing to deeper inclusion across micro-enterprises and households. Ongoing innovation in digital financial products continues to strengthen India's overall financial inclusion landscape. The figure below illustrates the trend of the Reserve Bank of India's Financial Inclusion (FI) Index over the past five years. The FI Index for the year ending March 2025 has risen to 67.0%, compared to 64.2% in March 2024, reflecting a 24.3% increase since 2021. This improvement highlights steady progress across all three subindices: Access, Usage, and Quality, demonstrating the strengthening of financial inclusion and literacy initiatives in the country.<sup>7</sup>

Figure 2: Financial Inclusion Index in India by the Reserve Bank of India<sup>8</sup>

<sup>7</sup> <https://static.pib.gov.in/WriteReadData/specificdocs/documents/2025/aug/doc202586601201.pdf>

<sup>8</sup> <https://static.pib.gov.in/WriteReadData/specificdocs/documents/2025/aug/doc202586601201.pdf>



## 1.2 Role of Financial Literacy in Economic Empowerment

Financial education equips individuals with an understanding of basic financial concepts and supports informed financial decision-making. It also encourages the development of sound financial habits and a positive financial attitude, contributing to greater confidence in managing personal finances.

A financially aware population can contribute to economic growth by making informed choices, investing in productive assets, and supporting business expansion and employment generation at local, regional, and national levels. In India, Government-led initiatives such as the Pradhan Mantri Jan Dhan Yojana (PMJDY), Aadhaar-enabled payment systems, and the Unified Payments Interface (UPI) have expanded access to formal financial services<sup>9</sup>. However, the Reserve Bank of India’s 2021 report on banking trends notes that despite the increase in account ownership, a substantial share of accounts remains inactive, indicating that access alone does not ensure effective usage.

In the context of Udaipur and Banswara, financial inclusion continues to hold good potential for rural economic development. Its long-term impact will depend on reducing inequalities in access, improving the depth of usage, and integrating inclusion efforts within broader socio-economic systems<sup>10</sup>.

## 1.3 Overview of Government Schemes (National and State specific)

### 1.3.1 Financial Inclusion schemes implemented by the Government of India

The Government of India promotes financial literacy and inclusion through nationwide schemes such as Pradhan Mantri Jan Dhan Yojana and Atal Pension Yojana, along with community-based initiatives under NRLM that strengthen SHGs and improve access to institutional credit. Public awareness is spread through

<sup>9</sup>[https://www.researchgate.net/publication/395637668\\_A\\_STUDY\\_OF\\_FINANCIAL\\_INCLUSION\\_AND\\_ITS\\_IMPACT\\_ON\\_ECONOMIC\\_DEVELOPMENT\\_OF\\_RURAL\\_AREAS\\_IN\\_UDAIPUR\\_DIVISION](https://www.researchgate.net/publication/395637668_A_STUDY_OF_FINANCIAL_INCLUSION_AND_ITS_IMPACT_ON_ECONOMIC_DEVELOPMENT_OF_RURAL_AREAS_IN_UDAIPUR_DIVISION)

<sup>10</sup> <https://ncfe.org.in/impact-of-financial-literacy-on-society/>

multiple channels, including trainings, printed materials, social media, radio, and digital platforms. These efforts aim to educate citizens on saving, banking, and credit usage while fostering overall financial empowerment. The following paragraphs highlight key Government schemes supporting this agenda

Table 2: Scheme details implemented by Govt. of India

S.NO.	Scheme Name	Scheme details
1	<b>Pradhan Mantri Jan Dhan Yojana (PMJDY)</b>	<ul style="list-style-type: none"> <li>Launched on 28th August 2014 to ensure access to affordable financial services, including banking/savings and deposit accounts, remittances, credit, insurance, and pension for all.</li> <li>55.02 crore accounts opened under PMJDY till March 2025, with 36.63 crore in rural/semi-urban areas.<sup>11</sup></li> </ul>
2	<b>Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)</b>	<ul style="list-style-type: none"> <li>Prime Minister Narendra Modi launched PMJJBY in Kolkata on May 9, 2015.</li> <li>To provide affordable life insurance coverage to all eligible individuals, ensuring financial security for their families in case of the policyholder's death.</li> <li>The risk coverage under the scheme is INR 2 lakh for accidental death and full disability, and INR 1 lakh for partial disability<sup>12</sup>.</li> </ul>
3	<b>Pradhan Mantri Suraksha Bima Yojana (PMSBY)</b>	<ul style="list-style-type: none"> <li>Pradhan Mantri Suraksha Bima Yojana (PMSBY), launched in 2015, is a Government-backed insurance scheme to provide affordable personal accident cover to individuals aged 18–70 years holding a bank or post office account.</li> <li>The scheme coverage includes accidental death cum disability cover of Rs. 2 lakhs (Rs. 1 lakh for partial disability) against a premium of Rs. 20 per annum.<sup>13</sup></li> </ul>
4	<b>Atal Pension Yojana (APY)</b>	<ul style="list-style-type: none"> <li>Launched in 2015 by the Government of India.</li> <li>This scheme is open to all savings bank/post office account holders aged 18–40 years, offering a guaranteed minimum monthly pension of INR 1,000 to INR 5,000 at age 60, with benefits extending to spouse and nominee.<sup>14</sup></li> </ul>
5	<b>Pradhan Mantri Mudra Yojana (PMMY)</b>	<ul style="list-style-type: none"> <li>Launched in 2015, the scheme provides collateral-free loans under Shishu, Kishore and Tarun categories as described.</li> <li>These measures aim to build confidence among first-generation entrepreneurs and support expansion of existing small businesses.<sup>15</sup></li> </ul>
6	<b>National Social Assistance Programme (NSAP)</b>	<ul style="list-style-type: none"> <li>Launched in 1995, the National Social Assistance Programme (NSAP) comprises National Old Age Pension Scheme (NOAPS), National Widow Pension Scheme, National Disability Pension Scheme, Annapurna Scheme, National Family Benefit Scheme (NFBS), and National Maternity Benefit Scheme (NMBS).</li> <li>These schemes are meant for providing social assistance benefit to the aged, the BPL households or persons with disabilities.</li> </ul>

<sup>11</sup> <https://www.pib.gov.in/PressReleasePage.aspx?PRID=2112321#>:

<sup>12</sup> [https://financialservices.gov.in/insurance-divisions/Government-Sponsored-Socially-Oriented-Insurance-Schemes/Pradhan-Mantri-Jeevan-Jyoti-Bima-Yojana\(PMJJBY\)](https://financialservices.gov.in/insurance-divisions/Government-Sponsored-Socially-Oriented-Insurance-Schemes/Pradhan-Mantri-Jeevan-Jyoti-Bima-Yojana(PMJJBY))

<sup>13</sup> <https://www.jansuraksha.gov.in/Files/PMSBY/English/Rules.pdf>

<sup>14</sup> <https://financialservices.gov.in/pension-reforms-divisions/Atal-Pension-Yojana>

<sup>15</sup> <https://www.myscheme.gov.in/schemes/pmmmy>

S.NO.	Scheme Name	Scheme details
7	<b>Deendayal Antyodaya National Livelihood Mission (DAY-NRLM) Yojana– Rural Mission</b>	<ul style="list-style-type: none"> <li>Launched in 2011, DAY-NRLM is a flagship poverty alleviation program aiming to reduce poverty by enabling poor households to access gainful self-employment and skilled wage employment opportunities.<sup>16</sup></li> </ul>
8	<b>Sukanya Samridhi Yojana (SSY)</b>	<ul style="list-style-type: none"> <li>Launched on 22 January 2015 under the ‘Beti Bachao, Beti Padhao’ campaign to promote the welfare and financial security of girl children, allowing one account per girl (and special cases for twins/triplets), for girls below 10 years.</li> <li>The scheme allows deposits from Rs. 250 to Rs. 1.5 lakh annually, for up to 15 years, with account maturity at 21 years, providing a structured savings avenue for securing the education and future of girl children.</li> </ul>

### 1.3.2 Relevant Schemes and Programs implemented by the Government of Rajasthan

Table 3: Schemes details Implemented by Rajasthan Government in financial inclusion

S.NO.	Scheme Name	About the Scheme
1	<b>Jan Aadhar Card</b>	<ul style="list-style-type: none"> <li>Launched in 2019, Jan Aadhar (earlier known as Bhamashaha) focuses on financial inclusion, women empowerment and effective service delivery, and is the first-of-its-kind direct benefit transfer scheme in India.</li> <li>Bank Account and Jan Aadhar Card is issued only to women in such households to empower them as decision-makers, and it is used for transferring all benefits such as pension, PDS, insurance services, scholarships, and other cash/non-cash entitlements.</li> </ul>
2	<b>National Rural Livelihood Mission – Rajasthan Grameen Aajeevika Vikas Parishad (RGAVP)</b>	<ul style="list-style-type: none"> <li>The National Rural Livelihood Mission, launched in 2011, is implemented in Rajasthan through RGAVP which supports SHGs under the RAJEEVIKA framework, enabling community organizing, capacity development, and socioeconomic upliftment of rural women.</li> <li>The federated structure of RAJEEVIKA, consisting of SHGs, Village Organizations, Cluster Level Federations, and the State Level Federation, promotes inclusive development, participatory governance, and improved livelihoods across rural Rajasthan.</li> </ul>
3	<b>Rajasthan Rural Family Livelihood Loan Scheme</b>	<ul style="list-style-type: none"> <li>The Rajasthan Rural Family Livelihood Loan Scheme was launched by the Government of Rajasthan to support rural family’s dependent on non-agricultural livelihoods through interest-free loans with a corpus of INR 2,000 crore.</li> <li>The scheme targets more than one lakh families and provides loans through commercial, regional rural, and cooperative banks</li> </ul>

<sup>16</sup> <https://www.myscheme.gov.in/schemes/day-nrlm>

S.NO.	Scheme Name	About the Scheme
		while the State Government offers interest subsidies to beneficiaries.
4	<b>Panna Dhay Jeevan Amrit Yojana</b>	<ul style="list-style-type: none"> <li>This scheme was launched by the Government of Rajasthan, is converged with the Life Insurance Corporation of India to offer insurance support to BPL families in the state.</li> <li>The insurance amount is provided to ensure the livelihood, education, and financial well-being of the beneficiary family.</li> </ul>
5	<b>Mukhyamantri Chiranjeevi Yojana</b>	<ul style="list-style-type: none"> <li>MCY was launched in 2021 by the Government of Rajasthan, is a health insurance scheme that offers cashless medical coverage of up to INR 25 lakh to all families of the state.</li> <li>This scheme ensures financial protection during medical emergencies by enabling access to affordable and quality healthcare services.</li> </ul>
6	<b>Mukhyamantri Mangla Pashu Bima Yojana</b>	<ul style="list-style-type: none"> <li>Mukhyamantri Mangla Pashu Bima Yojana, launched by the Government of Rajasthan, provides livestock insurance to farmers for animals such as cows, buffaloes, goats, sheep, and camels with coverage of up to INR 40,000 per animal.</li> <li>The Government bears the full premium cost, and farmers can avail the benefits by registering their ear-tagged animals through the official portal or designated centres.</li> </ul>

#### 1.4 Crisil Foundation's Mein Pragati Program

Crisil Foundation, the public charitable trust and CSR arm of Crisil Limited, was established in 2013 to support socially and economically disadvantaged communities. The Foundation initiated its financial inclusion interventions in Assam (2014-15) and Rajasthan (2016). Insights from these efforts informed the design and rollout of the Mein Pragati program to focus on strengthening the financial capabilities of women from low-income rural households.

The program aims to enhance women's knowledge of formal financial services and enable informed financial behaviour. Implemented initially in six districts of Assam and subsequently in the districts of Alwar, Dausa, and Sikar in Rajasthan, Mein Pragati adopts a "lifecycle" approach, providing approximately four months of structured financial capability building through trainings, workshops, games, case studies, and counselling sessions. A detailed description of the program structure is provided in **Annexure 1**.

#### Impact Assessment of Mein Pragati, Rajasthan – Phase III (2025)

Under Phase III, the program was implemented in Udaipur and Banswara districts. Baseline and endline assessments were conducted to understand the program's outcomes.

At baseline, 94.0% of respondents reported having a bank account; this increased to 98.7% at endline. Sakhis played a central facilitation role by conducting financial literacy sessions and enabling greater interaction between beneficiaries and service providers. The assessment observed improvements in women's confidence to access financial services and in their understanding of basic financial products.

#### Key findings from the assessment Phase III



Figure 3: Findings from assessment Phase III

1. **Beneficiary Engagement and Financial Behaviour:** Women participated actively in community meetings facilitated by the Sakhis. These interactions contributed to better awareness of financial services and reflected greater comfort in approaching banks and other financial service providers. The assessment also noted an increase in women’s involvement in household-level financial decision-making. The presence of Sakhis supported the delivery of financial literacy content and helped beneficiaries adopt more structured financial practices.
2. **Program Implementation and Emerging Considerations:** The program’s linkage with the National Rural Livelihoods Mission (NRLM) for Sakhi recruitment, and the outreach achieved through SHGs, contributed to program reach and continuity. While early changes in knowledge and awareness were evident, the assessment indicates that sustained behavioural change and consistent financial service usage may require continued engagement and extended program duration.

### 1.5 Implementation scope of Mein Pragati

Mein Pragati is implemented across selected southern districts of Rajasthan with a focus on improving financial capability among disadvantaged rural communities. Crisil Foundation partners with Rajasthan Bal Kalyan Samiti (RBKS) in Udaipur and Grameen Vikas Trust (GVT) in Banswara for on-ground implementation.

#### Udaipur Blocks covered in partnership with RBKS

1. Jhadol
2. Girwa
3. Lasadiya
4. Gogunda
5. Sarada
6. Badgaon
7. Phalasia

#### Banswara Blocks covered in partnership with GVT

1. Ghatol
2. Bogidora
3. Banswara
4. Kushalgarh
5. Garhi
6. Talwara
7. Anandpuri
8. Sajjangarh

Figure 4: Blocks covered in both the district by Implementation Partner

### 1.5.1. District Context

#### A. Udaipur District

Udaipur is located in southern Rajasthan and accounted for 4.48% of the state's population according to Census 2011. The district has a literacy rate of 61.8%, which is lower than the state average of 66.1%; the gender gap in literacy stands at 26.3 percentage points. Agriculture remains the primary source of livelihood for a majority of the working population.<sup>17</sup>

Table 4: Udaipur: Demography Census 2011

District	Population (in numbers)				
Udaipur	Male	Female	Total	Rural	Urban
	15,66,801	15,01,619	30,68,420	24,59,994	6,08,426

Source: Directorate of Economics & Statistics, Statistics Department, Rajasthan, Jaipur

The program is implemented by Rajasthan Bal Kalyan Samiti (RBKS) across seven blocks- Gogunda, Badgaon, Lasadiya, Sarada, Phalasia, Jhadol, and Girva. The interventions focus on training Crisil Sakhis (CS) to support women's financial capability, with the broader objective of enabling rural women and their households to make informed financial decisions.

#### B. Banswara District:

Banswara is located in the southernmost part of Rajasthan. As per Census 2011, the district accounted for 2.62% of the state's population, with a literacy rate of 56.3%, lower than the state average. Agriculture forms the predominant source of employment. The gender gap in literacy is 26.4%.

Table 5: Banswara: Demography Census 2011

District	Population (in numbers)				
Banswara	Male	Female	Total	Rural	Urban
	9,07,754	8,89,731	17,97,845	16,69,864	1,27,621

Source: Directorate of Economics & Statistics, Statistics Department, Rajasthan, Jaipur

Grameen Vikas Trust (GVT) leads program implementation in Banswara. The program focuses on delivering financial capability interventions through trained Sakhis and strengthening linkages between women beneficiaries and formal financial institutions.

<sup>17</sup> <https://foundation.rajabsthan.gov.in/rf/pdf/Udaipur.pdf>

### 1.5.2 Financial Inclusion landscape in Rajasthan

Secondary research shows that a substantial share of India's population continues to remain outside the formal financial system, a trend also seen in Rajasthan. As per Census 2011, 58.7% of households had access to banking services<sup>18</sup>.

Primary survey findings from the assessment indicate that respondents are aware of basic banking services, and bank personnel generally recognise the needs and constraints of low-income rural clients. Effective delivery of financial services requires sustained engagement by frontline banking staff and business correspondents.

Financial inclusion indicators vary across districts, reflecting uneven implementation and differences in local socio-economic conditions. Levels of inclusion also differ across gender and rural–urban populations. Improved financial literacy is closely linked with higher utilisation of formal financial services.

As of September 2024, India had 165,501 bank branches and 255,000 ATMs, of which 33.45% and 21.24% respectively were located in rural areas. Financial inclusion encompasses access to bank accounts, credit, savings, insurance, remittance services, and financial counselling. These services are delivered through branches, banking outlets, and business correspondents.

The plan also envisages channelling all Government benefits (from Centre / State / Local Body) to the beneficiaries' accounts and pushing the Direct Benefits Transfer (DBT) scheme of the Union Government. Subsequently, the Government decided to continue National Mission for Financial Inclusion (PMJDY) beyond August 2018 with the focus of opening account for every household to every adult. So far 3.77 Crore bank account have been opened in Rajasthan under Pradhan Mantri Jan Dhan Yojana (PMJDY).

Table 6: Progress of Pradhan Mantri Jan Dhan Account in Rajasthan as on 17/10/2025 (Figures in Crores)<sup>19</sup>

Beneficiaries at rural/semi-urban centre bank branches	Beneficiaries at urban/metro centre bank branches	Total Beneficiaries	Balance in beneficiary accounts	No. of RuPay cards issued to beneficiaries
2.89	0.88	3.77	21414.72	2.80

### Financial inclusion and women empowerment through Jan Aadhaar

- The Jan Aadhaar (Bhamashaha) Yojana ensures the transfer of non-financial and financial Government scheme benefits through the bank accounts of women. The State Government issues it in the name of the family's female head. All female heads must have a personal bank account at the time of Jan Aadhaar enrolment, and all family members who are receiving benefits from any Government programme or service must also have a bank account in Jan Aadhaar. All female heads have had their bank accounts opened because of this requirement, giving them access to all mainstream banking services.

<sup>18</sup> <https://www.pmjdy.gov.in/statewise-statistics>

<sup>19</sup> <https://www.pmjdy.gov.in/statewise-statistics>, Accessed on 14/10/2025

- All cash benefits of the family are mandatorily transferred to the bank account of the Women Head of the Family. This phenomenon has not only empowered women but also led to financial inclusion and increased participation of women in the financial decisions of the family.



## II. Study Design and Methodology – Endline Study

# II. Study Design and Methodology

## 2.1 Study objectives and scope

### 2.1.1 Objective of the assessment

The assessment comprises both a baseline and an endline assessment to map findings and observe changes over time. The baseline, conducted in 2023 by Deloitte Touche Tohmatsu India LLP across Udaipur and Banswara districts, established the initial status of financial inclusion, women’s empowerment, and socio-economic indicators. The endline assessment evaluates improvements in financial literacy, awareness, access to financial services, and overall empowerment, while assessing the knowledge, attitudes, and capacity of Crisil Sakhis.

Key objectives include facilitating community-level financial capability-building workshops, enabling women to manage household finances and plan for the future, integrating participants with formal financial services, and supporting informed financial decision-making. The assessment also examines the sustainability of Sakhis’ engagement and the effectiveness of program processes and tools, including the Mein Pragati Android application. Insights from qualitative interactions with beneficiaries, Sakhis, and Block Coordinators provide evidence on program implementation, outcomes, and areas for potential enhancement.

### 2.1.2 Scope of work

The scope of work for the endline assessment focuses on evaluating the overall progress and impact of the Mein Pragati program in Udaipur and Banswara. It includes assessing the program’s relevance within the socio-economic context, measuring outcomes related to financial inclusion and women’s empowerment, and examining behavioural and household-level changes. Additionally, it reviews the functioning of Sakhis, the effectiveness of implementation processes, and identifies key recommendations for sustaining and strengthening the program. The figure below briefly illustrates the major components covered under the scope of work.

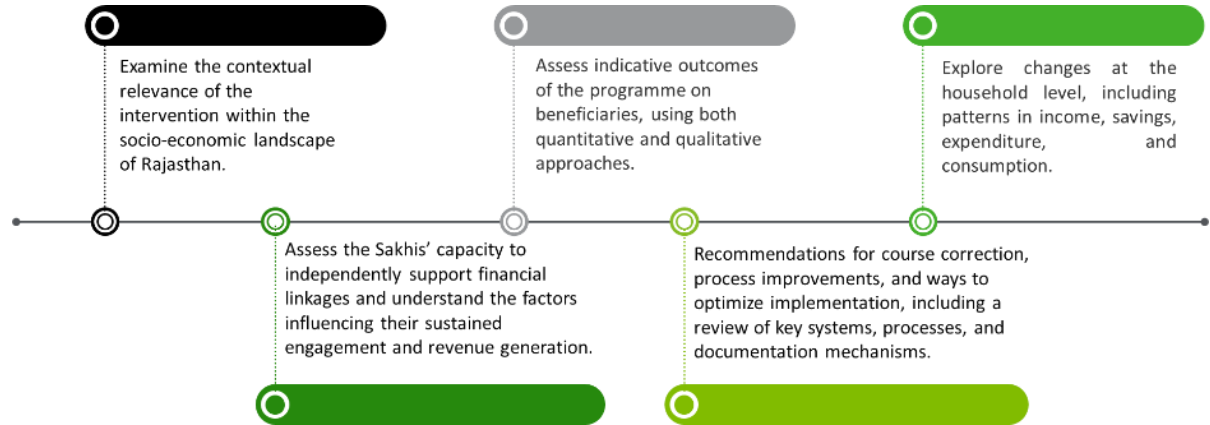


Figure 5: Scope of Work for Endline Assessment

### 2.1.3 Study Methodology

The endline assessment was designed as a follow-up to the baseline assessment, ensuring continuity and consistency in evaluating the program. A clear strategy was developed to capture, map, and assess the key components of the project, allowing for meaningful insights into the impact achieved, recommendations for course corrections, and the sustainability of the initiative. A **mixed-method approach**, combining qualitative and quantitative techniques, was adopted to provide a comprehensive understanding of program outcomes. Focused Group Discussions were conducted with beneficiaries, and in-depth interviews were carried out with block coordinators, LIC officers, SBI managers, and Sakhi to gain deeper insights into the program's impact since the intervention. These qualitative findings, together with quantitative data, were compared against baseline results to assess changes and outcomes over time. The assessment also examines the Sakhis model and its potential to sustain the program at the community level through a revenue generation approach, evaluating indicators such as improvements in Sakhis' knowledge and awareness of financial services, opportunities for revenue generation, and growth in annual income compared to baseline levels. Detailed methodology is further discussed in **Annexure 2**.

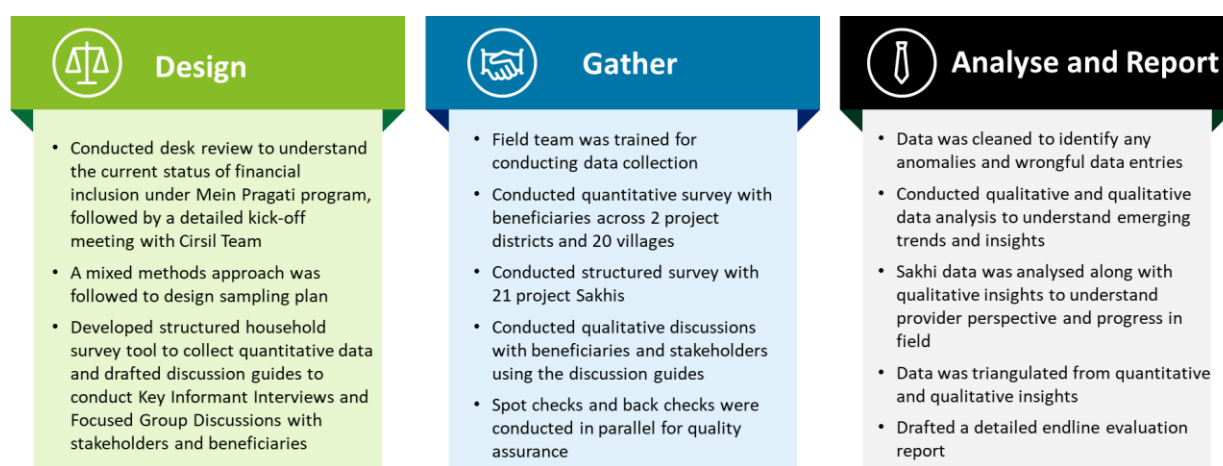


Figure 6: Methodology used for Endline assessment

### 2.2 Sampling Framework and Coverage

The Mein Pragati programme is implemented in selected villages across Banswara and Udaipur districts. To ensure systematic and representative assessment of programme outcomes, a multistage stratified sampling approach was adopted. The design enabled inclusion of both direct beneficiaries and Sakhis operating in the intervention areas. A total of 607 respondents were surveyed during the endline assessment.

The sampling framework was aligned with the baseline methodology to ensure comparability of findings over time. The process involved the following steps:

- Selection of gram panchayat: 20 Gram Panchayats were selected across four blocks in Udaipur and Banswara, mirroring the coverage pattern adopted during the baseline.

- Village Stratification: Within each Gram Panchayat, villages were stratified based on population size – high, medium, and low – to ensure proportional representation across different settlement types.
- Sample Allocation: From each village, 20-50 respondents were selected, depending on population size. This ensured adequate representation while maintaining consistency with the baseline distribution.
- Retention of Sampling Frame: The same set of villages and stratification logic used during the baseline were retained in the endline. This consistency strengthens the reliability of comparisons and supports robust measurement of changes attributable to the programme.

A total of 607 beneficiary interviews were completed against a target of 590, as shown in the table below.

Table 7: Beneficiary samples collected in Udaipur and Banswara

S.No	District	Name of Block	Gram Panchayat	Name of the Village	Population	Samples Target	Samples Achieved
1	Udaipur	Badgaon	Rama	Rama	3940	50	50
2		Badgaon	Loyra	Loyra	2387	31	31
3		Badgaon	Cheerwa	Cheerwa	1271	20	21
4		Badgaon	Badgaon	Badgaon	9193	50	51
5		Sarada	Parsad	Parsad	4271	40	40
6		Sarada	Gatod	Gatod	3067	34	33
7		Sarada	Sarsiya	Sarsiya	2635	50	51
8		Sarada	Semal	Semal	1459	20	21
9		Sarada	Amarpura	Amarpura	1179	20	20
10		Sarada	Banakala	Banakala	654	20	20
<b>Total for Udaipur district</b>					<b>30056</b>	<b>335</b>	<b>338</b>
11	Banswara	Banswara	Samriya	Samriya	1674	22	24
12		Banswara	Abapura	Abapura	1663	21	22
13		Banswara	Palodara	Palodara	1729	30	31
14		Banswara	Mangaliya Khura	Mangaliya Khura	238	20	20
15		Banswara	Pratapnagar	Pratapnagar	1104	20	23
16		Banswara	Borda	Borda	3753	48	50
17		Banswara	Kadwa Amla	Kadwa Amla	2393	31	33
18		Banswara	Isarwala	Isarwala	1819	23	24
19		Banswara	Chokadi	Chokadi	1075	20	21
20		Banswara	Nathukhedi	Nathukhedi	314	20	21
<b>Total for Banswara district</b>					<b>12425</b>	<b>255</b>	<b>269</b>
<b>Total across both districts</b>					<b>45818</b>	<b>590</b>	<b>607</b>

Source: Population numbers are derived from Census 2011 data

In addition to beneficiary interviews, 21 Sakhis (one from each sampled village) were interviewed. Sakhi selection followed predefined criteria to ensure proportional and representative coverage, including:

- Variation in income generated through Sakhi activities
- Representation across all sampled villages
- Inclusion of both highest-earning and lowest-earning Sakhis across blocks to capture diversity in experiences and performance

This combined sampling strategy – spanning beneficiaries, Sakhis, and varied village profiles ensured that the assessment captured a comprehensive and representative picture of programme implementation across the two districts.

### 2.3 Data Collection Tools and Techniques

Based on the finalised field data collection tools, a Computer-Assisted Personal Interview (CAPI) questionnaire was deployed to record interactions with both Sakhis and beneficiaries using a mobile-based application. The digital tool facilitated efficient engagement with a larger respondent group and supported standardisation of data recording across all field teams. Real-time quality checks and ongoing data reviews were conducted throughout the data collection period to ensure accuracy, completeness, and internal consistency of responses. Regular feedback and data quality management sessions with field investigators were organised to address gaps promptly and strengthen adherence to protocols. A central data management platform was developed to compile, store, and manage the incoming data securely. The screenshots below illustrate the application interface used during the survey. The detailed Beneficiary, Sakhi and FGD guideline tool is provided in **Annexure 5** for reference, outlining the discussion flow, probing areas, and moderation instructions.

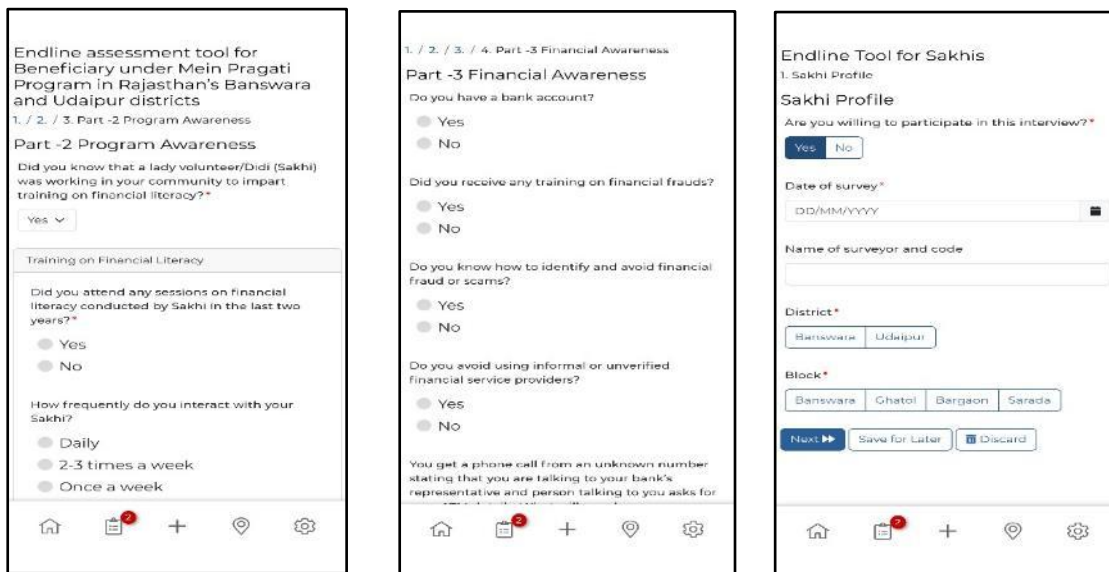


Figure 7: Screenshots of the digital tool for data collections

#### Assessment tool

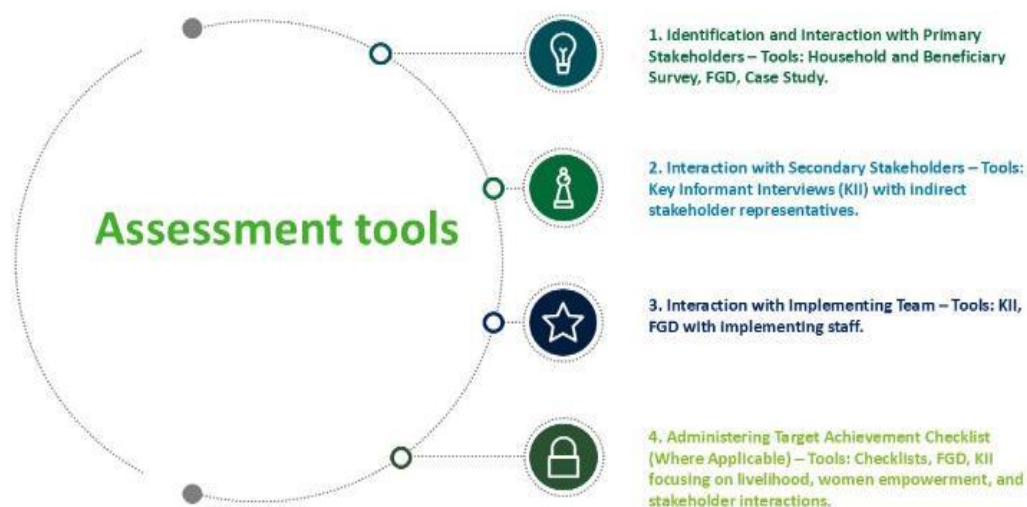


Figure 8: Assessment tools Deployed

## 2.4 Stakeholder Engagement

As part of the endline assessment, stakeholder engagement was carried out through Focus Group Discussions (FGDs) and Key Informant Interviews (KIIs) to obtain a comprehensive understanding of programme implementation and outcomes. FGDs were conducted with groups of 8–15 beneficiaries in both Udaipur and Banswara to explore their financial practices, levels of awareness, and behavioural changes since programme participation. Interactions with Sakhis provided insights into their facilitation roles, experiences in the field, and the challenges encountered in supporting financial linkages. KIIs were conducted with Block Coordinators, bank managers, and Life Insurance Corporation (LIC) officials to gather technical and institutional perspectives on programme performance, delivery mechanisms, and opportunities for strengthening operations. Notes and observations from these engagements were systematically recorded and triangulated with quantitative findings to inform programme insights and recommendations.



