

RBI Panaji Regional Office to launch various outreach activities as part of Financial Literacy Week 2026

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The Reserve Bank of India's regional office at Panaji will launch a series of awareness programs and outreach activities as part of the Financial Literacy Week (FLW) which is being observed from February 9-13 across the country this year.

The inauguration of the national level campaign was done by RBI Governor Shri Sanjay Malhotra in Mumbai Feb.9th. This year, the theme of FLW is "KYC-Your first step to safe banking". The intent of the theme is to highlight the importance of Know Your Customer (KYC) as the foundation of safe and secure banking.

As part of the campaign, the Panaji regional office will carry out activities with focus on clarifying that while KYC is an essential regulatory requirement, it is also simple to comply with, as various safe and convenient modes of doing so are available. The campaign will seek to familiarise the public with facilities such as Central KYC (CKYC), which aids in the ease of KYC. The campaign also encourages people to stay alert against fake calls, messages and links relating to KYC update which can lead to financial loss.

During the campaign, the RBI, in collaboration with banks and other stakeholders will organize awareness programs and outreach activities across the country. The initiatives will also be sustained during the year to ensure a lasting impact.

The RBI has been observing FLW every year since 2016 on a specific theme targeted at particular segments of the population. The objective behind observing FLW is to spread awareness among people about key financial topics through focused campaigns.

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