

Impact Assessment

Financial Literacy and
Health Awareness Training Program

Financial Year 2020-21

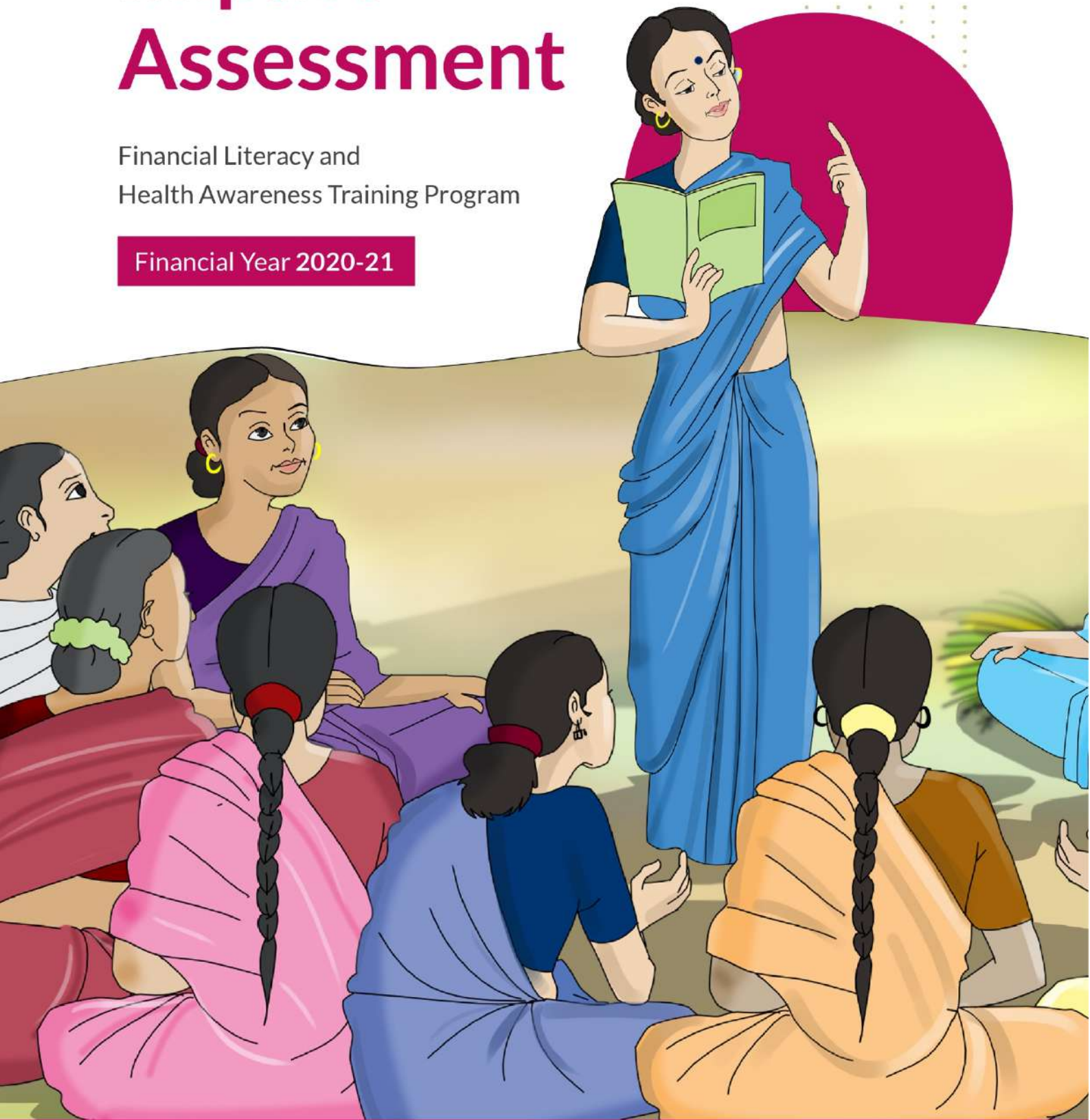


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Executive Summary

Axis Bank organizes programs aimed at promoting financial literacy and raising awareness about health among economically poor women, which involves the use of topical videos. The training programs are available to all women in the locality where they are conducted, and it is up to the participants to decide whether or not to disclose their identification information. In the Fiscal Year 2020–21, 988,428 women partook in the training sessions and shared their identification details. This report presents the results of an impact assessment of the project, which was carried out through an extensive survey conducted between January and February 2023.

The survey found that nearly all of the women participants (98%), who had seen the FL video, remembered having watched the video on Financial Literacy, compared to only 5% of the respondents in the control group who had attended any training program on financial literacy. The video had a positive impact on the attitude of the participants, with 88% stating that they thought financial planning, saving and investing are important to meet the long-term goals of their family as compared to 68% of the respondents in the control group. Additionally, 75% of the participants have stated that they track their household incomes and expenditures as compared to 36% of the control group respondents.

A significantly higher proportion of participants at 55% have stated that they have obtained the services of Business Correspondents (Bank Sakhis) as compared to 35% of the control group respondents. The “Participants” group had 23% of respondents investing in fixed deposits compared to 14% in the control group, and 26% investing in recurring deposits compared to 14% in the control group. Furthermore, 28% of the participant group invested in long term schemes of insurance companies, while only 2% of the control group did so. 23% of the participant group respondents invested in livestock as compared to 16% in the control group. 12% of the “Participants” group invested in land or gold compared to 1% in the control group.

14% of the participants invested in chit funds that gave high returns compared to 7% in the control group. However, this might indicate that the video had a mixed impact on the “Participants” group's investment behavior, as chit funds are often considered a high-risk investment option.

Among the participants, 74% had some form of health insurance as against 60% among the control group respondents. 48% of the participants had some form of life insurance (apart from credit life insurance) compared to only 24% of the control group respondents. Additionally, 35% of participants had applied for a microenterprise loan as compared to 23% of the control group respondents.

An important observation from both the surveys and the FGDs is that while delivering social messages using video as a medium appears intuitive, it has not been widely used for the purpose of spreading financial literacy among the economically poor in rural areas. While people had high recall for Axis's video on FL that had been shown to them, the proportion that said that they had seen similar videos with the help of other agencies was small. The evidence in this research suggests that good quality videos can indeed be effective for spreading financial literacy.

In addition to the financial literacy video, the participants were shown a video on COVID-19 and sanitation. The participants had a high recall for the video with over 94% stating that they remembered seeing it. The recall of the participants on key messages related to COVID-19 such as regular washing of hands and wearing mask matches those respondents in the control group who had participated in training programs related to COVID-19 awareness. Additionally, a higher proportion of the participants recall messages related to sanitation such as keeping food stuff covered from pathogens, using boiled water and cleaning food and vegetables well before using them.

The report concludes that the financial literacy video appears to have a significant impact on the participants' attitudes towards financial planning and investment. The video on COVID-19 and sanitation also had a high recall and was effective in conveying key messages related to these topics. Overall, the program appears to have been successful in increasing financial literacy and health awareness among women participants.

1. Introduction

Axis Bank conducts financial literacy and health awareness programs for women participants. The aim of these programs is to increase the knowledge and educate the participants on various basic personal finance and health and hygiene (including COVID-19 awareness) related topics, who otherwise may not have had access to such education. The medium used for the financial literacy and Health Awareness program are Audio Visuals which are shown to the participants by the Axis Bank staff on their tablets. All women in the area where the training programs are conducted have the option to participate, and sharing their identification information is voluntary. In the Fiscal Year 2020-21, a total of 988,428 women took part in the training programs and provided their identification details.

This report presents the results of the impact assessment of this project. The data used in the report was collected through an exhaustive survey performed during the months of January and February 2023. The survey involved a sample of 2,036 participants who had watched the videos on Financial Literacy as well as COVID-19 and sanitation awareness along with 384 respondents who belonged to similar socio-economic category as participants but had not seen the videos. All the respondents were women.

Criterion used for sampling

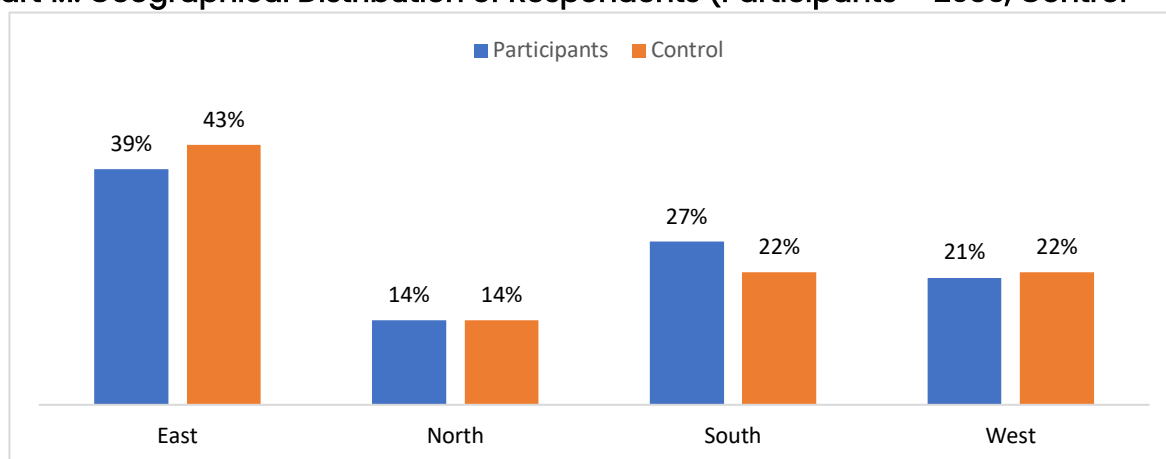
1. Proportionate representation: We attempted to ensure that the state-wise sample was chosen in proportion to the number of participants in those states.
2. List of Participants: While the program was open to all in the area where the videos had been shown, a list of those participants who had chosen to provide their identification details at the time of the trainings could be prepared for sampling. This was used to draw the sample of respondents.
3. Selection of branches of Axis Sahyog: From the list of branches, a sample of branches was randomly drawn by States in a manner that would allow for proportionate representation – proportionately more branches were drawn randomly from states that had a higher number of participants.
4. Access to Participants: We obtained the help of the branch staff of Axis Sahyog to reach out to the sampled participants and control group respondents.

The following table shows the distribution of respondents across four regions. The region wise list of states has been presented in Appendix 1.

Region	Participants	Control
East	785	164
North	277	52
South	555	85
West	419	83
Grand Total	2036	384

The distribution of respondents across the regions is as shown in the illustration below.

