

Madam/Dear Sir,

“Pariksha Pe Charcha” is an annual event organized every year since 2018, under the aegis of Ministry of Education, GoI. During this program, the Hon’ble Prime Minister, Shri. Narendra Modi, interacts with students, teachers and parents from across the country, offering valuable guidance on how to take board and entrance exams in a relaxed and stress-free manner. The 8th edition of the event is proposed to be held during January 2025 in a town-hall format at Bharat Mandapam.

2. In order to select participants who will be featured in the programme, an online Multiple-Choice Question (MCQ) competition is being conducted from December 14th, 2024 to January 14th, 2024 for children studying in classes from 6 to 12, teachers and parents.

3. In view of the above event, Department of Financial Services (DFS), Ministry of Finance, Government of India has requested all the Financial Institutions to implement the following measures:

- i. display banner on the official website. The Banner can be accessed at [https://drive.google.com/drive/folders/1cCbVP6DPPrxf54KJZQLicGzi3nsB9N6Qt?usp=drive\\_link](https://drive.google.com/drive/folders/1cCbVP6DPPrxf54KJZQLicGzi3nsB9N6Qt?usp=drive_link)
- ii. display creatives on prominent locations, digital boards, etc.
- iii. display creatives through posters on the public notice boards and standees, etc.
- iv. display the link for registration through QR Code-in all the publicity materials.
- v. Arrange for display of banners for viewing the main event of “Pariksha Pe Charcha 2025”.
- vi. Moreover you may adopt other innovative measures to propagate and promote this initiative of Hon’ble Prime Minister towards reducing exam stress.

4. Since the campaign requires huge publicity from all ends, you are kindly requested to make necessary arrangements at the earliest.

Manager

Department of Supervision

Reserve Bank of India

Thiruvananthapuram