

## Report on Financial Literacy Seminar at Integral University

On October 10, 2023, Center for Career Guidance and Development, Integral University, hosted a seminar as part of Investor Awareness Program, aimed at enlightening students from various business programs about the importance of financial planning. The keynote speaker, **Dr. Naela Jamal Rushdi, a certified financial planner**, Founder & Principal Trainer at Mashwarah, delivered an insightful session to final-year students of BBA, B. Com, MBA, and M. Com programs. The primary objectives of the event were to promote awareness about financial planning, educate students on effective goal setting, and emphasize the value of financial discipline. **115 students** were present for the session.

Dr. Naela stressed the significance of setting SMART goals—Specific, Measurable, Achievable, Realistic, and Time-bound. She explained that clear and precise goals lay the foundation for a successful financial plan. She elucidated the concept of inflation and highlighted its potential impact on financial goals. She emphasized the importance of factoring in inflation when setting long-term financial objectives. Moreover, Dr. Naela also delved into the concept of cash flow. She provided insights into managing income, distinguishing between essential and discretionary expenses, and the importance of savings. To attain financial goals, she encouraged students to understand their risk tolerance and investment preferences.

Dr. Rushdi underscored the necessity of understanding the market. She explained key financial concepts, including the power of compounding, which is a fundamental concept in finance. In-depth, Dr. Naela elucidated the power of compounding, emphasizing the remarkable effects of regular investments. She discussed the calculation of monthly deposits, the number of years for investment, the annual rate of return, the accumulated amount, annual outflows, and compounding amounts for each year. This detailed explanation helped students appreciate how investing early and consistently can lead to substantial wealth accumulation over time.

Dr. Naela Jamal provided insights into systematic investment plans (SIP) and mutual funds. She explained the structures of both, including how they are calculated on an annual or monthly basis. Students learned about the ideal interest rates and how investments grow in tandem with the market.



Dr. Naela Jamal Rushdi, CFP, Mashwarah, making a presentation

The seminar was successfully coordinated by **Mr. Ariz Siddiqui** from the Commerce and Business Management Department and **Mr. Mohammad Shahnawaz** from the CCG&D Department. Dr. Naela concluded her presentation with a dynamic question and answer round, where she addressed numerous queries and doubts raised by the students.

In conclusion, the Financial Literacy Seminar was a significant success in providing students with valuable insights into financial planning and investment. This event not only expanded students' financial knowledge but also equipped them with essential skills to make informed financial decisions in the future. The comprehensive discussion on the power of compounding was a key highlight of the seminar, showcasing the significance of early and consistent investments for future financial success.