



Prime Minister's Office



PM launches two innovative customer centric initiatives of RBI

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“Retail Direct Scheme will give strength to the inclusion of everyone in the economy as it will bring in the middle class, employees, small businessmen and senior citizens with their small savings directly and securely in government securities”

“Due to government’s measures, the governance of banks is improving and the trust in this system is getting stronger among the depositors”

“The decisions of the RBI also helped in enhancing the impact of the big decisions that the government has taken in recent times”

“Till 6-7 years ago, banking, pension and insurance, used to be like an exclusive club in India”



“In just 7 years, India has jumped 19 times in terms of digital transactions. Today our banking system is operational 24 hours, 7 days and 12 months anytime, anywhere in the country”

“We have to keep the needs of the citizens of the country at the center and keep on strengthening the trust of the investors”

“I am confident that RBI will continue to strengthen India's new identity as a sensitive and investor-friendly destination”

Posted On: 12 NOV 2021 11:56AM by PIB Delhi

Prime Minister Shri Narendra Modi launched two innovative customer centric initiatives of RBI viz. Retail Direct Scheme and the Reserve Bank - Integrated Ombudsman Scheme, here today via video conference. The Union Minister of Finance and Corporate Affairs Smt. Nirmala Sitharaman and the Governor of the Reserve Bank of India Shri Shaktikanta Das were also present at the event.

Addressing the event, the Prime Minister praised the Finance Ministry and institutions like RBI for their efforts during the pandemic. “This period of Amrit Mahotsav, this decade of the 21st century is very important for the development of the country. In such a situation, the role of RBI is also very big. I am confident that Team RBI will live up to the expectations of the country”, the Prime Minister said.

Referring to the two schemes that have been launched today, the Prime Minister said that these schemes will expand the scope of investment in the country and make access to capital markets easier, more secure for investors. Retail direct scheme has given small investors in the country a simple and safe medium of investment in government securities. Similarly, One Nation, One Ombudsman System has taken shape in the banking sector with the Integrated Ombudsman Scheme today, he said.

The Prime Minister emphasized the citizen centric nature of these schemes. He said that one of the biggest touchstones of any democracy is the strength of its grievance redressal system. The Integrated Ombudsman Scheme will go a long way in that direction. Similarly, the Retail Direct Scheme will give strength to the inclusion of everyone in the economy as it will bring in the middle class, employees, small businessmen and senior citizens with their small savings directly and securely in government securities. As Government securities have the provision of guaranteed settlement, this gives assurance of safety to the small investor, he said.



The Prime Minister said that in the last 7 years, NPAs were identified with transparency, the focus was on resolution and recovery, Public Sector Banks were recapitalized, one after the other reforms were carried out in the financial system and public sector banks. He added, to further strengthen the banking sector, cooperative banks were also brought under the purview of RBI. Due to this the governance of these banks is also improving and the trust in this system is getting stronger among the depositors, he added.

The Prime Minister said in the past few years, in the country's banking sector reforms ranging from inclusion in the financial sector to technological integration have been carried out. "We have seen their strength in this difficult time of Covid. The decisions of the RBI also helped in increasing the impact of the big decisions that the government has taken in recent times", he said.

The Prime Minister said till 6-7 years ago, banking, pension and insurance, used to be like an exclusive club in India. All these facilities were not accessible to the common citizens in the country, poor families, farmers, small traders-businessmen, women, dalits-deprived-backward, etc. Criticizing the earlier system, the Prime Minister said those who had the responsibility of taking these facilities to the poor never paid any attention to it. Rather, various excuses were made for not changing. It was said that there is no bank branch, no staff, no internet, no awareness, no idea what the arguments were, he lamented.

The Prime Minister said UPI has made India the world's leading country in terms of digital transactions in a very short span of time. In just 7 years, India has jumped 19 times in terms of digital transactions. Today our banking system is operational 24 hours, 7 days and 12 months anytime, anywhere in the country, Shri Modi stressed.

The Prime Minister said we have to keep the needs of the citizens of the country at the center and keep on strengthening the trust of the investors. "I am confident that RBI will continue to strengthen India's new identity as a sensitive and investor-friendly destination". The Prime Minister concluded.



