

NIIT Foundation & Mahindra Finance empower 50,000+ Gig Workers across Uttar Pradesh

Mumbai, 25th November 2025: NIIT Foundation, a non-profit organisation committed to enhancing employability through digital education and skills development, has partnered with Mahindra Finance (MMFSL), one of India's leading non-banking financial companies (NBFC) to implement Mahindra Finance's flagship CSR program, '**Dhan Samvaad**'. Under this programme, NIIT Foundation has trained over 50,000 gig workers across various regions of Uttar Pradesh.

This initiative helps drivers, farmers, and self-employed workers strengthen their financial literacy, adopt safe digital practices, and access government welfare schemes more effectively. This initiative has been rolled out across **Agra, Gorakhpur, Mathura, Budaun, Basti, Moradabad and Lucknow** in Uttar Pradesh under the Dhan Samvaad Financial and Digital Literacy Program.

Through this programme, nearly 35,000 participants have adopted the Digi Locker facility allowing them to securely store documents such as Aadhaar, PAN, and driving licences on the government promoted portal. In addition, over 34,000 **were linked to key social security schemes** including Ayushman Bharat, Pradhan Mantri Suraksha Bima Yojana, Atal Pension Yojana, Sukanya Samridhi Yojana, E-Shram etc.

Sapna Moudgil, Chief Executive Officer, NIIT Foundation, said, "This partnership demonstrates how inclusive learning can change lives. From women artisans to frontline drivers, every participant learns not just to earn, but to secure their future digitally and financially."

Manish Sinha, CHRO at Mahindra Finance mentioned, "Through Dhan Samvaad, we are supporting India's gig workforce, drivers, small business owners, and daily earners, develop the habit of financial discipline and confidence. Our initiative seeks to unlock the economic benefits and empower communities to take advantage of social welfare schemes across communities".

The knowledge assessments prior to and after training revealed improvements with awareness of **cyber safety rising from 31% to 80%**, understanding of **insurance from 32% to 85%**, and awareness of **savings and investments improving from 33% to 83%**. Participants also gained a stronger grasp of budgeting, responsible borrowing, and identifying online frauds, indicating a lasting shift toward financial confidence and digital security.

The Dhan Samvaad program aligns seamlessly with the RBI's Augmenting Awareness initiatives by Regulated Entities, as it fosters financial literacy and digital inclusion through grassroots-level efforts. Delivered in local languages using interactive sessions and practical examples, the program empowers gig workers by enhancing their understanding of financial services and digital tools. It focuses on community outreach, capacity building via master trainer workshops, and promoting sustainable growth.

About NIIT Foundation:

NIIT Foundation (NF) is a not-for-profit education society (NGO) set up by the promoters of NIIT in 2004. Its mission is to positively impact the underprivileged of the country through educational initiatives and skill development programs. NIIT Foundation, an Education NGO has a mandate to reach the unreached, uncared and unattended to ensure inclusive development of India.

About Mahindra & Mahindra Financial Services Limited:

Mahindra & Mahindra Financial Services Limited (Mahindra Finance), part of the Mahindra Group, is one of India's leading non-banking finance companies. Focused on the rural and semi-urban sector, the Company has over 11 million customers. The Company is a leading vehicle and tractor financier, provides loans to SMEs and also offers fixed deposits. The Company has 1,346 offices and reaches out to customers spread over 5,18,000 villages and 8,000 towns across the country, transformed more than 1.1 crore lives.

Mahindra Rural Housing Finance Limited (MRHFL) a subsidiary of Mahindra Finance provides loans for purchase, renovation, construction of houses to individuals in the rural and semi-urban areas of the country.

Mahindra Insurance Brokers Limited (MIBL) a wholly owned subsidiary, is the Company's Insurance Broking subsidiary is a licensed Composite Broker providing Direct and Reinsurance broking services.

Mahindra Manulife Investment Management Private Limited acts as the Investment Manager of Mahindra Manulife Mutual Fund.

Mahindra Manulife Trustee P Mahindra Manulife Trustee Private Limited (MMTPL), acts as a Trustee to Mahindra Manulife Mutual Fund.

Mahindra Ideal Finance Limited (MIFL) is a subsidiary of the Company in Sri Lanka, in which the Company owns 58.2% stake. MIFL focuses on providing a diversified suite of financial services to the Sri Lankan market. The Company has a Joint Venture in the US, Mahindra Finance USA LLC, in partnership with De Lage Landen, a subsidiary of Rabo Bank, for financing Mahindra vehicles in the US.

Learn more about Mahindra Finance on www.mahindrafinance.com / Twitter and Facebook: @MahindraFin

About Mahindra

Founded in 1945, the Mahindra Group is one of the largest and most admired multinational federation of companies with 3,24,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong presence in renewable energy, agriculture, logistics, hospitality and real estate.

The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

Learn more about Mahindra on www.mahindra.com / Twitter and Facebook: @MahindraRise/ For updates subscribe to <https://www.mahindra.com/newsroom>

Media Contact:

Mohan Nair Head – Communications

Mahindra & Mahindra Financial Services Limited

E-mail: mohan.nair@mahindrafinance.com | **Mobile #:** +91 9004012237