Chart 1.1: Geographical Distribution of Respondents (Participants = 2036, Control = 384)

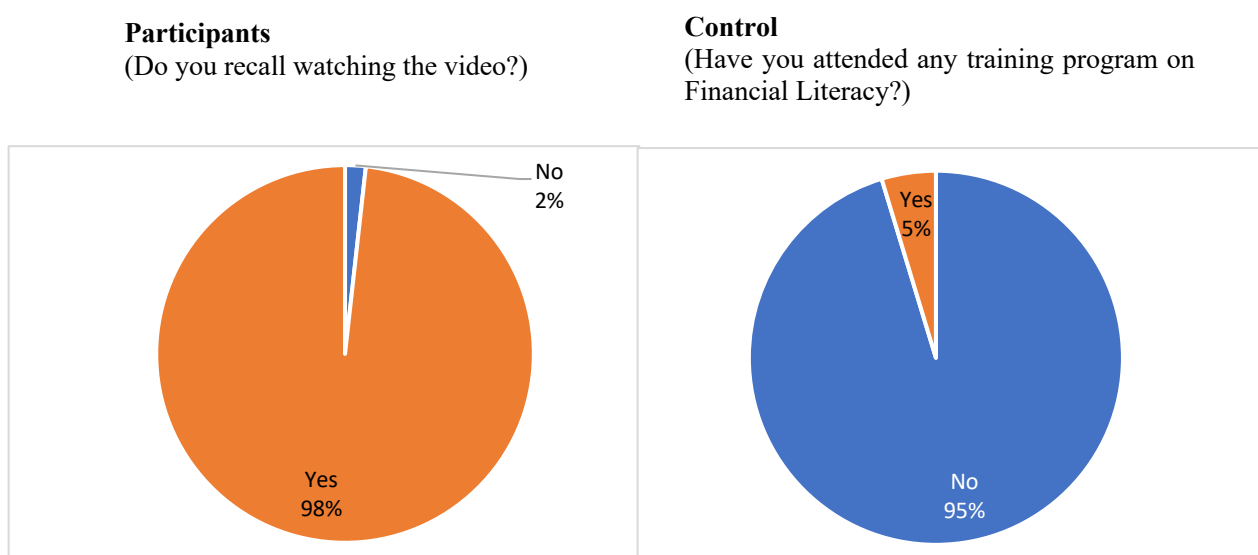


Data from the respondents had been collected with the help of questionnaires that have been presented in Appendix 2.

2. Recall and Awareness of Financial Literacy Video

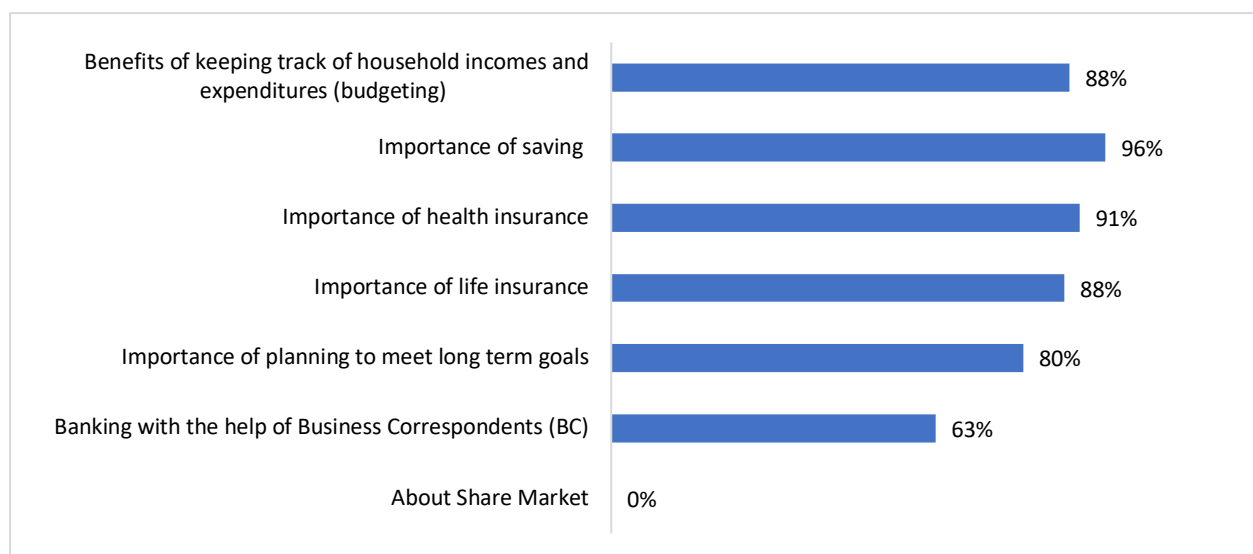
Nearly every participant (98%) in the sample remembered having watched the video on Financial Literacy. In contrast, only 5% of the respondents in the control group had attended any training program on Financial Literacy (Refer Chart 2.1).

Chart 2.1: Recall having attended FL program (Participants = 2036, Control = 384)



As can be seen in the following illustration (Chart 2.2), there was high recall of the content shown in the FL video.

Chart 2.2: Recall of Content (Participants = 2036, Control = 384)



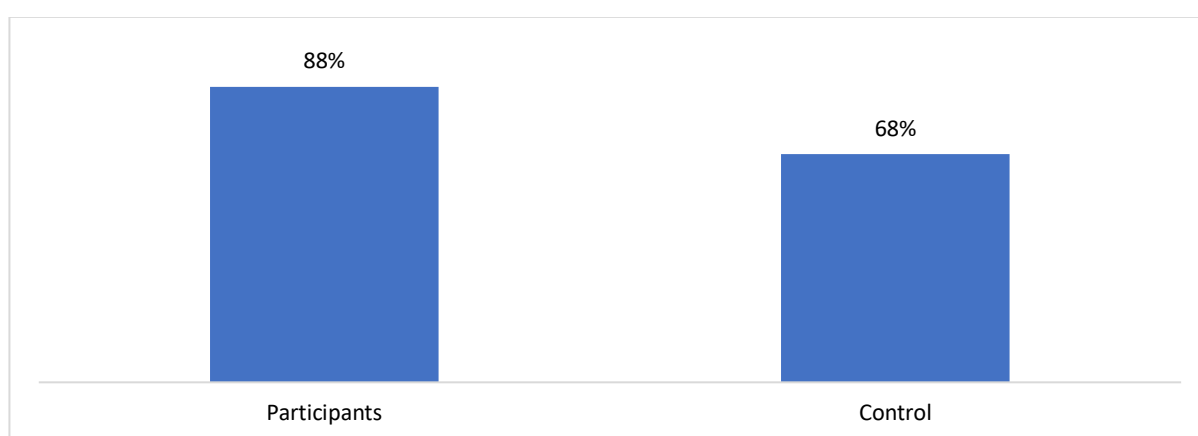
Nearly 96% of the respondents recalled that the video emphasized upon the importance of savings and over 80% of respondents recalled most of the important messages that had been shown in the video. The only exception being the topic of “banking with the help of Business Correspondents (BC)”, which 63% of the respondents recalled (Refer Chart 2.2). The recall regarding BC was low in the Northern region at around 20% and moderate in the Western region at around 54% (Appendix 3, table 2.6). It also needs to be noted that the proportion of participants who recall learning about Business Correspondents is different than the proportion of participants who have reported that they obtain services from BC – the latter is 55% and has been discussed subsequently in the report (refer Chart 3.4). The region wise distribution of responses obtained from the participants regarding the recall of training content has been presented in Appendix 3 (Tables 2.1 to 2.7).

Overall, the high recall rate of the FL video suggests that it was successful in delivering most of its intended message to the audience, and that the content was engaging and memorable for most viewers.

3. Financial Planning, Budgeting, Savings and Investment Behavior

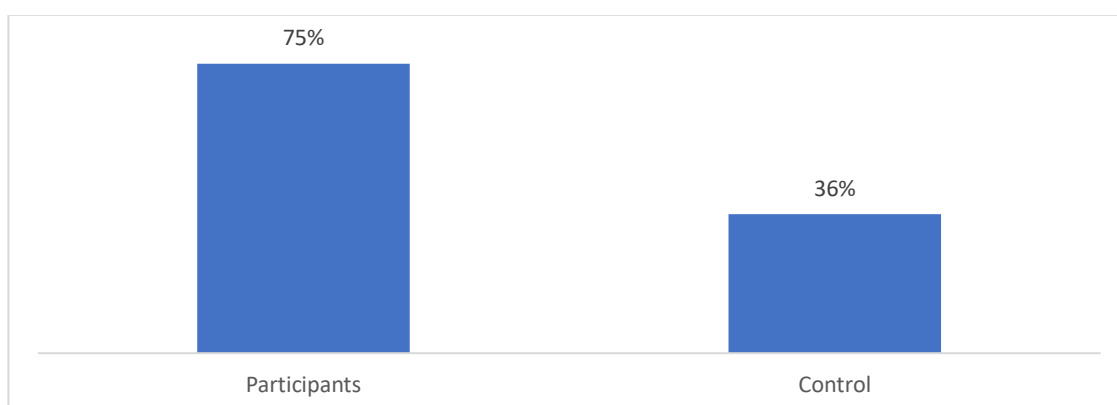
The video appears to have a positive impact on the attitude of the participants, with 88% stating that they thought financial planning, saving and investing are important to meet the long-term goals of their family as compared to 68% of the respondents in the control group (Chart 3.1). The region wise distribution of responses from participants have been presented in Appendix 3, table 12.

Chart 3.1: Planning, saving and investing for long term goals is important! (Participants = 2036, Control = 384)



Similarly, over 75% of the participants have stated that they track their household incomes and expenditures – over 38% stating that they started tracking after watching the FL video and nearly 37% stating that they had been tracking it before watching the FL video – as compared to 36% of the control group respondents. Chart 3.2 presents the comparison between the participants and the control. Table 5 in Appendix 3, presents the region wise distribution of responses for the participants who had watched FL videos regarding whether and since when they track their household incomes and expenditure.

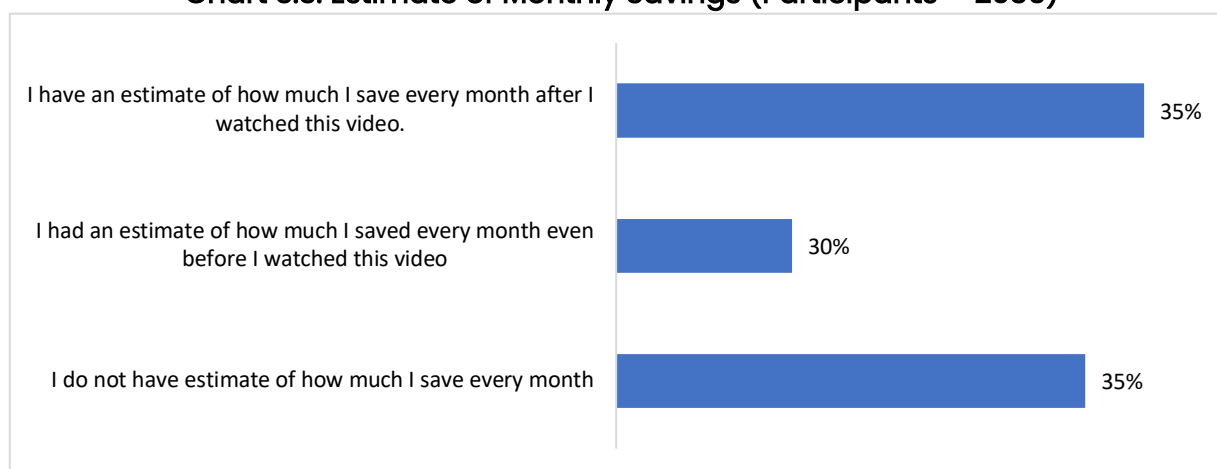
Chart 3.2 Tracking of household incomes and expenditure (Participants = 2036, Control = 384)



Interestingly, of the total participants interviewed, over 65% have stated that they have an estimate of the monthly savings in their household (over 35% stating that they started estimating after watching the FL video and nearly 30% stating that they had been estimating it before watching the FL video, refer Chart 3.3). At the same time, 75% have stated that they track their incomes and expenditures. This suggests that they may become better at estimating their household savings if they are exposed to formats that should be used to determine the household savings. Another fact that emerged during detailed discussions with some of the respondents is that at times when they encounter a scarcity of cash, they do not try to determine the amount of losses as against surplus, that their household may have accumulated during a particular month.

