

"Financial Empowerment & Inclusion Plan"

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ATTENTION : Please go through the Aetherius model ([link](#))at the end of the document, as it is an integral part of the solution

A. Problem Identification

Inside 5/416 Jindal Mansion, the son is arguing with his father, asking for a raise in allowance. And in the kitchen, the maid is worried about how she will manage to pay the school fees for the kids or the treatment of her ailing mother. While the grandfather is about to click on an SMS to win a free trip (scam), Mrs. Jindal just bought an extravagant handbag she didn't need.

Like this household, a lack of financial literacy is a common issue in households across India. Despite access to basic services, large gaps remain in financial knowledge and inclusion. Only 27% of Indian adults meet basic financial literacy standards. Affecting budgeting, saving, and protection against scams, leading to financial insecurity. Low financial literacy also hinders economic growth—studies show a 1% increase can boost GDP by 0.2-0.5%. Vulnerable groups such as the rural poor, the elderly, and the less educated are most affected. Improving financial literacy is therefore essential not only for individual empowerment but also for enhancing the economic health of the country.

Let us have a look at the table below to understand what it means and the challenges.

Category	Core Elements	Statistics	Gaps
Financial Literacy	Budgeting & Planning Saving & Investing Debt Management Risk & Insurance Digital Tools	27% adults financially literate Global rank: 73rd	Urban-rural divide Regional disparities Weak digital literacy
Financial Empowerment	Decision-Making Autonomy Access to Credit Skill Development	20% women lack accounts	Gender disparity Limited credit access Skill gaps
Financial Inclusion	Access (banks/digital) Quality (affordable) Education	FI-Index: 67 89% adults have bank accounts	Inactive accounts Digital divide High fees Geographic gaps

Our solution aims to address these gaps and work along with the government to provide an all-inclusive and easy-to-access solution for making everyone financially stronger. Data sources in the appendix

B. Solution Conceptualization

As a solution to fill these gaps, I propose **SajagBharat**, a hybrid, AI-powered ecosystem to deliver innovative, financial literacy solutions across India. To make it all inclusive, we present Atherius, Footsteps & Saksham, a **3-pronged model to address the different segments**.

	Aetherius	Footsteps	Saksham
Target Users	Urban, Educated	Minors, Urban	Rural, People with little or primary education
Key Concept	<p>Family platform for financial literacy: earn, save, borrow, spend, plan and protect.</p> <p>Refer to the model.</p>	Children's Footsteps accounts, linked to guardian, with unique features.	<p>Four-part solution:</p> <p>Mobile App</p> <p>Call Assistant</p> <p>Dhanniti Kiosks</p> <p>Physical Camps</p>
Model Type	Digital	Digital	Digital and Physical
Features	<p>Mobile App:</p> <p>Family Account</p> <ul style="list-style-type: none"> ○ Goal-based savings competitions with rewards ● In-built Monthly budget tracker with savings progress. ● Smart shopping alerts for overspending ● Integration with major voice assistants and platforms like Apple Windows Android etc. and widgets. ● Access to various savings and investment options ● Finance-based family games and video lessons ● Full bank and payment gateway integration with real-time analysis ● AI-powered better price alerts 	<p>Mobile App:</p> <ul style="list-style-type: none"> ● Exciting, intuitive and fun interface. <p>Learn: Fun finance videos</p> <p>Manage: View balance/history*</p> <p>Save: Short-term savings schemes*</p> <ul style="list-style-type: none"> ● All actions managed through guardian's Aetherius account. ● Gamified with digital rewards. ● Impactful finance games that teach them about smart spending and compounding benefits.. 	<p>Mobile App:</p> <p>A voice-enabled app will let the users interact in their regional language with an AI avatar. Enabling on-call bank account opening and managing. Users will receive audio feedback for all actions. Finance lessons through audio-video stories and simulations. Scam protection.Enable the users to learn about Savings, Investments, business, insurance, debts and government policies.</p> <p>Call Assistant:</p> <p>Users can call an AI helpline—choosing a male (Sanchay) or female (Sanchita)</p>

