Press Release from the office of RBI Gangtok in collaboration with CRISIL Foundation

Financial Awareness Stall Reaches Public at Soreng DAC during Vishwakarma Puja Celebration

Soreng, September 17: In an effort to promote financial literacy and strengthen awareness of insurance and essential financial services among the community, Soreng CFL and Daramdin CFL of CRISIL Foundation organised a financial awareness stall outside the District Administrative Centre (DAC), Soreng, on Thursday, alongside the celebration of Vishwakarma Puja.

The initiative provided an opportunity for the financial literacy teams to directly engage with visitors, drivers, government officials and members of the public attending the celebration. The team created awareness about savings, financial planning, insurance and other important financial services, encouraging people to make informed financial decisions.

A special focus was given to insurance awareness among drivers, with the team assisting drivers in filling out insurance-related forms and providing guidance on the importance of adequate financial protection.

The awareness stall was visited by SDPO Soreng Mr Chewang Dorjee Bhutia along with an official from the Police Department, Government officials from various line departments also visited the stall and interacted with the financial literacy team, further contributing to the outreach and visibility of the financial awareness initiative.

The presence of officials and the participation of visitors provided an important platform for spreading financial awareness beyond conventional banking spaces and reaching people directly at a major community gathering.

The initiative by Soreng CFL and Daramdin CFL, CRISIL Foundation, reflects the importance of collaborative community outreach in advancing financial literacy, insurance awareness and financial inclusion at the grassroots level.

The programme concluded with continued interaction and awareness activities for visitors, reinforcing the message of responsible financial planning and greater awareness of available financial services.