



भारतीय रिज़र्व बैंक
RESERVE BANK OF INDIA
www.rbi.org.in

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April 26, 2018

The Chairman/Managing Director/CEO
Scheduled Commercial Banks
(As per mailing list)

Madam/Dear Sir,

Financial Literacy Week (FLW) - June 4-8, 2018

The concept of observing a week as "Financial Literacy Week (FLW)" was conceived in the year 2016 and a standard set of activities was prescribed across the country during 2017 wherein the week from June 5-9, 2017 was observed as FLW.

2. On similar lines, it has been decided to observe the first week of June this year (June 4-8, 2018) as FLW with the theme of "Consumer Protection". The theme has been chosen to create awareness among the consumers of financial services about their rights, responsibilities, good practices and resolution mechanisms in a fast changing digital financial landscape. Financial Literacy Posters have been prepared on the following four topics for the trainers and the general public and will be hosted on the financial education webpage of the RBI website under Downloads Tab -> FL week 2018 (sample A4 size English versions of the posters are attached herewith):

- Risk vs Return
- Grievance Redress mechanism
- Customer Liability for unauthorized electronic banking transactions &
- Good practices for a safe digital banking experience

3. The following activities have been planned for the financial literacy week:

- All banks may advise their Financial Literacy Centres (FLC) to conduct special camps on each of the five days in backward/unbanked areas.
- All bank branches in the country may display A3 size posters on the four 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 after the Financial Literacy week. Flyers may be distributed to branch customers.

वित्तीय समावेशन और विकास विभाग, केंद्रीय कार्यालय, 10वीं मंजिल, केंद्रीय कार्यालय भवन, शहीद भगत सिंह मार्ग, पो.बा.सं.10014, मुंबई 400 001
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हिंदी आसान है, इसका प्रयोग बढ़ाइए

चेतावनी: रिज़र्व बैंक द्वारा ई-मेल, डाक, एसएमएस या फोन कॉल के जरिए किसी की भी व्यक्तिगत जानकारी जैसे बैंक के खाते का न्यौंरा, पासवर्ड आदि नहीं मांगी जाती है। यह धन रखने या देने का प्रस्ताव भी नहीं करता है। ऐसे प्रस्तावों का किसी भी तरीके से जवाब मत दीजिए।

Caution: RBI never sends mails, SMSs or makes calls asking for personal information like bank account details, passwords, etc. It never keeps or offers funds to anyone. Please do not respond in any manner to such offers.



- iii. All banks may display the four messages each day on the home page of their websites in English and Hindi and also display them on the ATM screens across the country in local languages. The ATM and website messages in English, Hindi and local languages will be made available for download on the financial education webpage of RBI under the Downloads tab -> FL Week 2018
4. Each FLC would be provided with 4 posters for trainers and 500 flyers for participants. Each bank branch would be provided with 4 posters for displaying in bank branches and 100 flyers for distribution to bank customers. Local language versions of the posters and flyers would be printed and provided by the Regional Offices of RBI to the banks.
5. The banks may make logistical arrangements to collect the posters and flyers from the Regional offices of RBI during the second week of May and transmit the same to the branches and FLCs before the Financial Literacy Week.
6. For co-ordination with the Reserve Bank of India, a list containing the names and contact details of Regional Office Literacy Officers (RLO) of RBI is furnished in the Annex.
7. You may also ensure that the Regional Rural Banks (RRB) sponsored by your bank adhere to the above instructions for observing financial literacy week.
8. It is our endeavor to reach out to the common man during the Financial Literacy Week and we seek the whole hearted co-operation from the banking fraternity at large in making this event a grand success.

Yours faithfully,

(G P Borah)
Chief General Manager-in-Charge

Enclosures: As above



LIST OF REGIONAL OFFICE LITERACY OFFICERS (RLOs) OF RBI

Regional Office	RLO	Contact	Email
Ranchi	Shri B L Soreng, AGM	9631568657	blsoreng@rbi.org.in
Imphal	Shri C M Samuel, AGM	9435732943	cmsamuel@rbi.org.in
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