

Overview

The need for financial inclusion and literacy has become increasingly important to create a more financially literate population in Pakistan. Together with SBP, HBL is taking proactive steps to ensure that women and the underserved population has access to the financial services they need by actively promoting financial education, basic banking services, and developing innovative products that can help people manage their finances better.

National Financial literacy program overview:

Keeping in view the national importance of financial literacy and inclusion for the country, the NFLP Steering Committee, chaired by the Governor SBP and comprising of industry stakeholders including Pakistan Banks' Association (PBA), has decided to continue the program for next five (5) years . NFLP-II (2023-27) shall be implemented in collaboration with the banking industry and local organizations.

The key objectives of the program are:

- I. Imparting knowledge and understanding of, financial concepts, banking/financial products, and services.
- II. Develop skills and attitudes towards budgeting, savings, investment, debt management, financial negotiation, rights, and obligations, etc.
- III. Facilitate behavioral changes and practices to improve financial outcomes; including financial wellbeing through increased savings, improved debt management, perceived financial stress or satisfaction.

Target Area 1: Classroom Sessions Objective:

- a) To educate masses from low income classes on financial literacy and benefits of financial inclusion Target Audience:
- b) Unbanked and underserved population in the age group of 18-60 years, having valid CNIC. Specific Targets:
- c) District-wise targets for classroom sessions have been assigned to banks which have to be achieved accordingly
- d) Ensure At least 50% participation is by females
- e) Ensure at least 80% of the participants open their regular/mobile accounts
- f) Report complete and correct information to SBP BSC

Target Area 2: Street Theatres Objective:

- a) To educate masses from low income classes on financial literacy and benefits of financial inclusion Target Audience:
- b) Unbanked and underserved population in the age group of 18-60 years, having valid CNIC. Specific Targets:

- c) District-wise targets for street theatres have been assigned to banks which have to be achieved accordingly • Ensure At least 50% participation is by females • Ensure at least 80% of the participants open their regular/mobile accounts • Report complete and correct information to SBP BSC