Figure 9: Focus Group Discussion with Beneficiaries in Rama Village, Badagaon Block

## 2.5 Data Analysis and Triangulation

The findings presented in this report are based on a structured analysis of quantitative and qualitative data collected during the endline assessment. The analysis focused on key outcome variables identified in the assessment design and applied cross-tabulation techniques to examine variations across beneficiary groups while accounting for demographic characteristics. This enabled a clear assessment of changes in financial literacy, awareness, access to financial services, and behavioural patterns compared to the baseline.

Outcome indicators were assessed across household, community, village, and block levels, depending on data availability and contextual relevance. The analysis also considered potential convergence with other Government schemes and programmes accessible to women in the sampled villages.

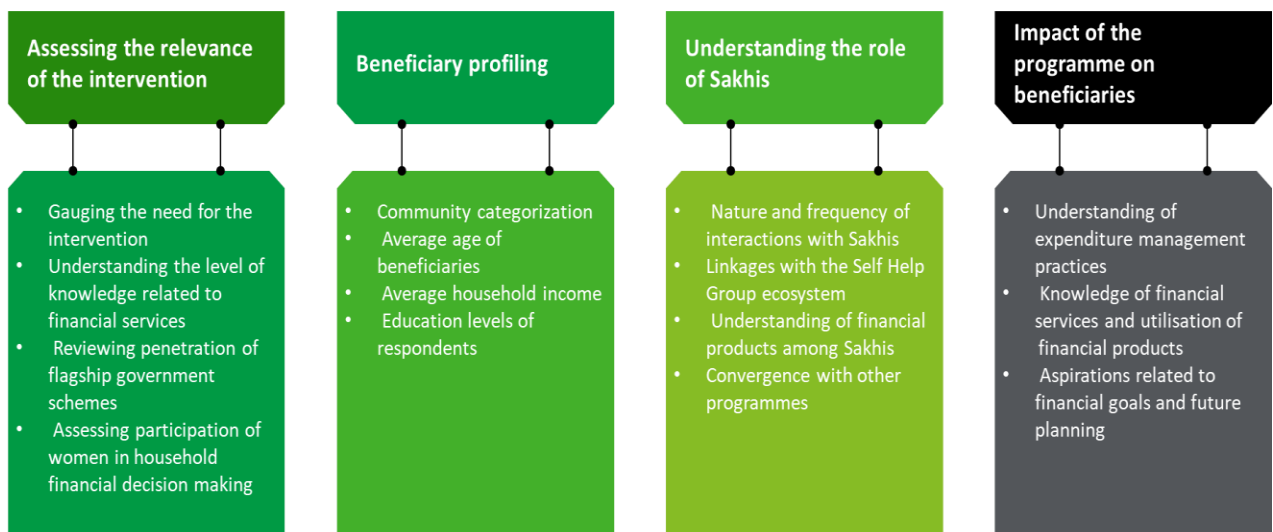


Figure 10: Output indicators of the assessment

Key variables examined include financial literacy levels, awareness and usage of financial products, uptake of Government schemes, engagement with Sakhis, and the broader financial ecosystem within the intervention geographies. The baseline findings served as the reference point for measuring progress, while the endline insights presented in Chapter 3 provide an evidence-based assessment of programme performance and emerging outcomes.



### III. Endline Observations

# III. Key Findings

This section presents key findings from the Endline Assessment of the ‘Mein Pragati program’, based on quantitative and qualitative analysis. It covers respondents’ socio-economic profiles, financial awareness, access to services, and the role of Sakhis in facilitating financial inclusion and Government linkages. The findings have been mapped against baseline indicators to highlight the incremental changes achieved since the intervention. The section also outlines behavioural shifts, empowerment outcomes, stakeholder perspectives, and key challenges, along with reflections on program sustainability and long-term impact.

## 3.1 Socio-Economic profile of respondents

The endline assessment covered a total of 607 female respondents from both districts i.e. Udaipur and Banswara. Among the respondents, a majority (96.0%) were married, followed by 2.8% who were widowed. A small proportion were unmarried (0.5%), divorced (0.5%), or separated (0.2%). Out of the total sample, 73.6% of respondents belonged to Scheduled Tribe (ST) or Nomadic Tribe communities, followed by 11.7% from Other Backward Classes (OBC), 9.4% from Scheduled Castes (SC), and 5.1% from the General category, as illustrated below.

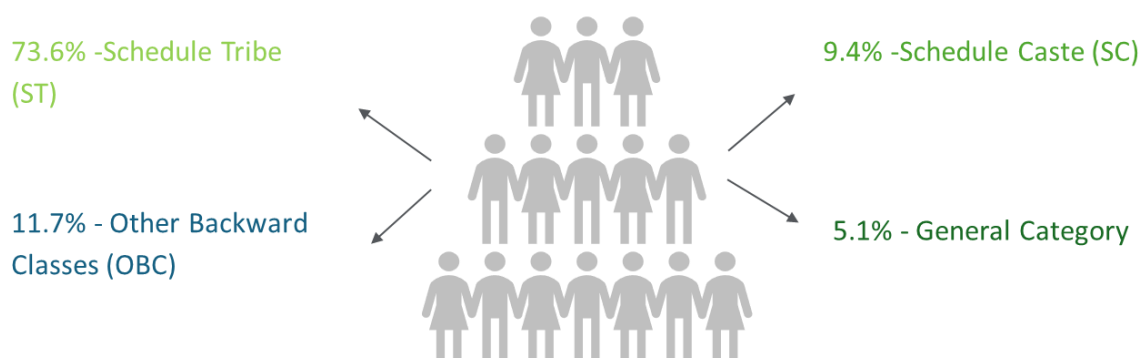


Figure 11: Distribution of respondents based on social category

In terms of educational attainment, the majority of respondents had limited formal education, with 30.7% having no schooling and 31.3% educated up to the primary level (class 5). A smaller proportion had completed middle or higher secondary education, while only 1.0% had attained a master’s degree or higher.

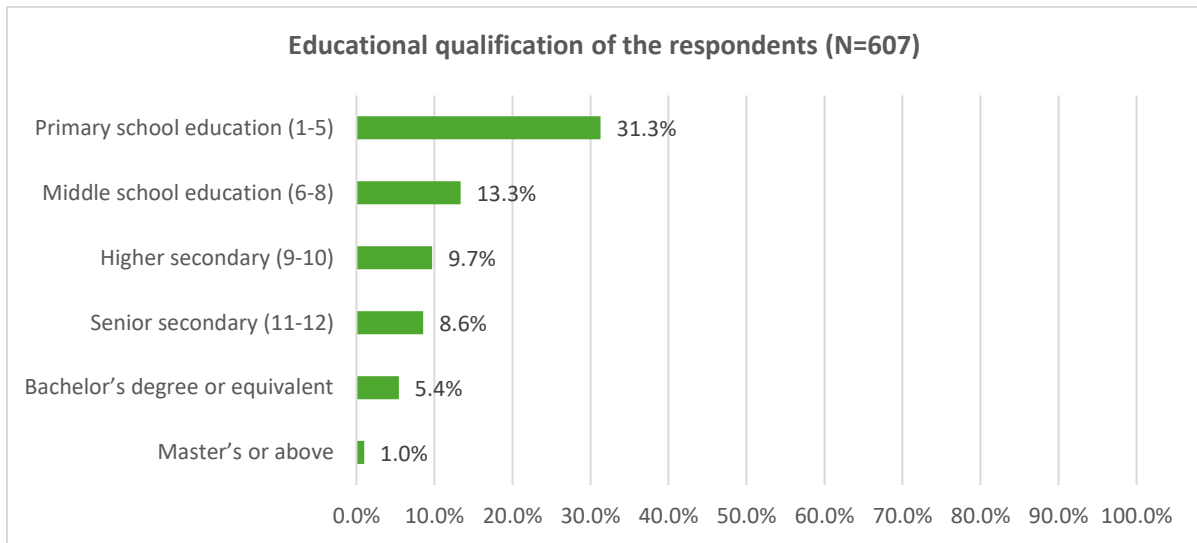


Figure 12: Educational Qualification of Respondents

The age profile of respondents shows that the largest share (38.9%) fell within the 31-40 years bracket, followed by 26.9% between 18-30 years and 23.4% between 41-50 years. A smaller proportion of respondents were aged 51-60 years (7.7%), while only 3% were above 60 years.

Table 8: Age Distribution of Respondents

Age Interval (n=607)	Percentage of Respondents
18-30	26.9%
31-40	38.9%
41-50	23.4%
51-60	7.7%
61 and above	3.1%
<b>Total</b>	<b>100.0%</b>

The assessment of the head of household aimed to understand the respondent's position within the family structure and their involvement in financial decision-making. At endline, 53.5% of respondents reported the husband as the head of the household, reflecting a decline from the baseline figure of 71%. In contrast, 33.9% of female respondents identified themselves as the head of the household- an increase of 11% points from the baseline. While male-headed households continue to form the majority, the proportion of female-headed households has increased over time.

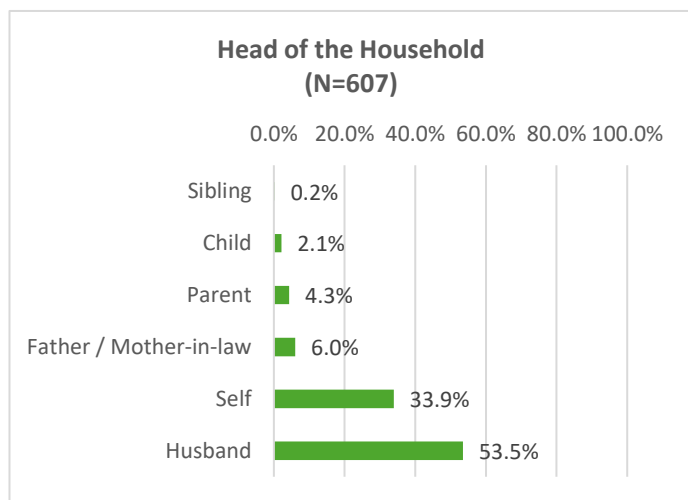


Figure 13: Head of Household as reported by Respondents

The assessment of mobile phone ownership was conducted to understand respondents' ability to access and use digital payment platforms, which are integral to financial inclusion. Among the 607 female respondents, 74.3% reported having access to a mobile phone, an increase from 51% at baseline, while 25.7% continued to report not owning one. Examining mobile and smartphone penetration is critical, as it directly impacts beneficiaries' ability to adopt and utilise digital financial services. Among respondents who owned a mobile phone, 76.7% reported owning a smartphone at endline, compared to 13% at baseline. Correspondingly, ownership of basic phones declined from 39% at baseline to 23.3% at endline.

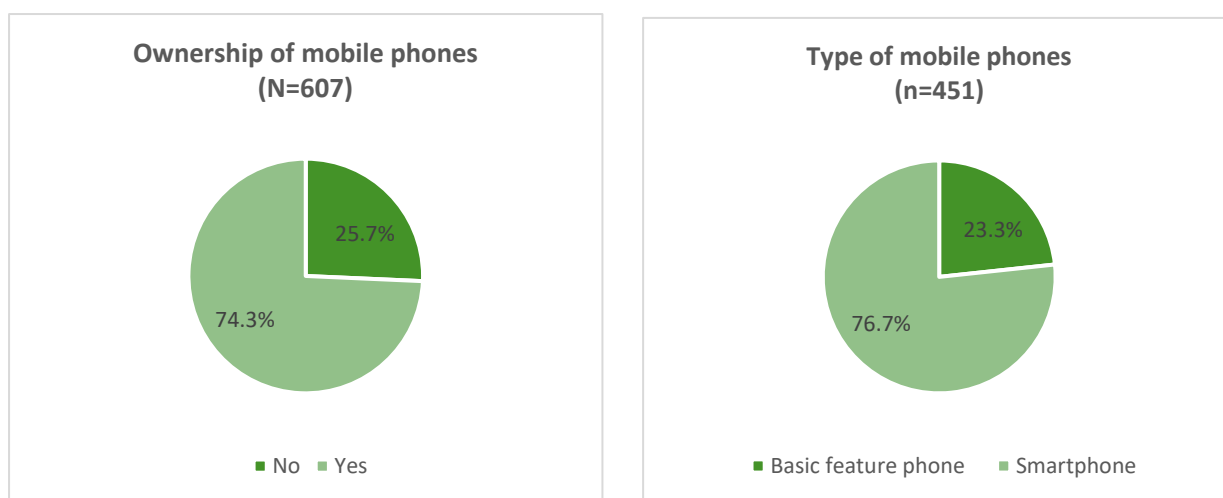


Figure 14: Ownership and Distribution of Types of Mobile Phones

The analysis of educational attainment showed that children accounted for the highest proportion of educated family members (50.7%), followed by husbands (30.5%) and the respondents themselves (14.0%). Other family members majorly include parents, in-laws, and siblings representing smaller proportions. Detailed information on respondents' educational qualifications is provided in (Annexure 3-Table 17).

Examining the highest educational qualification within the household helps identify broader educational patterns across both districts. At the household level, 33.8% reported senior secondary as the highest qualification, followed by 26.4% with a bachelor's degree and 19.6% with higher secondary education. Smaller proportions reported a master's degree (3.3%) or primary education (5.4%). Across the two districts, the highest share of family members were in formal employment (23.1%), followed by agricultural labourers (18.1%), self-employed individuals (14.3%), farmers owning land (10.4%), and non-agricultural labourers (9.1%), as illustrated below.

Table 9: Occupation of a highly qualified family member

Occupation of Family Members (n=607)	Percentage of Respondents
Employed	23.1%
Agricultural labour	18.1%
Self-employed	14.3%

Occupation of Family Members (n=607)	Percentage of Respondents
Unemployed	11.9%
Pursuing education	11.4%
Farmer- own land	10.4%
Non-agricultural labour	9.1%
Farmer- leased land	1.8%
<b>Total</b>	<b>100.0%</b>

This analysis provides insight into the economic stability and livelihood patterns of respondents, offering essential context for interpreting their access to and use of financial services. Among the 607 female respondents, 64.7% reported being employed at endline, compared to 35.8% at baseline (n = 495).

Among employed respondents, agriculture accounted for the largest share (39.9%), broadly consistent with the baseline (38.4%).

This was followed by daily wage labour at 21.4% (20.3% at baseline), domestic work at 12.2% (7.9% at baseline), and salaried employment at 7.9% (8.5% at baseline).

Engagement in animal husbandry declined from 10.7% at baseline to 5.6% at endline, while participation in MGNREGA increased from 2.8% to 6.9%. Small enterprises or business ownership constituted 5.1%, compared to 10.7% at baseline. Insights from FGDs conducted in Banswara and Udaipur further corroborated these findings – agriculture was identified as the primary occupation, with earnings closely tied to rainfall patterns. Few beneficiaries reported reduced agricultural income due to poor or excessive rainfall, resulting in crop losses. In addition to farming, daily wage labour, domestic work, and small-scale activities such as livestock rearing were cited as income sources; however, livestock was not viewed as a commercial livelihood activity, during these discussions. The annual household income ranged between ₹40,000 and ₹1,00,000, as reported. Seasonal migration after harvest was also noted in one of the villages wherein villagers travelled to nearby areas in search of wage labour. These findings reflect shifts in livelihood diversification and the nature of economic activities undertaken by women between the two assessment periods.

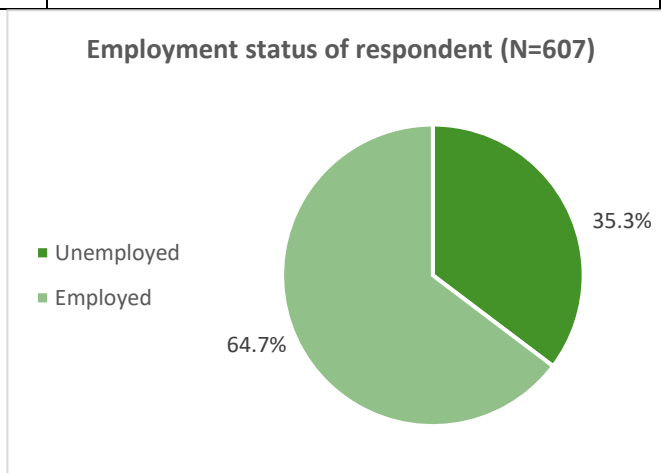


Figure 15: Employment status of respondents across both districts

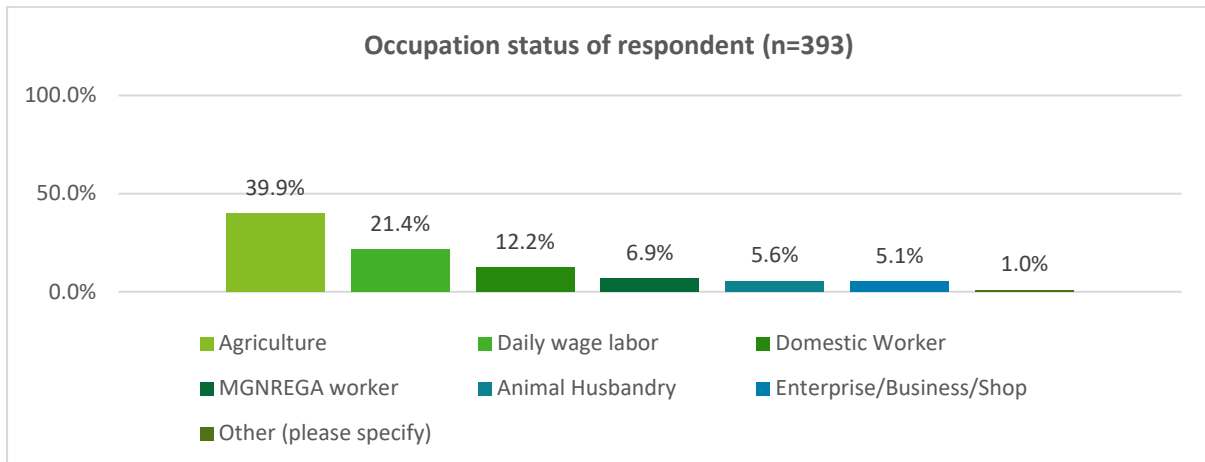


Figure 16: Occupation status of respondents across both districts

It was observed that out of 607 respondents, a major proportion lived in *kutcha* houses, with a higher prevalence in Banswara (48.0%) compared to Udaipur (37.0%). Overall, pucca houses accounted for 31% of the total, with 20.8% in Banswara and 39.1% in Udaipur, reflecting notable geographical differences in housing conditions across the two districts. Across both districts, respondents were primarily engaged in farming and daily-wage labour. Income patterns also showed a shift compared to the baseline. The proportion of respondents with an annual income between ₹25,001 and ₹50,000 increased from 11.3% at the baseline to 45.5% at the endline. In contrast, the share of those earning between ₹50,001–₹1,00,000 declined from 48.7% to 23.2%. Additionally, 12.7% of respondents reported an annual income of ₹1,00,001 and above. Respondents with annual incomes between ₹3,000–₹25,000 and ₹25,001–₹50,000 are primarily engaged in agriculture and domestic wage labour, as also informed during qualitative discussions. In contrast, respondents with incomes above ₹1,00,000 are involved in business or shop-related activities, with around 22% employed in salaried occupations.

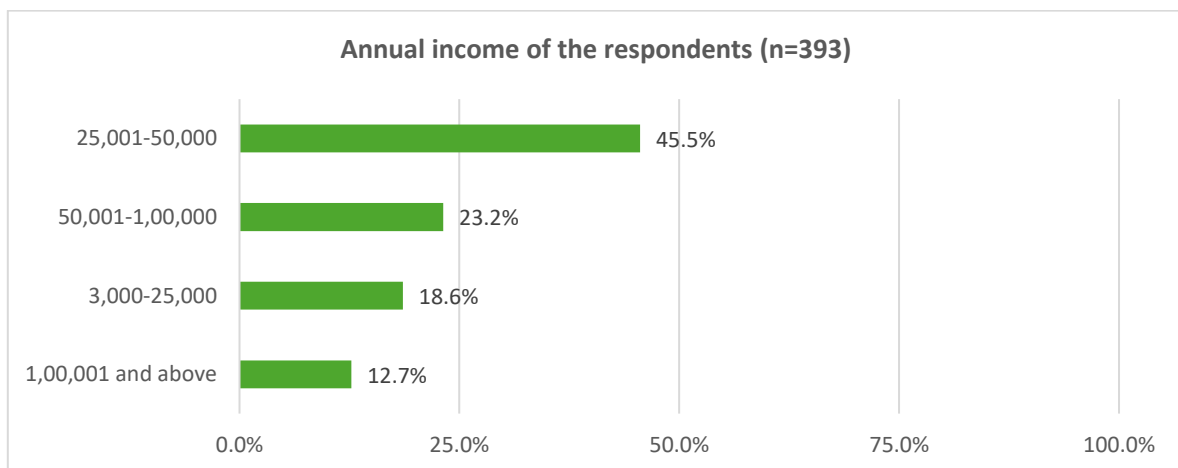


Figure 17 : Annual Income of the Respondents

Sources of income (n=393)	INR 3,000 to INR 25,000	INR 25,001 to INR 50,000	INR 50,001 to INR 1,00,000	INR 1,00,001 & above
Annual income from Agriculture	37.5%	47.5%	38.5%	2.0%
Annual income from Animal Husbandry	9.7%	7.3%	2.2%	-
Annual income from daily wage labour	16.7%	22.9%	26.4%	14.0%
Annual income from labour work - MGNREGA	15.3%	7.8%	2.2%	-
Annual income from salary	4.2%	2.8%	13.2%	22.0%
Annual income from domestic work	16.7%	11.2%	14.3%	6.0%
Annual income from Enterprise/Business/Shop	-	0.6%	3.3%	38.0%
Total	100.0%	100.0%	100.0%	100.0%

Table 10: Annual income Vs income sources

### 3.2 Awareness and Understanding of Financial Concepts

Within the Mein Pragati program, Sakhis functioned as key facilitators, conducting structured training sessions to enhance financial literacy among community members. Assessing respondents' awareness of these sessions, the topics covered, and the modes of delivery was essential to understanding the effectiveness of the training process. These elements support strengthening participants' comprehension of financial concepts and improving their familiarity with financial products and services.

Among the 607 respondents surveyed, 92.6% reported being aware of a Sakhi operating in their community to promote financial literacy, while 7% indicated they were not aware of such activities.

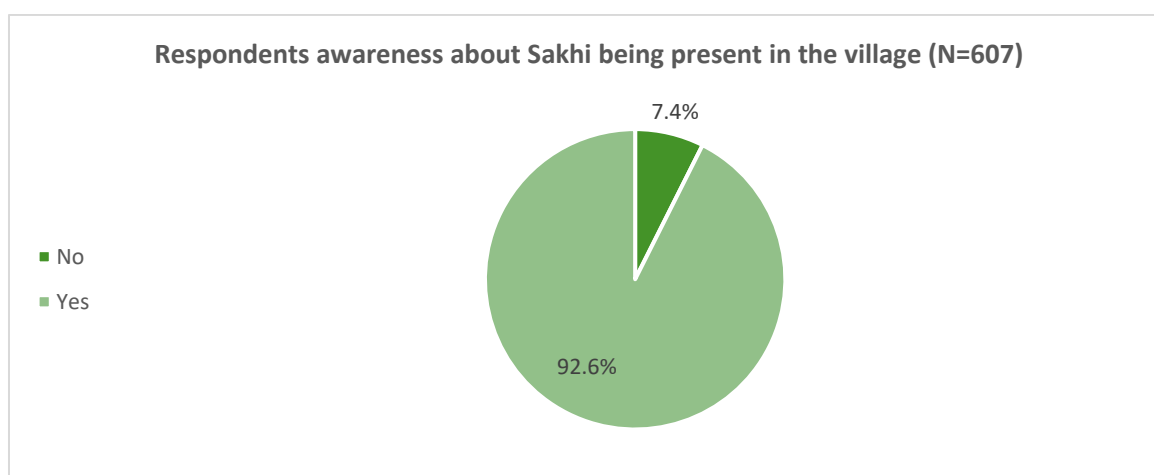


Figure 17: Awareness of Sakhi in the Community

Among the respondents, 82.7% reported attending financial literacy sessions conducted by Sakhis, while 17.3% had not taken part in any such training (refer Annexure 3 for this representation). Of the 502 respondents who participated, most indicated that the training lasted between one to three months (38.4%), followed by four to six months (17.5%) and seven to nine months (11.0%). Few reported attending sessions that extended to ten to twelve months or more than a year.

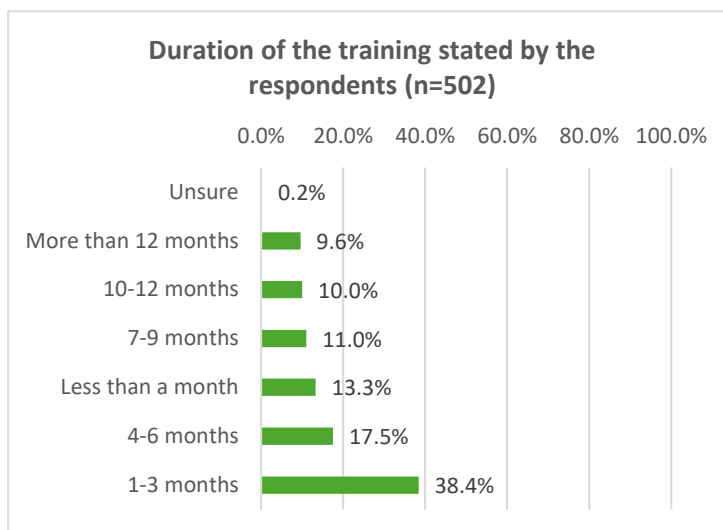
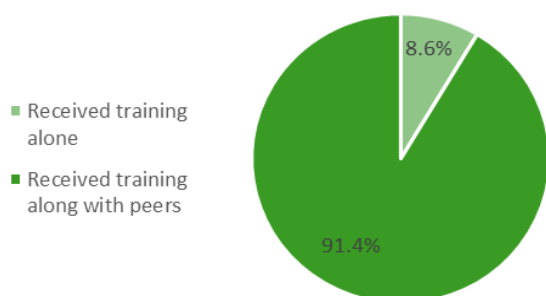


Figure 18: Duration of Financial Literacy Training

Mode of training stated by the respondents (n=502)



Format of training session (n=607)

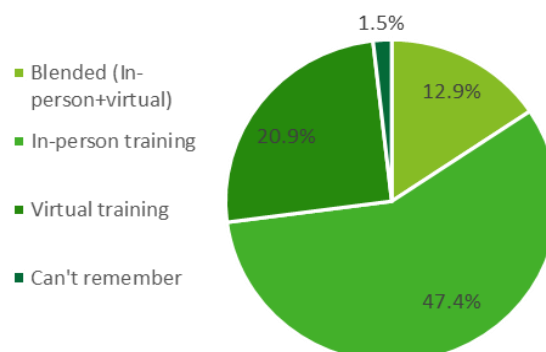


Figure 19: Mode and Format of training session conducted

Out of 502 respondents who attended sessions conducted by Sakhis, 91.4% reported participating in group-based training, while 8.6% received training individually. In terms of delivery mode, the largest share attended sessions conducted in person (47.4%), followed by those who participated through virtual platforms (20.9%). An additional 12.9% took part in blended sessions that combined in-person and online components.

In both Udaipur and Banswara districts, it was reported that the topics most commonly covered by Sakhis during financial literacy sessions included Government schemes and benefits (78.7%), financial services (67.5%), and general financial awareness (63.3%). A smaller proportion (16.3%) noted that aspects related to financial behaviour change were also addressed. The qualitative discussions with beneficiaries further informed that Sakhis typically covered areas such as the purpose of insurance, procedures for opening and operating bank accounts, available Government schemes, the importance of savings and planned expenditure, and guidance related to visiting banks for routine transactions.

Participants were able to broadly recall these topics, with particular reference to insurance-related information and basic banking processes, as illustrated below.

*Note: This was a multiple-response question; therefore, percentage would not add upto 100%.*

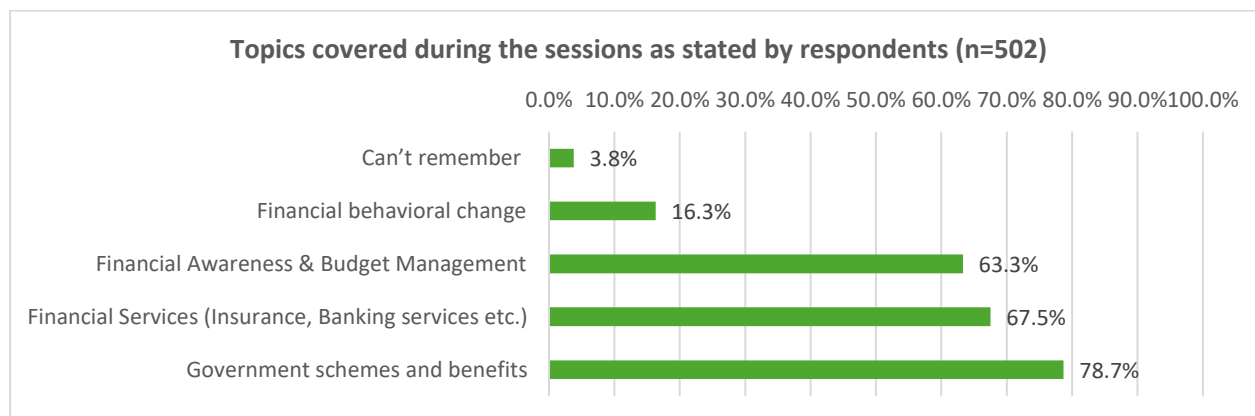


Figure 20: Topics Covered During Training session

Among the 502 respondents who attended the financial literacy sessions conducted by Sakhis, group exercises were reported as the most commonly used teaching method (78.5%), followed by learning cards (34.9%) and digital content (11.0%). A smaller proportion referred to the use of methods such as vocal training and newspaper cuttings, while some respondents indicated that they were unable to recall the specific tools employed during the sessions.

