



PRESENTS

What's the problem?

India is a patriarchal society. The number of bank accounts holders is skewed towards men, DEMAT account holders too. Newsrooms have a predominantly male readership, and the numbers become even more grossly skewed to 85:15 when you pull up the categories of business, economy and finance. Not only do women predominantly depend on their husbands or families for financial security but they severely lag in financial literacy.

What's the solution?

Newsrooms have the opportunity to empower women with financial knowledge. We can equip women to understand financial jargon, provide news that will help them make informed financial decisions and eventually guide them towards managing their finances effectively.

About MissManage

This is a mobile app, which works as a financial learning tool and tracker, to subtly push need-based articles to women from the categories of finance, economy and business

Target Audience

There are 120mn female smartphone users in India. MissManage is specifically targeted the ones between the ages of 16-50. Her income may have a fixed income (paycheck, fixed household allowance, etc.) or variable income (inconsistent household allowance, freelance/project-based). She would typically be a non news-reader, who needs a safe space to ask questions and finds it disempowering to depend on males for basic know-how.

Objective

To get women in the habit of tracking their finances, and in the process increase their appetite for financial news

What's the outcome?

Women will be better prepared to...

- Handle life emergencies
- Contribute to their families
- Participate in the economy

Impact of MissManage

- To help women become financially independent of men
- To boost their self-morale
- To prevent feelings of helplessness
- To give them the confidence to consider themselves as role models