



**भारतीय रिज़र्व बैंक**  
**RESERVE BANK OF INDIA**

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## **RBI Launches Financial Literacy Week 2025**

Reserve Bank has been conducting Financial Literacy Week (FLW) every year since 2016 to promote financial literacy. Governor Shri Sanjay Malhotra launched the tenth edition of **Financial Literacy Week (FLW) 2025** and the theme for the current year is **Financial Literacy: Women's Prosperity" (वित्तीय समझदारी - समृद्ध नारी)**

The FLW 2025 will be observed between February 24 and 28, 2025. The launch ceremony was attended by the top management and Regional Heads of the Reserve Bank, NABARD and heads of select commercial banks.

Speaking at the launch, the Governor, Shri Malhotra underlined the need for empowering women to enhance their participation in driving inclusive and sustained economic growth of our country. He urged banks to use all available channels to continue to promote financial literacy, particularly among women.

As part of FLW 2025, RBI will undertake multimedia campaigns on the theme. Banks, too, have been advised to give out information and create awareness among their customers.

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**(Puneet Pancholy)**  
Chief General Manager