It is noteworthy that nearly all the respondents in the Northern region have stated that they track their incomes and expenses and have an estimate of their savings, while just over half of the participants in the Southern region have stated that they have this estimate. Also, over 35% of the respondents have stated that they started estimating their household savings after having watched the Axis Sahyog video, this proportion being 57% in the Northern region. The full distribution of responses of the participant group respondents has been presented in Appendix 3, table 6.

Chart 3.3: Estimate of Monthly Savings (Participants = 2036)



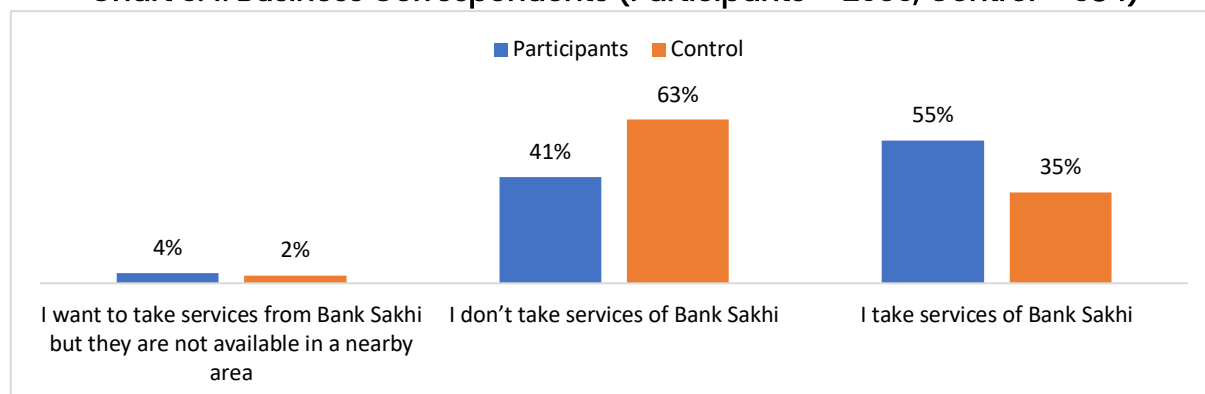
Savings Account: Nearly all the respondents in the “Participants” as well as control group had a savings account with the proportion being 99% and 95% respectively.

Business Correspondents: A significantly higher proportion of participants at 55% have stated that they have obtained the services of Business Correspondents (Bank Sakhis) as compared to 35% of the control group respondents (Chart 3.4)¹. However, there still appears to be a considerable proportion of respondents that does not use the services of

¹ It needs to be noted that around 63% of the participants have stated that they recall learning about BCs in the training programs (Chart 2.2).

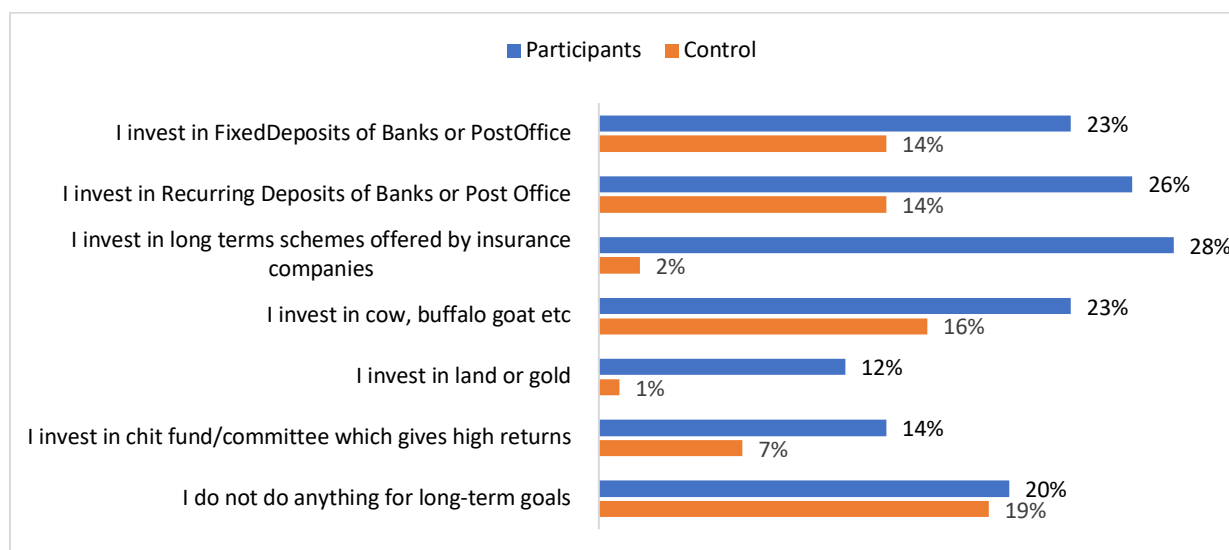
Business Correspondents, particularly in the Southern region where 66% of participants have stated that they do not take services of BC. The region wise distribution of responses of participants has been presented in Appendix 3, table 21.

Chart 3.4: Business Correspondents (Participants = 2036, Control = 384)



There is evidence that the respondents in the “Participants” group had different investment behavior compared to the control group. The participants had a higher percentage of respondents investing in fixed deposits, recurring deposits, long term schemes of insurance companies, land or gold, chit funds that gave high returns, and livestock. The following chart presents the investment choices made by participants and respondents in the control group.

Chart 3.5: Investment Choices (Participants = 2036, Control = 384)



Specifically, the “Participants” group had 23% of respondents investing in fixed deposits compared to 14% in the control group, and 26% investing in recurring deposits compared to 14% in the control group. Furthermore, 28% of the participants invested in long term schemes of insurance companies, while only 2% of the control group did so. 23% of the participant group respondents invested in livestock as compared to 16% in the control group. It is also interesting to note that 12% of the “Participants” group invested in land or

gold compared to 1% in the control group (Chart 3.5). This indicates that the video might have had an impact on the treatment group's knowledge about investment options and strategies, which resulted in more diversified investment behavior.

The choice of fixed deposits and recurring deposits in banks or post office was higher in the Northern region at nearly 42% and 59% respectively. Participants in the Northern and Eastern regions also seemed to favour investing in long term schemes of insurance companies with the proportions being 69% and 30% respectively.

Finally, 14% of the participants invested in chit funds that gave high returns compared to 7% in the control group. This proportion is particularly high for participants in the Southern region at over 47% (Appendix 3, table 14.5). This might indicate that the video had a mixed impact on the “Participants” group's investment behavior, as chit funds are often considered a high-risk investment option. The region wise distribution of responses of the participants has been presented in Appendix 3 (tables 14.1 to 14.7).

Insights from FGD in Koderma, Jharkhand

A FGD was conducted in Upartala village of Koderma in Jharkhand. It was attended by 13 participants who had participated in the training program organized by Axis Bank. Understanding the need to do long-term savings was the key takeaway for the participants from this training. A number of participants said that they started saving in Fixed Deposit instruments as well as schemes of the Life Insurance Corporation of India (LIC) to meet their long-term savings requirements. Prior to this training they were not aware of such savings schemes. Making a record of incomes and expenses on a monthly basis is another aspect of the training appreciated by the participants of this training.

All the women participants in the FGD had taken JLG loans from various banks and financial institutions. They said that they make it a point to save some amount before repaying their loans for their future requirements.

4. Insurance

The FL video had a section on insurance, where concepts related to insurance had been discussed. While the video presented different kinds insurance including health insurance, asset insurance and life insurance, the example shown in the video related to health insurance. During the survey, respondents were asked about their subscription to health and life insurance.

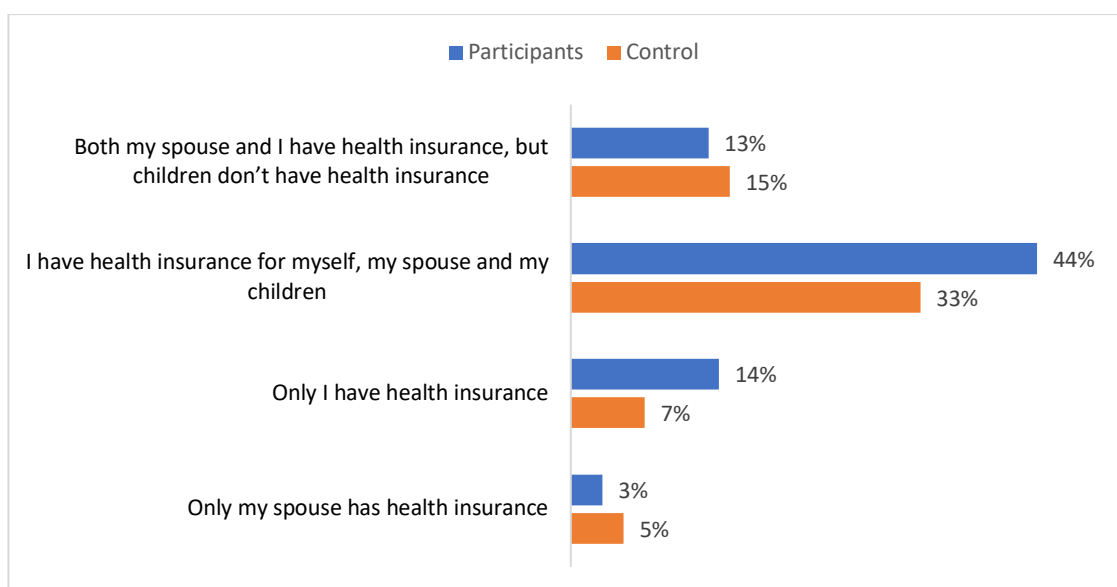
Health Insurance: Among the participants, 74% had some form of health insurance as against 60% among the control group respondents (Chart 4.1).

Chart 4.1: Have health insurance? (Participants = 2036, Control = 384)



A significantly higher proportion of participants – 44% have stated that they had health insurance for self, spouse as well as children in the household. This proportion was 33% among the control group respondents. The distribution of various response categories has been presented in the Chart 4.2 below.

