



भारतीय रिज़र्व बैंक
RESERVE BANK OF INDIA

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बेटी बचाओ
बेटी पढ़ाओ

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20 फरवरी 2024

Shri Ashwini Kumar
General Manager
State Level Bankers Committee (SLBC)
Bank of Baroda
8th Floor, Bank of Baroda Towers, Ellisbridge
Ahmedabad – 380 006

Dear Sir,

Observance of Financial Literacy Week 2024: February 26 – March 01, 2024

In order to create awareness at a large scale on key aspects of Financial Literacy, Reserve Bank of India has been observing one week in a year as Financial Literacy Week (FLW) every year since 2016. The idea of Financial Literacy Week is to focus on creating awareness through certain key messages across all available channels with the intention of reaching out to the masses. This year, the FLW will be observed during February 26 - March 01, 2024 on the theme of "Make a Right Start: Become Financially Smart" which aligns with the overall strategic objectives of the National Strategy for Financial Education (NSFE), 2020-2025. The focus of this year FLW 2024 will be on following sub-themes:

- i. Saving and Power of compounding
- ii. Banking Essentials for Students
- iii. Digital and Cyber Hygiene

2. A concerted awareness campaign is planned during the week through display of printed posters at all bank branches, Financial Literacy Centres (FLCs), Centres for Financial Literacy (CFLs), Rural Self-Employment Training Institutions (RSETIs), Banking outlets (BOs) and Taluka Panchayats in the State of Gujarat and UT of DNH and D&D. We are also arranging to display FLW messages on hoardings / billboards located at prominent places in the State and UT and on the Variable Messaging

वित्तीय समावेशन और विकास विभाग, 3री मंजिल, मुख्य कार्यालय भवन, भारतीय रिज़र्व बैंक, गांधी ब्रिज के पास, आश्रम रोड, अहमदाबाद- 380014

फोन- (079) 27540249 Ext.-8302 ई-मेल: fiddahmedabad@rbi.org.in

Financial Inclusion and Development Department, 3rd Floor, Main Office Building, Reserve Bank of India
Near Gandhi Bridge, Ashram Road, Ahmedabad 380014

हिन्दी आसान है। इसका प्रयोग करें।



Signage Boards (VMSBs) located across the cities of Ahmedabad, Gandhinagar, Rajkot, Surat and Vadodara.

3. To make this campaign a success, we request your support, inputs and feedback and also request you to disseminate these messages through your channels to ensure that the collective resources and efforts of RBI, the state administration and other agencies work together in delivering the awareness messages to the maximum number of citizens in the State of Gujarat and UT of DNH and D&D.

4. The FLW event will be inaugurated on February 26, 2024 (Monday) at 1100 hrs at the Lecture Hall, 1st Floor, Main Office Building, RBI near Gandhi Bridge, Ahmedabad –380014. We, therefore, request you to kindly make it convenient to attend the inaugural function.

5. A line of confirmation in this regard, would be highly appreciated.

With kind regards,

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Ashok Parikh'.

(Ashok Parikh)
General Manager