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Principal Mutual Funds and Money Wizard honours the winners of Youth Money Olympiad (YMO)

Over 10,216 number of students from 197 colleges across 75 cities participated in one of the unique personal finance education initiatives organized by a Mutual Fund for college students

Mumbai: The winners of the 2nd edition of the Youth Money Olympiad (YMO) held by Principal Mutual Funds in association with Money Wizards were felicitated at an event in Mumbai. The event was attended by professionals from the personal finance and education sector. This year, the YMO reached out to 10,216 students across 197 esteemed colleges, 550 corporates in India with an aim to help students evaluate their personal finance awareness versus their peers.

The 1st prize of the national round was awarded to Mr. Prathmesh Sonawane from IIM Indore while the 2nd spot was awarded to Ms. Niveditha K from Ethiraj College for Women - Chennai and 3rd position shared by Mr. Srikrupa Sadagopal from Stella Maris College – Chennai, Mr. Rajesh Rao from NIT – Surathkal and Mr. Piyush Gaurav from IIM Raipur. The students were assessed on the basis of a personal finance IQ test conducted first at the college level and then at a national level. The participants were given exhaustive personal assessment reports and were provided with educational material to help them understand personal finance better.

Mr. Lalit Vij, Managing Director, Principal Pnb Asset Management commented on the successful completion of the 2nd edition of YMO as he said, “At Principal Mutual Funds our aim is to inculcate financial literacy amongst the youth which will help them take informed financial decisions once they start earning. Our attempt is to reach out to the masses and educate them about finance and how they can contribute to the wellbeing of the nation. YMO is one of the unique personal finance education initiative organized by a Mutual Fund for college students. We stay hopeful and make bigger plans to reach the mass for the 3rd edition with a target of reaching 200+ colleges across the country.”

Echoing Mr. Vij’s sentiments, Mr. Venkatesh Varadachari, co-founder and Managing Director, Money Wizards said, “Financial education is the need of the hour and with the Youth Money Olympiad initiative we have been able to educate the students about the importance of understanding and managing their personal finances. With every passing year of the YMO, we will utilize our learnings and strive to make the upcoming editions much more effective and beneficial.”

2nd edition was rolled out country wide in July last year. The 3rd edition of YMO was announced on the occasion; which promises to be much bigger in scale and outreach. The 2nd edition includes added focus centres, an online version for the campus level test, direct online participation outside campus and inclusion of corporate fresher's in addition to students. The 3rd edition aims to reach about 15,000 participants including 200+ colleges and corporate participation of 2,500 participants across various centres.

Over the next few years, YMO aims at achieving its objectives of financial literacy by extending the program at Corporate Level.