



STATE BANK OF PAKISTAN
FINANCE DEPARTMENT
I.I.CHUNDRIGAR ROAD,
KARACHI

FD Circular No. 2 of 2016 / 1606 / 2016

March 4, 2016

The Presidents / Chief Executives
All Commercial/Microfinance Banks

Enhancing Public Awareness of Banknote Security Features

Dear Sir / Madam,

As you know that the State Bank of Pakistan (SBP), as a part of its campaign "Rupay ko Pehchano", has recently launched Videos and Smartphone Application on security features of our banknotes.

2. The videos and Smartphone application are aimed at enhancing public awareness and understanding of the currency notes' security features thus enabling the public to easily differentiate between the genuine and fake notes. A total of 5 videos have been developed highlighting the security features of the currency notes in circulation. Further, a shorter-length video has also been developed for airing on PTV and other TV channels as a public service message. The smartphone application "Pakistani Banknotes", downloadable from both Apple and Android platforms, gives information on security features of currency notes both in descriptive and pictorial forms.
3. In order to further intensify the efforts for enhancing public awareness about security features of our banknotes, the banks are advised to make following arrangements:
 - a) Place the videos on banknote security features on the homepage of their (bank's) websites to be accessible and downloadable by general public.
 - b) Show these videos on the TV monitors (LCDs/LEDs etc) in the waiting areas of their branches on frequent basis.
 - c) Show the slide enclosed herewith, on the ATMs as public service message.
 - d) Place the links of Smartphone Application on the homepage of their websites.
4. The banks shall ensure that above arrangements are made on immediate priority and the compliance report is sent to us by 25th March 2016. Please make sure that the above instructions are explicitly communicated to all your branches for compliance in letter and spirit.
5. Please acknowledge receipt of the letter along with DVD containing the videos and the slide.

Yours faithfully,

(Saleemullah)
Director