	<ul style="list-style-type: none">● Scam protection and unusual outflow tracking● “Become an Entrepreneur” section.● A section dedicated to Future financial goals.● An Insurance, loan and EMI section to provide a real time statement.	<p>*Features only for minors with bank accounts.</p>	<p>voice—for easy guidance in their local language for all their finance related queries.</p> <p>Dhanniti Kiosks: Placed at government sites like banks, Panchayats, post offices and hospitals. These kiosks will use Aadhaar or biometrics for access, offering audio-video help with banking services and financial solutions.</p> <p>Physical Camps: VR finance games, onsite account opening, women empowerment courses, and local job creation. Rewards on attending finance workshops.</p>
Implementation	Initially use of affordable models (Gemini 2.0 Flash, ChatGPT 4o mini); consent-based data usage for training.	Integrated and implemented as a part of Aetherius.	Same AI as Aetherius; Launches last due to high cost and size, reliance on government/NGO/CS C support.

What makes it innovative?

Our solution stands out for its innovation and practicality, offering extensive reach and personalized approaches that address the specific financial needs of every user in a clear and understandable manner. Although government initiatives such as NCFE and PMJDY are commendable, they are not sufficient.

That's what Sajag Bharat does differently.

- The Hybrid (Digital + Physical) Model
- A Truly All-Inclusive Ecosystem which is Interactive, easy, fun to learn, and smart.
- Ease of access and reach.

C. Solution Iteration

While we truly believe in SajagBharat, it doesn't come without challenges and possible roadblocks.. This is a large-scale initiative and is actually quite a big dream. But to implement this ambitious , innovative and wide scope idea, we would have to address all related problems, and this might happen gradually in phases.

Roadblock - Finance and costs

Strategy - Utilization of E-waste will help deplete costs, partnerships with government and others will help cover a significant amount of cost and Atherius transforming into a freemium three-tier solution would also fund the dream.

2. Roadblock - Security Risk

Strategy: Custom-made servers will allow for hard encryption and unhackable speeds during encryption and decryption, + AADHAAR security system

3. Roadblock - Resistance and lack of trust

Strategy - Government backing and placement of stations near government offices will help us gain trust and incentives to hook the audience.

To extend the Feasibility of the idea, I propose that it rolls out in a staged procedure where features and segments are rolled out few by few. We plan roll it out as follows

Aetherius beta 6 months

Final roll out to public for Aetherius and footsteps (2 years)

Starting Sajag Bharat App development and call assistant (3 years)

Rollout of SajagBharat Digital 3.5 years

Physical camps are set up - 5 years

Building of Kiosks etc. 6 years

Final Rollout all complete segments 8 years

All dates are from today and projections are after implementation

‘Design is not just what it looks like and feels like. Design is how it works” - This a quote by steve jobs which applies to our solution heavily as each detail is designed to solve one or more aspects of the problem. SajagBharat is a dream come true, if proper support is provided. Thank you

D. Appendix

Data sources for reference

Category	Key Statistics (2025) Sources
Financial Literacy	- 27% adults financially literate: NCFE National Financial Literacy and Inclusion Survey (NFLIS) 2019 baseline, reaffirmed in 2024-25 mid-term evaluations (no full 2025 update yet; ongoing survey via EoI issued Jan 2025). - Global rank: 73rd (24%): S&P Global Financial Literacy Survey (updated 2023-25 data; India at 24% adult literacy, ranking ~73/144 countries). - West (37%), East (20%): NCFE regional breakdowns from NFLIS 2019, consistent in 2025 NSFE mid-term report.
Financial Empowerment	- 20% women lack accounts: World Bank Global Findex Database 2025 (gender gap in account ownership; 80% overall adult ownership, but 20% women unbanked, with high inactivity). - Reduces gender gaps: Inferred from Findex 2025 trends showing empowerment via schemes like PMJDY (reduces disparities in health/socio-economics for women).
Financial Inclusion	- FI-Index: 67: RBI Financial Inclusion Index (FI-Index) for March 2025, up 4.3% from 64.2 in 2024. - 89% adults have bank accounts: World Bank Global Findex 2025 (adult account ownership at 89%, up from prior years).

