

## Convergence Approach: Voter Awareness Generation cum Financial Literacy Programmes in Jhabua

To effectively address the issue of awareness generation among sporadically distributed rural ST populace of Jhabua district, there is a need to optimize efforts by development agencies through inter-sectoral approaches. Acting on the same line, GVT Jhabua has adopted a convergence based approach while implementing the NABARD supported Financial Literacy Programme (FLP). It may be noted that under the FLP, GVT Jhabua has to organize 50 awareness generation programmes on financial literacy in 50 different villages of Jhabua district.

Considering the deep outreach and vast experience of GVT Jhabua, it has been nominated as member of District Systematic Voters' Education and Electoral Participation (SVEEP) Committee of Jhabua district by District Administration. As a member of District SVEEP Committee and as a responsible development organization, GVT Jhabua has been entrusted with the task of increasing the voters' awareness in the district.

GVT Jhabua has accepted this request by district administration and decided to converge the voter awareness programme with its village level events on Financial Literacy. GVT Jhabua team has successfully organized one such event on voter awareness cum financial literacy in Khedi village of Jhabua district on 31<sup>st</sup> Oct 2013. In this programme, importance of voting and financial inclusion was explained to the residents of Khedi and Sadla villages through nukkad natak. Mr. Rajesh Jha, State Election Observer and Mrs. Neelu Bhatt, DPO, Women and Child Development Department, Jhabua participated in this event and motivated the voters to ensure their names in voter's list and to ensure maximum participation on voting day. At the end of event, Mr. Jha appreciated GVT Jhabua team for generating awareness among the rural community. The CEO of Zila Panchayat, Jhabua, Shri Dhanraju S (IAS) also appreciated GVT for utilizing the outreach of this programme for voter awareness generation in the district.

Through such programmes, GVT is able to bring the rural mass of the district under the coverage of Financial Inclusion including generating awareness on democratic rights among the villagers of remote tribal areas.