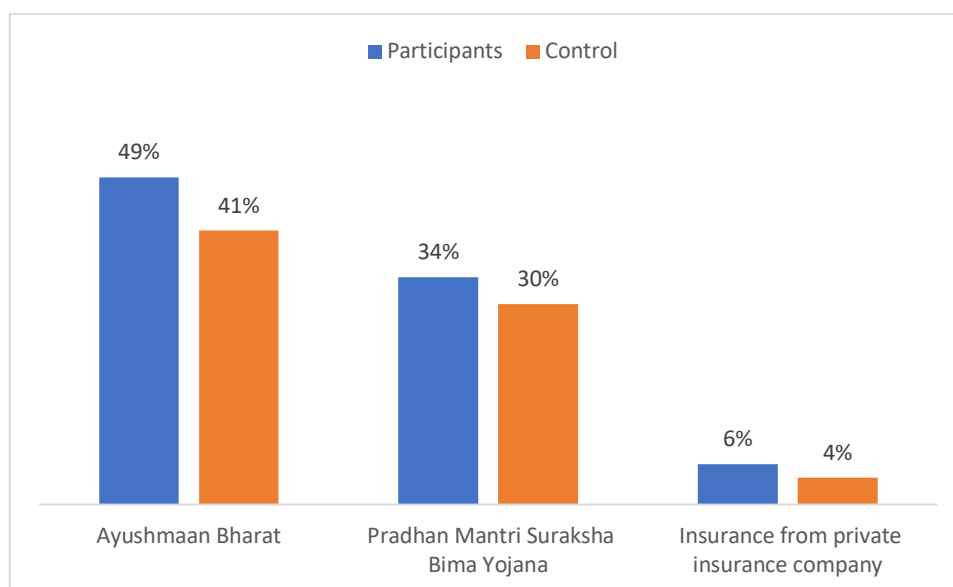
Chart 4.2: Who all have health insurance? (Participants = 2036, Control = 384)



It is noteworthy that a higher proportion of participants in the Western and Northern regions have stated that they had health insurance for themselves, their spouse as well as their children. The proportions are 67% for Western region and 64% for Southern region (Appendix 3, table 9).

Also, a higher proportion of participants have reported subscription to Ayushman Bharat as well as Pradhan Mantri Suraksha Bima Yojana, as can be seen in the illustration, Chart 4.3, below. Their higher subscription rates among participants who watched the video may indicate that the Financial Literacy video has helped to increase awareness and access to these programs among the target population.

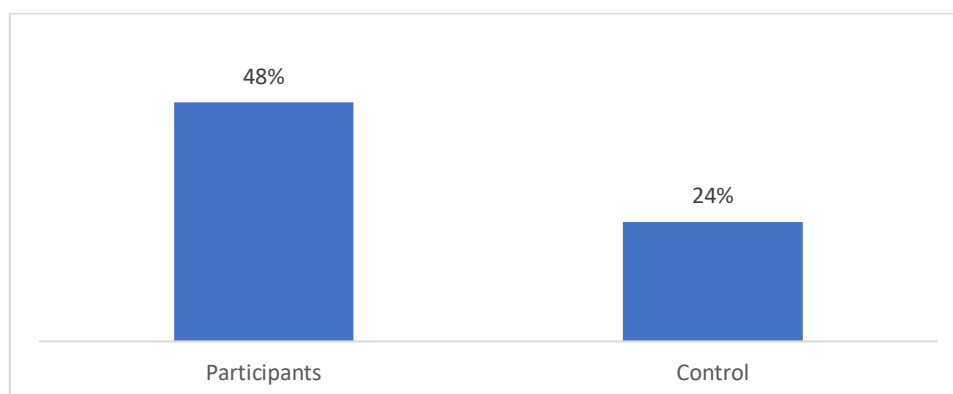
Chart 4.3: Subscription to different Insurance Schemes (Participants = 2036, Control = 384)



The region wise distribution of responses for the participants has been presented in Appendix 3 (tables 9, table 10.1 to 10.3). The subscription to Ayushman Bharat was high in North and South at around 72% each and low in East 21% (Appendix 3, table 10.1). The subscription to PMSBY was high in North (68%) and low in West (5%) and East (27%) – (Appendix 3, table 10.2).

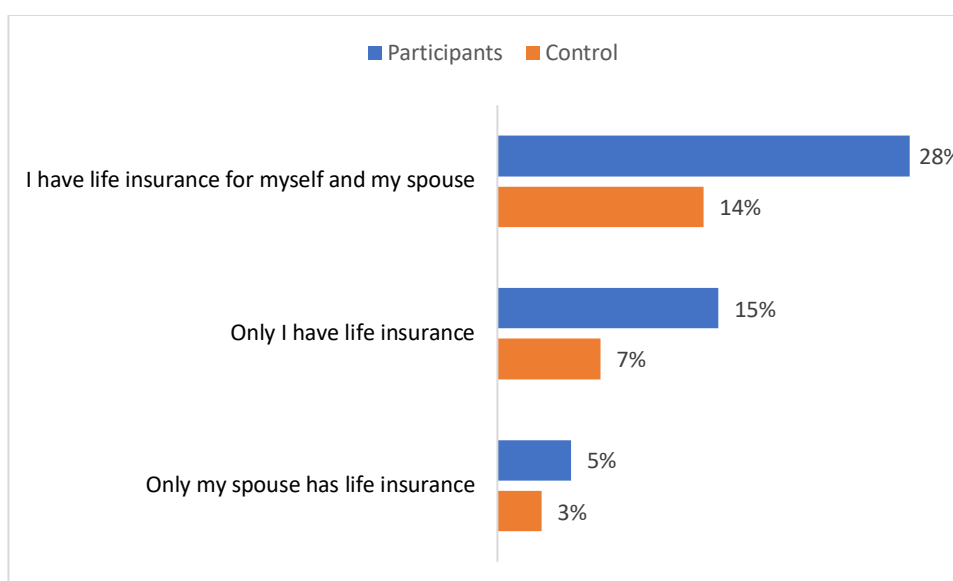
Life Insurance: Among the participants who watched the Financial Literacy video, there was a higher rate of life insurance coverage compared to the control group respondents. Specifically, 48% of these participants had some form of life insurance (apart from credit life insurance) compared to only 24% of the control group respondents (Chart 4.4). The region wise distribution of responses has been presented in Appendix 3, table 15.

Chart 4.4: Do you have Life Insurance? (Participants = 2036, Control = 384)



Furthermore, a significantly higher proportion of participants who watched the Financial Literacy video – 28%, reported having life insurance for themselves and their spouse in the household, compared to only 14% of the control group respondents (Chart 4.5). These findings suggest that the Financial Literacy video may have helped to increase awareness and access of both life and health insurance coverage for the participant households.

Chart 4.5: Who all have life insurance in your household? (Participants = 2036, Control = 384)



The proportion of participants who have stated that they had life insurance for themselves and their spouse was higher in the South at over 40%. The region wise distribution of responses of the participants has been presented in Appendix 3, table 17.

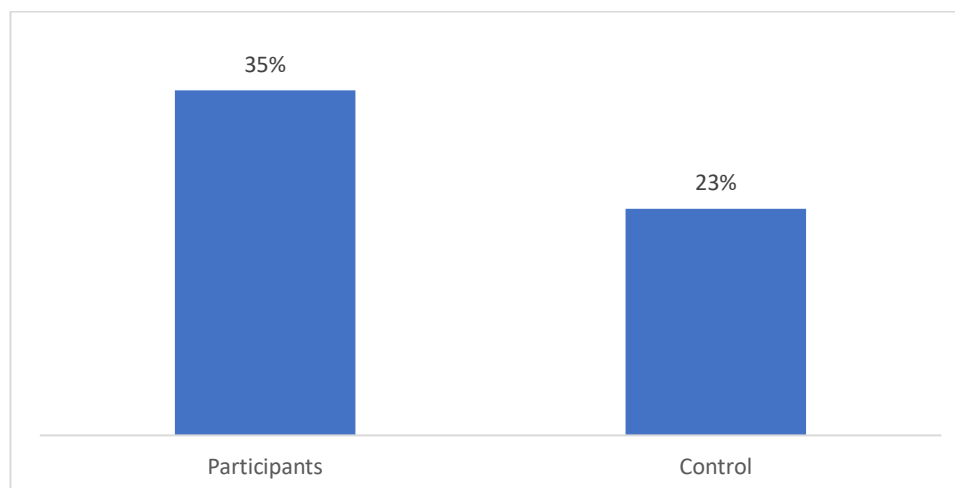
Insights from FGD in Gaya, Bihar

In Jani Bigha village of Gaya district in Bihar, a FGD was carried out with 15 participants. These participants had attended the training program organized by Axis Bank. The participants mentioned that the training helped them understand the importance and methods of saving for both short and long-term needs. Additionally, the significance of life and non-life insurance was appreciated by the respondents. Seven members reported obtaining life or health insurance policies after the training. Prior to this training, the participants were not aware that Banks could provide collateral-free loans under schemes such as Mudra. While none of the participants had yet taken an individual loan from a bank, some of them expressed an interest in doing so to expand their enterprises.

5. Entrepreneurship

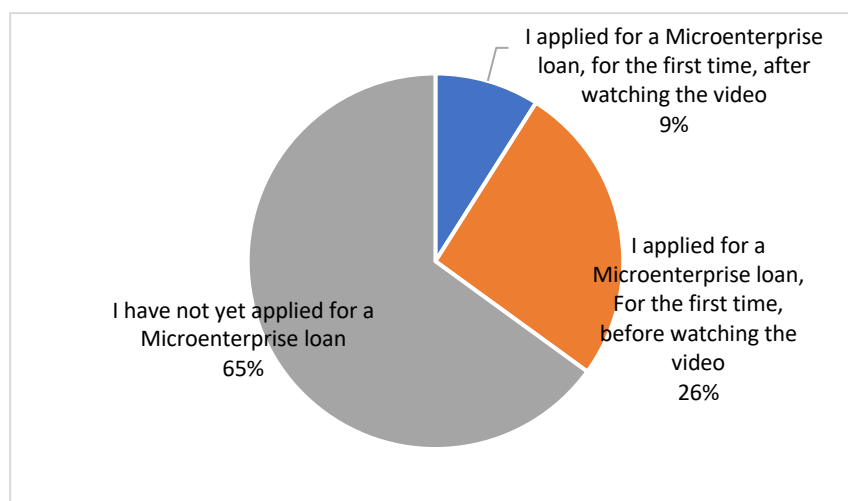
The Financial Literacy video discussed the merits of investments for business growth. There is evidence that this may have motivated the participants to apply for microenterprise loans. 35% of participants had applied for a microenterprise loan as compared to 23% of the control group respondents (Chart 5.1).

Chart 5.1: Applied for Microenterprise Loan (Participants = 2036, Control = 384)



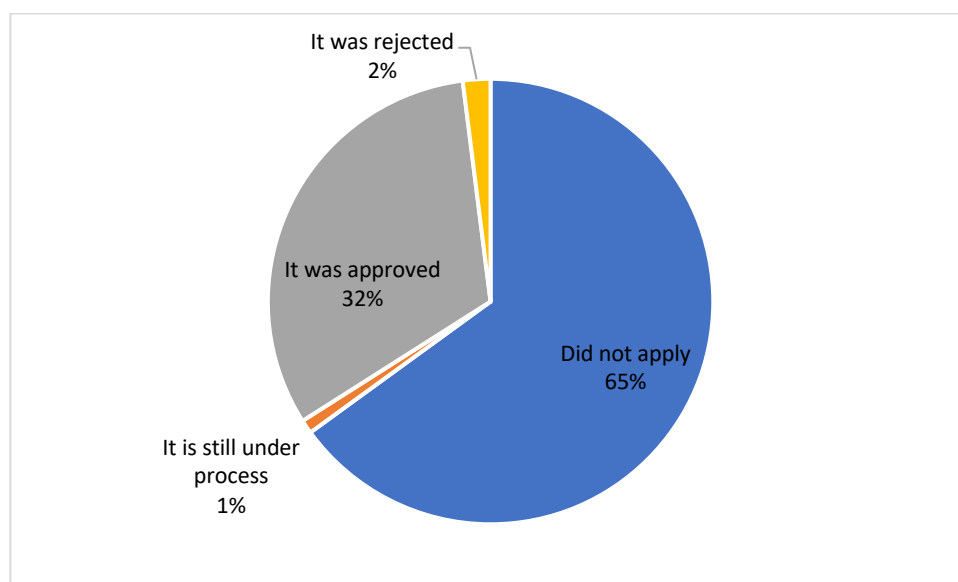
The proportion of participants who have applied for a microenterprise loan was higher in West (nearly 52%; 0.7% after watching the video and 51.1% before watching it) and East (over 48%; 18.5% after watching the video and 29.9% before watching it) – refer Appendix 3, table 26. Also, overall, 9% of the participants have stated that they applied for the microenterprise loan after viewing the Financial Literacy video. This can be seen in the illustration – Chart 5.2 – below.

