

RBI reviews progress of Re-KYC campaign

GUWAHATI, Aug 6: 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 Sushmita Phukan, Regional Director for the North Eastern Region, and was attended by 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. (PIB)