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Circular No.99/DFIBT-21/2017

28 April 2017

The Managing Director / Chief Executive Officers
All State Cooperative Banks/
All District Central Cooperative banks

Respected Sir / Madam,

Financial Literacy Week

To emphasize the importance of financial literacy, RBI has decided to observe the week June 5-9, 2017 as Financial Literacy Week across the country.

2. The literacy week will focus on four broad themes, viz. **KYC, Exercising Credit Discipline, Grievance Redressal and Going Digital (UPI and *99#)**. The five messages that will be communicated to the common man based on the above broad themes are available under "Financial Literacy Week" in the downloads section of the [financial education webpage of RBI](#).

3. Local language versions of the posters (A3 size) to be displayed in bank branches, flyers (A5 size) to be distributed to camp participants and charts (A2 size) to be used by trainers during camps to be conducted by FLCs and rural branches would be provided by the Regional Offices of NABARD. The literature to be obtained is indicated below:

Material	Quantity for each FLC	Quantity for each branch
A3 size posters	5 posters (1 set)	5 posters (1 set)
A2 size charts	5 charts (1 set)	5 charts (1 set)
A5 size flyers	1000 flyers (200 sets of 5)	500 flyers (100 sets of 5)

राष्ट्रीय कृषि और ग्रामीण विकास बैंक

National Bank for Agriculture and Rural Development

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4. Banks are advised to get in touch with the respective Regional Offices of NABARD to collect the posters/flyers/charts during the first two weeks of May and distribute the same to their branches and FLCs before 25th May 2017.

5. During the week, you may ensure the following:

- I. You may advise your Financial Literacy Centres to conduct special camps on each of the five days in backward/unbanked areas. FLC Counsellors may utilize the charts of A2 size for training purposes. Promotional material of A5 sizes may be distributed during the camps.
- II. All Rural branches may conduct one camp on any of the five days of the week after branch hours.
- III. All bank branches may display A3 size posters on the five messages in the local language in a prominent place inside the branch premises. These posters will continue to be displayed for at least six months in the branch premises even after the Financial Literacy week is over.
- IV. You may arrange to display one message each day on the home page of your websites in English / Hindi / local language and also display one message each day on the ATM screens across the country in English and the local languages.
- V. An online quiz will be hosted by RBI for the general public on the four broad themes to generate interest/awareness about financial literacy. Details of the quiz will be intimated shortly by RBI through their website www.rbi.org.in. You may accord suitable publicity for the proposed quiz.
- VI. Support will be available for camps from FIF. Separate sanction may be obtained from NABARD by 3rd week of May from NABARD i.e. 26 May 2017. Separate instructions are being issued for the extent of financial support to be made available for the purpose.

Yours faithfully



(Subrata Gupta)
Chief General Manager