

RBI Nagpur Launches Financial Inclusion Saturation Campaign at Deekshabhoomi

Campaign to facilitate re-KYC, access to financial inclusion schemes and awareness on digital frauds

Posted On: 22 OCT 2026 2:30PM by PIB Mumbai

Nagpur, 22 October 2026

The Reserve Bank of India (RBI), Nagpur, inaugurated the Saturation Campaign for re-KYC and Financial Inclusion (FI) Schemes at Deekshabhoomi, Nagpur, on October 21, 2026. The nationwide campaign, being undertaken in accordance with the directions of the Department of Financial Services (DFS), Ministry of Finance, Government of India, and the RBI, will continue from October 21, 2026, to December 31, 2026. The campaign aims to strengthen financial inclusion by facilitating re-KYC, C-KYC, nomination facility, access to social security schemes and awareness on digital frauds.



The campaign was inaugurated by Shri Sachin Y Shende, Regional Director, RBI, Nagpur in presence of Ms. Anjana Shyamnath, Deputy General Manager, Financial Inclusion and Development Department (FIDD) and Consumer Education and Protection Cell (CEPC), RBI, Nagpur and Shri Arup Patra, Zonal Manager, Bank of India, the Lead Bank for Nagpur district, along with other officials of RBI, Nagpur and Bank of India. Addressing the gathering, Regional Director, RBI, Nagpur, highlighted the importance of

completing re-KYC formalities to ensure the continued availability of banking services and the smooth operation of bank accounts. He also emphasised the transformative role of social security schemes in providing financial protection and improving the lives of beneficiaries.



Deekshabhoomi, a prominent landmark in Nagpur that attracts lakhs of visitors and devotees, as part of Dhammachakra Pravartan Diwas, provided an effective platform for disseminating financial awareness messages to a large audience. As part of the initiative, messages on financial awareness, re-KYC and the importance of social security schemes were displayed on the LED screen installed at RBI Stall. Audio messages on re-KYC were relayed every hour to reach visitors through the public announcement for a larger outreach. Notebooks carrying financial awareness messages, along with pamphlets and refreshments in the form of poha and other refreshments, were also distributed during the programme to thousands of visitors, to further promote public engagement.



The public is requested to ensure that re-KYC is completed for their account with their latest address and identify proof by visiting their nearest bank branch or Business Correspondent during the campaign period.

PIB Nagpur | Saurabh Khedke/Darshana Rane

Follow us on social media: [@PIBMumbai](#) [/PIBMumbai](#) [/pibmumbai](#) [pibmumbai\[at\]gmail\[dot\]com](mailto:pibmumbai[at]gmail[dot]com) [/PIBMumbai](#) [/pibmumbai](#)

(Release ID: 2326545) Visitor Counter : 119

Read this release in: Marathi

Share



363 words



1 min read