

Bank of Baroda Celebrates Financial Literacy Week 2025, Empowering Women Through Financial Awareness

Mumbai, 03rd March, 2025: Bank of Baroda, one of India's leading public sector banks, celebrated the 10th edition of the Reserve Bank of India's (RBI) 'Financial Literacy Week 2025' from February 24 to 28, 2025 to promote financial awareness. This year's theme, "**Financial Literacy: Women's Prosperity**" (**वित्तीय साक्षरता, समृद्ध नारी**), highlights the importance of equipping women with financial knowledge to enhance their economic independence and security.

Bank of Baroda celebrated Financial Literacy Week 2025 across its branches including 2907 rural branches as well as 85 Financial Literacy Centres (FLCs) in 12 states through a range of financial literacy camps and workshops aimed at strengthening financial literacy across communities, reaffirming its commitment to financial inclusion and women's empowerment.

Speaking on the occasion, **Shri Lal Singh, Executive Director, Bank of Baroda** said, "Financial literacy is a critical enabler of economic empowerment. At Bank of Baroda, we are committed to ensuring that individuals—particularly women—have the desired knowledge to make informed financial decisions by equipping them with the right tools and resources. During the course of the Financial Literacy Week 2025, we have not only deepened financial awareness but also played a role in fostering long-term financial inclusion and security. We will continue to drive efforts in promoting financial literacy and contribute to a financially resilient society."

During Financial Literacy Week 2025, Bank of Baroda's 85 Financial Literacy Centres (FLCs) conducted 364 financial literacy camps, benefiting over 9,500 participants in both rural and urban areas. These interactive sessions covered crucial topics such as financial planning for homemakers, credit access for women entrepreneurs, risk management, cyber security, and government financial schemes.

Tailored workshops for women entrepreneurs were organised to provide insights on MSME financing, government schemes, and strategies for business growth, empowering them to scale their enterprises.

Special workshops, awareness camps, and helpdesks were set up across Bank of Baroda branches to guide women on digital banking, UPI transactions, and financial planning. The Bank also collaborated with Self-Help Groups (SHGs), NGOs, and local authorities to expand the reach of its initiatives.

Further, recognising the power of user-generated content in driving engagement, Bank of Baroda initiated an innovative social media campaign during Financial Literacy Week 2025 by encouraging its employees to act as financial literacy advocates and leveraging their expertise to create user-generated content that resonates with the masses. These authentic insights in the form of videos and reels on financial planning, digital banking, responsible use of credit etc were amplified across the Bank's official social media channels.

Watch the videos here:

<https://www.instagram.com/reel/DGngTxaYpR/?igsh=bmZ6ZThraHU1bHY5>

<https://youtube.com/shorts/KcW1B-HwKI?si=W7anYLLaEJ1ual8h>

<https://youtube.com/shorts/OfV2YBZXYNw?si=cQTMA4LrM7523TgE>

<https://www.instagram.com/reel/DGoF622K-xP/?igsh=ODV3aGpyZjYxaTc1>

About Bank of Baroda

Founded on 20th July, 1908 by Sir Maharaja Sayajirao Gaekwad III, Bank of Baroda is one of the leading commercial banks in India. At 63.97% stake, it is majorly owned by the Government of India. The Bank serves its global customer base of ~165 million through over 70,000 touch points spread across 17 countries in five continents and through its various digital banking platforms, which provide all banking products and services in a seamless and hassle-free manner. The Bank's vision matches the aspirations of its diverse clientele base and seeks to instil a sense of trust and security in all their dealings with the Bank.

- Visit us at www.bankofbaroda.in
- Facebook <https://www.facebook.com/bankofbaroda/>
- Twitter <https://twitter.com/bankofbaroda>
- Instagram <https://www.instagram.com/officialbankofbaroda/>
- YouTube <https://www.youtube.com/channel/UCdf14FHPLt7omkE9CmyrVHA>
- LinkedIn <https://www.linkedin.com/company/bankofbaroda/>

For media queries, please contact:

Bank of Baroda: Phiroza Choksi | +91 9820363681 | corp.pr@bankofbaroda.com

Adfactors PR: Mohsin Vadgama | +91 8484848485 | mohsin.vadgama@adfactorspr.com