



भारतीय रिज़र्व बैंक  
RESERVE BANK OF INDIA

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## Financial Literacy Week 2024 and Financial Literacy Ideathon

Reserve Bank of India (RBI) is observing the Financial Literacy Week (FLW) 2024 from February 26 to March 1, 2024 on the theme “Make a Right Start – Become Financially Smart”. FLW has been observed every year since 2016 with the aim of promoting financial literacy.

2. The theme for this year, is targeted towards young adults, mainly students. The objective is to increase awareness on the advantages of inculcating financial discipline from an early age with inputs on saving, budgeting, power of compounding, banking essentials and cyber hygiene.

3. As part of FLW campaign of 2024, RBI is pleased to announce a Financial Literacy Ideathon, which is aimed at soliciting innovative ideas from postgraduate students, on creative strategies to propagate financial literacy among the youth so as to empower them to engage in responsible financial behaviour and take informed financial decisions.

4. For more details, please click [here](#).