



RBI Promotes Financial Awareness at IFFI 2025 Through Innovative Public Outreach

प्रविष्टि तिथि: 08 DEC 2025 2:41PM by PIB Mumbai

Goa, 8, December 2025

The Reserve Bank of India (RBI) successfully promoted financial awareness among diverse audiences through an innovative and engaging public outreach initiative at the International Film Festival of India (IFFI) 2025, held in Goa from November 20 to 28, 2025.

RBI's awareness booth emerged as a key attraction at the festival, drawing steady footfall with its creative and accessible approach to financial literacy. A specially designed rapid-fire quiz on basic financial concepts, presented in a filmy and entertaining format, invited enthusiastic participation from visitors. The cinema-inspired questions helped participants better understand everyday financial matters in a simple and enjoyable manner. The initiative received an encouraging response from a wide cross-section of attendees, including senior citizens, women, students, artists, and celebrities.

The booth's distinctive design further enhanced visitor engagement. A rotating rupee symbol at the entrance drew immediate attention, while a short informative reel on impersonation fraud highlighted common tactics used by fraudsters and provided practical tips on prevention. The messages were conveyed in a clear and easy-to-understand format, reinforcing RBI's focus on public safety.

Adding a creative touch, a mini theatrical setup featured the character "Money Kumar" holding a film clapboard carrying the message, "*RBI Kehta Hai... Jaankar Baniye, Satark Rahiye.*" This interactive element became a popular photo spot for visitors, helping amplify the message of financial awareness beyond the booth.

Through this innovative outreach initiative at IFFI 2025, RBI effectively connected with people from varied backgrounds and reaffirmed the importance of informed, vigilant, and safe financial practices in everyday life.



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