

GOVERNMENT OF INDIA
MINISTRY OF FINANCE
DEPARTMENT OF FINANCIAL SERVICES

RAJYA SABHA
UNSTARRED QUESTION NO. 255

ANSWERED ON TUESDAY, DECEMBER 2, 2025/ 11 AGRAHAYANA, 1947 (SAKA)
FINANCIAL INCLUSION OF SENIOR CITIZENS AND PENSIONERS

255 SHRI RAJEEV SHUKLA:

Will the Minister of FINANCE be pleased to state:

- (a) whether special financial inclusion drives for senior citizens and pensioners have been undertaken;
- (b) if so, the details of outreach events and new product offerings;
- (c) if not, the reasons for limited coverage;
- (d) the obstacles in digital banking adoption and accessibility; and
- (e) the steps proposed for targeted grievance redressal mechanisms?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE
(SHRI PANKAJ CHAUDHARY)

(a to e) Banks regularly conduct financial-inclusion outreach programmes, which include initiatives for senior citizens and pensioners by way of Digital Life Certificate facilitation drives, financial literacy sessions, and awareness events on safe digital payments.

Campaigns are being conducted regularly at all India level across the country as under:

- (i) from 15.10.2024 to 15.01.2025; and
- (ii) from 01.07.2025 to 31.10.2025.

Herein one of the key focus has been the Re-KYC of all account holders (wherever due) including “inactive Pradhan Mantri Jan Dhan Yojana (PMJDY) accounts”

- i. The Centre for Financial Literacy (CFL) Project has been initiated by the Reserve Bank of India (RBI) since 2017 with an objective to adopt community-led innovative and participatory approaches to financial literacy. A total of 2,421 CFLs have been set up across the country, with one CFL covering three blocks on an average;
- ii. Banks conduct camps through their Financial Literacy Centres (FLCs) on "Going Digital" through adoption of Unified Payments Interface (UPI) and *99# Unstructured Supplementary Service Data (USSD), mobile banking service for general public and tailored camps for different target groups;
- iii. Rural Bank branches are required to conduct one camp per month conveying messages that are part of the Financial Awareness Messages (FAME) booklet, which, inter alia, contains messages on various facets of financial literacy including basic banking, digital financial literacy, consumer protection etc;

- iv. Financial Literacy Week (FLW) is being conducted every year since 2016 to propagate the message of financial education on various themes among members of the public across the country;
- v. RBI's multi-media, multilingual public awareness campaign, titled "RBI Kehta Hai" uses various mediums to promote financial literacy and educate the public on safe banking practices; and
- vi. In addition, several facilitative measures for senior citizens and pensioners have been implemented, such as:
- Doorstep Banking Services, including cash withdrawal, passbook updation, and cheque pickup across scheduled commercial banks;
 - Special Counters/Help Desks for senior citizens in bank branches;
 - Senior citizen-friendly deposit products and simplified service procedures; and
 - Simplified KYC (Know Your Customer) processes, including Digital Life Certificate submission through *Jeevan Pramaan* and remote verification support.

Citizens can approach banks through online portals and customer care numbers for any assistance to directly address their issues to the concerned Bank Branches. Further, the Board of Directors of individual Banks lay down appropriate grievance redressal mechanisms within the organization to resolve customer grievances. If grievances involving deficiency in services rendered by entities regulated by RBI are not resolved to the satisfaction of the customers or not replied to within a period of 30 days by the regulated entity, the customer can approach the "Reserve Bank – Integrated Ombudsman Scheme, 2021" that provides cost-free redressal of complaints.

Government of India also hosts a web-based portal i.e. Centralized Public Grievance Redressal and Monitoring System (CPGRAM) wherein Citizens can file their grievances relating to Ministries/Departments of Government of India of States/UTs.
