

Activities of ONE Bank PLC to Celebrate Financial Literacy Day, 2024

ONE Bank PLC (OBPLC) has demonstrated a strong commitment to promoting financial literacy. As per the direction of "Financial Literacy Guideline for Banks and Financial Institutions" circulated by Bangladesh Bank through the letter Reference No: FID/203/02/2024-609 the bank has celebrated "Financial Literacy Day" 2024 on 04.03.2024, the first Monday of March, 2024. ONE Bank PLC has undertaken various activities guided by Bangladesh Bank to educate and inform people about financial matters. These activities were conducted through branches & sub-branches.

To make the programs fruitful, the head office concerned unit of ONE Bank PLC provided necessary instructions to all the branches and sub-branches regarding the activities to be taken by them to celebrate "Financial Literacy Day". Based on the instruction the branches and subbranches have taken necessary initiatives to disseminate the basic banking knowledge among the regular and walk-in customers as part of the initiative to celebrate "Financial Literacy Day". People showed great interest in these programs and felt that they benefitted from them.

To ensure the success of the "Financial Literacy Day", ONE Bank PLC arranged different types of programs including student awareness program, customer awareness program, rally, distribution of product brochures etc.

Some of the Major Activities During the Financial Literacy Day, 2024:

Preparedness of the Branch and Subbranch People:

The branch and sub-branch officials got the necessary inputs from the Head Office concerned units of ONE Bank PLC regarding the activities of the day. Accordingly, they have taken initiatives and shared their knowledge on banking products and precautionary measurements to ensure a safe banking to enhance the living standards of our regular and walk in customers from the banking products during the "Financial Literacy Day". The officials of the branch and sub-branch have organized interactive sessions with the local people to educate them about the basics of financial management, necessity of micro saving, and right purpose of investment. Assigned officials from the individual branch and subbranches have delivered informative sessions to enhance people's understanding of financial concepts.

Key Discussion Points during the Financial Literacy Sessions:

The major discussion points are provided below:

- Importance of savings and proper utilization of borrowing.
- Different types of financial products so that the customers can decide their own products.
- Importance of retailer accounts and their relationship with loan to grow the business of retailers.
- Importance of Internet banking and some important features of fund transfer like NPSB and BEFTN.
- Importance of bringing remittance in proper channel specially through accounts so that the customers can ensure maximum utilization of the fund in the right time.
- Basic security measures that need to be taken by the customers to ensure safety of their own accounts.

Arrangement of Rallies to Create Awareness among the Local People:

Short distance rallies were arranged by some branches and subbranches to raise awareness about financial literacy among local people. The major theme of it was to educate the local public about managing money, investing wisely, making informed financial decisions, and encouraging them to come to the banks to ensure banking is in a proper channel.

Distribution of Product Brochures: On Financial Literacy Day, ONE Bank PLC took an initiative to distributing different product brochures among the common people. These brochures were aimed at educating people about different banking products so that they choose one for their betterment. By facilitating access to essential financial knowledge, ONE Bank PLC has endeavored to empower communities towards making informed financial decisions, ultimately contributing to their financial well-being.

Programs at School Premises: Few programs were arranged at different schools during Financial Literacy Day to educate students about the importance of micro savings and necessity of school banking products for their future. Moreover, the team has also discussed the issue with the senior teachers of the school so that they can transmit the message during parents meetings. The programs were:

1. **Discussion with the Students and the Teachers:** Different branches of ONE Bank PLC organized discussion sessions with the teachers and students regarding importance of having a school banking accounts with the bank and discussed the key features of the account like free maintenance fee, free debit card, insurance facilities etc.
2. **Distribution of Pamphlets and Educational Materials:** ONE Bank PLC distributed informative brochures to the students and the teachers so that they can read them for a better understanding and share the same with their parents. These materials are designed to be easily accessible and understandable for students of all ages.

Awareness through Social Media Platforms: The bank has also taken initiatives to transmit the message of “Financial Literacy Day” through its social media platforms.

ONE Bank PLC plans to arrange such programs in future also through its branch, subbranch and agent banking networks to continue promoting financial literacy among the people of Bangladesh. The bank hopes to organize the "Financial Literacy Day” with even more arrangements in the coming years to increase people's understanding and awareness of financial matters.