HDFC Mutual Fund partners with Network18 to launch Mission Wealthwise to champion financial literacy in schools

An initiative to engage policymakers, educators and parents towards integrating financial literacy into formal school education

Mumbai, November 11, 2026: HDFC Mutual Fund, in partnership with Network18, has launched 'Mission Wealthwise', a nationwide Initiative to promote financial literacy among young Indians and advocate its inclusion in formal school education. The initiative seeks to build awareness around financial education as a critical life skill and encourage collective action towards equipping the next generation with the knowledge to make informed financial decisions.

The Initiative aims to build advocacy for introducing financial literacy at the school level. It will bring together Network18's editorial team, government bodies, industry experts, education boards, policymakers across states, academic institutions and parents to encourage greater recognition of financial education as an integral part of the learning ecosystem.

Commenting on the initiative, Navneet Munot, Managing Director and Chief Executive Officer, HDFC Asset Management Company Limited, said, "*Financial literacy is a foundational life skill that should be nurtured early. The ability to make sound financial decisions has a lasting impact on an individual's life and, collectively, on the financial well-being of society. Yet, the foundations for these decisions are often laid much later than they should be. Introducing financial education at the school level can help bridge this gap by building awareness and confidence from an early age. Mission Wealthwise is an effort to bring the right stakeholders together and drive this conversation towards meaningful action*."

The Initiative will also feature Investor Awareness Programmes (IAP) across educational institutions, aimed at engaging students directly and encouraging grassroots participation. In addition, a dedicated Mission Wealthwise landing page will serve as a content hub.

The National Centre for Financial Education (NCFE) joins the initiative as Knowledge Partner along with Central Depository Services (India) Limited (CDSL).

Through Mission Wealthwise, HDFC Mutual Fund aims to contribute to a broader effort to make financial literacy an integral part of school education. By bringing together policymakers, educators, parents and the financial services ecosystem, the initiative seeks to build momentum towards ensuring that financial awareness becomes an essential part of how young Indians learn and prepare for the future.

To Know more: https://www.hdfcfund.com/learn/sip

An Investor Education and Awareness Initiative

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HDFC Mutual Fund: SEBI Registration Number: MF/044/00/6

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