



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

DCBS.BL.(Ret) No. 2411 /06.02.324/2017-18

April 26, 2017

Chief Executive Officer
Urban Co-operative Bank

Dear Sir/Madam,

Financial Literacy Week

To emphasize the importance of financial literacy, it has been decided to observe the week June 5-9, 2017 as Financial Literacy Week across the country.

2. The literacy week will focus on three broad themes, viz. KYC, Exercising Credit Discipline, Grievance Redressal and Going Digital. The four messages that will be communicated to the common person based on the above broad themes are annexed in the form of posters (Annex 1).

3. Kannada versions of the posters (A3 size) to display in bank branches would be printed by us. Each bank branch would be provided with 1 set of four A3-size posters (1 set of 4 posters per branch).

4. To facilitate the exercise, you may identify nodal officers from your bank and provide us their contact details (by e-mail at dcbsbengaluruoss@rbi.org.in) for ensuring better co-ordination in distribution of required posters. The posters would be made available in the first fortnight of May. We will keep you informed regarding collecting the posters, in due course. You may distribute the same to your branches in advance.

5. During the week,

I. All bank branches should display A3-size posters on the four messages in Kannada 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 is over.

II. You may also, to the extent possible, display one message each day on the home page of your Banks websites in English and Hindi and also display one message each day on the ATM screens in English and Kannada (Annex 2).

6. It is our endeavor to reach out to the common person during the Financial Literacy week and we seek the whole hearted co-operation from your bank in making this event a grand success.

Yours faithfully,



(Thotngam Jamang)
General Manager
Department of Co-operative Bank Supervision
Bengaluru

Enclosures: As above