

FINANCIAL LITERACY

Indian Bank Association has standardised the financial literacy/educational material for dissemination of financial literacy. RBI has also issued comprehensive educational material on financial literacy. Bank is undertaking Financial Literacy dissemination programme as per guidelines issued by DFS/ RBI / IBA. The financial literacy campaign is being taken on priority basis as per following key approaches:-

- a. Financial Literacy is being disseminated through a network of BC network and branches through financial literacy material standardized by IBA.
- b. Film of IBA on financial literacy is also being shown.
- c. Students of schools & colleges are targeted for financial literacy by BCAs.
- d. SLBCs have been given responsibility of mapping of skilling centres/vocational training partners/operational centers/ITIs with FLCs/ bank branches. We have the responsibility of SLBC Punjab, Haryana & UT Chandigarh. They have mapped 373 institutes in the state of Haryana and 428 institutes in the state of Punjab with FLCs.
- e. DFS has been focusing on progress of Financial Inclusion through Financial Literacy camp organized by SLBCs in skilling centers/Vocational centers& schools.