NeoEcon Global Initiative

Executive Recap Report: UAE Deployment

Yuvraj Singh, Founder & President
NeoEcon Global Initiative

13 December 2025

Program:	NeoEcon UAE Financial Literacy Initiative
Event:	Ancillary Staff Financial Empowerment Workshop
Venue Partner:	Institutional School Campus (School Ancillary Support Services)
Location:	Ras Al Khaimah, United Arab Emirates
Date:	13 December 2025
Lead Facilitator:	Yuvraj Singh

Key Impact Metric
Following a targeted educational intervention, assessed ancillary support staff demonstrated a **+77.8% net increase in objective financial literacy**, with average test accuracy rising from a baseline of **45.0% (Pre-Test)** to **80.0% (Post-Test)**. Additionally, self-reported financial management confidence increased by **+75.0%**, from a baseline of **4.8** to **8.4 out of 10**.

1 Event Metrics & Demographic Profile

The workshop successfully trained a total of **33 ancillary school staff members** (comprising bus drivers, security guards, cleaning staff, and bus conductors). Due to language barriers and varying digital literacy levels among the migrant support staff, the cohort was split into smaller interactive sessions to ensure direct, hands-on mentoring.

To evaluate the impact of the session under these digital constraints, a representative sample of $N = 5$ participants was assessed via face-to-face, interviewer-led verbal evaluations. This method allowed facilitators to record accurate data by translating the concepts directly and recording the answers on behalf of the participants, bypassing smartphone access and text-literacy barriers.

1.1 Initial Demographic & Behavioral Baseline

- **Age Demographics:** 100% of the assessed cohort was over the age of 26 (ranging from 30 to 55 years), representing primary income providers sending money home to support large families in their home countries.
- **Primary Transaction Medium:** 100% of the participants managed their daily finances entirely in cash (AED), receiving wages and executing local purchases outside the digital banking system.

- **Expense Tracking Habits:** Prior to the workshop, 60% of the participants reported not tracking their daily expenses at all (answering "No"), 20% tracked "Sometimes," and only 20% tracked "Yes."
- **Budgeting Experience:** 80% of the participants had never created a structured monthly budget before, while only 20% had previously attempted to do so.
- **Baseline Financial Confidence:** The average self-rated confidence in managing money was **4.8 out of 10** (with 40% rating themselves at a 4, 40% at a 5, and 20% at a 6).

2 Quantitative Performance Analysis

Participants were evaluated on four core micro-economic and financial concepts before and after the workshop. Each concept was tested via a standardized question. The results demonstrate a significant, measurable reduction in conceptual errors across the board.

Table 1: Pre-Test vs. Post-Test Concept Performance ($N = 5$)

Concept Tested	**Correct Answer**	**Pre-Test**	**Post-Test**	**Delta**
Compound Interest	More than $102	2 (40%)	4 (80%)	+100%
Stock Diversification	False (Mutual Fund is safer)	2 (40%)	5 (100%)	+150%
Emergency Funds	3 to 6 months	2 (40%)	3 (60%)	+50%
Inflation Dynamics	Less than today (Purchasing Power)	3 (60%)	4 (80%)	+33%
Cohort Average	**Overall Accuracy**	**1.80 / 4.0 (45%)**	**3.20 / 4.0 (80%)**	**+77.8%**

2.1 Key Data Insights

- **Compound Interest & Inflation Dynamics:** Baseline calculations showed high confusion, with 60% of the cohort failing to grasp how interest and inflation erode purchasing power over time. Post-test results showed significant improvement, with 80% accuracy on both compound interest and inflation dynamics.
- **Emergency Fund Allocation:** This was the hardest concept for the cohort. Pre-test accuracy was 40% (with 40% believing emergency funds should cover 1–2 years, representing a hyper-conservative cash-hoarding mentality). Post-test accuracy rose to 60%, with the remaining 40% still retaining the 1–2 year view, indicating a strong cultural preference for holding local emergency cash buffers.
- **Workshop Utility Rating:** At the end of the session, participants rated the quality and helpfulness of the workshop at an average of **9.0 out of 10** (with 60% giving it a 9, 20% giving it an 8, and 20% giving it a 10), indicating high participant engagement.

3 Program Methodology & Implementation

To address the specific behavioral and technological barriers of this cohort, the training focused on three primary areas:

1. **Simplified Local Budgeting:** We broke down budgeting into clear, practical daily math, separating essential survival costs (housing, basic food) from impulse pocket spendings (confectioneries, tea).
2. **Remittance Buffer Allocation:** We modeled a "pay yourself first" methodology. Participants were shown how setting aside a small local savings buffer (even 50 AED monthly) prior to remitting money prevents high-interest debt-reliance during sudden emergencies.
3. **Offline Digital Logging Interfaces:** Facilitators guided participants through installing and navigating simple, offline transaction logging software. Because mobile data is expensive or unavailable for support staff during work hours, training focused heavily on utilizing local databases that operate entirely without an internet connection.

4 Grounded Participant Feedback

To capture authentic, unpolished feedback on local financial habits, facilitators conducted open discussions. Zain Asghar, a school bus driver, explained the practical challenges:

> *"I never wrote down my spendings anywhere. If I had cash in my pocket, I spent it on tea or phone credit without thinking, and sent the rest to my family at home. It was too much work to carry a notebook to write down a 5-Dirham spending. This is the first time I am seeing an app that lets me log my costs offline in my own language. It will take time to get into the habit, but I am going to try my best to track it now. Thank you for taking the time to show us."*
> — **Zain Asghar**, School Bus Driver (Translated from Urdu)

5 Facilitator Takeaways & Strategic Direction

This deployment highlighted that technical systems and software architectures are only a fraction of the solution. Technical excellence remains irrelevant if local behavioral habits do not shift. The primary challenge in grassroots financial inclusion is breaking the psychological habit of unlogged cash spending.

Moving forward, the initiative will balance mobile tool deployment with targeted behavioral coaching, ensuring that users build the daily habit of ledger tracking to secure long-term economic independence.