

Target Groups and Communication Objectives

Target Groups	Communication Objectives	Type of Information	Sources / Channels
General Public	<ul style="list-style-type: none"> - To anchor inflation expectation by promoting credibility and understanding of Monetary Policy - Transparency for strengthening accountability and credibility - Clarity on role and responsibilities of RBI with reference to its multiple objectives - Customer empowerment - Financial inclusion - Financial Education 	<ul style="list-style-type: none"> - Monetary Regulatory and Supervisory Policies - Notifications - Other Policy documents rationale - Reports - Publications 	<ul style="list-style-type: none"> - Press Releases - Speeches of Top Executives, FAQs - Website – General and Special Site for common person in 13 languages - Comic books - Information brochures, pamphlets - Posters - Advertisements on print and electronic media exhibitions - Visits to RBI Monetary Museum
Banks	<ul style="list-style-type: none"> - To anchor inflation - Transparency - Regulation, supervision - Financial stability 	<ul style="list-style-type: none"> - Notifications - Policy documents - Reports - Publications - Statements 	<ul style="list-style-type: none"> - Notifications/circulars - Policy documents - Speeches - Publications – statutory and non-statutory - Seminars - Discussions at meetings – individually and as part of circulars/comments - Reports of Working Groups / comments

Financial Analysts/Economists/ Opinion makers	<ul style="list-style-type: none"> - To anchor inflation - Transparency - Share research / data - Financial Stability 	<ul style="list-style-type: none"> - Policy documents - Reports - Publications - Statements - Speeches - Data 	<ul style="list-style-type: none"> - Notifications / Press releases/ Policy documents - Speeches - Publications - Seminars - Discussions at meetings / comments - Database on Indian Economy on website
RBI Board – Central local	<ul style="list-style-type: none"> - Transparency, accountability, credibility 	<ul style="list-style-type: none"> - Policy matters - State of economy - Regulatory/supervisory issues - RBI's internal matters 	<ul style="list-style-type: none"> - Notes/memoranda - Publications - Press Releases - Briefings - Presentations - Weekly Report to the Committee of Central Board
Government agencies	<ul style="list-style-type: none"> - Transparency, accountability, credibility 	<ul style="list-style-type: none"> - Policy matters - Any matter relating to financial sector in general and RBI regulated entities in particular - Debt Management - External sector 	<ul style="list-style-type: none"> Replies - Press Releases - Briefings - Publications - Evidences to standing committees - Meetings - Notes, letters
Media	<ul style="list-style-type: none"> Knowledge about RBI's policies, rationale, analysis, transparency, credibility, accountability to public through press 	<ul style="list-style-type: none"> - Monetary and Supervisory Policies - Rationale of Policies - Publications - Data 	<ul style="list-style-type: none"> - Press Releases - Website - Speeches – notifications - Interviews with Governor, Deputy Governors - One-on-one clarifications - Briefings/ interviews by top management

			<ul style="list-style-type: none"> - Training/workshops/seminars - Press/ video conferences - Rejoinders
<p>Researchers / Students / Children / Teachers</p>	<ul style="list-style-type: none"> - Clarity on role and responsibilities of RBI with reference to its multiple objectives - Dissemination of information, statements and research at various frequencies - Financial inclusion 	<ul style="list-style-type: none"> - Publications, especially research publications - Reports Policies – Monetary and regulatory - Concepts relating to banks, banking, financial and central banking 	<ul style="list-style-type: none"> - Publications – Statutory and non-statutory, especially research - Policy documents - Website - Comic books - Brochures, pamphlets - FAQs - Exhibitions - Visits to RBI - Visit of RBI officials to colleges/schools - Monetary Museum
<p>Multilateral Organisations and other central banks</p>	<ul style="list-style-type: none"> - Transparencies, credibilities - Exchange of views/ practices - Consultations 	<ul style="list-style-type: none"> - Policies - Speeches - Publications 	<ul style="list-style-type: none"> - Publications - Website - Special communications, like letters - Visits of Governor/DGs/EDs and other senior officials - Exchange of views/ information/ practices - Consultations
<p>Rating Agencies</p>	<ul style="list-style-type: none"> - Transparency, credibility 	<ul style="list-style-type: none"> - Policy documents - Speeches - Publications 	<ul style="list-style-type: none"> - Website - Discussions one-on-one meetings with top executives and senior officials - Publications - Speeches - All information available in public domain - Periodic statements