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अमृत महोत्सव का ये कालखंड, 21वीं सदी का ये दशक देश के विकास के लिए बहुत अहम है।

ऐसे में RBI की भी भूमिका बहुत बड़ी है।

मुझे पूरा विश्वास है कि टीम RBI, देश की अपेक्षाओं पर खरा उतरेगी:
PM @narendramodi

11:21 AM · Nov 12, 2021



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आज जिन दो योजनाओं को लॉन्च किया गया है, उससे देश में निवेश के दायरे का विस्तार होगा और कैपिटल मार्केट्स को Access करना, निवेशकों के लिए अधिक आसान, अधिक सुरक्षित बनेगा: PM @narendramodi

— PMO India (@PMOIndia) November 12, 2021

Retail direct scheme से देश में छोटे निवेशकों को गवर्नमेंट सिक्योरिटीज़ में इंवेस्टमेंट का सरल और सुरक्षित माध्यम मिल गया है।

इसी प्रकार, Integrated ombudsman scheme से बैंकिंग सेक्टर में One Nation, One Ombudsmen System ने आज साकार रूप लिया है: PM @narendramodi

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बीते 7 सालों में, NPAs को पारदर्शिता के साथ Recognize किया गया,

Resolution और recovery पर ध्यान दिया गया,

पब्लिक सेक्टर बैंकों को Recapitalize किया गया,

फाइनेंशियल सिस्टम और पब्लिक सेक्टर बैंकों में एक के बाद एक रिफॉर्म्स किए गए: PM @narendramodi

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बैंकिंग सेक्टर को और मज़बूत करने के लिए Co-operative बैंकों को भी RBI के दायरे में लाया गया।

इससे इन बैंकों की गवर्नेंस में भी सुधार आ रहा है और जो लाखों depositors हैं, उनके भीतर भी इस सिस्टम के प्रति विश्वास मजबूत हो रहा है: PM @narendramodi

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बीते सालों में देश के banking सेक्टर में, financial sector में Inclusion से लेकर technological integration और दूसरे reforms किए हैं, उनकी ताकत हमने कोविड के इस मुश्किल समय में भी देखी है।

सरकार जो बड़े-बड़े फैसले ले रही थी, उसका प्रभाव बढ़ाने में RBI के फैसलों ने भी मदद की: PM

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6-7 साल पहले तक भारत में बैंकिंग, पेंशन, इंश्योरेंस, ये सबकुछ एक exclusive club जैसा हुआ करता था।

देश का सामान्य नागरिक, गरीब परिवार, किसान, छोटे व्यापारी-कारोबारी, महिलाएं, दलित-वंचित-पिछड़े, इन सबके लिए ये सब सुविधाएं बहुत दूर थीं: PM @narendramodi

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जिन लोगों पर इन सुविधाओं को गरीब तक पहुंचाने की जिम्मेदारी थी उन्होंने भी इस पर कभी ध्यान नहीं दिया।

बल्कि बदलाव ना हो इसके लिए भांति-भांति के बहाने बनाए जाते थे।

कहा जाता था-बैंक ब्रांच नहीं है, स्टाफ नहीं है, इंटरनेट नहीं है, जागरूकता नहीं है, ना जाने क्या-क्या तर्क होते थे: PM

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UPI ने तो बहुत ही कम समय में डिजिटल ट्रांजेक्शंस के मामले में दुनिया का अग्रणी देश बना दिया है।

सिर्फ 7 सालों में भारत ने डिजिटल ट्रांजेक्शंस के मामले में 19 गुणा की छलांग लगाई है।

आज 24 घंटे, सातों दिन और 12 महीने देश में कभी भी, कहीं भी हमारा बैंकिंग सिस्टम चालू रहता है: PM

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हमें देश की, देश के नागरिकों की आवश्यकताओं को केंद्र में रखना ही होगा, निवेशकों के भरोसे को निरंतर मजबूत करते रहना होगा।

मुझे पूरा विश्वास है कि एक संवेदनशील और इन्वेस्टर फ्रेंडली डेस्टीनेशन के रूप में भारत की नई पहचान को RBI निरंतर सशक्त करता रहेगा: PM @narendramodi

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(Release ID: 1771136) Visitor Counter : 617

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