

GOVERNMENT OF INDIA
MINISTRY OF FINANCE
DEPARTMENT OF FINANCIAL SERVICES
LOK SABHA

UNSTARRED QUESTION NO. 1881

ANSWERED ON MONDAY, DECEMBER 19, 2022/AGRAHAYANA 28, 1944(SAKA)

DIGITAL BANKING SERVICES

1881. DR. NISHIKANT DUBEY:

Will the Minister of FINANCE be pleased to state:

- (a) whether the Government is aware that most of the rural population are not well versed with digital banking;
- (b) if so, the details thereof;
- (c) whether the Government has taken steps to educate the rural population with regard to digital banking services; and
- (d) if so, the details thereof and if not, the reasons therefor?

ANSWER

The Minister of State in the Ministry of Finance
(DR. BHAGWAT KARAD)

(a) to (d) A pan-India Financial Literacy and Inclusion survey has been conducted by Reserve Bank of India (RBI), based on 3 parameters namely, financial knowledge, attitude and behaviour. As per the survey done by RBI on a total score of 21, the average urban & rural score for different zones is provided below:

Zone	Urban	Rural
North	11.5	11.5
East	12.1	12.1
Central	12.5	12.1
West	12.6	12.5
South	11.2	10.3

Government, RBI and Banks have taken various measures to promote and create awareness about digital banking services such as:

- i) The Digital Finance for Rural India – Creating Awareness and Access (DFIAA) Scheme for conducting awareness sessions on digital finance options available for rural citizens;
- ii) Pradhan Mantri Gramin Digital Saksharta Abhiyaan Scheme is implemented as a Central Sector Scheme by Ministry of Electronics & Information Technology through CSC e – governance services India Ltd. with active collaboration of all the State governments and UTs;
- iii) RBI conducts Electronic Banking Awareness and Training Programmes through its regional offices to create awareness about digital payments;
- iv) RBI has been carrying out multi channel public awareness media campaigns to sensitise public about how to be vigilant while using digital banking. RBI has also carried out multi lingual media campaigns on themes like “Convenience of Digital Banking”, Safety of Digital Banking etc.;
- v) RBI conducts Financial Literacy Week every year since 2016 to propagate financial education;
- vi) Banks conduct special camps through their Financial Literacy Centres (FLCs) on “Going Digital” through Unified Payments Interface (UPI) and *99# (USSD);
- vii) Rural Branches of Banks conduct camps covering all the messages of Financial Awareness Messages Booklet and two digital platforms i.e. UPI and *99# USSD; and
- viii) Banking Correspondents also create awareness while facilitating transactions in the rural areas because of their familiarity with local population.
