



दिल्ली विश्वविद्यालय
University of Delhi

कुलपति कार्यालय
VC's OFFICE

डायरी संख्या
Diary No. 2413
दिनांक
Date 21.03.2024

Office Of The Vice Chancellor, DU <vc@du.ac.in>

Financial Literacy Ideathon with the objective of spurring students pursuing post graduate courses - regarding

CDN MoE <cdn.edu@nic.in>

Fri, Mar 15, 2024 at 5:48 PM

To: vc cuap <vc.cuap@gmail.com>, kori shivu <kori.shivu@gmail.com>, vc@ctuap.ac.in, tvkattimani@gmail.com, vc@rgu.ac.in, vc@aus.ac.in, vc@tezu.ernet.in, vc@cub.ac.in, vc@mngcub.ac.in, Vice Chancellor GGU Bilaspur <vc@ggu.ac.in>, vc@du.ac.in, yogesh singh april <yogesh.singh.april@gmail.com>, ys66@rediffmail.com, VC VC <vc@mail.jnu.ac.in>, vc@jmi.ac.in, najmaakhtar@gmail.com, vc@ignou.ac.in, vc@cug.ac.in, vc@cuh.ac.in, vc@hpcu.ac.in, vc@cuajammu.ac.in, sj vc <sj.vc@cuajammu.ac.in>, vc@cukashmir.ac.in, vc@cuaj.ac.in, kb das <kb.das@cuaj.ac.in>, vccukg@gmail.com, vc@cuk.ac.in, vicechancellor@cukerala.ac.in, vc@igntu.ac.in, vc@dhsgrsu.edu.in, mgahvvc@gmail.com, vc@mzu.edu.in, vcoffice@manipuruniv.ac.in, vcnehu@nehu.ac.in, vc@nagalanduniversity.ac.in, vc@cuo.ac.in, "Vice Chancellor, PU" <vc@pondiuni.edu.in>, gurmeet123@gmail.com, vc@cup.edu.in, vc@curaj.ac.in, anandbhalerao@curaj.ac.in, vc@cus.ac.in, vc@cutn.ac.in, vc@tripurauniv.ac.in, vc@uohyd.ac.in, vc@manuu.edu.in, vc@efluniversity.ac.in, Prof Sanjay Singh <vc@bbau.ac.in>, ssingh phe <ssingh.phe@iitbhu.ac.in>, vcamu@amu.ac.in, vc@bhu.ac.in, vcoffice uoa <vcoffice.uoa@gmail.com>, vcoffice@allduniv.ac.in, Vice Chancellor <vc@hnbgu.ac.in>, vice-chancellor@visva-bharati.ac.in
Cc: DEVENDRA KUMAR SHARMA <devendra.kumarsharma@nic.in>, rinasonowal.edu@nic.in, RAJEEVBAAHREE US <rajeev.bahree@nic.in>

Sir/Madam

Please find enclosed herewith D.O. letter regarding Financial Literacy Ideathon with the objective of spurring students pursuing post graduate courses. It is request you to make arrangements for disseminating information about the Ideathon in your institution and encouraging students to participate actively.

Regards,
CDN Section
D/o Higher Education
Ministry of Education

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22/02/2024

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22/3/24

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DR. Compu
A.R. Academic

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Rina Sonowal Kouli
Joint Secretary
Department of Higher Education

भारत सरकार
शिक्षा मंत्रालय
उच्चतर शिक्षा विभाग
शास्त्री भवन
नई दिल्ली - 110 115
GOVERNMENT OF INDIA
MINISTRY OF EDUCATION
DEPARTMENT OF HIGHER EDUCATION
SHASTRI BHAVAN
NEW DELHI-110 115

Dear Sir/Madam,

D.O. No. M.11018/02/2024-CDN
Dated 15.03.2024

The Reserve Bank of India has been undertaking a number of initiatives to promote Financial Literacy among various segments of the population. One such initiative is the observation of Financial Literacy Week (FLW). This year FLW was observed on the theme 'Make a Right Start: Become Financially Smart'.

