



External Relations Department

ERD/M&PRD/PR/2019-05

January 14, 2019

SBP expands the scope of National Financial Literacy Program to all over Pakistan

In order to create awareness about the National Financial Literacy Program (NFLP) and more specifically, sensitize the masses regarding the on-ground execution, a dedicated NFLP mass media campaign is being launched from January 15, 2019 through print, radio and social media.

It is important to mention here that the program launched on pilot basis from August 2017 in 77 districts of the country, has now entered into the second year of implementation. The scope of the project has been extended to all 158 districts of the country. The education on different financial themes like budgeting, savings, investments, debt management, consumers' rights & obligations, Islamic banking, branchless banking and currency management is imparted through dedicated half-day class room trainings.

SBP is implementing NFLP as one of its flagship programs to provide basic financial education to unbanked & low-income strata, especially the youth & women. The program is funded from Asian Development Bank's 'Improving Access to Finance Facility' and is being rolled-out in different phases to complete its objective of reaching one million beneficiaries in 5 years, through a unique public private model, which engages banking institutions and SBP-BSC field offices to impart NFLP messages in far-flung areas of Pakistan.

NFLP aims to empower public to make better & effective decisions regarding the use of financial and allied services. Further, it will enhance competitiveness, foster innovations and increase efficiency of the financial industry to provide better financial services to financially educated citizens.

A dedicated NFLP toll free helpline and a dedicated website would also be launched from January 15, 2019 to facilitate public in getting information about the program, its features, schedule of ground iterations or any other information they deem require.
