

# Indian Bank takes re-KYC, inclusion in govt schemes to Tiruvallur village

**Our Bureau**

Chennai

Indian Bank on Saturday organised the 'Financial Inclusion Saturation Program' in Tiruvallur district as part of the Reserve Bank of India's nation-wide campaign for taking all schemes and facilitating re-KYC at the gram panchayat level.

This was organised under the Nationwide Financial Awareness Saturation Campaign, being implemented from July 1 to September 30.

## MASSIVE TURNOUT

The camp primarily focussed on re-KYC in the PMJDY (PM Jan Dhan Yojana) accounts and enrolment of customers under flagship schemes



such as PMJJBY (Pradhan Mantri Jeevan Jyoti Bima Yojana) and PMSBY (Pradhan Mantri Suraksha Bima Yojana).

The camp saw participation of over 2,000 members of the local community, including farmers, self-help groups, small business owners, students, and senior citizens, Indian

Bank said in a statement. Re-KYC of nearly 350 people was done at the camp venue itself through BC devices and TAB banking, it added.

RBI Deputy Governor Swaminathan Janakiraman, Tiruvallur District Collector M Prathap, and Indian Bank MD and CEO Binod Kumar were among those present at the camp.

Janakiraman said, "Financial inclusion is not just about providing banking access but also about enabling individuals to improve their lives through financial literacy and contribute to the country's economic growth. Helping the general public get the re-KYC done, without necessitating them to visit the bank branch is useful for inclusion, he added.