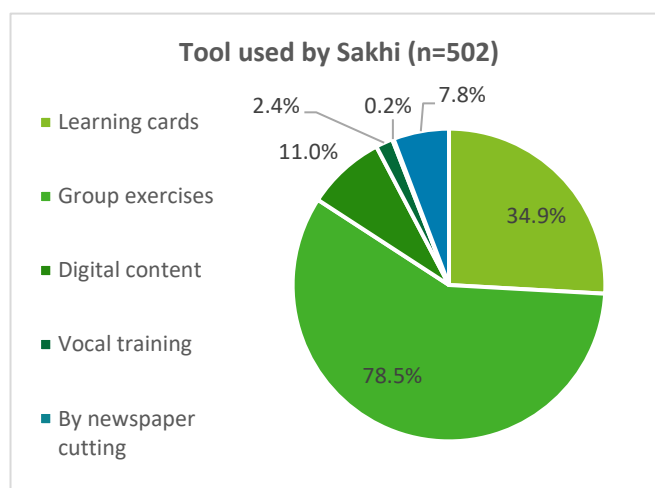


Figure 21: Representations of tools used as stated by respondent

### 3.3 Access to Financial Services

Access to and usage of financial services were observed to be shaped by multiple interrelated factors, including gender, educational attainment, and income levels. The subsequent findings from the endline assessment present variations across different respondent groups.

Possession of key identification documents among respondents showed some variation when compared with the baseline. In the endline assessment, all respondents (100.0%) reported holding an Aadhaar card, while 76.8% reported possessing a PAN card, reflecting an increase from 25.0% at baseline. Similarly, 95.4% of respondents reported having a Bhamashah card and 96.9% reported having a ration card, which remain comparable with the baseline coverage levels of 98% and 97%, respectively.

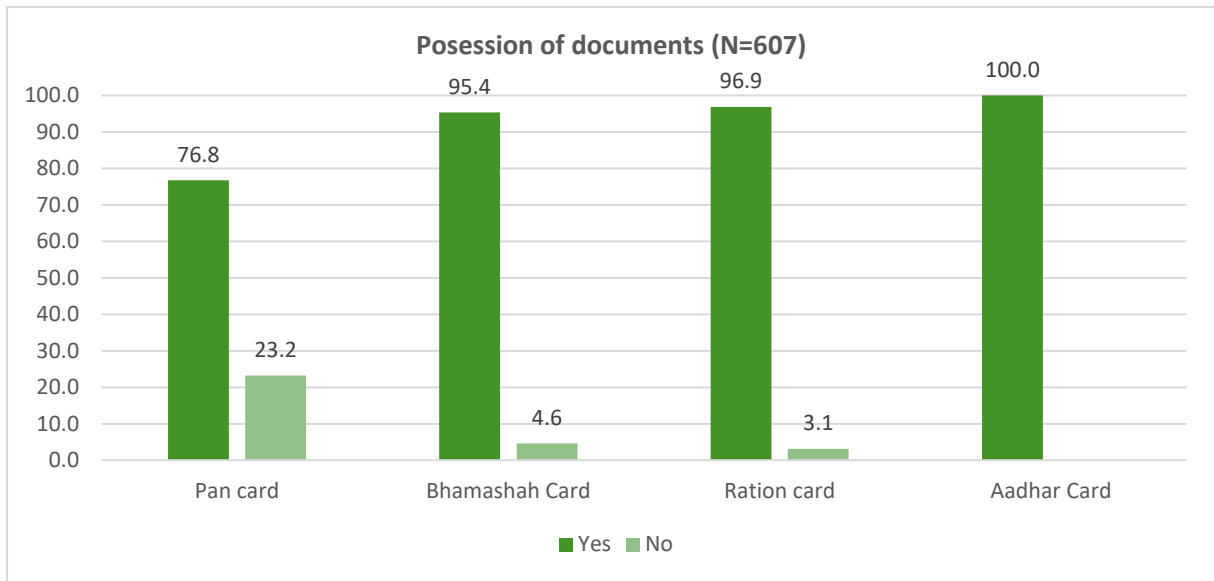


Figure 22: Ownership of identifier proof in both districts

### 3.3.1 Access to Banking Services

This subsection examines respondents’ access to banking services and account ownership and presents a cross-analysis with variables such as education level, income, qualification, and awareness of the sessions conducted by Sakhis. The findings are compared with the baseline assessment, wherever relevant, to gauge changes in status of financial inclusion over time.

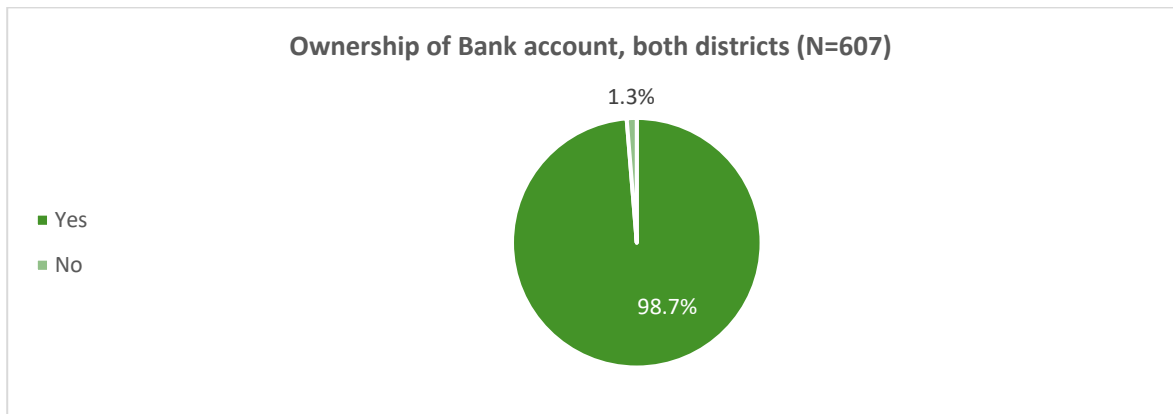


Figure 23: Bank ownership status reported by respondents

Bank account ownership has been observed as an entry point for accessing various financial services in the present context. Across both districts, 98.7% of respondents reported having a bank account, compared to 100% at baseline, reflecting a marginal change in reported access to formal banking systems. Among respondents who reported holding a bank account, the largest proportion fell within the income bracket of ₹25,000-₹50,001 (29.5%), followed by 15.0% in the ₹50,001-₹1,00,000 range and 8.3% in the above ₹1,00,000 category. Additionally, 35.1% of respondents who reported being unemployed also indicated ownership of a bank account.

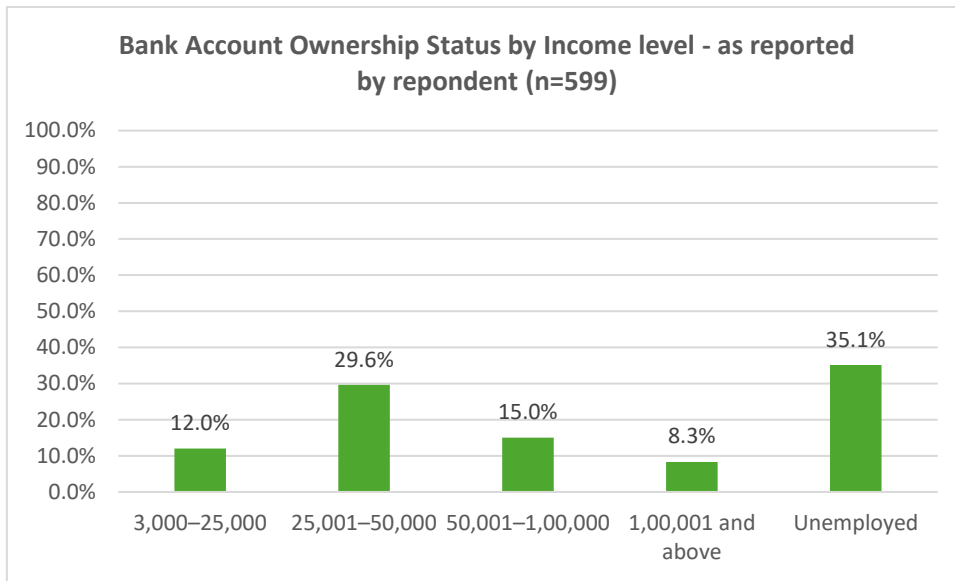


Figure 24: Representation of Bank Account Ownership Across Different Income Levels

Out of the 599 respondents who reported having a bank account, 43.2% indicated being fully aware of the procedures involved in opening an account, while an equal proportion (43.2%) reported being partially aware. Additionally, 13.5% noted that they were not aware of the required procedures and relied on assistance to complete the process, as illustrated below.

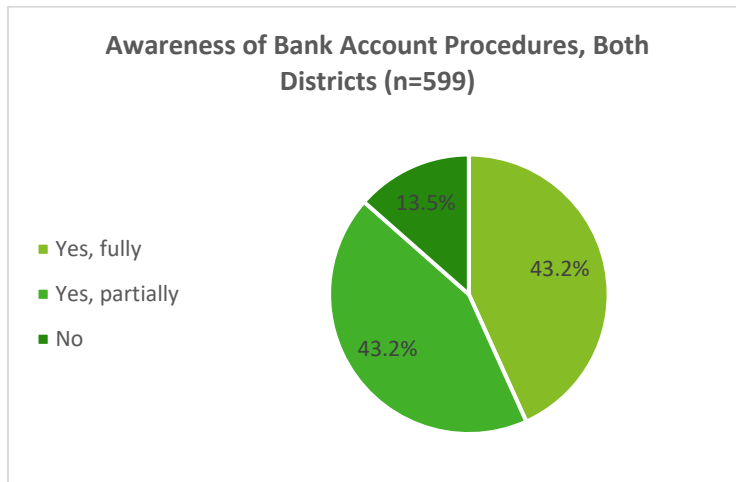


Figure 25: Awareness of procedures about bank account opening

Among respondents who attended the sessions, 45.9% reported having supported by friends or family members and 34.7% by a Sakhi while opening the bank account. Similarly, among those who did not attend the sessions, 43.3% reported receiving assistance from friends or family members and 33.3% from a Sakhi. Only a limited proportion in either group reported opening their accounts independently, suggesting that external support continued to be utilised for completing banking procedures.

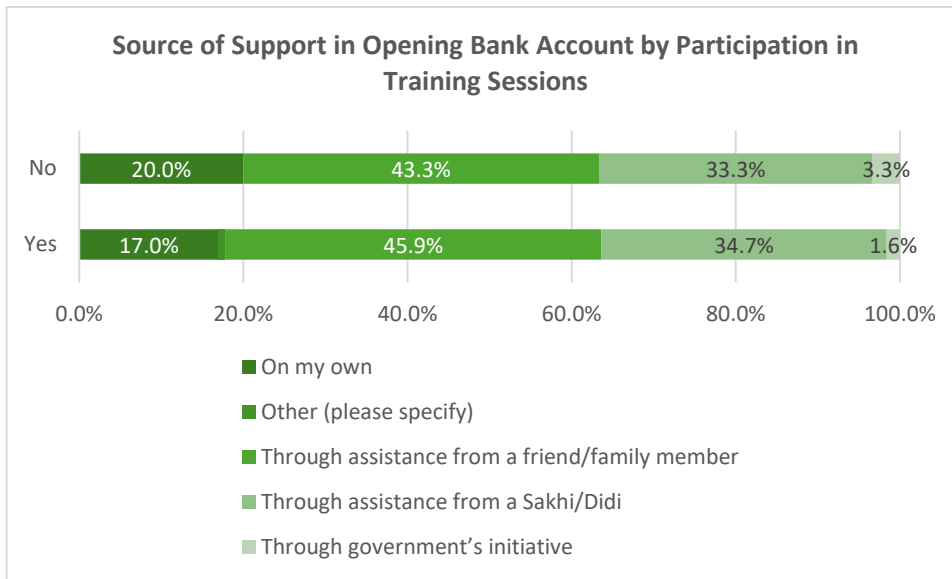


Figure 26: Support Received for Bank Account Opening vs. Attendance in Sessions

The assessment inquired about the type of bank account held by respondents, and this information was cross-mapped with education level, annual income, and occupation to observe patterns related to financial awareness and account ownership. This analysis has been used to identify trends and variations in banking behaviour across different socio-economic groups.

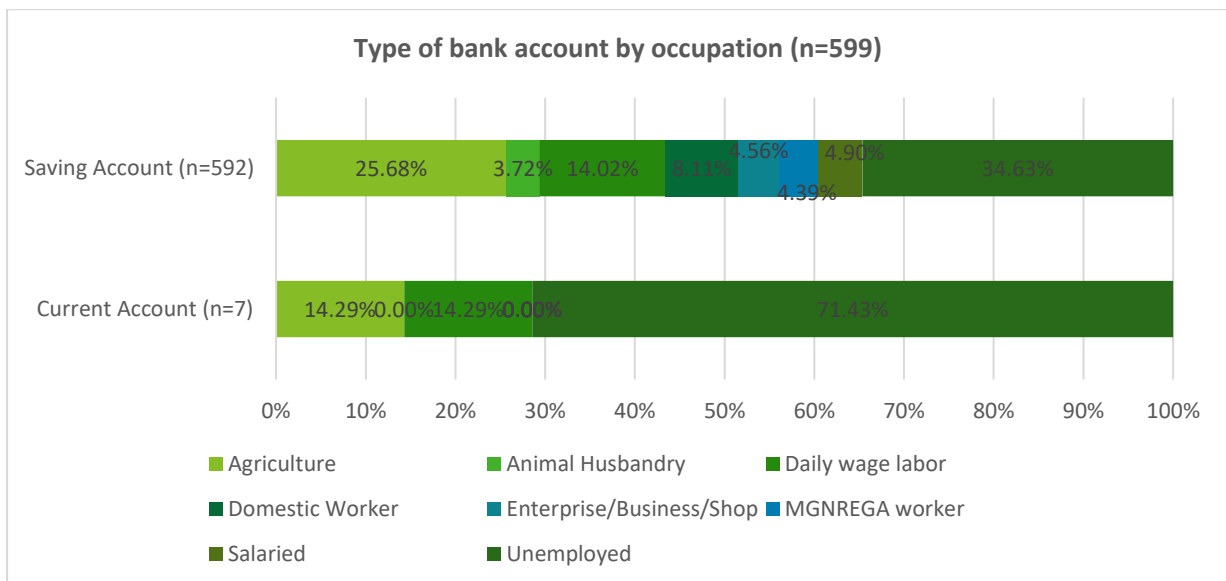


Figure 27: Distribution of Bank Account Type Across Occupations

To understand account holding patterns, the type of bank account was cross mapped with respondents' occupational categories. Out of the seven respondents holding current accounts, 71.43% were unemployed, while 14.29% each were engaged in agriculture and daily wage labor. Among the 592 respondents with savings accounts, the highest proportion were unemployed at 34.63%, followed by those engaged in agriculture at 25.68% and daily wage labor at 14.02%. Other occupational categories, including domestic workers, enterprise or business owners, MGNREGA workers, salaried

individuals, and those engaged in animal husbandry, constituted smaller proportions of savings account holders.

Respondents with primary education accounted for the highest proportion of both current (42.9%) and savings (31.1%) account holders. This was followed by respondents who were illiterate or had no formal education, representing 30.8% of reported savings account holders. Individuals with higher education levels, such as bachelor’s and master’s degrees, formed a comparatively smaller share across both account types. The figure below presents this distribution.

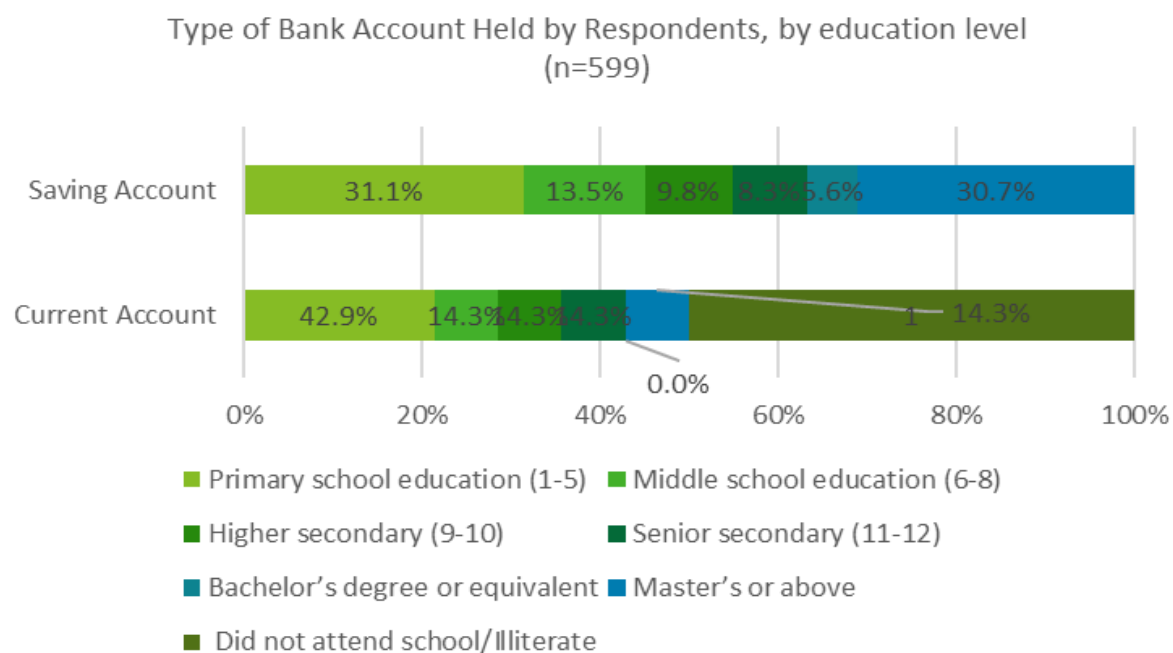


Figure 28: Type of Bank Account by Educational Qualification

As shown in the table below, respondents engaged in agriculture were mainly aware of savings and current accounts, which may be attributed to Government initiatives such as the Pradhan Mantri Jan Dhan Yojana that encouraged financial inclusion and access to basic banking services. They also demonstrated awareness of credit-related services, while 4% reported awareness of fixed or recurring deposit facilities. Among salaried respondents, 44% were aware of savings and current accounts, and 14% reported awareness of loan, recurring deposit, and fixed deposit services. Awareness of locker facilities remained relatively low, with 9% of respondents reporting familiarity with this service.

Note: This was a multiple-response question; therefore, percentage would not add upto 100%.

Occupation (n=393) <sup>20</sup>	Savings / Current Accounts	Credit & Loan Services	FD / RD	Insurance & Pension	Payment & Remittances (DBT)	Financial Literacy Camps	Lockers	Not Aware
<b>Agriculture</b>	55.1%	0.2%	-	0.1%	-	-	-	-
<b>Animal Husbandry</b>	0.8%	-	4.0%	4.0%	4.0%	-	-	-
<b>Daily Wage Labour</b>	63.4%	11.4%	3.3%	13.8%	0.8%	2.4%	0.8%	4.1%
<b>Domestic Worker</b>	57.7%	11.3%	2.8%	11.3%	-	-	7.0%	9.9%

Occupation (n=393) <sup>20</sup>	Savings / Current Accounts	Credit & Loan Services	FD / RD	Insurance & Pension	Payment & Remittances (DBT)	Financial Literacy Camps	Lockers	Not Aware
<b>Enterprise/Business/Shop</b>	46.2%	20.5%	7.7%	15.4%	-	-	5.1%	5.1%
<b>MGNREGA Worker</b>	64.1%	10.3%	-	17.9%	2.6%	2.6%	-	2.6%
<b>Salaried</b>	43.8%	15.6%	14.1%	12.5%	1.6%	1.6%	9.4%	1.6%
<b>Other</b>	66.7%	-	-	33.3%	-	-	-	-

Table 11: Awareness of Respondents on Services Provided by Banks vs occupation

Respondents with senior secondary education reported the highest awareness of savings and current accounts (47.1%), followed by those with bachelor's (37.5%) and master's (41.7%) qualifications. Among respondents with master's degrees, awareness of credit and loan services and insurance or pension services was observed at 16.7% each. Individuals who 'did not attend school' or were 'illiterate' showed relatively higher awareness of savings and current accounts (60.4%), though 5.5% of this group reported no awareness of banking services. Overall, awareness of banking services varied across education levels, with a concentration around basic financial products.

*Note: This was a multiple-response question; therefore, percentage would not add upto 100%.*

Service Type (n=607) <sup>21</sup>	Primary school (1-5)	Middle school (6-8)	Higher secondary (9-10)	Senior secondary (11-12)	Bachelor's degree	Master's or above	Did not attend school / illiterate
<b>Savings / current accounts</b>	0.7%	0.6%	0.6%	47.1%	37.5%	41.7%	60.4%
<b>Credit and loan services</b>	0.1%	0.1%	0.1%	14.4%	2.0%	16.7%	15.8%
<b>Fixed deposits / Recurring deposits</b>	0.1%	0.1%	0.1%	9.6%	1.0%	8.3%	2.6%
<b>Insurance and Pension services</b>	0.1%	0.1%	0.1%	10.6%	15.0%	16.7%	11.0%
<b>Payment &amp; remittances (DBT)</b>	-	-	-	5.8%	5.0%	-	3.3%
<b>Financial literacy camps</b>	-	-	-	4.8%	7.5%	-	0.7%
<b>Lockers</b>	-	-	-	6.7%	5.0%	-	0.7%
<b>Not aware</b>	-	0.1%	-	1.0%	-	8.3%	5.5%

Table 12: Respondents awareness on Services Provided by Banks vs education level

Awareness of banking services across income levels shows that respondents with higher annual income reported broader familiarity with multiple financial products. Awareness of savings and current accounts was consistently high across all income groups, ranging from 50% to 64%. Respondents earning between ₹50,001 and ₹1,00,000 and those above ₹1,00,001 exhibited greater awareness of fixed or recurring deposits (6% and 7%, respectively) and insurance or pension services (12% and 16%, respectively). Lower-income groups, on the other hand, showed awareness primarily limited to savings and current accounts.

Note: This was a multiple-response question; therefore, percentage would not add upto 100%.

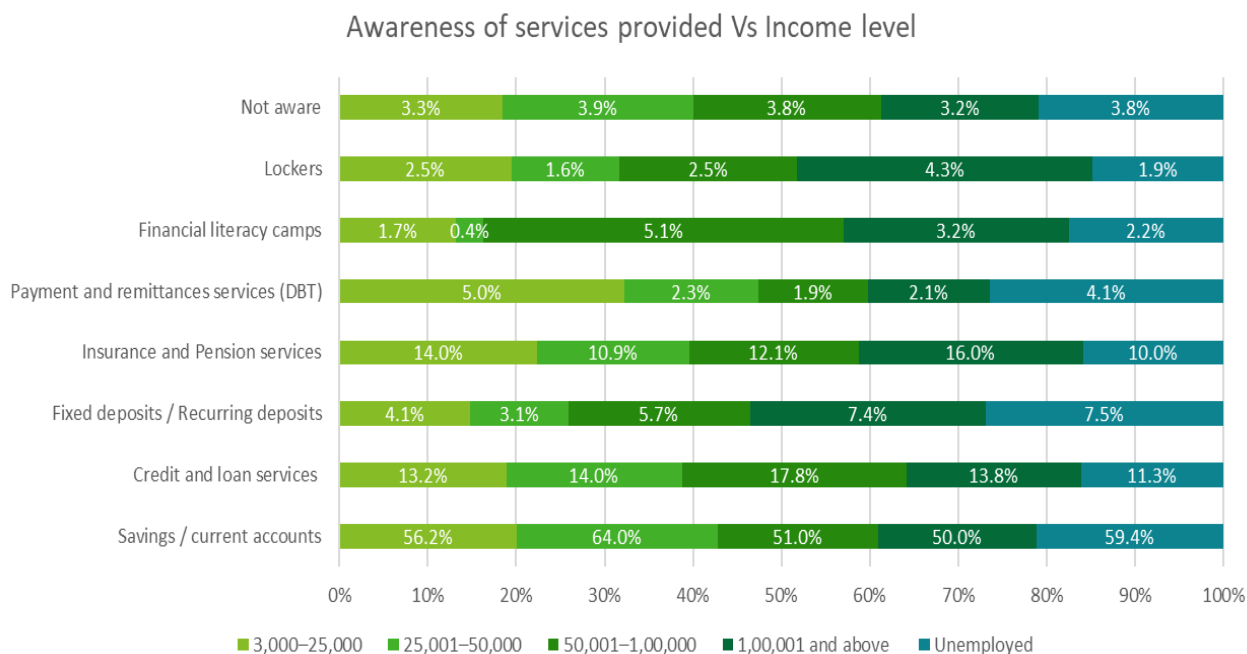


Figure 29: Representation awareness on the basis of income level

Respondents were asked about their usage of e-payment methods such as UPI, internet banking, and debit or credit cards. The proportion of users increased from 4% at baseline to 9.1% at endline, reflecting an overall rise in the reported use of cashless payment options across both districts.

Three FGDs conducted across Udaipur and Banswara districts indicated comparatively low use of digital and UPI-based payment methods. In the two FGDs held in Udaipur, only 2-3 participants in each discussion reported using UPI for financial transactions. The third FGD, conducted in Banswara, reflected relatively higher usage, where participants estimated that around one-fourth of the village population used QR or UPI-based payment modes. Across discussions, cash remained the primary mode of day-to-day transactions.

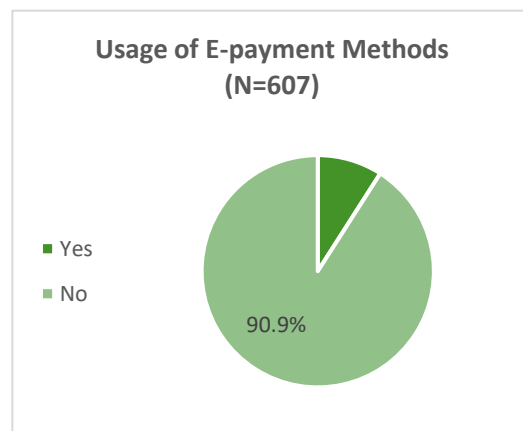


Figure 30: Usage of Cashless Payment Options Among Respondents

To understand patterns in the adoption of digital payment methods, usage was examined across different education levels. Respondents not using digital payment methods were primarily those with primary education or no formal education, together accounting for 35.7% at endline, compared to 97.0% at baseline. Among respondents who reported using e-payment methods, 26.2% were graduates, followed by 21.4% with middle school education, reflecting an increase of 10.4 percentage points from baseline. The figure below presents the distribution of digital payment usage across education categories.

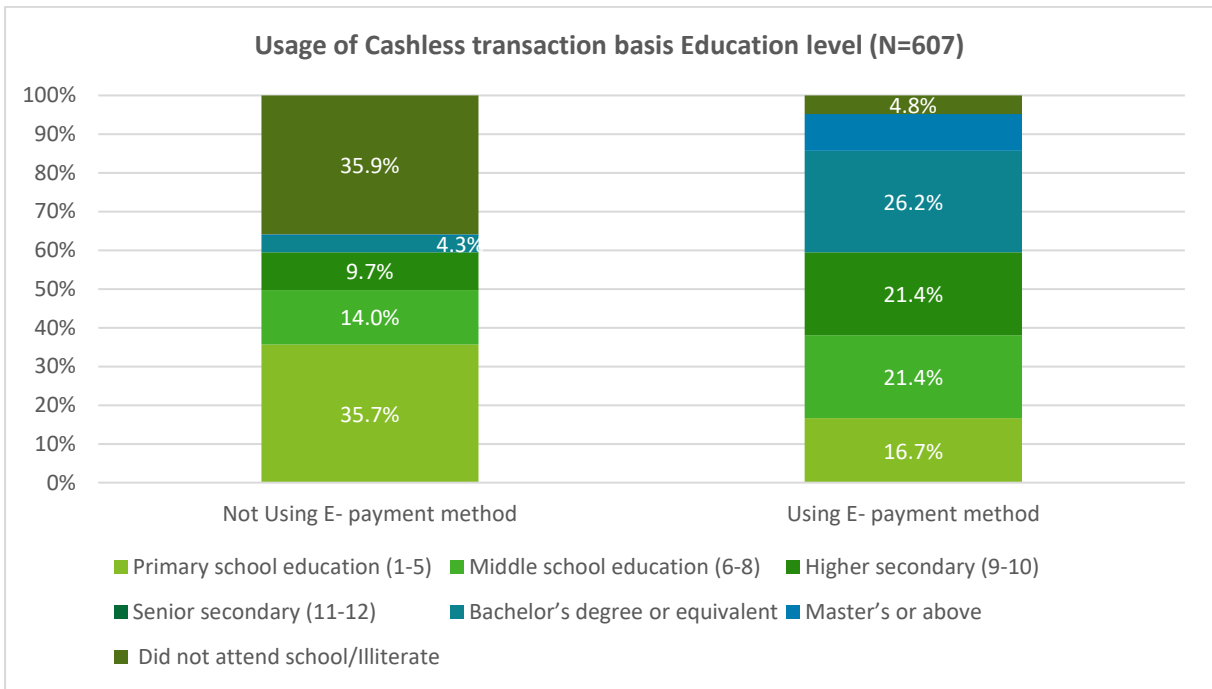


Figure 31: Relationship between Educational Qualification and Usage of E-Payment Methods

The analysis shows that respondents not using cashless payment methods were concentrated in the annual income group of ₹25,001-₹50,000 (30.8%) and among those who reported being unemployed (35.9%). Among respondents who reported using cashless methods, 23.6% indicated an annual income above ₹1,00,000, followed by 21.8% in the ₹50,001-₹1,00,000 range. The distribution of users and non-users across income groups is presented in the figure below.

