



MONEY MATTERS CHALLENGE

1ST NOVEMBER 2020 // 28th FEBRUARY 2021



Financial literacy is the possession of the set of skills and knowledge that allows an individual to make informed and effective decisions with all of their financial resources. This is yet to become a priority for many young adults. When it comes to global financial literacy, 70% of women are illiterate compared with 65% of men. In India, the gap is wider with 80% of women, according to the Standard & Poor's Ratings Services Global Financial Literacy Survey. Studies conducted has shown that a significant percentage of young adults were found to be "financially precarious" because they had poor financial literacy and lacked money management skills and income stability.

Your task is to present us your action plan on measures and strategy to make women in your community financially literate. The winning project will have the chance to earn up to 50% scholarship to attend IE University in Spain!

Profile

Students from India, Nepal, Bangladesh, Sri Lanka, Maldives, and Bhutan, completing their final year of high school or entering university in 2021.

Dates and Deadlines

Entries will be accepted from 1 November, 2020 to 28 February, 2021.

Requirements

1. Students must have already submitted their application to a bachelor's degree at IE University.
2. To apply, students must complete the [application form](#), and submit either a presentation or 300-500 worded essay along with a two- or three-minute video shared publicly on a platform such as YouTube/Vimeo etc.

The deliverable should explain the idea, define the target audience, describe their project idea and explain their action plan.

3. Students can apply only as individuals.
4. Submit your final project by **February 28, 2021** at ieuchallenges@ie.edu.

If you have any questions, please contact **IEUchallenges@ie.edu** with the email subject: **Money Matters Challenge**

CONTACT US
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