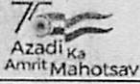
2. As part of the same, a Financial Literacy Ideathon with the objective of spurring students pursuing post graduate courses to reflect on innovative approaches to propagate financial literacy among young adults has been launched. The Ideathon was launched on February 26, 2024, with the topic 'Money matters for young adults: Rethinking Outreach Strategies' and submissions are open until March 20, 2024. A copy of DO letter no. CO.FIDD.FLD.NO.S1982/12.01.074/2023-24 dated 11.03.2024, received from Reserve Bank of India with a write up on the ideathon and participation guidelines is enclosed.

3. I would therefore request you to make arrangements for disseminating information about the Ideathon in your institution and encouraging students to participate actively.

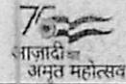
Enclosed: As above *Regards,*

Yours Sincerely,
R. Sonowal
(Rina Sonowal Kouli)

Directors of IITs, NITs, IIITs, IISc, IISERs, SPAs and other CFTIs
VCs of Central Universities and VC, NIEPA



भारतीय रिज़र्व बैंक
RESERVE BANK OF INDIA



CO.FIDD.FLD.No. S1982 /12.01.074/2023-24

March 11, 2024

Secretary
Department of Higher Education,
Ministry of Education,
Government of India,
127-C, Shastri Bhawan,
New Delhi

DS (DUS) / Hear
way 15/3
15/3

Dear Sir,

RBI's Financial Literacy Ideathon

The Reserve Bank of India has been undertaking a number of initiatives to promote Financial Literacy among various segments of the population. One such initiative is the observation of Financial Literacy Week (FLW). This year FLW was observed on the theme '**Make a Right Start: Become Financially Smart**'. As part of the same, we launched a Financial Literacy Ideathon with the objective of spurring students pursuing post graduate courses to reflect on innovative approaches to propagate financial literacy among young adults. The Ideathon was launched on February 26, 2024, with the topic '**Money matters for young adults: Rethinking Outreach Strategies**' and submissions are open until March 20, 2024. Please find enclosed a write up on the ideathon alongwith the participation guidelines.

2. Considering the relevance of the topic, we seek your Department's collaboration to enhance the visibility of and participation in this important initiative. We believe that your Department's support in promoting the Ideathon among postgraduate colleges nationwide will significantly contribute to its success. We therefore, request the Department to consider disseminating information about the Ideathon to colleges under your jurisdiction and encouraging students to participate actively.

वित्तीय समावेशन और विकास विभाग, केन्द्रीय कार्यालय, 10 भी गंजिल, केंद्रीय कार्यालय भवन, शाहीद भगत सिंह मार्ग, पोस्ट बॉक्स नं. 10014, मुंबई - 400001

Financial Inclusion & Development Dept., Central Office, 10th Floor, Central Office Building, Shahid Bhagat Singh Marg, Mumbai-1

टेली Tel: 022-22601000 फैक्स: 91-22-22621011/22610943/22610948 ई-मेल: cgmincfidd@rbi.org.in

हिंदी आवाज है, इसका प्रयोग बड़ा है

"चेतावनी : रिज़र्व बैंक आपको डाक, एसएमएस या फोन कॉल के जरिए किसी की भी व्यक्तिगत जानकारी जैसे बैंक के खाते का ब्यौरा, पासवर्ड आदि नहीं मांगी जाती है।

यह धन रखने या देने का प्रस्ताव भी नहीं करता है। ऐसे प्रस्तावों का किसी भी तरीके से जवाब मत दीजिए।"

Caution: RBI never sends mails, SMSs or makes calls asking for personal information like bank account details, passwords, etc. It never keeps or offers funds to anyone. Please do not respond in any manner to such offers.



3. Furthermore, we welcome any suggestions, to enhance the promotion of the Ideathon and increase student engagement.

4. We look forward to a positive response to our request.


Yours sincerely,

A handwritten signature in black ink, appearing to read 'Nisha', is written over the printed name.

