



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

वेबसाइट : [www.rbi.org.in/hindi](http://www.rbi.org.in/hindi)

Website : [www.rbi.org.in](http://www.rbi.org.in)

इ-मेल email: [helpdoc@rbi.org.in](mailto:helpdoc@rbi.org.in)

संचार विभाग, केंद्रीय कार्यालय, एस.बी.एस.मार्ग, मुंबई-400001

DEPARTMENT OF COMMUNICATION, Central Office, S.B.S.Marg, Mumbai-400001

फोन/Phone: 91 22 2266 0502 फैक्स/Fax: 91 22 22660358

March 10, 2017

**Financial Literacy Material**

The Reserve Bank of India has published a booklet titled FAME (Financial Awareness Messages) to provide basic financial literacy messages for the information of the general public. It contains eleven institution/product neutral financial awareness messages, such as, documents to be submitted while opening a bank account (KYC), importance of budgeting, saving and responsible borrowing, maintaining a good credit score by repaying loans on time, banking at doorstep or at vicinity, knowing how to lodge complaints at the bank and the Banking Ombudsman, usage of electronic remittances, investing money only in registered entities, etc. The aim of this initiative is to create awareness about financial products and services, good financial practices, going digital and consumer protection. The booklet is available in the local languages for download at (<https://www.rbi.org.in/commonman/English/Scripts/fame.aspx>).

Two posters on [UPI \(Unified Payment Interface\)](#) and [\\*99# \(Unstructured Supplementary Service Data\)](#) are also available for download in the local languages.

Press Release: 2016-2017/2426

**Ajit Prasad**  
Assistant Adviser