



भारतीय रिज़र्व बैंक
RESERVE BANK OF INDIA

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Nation-wide Awareness Programme: November 2022

The Reserve Bank has been taking several initiatives to improve customer awareness on extant regulations to protect consumer interests, alternative grievance redress mechanisms, safe banking practices, etc., through various media and print campaigns. Earlier this year, as part of the “Azadi Ka Amrit Mahotsav”, the Reserve Bank launched a pan-India awareness programme through Ombudsman Speak and Ombudsman Talkathon events.

As a part of these initiatives, during November 2022, the Reserve Bank, in collaboration with its regulated entities, will run a nation-wide consumer financial awareness programme with deeper outreach covering all segments of population, especially those in rural and semi-urban areas. The campaign shall be customised regionally for a better connect. While emphasising information on customer rights, customer protection and grievance redress framework, the campaign will also endeavour to deepen percolation of awareness on protection against digital and electronic financial transaction frauds covering dos and don'ts, safeguards and prevention.

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(Yogesh Dayal)
Chief General Manager