(Nisha Nambiar)

Chief General Manager-in-Charge

Financial Literacy Ideathon



submit
online

Ideation Paper on
Money Matters for Young
Adults: Rethinking Outreach
Strategies

• **WIN PRIZES** •

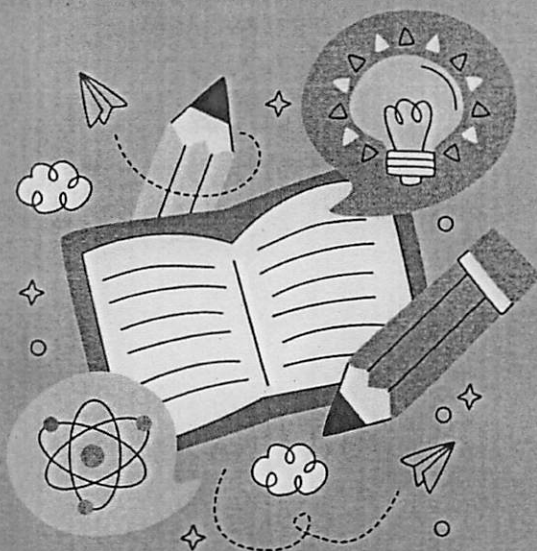
Send entries from
FEBRUARY 26th - March 20th, 2024



<https://www.rbi.org.in/>

Craft Your Vision

RBI announces Financial Literacy Ideathon – an opportunity for postgraduate students to contribute to innovations in the area of financial literacy!



What

An ideation paper, not exceeding 2000 words on the topic 'Money Matters for Young Adults; Rethinking Outreach Strategies'

How

Suggest innovative ways to empower young minds with vital financial skills and knowledge.

Email pdf to flcfdco@rbi.org.in

When

Entries can be submitted from February 26 - March 20, 2024

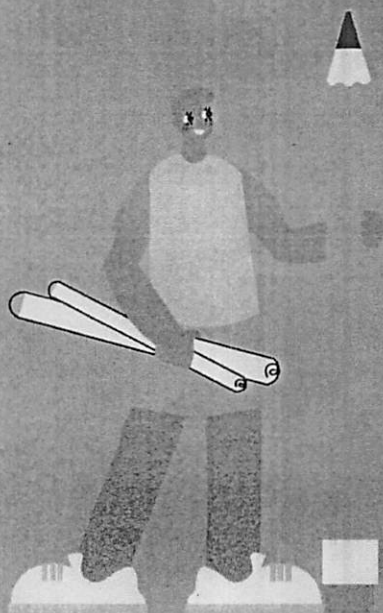
Prizes

First prize - ₹1 lakh
Second Prize - ₹75,000 and ₹50,000 for the third prize

What more

An opportunity to present your ideas to RBI and have them implemented, if found suitable.

Avoid plagiarism by citing sources for borrowed ideas; documents that contain plagiarized content will not be accepted.



Financial Literacy Ideathon

Purpose

The Reserve Bank of India (RBI) has been propagating financial literacy in various forms, recognizing its crucial role in securing individuals' financial future. By promoting financial literacy, RBI aims to empower people with knowledge of basic financial concepts and enable them to make well-informed decisions, understand the importance of saving and investing, and navigate the digital financial landscape with confidence. One of the financial literacy initiatives taken by RBI is to observe Financial Literacy Week (FLW) every year. As part of the FLW 2024, a Financial Literacy Ideathon will be held to stimulate innovative thinking among postgraduate students, on the subject of promoting financial literacy among young adults. The details are as follows:

Terms and Conditions:

- The competition is open to all postgraduate students (excluding doctoral and post-doctoral students) currently enrolled in recognized educational institutions.
- Participants are required to submit an ideation paper on the subject '**Money Matters for Young Adults: Rethinking Outreach Strategies**'
- The word limit is 2000 words.
- The focus of the submission should be on the innovative ways in which financial education can be propagated among youngsters. In this context, a brief write up on the existing Financial Literacy initiatives of RBI, is enclosed (Annex I). Participants may also refer to the National Strategy of Financial Education 2020-25. (<https://www.rbi.org.in/scripts/PublicationReportDetails.aspx?UrlPage=&ID=1156>)
- Participants must submit their ideation papers in Hindi or English in pdf format. Multiple entries by the same participant will not be accepted.
- Submissions must be original and unpublished work.
- Plagiarism will result in disqualification.