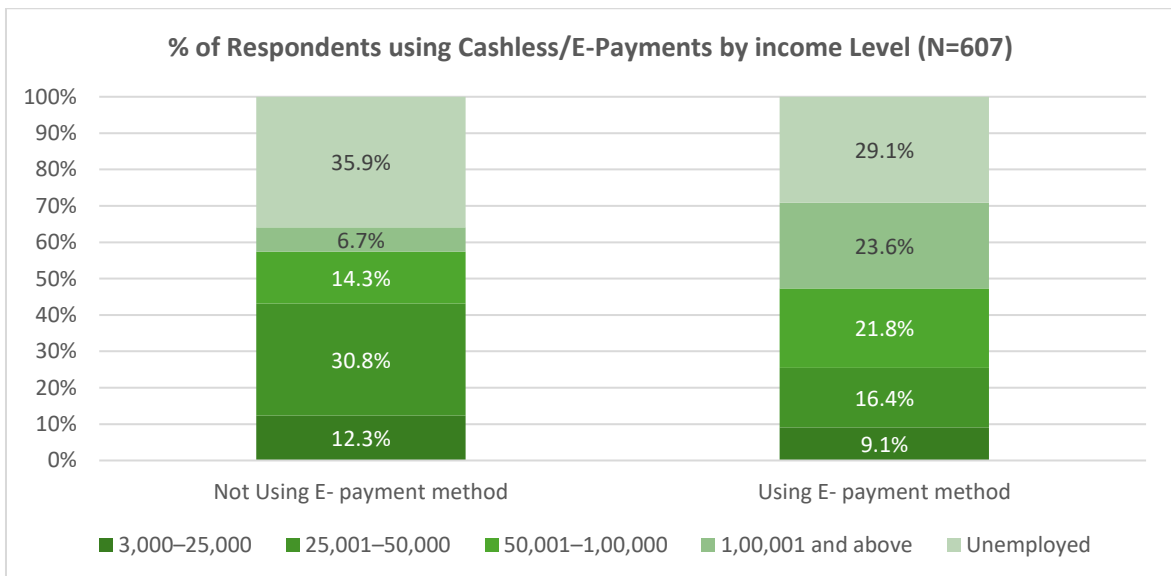
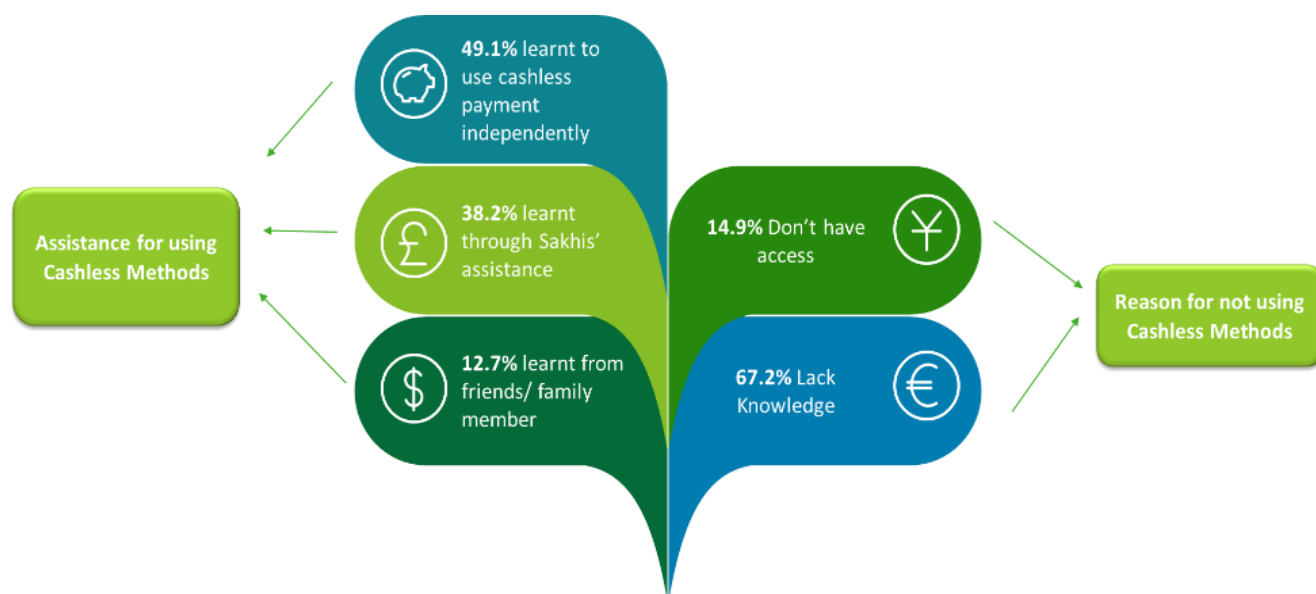


Figure 32: Relationship between Annual Income Level and Usage of Cashless Payment Methods

Of the 552 respondents who were not using cashless modes of transaction, the key reasons for non-adoption are summarised below. Additionally, insights from the 55 respondents using UPI have been captured to understand how they learned to operate cashless payment systems.



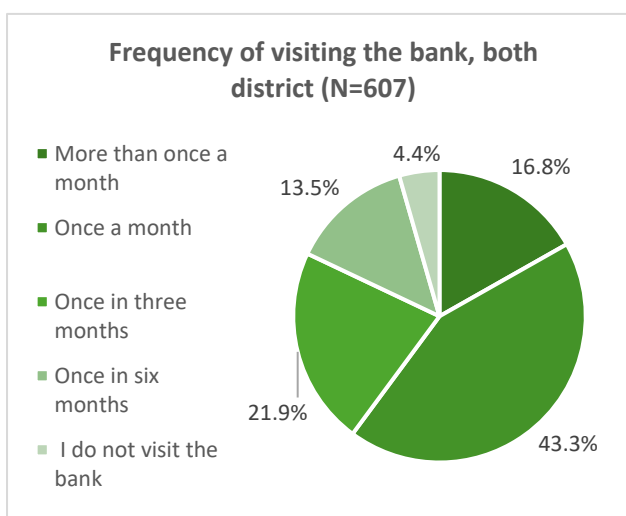
. Figure 33: Reasons for Not Using Cashless Payment Methods and Sources of Learning for UPI Users

Among 55 respondents using cashless payment modes in the last three months, UPI and wallet applications emerged as the most frequently used option, with 76.4% reporting usage more than five times. In contrast, cheque and demand draft usage remained minimal, with 67.3% and 85.5% respectively reporting that they had never used these modes. Similarly, credit cards and internet banking showed very low adoption, with 85.5% and 87.3% of respondents indicating no usage. Debit cards showed moderate usage, with 27.8% using them once or twice, though more than half (55.6%) reported never using them.

Table 13: Frequency of using E-Payment method

Frequency of Using Cashless Payment Modes in the last 3 Months	Cheque	Demand draft	Debit card	Credit card	Internet banking / NEFT / RTGS	UPI wallet apps (Paytm, GPay etc.)
Once or twice	16.4%	9.1%	27.8%	7.3%	5.5%	3.6%
Three to five times	5.5%	1.8%	7.4%	-	3.6%	9.1%
More than five times	10.9%	3.6%	9.3%	7.3%	3.6%	76.4%
Never	67.3%	85.5%	55.6%	85.5%	87.3%	10.9%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

The assessment indicates that 43.3% of respondents visit the bank once a month, which represents the most common frequency of engagement. This is followed by 21.9% who visit once in three months, 16.8% who visit more than once a month, and 13.5% who visit once in six months. A small proportion (4.4%) reported not visiting the bank at all. Overall, the findings suggest that respondents maintain periodic interaction with banking services, with monthly visits forming the predominant pattern.



An assessment of education levels and the need for assistance during bank visits indicates variations across respondent groups. Among respondents who were illiterate, 9.4% reported visiting the bank independently, while half indicated that they visited the bank with another family member. Among those with primary and middle school education, 46.7% and 46.9% respectively reported visiting the bank with their husbands. Higher proportions of independent visits were reported among respondents with higher levels of education. Approximately 27.6% of respondents with higher secondary education and 39.4% of those with a bachelor's degree reported visiting the bank alone. This proportion was 83.3% among respondents with a master's degree or above. Correspondingly, lower reliance on assistance was reported in these groups. The distribution of bank visit practices across education categories is illustrated below.

Table 14: Representation of assistance required Vs their education level

	Primary school education (1-5)	Middle school education (6-8)	Higher secondary (9-10)	Senior secondary (11-12)	Bachelor's degree or equivalent	Master's or above	Did not attend school/Illiterate
<b>Visit alone</b>	15.9%	22.2%	27.6%	26.0%	39.4%	83.3%	9.4%
<b>Visit with husband</b>	46.7%	46.9%	46.6%	46.0%	33.3%	16.7%	29.4%
<b>Visit with other family member</b>	31.9%	25.9%	20.7%	22.0%	27.3%	-	5.0%
<b>Visit with other women/SHG members</b>	1.6%	2.5%	3.4%	2.0%	-	-	4.7%
<b>Visit with Sakhi</b>	3.8%	2.5%	1.7%	4.0%	-	-	6.5%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Respondents in higher income categories reported a greater proportion of independent bank visits, with 26.1% of those earning ₹50,001–₹1,00,000 and 23.4% of those earning above ₹1,00,001 indicating that they visited the bank alone. In comparison, 16.7% of respondents earning ₹3,000–₹25,000 and 11.2% of respondents who reported being unemployed indicated visiting the bank

independently. Respondents in lower-income groups and those who were unemployed reported a higher reliance on support during bank visits. Among those earning ₹3,000–₹25,000, 44.4% reported visiting the bank with their husbands and 31.9% with other family members. Among unemployed respondents, 41.1% reported visiting with their husbands and 39.6% with other family members. The distribution of assistance required during bank visits across income categories is presented below.

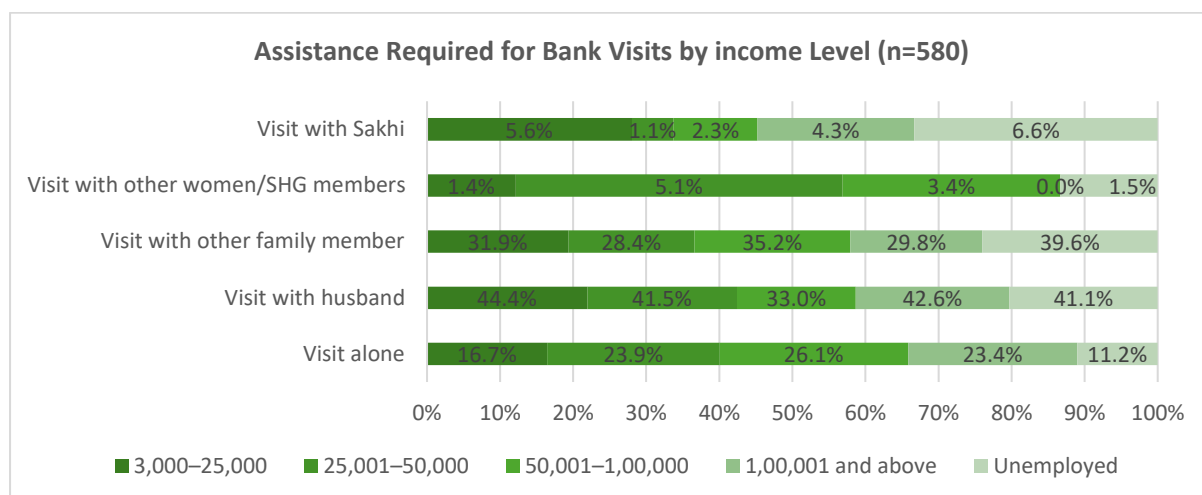


Figure 35: Income Level vs. Assistance Required for Bank Visits

To assess the impact of training sessions conducted by Sakhis on access to banking and financial services, the need for assistance while visiting the bank was mapped against session attendance. It was observed that 45% of respondents overall visited the bank with their husbands, while this proportion decreased to 39% among those who had attended the training sessions. Additionally, 19% of trained respondents visited the bank independently compared to 22% of those who had not attended. Furthermore, 7% of respondents overall reported visiting the bank with a Sakhi Didi, which reduced to 4% among those who had participated in the training sessions.

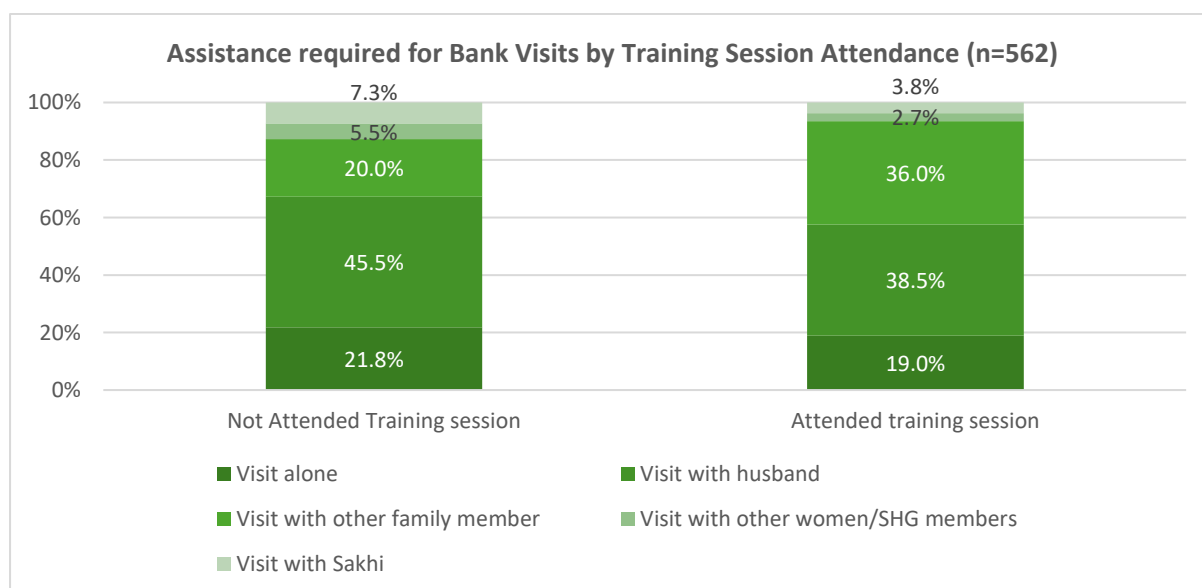


Figure 36: Support Required for Bank Visits Vs Training Session Attendance

607 respondents were also asked about their ownership of ATM and RuPay cards. It was reported that 90.8% did not possess either card, while 9.2% reported having both. This distribution suggests limited card ownership across both districts, with a majority of respondents continuing to engage with bank branches for activities such as deposits and withdrawals.

Qualitative discussions indicated that awareness of ATM cards was widespread as observed during the three FGDs; however, actual usage was described as limited, particularly among women. Participants noted that a few male family members used ATM cards more frequently, while women generally accompanied male relatives to the bank for cash withdrawals. In one discussion, low income was mentioned as a reason for limited reliance on ATM services. Across the discussions, participants reiterated that ATM usage remained low despite general awareness.

Among the 56 respondents who reported having ATM and RuPay cards, 26.8% indicated that they learned to operate the cards on their own, 42.9% reported receiving assistance from friends or family members, and 30.4% reported receiving assistance from a Crisil Sakhi. These responses indicate continued reliance on external support for operating these cards. Figure for this representation is in Annexure 3.

A total of 42.2% of respondents rated the accessibility of banking institutions as 'good', followed by 35.1% who rated it as 'very good'. Additionally, 18.0% considered accessibility to be 'excellent', while 4.7% described it as 'satisfactory'.

Focus group discussions conducted across two districts (Udaipur and Banswara) with community members indicated that no major challenges were reported in accessing bank services. However, in one of the discussion in Banswara District, participants mentioned that minor errors in withdrawal slips occasionally required refilling the form, which resulted in some inconvenience; however, no broader difficulties were identified.

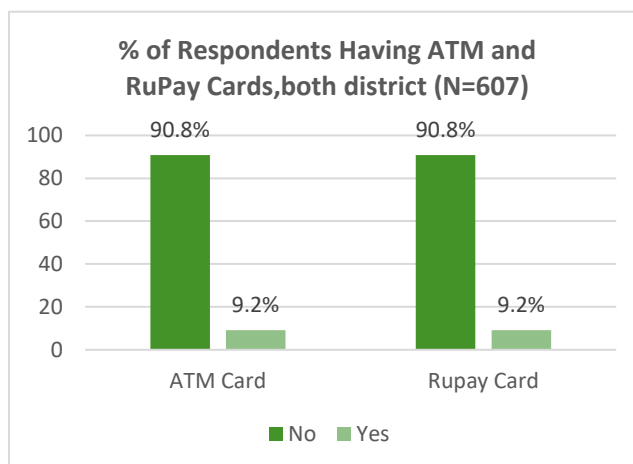


Figure 37: Ownership of ATM and RuPay Cards Among Respondents

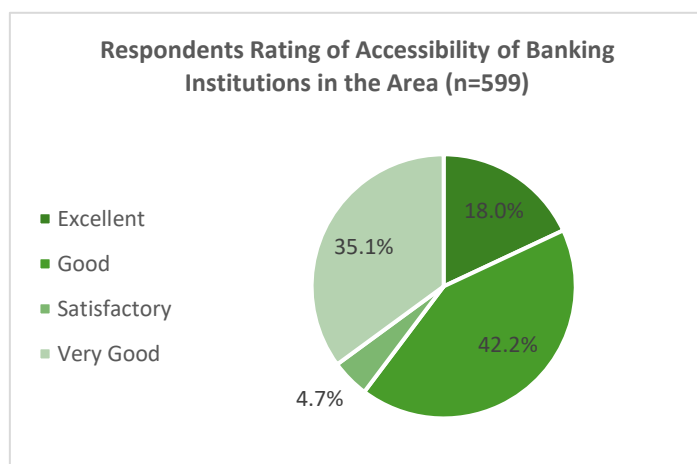


Figure 38: Perception of Accessibility of Banking Institutions in the Area

### 3.4 Role and Impact of Sakhi's in Financial Facilitation

This section assesses the contribution of Sakhis in promoting financial inclusion and supporting community members in accessing banking services. It covers the frequency and nature of their engagement with beneficiaries, the type of assistance provided, the reliability of financial information shared, and respondents' perceptions of their activeness and effectiveness.

Out of 562 respondents who reported being aware of a Sakhi working in their village, 24.9% indicated interacting with her two to three times a week, followed by 23.1% once a month, 22.4% once a week, and 15.8% once in two weeks. Additionally, 8.0% reported daily interactions. These findings indicate varying levels of contact between respondents and the Sakhi.

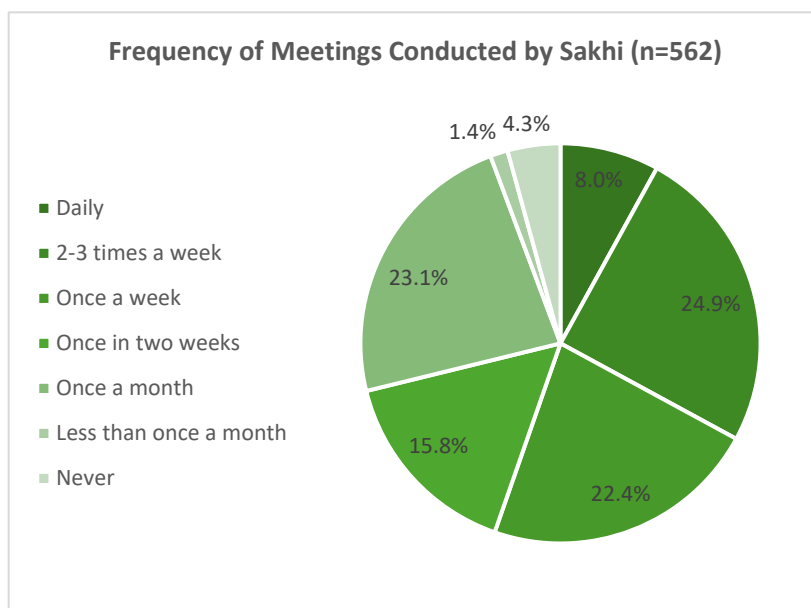


Figure 39: Distribution of Frequency of Meetings Conducted by Sakhi

Interactions with Sakhis were reported to be primarily related to support for insurance scheme applications or claim settlements (67.6%), followed by assistance in applying for Aadhaar or PAN cards (56.6%). Additionally, 30.6% of respondents indicated meeting the Sakhi while attending financial literacy sessions. During these interactions, Sakhis were reported to explain required documentation and provide guidance on application procedures. The distribution of interaction types is illustrated below.

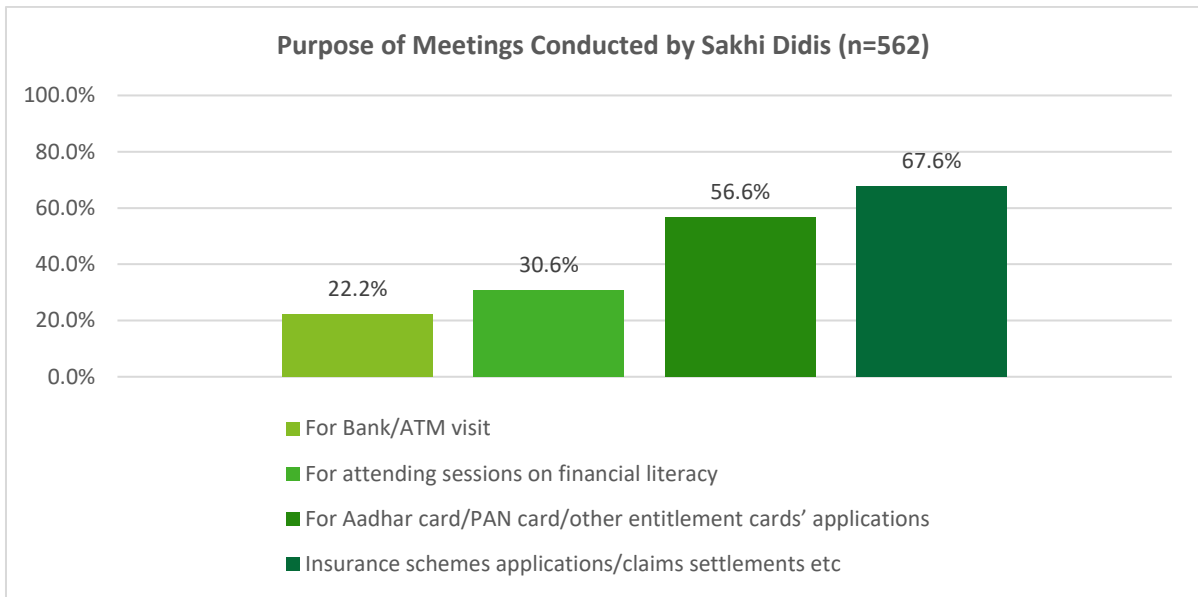


Figure 40: Main Reasons for Interaction with Sakhi

Note: This was a multiple-response question; therefore, percentage would not add upto 100%.

According to respondents, 65.0% reported receiving support from Sakhis in linking to or accessing Government schemes, while 56.3% noted increased confidence in approaching banking institutions and utilising services such as account opening and loan applications. Additionally, 42.6% indicated an improved understanding of household budgeting and financial management, and 41.9% reported enhanced financial knowledge. A smaller proportion, 9.1%, reported receiving assistance related to insurance enrolment. The chart below illustrates these responses.

Note: The percentages This was a multiple-response question; therefore, percentage would not add upto 100%.

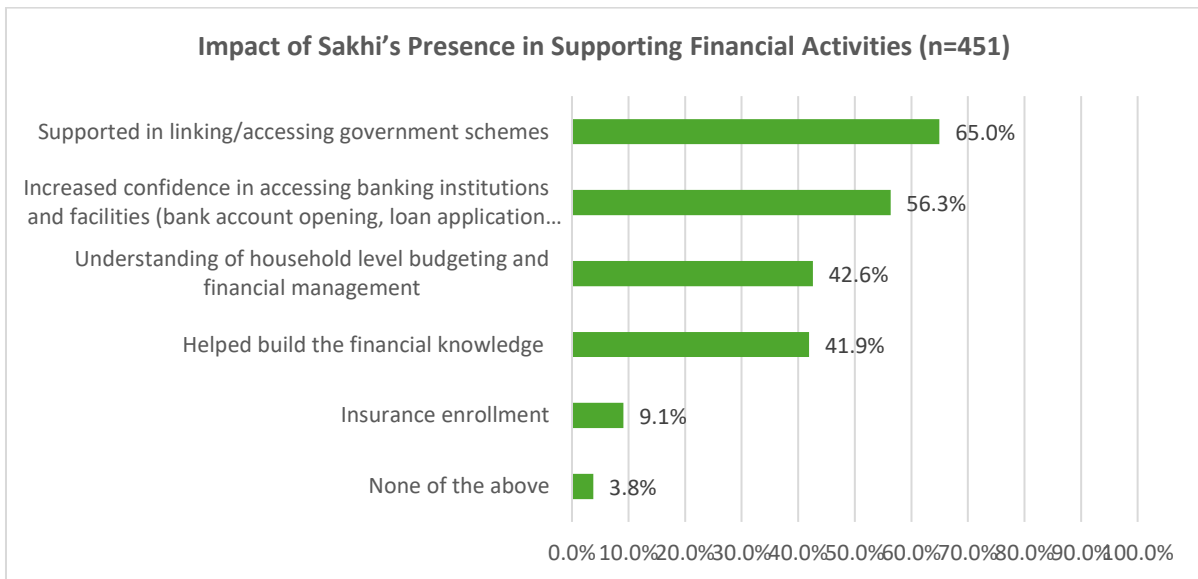


Figure 41: Key areas where Sakhi's presence was noted beneficial

It was reported that 92.5% of the Sakhis were active and regularly engaged in their roles, while 7.5% were perceived as inactive. Additionally, 78.0% of respondents believed that Sakhis provide accurate financial information, and 7.8% felt that they ‘somewhat’ provide accurate information.

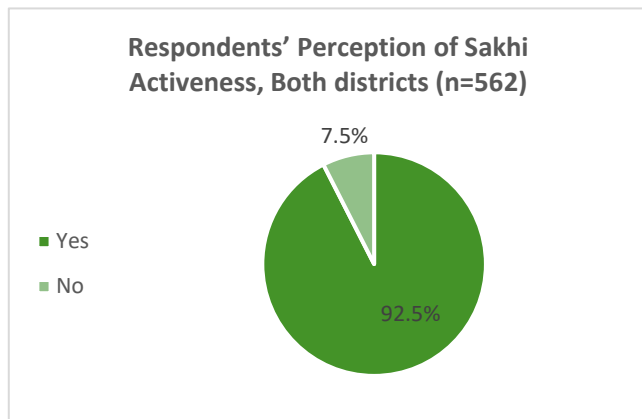


Figure 42: Activeness of Sakhi as reported by Respondents

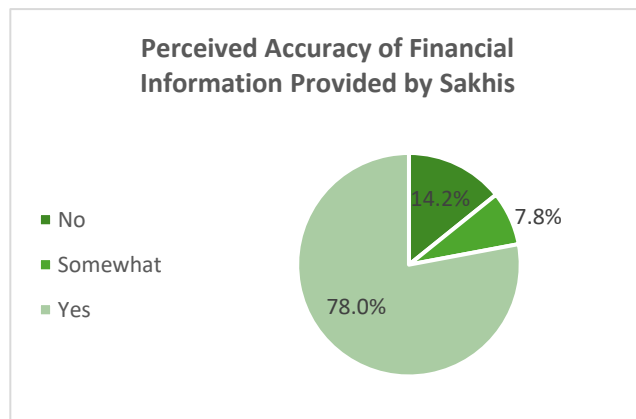


Figure 43: Accuracy of Financial Information Shared by Sakhis

On a scale of 1 to 5, the majority of respondents rated the services provided by Sakhis on the higher end, with 48.9% assigning a score of 4 and 29.0% assigning a score of 5. Additionally, 15.5% rated the services as “3”, while 5.5% and 1.1% assigned ratings of “2” and “1” respectively. These findings indicate that respondents generally held a positive perception of the services provided by Sakhis, as illustrated in the chart below.

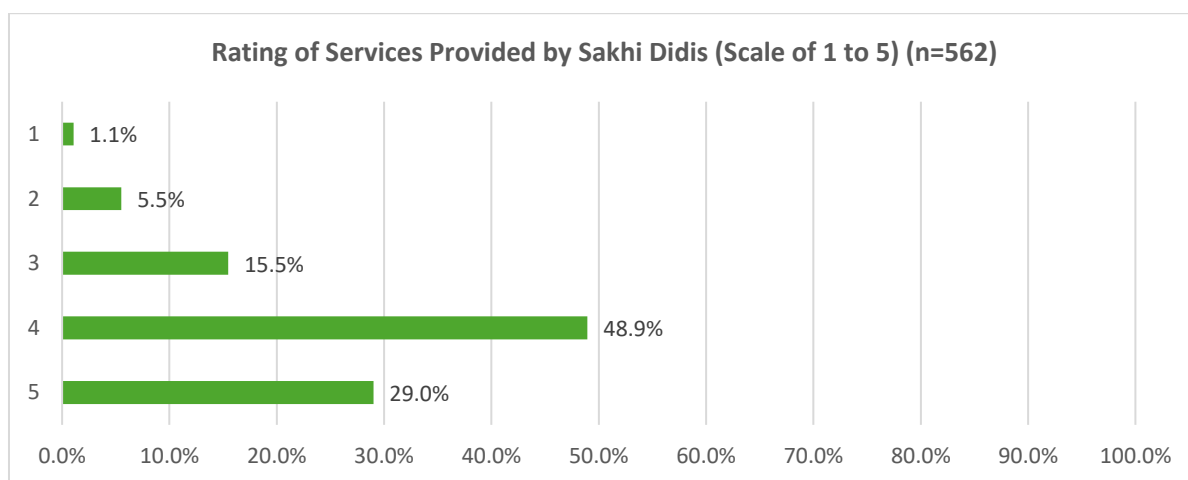


Figure 44: Respondents' Satisfaction with Services Provided by Sakhi

### 3.5 Enrolment / Linkages to Government Schemes

The assessment captured respondents' awareness of flagship Government schemes implemented in Rajasthan. Overall, 98% of respondents reported awareness of at least one Government scheme. The most commonly cited schemes were MGNREGA (64.2%), Ujjwala Gas Connection (63.3%), Pradhan Mantri Jan Dhan Yojana (54.9%), Pradhan Mantri Suraksha Bima Yojana (54.1%), and Pradhan Mantri Awas Yojana (49.2%).<sup>22</sup>

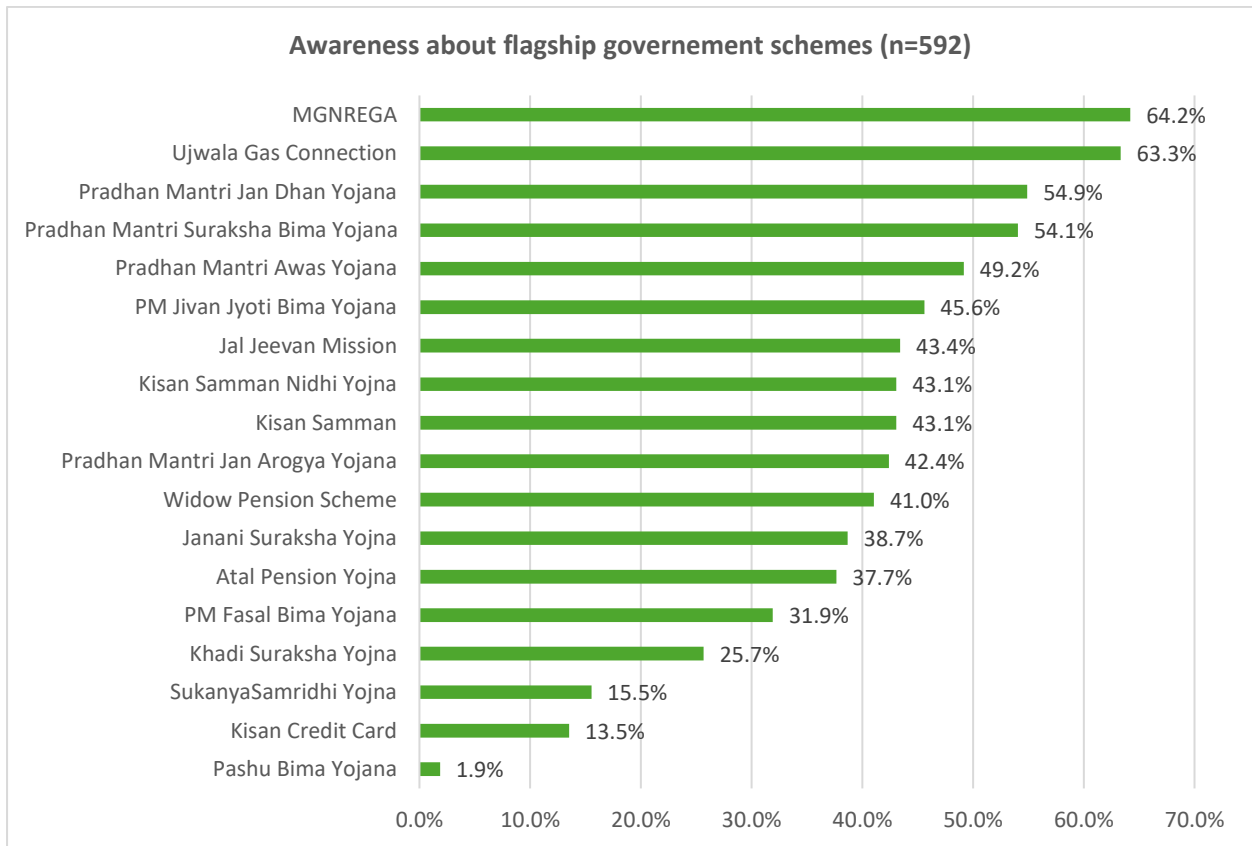


Figure 45: Respondents awareness about Govt. schemes

Note: This was a multiple-response question; therefore, percentage would not add upto 100%.