Chart 5.2: When did you apply for microenterprise loan? (Participants = 2036)



It is also noteworthy that the loan applications of 32% of the participants were approved as can be seen in the illustration – Chart 5.3, below.

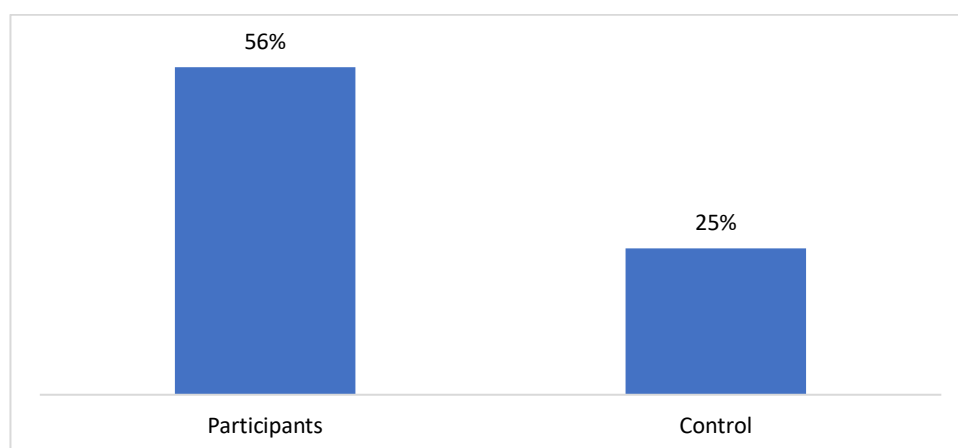
Chart 5.3: What is the status of your microenterprise loan application? (Participants = 2036)



The region wise distribution of responses has been presented in Appendix 3 (tables 26 to 28).

The video on Financial Literacy appears to have improved the awareness of the participants about the government's Mudra scheme. 56% of the participants were aware of the Mudra scheme as compared to 25% of the control group respondents (Chart 5.4).

Chart 5.4: Awareness of MUDRA Scheme (Participants = 2036, Control = 384)



The region wise distribution of responses of participants has been presented in Appendix 3 (tables 23 to 25).

FL videos promoted entrepreneurship: Insights from two FGDs

A Focused Group Discussion was conducted with 6 participants of Piplata village in Nadiad. These villagers had attended the training program on Financial Literacy organized by Axis Bank. One of the most important takeaways from this training for the participants was that savings was essential to maintain financial security of the household. For that increasing the sources of their incomes was one of the important steps. After attending this training a few members started exploring additional businesses opportunities. They also approached and requested Axis Bank and other banks in the area to provide them with larger loans so that they could start a new business or expand their businesses.

Another FGD was conducted with 11 participants of Attiwala Village in Bidar, Karnataka. The participants found the topics related to maintaining records of incomes, expenditures and savings to be the most useful. One of the participants said that once she started keeping records of incomes, expenditure and savings, she started thinking about the means to enhance her income further. With the help of loans taken from group based microfinance organisations, she started a food stall along side another business which she and her husband were undertaking. She feels that only after she started keeping records of her income, expenses and savings she appreciated that her savings were not adequate for their long-term needs and they would need to have additional income to secure their future.

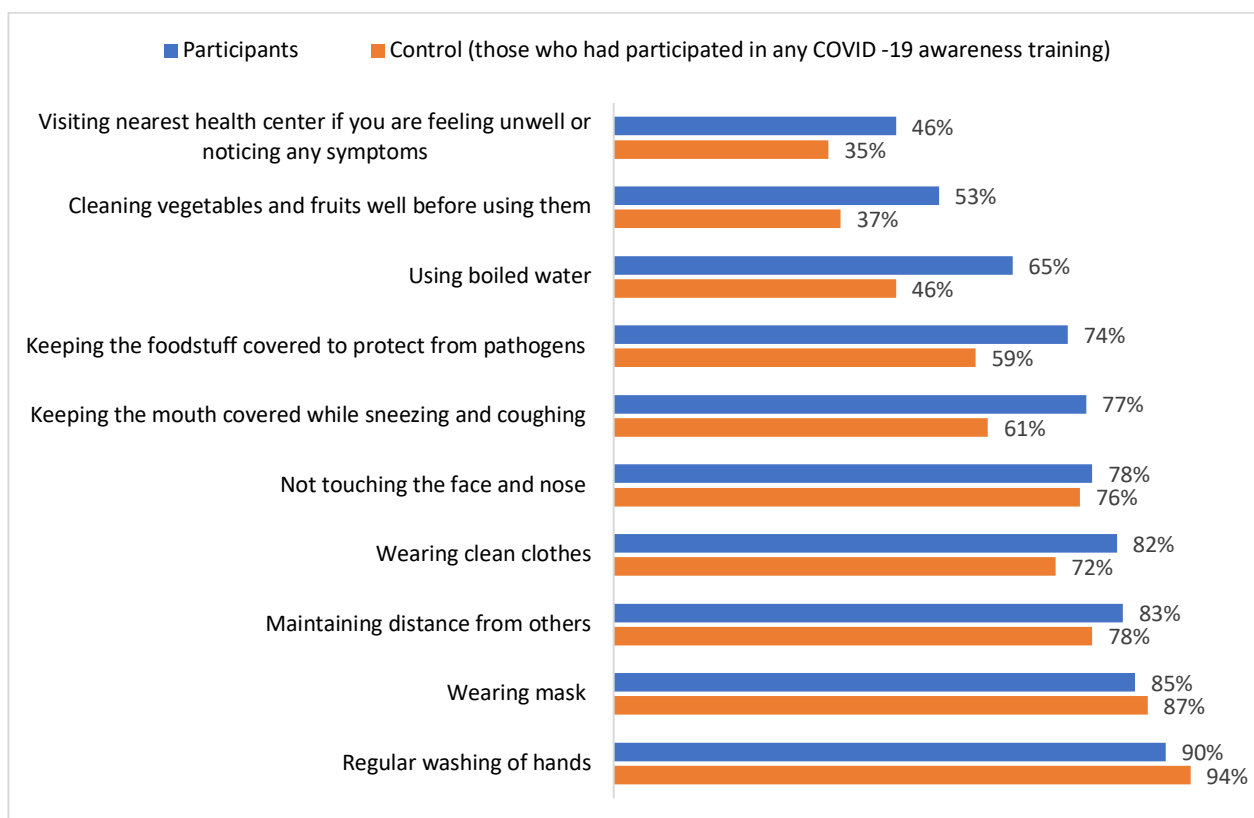
6. COVID-19 and Sanitation

In addition to the video on Financial Literacy, the participants were shown a video on COVID-19 and sanitation. The participants had a high recall for the video with over 94% stating that they remembered seeing it. In comparison 54% respondents in the control group had participated in any training related to COVID-19 awareness.

The participants had a high recall for the key messages in this video. The recall of the participants on key messages related to COVID-19 such as regular washing of hands and wearing mask matches those respondents in the control group who had participated in training programs related to COVID-19 awareness.

Additionally, a higher proportion of the participants recall messages related to sanitation such as keeping food stuff covered from pathogens, using boiled water and cleaning food and vegetables well before using them. The comparison of the participant group respondents with those control group respondents who had participated in any training program related to COVID-19 awareness (numbering 207 out of total 384 control group respondent) has been shown in the illustration, Chart 6.1, below.

Chart 6.1: Recall of Messages related to COVID-19 awareness and Hygiene (Participants = 2036, Control participating in any COVID-19 awareness training = 207)



The region wise distribution of responses of the participants has been presented in Appendix 3 (tables 29.1 to 29.11).

Overall, the video on COVID-19 and sanitation seems to have been effective in raising awareness and improving knowledge among the participants. It is important to note that recall of key messages is just one aspect of behavior change. It is also essential to consider whether the participants are actually implementing these behavior in their daily lives. Follow-up surveys or observations could help assess whether the participants are putting these messages into practice and whether their behavior has actually changed.

7. Discussions on Relevance, Efficiency, Effectiveness and Sustainability

Relevance

People with low financial literacy are often vulnerable to financial frauds and scams, as they may not fully understand the implications of certain financial decisions. They may also not be able to spot fraudulent activities. This puts them at a higher risk of falling prey to unscrupulous agents who may take advantage of their lack of knowledge. In this context Financial Literacy programs are extremely relevant.

Also, the focus on financial awareness has been constantly increasing over the past few years. With the Jan-Dhan, Aadhaar and Mobile (JAM) Trinity, the government aims to increase access to financial services. The Reserve Bank of India (RBI) also launched a Financial Inclusion Index in 2020 and has started the process of annual tracking of the status of Financial Inclusion in India.

Additionally, the period in which the training program was implemented by Axis Bank (April 2020 to February 2021) coincides with arguably the most intense phase of COVID-19. Creating awareness about COVID-19 was the most important activity carried out by the government. The training program carried out by Axis Bank contributed positively to the efforts of the government.

Both components of the training program (Financial Literacy and Health) have, therefore, been assessed to be highly relevant in the context in which these were carried out.

Efficiency and Effectiveness

The trainings were rated highly by the participants. 56% of the respondents, interviewed by the assessment team rated the training as 'Good' and another 35% rated them as 'Excellent'. Furthermore, 76% of the respondents said that they would recommend such training to others in the community.

Discussions with the staff of Axis Bank who were involved in the project implementation indicate that there was overall good operational monitoring.

However, the following limitations were observed:

- No formal Theory of Change document was prepared. A Theory of Change document with objective indicators for inputs, activities, outcomes and impact helps in formalizing the project monitoring and evaluation on an ongoing basis.

- A record was kept of only those participants who had furnished their identification information, although the trainings were accessible to anyone who opted to attend. As a result, the number of individuals who actually underwent the training is more than the recorded figure. Nonetheless, it is worth noting that the credibility of the reported attendees who provided their identification information is high.
- There was no formal mechanism to obtain feedback from the participants immediately after they attended the training.
- No baseline data for the participants on impact parameters was collected which would have enabled comparison with endline figures at the end of the training.

Sustainability

The data from this study suggests that the training program will positively impact the lives of the participants. They, themselves, are likely to share the knowledge gained through the financial awareness trainings with their acquaintances. It also emerged during some of the FGDs, that the participants who have watched the FL videos have asked FL related questions to the Axis staff and have even requested them to show parts of the videos again to clear doubts that they have encountered. The training program implemented by Axis Bank, thus scores high on the aspects of sustainability.

