

Ref: SLBC- 86/337/2024

22<sup>nd</sup> February 2024

**The Members**

**State Level Bankers' Committee, Gujarat**

**Re : Observance of Financial Literacy Week 2024 from 26<sup>th</sup> February'24 to 1<sup>st</sup> March'24**

Dear Sir / Madam,

As you all are aware that the Financial Literacy Week (FLW) is an initiative of RBI to promote awareness on key topics relating to financial literacy every year through a focused campaign across the country. This year, RBI vide their letter dated 20<sup>th</sup> February'24 (copy enclosed) has conveyed observance of FLW 2024 from **26<sup>th</sup> February'24 to 1<sup>st</sup> March'24** on the theme of **"Make a Right Start : Become Financially Smart"**. The Focus of this year during FLW 2024 will be on the following sub-themes;

1. Saving and Power of compounding
2. Banking Essentials for Students
3. Digital and Cyber Hygiene

RBI has made available the following link for downloading posters / leaflets in English, Hindi and Regional Languages:

[https://drive.google.com/drive/folders/1XkJ5ESEuo\\_PNSaPMKbU93-  
iuKH\\_lgd2h?usp=sharing](https://drive.google.com/drive/folders/1XkJ5ESEuo_PNSaPMKbU93-<br/>iuKH_lgd2h?usp=sharing)

In view of the foregoing, all members are requested to initiate following actions / activities;

1. Check and ensure that the posters are displayed on the digital display boards deployed in Branches and ATMs for public display from the date of commencement of Financial Literacy week i.e., 26<sup>th</sup> Feb 2024 to till 1<sup>st</sup> Mar 2024.
2. Also display the posters, in the eye catching areas of Branch premises, Banking Outlets (BOs) and Gram Panchayat Offices of service area.
3. All Branches to conduct at least two Financial Literacy Camps in service area during the FLW 2024.
4. Financial Literacy Counsellors (FLCs) may be advised to conduct maximum possible camps during the FLW 2024 to widely propagate the FL messages.

Financial literacy supports the pursuit of Financial Inclusion by empowering customers to make informed choices leading to their financial wellbeing. This essential life skill is particularly important for youngsters entering the ambit of financial world and therefore, endeavor to be made to spread these important literacy messages among youth.

Keeping the above objectives in mind, we request all members to participate wholeheartedly in this year's Financial Literacy Week 2024.

Yours faithfully,



(Baldev Patel)

Head, SLBC (Gujarat).

Encl. – as above...

Copy To : All LDMs - With a request to issue instructions to all bank branches & promote the event in all possible means.

संयोजक - राज्य स्तरीय बैंकर्स समिति, गुजरात

दूसरी मंजिल, बैंक ऑफ बड़ौदा टावर्स, लॉ गार्डन के सामने, एलिसब्रिज, अहमदाबाद – 380006

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