

RBI Guwahati Reviews Progress of Re-KYC Campaign amidst the three month nationwide Financial Inclusion drive

Posted On: 06 AUG 2025 5:53PM by PIB Guwahati

In alignment with the ongoing **three-month nationwide saturation campaign for Financial Inclusion**, the Reserve Bank of India, Guwahati Regional Office, held a high-level review meeting to assess the progress of the Re-KYC (Know Your Customer) campaign being implemented at the Gram Panchayat level across Assam.

The meeting was chaired by Smt. Sushmita Phukan, Regional Director for the North Eastern Region, and was attended by Shri Amit Ranjan, Deputy General Manager, State Bank of India—convenor of the State Level Bankers' Committee for Assam—along with senior officials from RBI and controlling heads of commercial banks operating in the state.

This meeting gains significance in the backdrop of the Department of Financial Services' ongoing campaign (July–September 2025), which aims to ensure saturation coverage of key financial inclusion schemes across Gram Panchayats and Urban Local Bodies by bringing every unbanked citizen into the formal financial system.

Key discussions during the review covered the status of pending Re-KYC cases, progress achieved so far, and strategies to expedite completion. The Regional Director flagged several operational bottlenecks impeding the campaign's efficiency and urged banks to overcome these with coordinated efforts. Banks were directed to adopt a mission-mode approach, stepping up customer outreach, organizing Re-KYC camps, and leveraging the widespread network of Business Correspondents (BCs) and Customer Service Points (CSPs) to facilitate faster and easier compliance.

The meeting concluded with a strong call to action for all banks to ensure timely, accurate data submission and to sustain momentum toward achieving complete saturation of Re-KYC requirements within the stipulated timeframe.