The assessment also captured the extent to which respondents had availed of Government schemes. Overall, 94.4% reported accessing at least one scheme, while 5.6% indicated that they had not availed of any of the listed schemes.

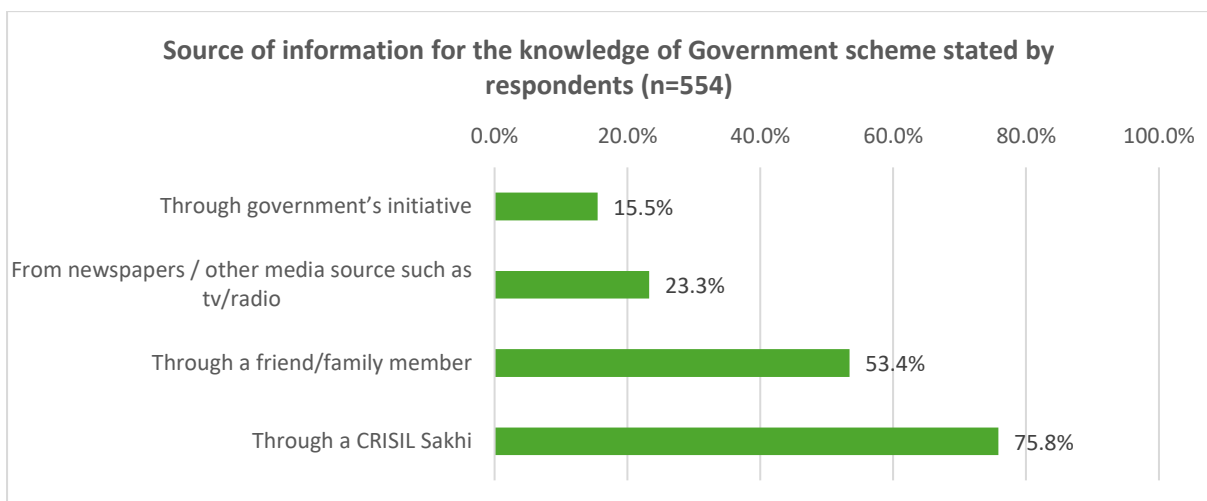


Figure 46: Source for availing information about Government schemes

Note: This was a multiple-response question; therefore, percentage would not add upto 100%.

Respondents were additionally asked about their sources of information regarding Government schemes. A majority (75.8%) identified the Crisil Sakhi as one of their key sources of awareness, followed by friends or family members (53.4%), newspapers and other media platforms (23.3%), and Government initiatives (15.5%), as illustrated above.

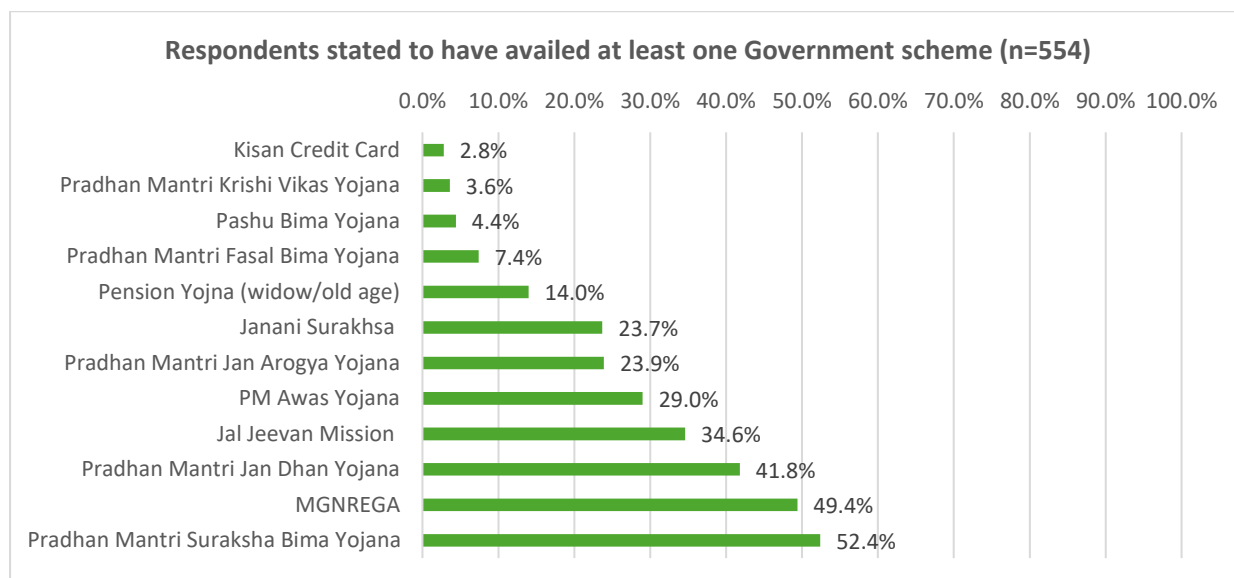


Figure 47: Status of Government schemes availed by respondents

Note: This was a multiple-response question; therefore, percentage would not add upto 100%.

Among the 607 respondents, 72.8% reported being aware of the sources through which Government schemes can be accessed, while 27.2% indicated a lack of such awareness. Those who reported knowing the sources were further prompted to specify them. Among the 442 respondents, e-Mitra centres were the most frequently reported source for accessing Government schemes (82.8%), followed by Gram Panchayats (47.7%) and banks (27.8%). A smaller proportion accessed schemes through financial service agents (14.7%) and post offices (10.6%). The figure below presents the sources mentioned by respondents for accessing and availing Government schemes.

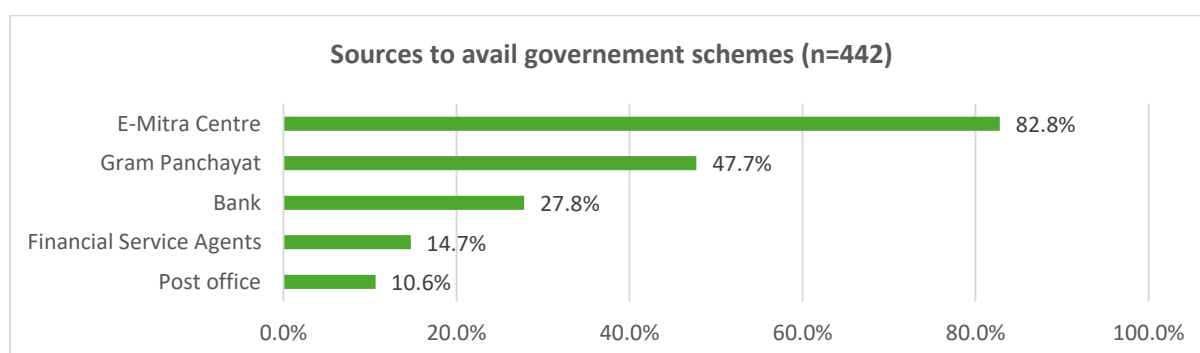


Figure 48: Sources for availing Government scheme

Note: This was a multiple-response question; therefore, percentage would not add upto 100%.

The table below compares respondents' awareness of flagship Government schemes during the baseline assessment (March 2023) and the endline assessment. An increase in awareness was observed across all listed schemes.

Table 15: Variance in awareness about Government schemes

SNO	Government scheme	Awareness during the baseline assessment (N=611)	Awareness during the endline assessment (N=607)	Variance in awareness about Government schemes
1	PM Jan Dhan Yojana	31%	54%	23%
2	PM Awas Yojana	28%	48%	20%
3	MGNREGA	18%	63%	45%
4	Janani Suraksha Yojana	15%	38%	23%
5	PM Jeevan Jyoti Bima Yojana	1%	44%	43%
6	PM Jan Arogya Yojana	-	41%	41%
7	Jal Jeevan Mission	1%	42%	41%
8	Widow Pension Scheme	10%	40%	30%
<b>Total</b>		104%	370%	266%

Note: This was a multiple-response question; therefore, percentage would not add upto 100%.

The largest gains were observed for MGNREGA (+45%), PM Jeevan Jyoti Bima Yojana (+43%), PM Jan Arogya Yojana (+41%), and Jal Jeevan Mission (+41%), reflecting strong improvements in outreach related to employment, social security, health, and water access. Increases was also recorded for PM Jan Dhan Yojana, PM Awas Yojana, Janani Suraksha Yojana, and the Widow Pension Scheme. Collectively, these shifts suggest markedly enhanced awareness and information dissemination over the intervention period.

### 3.6 Behavioural Changes and Empowerment Outcomes

This section examines women's participation in household financial management, with a focus on budgeting practices and involvement in financial decision-making. The objective is to assess the extent to which women engage in planning and managing household finances, including saving and setting financial goals.

To understand household-level financial planning, respondents were asked about their role in financial decision-making. The figure below presents the level of involvement reported by female respondents in managing financial decisions within the household.

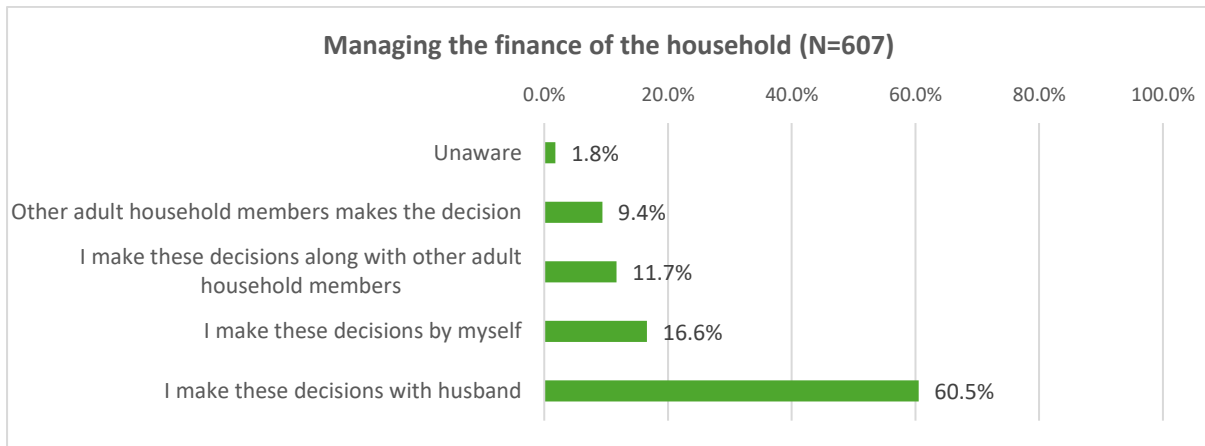


Figure 49: Managing person of the household finance

Note: This was a multiple-response question; therefore, percentage would not add upto 100%.

A total of 60.5% of respondents reported managing household-level finances jointly with their husbands. Another 16.6% indicated that they made these decisions independently, while 11.7% reported making such decisions in consultation with other family members. Additionally, 9.4% stated that financial decisions were made by other family members, and 1.8% reported being unaware of how these decisions were taken.

Information was also collected on the methods used by respondents to save money over the past 12 months. The responses are summarised below.

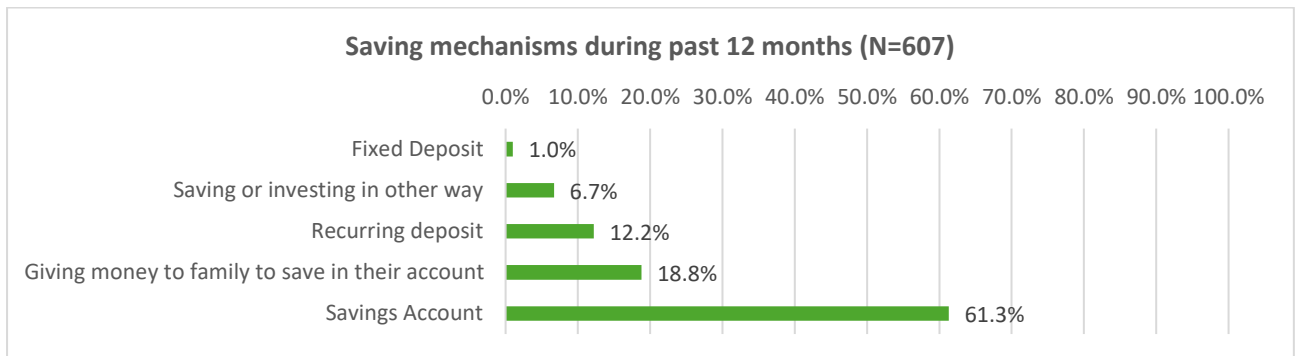


Figure 50: Saving mechanisms used by respondents

A majority of respondents (61.3%) reported saving through a savings account, while 19% indicated that they gave money to family members to save in their accounts. Additionally, 12.2% saved through a recurring deposit, 6.7% reported saving or investing through other means, and 1.0% saved through a fixed deposit. Across villages, participants demonstrated a basic understanding of the distinction between income and savings, describing savings as the amount set aside after meeting household expenses. Reported annual savings ranged from ₹10,000 to ₹15,000 and were primarily reserved for future needs such as weddings or unforeseen emergencies.

Information was collected regarding sources from which respondents borrow money during periods of financial need. Out of 607 respondents, 61.29% reported that they had not availed any loan. Among

those who had accessed credit, Self Help Groups were the most commonly reported source at 23.23%. This was followed by commercial banks at 6.43% and microfinance institutions at 6.10%. Informal sources of credit were reported by a smaller proportion of respondents, with 2.47% borrowing from relatives, 0.33% from money lenders, and 0.16% from friends.

Insights from village discussions indicate that households often rely on multiple credit sources. SHGs were commonly used for smaller or routine loans, while banks were approached for higher loan amounts. Participants also reported borrowing from moneylenders (Savkars), frequently by mortgaging household assets.

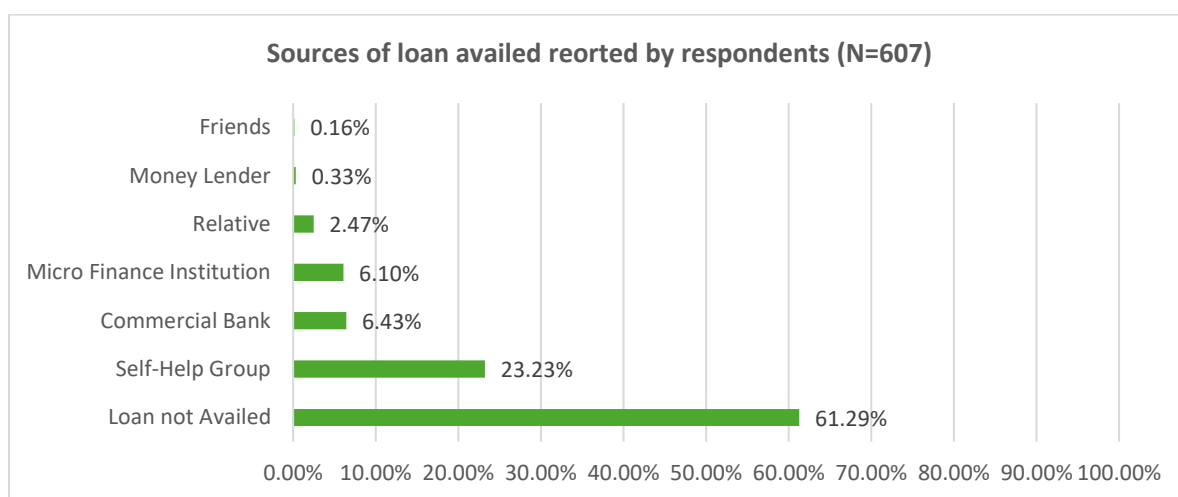


Figure 51: Loan sources stated by respondent

Note: This was a multiple-response question; therefore, percentage would not add upto 100%.

The assessment also explored respondents' perceptions of the safest sources for obtaining loans. A majority (65.9%) identified SHGs as the safest option, followed by commercial banks (49.6%). Additionally, 35.3% considered friends and relatives to be safe sources, 15.7% cited microfinance institutions, and 6.3% identified moneylenders.

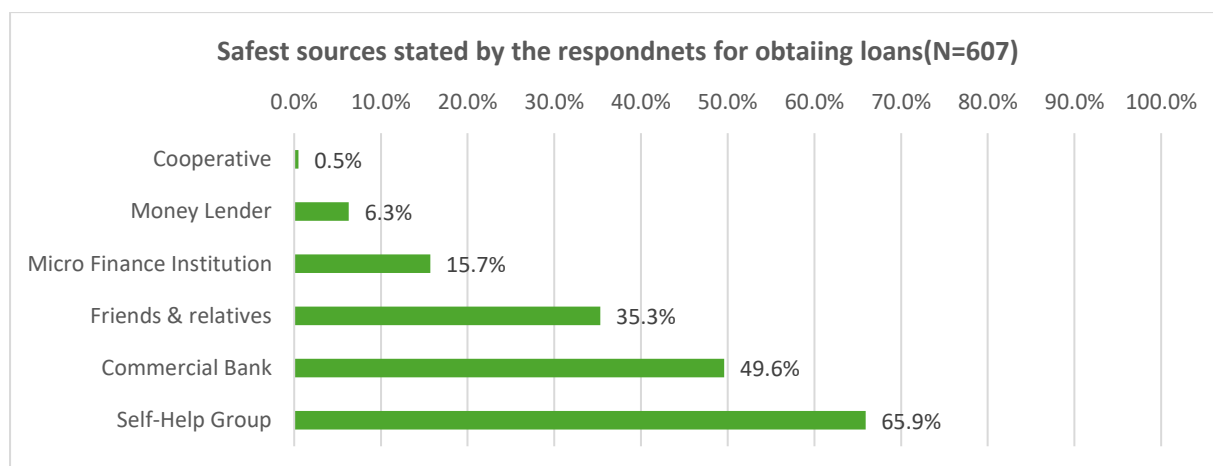


Figure 52: Safest loan sources as per respondent

Note: This was a multiple-response question; therefore, percentage would not add upto 100%.

The findings indicate a variation in financial practices based on awareness of Sakhi's presence. Among those maintaining household budgets, 27.9% reported being aware of Sakhi, while 82.2% of respondents unaware of Sakhi did not maintain a budget. A similar pattern appears in financial goal-setting, where 29.2% of those with planning practices were aware of Sakhi, whereas 84.4% of those unaware reported no planning. For income-expenditure record-keeping, 18.5% of respondents aware of Sakhi maintained records compared to only 6.7% among those not aware. Overall, the data shows that households aware of Sakhi report a higher prevalence of basic financial practices than those who are not aware.

The figure below presents respondents' household-level budgeting and financial management practices, analysed in relation to their awareness of a Sakhi operating within their community.

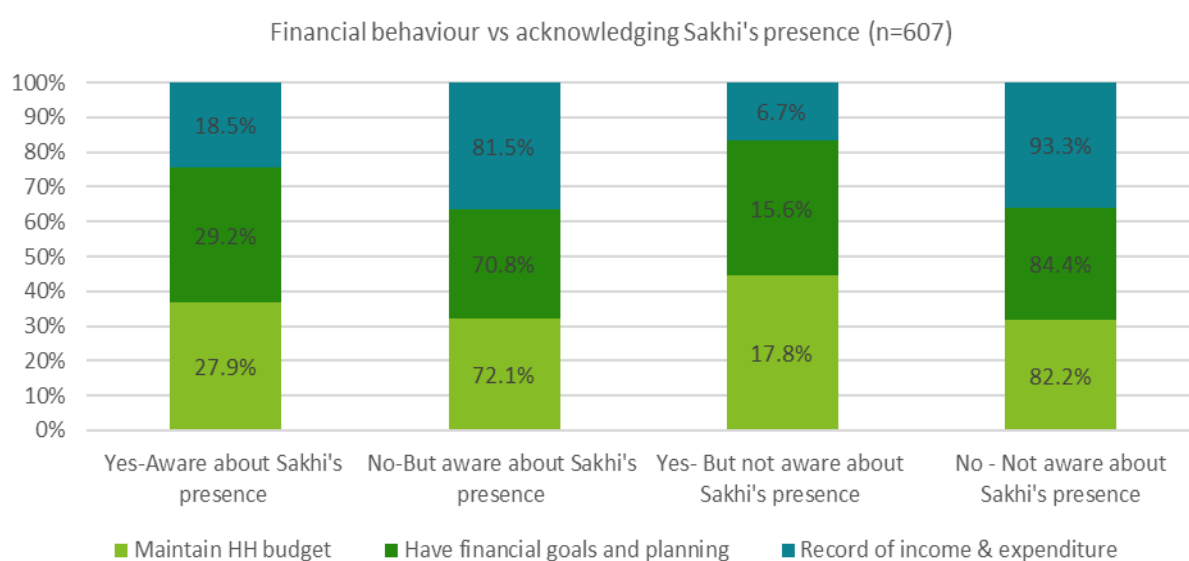


Figure 53: Financial behaviour vs acknowledging Sakhi's presence

A total of 27.2% of respondents were found to maintain a household-level budget, reflecting an increase from 10.1% at baseline (n = 495), while 72.8% did not maintain a budget, compared to 89.9% at baseline. Similarly, 28.2% of respondents indicated that financial goals and plans were being set, up from 10.5% at baseline, whereas 71.8% were not engaged in such planning, a decrease from 89.5% during the baseline assessment. In addition, 17.6% of respondents were maintaining records of income and expenditure, compared to 9.3% at baseline, while the remaining 82.4% were not keeping any financial records, down from 90.7% at baseline. Annexure 4 details the specific finding collected during



Figure 54: FGD with beneficiaries in Banswara

Across all FGDs, participants reported an increase in awareness of financial services and Government schemes. While participants described being better informed, specific behavioural changes were not articulated. Some participants expressed that the programme should continue in its existing format.

Respondents' confidence in managing finances after interacting with the Sakhi and participating in programme activities was also assessed. A total of 18.9% reported feeling fully confident, 62.4% reported partial confidence, and 18.7% indicated that they did not feel confident. Among respondents who reported receiving training on financial frauds, 75.7% indicated that they were able to identify a fraud, while 24.3% reported that they were not able to do so. In comparison, among those who reported not receiving such training, 39.1% indicated an ability to identify a fraud, whereas 60.9% reported that they were not able to identify one.

Most respondents indicated that they had not experienced financial fraud. Respondents reported exercising caution, including disconnecting calls from unknown numbers. However, during one FGD,

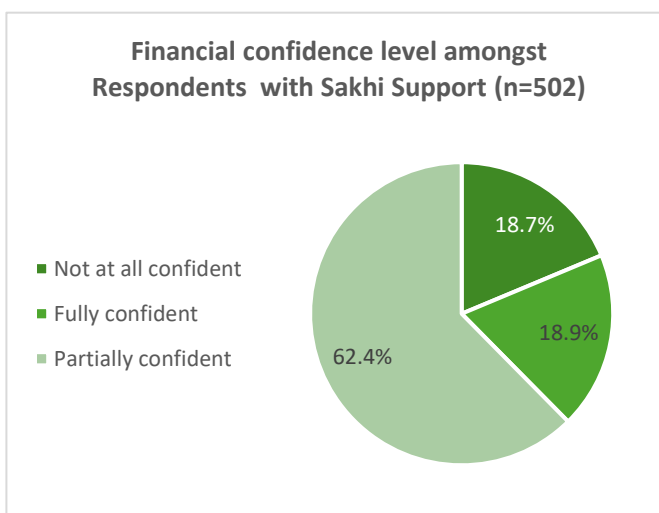


Figure 55: Confidence level amongst respondents in financial support

instances were described in which individuals received calls promising prizes or claiming approval of large sums, followed by instructions to deposit a processing fee through the nearest e-Mitra centre.

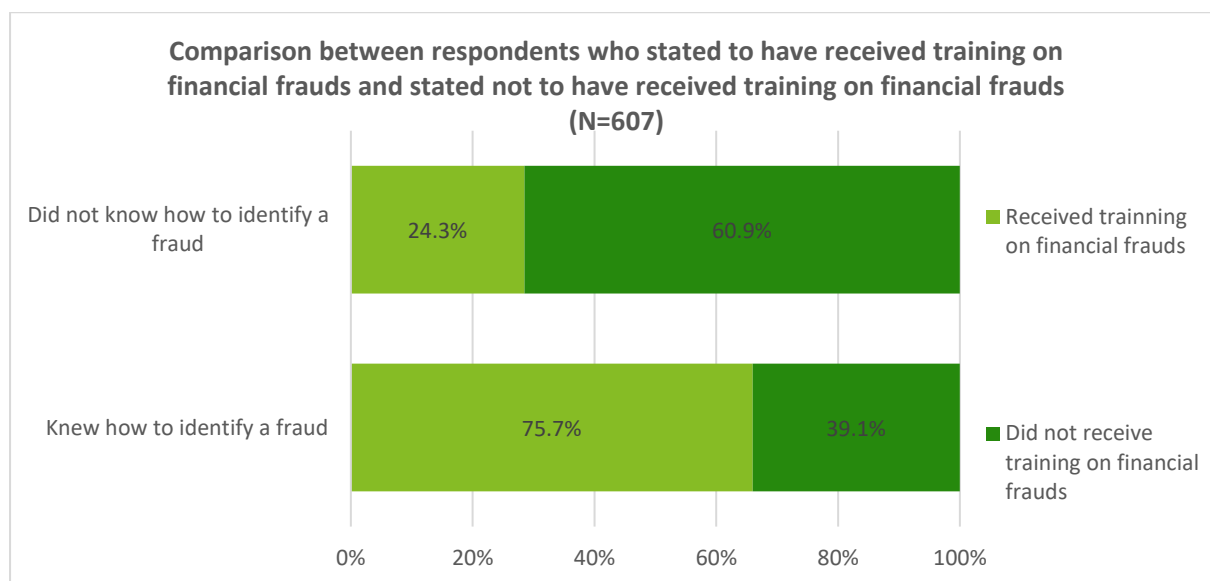


Figure 56: Financial Behaviour of Respondents in Relation to Awareness of Sakhi's Presence

### 3.7 SHG Ecosystem

This section examines the functioning of SHGs in the villages and the extent of respondents' participation in these groups. It reflects the presence and activity levels of SHGs and explores the role they play in supporting members through collective and income-generating initiatives. Participation levels indicate that 78.9% of respondents were associated with an SHG, while 21.1% reported no such association.

The assessment indicated that 10.2% of respondents became aware of SHGs through the Sakhi, while 18% received this information from other SHG members. Additionally, 25% learned about SHGs from friends, relatives, or family members, and 25.7% were informed by the Community Resource Person from RAJEEVIKA. Among the 479 respondents associated with SHGs, 25.1% reported that their group was engaged in income-generation activities, whereas 74.9% indicated that no such activities were being undertaken at the time of the survey.

SHG Membership Status of Respondents (N = 607)

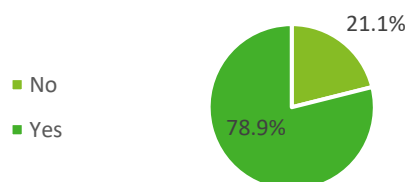


Figure 57: Association in SHG

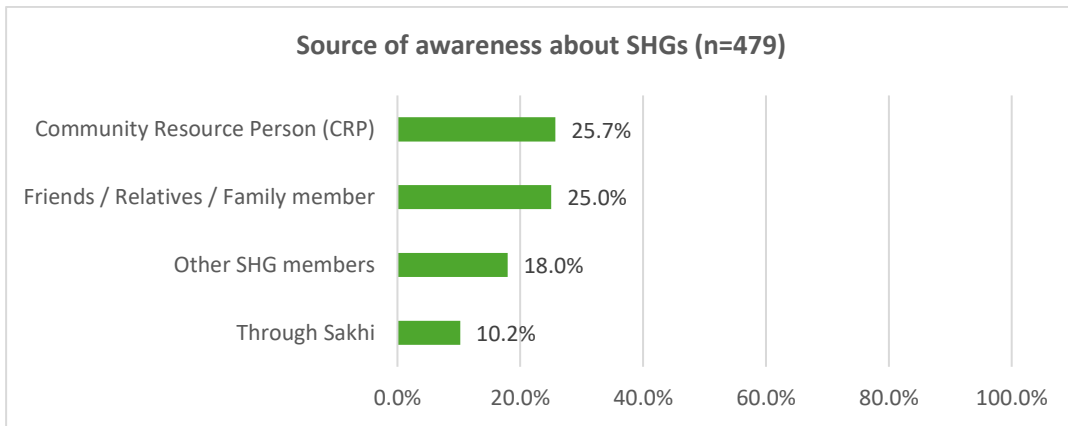


Figure 59: Sources of information about SHGs

### 3.8 Insights from Sakhis Survey<sup>23</sup>

The Sakhi survey presents insights on training exposure, operational engagement, income status, field activities and community support provided by Sakhis. The analysis covers their activities including banking facilitation, identity card and scheme enrolments, household outreach and stakeholder interactions. Findings were reviewed across education and income groups to understand patterns in performance and reach. These findings, complemented by qualitative discussions, highlight how Sakhi’s function within communities and where shifts in financial behaviours are emerging.

#### 3.8.1 Profile of Sakhis

A majority of Sakhis (57.1%) belonged to the Scheduled Tribe category, followed by 33.3% from Other Backward Classes and 9.5% from the Scheduled Caste category. It was also reported that that 95.2% of the 21 Sakhis interviewed were married, while 4.8% were single.



Figure 60: Social Group Distribution of Sakhis

Most Sakhis (42.9%) had completed senior secondary education, reflecting an increase from 28.0% at baseline. This was followed by 28.6% who had attained a bachelor’s degree or equivalent, 14.3% who had completed higher secondary education, and 9.5% with middle school education. Additionally, 4.8% had a master’s degree or higher, representing a 1.8% increase from the baseline assessment. Compared with the broader respondent group, Sakhis were found to be relatively more educated,

<sup>23</sup> Note: Sakhi analysis should be read with caution as the base is less than statistically significant number.

indicating higher levels of literacy and awareness. This educational advantage is likely to support their effectiveness in facilitating financial literacy and related activities within their communities.