8. Conclusion

Financial literacy is essential for meaningful financial inclusion, especially for individuals from disadvantaged and low-income backgrounds. Without adequate financial knowledge, they may not be able to access or fully utilize financial products and services that could help them improve their financial well-being.

Designing interventions to improve financial literacy among disadvantaged populations is crucial for promoting financial inclusion and reducing poverty. Axis's project attempts to fulfil this crucial need. This research suggests that the video on financial literacy had a significant impact on the participants.

- **High Recall:** The video had a very high recall rate of 98%, indicating that the majority of the participants who watched the video remembered seeing it.
- **Low Recall in Control Group:** In contrast, only 5% of the respondents in the control group had been part of any financial literacy program. This suggests that the video was effective in reaching its intended audience.
- **Impactful:** The fact that only 5% of the control group had seen any video on financial literacy suggests that the impact observed in the treatment group (those who saw the video) was not due to pre-existing knowledge or interest in the topic.
- **Content Awareness:** A high proportion of the participants who watched the video were aware of the content that had been shown. This indicates that the video was engaging and informative.

Additionally, the FGDs reveal that over three fourth of the respondents feel that the video was instrumental in motivating them to keep track of their expenditures and avoid unnecessary expenses. They have come to realize that tracking income and expenses is an essential step towards effective financial management. By keeping track of their spending habits, they can identify areas where they can reduce their expenses and save money. This can help them achieve their financial goals and improve their financial well-being. The FGDs also reveal that the video may have nudged many of the participants to obtain health insurance for all their family members.

Although the proportion of respondents who have stated that they invest in chit-funds is low, a higher proportion of the participants (14%) have stated that they invest in chit funds as compared to control group respondents (7%). There may be a scope to improve upon the content by increasing the emphasis on risk aspects of investments and particularly risks in "Ponzi" type schemes that promise high returns.

An important observation from both the surveys and the FGDs is that while delivering social messages using video as a medium appears intuitive, it has not been widely used for the purpose of spreading financial literacy among the economically poor in rural areas. While people had high recall for Axis's video on FL that had been shown to them,

the proportion that said that they had seen similar videos with the help of other agencies was small. The evidence in this research suggests that good quality videos can indeed be effective for spreading financial literacy.

The participants had a high recall of the video on COVID-19 and sanitation, and that the key messages related to COVID-19 such as regular washing of hands and wearing a mask were well-remembered. The participants were also able to recall messages related to sanitation such as keeping food covered and using boiled water, as this can help prevent the spread of diseases.

Overall, the evidence from this research suggests that good quality videos can be effective for spreading financial literacy as well as awareness on sanitation and health issues among the economically poor in rural areas. As such, organizations working in the field of financial inclusion and health issues should consider using videos as part of their outreach and education efforts.

FGD in Borsad, Gujarat

In the Badli Davol area of Borsad, Gujarat, a Focused Group Discussion was held with ten residents from the village who had previously attended a financial literacy training program organized by Axis Bank. The members found the training to be highly beneficial, particularly in terms of the savings-related concepts taught. They learned that savings are crucial for families to manage emergencies and several of them even opened their first savings account after attending the training.

After watching a video, many of the participants started examining their income, expenses, and savings more closely. Some even began new income generation activities to boost their income and savings. Additionally, the participants found information about government schemes like Ayushman Bharat and Mudra Yojana to be helpful and a few of them looked into subscribing to various insurance schemes offered by LIC.

The participants also said that during COVID-19 times, although lots of information was being provided through television and by the staff of the government agencies, the additional information which was provided to manage COVID-19 was definitely helpful.

Appendix 1: Respondents by Regions and States

Region	State	Participants	Control
East	Bihar	305	59
East	Chhattisgarh	97	25
East	Jharkhand	68	12
East	Odisha	129	29
East	West Bengal	186	39
North	Rajasthan	179	30
North	Uttar Pradesh	66	14
North	Uttarakhand	32	8
South	Karnataka	161	35
South	Kerala	167	35
South	Tamil Nadu	227	15
West	Gujarat	108	21
West	Madhya Pradesh	204	43
West	Maharashtra	107	19
Grand Total		2036	384

Appendix 2: Questionnaires

Questionnaire for Participants

1. Village name

Financial Literacy Focused questions

2. Do you remember a movie on Financial Literacy (वित्तीय नियोजन) that was shown by Axis Bank? (Yes/No)
3. What was shown in the movie: (Multiple selections possible)
 - A. Benefits of keeping track of household incomes and expenditures (budgeting)
 - B. Importance of saving
 - C. Importance of health insurance
 - D. Importance of life insurance
 - E. Importance to meet long term goals
 - F. Banking with the help of Business Correspondents (BC) or Bank Sakhis
 - G. About Share Market
4. Do you recall having seen a similar video (or attending training program) BEFORE watching this movie, from any other agency/other sources? (Yes/No)
5. If yes, please mention name of the agency/other source
6. Do you recall having seen a similar video (or attending training program) AFTER watching this movie, from any other agency/other source? (Yes/No)
7. If yes, mention name of the agency/other source
8. Do you track your household incomes and expenditures?
 - A. I don't track my household incomes and expenditures
 - B. I have been tracking my household incomes and expenditures even before I watched this video

- C. I have started tracking my household incomes and expenditures after I watched this video

9. Do you estimate how much you save every month?

- A. I do not have estimate of how much I save every month
- B. I had an estimate of how much I saved every month even before I watched this video
- C. I have an estimate of how much I save every month after I watched this video.

10. Do you think health insurance is important for you and your family? (Yes/No)

11. When did you realize that health insurance is important for your family?

- A. After watching the Axis Bank video on Financial Literacy (वित्तीय नियोजन)?
- B. When someone in my family became sick
- C. When someone else benefited from health insurance
- D. I came to know of its importance from some other source (Specify the source)

12. Do you have health insurance?

- A. No
- B. I have health insurance for myself, my spouse and my children
- C. Only I have health insurance
- D. Only my spouse has health insurance
- E. Both my spouse and I have health insurance, but children don't have health insurance
- F. Other cases (Respondent to specify)

13. What kind of health insurance do you have in your family? (Multiple selections possible)

- A. Ayushman Bharat
- B. Pradhan Mantri Suraksha Bima Yojana
- C. Insurance from private insurance company

D. Other health insurance (Respondent to specify)

14. Do you think planning, saving and investing for long term goals is important for you and your family? (Yes/No)

15. When did you realize that planning, saving and investing for long term goals is important for your family?

A. After watching the Axis Bank video on Financial Literacy (वित्तीय नियोजन)?

B. I came to know of its importance from some other source (Specify)

16. What do you do to meet your long-term goals? (Multiple selections possible)

A. I do not do anything for long-term goals

B. I invest in Fixed Deposits of Banks or Post Office

C. I invest in Recurring Deposits of Banks or Post Office

D. I invest in long term schemes offered by insurance companies (example LIC policy)

E. I invest in land or gold

F. I invest in chit fund/committee which gives high returns

G. I invest in cow, buffalo goat etc

H. I have other means (specify)

17. Do you think life insurance is important for you and your family? (Yes/No)

18. When did you realize that life insurance is important for your family?

A. After watching the Axis Bank video on Financial Literacy (वित्तीय नियोजन)?

B. When there was a mishap in our family

C. When someone I know benefitted from life insurance

D. I came to know of its importance from some other source

E. Not applicable

19. Do you have life insurance?

A. No

- B. I have life insurance for myself and my spouse
- C. Only I have life insurance
- D. Only my spouse has life insurance
- E. Other cases (Please specify)

20. Do you have a Savings Account? If yes, where do you have a Savings Account?

- A. Axis Bank only
- B. Axis Bank and other bank
- C. Only other bank
- D. With Post Office
- E. I don't have a saving account

21. When did you open a Savings account?

- A. After I realized its importance after watching the Axis Bank video on Financial Literacy (वित्तीय नियोजन)?
- B. I had a Savings account even before I watched the Axis Bank video on Financial Literacy (वित्तीय नियोजन)
- C. I opened a Savings Account after watching the Axis Bank video, but the reasons was that I was counseled/influenced by others to open the Savings Account.
- D. Not applicable

22. When did you become aware about Banking Business Correspondent (Bank Sakhi)?

- A. After watching the Axis Bank video on Financial Literacy (वित्तीय नियोजन)?
- B. I came to know of its importance from some other source
- C. I am not aware

23. Do you take the services of Banking Business Correspondent (Bank Sakhi)?

- A. Yes
- B. No
- C. I want to take but Bank Sakhi is not available in a nearby area

24. Are you aware of the Mudra Scheme of the government??

- A. Yes
- B. No

25. How did you become aware of the Mudra Scheme of the government?

- A. I was aware of the Mudra Scheme even before I watched the Axis Bank video on Financial Literacy (वित्तीय नियोजन)
- B. I became aware of the Mudra Scheme after I watched the Axis Bank video on Financial Literacy (वित्तीय नियोजन)
- C. Not applicable

26. Have you applied for a Microenterprise loan

- A. I applied for a Microenterprise loan, For the first time, before watching this video
- B. I applied for a Microenterprise loan, for the first time, after watching this video
- C. I have not yet applied for a Microenterprise loan

27. Was your Microenterprise loan application approved?

- A. It was approved
- B. It was rejected
- C. It is still under process

COVID-19 awareness training focused questions

28. Do you remember the video on COVID-19 awareness shown by AXIS Bank?

- A. Yes, I remember
- B. No, It was not shown
- C. I am not sure/Cannot remember

29. What were the key messages in the video that you can recall? (Multiple selection possible)

- A. Regular washing of hands
- B. Not touching the face and nose
- C. Keeping the foodstuff covered to protect from pathogens
- D. Wearing clean clothes
- E. Maintaining distance from others
- F. Keeping the mouth covered while sneezing and coughing
- G. Wearing mask
- H. Using boiled water
- I. Cleaning vegetables and fruits well before using them
- J. Visiting nearest health center if you are feeling unwell or noticing any symptoms
- K. Any other (please specify)

30. Do you recall any other communication from the Government or other agency/agencies regarding COVID-19 awareness? (Multiple selections possible)

- A. Yes, it was provided before the training from Axis Bank
- B. Yes, it was provided after the training from Axis Bank
- C. No, I don't recall

31. Do you think the training from Axis Bank on COVID-19 awareness helped you in dealing with COVID-19 effectively?

- A. Strongly agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly disagree

General questions

32. After attending this training did you try to enhance your knowledge about issues discussed in this training?

- A. No
- B. Yes, by discussing with Axis Bank officials
- C. Yes by discussing with other officials or Bank Sakhis
- D. Yes, by referring to other such videos on internet
- E. Yes, by reading books and articles
- F. Others (Specify)

33. What is your overall feedback on the training program?

- A. Excellent
- B. Good
- C. Average
- D. Poor
- E. Very poor

34. Would you recommend such training to others in the community?

- A. Yes
- B. No
- C. Not, sure

35. Mention any significant comments related to your experience from these trainings

Questionnaire for Control Group Respondents

1. Village name

Financial Literacy Focused questions

2. Have you ever attended a training program on Financial Literacy (वित्तीय नियोजन)?

- A. Yes
- B. No

3. What were the topics covered in that program : (Multiple selections possible)

- A. Benefits of keeping track of household incomes and expenditures (budgeting)
- B. Importance of saving
- C. Importance of health insurance
- D. Importance of life insurance
- E. Importance to meet long term goals
- F. Banking with the help of Business Correspondents (BC) or Bank Sakhis
- G. About Share Market

