

Annexure- B

Few indicative list of activities and methodologies envisaged, general and not specific, are given as below:

- In-person campaign
 - o Outreach programmes, Townhall meetings, workshops, social media interviews / Q & A sessions, customer melas, street plays, any other
- Digital modes of campaigns
 - o Advertisements, Walk the talk, Websites, apps, multimedia – TV, radio, social media handles, Youtube, Instagram etc.
- Involve various organizations to get the awareness campaign to the last mile all through the country
 - o Organizations include State Governments, Agencies of State Governments, Corporate Houses (PS- Lays chips, Uncle Chips, Coke, and mobile SIMs are available everywhere), RE training institutes, Financial Literacy Centers (FLCs), Centre for Financial Literacy and Counselors, Gram Panchayats, NGOs, Educational Institutes, Post Offices, Various local / district level forums should be leveraged for the purpose etc.
 - o Awareness Programmes can be planned at Village Level (*Gram Sabha, posters/ screens at Villages, meeting with Senior citizens / differently abled at branches*), Block Level (*Help of block level administrative set up, Agri markets*), District Level (*District Administration, Educational institutions, Cinema halls*) and in Cities (*Townhall meetings, Programs in Educational institutions., Cinema halls*)
- Use all possible materials available to ensure the campaign reaches to all people across the country. The regulated entities shall not advertise any of their products during the campaign.
 - o RBI Kehta Hai Handle (<https://rbikehtahai.rbi.org.in/>)
 - o Dos and Don'ts - [Press Releases](#) by RBI – **Consumer Awareness - Cyber Threats and Frauds**
 - o Financial Literacy Material - FAME Booklet (<https://www.rbi.org.in/FinancialEducation/fame.aspx>)
 - o **Target Group Booklets**

- Farmers
(<https://www.rbi.org.in/FinancialEducation/Farmers.asp>
[x](#))
- Small entrepreneurs
(<https://www.rbi.org.in/FinancialEducation/SmallEntrepreneurs.a.spx>)
- School Children
(<https://www.rbi.org.in/FinancialEducation/SchoolChildren.asp>
[x](#))
- Self Help Groups
<https://www.rbi.org.in/FinancialEducation/SelfHelpGroups.asp>
[x](#)
- Senior Citizens
<https://www.rbi.org.in/FinancialEducation/SeniorCitizens.asp>
[x](#)
- o BE(A)WARE
(<https://rbidocs.rbi.org.in/rdocs/content/pdfs/BEAWARE07032022.pdf>)
- o RB-IOS, 2021
(https://rbidocs.rbi.org.in/rdocs/content/pdfs/RBIOS2021_amendments_05082022.pdf)
- o Harmonization of TAT
(<https://www.rbi.org.in/Scripts/NotificationUser.aspx?Id=11693>)
- o Limiting Liability of Customers in Unauthorised Electronic Banking Transactions
(<https://www.rbi.org.in/scripts/NotificationUser.aspx?Id=11040>)
- o Enhancing Security of Card Transactions (<https://www.rbi.org.in/Scripts/NotificationUser.aspx?Id=11788&Mode=0>)
- o Recorded videos/ links for Ombudsman speak