Table 16: Educational qualification of Sakhi

Educational Qualification (n=21)	Percentage of Sakhi (Endline)
Senior secondary (11-12)	42.9%
Bachelor's degree or equivalent	28.6%
Higher secondary (9-10)	14.3%
Middle school education (6-8)	9.5%
Master's or above	4.8%
<b>Total</b>	<b>100.0%</b>

Based on the age distribution, 57.1% of Sakhis were in the 20–30 age group, followed by 33.3% in the 30–40 group and 9.5% in the 40–50 group, indicating that the cadre largely comprised younger women. The predominance of younger Sakhis is likely to align with higher familiarity with digital tools and emerging financial practices, which can support their effectiveness in community-level facilitation.

Table 17: Distribution of Sakhi

Age Interval (n=21)	Percentage of Respondents
20-30	57.1%
30-40	33.3%
40-50	9.5%
<b>Total</b>	<b>100.0%</b>

Information on mobile and smartphone usage among Sakhis was collected to understand their access to communication tools. All Sakhis (100%) across both Udaipur and Banswara districts reported owning a mobile phone, and all indicated using a smartphone. The pie charts below illustrate this distribution.

Information was also collected on the availability of key identification and entitlement documents among Sakhis. All Sakhis reported possessing PAN cards, Aadhaar cards, Ayushman (Bhamashah) cards, and ration cards. Among those with ration cards, 61.9% reported holding Below Poverty Line (BPL) cards, while 38.1% reported having Above Poverty Line (APL) cards. This reflects complete coverage of key documents among Sakhis, with variation in their economic categorisation.

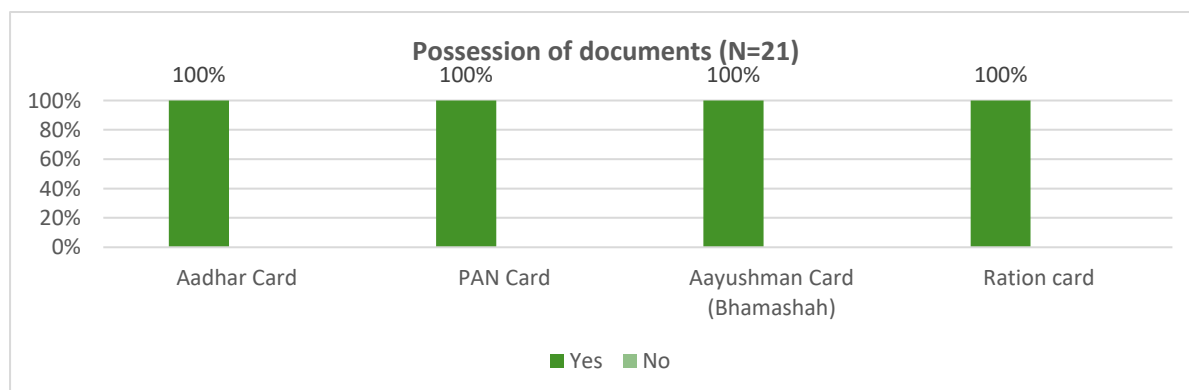


Figure 61: Ownership of important documents among Sakhis

All Sakhis reported being engaged in some form of employment. Among the 21 Sakhis interviewed, 23.8% identified their primary occupation as Crisil Sakhi, followed by 19.0% each engaged in agriculture and other activities such as home tutoring and work as Pashu Sakhis. Additionally, 14.3% reported serving as Cluster Resource Persons under the Rural Livelihood Mission, and 9.5% reported operating small enterprises or shops. Smaller proportions reported working as Bank Correspondents, Bima Sakhis, or daily wage labourers (4.8% each). The findings reflect a range of livelihood activities reported by Sakhis alongside their facilitation roles.

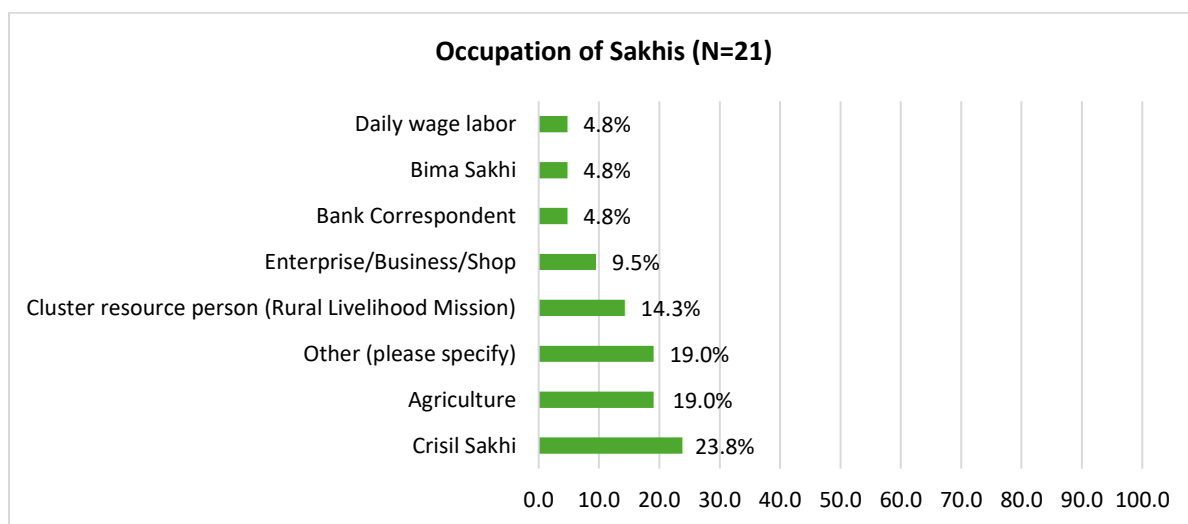


Figure 62: Occupational Distribution of Sakhis

It was reported that 42.8% of Sakhis had an annual income of ₹1,00,001 and above, followed by 38.1% earning between ₹50,001 and ₹1,00,000. A smaller proportion, 14.2%, reported earnings in the ₹2,000-₹25,000 range, while 4.7% fell within the ₹25,001-₹50,000 income bracket. The distribution of income categories among Sakhis is presented below.

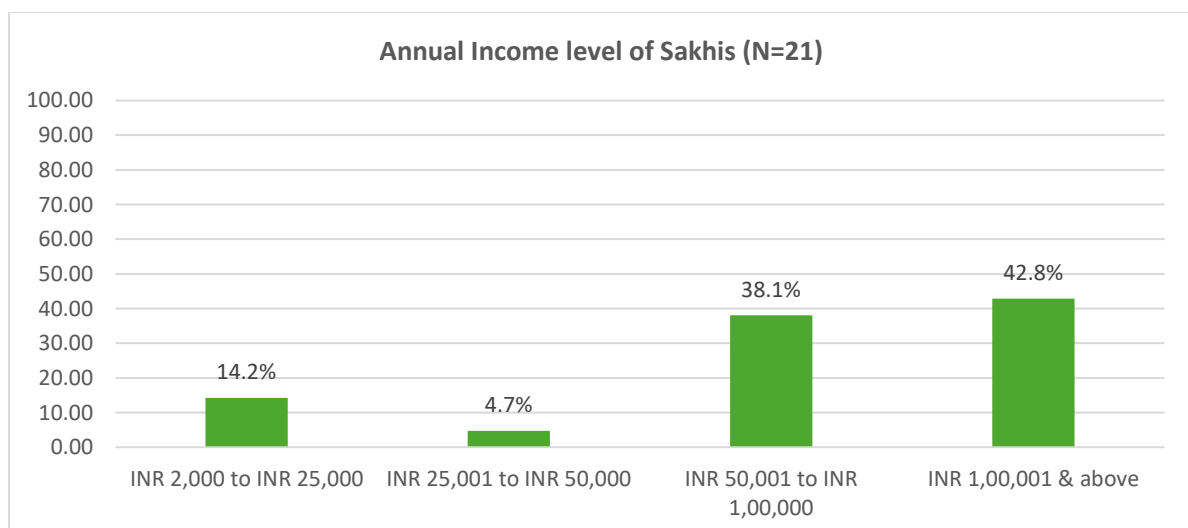


Figure 63: Distribution of Sakhi on the basis on income level

Information on the financial services used by Sakhis was collected to understand the range of services they reported accessing. Bank accounts were reported as the most frequently used service (18.3%), followed by ATM services and SHG loans (13.9% each), and life insurance (13.0%). Digital wallets and health insurance were reported by 11.3% each. Bank loans (7.8%), fixed deposits (7.0%), and microfinance loans (3.5%) were reported less frequently. The chart below illustrates the reported usage of financial services among Sakhis. These patterns suggest that while basic financial services were more commonly used, comparatively lower usage was reported for products such as fixed deposits and microfinance loans.

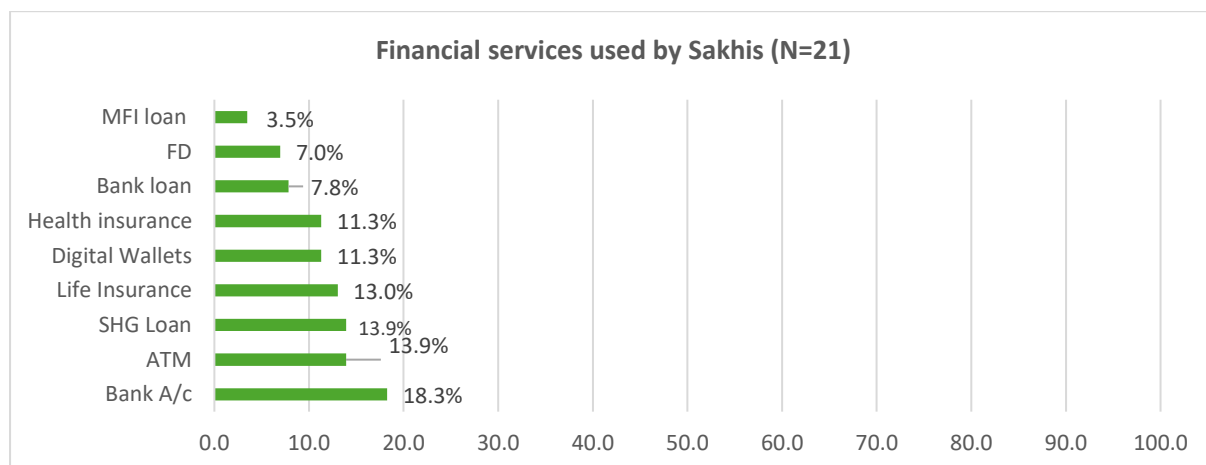


Figure 64: Financial services utilized by Sakhis

### 3.8.2 Program Implementation and Field Engagement by Sakhis

This subsection presents information on the participation of Sakhis in capacity-building initiatives, their outreach efforts to enhance financial literacy among women, and the support they reported providing in facilitating access to financial and social security services such as bank accounts, ATM cards, and insurance schemes. The assessment also documents their areas of operation and the scale of their outreach. These findings are supplemented by qualitative interactions with Sakhis across both Udaipur and Banswara districts. Among the 21 Sakhis interviewed during the field visits, 90.5% reported having completed the Gram Shakti Module training. The training reportedly covered areas such as financial planning, Government schemes, insurance, and pension products.

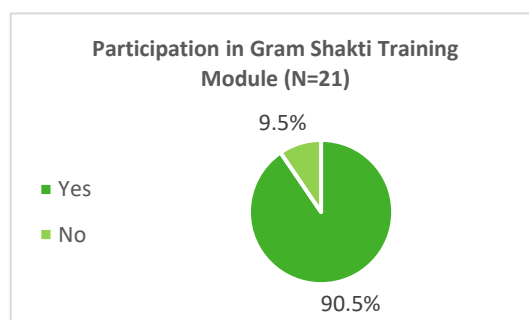


Figure 65: Gram shakti training session attended

Among those who underwent training, 68.4% indicated that they had received a certificate, while 31.6% reported that they had not yet been certified. Reported reasons for non-certification included ongoing training, completion of training without issuance of a certificate, and technical challenges. All Sakhis who received certificates reported an increase in their financial knowledge.

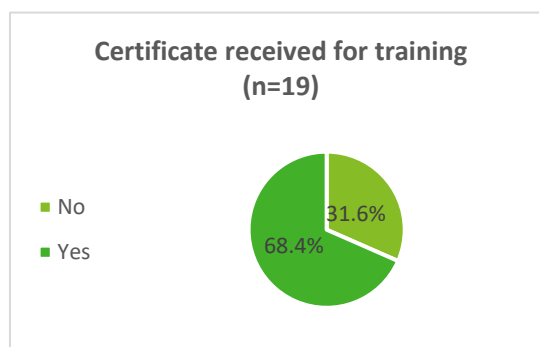


Figure 66: Certificate status of Sakhis

Of the 19 Sakhis who attended the training, 68.4% rated it as good, while 10.5% each rated it as excellent and average. A smaller proportion, 5.3% each, rated the training as poor or very poor. The chart below presents respondents' ratings of the training.

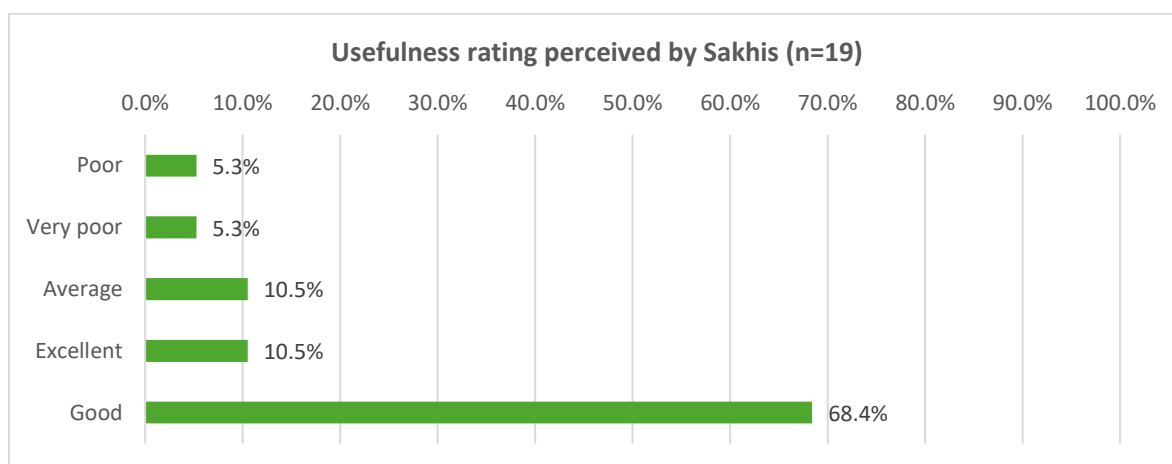


Figure 67: Rating Reported by Sakhis on Usefulness of the Training

The duration of engagement among the interviewed Sakhis varied across different time periods. A total of 38.1% reported being associated with the programme for 24 -36 months, followed by 33.3% for 13-24 months and 28.6% for 2- 12 months. This distribution reflects a balanced mix of both relatively new and more experienced Sakhis, offering a range of perspectives based on their length of involvement, as illustrated below.

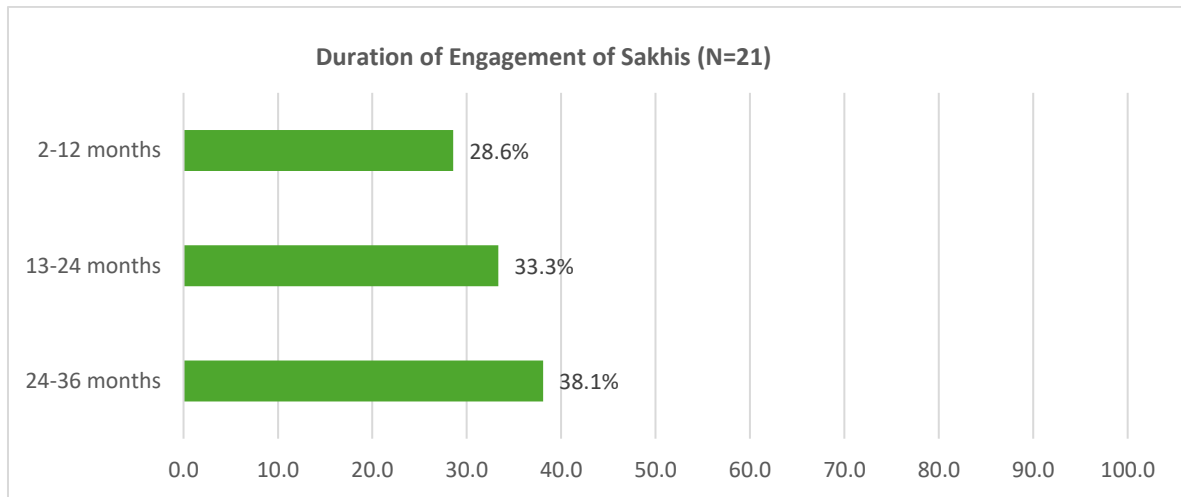


Figure 68: Engagement duration reported by Sakhi

The distance covered by Sakhis appears to vary with the number of households they serve. Those associated with fewer than 10 households were mostly confined to shorter ranges, with 33.3% operating within 2 km. Among Sakhis handling 21-30 households, half travelled less than 2 km and 36.4% extended up to 3 km. In contrast, Sakhis managing more than 31 households reported the widest coverage, with all respondents in this category travelling 4-5 km and beyond 5 km. This indicates that the operational range tends to widen as the number of households increases.

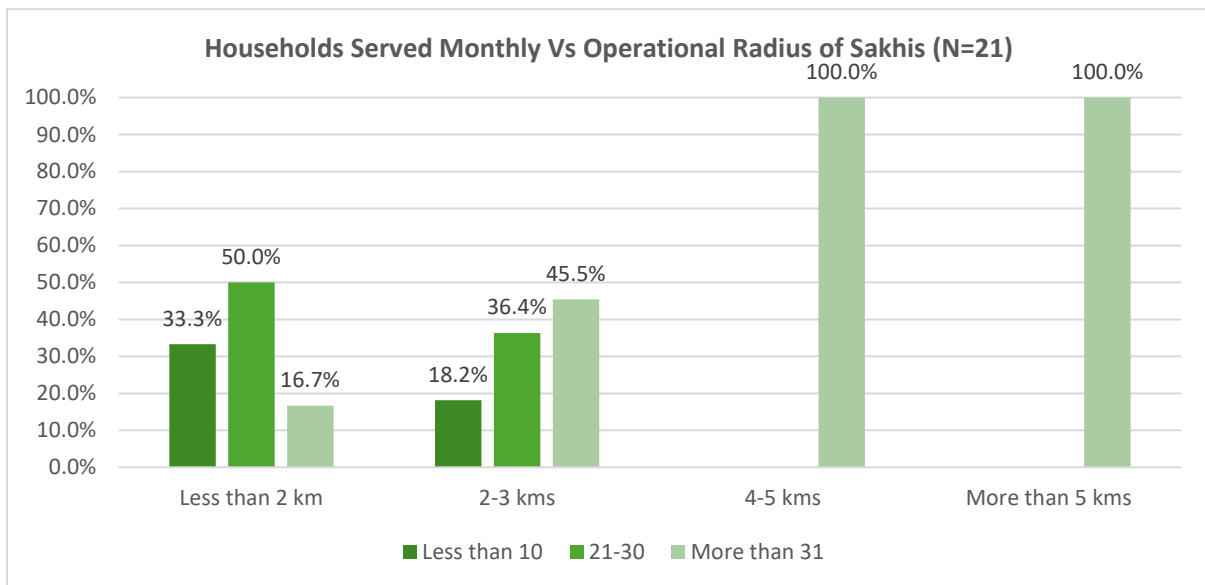


Figure 69: Operational Radius of Sakhis Vs No. of Households

Most of Sakhis (82.4%) reported conducting between 1 and 50 training sessions, while 5.9% conducted 100–150 sessions and 11.8% conducted 150–200 sessions. No Sakhis reported conducting between

50–100 sessions. This indicates that most Sakhis are engaged in a relatively moderate number of training sessions, with only a few handling a higher volume of outreach activities, as illustrated below.

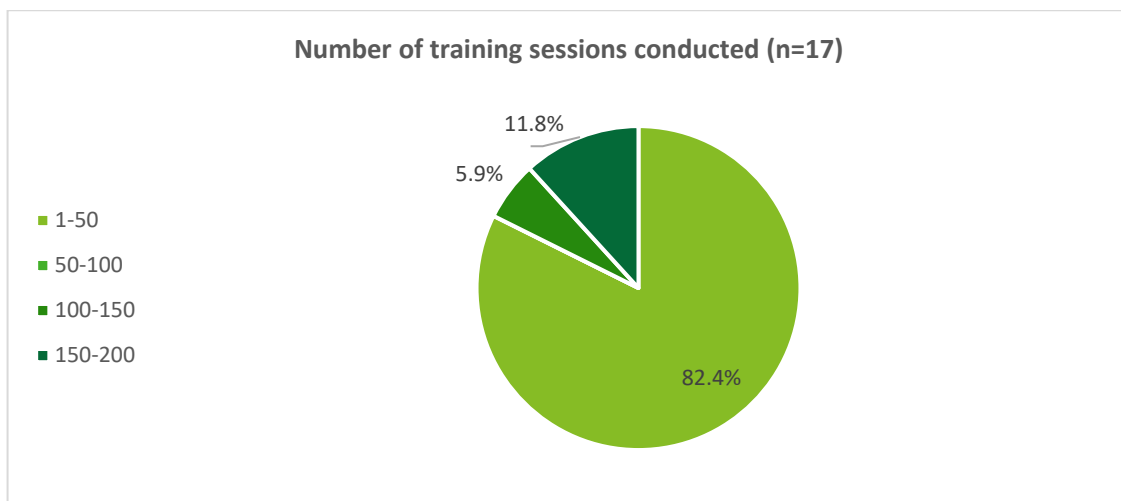


Figure 70: Average number of training session conducted

Out of the 17 Sakhis who reported on the frequency of training sessions conducted, 35.3% indicated conducting sessions on a monthly basis, another 35.3% reported conducting them weekly, 17.6% reported conducting bi-weekly sessions, and 11.8% reported other frequencies. The distribution of reported session frequency is presented below.

Frequency of training session conducted (n=21)

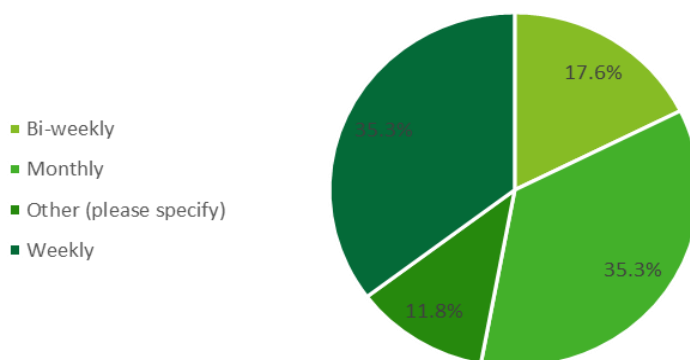


Figure 71: Frequency of Training Sessions Conducted by Sakhis

The analysis of activities conducted by Sakhis indicates that the most frequently reported areas were spreading awareness about Government schemes, supporting bank account openings, and facilitating bank visits, each accounting for 13.3% of sessions. Training on financial literacy (12.6%) and awareness and enrolment related to insurance policies (11.1%) were also reported. Other activities, including ATM visits, visits to Government offices, awareness related to loan applications, training on household budgeting, and the use of digital payment methods, were reported to a lesser extent. The distribution of these activities is presented below.

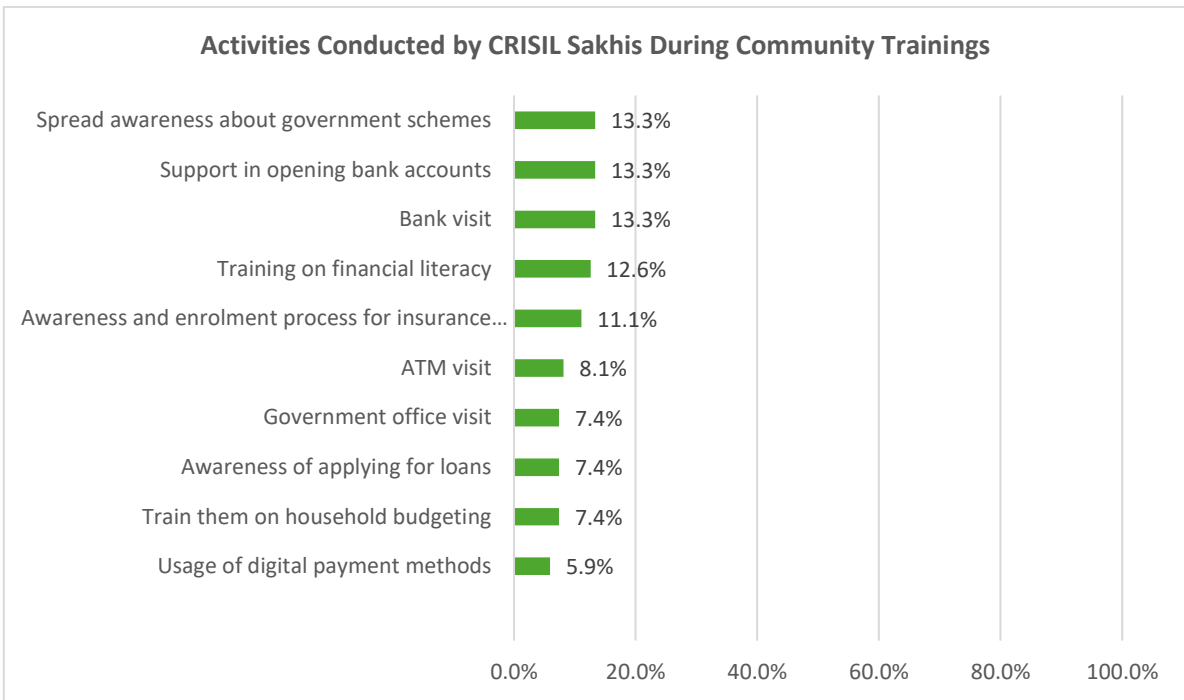


Figure 72: Activities conducted by Sakhis during Community trainings

The assessment of activities undertaken by Sakhis indicates that the most frequently reported engagements involved spreading awareness about Government schemes, supporting bank account openings, and facilitating bank visits, each comprising 13.3% of total sessions. Training on financial literacy accounted for 12.6% of sessions, while awareness and enrolment related to insurance policies constituted 11.1%. Other activities - such as facilitating ATM visits, accompanying beneficiaries to Government offices, providing information related to loan applications, training on household budgeting, and promoting the use of digital payment methods were reported to a lesser extent. The distribution of activities is presented below.

Sakhis were also asked about their fee practices. Among the 21 Sakhis interviewed, 76.2% reported charging a fee for their services, whereas 23.8% reported that they do not charge fees. This distribution shows variation in reported service delivery practices.

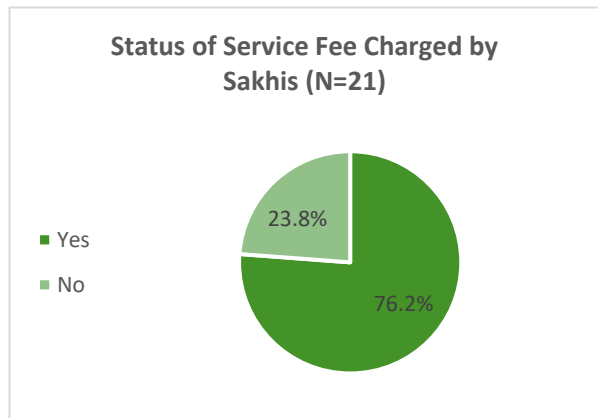


Figure 73: Status of fee-based service by Sakhis

A total of 21 Sakhis reported their income satisfaction levels. Among them, 38.1% reported satisfaction with their income, while 61.9% reported dissatisfaction (refer Figure 102, Annexure 4 for the accompanying figure). When examined against annual income categories, those who reported being satisfied indicated incomes either above ₹1,00,000 (50.0%) or between ₹2,000-₹25,000 (50.0%). Among those who reported dissatisfaction, 38.5% indicated annual incomes between ₹2,000-₹25,000, 23.1% between ₹25,001-₹50,000, 7.7% between ₹50,001-₹1,00,000, and 30.8% above ₹1,00,000.

Table 18: Income Level and Satisfaction Status of Sakhis

Income Interval	Dissatisfied	Satisfied
INR 2,000-25,000	38.5%	50%
INR 25,001-50,000	23.1%	-
INR 50,001-1,00,000	7.7%	-
INR 1,00,001 & above	30.8%	50%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

Information was also collected on changes in income levels. Among Sakhis who reported dissatisfaction, 61.5% indicated a moderate increase in income and 30.8% indicated no increase. Among those who reported satisfaction, 62.5% reported a moderate increase and 37.5% reported a substantial increase. The distribution of responses is presented in the table below.

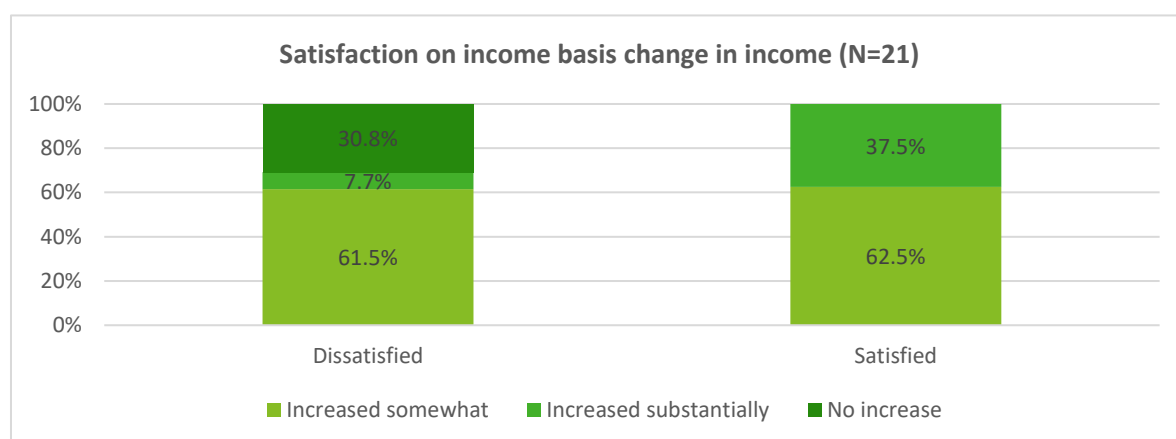


Figure 74: Satisfaction level Vs change in income level over years

With respect to facilitation activities, 85.7% of Sakhis reported supporting more than 20 women in opening bank accounts, while 9.5% assisted between 11-20 women and 4.8% supported 1-10 women. This indicates a substantial level of engagement in enabling access to formal financial services, including bank accounts and related services such as ATM cards, thereby contributing to improved financial inclusion within their communities.