4. Please mention name of the agency/other source who conducted the training on Financial Literacy (वित्तीय नियोजन)

5. Do you track your household incomes and expenditures?

- A. I don't track my household incomes and expenditures
- B. I track my household incomes and expenditures

6. Do you estimate how much you save every month?

- A. I don't estimate how much I save every month
- B. I estimate how much I save every month

7. Do you think health insurance is important for you and your family? (Yes/No)

8. Do you have health insurance?

- A. No

- B. I have health insurance for myself, my spouse and my children
- C. Only I have health insurance
- D. Only my spouse has health insurance
- E. Both my spouse and I have health insurance, but children don't have health insurance
- F. Other cases (Please specify)

9. What kind of health insurance do you have in your family? (Multiple selections possible)

- A. Ayushman Bharat
- B. Pradhan Mantri Suraksha Bima Yojana
- C. Insurance from private insurance company
- D. Other insurance (please specify)

10. Do you think planning, saving and investing for long term goals is important for you and your family? (Yes/No)

11. What do you do to meet your long-term goals? (Multiple selections possible)

- A. I do not do anything for long-term goals
- B. I invest in Fixed Deposits of Banks or Post Office
- C. I invest in Recurring Deposits
- D. I invest in long term schemes offered by insurance companies
- E. I invest in land or gold
- F. I invest in chit fund/committee which gives high returns
- G. I invest in cow, buffalo goat etc
- H. I have other means (specify)

12. Do you think life insurance is important for you and your family? (Yes/No)

13. Do you have life insurance?

- A. No
- B. I have life insurance for myself and my spouse
- C. Only I have life insurance
- D. Only my spouse has life insurance

E. Other cases (Please specify)

14. Do you have a Savings Account? If yes, where do you have a Savings Account?

- A. Axis Bank only
- B. Axis Bank and other bank
- C. Only other bank
- D. With Post Office
- E. I don't have a savings account

15. Do you take the services of Banking Business Correspondent (Bank Sakhi)?

- A. Yes
- B. No
- C. I want to take but Bank Sakhi is not available in a nearby area.

16. Are you aware of the Mudra Scheme of the Government?

- A. Yes
- B. No

17. Have you applied for any Microenterprise loan?

- A. Yes
- B. No

18. Was your Microenterprise loan application approved?

- A. It was approved
- B. It was rejected
- C. It is still under process

COVID 19 awareness training focused questions

19. Have you attended any training program on COVID 19 awareness?

- A. Yes
- B. No

20. What were the key messages from that training that you can recall? (Multiple selection possible)

- A. Regular washing of hands

- B. Not touching the face and nose
- C. Keeping the foodstuff covered to protect from pathogens
- D. Wearing clean clothes
- E. Maintaining distance from others
- F. Keeping the mouth covered while sneezing and coughing
- G. Wearing mask
- H. Using boiled water
- I. Cleaning vegetables and fruits well before using them
- J. Visiting nearest health center if you are feeling unwell or noticing any symptoms
- K. Any other (please specify)

Appendix 3: Region-wise tables of responses from Participants

(Note: In questions with "1" or "0" response categories, "1" implies an affirmative response and "0" implies a negative response)

Table 1					
Do you remember a movie on Financial Literacy (वित्तीय नियोजन) that was shown by Axis Bank?	East	North	South	West	Grand Total
0	3.6%		0.5%	1.2%	1.8%
1	96.4%	100.0%	99.5%	98.8%	98.2%
Grand Total	785	277	555	419	2036
Table 2.1					
What was shown in the movie(Benefits of keeping track of household incomes and expenditures (budgeting))	East	North	South	West	Grand Total
0	19.9%		0.7%	14.8%	10.9%
1	80.1%	100.0%	99.3%	85.2%	89.1%
Grand Total	785	277	555	419	2036
Table 2.2					
What was shown in the movie(Importance of saving)	East	North	South	West	Grand Total
0	8.8%		0.7%	2.9%	4.2%
1	91.2%	100.0%	99.3%	97.1%	95.8%
Grand Total	785	277	555	419	2036
Table 2.3					
What was shown in the movie(importance of health insurance)	East	North	South	West	Grand Total
0	17.2%	0.4%	0.7%	9.5%	8.8%
1	82.8%	99.6%	99.3%	90.5%	91.2%
Grand Total	785	277	555	419	2036
Table 2.4					
What was shown in the movie(Importance of life insurance)	East	North	South	West	Grand Total
0	21.4%	3.2%	0.9%	14.3%	11.9%
1	78.6%	96.8%	99.1%	85.7%	88.1%
Grand Total	785	277	555	419	2036
Table 2.5					
What was shown in the movie(Importance to meet long term goals)	East	North	South	West	Grand Total
0	23.2%	33.6%	1.4%	29.1%	19.9%
1	76.8%	66.4%	98.6%	70.9%	80.1%
Grand Total	785	277	555	419	2036
Table 2.6					
What was shown in the movie(Banking with the help of Business Correspondents (BC) or Bank Sakhis)	East	North	South	West	Grand Total

0	42.5%	79.8%	2.3%	46.5%	37.5%
1	57.5%	20.2%	97.7%	53.5%	62.5%
Grand Total	785	277	555	419	2036
Table 2.7					
What was shown in the movie(About Share Market)	East	North	South	West	Grand Total
0	99.1%	100.0%	100.0%	99.8%	99.6%
1	0.9%			0.2%	0.4%
Grand Total	785	277	555	419	2036
Table 3					
Do you recall having seen a similar video (or attending training program) BEFORE watching this movie, from any other agency/other sources?	East	North	South	West	Grand Total
Ineligible	3.6%		0.5%	1.2%	1.8%
No	95.7%	33.2%	99.1%	94.3%	87.8%
Yes	0.8%	66.8%	0.4%	4.5%	10.4%
Grand Total	785	277	555	419	2036
Table 4					
Do you recall having seen a similar video (or attending training program) AFTER watching this movie, from any other agency/other source?	East	North	South	West	Grand Total
Ineligible	3.6%		0.5%	1.2%	1.8%
No	94.3%	98.9%	92.6%	98.8%	95.4%
Yes	2.2%	1.1%	6.8%		2.8%
Grand Total	785	277	555	419	2036
Table 5					
Do you track your household incomes and expenditures?	East	North	South	West	Grand Total
I don't track my household incomes and expenditures	28.3%	2.9%	26.3%	30.1%	24.7%
I have been tracking my household incomes and expenditures even before I watched this video	37.2%	40.8%	28.5%	45.1%	36.9%
I have started tracking my household incomes and expenditures after I watched this video	34.5%	56.3%	45.2%	24.8%	38.4%
Grand Total	785	277	555	419	2036
Table 6					
Do you estimate how much you save every month?	East	North	South	West	Grand Total
I do not have estimate of how much I save every month	37.2%	0.7%	47.7%	34.6%	34.6%
I had an estimate of how much I saved every month even before I watched this video	22.7%	42.2%	24.0%	42.7%	29.8%
I have an estimate of how much I save every month after I watched this video.	40.1%	57.0%	28.3%	22.7%	35.6%
Grand Total	785	277	555	419	2036
Table 7					
Do you think health insurance is important for you and your family?	East	North	South	West	Grand Total
No	8.9%	2.2%	1.8%	1.9%	4.6%

Yes	91.1%	97.8%	98.2%	98.1%	95.4%
Grand Total	785	277	555	419	2036
Table 8					
When did you realize that health insurance is important for your family?	East	North	South	West	Grand Total
Ineligible	8.9%	2.2%	1.8%	1.9%	4.6%
After watching the Axis Bank video on Financial Literacy?	80.9%	80.5%	76.0%	59.9%	75.2%
I came to know of its importance from some other source		2.9%		1.4%	0.7%
When someone else benefited from health insurance	5.4%	12.3%	19.3%	5.7%	10.2%
When someone in my family became sick	4.8%	2.2%	2.9%	31.0%	9.3%
Grand Total	785	277	555	419	2036
Table 9					
Do you have health insurance?	East	North	South	West	Grand Total
Ineligible	8.9%	2.2%	1.8%	1.9%	4.6%
Both my spouse and I have health insurance, but children don't have health insurance	28.2%	10.5%	0.5%	4.8%	13.4%
I have health insurance for myself, my spouse and my children	27.6%	18.4%	64.0%	67.3%	44.4%
No	29.7%	7.9%	12.8%	20.8%	20.3%
Only I have health insurance	3.9%	58.8%	16.0%	1.4%	14.2%
Only my spouse has health insurance	1.5%	2.2%	4.9%	3.1%	2.8%
Other cases	0.1%			0.7%	0.2%
Grand Total	785	277	555	419	2036
Table 10.1					
What kind of health insurance do you have in your family?(Ayushman Bharat)	East	North	South	West	Grand Total
0	78.7%	28.5%	28.3%	44.4%	51.1%
1	21.3%	71.5%	71.7%	55.6%	48.9%
Grand Total	785	277	555	419	2036
Table 10.2					
What kind of health insurance do you have in your family?(Pradhan Mantri Suraksha Bima Yojana)	East	North	South	West	Grand Total
0	72.6%	31.8%	51.9%	95.0%	66.0%
1	27.4%	68.2%	48.1%	5.0%	34.0%
Grand Total	785	277	555	419	2036
Table 10.3					
What kind of health insurance do you have in your family?(Insurance from private insurance company)	East	North	South	West	Grand Total
0	96.4%	100.0%	81.6%	99.5%	93.5%
1	3.6%		18.4%	0.5%	6.5%
Grand Total	785	277	555	419	2036
Table 11					
Do you think planning, saving and investing for long term goals is important for you and your family?	East	North	South	West	Grand Total

No	14.0%	16.6%	1.1%	18.1%	11.7%
Yes	86.0%	83.4%	98.9%	81.9%	88.3%
Grand Total	785	277	555	419	2036
Table 12					
Do you think planning, saving and investing for long term goals is important for you and your family?	East	North	South	West	Grand Total
No	14.0%	16.6%	1.1%	18.1%	11.7%
Yes	86.0%	83.4%	98.9%	81.9%	88.3%
Grand Total	785	277	555	419	2036
Table 13					
When did you realize that planning, saving and investing for long term goals is important for your family?	East	North	South	West	Grand Total
Ineligible	14.0%	16.6%	1.1%	18.1%	11.7%
After watching the Axis Bank video on Financial Literacy	86.0%	83.4%	98.0%	64.2%	84.4%
I came to know of its importance from some other source			0.9%	17.7%	3.9%
Grand Total	785	277	555	419	2036
Table 14.1					
What do you do to meet your long-term goals?(I invest in Fixed Deposits of Banks or Post Office)	East	North	South	West	Grand Total
0	75.5%	57.8%	79.5%	87.8%	76.7%
1	24.5%	42.2%	20.5%	12.2%	23.3%
Grand Total	785	277	555	419	2036
Table 14.2					
What do you do to meet your long-term goals?(I invest in Recurring Deposits of Banks or Post Office)	East	North	South	West	Grand Total
0	66.4%	41.2%	94.1%	82.3%	73.8%
1	33.6%	58.8%	5.9%	17.7%	26.2%
Grand Total	785	277	555	419	2036
Table 14.3					
What do you do to meet your long-term goals?(I invest in long terms schemes offered by insurance companies (example LIC policy))	East	North	South	West	Grand Total
0	69.9%	31.0%	79.6%	93.3%	72.1%
1	30.1%	69.0%	20.4%	6.7%	27.9%
Grand Total	785	277	555	419	2036
Table 14.4					
What do you do to meet your long-term goals?(I invest in land or gold)	East	North	South	West	Grand Total
0	90.7%	83.0%	85.8%	87.6%	87.7%
1	9.3%	17.0%	14.2%	12.4%	12.3%
Grand Total	785	277	555	419	2036
Table 14.5					