- The registration for the Ideathon starts from February 26, 2024. Entries must be submitted by 6 PM on March 20, 2024.
- Participants may mail their entries to flcfiddco@rbi.org.in with subject line "FLW 2024 Ideathon". While submitting the entries, the full name of the participant, name of the university/ college, course details (name of course and batch) and contact details (email and mobile number) may be provided in the body of the mail.
- Entries will be evaluated based on creativity, feasibility, innovation, and relevance to the theme. RBI's decision, in this regard, will be final.
- Prizes: Prizes will be awarded to the top three submissions as below:
 - First Prize: ₹1 lakh
 - Second Prize: ₹75,000
 - Third Prize: ₹50,000
- Intellectual Property: Participants retain the rights to their submissions, but RBI will have the permission to use their ideas for implementation purposes.
- Winners will be notified via email.
- RBI reserves the right to disqualify any entry that does not comply with the terms and conditions or is deemed inappropriate.
- For any inquiries or clarifications regarding the competition, participants can email on flcfiddco@rbi.org.in.

Financial Literacy initiatives of RBI

The Reserve Bank of India (RBI) has taken proactive steps to enhance financial literacy across diverse segments of society, aiming to deepen comprehension of financial concepts and products. These efforts entail a variety of programs, campaigns, and educational resources aimed at empowering individuals to make informed financial choices. The most recent initiative involved organizing an All-India Quiz on financial literacy targeted at school students, with the aim of fostering a connection between the Reserve Bank and the younger generation while enhancing awareness about banking, finance, economics, and related topics. Additionally, the RBI collaborates with stakeholders to undertake various initiatives aimed at promoting financial literacy in India, some of which are listed below:

- **RBI Website:** The RBI website hosts a microsite on Financial Education (<https://www.rbi.org.in/FinancialEducation/>) in English, Hindi, and 11 vernacular languages, offering comic books, films, messages on financial planning, and games etc. It also provides access to the Banking Ombudsman Scheme.
- **National Centre for Financial Education (NCFE):** It has been set up by all the Financial Sector Regulators as a Section (8) company under Companies Act, 2013 to undertake basic financial education programmes and to develop suitable content for increasing financial literacy among the masses in the country. (<https://ncfe.org.in/>)
- **National Strategy on Financial Education (NSFE-2025):** NCFE, in collaboration with regulators and stakeholders, has developed NSFE for 2020-25 to enhance financial literacy nationwide, aligning with the vision of promoting financial inclusion. It aims to empower individuals across society to manage finances effectively and advocates for a multi-stakeholder approach (<https://www.rbi.org.in/Scripts/PublicationReportDetails.aspx?UrlPage=&ID=1156>).

- **Financial Literacy Centres (FLCs):** Commercial Banks have been advised to establish FLCs in all districts to provide financial education, especially in rural areas. FLCs conduct outdoor camps monthly to raise awareness about financial products
(<https://rbi.org.in/Scripts/NotificationUser.aspx?Id=10222&Mode=0>)
- **Centre for Financial Literacy (CFL) Project:** This initiative by the RBI engages specific banks and NGOs at the block level to boost community-driven financial literacy. Launched with the aim of adopting innovative and inclusive methods, the project seeks to enhance financial literacy at the grassroots level.
- **Museums by RBI:** Two museums have been set up by RBI to educate the public about money, banking, and monetary history, thereby increasing awareness.
- **Financial Literacy Week:** RBI's annual initiative promotes awareness through campaigns, with banks displaying posters and content in branches, ATMs, and websites.
- **Mass Media Campaigns:** RBI's Public Awareness Campaign 'RBI Kehta Hai' educates the public about banking facilities and services, focusing on their rights and responsibilities among other topics.
- **Integration into Education:** With the help of several State Educational Boards, modules on financial education have been introduced in the school curricula.
- **Outreach activities:** Regional Offices of the Reserve Bank across the country also conducts various awareness camps and town hall events in various locations to promote awareness on various topics.