Special Financial Awareness Session for University Teachers

The Missing Chapter in Financial Literacy: Investment is Not Financial Planning

The Internal Quality Assurance Cell (IQAC), Khwaja Moinuddin Chishti Language University (KMCLU), Lucknow**,** organised a Special Financial Awareness Session for University Teachers on 27 October 2026 at 1:00 PM at Hybrid Room 301, Academic Block, KMCLU**.** The session was organised with the objective of promoting financial literacy, financial well-being, goal-based financial planning and informed financial decision-making among university teachers.

The programme was convened by **Dr. Doa Naqvi**, who facilitated the overall conduct and coordination of the session. The programme commenced with the official welcome address by the Director, IQAC, **Prof. Sauban Sayeed**, who welcomed the speaker and faculty members and highlighted the importance of financial awareness and responsible financial planning in contemporary times.

The session was addressed by **Mr. Deepak Tiwari,** Finance Consultant, Plan Your World**,** who provided practical insights into the importance of distinguishing between investment and comprehensive financial planning. The session focused on the theme **"The Missing Chapter in Financial Literacy: Investment is Not Financial Planning"** and encouraged faculty members to look beyond conventional investment decisions towards comprehensive, goal-oriented financial planning.

The programme concluded with a formal vote of thanks delivered by **Dr. Neeraj Shukla**, who expressed gratitude to the university authorities, Director IQAC, resource person and participating faculty members for their valuable contribution and active participation in making the session meaningful and impactful.

Objectives of the Session

The programme aimed to:

- Enhance awareness regarding personal financial planning and financial literacy.
- Help faculty members understand the importance of aligning savings and investments with future financial goals.
- Promote informed and responsible financial decision-making.
- Create awareness about long-term financial security and family financial well-being.
- Encourage participants to assess whether their existing investments are adequate to meet their future needs.
- Highlight the difference between merely investing money and undertaking comprehensive financial planning.

Key Highlights of the Session

The session emphasised that investment alone does not constitute financial planning. Participants were encouraged to consider their financial goals, future requirements, savings, investments and long-term financial security in an integrated manner.

The speaker addressed important questions concerning whether existing investments would be sufficient to meet future goals, whether savings and investments were appropriately aligned with anticipated needs, and how individuals could make better and more informed financial decisions.

The session further highlighted that financial literacy extends beyond knowledge of investment products. It involves the ability to set financial goals, assess risks, plan resources, evaluate alternatives and make responsible long-term financial decisions**.**

The interactive nature of the session provided participants with practical perspectives that could be applied to their personal financial planning and future financial preparedness.

SDG Perspective

The financial awareness initiative contributes to the **United Nations Sustainable Development Goals (SDGs)** by promoting financial capability, individual well-being, responsible decision-making and access to relevant financial knowledge.

SDG 4 – Quality Education

The initiative directly contributes to **SDG 4: Quality Education** by promoting lifelong learning and continuous capacity building among university teachers. Financial literacy represents an important dimension of holistic education and equips individuals with practical knowledge necessary for informed decision-making.

SDG 8 – Decent Work and Economic Growth

The programme supports **SDG 8: Decent Work and Economic Growth** by enhancing financial capability among working professionals. Financially informed employees are better equipped to manage income, savings, investments and future financial requirements, thereby strengthening individual economic resilience.

SDG 17 – Partnerships for the Goals

The programme reflects **SDG 17: Partnerships for the Goals** through the engagement of an external financial expert, **Mr. Deepak Tiwari, Finance Consultant, Plan Your World**, for knowledge sharing and capacity building. Such academia–industry and professional collaborations strengthen institutional learning and facilitate the exchange of practical expertise.

Impact of the Programme

The session provided faculty members with an opportunity to reflect on their existing financial practices and understand the importance of goal-oriented and comprehensive financial planning. It promoted a culture of financial awareness, preparedness and responsible decision-making within the university community.

The programme also reinforced the idea that sustainability extends beyond environmental concerns to encompass economic security, social well-being and individual financial resilience**.** Financially empowered faculty members can further contribute to spreading awareness of responsible financial behaviour among students and the wider university community.

Glimpse of the event