What do you do to meet your long-term goals?(I invest in chit fund/committee which gives high returns)	East	North	South	West	Grand Total
0	98.9%	99.3%	52.6%	95.5%	85.6%
1	1.1%	0.7%	47.4%	4.5%	14.4%
Grand Total	785	277	555	419	2036
Table 14.6					
What do you do to meet your long-term goals?(I invest in cow, buffalo goat etc)	East	North	South	West	Grand Total
0	74.8%	98.6%	77.1%	68.5%	77.4%
1	25.2%	1.4%	22.9%	31.5%	22.6%
Grand Total	785	277	555	419	2036
Table 14.7					
What do you do to meet your long-term goals?(I have other means)	East	North	South	West	Grand Total
0	98.2%	97.1%	100.0%	91.6%	97.2%
1	1.8%	2.9%		8.4%	2.8%
Grand Total	785	277	555	419	2036
Table 15					
Do you think life insurance is important for you and your family?	East	North	South	West	Grand Total
No	8.3%	9.0%	1.4%	9.8%	6.8%
Yes	91.7%	91.0%	98.6%	90.2%	93.2%
Grand Total	785	277	555	419	2036
Table 16					
When did you realize that life insurance is important for your family?	East	North	South	West	Grand Total
Ineligible	8.3%	9.0%	1.4%	9.8%	6.8%
After watching the Axis Bank video on Financial Literacy	75.5%	80.9%	78.2%	58.7%	73.5%
I came to know of its importance from some other source	0.1%	6.5%	0.4%	2.9%	1.6%
Not applicable	7.9%			0.2%	3.1%
When someone I know benefitted from life insurance	6.0%	1.8%	17.8%	5.0%	8.4%
When there was a mishap in our family	2.2%	1.8%	2.2%	23.4%	6.5%
Grand Total	785	277	555	419	2036
Table 17					
Do you have life insurance?	East	North	South	West	Grand Total
Ineligible	8.3%	9.0%	1.4%	9.8%	6.8%
I have life insurance for myself and my spouse	17.8%	28.2%	40.2%	29.8%	27.8%
No	56.9%	19.5%	39.6%	48.2%	45.3%
Only I have life insurance	9.6%	40.1%	16.8%	7.6%	15.3%
Only my spouse has life insurance	7.1%	3.2%	2.0%	4.3%	4.6%
Other cases	0.3%			0.2%	0.1%
Grand Total	785	277	555	419	2036

Table 18					
Do you have a Savings Account?	East	North	South	West	Grand Total
No	0.6%	0.4%	0.7%	0.2%	0.5%
Yes	99.4%	99.6%	99.3%	99.8%	99.5%
Grand Total	785	277	555	419	2036
Table 19					
If yes, where do you have a Savings Account?	East	North	South	West	Grand Total
Ineligible	0.6%	0.4%	0.7%	0.2%	0.5%
Axis Bank and other bank	21.4%	41.2%	22.9%	11.9%	22.5%
Axis Bank only	1.3%	2.9%	15.0%	1.9%	5.4%
I don't have a saving account				0.2%	0.0%
Only other bank	75.7%	54.5%	61.4%	85.7%	71.0%
With Post Office	1.0%	1.1%			0.5%
Grand Total	785	277	555	419	2036
Table 20					
When did you open a Savings account?	East	North	South	West	Grand Total
Ineligible	0.6%	0.4%	0.7%	0.2%	0.5%
After I realized its importance after watching the Axis Bank video on Financial Literacy	17.3%	62.1%	41.8%	27.7%	32.2%
I had a Savings account even before I watched the Axis Bank video on Financial Literacy	63.1%	37.2%	55.0%	65.4%	57.8%
I opened a Savings Account after watching the Axis Bank video, but the reasons was that I was counseled/influenced by others to open the Savings Account.	2.3%	0.4%	2.5%	6.4%	2.9%
Not applicable	16.7%			0.2%	6.5%
Grand Total	785	277	555	419	2036
Table 21					
Do you take the services of Banking Business Correspondent (Bank Sakhi)?	East	North	South	West	Grand Total
I want to take but Bank Sakhi is not available in a nearby area	2.9%	4.3%	0.4%	11.0%	4.1%
No	31.7%	11.9%	66.1%	42.5%	40.6%
Yes	65.4%	83.8%	33.5%	46.5%	55.3%
Grand Total	785	277	555	419	2036
Table 22					
When did you become aware about Banking Business Correspondent (Bank Sakhi)?	East	North	South	West	Grand Total
Ineligible	34.6%	16.2%	66.5%	53.5%	44.7%
After watching the Axis Bank video on Financial Literacy	51.3%	72.6%	33.0%	29.8%	44.8%
I am not aware	0.9%		0.2%	0.5%	0.5%
I came to know of its importance from some other source	13.1%	11.2%	0.4%	16.2%	10.0%
Grand Total	785	277	555	419	2036

Table 23					
Are you aware of the Mudra Scheme of the Government?	East	North	South	West	Grand Total
No	58.2%	28.5%	5.9%	64.0%	41.1%
Yes	41.8%	71.5%	94.1%	36.0%	58.9%
Grand Total	785	277	555	419	2036
Table 24					
How did you become aware of the Mudra Scheme of the Government?	East	North	South	West	Grand Total
Ineligible	58.2%	28.5%	5.9%	64.0%	41.1%
I became aware of the Mudra Scheme after I watched the Axis Bank video on Financial Literacy	27.9%	12.6%	49.0%	9.8%	27.8%
I was aware of the Mudra Scheme even before I watched the Axis Bank video on Financial Literacy	12.0%	58.8%	37.8%	22.2%	27.5%
Not applicable	1.9%		7.2%	4.1%	3.5%
Grand Total	785	277	555	419	2036
Table 25					
How did you become aware of the Mudra Scheme of the Government?	East	North	South	West	Grand Total
Ineligible	58.2%	28.5%	5.9%	64.0%	41.1%
I became aware of the Mudra Scheme after I watched the Axis Bank video on Financial Literacy	27.9%	12.6%	49.0%	9.8%	27.8%
I was aware of the Mudra Scheme even before I watched the Axis Bank video on Financial Literacy	12.0%	58.8%	37.8%	22.2%	27.5%
Not applicable	1.9%		7.2%	4.1%	3.5%
Grand Total	785	277	555	419	2036
Table 26					
Have you applied for a Microenterprise loan?	East	North	South	West	Grand Total
I applied for a Microenterprise loan, for the first time, after watching this video	18.5%	6.1%	3.4%	0.7%	9.0%
I applied for a Microenterprise loan, For the first time, before watching this video	29.9%	16.6%	5.0%	51.1%	25.7%
I have not yet applied for a Microenterprise loan	51.6%	77.3%	91.5%	48.2%	65.3%
Grand Total	785	277	555	419	2036
Table 27					
Was your Microenterprise loan application approved?	East	North	South	West	Grand Total
Ineligible	51.6%	77.3%	91.5%	48.2%	65.3%
It is still under process	0.3%		3.2%		1.0%
It was approved	43.8%	22.4%	4.7%	51.6%	31.8%
It was rejected	4.3%	0.4%	0.5%	0.2%	1.9%
Grand Total	785	277	555	419	2036
Table 28					
Do you remember the video on COVID-19 awareness shown by AXIS Bank?	East	North	South	West	Grand Total
I am not sure/Cannot remember	0.1%		3.1%	6.2%	2.2%
No, It was not shown	7.5%			2.4%	3.4%

Yes, I remember	92.4%	100.0%	96.9%	91.4%	94.4%
Grand Total	785	277	555	419	2036
Table 29.1					
What were the key messages in the video that you can recall?(Regular washing of hands)	East	North	South	West	Grand Total
0	16.8%	1.1%	3.2%	14.3%	10.5%
1	83.2%	98.9%	96.8%	85.7%	89.5%
Grand Total	785	277	555	419	2036
Table 29.2					
What were the key messages in the video that you can recall?(Not touching the face and nose)	East	North	South	West	Grand Total
0	19.1%	2.9%	3.2%	64.2%	21.9%
1	80.9%	97.1%	96.8%	35.8%	78.1%
Grand Total	785	277	555	419	2036
Table 29.3					
What were the key messages in the video that you can recall?(Keeping the foodstuff covered to protect from pathogens)	East	North	South	West	Grand Total
0	29.2%	11.2%	3.4%	59.9%	26.0%
1	70.8%	88.8%	96.6%	40.1%	74.0%
Grand Total	785	277	555	419	2036
Table 29.4					
What were the key messages in the video that you can recall?(Wearing clean clothes)	East	North	South	West	Grand Total
0	25.7%		3.4%	35.1%	18.1%
1	74.3%	100.0%	96.6%	64.9%	81.9%
Grand Total	785	277	555	419	2036
Table 29.5					
What were the key messages in the video that you can recall?(Maintaining distance from others)	East	North	South	West	Grand Total
0	19.9%	1.8%	3.4%	37.9%	16.7%
1	80.1%	98.2%	96.6%	62.1%	83.3%
Grand Total	785	277	555	419	2036
Table 29.6					
What were the key messages in the video that you can recall?(Keeping the mouth covered while sneezing and coughing)	East	North	South	West	Grand Total
0	30.2%	6.5%	3.6%	47.7%	23.3%
1	69.8%	93.5%	96.4%	52.3%	76.7%
Grand Total	785	277	555	419	2036
Table 29.7					
What were the key messages in the video that you can recall?(Wearing mask)	East	North	South	West	Grand Total
0	19.0%	18.8%	3.8%	19.3%	14.9%
1	81.0%	81.2%	96.2%	80.7%	85.1%
Grand Total	785	277	555	419	2036

Table 29.8					
What were the key messages in the video that you can recall?(Using boiled water)	East	North	South	West	Grand Total
0	37.5%	36.8%	4.1%	70.2%	35.0%
1	62.5%	63.2%	95.9%	29.8%	65.0%
Grand Total	785	277	555	419	2036
Table 29.9					
What were the key messages in the video that you can recall?(Cleaning vegetables and fruits well before using them)	East	North	South	West	Grand Total
0	53.0%	70.0%	4.1%	77.6%	47.1%
1	47.0%	30.0%	95.9%	22.4%	52.9%
Grand Total	785	277	555	419	2036
Table 29.10					
What were the key messages in the video that you can recall?(Visiting nearest health center if you are feeling unwell or noticing any symptoms)	East	North	South	West	Grand Total
0	65.0%	77.3%	5.4%	81.6%	53.8%
1	35.0%	22.7%	94.6%	18.4%	46.2%
Grand Total	785	277	555	419	2036
Table 29.11					
What were the key messages in the video that you can recall?(Any other)	East	North	South	West	Grand Total
0	100.0%	100.0%	99.8%	100.0%	100.0%
1			0.2%		0.0%
Grand Total	785	277	555	419	2036