



भारतीय रिज़र्व बैंक
RESERVE BANK OF INDIA

वेबसाइट : www.rbi.org.in/hindi

Website : www.rbi.org.in

ई-मेल/email : helpdoc@rbi.org.in



संचार विभाग, केंद्रीय कार्यालय, शहीद भगत सिंह मार्ग, फोर्ट, मुंबई-400001

Department of Communication, Central Office, Shahid Bhagat Singh Marg, Fort, Mumbai-400001 फोन/Phone: 022- 22660502

February 13, 2023

Financial Literacy Week 2023

Reserve Bank of India (RBI) has been conducting Financial Literacy Week (FLW) every year since 2016 to propagate financial education messages on a particular theme among members of public across the country.

2. The theme selected for current year FLW is “**Good Financial Behaviour - Your Saviour**” which will be observed between February 13 and 17, 2023. The theme aligns with the overall strategic objectives of the National Strategy for Financial Education: 2020-2025 which aims at building financial resilience and well-being while creating awareness among members of public. Focus will be on creating awareness about *savings, planning and budgeting, and prudent use of digital financial services*.

3. RBI will undertake a centralized mass media campaign during the month of February 2023 to disseminate financial awareness messages. Banks too have been advised to give out information and create awareness among their customers.

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(Yogesh Dayal)
Chief General Manager