

Financial Literacy Day-2023

Financial Literacy is essential to create an empowered nation with right knowledge and skills for making responsible financial decisions. Moreover, it is essential in supporting financial inclusion, especially in the context of the advancement of Digital Financial Services (DFS). Leveraging on the phenomenon that financial literacy is a prerequisite for sustainable financial inclusion.

Bangladesh Bank has taken the great initiative for Financial Inclusion by issuing Financial Literacy Guidelines with a view to rolling out a wide range of financial literacy programs for mass people. Being a Financial Literacy Provider, UCB is committed to be engaged in a detailed roadmap of efforts and in this expedition for creating a sustainable financially literate nation, UCB team is always determined.

Bangladesh Bank has declared the first Monday of March each year as the “National Financial Literacy Day”. UCB has observed the “Financial Literacy Day” in the branches across the country conducting several sessions, seminars, training & financial awareness programs with the theme “প্রবাসী আয় বৈধ পথে প্রেরণের লক্ষ্যে সামাজিক সচেতনতা বৃদ্ধি” Moreover, as a part of observing Financial Literacy Day, UCB has promote financial awareness message through social media platform and internal PCs, arranged internal meetings and discussion sessions. A detailed report on observing “Financial Literacy Day-2023” is provided here.

Awareness Session, Faridpur Region:

UCB has arranged an awareness session to observe “Financial Literacy Day” on 6th March, 2023 at RM Office Faridpur premises with the existing & potential customers of the area. Various categories of valued customer including Farmer, Foreign remittance beneficiary, student & small shop owner participated on the awareness session.



Financial Literacy Day, Sylhet Region:

“Financial Literacy Day” on 6th March, 2023 was observed in due manner at UCB Sylhet Regional Office. A discussion program was held among the bank officials and the clients of UCB Sylhet Regional branches. The audience was remittance earners, family member of remittance earners, farmers, students, women, micro & small entrepreneurs etc. Discussion topics concentrated but not limited to remittance in banking channel, banking products and services, financial inclusion, usefulness of formal banking channel, financial management for sustainable development etc.



Financial Literacy Day, Khulna Region:

The goal of Financial Literacy is to empower individuals with the knowledge and skills necessary to make informed financial decisions. Financial literacy is a lifelong learning process, so continue to promote awareness and education UCB Khulna region has arranged an effective discussion session on Khulna branch premises with the a financially excluded & included community. The key discussion topics were formal way of sending remittance, promoting school banking and no-frills account and other facilities which are specially designed to help the financially excluded people to know the facilities formal sector are providing.



Financial Literacy Day, Dhaka Region:

At our Satarkul branch, Dhaka, an effective session was held on 6th march 2023 to observe “Financial Literacy Day”. Several senior officials of UCB were present at the session to provide financial awareness among the audience. The audience was mostly remittance earners, migrant workers, small business owner etc. In the session, Islamic banking facilities and knowledge also conducted among the audience with a view to enhance knowledge regarding Islamic banking.



Financial Literacy Day, Chottogram Region:

Our Chottogram region has conducted a session with the small and medium business owners and remittance earner as a part of observing “Financial Literacy Day-2023”.



Message through PC screen of all employees:

As a part of observing Financial Literacy Day, an image content has been showed on the PC screen of all the UCB employees. The message has been showed entire month as a part of observing Financial Literacy month.

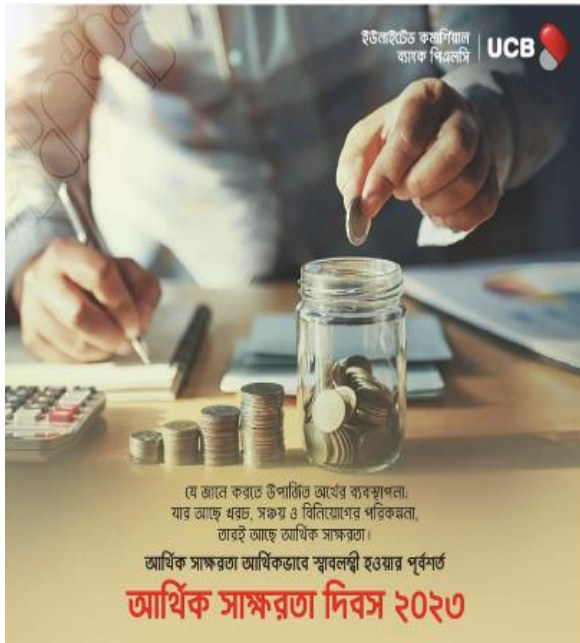


Social Media Awareness:

As a part of “Financial Literacy Day” a message regarding financial literacy has been posted on the UCB verified FB page to spread financial knowledge to the mass people.



বিশ্বায়নের প্রভাবে প্রতিনিয়ত পরিবর্তিত হচ্ছে অর্থনীতির গতিবিধি। পরিবর্তনশীল অর্থনীতির সাথে সমন্বয় করে দেশের অর্থনৈতিক উন্নয়ন অব্যাহত রাখতে, সর্বস্তরে আর্থিক সাক্ষরতা নিশ্চিতকরণের বিকল্প নেই। তারই প্রেক্ষিতে জনসাধারণের মাঝে আর্থিক সাক্ষরতা ও সচেতনতা বৃদ্ধির লক্ষ্যে, প্রথমবারের মত পালিত হচ্ছে “আর্থিক সাক্ষরতা দিবস”



আর্থিক সাক্ষরতা দিবস উপলক্ষে গত ৬ই মার্চ, ২০২৩ তারিখে ইউসিবির বিভিন্ন শাখা ও উপশাখায় আর্থিক সচেতনতা এবং মতবিনিময় সভার আয়োজন করা হয়। উক্ত সভায় গ্রাহকদের উপস্থিতিতে বৈধ পথে প্রবাসী আয় প্রেরণের সুবিধা ও প্রয়োজনীয়তা এবং অন্যান্য আর্থিক সেবাসমূহ নিয়ে আলোচনা করা হয়



The specific activities and events observed by UCB may vary, but the core objective is to promote financial education and empower individuals with the knowledge and tools they need to make sound financial decisions.