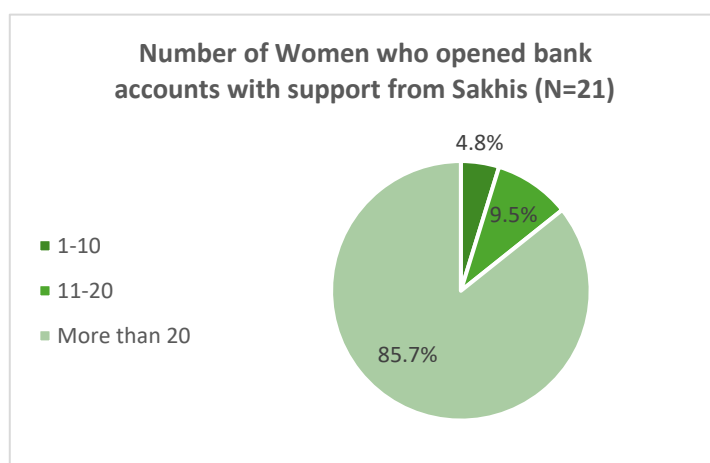


Figure 75: Women open bank accounts as reported by Sakhis

A comparison between the number of women assisted in applying for ATM cards and those reported to be actively using them indicates a gap between access and utilisation. Among Sakhis who assisted 11-20 women, 66.7% reported that these women were currently using the cards, whereas 33.3% had applied but were not using them. In cases where Sakhis supported more than 20 women, 36.4% reported usage and 63.6% reported non-usage. This pattern suggests that while card access exists, a portion of women have not transitioned to regular usage, indicating limited or delayed adoption of ATM-based transactions.

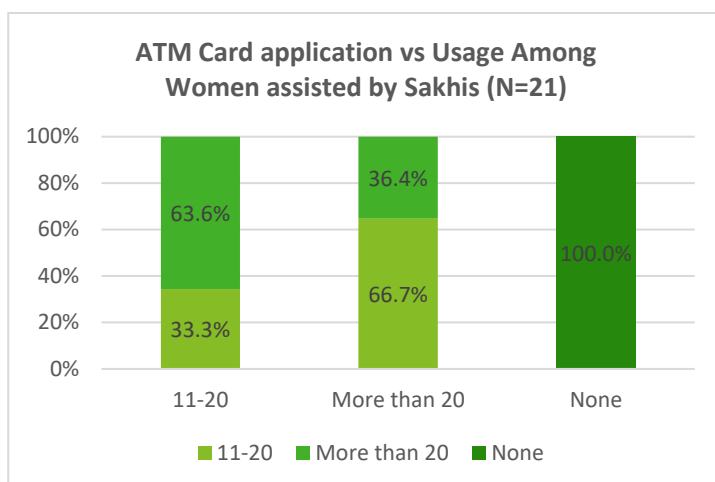


Figure 76: No. of ATM card applied by women Vs usage

Further it was noted that Sakhis serving more than 30 households facilitated the enrolment of 56.3% of women in insurance schemes, indicating higher enrolment within this category. Sakhis covering 21-30 households reported a more even distribution across enrolment levels, suggesting moderate coverage and varied levels of engagement.

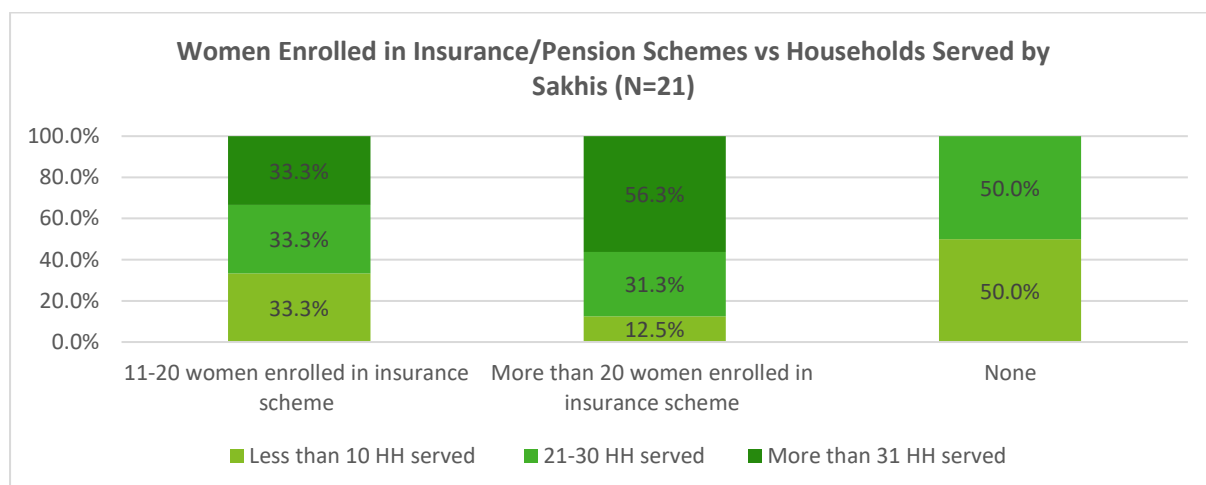


Figure 77: Average number of women enrolled in insurance scheme on the basis of HH

The assessment captures Sakhis' perspectives on community-level financial behaviour by documenting the trends they reported observing during their engagement. According to these responses, 76.2% of families were described as saving at regular intervals, while 61.9% of Sakhis noted that women had begun managing household income and expenditure in a more organised manner. Additionally, 57.1% reported that families had opted for insurance schemes, and 52.4% observed that women were visiting financial or Government institutions without assistance. A smaller proportion (14.3%) reported that families were selecting legitimate and cost-effective loan options. A further 9.5% selected 'other',

indicating an increase in awareness of Government schemes. These observations, as reported by Sakhis, are illustrated below.

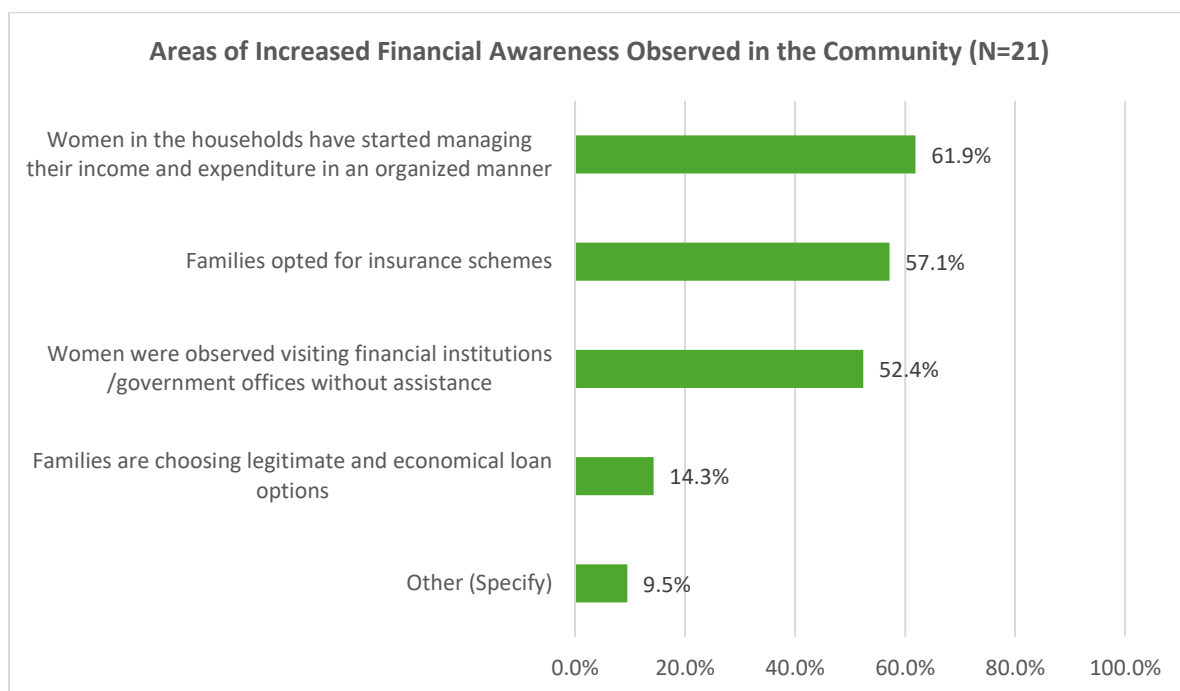


Figure 78: Types of Financial Awareness Enhancements reported by Sakhis

*Note: This was a multiple-response question; therefore, percentage would not add upto 100%.*

The assessment of stakeholder interactions across educational levels indicates variations in the extent of engagement reported by Sakhis. A larger proportion of those with senior secondary education (38.1%) and bachelor’s degrees (23.8%) reported frequent interaction with local governance representatives such as the Pradhan or Sarpanch, as well as with bank officials. In comparison, lower levels of interaction were reported among Sakhis with middle school or higher secondary education. The distribution of reported interactions across education categories is illustrated below.

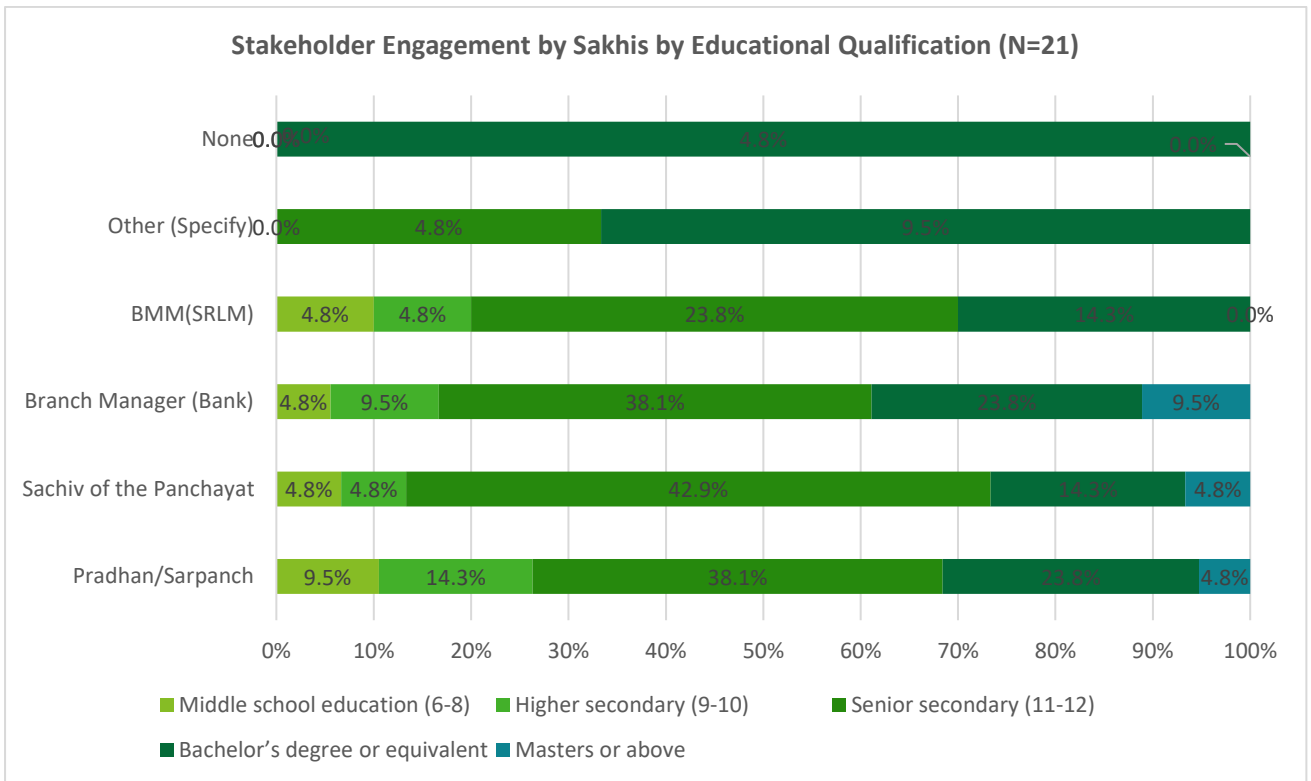


Figure 79: Stakeholder engagement Vs Educational qualification

Among the 20 Sakhis who reported interactions with stakeholders, 75.0% stated that the primary purpose of engagement was to support applications for Government schemes. This was followed by 10.0% who interacted for community event planning, and 5.0% who engaged on matters related to SHGs operations. Additionally, 5.0% reported interactions for planning bank or ATM visits, and another 5.0% mentioned loan-related interactions under the 'other' category.

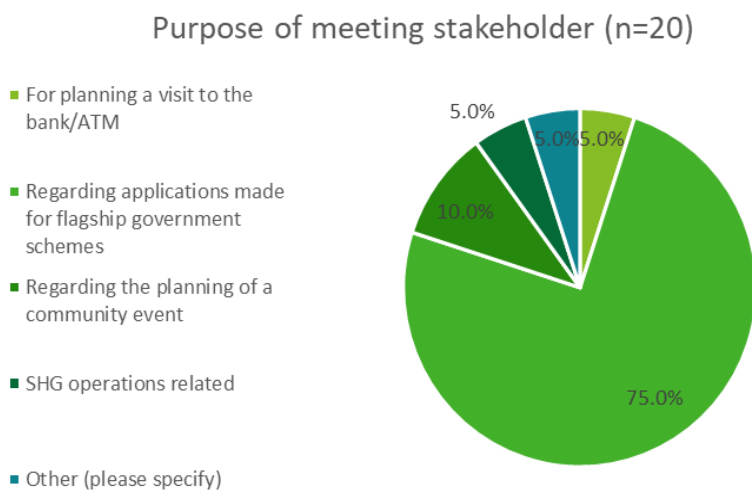


Figure 80: Representation of objective of meeting stakeholders by Sakhi

### 3.8.3 Program Sustainability and Sakhi Continuity

This subsection outlines the sustainability of the Mein Pragati programme by assessing Sakhi engagement and future plans. It also reviews their confidence in having adequate knowledge, resources, and income opportunities to continue their roles independently.

Information was collected on the participation of Sakhis in cluster-based structures. A total of 71.4% reported being part of a Sakhi cluster, while 28.6% indicated that they were not part of such a group. The assessment also captured information on the support received from field officers, with 95.2% of Sakhis reporting that they received such support and a small proportion indicating otherwise. The distribution of these responses is presented below.

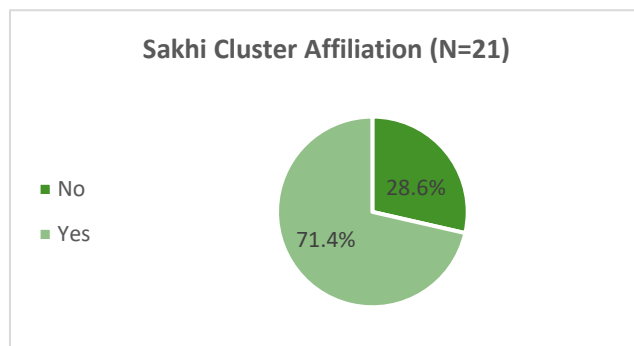


Figure 81: Awareness of schemes reported by Sakhi

The assessment captured Sakhis' recall of flagship Government schemes. A total of 81.0% were able to recall the names of at least five schemes, while 9.5% each recalled four and three schemes, respectively. The schemes mentioned included Pradhan Mantri Suraksha Bima Yojana (PMSBY), Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), Atal Pension Yojana (APY), Sukanya Samridhi Yojana, Pradhan Mantri Jan Dhan Yojana (PMJDY), and Lado Yojana, among others. The distribution of recall responses indicates familiarity with a range of welfare and financial inclusion schemes.

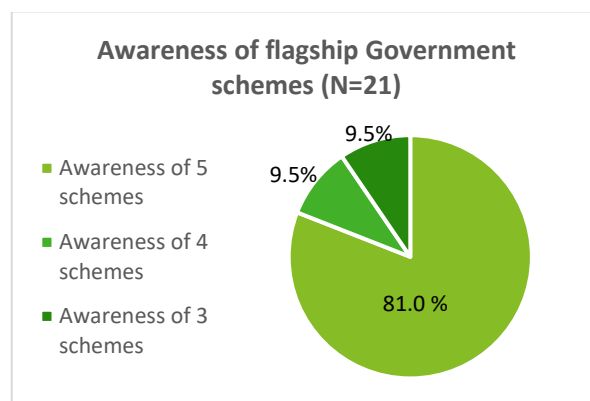


Figure 82: Awareness of schemes reported by Sakhi

Out of the total 21 Sakhis from both districts, 61.9% reported having appeared for the Bima Sakhi examination, while 38.1% reported that they had not. The Bima Sakhi role is associated with assisting villagers in insurance-related processes, including application support, documentation, and awareness generation. Among those who appeared for the examination, 75.0% reported having passed.

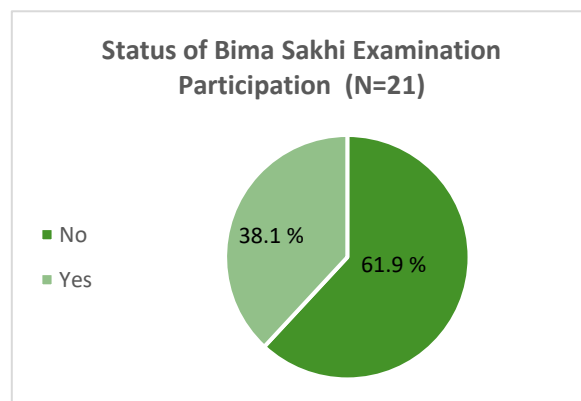


Figure 83: Participation rate in Bima Sakhi examination

Information was also collected on challenges encountered by Sakhis during programme implementation and awareness activities. Out of 21 Sakhis, 71.4% reported a lack of response from the community as a key challenge. Though quantitative analysis reflects that community members were generally aware about the flagship government schemes however 66.7% of Sakhis stated that community members lack of knowledge about schemes' features and application processes. Lack of income among beneficiaries was identified as a constraint

by 61.9% of respondents. In addition, 28.6% reported limited response from stakeholders such as Panchayat representatives and block level government offices.

Other challenges were reported by 23.8% of Sakhis, while 14.3% cited family resistance. Only 4.8% of respondents indicated that no challenges were encountered during implementation, and none of the Sakhis reported low demand for services.

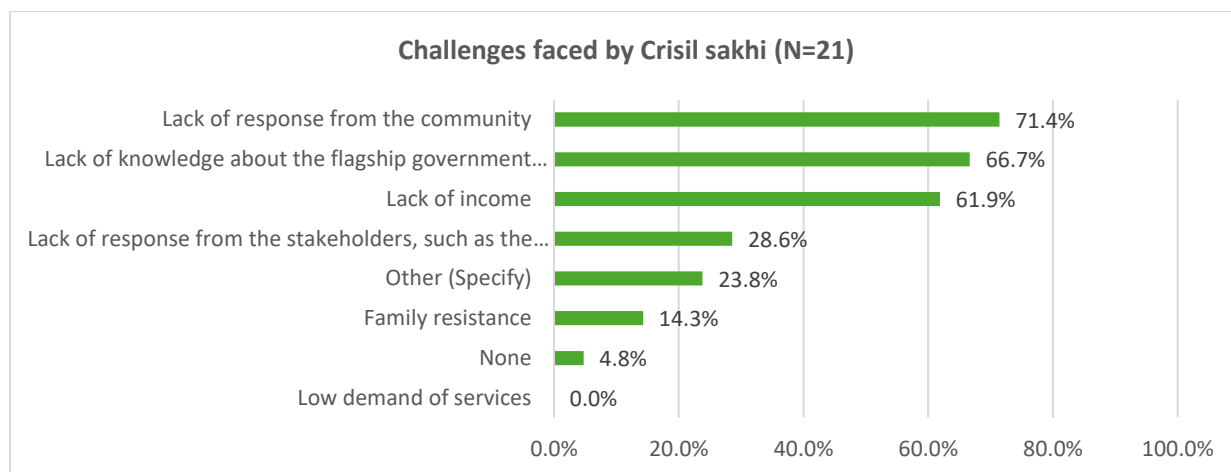


Figure 84: Challenges reported by Sakhi while working

Note: This was a multiple-response question; therefore, percentage would not add up to 100%.

*Qualitative interactions with Sakhis described a range of challenges encountered while working in the community. Initial reluctance from villagers was commonly mentioned, with some community members reported as being hesitant to communicate or participate in discussions. Convincing households was described as difficult in situations where the authenticity of Government schemes was questioned or where familiarity with related processes was limited. It was further noted that, despite repeated outreach efforts, a small section of the community continued to remain disengaged.*

The assessment documented the ways in which reported challenges were addressed by Sakhis. Among the 20 Sakhis who described challenges, 40.0% indicated that these were addressed through knowledge-building sessions conducted with peers to strengthen understanding of Government schemes and financial products. Continuous engagement with villagers and stakeholders was reported by 25.0% as a means to build familiarity, while 20.0% reported exploring alternative income sources to sustain their role.

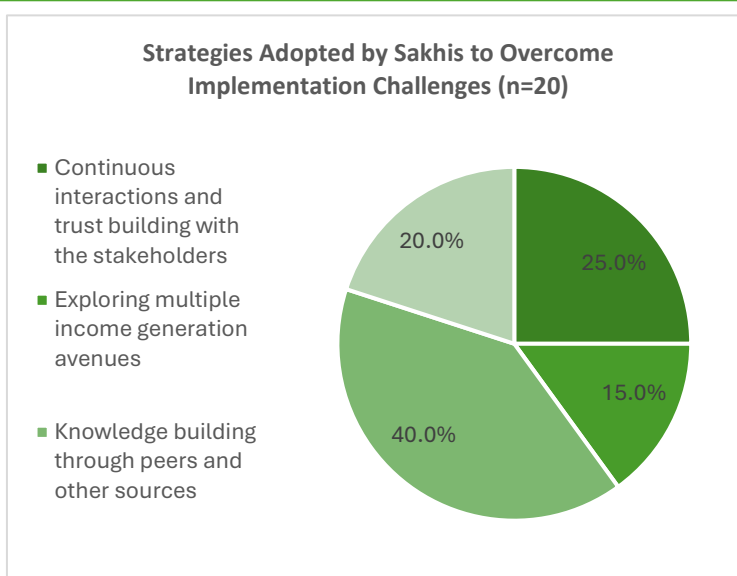


Figure 85: Mitigation strategies adopted by Sakhis

Information was also collected on plans for future engagement. A total of 90.5% reported an intention to continue working in the coming year, while one Sakhi indicated willingness to continue contingent upon the provision of a fixed remuneration. Among those reporting an intention to continue, 71.4% expressed willingness to maintain community engagement by facilitating linkages with Government schemes. Additionally, 57.1% reported plans to establish small enterprises to provide financial or community-based services, and 42.9% reported interest in roles such as Bank BC, Pashu Sakhi, Bima Sakhi, or Cluster Resource Person.

Planned activities following programme closure were also described. Several Sakhis reported an intention to appear for the Bima Sakhi examination and to continue supporting villagers in accessing insurance services. Plans to link additional households with Government schemes were also mentioned. A few Sakhis indicated that the LIC Bima Sakhi examination had already been cleared and that policy enrolments had been initiated in their respective villages.

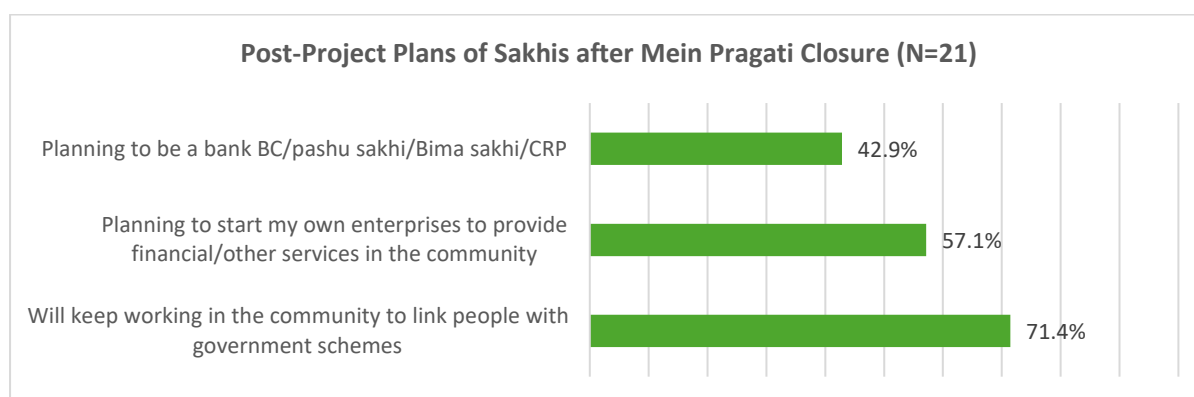


Figure 86: Future plans of Sakhi

*Note: This was a multiple-response question; therefore, percentage would not add upto 100%.*

Among Sakhis who reported an intention to continue working, 66.7% identified a sense of self-independence as their primary motivation. This was followed by community demand for Sakhi services (47.6%) and growth in personal income (38.1%). Other factors included flexibility in work timings (28.6%), service fees (23.8%), and willingness of community members to pay for services (19.0%). Additionally, 19.0% selected 'other' and referred to motivations related to community service and staying informed about new schemes. One Sakhi from Rama village described the role as providing a sense of respect and fulfilment while assisting villagers with money transfers and documentation.

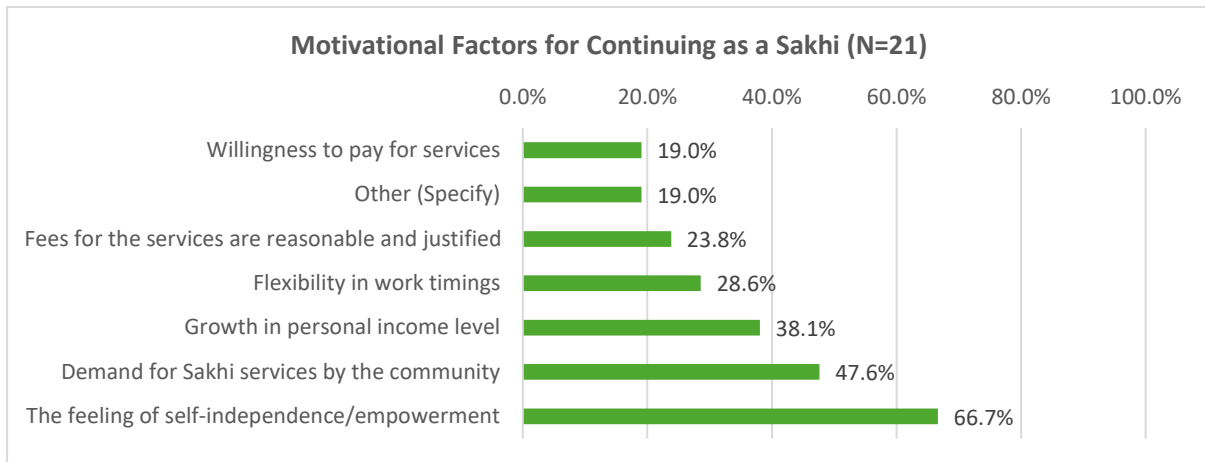


Figure 87: Motivational factor perceived by Sakhi

*Note: This was a multiple-response question; therefore, percentage would not add upto 100%.*

The assessment also captured information on the types of support Sakhis considered necessary to sustain their work. From 21 Sakhis, 17 (81%) Sakhis stated that they were confident about earning a decent amount by continuing to work as a Sakhi with existing knowledge, support provided by the coordinators and resources provided under the project.

Four (19%) Sakhis expressed that they still do not have sufficient knowledge and resources to continue working as a Sakhi and earn a decent amount. Further, it was asked to Sakhis what additional support they require to make their earning sustainable. One of the Sakhis did not have any opinion about the support required. Rest of the three Sakhis stated that additional support such as computer, printer, internet connection and seed capital to start their own enterprises will be needed.

During KIIs conducted with Sakhis, it was noticed that Sakhis worked as computer operators in the Gram Panchayat office other worked as the Business Correspondent with a bank. The similar aspiration or setting up a CSC centre could be factors influencing Sakhis' perception on support required.

### 3.8.4 Behavioural Impact: Village and Personal Level

This subsection presents information on personal and behavioural changes reported by Sakhis at both individual and community levels. The assessment documents changes described in relation to their confidence, knowledge, and interactions with villagers. Information was collected on changes in personality and knowledge, as reported by Sakhis.

Of the 21 Sakhis interviewed, 85.7% reported that a change in their personality and knowledge had been observed following their engagement, while 14.3% reported no change. Among the reported areas of improvement, 83.3% referred to increased confidence in speaking, sharing information, and expressing opinions; 11.1% referred to gaining ideas related to income-generation opportunities within the village; and 5.6% reported enhanced knowledge of flagship Government scheme.

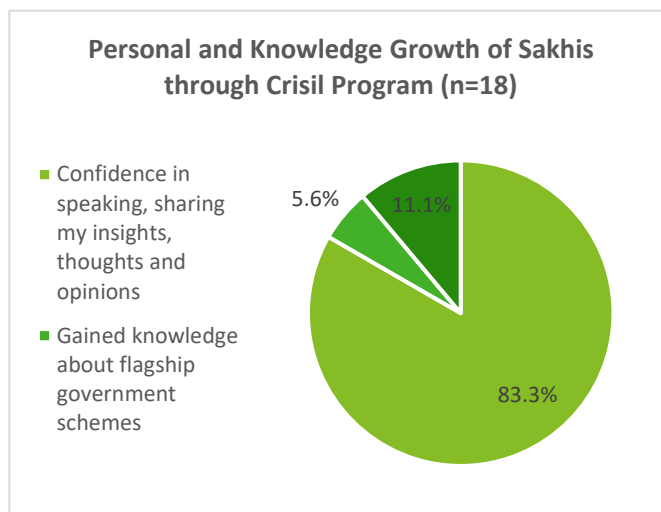


Figure 88: Personal and Knowledge growth of Sakhi

Information was also gathered on changes observed among villagers. Sakhis reported that community members had become more confident in accessing banking services, with some now visiting banks independently for activities such as deposits, withdrawals, and passbook updates. Increased awareness of insurance, financial literacy, and Government schemes was described, particularly among households with low literacy levels. A shift in attitudes toward illegitimate financing was also reported, with some villagers seeking verification of schemes prior to engagement. Strengthening of regular savings practices was mentioned, along with references to uptake of initiatives such as the Sukanya Samridhi Yojana and selected LIC policies.

A majority of Sakhis (76.2%) agreed, and 23.8% strongly agreed, that they felt confident while interacting with Government, bank, and other officials, and that they were able to communicate the purpose of engagement during programme activities. Similarly, 81.0% agreed and 19.0% strongly agreed that they felt confident in leading and facilitating community mobilisation and awareness activities within their villages. The distribution of these responses is presented below.

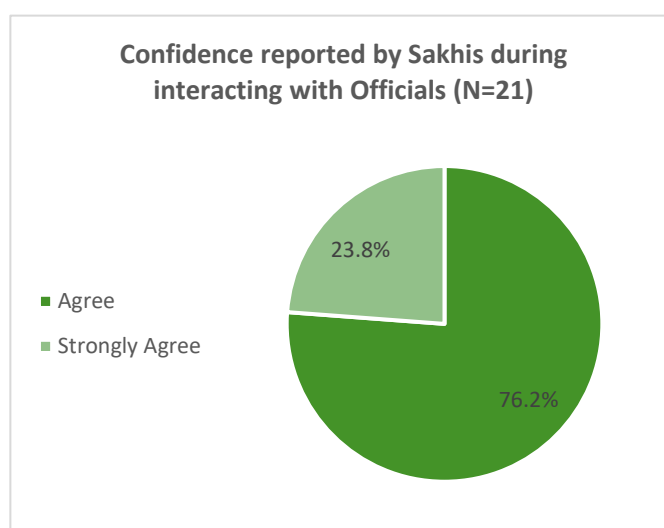
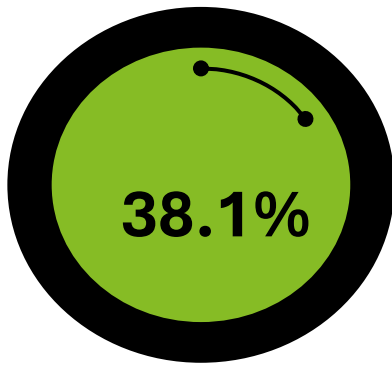
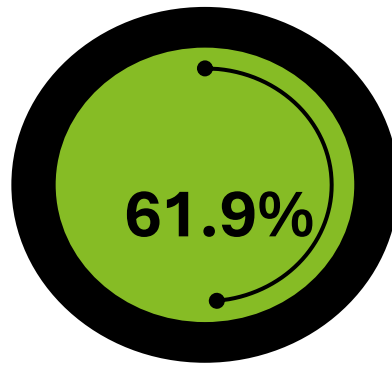


Figure 89: Representation of confidence reported by Sakhis in both the districts



**Strongly agree about seeing a potential at the village for earning through knowledge and exposure**



**Agree that they see a potential for earning at the village level**

Figure 90: Presentation of earning potential perceived by Sakhi

### 3.9 Stakeholder Perspectives on Program Implementation

#### Insights from discussion with Development Officer of Life Insurance Corporation of India in Banswara

An interaction was held with the Development Officer (DO) of the Life Insurance Corporation of India (LIC), Ghadi Block, Banswara, who has been actively involved in the onboarding and supervision of Bima Sakhis. The purpose of the discussion was to understand LIC’s perspective on the implementation, effectiveness, and sustainability of the Bima Sakhi initiative, particularly in relation to the Sakhis trained under the Mein Pragati programme. Insights were shared regarding income levels in the region, programme processes, operational challenges, and the contribution of Mein Pragati in strengthening LIC’s efforts to develop a cadre of Bima Sakhis.

OECD-DAC Criteria	Respondent's perspectives
<b>Relevance</b>	Approximately 75% of the population was tribal, and the geography was remote and difficult to access, requiring longer engagement for development initiatives.
	A trust deficit existed due to previous exploitation by illegitimate private finance companies.
	Bima Sakhis, being from the same communities, were viewed as acceptable and trusted intermediaries who could address this barrier.
	Mein Pragati’s focus on women volunteers aligned with LIC’s goal of women’s empowerment through income-generation.
	The Government of India’s target of insuring every Indian by 2027 strengthened the relevance of creating a cadre of local women trained in insurance awareness and linkage.
	The Bima Sakhi initiative was highly relevant to the socio-economic context of the intervention area.

OECD-DAC Criteria	Respondent's perspectives
<b>Coherence</b>	LIC already had partnerships with NRHM and RAJEEVIKA, and the Mein Pragati cadre complemented these by adding trained, community-embedded women volunteers.
	Mein Pragati block coordinators supported the field formalities required for Sakhis to become eligible for the Bima Sakhi examination.
	The objectives of Mein Pragati and LIC's Bima Sakhi programme were aligned, particularly regarding development of grassroots women leaders and promotion of entrepreneurship.
<b>Effectiveness</b>	All 100 Mein Pragati Sakhis had cleared the exam; an additional batch of 50 applications had been submitted.
	Many Sakhis had earned their first monthly stipend of ₹7,000.
	One Sakhi created 14 insurance policies, contributing towards the annual target of insuring 24 individuals.
	LIC had set clear performance milestones including mandatory IRDA/NSCIT exam clearance and policy-generation targets.
	Out of 180 Bima Sakhis created through the LIC branch, 100 came from the Mein Pragati programme.
<b>Efficiency</b>	LIC's capacity to individually support all Sakhis was limited under these constraints.
	The stipend structure (₹7,000 in Year 1, ₹6,000 in Year 2, ₹5,000 in Year 3) combined with a 25–30% commission was designed to transition Sakhis towards sustainable earnings.
	Programme implementation required twice the usual time due to remoteness, low accessibility, and hesitation among community members.
<b>Impact</b>	Women's increased participation in financial services contributed to improved household-level decision-making.
	100 Sakhis from Mein Pragati had cleared the exam and some had begun generating business (e.g., 14 policies created by one Sakhi).
	The presence of local women helped reduce distrust in the community.
	Coordination between the Ghadi Block LIC office and the Mein Pragati team contributed to the creation of a cadre of 100 local Bima Sakhis, which would have been difficult for LIC to achieve independently.
	The initiative had begun generating measurable improvements in women's income, confidence, and community engagement.
<b>Sustainability</b>	Ongoing commissions were expected to provide continued earnings beyond the stipend period.
	Trust-building remained a major challenge in tribal and remote areas, requiring ongoing engagement.
	The model had strong potential for sustainability because the Sakhis belonged to the same communities they served.
	LIC introduced a three-year decreasing stipend model to support Sakhis until they reached sustainable income levels.




Figure 91: Discussion with DO-LIC officer

### 3.10 Challenges Faced and Mitigation Strategies adopted by Stakeholders

This section presented the challenges that were encountered during the implementation of the programme across Udaipur and Banswara, as reported by key stakeholders including Block Coordinators, Sakhis, and LIC officers. It also outlines the mitigation strategies that were adopted at various stages to address operational, coordination-related, and community-level constraints. These insights helped in understanding how stakeholders navigated on-ground difficulties and ensured the effective delivery of programme interventions.

Stakeholder	Challenges Faced	Mitigation Strategies Adopted
<b>Sakhis</b>	<ul style="list-style-type: none"> <li>Hesitation and distrust among community members, resulting in reluctance to engage or communicate openly.</li> <li>Limited interest from some individuals despite repeated outreach efforts, making early rapport-building difficult.</li> </ul>	<ul style="list-style-type: none"> <li>Continuous interaction and trust-building with community members to reduce initial hesitation.</li> <li>Persistent outreach to improve visibility and acceptance.</li> <li>Seeking knowledge support from peers and other sources to strengthen</li> </ul>

Stakeholder	Challenges Faced	Mitigation Strategies Adopted
		<p>confidence and service delivery.</p> <ul style="list-style-type: none"> <li>• Exploring additional avenues for income generation to enhance credibility and sustain engagement.</li> </ul>
<p><b>Block Coordinators</b></p>	<ul style="list-style-type: none"> <li>• Low financial awareness among community members, leading to slower uptake of programme processes.</li> <li>• Documentation-related discrepancies (e.g., mismatched names on ID documents) causing delays in service delivery.</li> <li>• Cultural norms in certain villages where women were hesitant to participate actively in the presence of men, limiting smooth engagement.</li> </ul>  <p>Figure 92: Discussion with Bank Manager in Udaipur</p>	<ul style="list-style-type: none"> <li>• Continued guidance and hand-holding support to Sakhis for issue resolution.</li> <li>• Coordinating with relevant stakeholders to address documentation issues and streamline processes.</li> <li>• Facilitating engagement in culturally sensitive ways to ensure participation while respecting local norms.</li> </ul>
<p><b>LIC Development Officer</b></p>	<ul style="list-style-type: none"> <li>• The intervention area comprised predominantly tribal populations (~75%), where remoteness and poor accessibility slowed implementation.</li> <li>• Deep-seated mistrust due to past frauds by illegitimate private finance companies, leading to scepticism toward external initiatives, including insurance-related activities.</li> <li>• Similar trust-related challenges encountered by Bima Sakhis in their outreach.</li> </ul>	<ul style="list-style-type: none"> <li>• Regular reassurance to Sakhis and community members on the importance of consistent engagement for trust-building.</li> <li>• Transparent communication to differentiate LIC processes from previous fraudulent experiences.</li> <li>• Continuous efforts to strengthen confidence in insurance-related interventions through</li> </ul>

Stakeholder	Challenges Faced	Mitigation Strategies Adopted
		repeated interaction and clarity of information.



# IV Suggestions and Way Forwards

## IV. Suggestions and Way Forward

Based on insights derived from both qualitative and quantitative data collected from the study validated alongside the perspective of different stakeholders, this section brings forth a set of suggestions towards strengthening the sustainability and institutionalisation of programme efforts. Feedback from beneficiaries, Sakhis, and the LIC Development Officer underscored the need to formalise and scale up initiatives such as Bima Sakhi and E-Sakhi to sustain the progress achieved over the last three years.

### A. Strengthen Financial Literacy Delivery

- Survey findings indicated that discussions between Sakhis and community members primarily focused on Government schemes and benefits (79%), financial services (68%), and general financial awareness (63%). Only 16% of respondents noted an emphasis on financial behaviour change. Field interactions further suggested that while Sakhis conducted trainings on financial practices, comparatively greater attention was placed on linking villagers to welfare schemes.
- To improve the effectiveness of financial literacy interventions, it is recommended that a formalized monitoring mechanism be instituted. This is mainly to ensure that financial literacy sessions are conducted in a structured, consistent manner using the approved content and IEC materials. Strengthening accountability and standardization is expected to enhance knowledge retention and promote sustainable financial behaviour change within communities.

### B. Enhance Saturation and Promotion of the Bima Sakhi Initiative

- Among the 21 Sakhis engaged across both districts, 62% had appeared for the Bima Sakhi examination, while 38% had not yet participated. A structured engagement with the Life Insurance Corporation of India (LIC) is therefore recommended to maximize the number of Crisil -trained Sakhis who transition into the Bima Sakhi role.
- Sakhis possess good rapport and credibility within their communities, making them well-positioned to support households with insurance enrolment, premium collection, documentation processes, and claims assistance. Inputs from the LIC Development Officer indicated that a formal incentive system comprising fixed remuneration and performance-based incentives is already in place for Bima Sakhis. Leveraging this mechanism can support Sakhis in developing a sustainable income stream while simultaneously strengthening community-level insurance coverage.

### C. Promote E-Sakhi Enterprises for Digital and Government Service Delivery

- Discussions revealed that Sakhis have been actively facilitating linkages with Government schemes through assistance in documentation, application writing, and camp mobilisation. In the upcoming year, 90.5% of Sakhis expressed their intention to continue working in their current role, with 71.4% wishing to support community linkages and 57.1% aspiring to establish their own enterprises delivering financial or community-based services. Additionally, 42.9% indicated interest in roles such as Bank BC, Pashu Sakhi, Bima Sakhi, or CRP.

- Many Sakhis reported that with appropriate training, they would be capable of providing services similar to *E-Mitra* centres, which were also cited by beneficiaries as a key access point for Government schemes. It is therefore recommended to promote E-Sakhi enterprises by equipping Sakhis with digital skills and providing access to devices. This will not only expand their livelihood opportunities but also enable timely and end-to-end facilitation of Government scheme applications.

#### **D. Integrate Livelihood Promotion with Financial Literacy**

- While financial literacy sessions improved knowledge and confidence, household income levels were observed to be low. Among 479 respondents who were part of the SHG ecosystem, only 25.1% reported active engagement in income-generation activities, while 74.9% indicated the absence of such initiatives.
- To address this gap, it is recommended that context-specific livelihood activities—such as livestock rearing, tailoring, food processing, or small-scale micro-enterprises—be integrated with ongoing financial literacy efforts. Linking knowledge to practical economic opportunities is expected to enhance household resilience and promote sustained behaviour change.

#### **E. Provide Continued Handholding Support for Sakhis**

- Several Sakhis have not yet appeared for or cleared the LIC-administered Bima Sakhi examination. Continued handholding and exam-focused training support are therefore essential to help them transition into the role. Sustaining the cadre of trained Crisil Sakhis is critical to ensuring programme continuity, community trust, and retention of knowledge built over the past three years.

To ensure the long-term sustainability of programme outcomes, the institutionalisation of Sakhi role is essential. Formal collaboration with LIC can expand the pipeline of trained Bima Sakhis, enabling stable income opportunities for the cadre. Parallel efforts to promote E-Sakhi enterprises—through digital skilling and provision of devices can broaden livelihood options and enhance community access to Government services.

Given the low-income context of the intervention areas, integrating livelihood promotion with financial literacy will support beneficiaries in translating knowledge into practice. Finally, continued handholding support, especially for Sakhis yet to complete the Bima Sakhi certification, will be crucial for sustaining the human resource base developed throughout the programme cycle.



# Annexures

# Annexure 1: Detailed Information on the Mein Pragati Programme

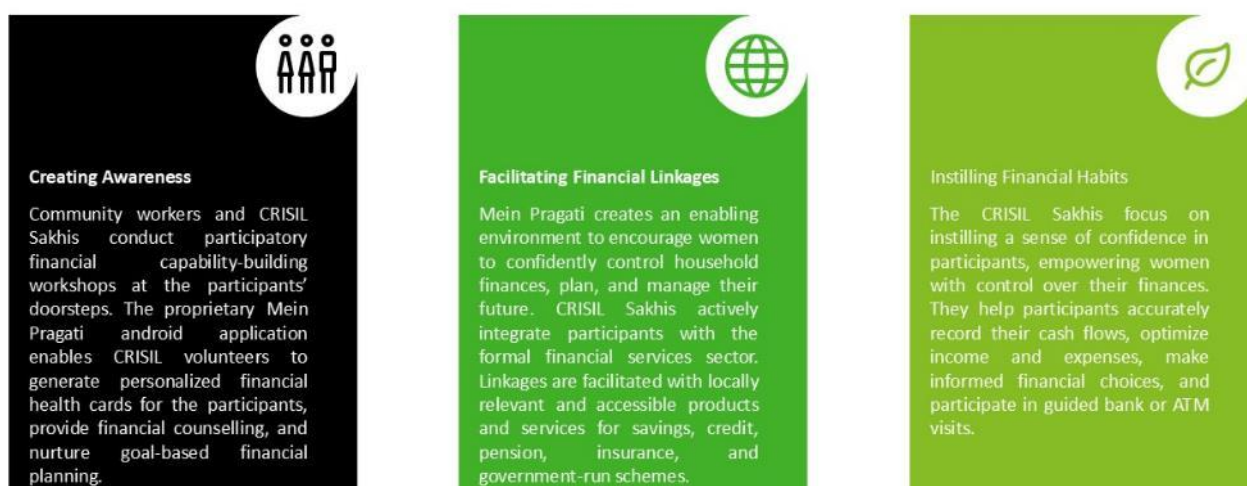


Figure 93: Pillars of Mein Pragati Program in Rajasthan

## Community cadre model:

'Mein Pragati' aimed at empowering rural population especially women by strengthening their financial knowledge. Enhanced knowledge empowers people to make informed choices eventually resulting in savings, increase in income and safeguarded future. Sakhis - who play a critical role in the implementation of Mein Pragati are selected from the rural communities and imparted intense training on financial literacy module. Each Sakhi is given a hard copy of the module aimed at enhancing awareness on concepts on finance. The IEC material including interactive modules developed by Crisil intend to build capacities of the community on aspects of financial literacy as stated in the below figure. These modules consist of stories and pictorial examples from rural contexts making it easier for illiterate or semi-literate population to understand the financial concepts.

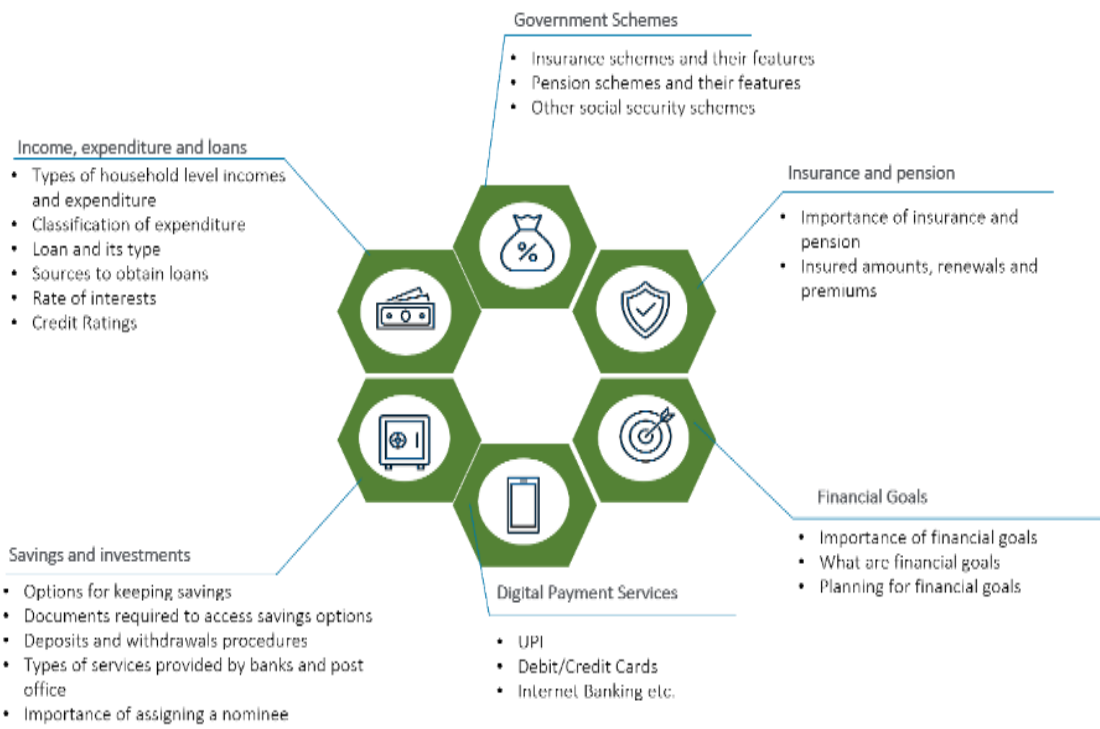


Figure 94: Program Module

# Annexure 2: Detailed Methodology adopted during the assessment

The methodology adopted for the assessment encompassed multiple aspects, including the collection of secondary information on the status of financial inclusion and financial literacy, identification of key stakeholders, understanding their roles, and examining short-term, mid-term, and long-term interventions under the Mein Pragati program.

## Desk Review

A comprehensive desk review was conducted to develop an in-depth understanding of the Mein Pragati program. The program components, approach, implementation strategies, and sustainability measures were studied in detail. This review helped establish a robust framework for data collection and performance indicators and provided clarity on the specific information to be gathered. Secondary sources in the public domain, such as the Financial Inclusion Index by RBI, state economic survey reports, census data, Crisil Foundation publications, and other impact assessment reports, were reviewed to assess the program’s relevance to the target geography.

## Stakeholder Mapping

Identification and mapping of relevant stakeholders, who play a critical role in promoting financial literacy, financial inclusion, and women’s empowerment, were carried out. This exercise helped depict the financial inclusion ecosystem and understand the contribution of various stakeholders in program implementation.

## Finalizing Assessment Design and Framework

Key indicators for measuring the project’s impact were identified, keeping the scope of the assessment at the core of the framework. Based on these indicators, the assessment questionnaire was designed to capture detailed information on beneficiaries, their knowledge base, participation in SGHs, and financial literacy levels in the region.

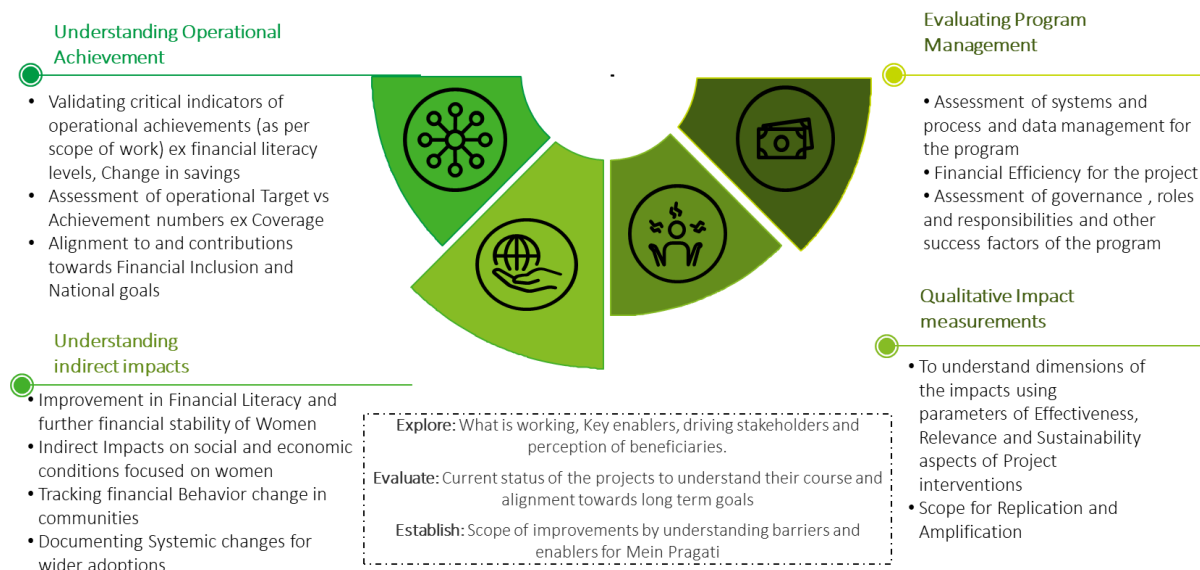


Figure 95: Approach for Endline assessment

## Annexure 3: Detail finding from Beneficiary tool

This annexure covers in detail tables and figures from the beneficiary tool as mentioned in Key findings section. As outlined earlier in Section 3.1 on the socio-economic profile of respondents, the table below presents the highest educational qualification of family members.

Table 19: Highest Educational Qualification and Current Occupation of Family Members

<b>Educational Qualification (n=607)</b>	<b>Percentage of Respondents</b>
<b>Senior secondary (11-12)</b>	33.8%
<b>Bachelor’s degree or equivalent</b>	26.4%
<b>Higher secondary (9-10)</b>	19.6%
<b>Middle school education (6-8)</b>	11.2%
<b>Primary school education (1-5)</b>	5.4%
<b>Master’s or above</b>	3.3%
<b>Did not attend school/Illiterate</b>	0.3%
<b>Total</b>	<b>100.0%</b>

As mentioned in Section 3.2, for respondents who have attended financial literacy sessions, the figure below presents the corresponding distribution.

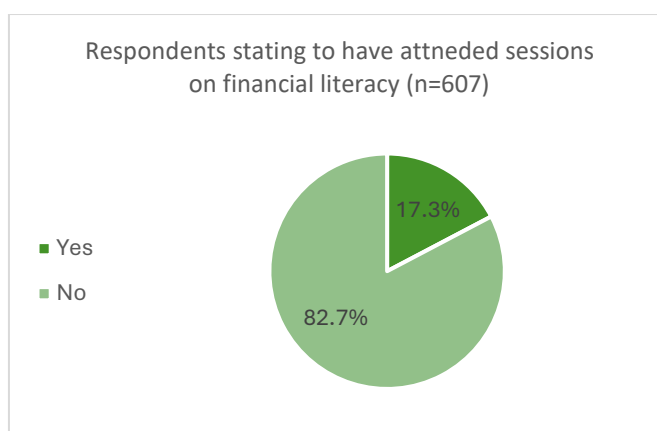


Figure 96: Participation of Training Sessions

As referenced in Section 3.3.1, respondents who possessed ATM or RuPay cards were also asked whether they required assistance while using them. A brief paragraph of this has been provided in the same section. The figure below illustrates the corresponding findings.

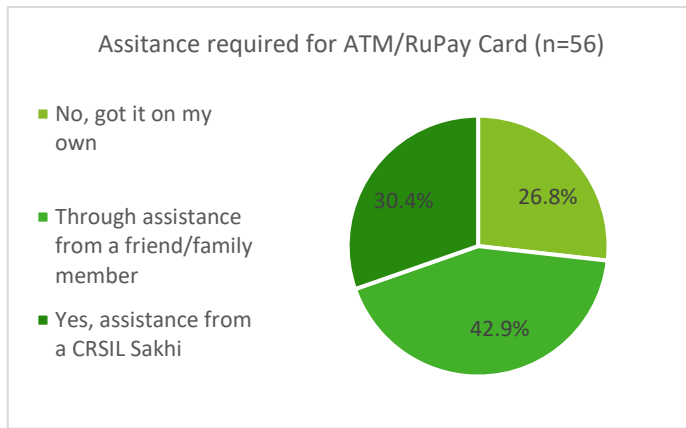


Figure 97: Assistance required by respondents for opening ATM/RuPay card

## Annexure 4: Detail finding from Sakhi tool

This annexure presents the detailed analysis derived from the Sakhi assessment tool covering tables and figures. Please refer to the below chart for the same. A major proportion of Sakhis (42.9%) reported dedicating 15–20 days per month to Sakhi-related work, followed by 19.0% who engaged for 25–30 days. Additionally, 9.5% each reported working for 5–10 days, 10–15 days, and 20–25 days respectively.

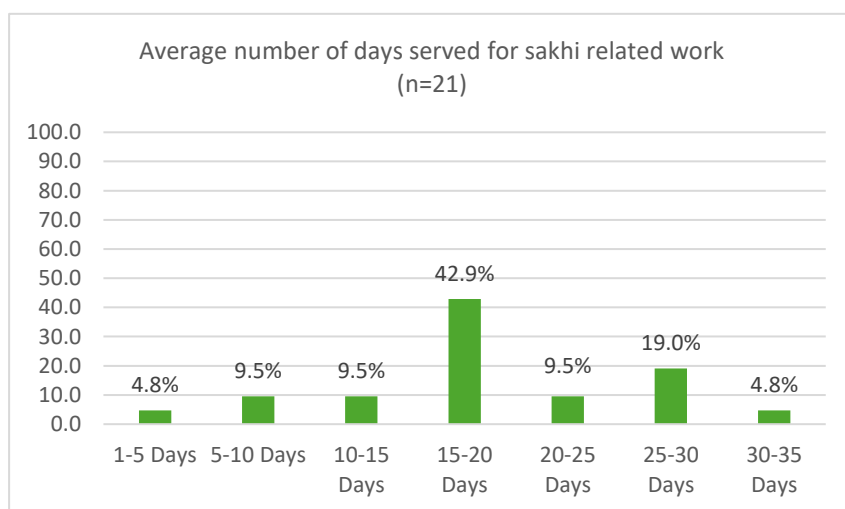


Figure 98: Number of days spent for Sakhi work

Nearly half of the Sakhis (47.6%) reported spending an average of 2 hours per day on Sakhi-related activities, followed by 33% who dedicated around 4 hours daily. Additionally, 14.3% spent 3 hours, while a smaller proportion (4.8%) reported engaging for about 5 hours per day, as illustrated in Section 3.8.2. This reflects varying levels of time investment across Sakhis, influenced by workload, demand, and availability.

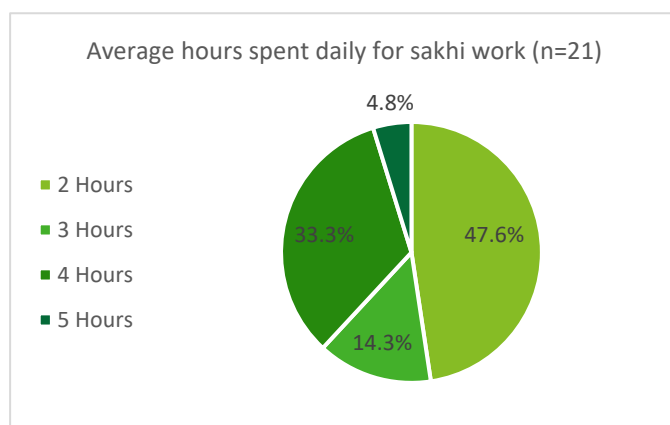


Figure 99: Hours spent daily by Sakhi

As referenced in Section 3.8.2 about Sakhi's satisfaction level with their current income level, below figure illustrates same.

As discussed in Section 3.6 regarding behavioural changes at both village and personal levels, respondents were also asked whether they record and track their income and expenditure, maintain a household budget, and engage in

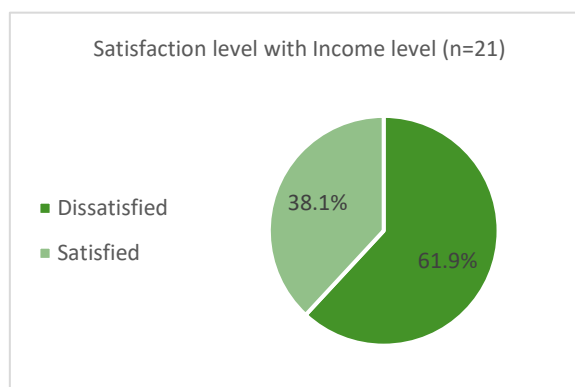


Figure 100: Satisfaction level with income

financial planning. The figure below presents their responses to these aspects.

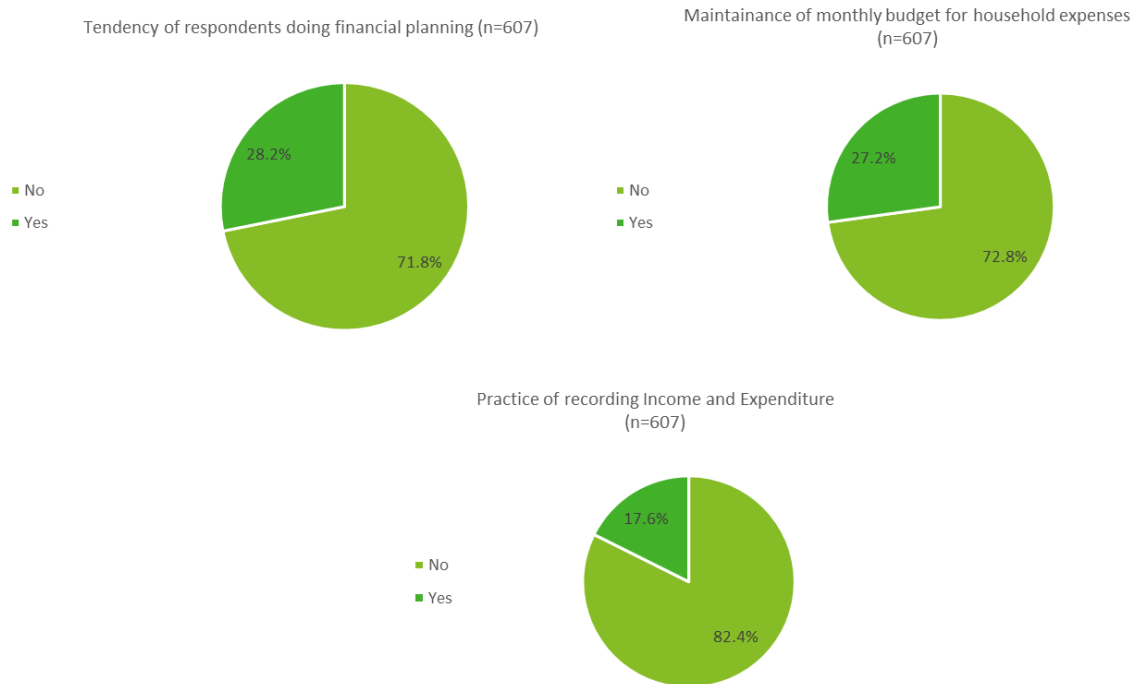


Figure 101: Behavioural change observed in respondents with respect to finances



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