



Krisarthak:

Financial Education and
Counselling Module



Introduction to Krisarthak





Financial Education & Counselling (FEC) – Krisarthak

Successful harvest is a dream of every farmer. It is a sign of prosperity and growth which ensures happiness of the household. But, there always remains a possibility of unforeseen events like flood or drought which may break this dream. To face such emergencies financial planning and budgeting is required. But not everyone is aware how financial planning and budgeting is done.

Today, the prices of commodities have also increased along with our necessities and expenditure. With the help of available financial products and services people can save money for emergencies and also increase their wealth. But not everyone is aware about these products and services either.

Financial education and counseling not only makes people aware about financial product and services but also, helps them understand how financial planning is done.

Krisarthak is a free financial education and counseling program that enables people to manage their finance better, learn about new financial schemes and get counseling where ever required on financial products and services.



How will – Krisarthak help you?

The assignment on Financial education and counseling (FEC) also called Krisarthak can help you understand how to utilize the modern financial system better.

- FEC educates you about the benefits and features of the financial product
- FEC guides you to choose the right financial products, services and scheme
- FEC teaches you how to use the financial products and services safely
- FEC offers you the digital tools using which you can learn about financial service, products and schemes
- FEC spreads awareness about fraudulent activities
- FEC informs you about available grievance redressal mechanism
- FEC mentors you on how to do financial planning and budgeting



How Krisarthak is implemented?

FEC or Krisarthak has four major tools of delivery.

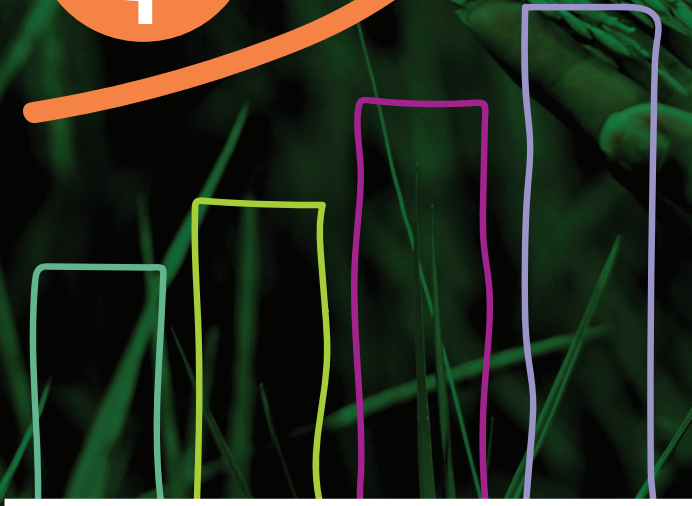
- First the Bittiya Sakhi the e-learning platform
- Second the Bittiya Sahayak, your digital counsellor
- Third the Bittiya khetu call center to help you with all your queries and connect you with the financial advisors.
- Fourth the Bittiya Capsule which will include all the informative sms and voice message that will be delivered to the farmers friends from time to time.



How to use Bittiya Sakhi chatbot?

- Bittiya Sakhi chatbot- is a self-paced e-learning platform and a major component of FEC.
- Bittiya sakhi has 8 modules, covering various topics on financial products, services and schemes in local language. These topics are dealt in detail in different sections under each sub module.
- In case you have any doubt related to any topic feel free to call our help center number 18002584348 which is mentioned at the end of each module.
- At the end of each chapter you will have assessment. Successful completion of assessment will end the module
- Once you complete all the modules you will get to download course completion certificate.
- If you need counseling related to any product, you will have to fill in the Farmer's Financial Health survey form. Link to this form will be visible in the certificate module after course completion.

Good Financial Behaviour & Financial Citizenship





What is Financial Citizenship

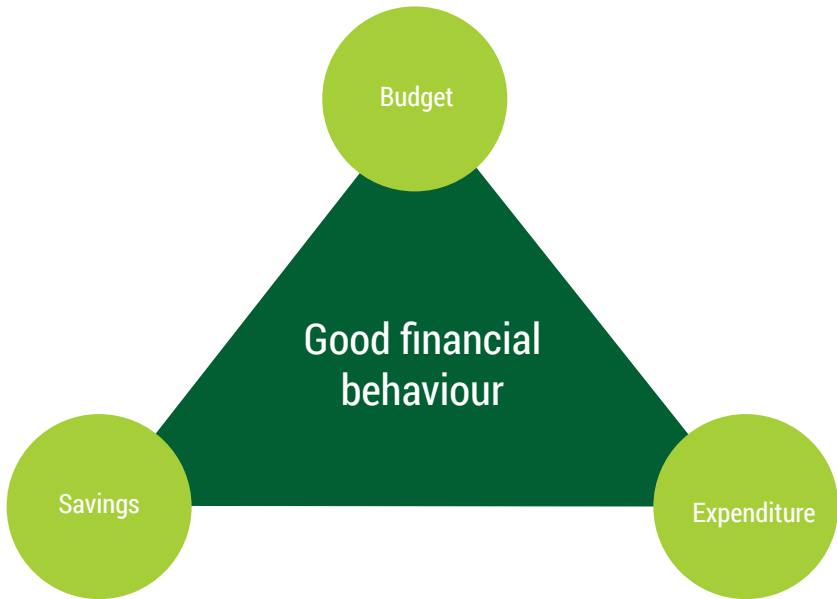
When a person becomes a part of an organized financial ecosystem of a nation, he or she is called a financial citizen. Financial citizenship entails financial responsibilities and allows a person to enjoy certain financial benefits.

A person can become a responsible financial citizen through:

- Awareness – A financial citizen is well aware about the financial products and services. He understands the current the Financial Ecosystem and makes responsible financial decisions
- Access – he/she has adequate access to financial products and services that allows him to become part of organized financial setup
- Usage – he/she is able to use financial products and services in time of needs such as take up loan, start insurance and pension schemes or use digital financial tools
- Financial security – He/she is able to achieve financial security by utilizing various financial products and services.
- Participation – Make responsible financial decisions that impact the future financial policies
- Financial Good behavior – He/she needs to practice a good financial behavior to become a financial citizen

What is good financial behavior?

Good financial behavior is the prerequisite to sustain your financial citizenship. Good financial behavior is the efficient fund management by a person keeping in mind three main aspects



How to practice good financial behavior & its benefit?

Firstly, open a savings account in a bank or a post office. Today most government grants and scheme benefits get directly transferred to bank accounts. Not having one can hinder your access to such schemes and benefits.

Further, a savings account allows you to inculcate the habit of saving regularly, besides you also earn interest on your savings.

In an age of growing expenses, it becomes necessary to have multiple sources of income. Planned investments in assets like property, gold, and bonds can secure your future and increase your income over time.

Once you have a savings account, it's important to maintain regular bank transactions. If you don't your account may get deactivated.

Next, a monthly budget for expenses is vital. It allows you to manage your money, understand what you spend your money on and lets you plan for it. This allows you to build financial stability by saving money consciously for future emergencies.

Similarly, regular updating KYC is a bank mandate and not doing so could result in your account getting deactivate.

Some people feel that they can clear their debts whenever they like. However, loans in the organised sector don't work that way. There is a specific time duration within which one has to repay the money that has been taken as a loan. If the repayment is not done in a timely manner you may end up having to pay heavy penalties.

Any money taken as a loan or credit must be used judiciously. Only an effective and intelligent utilisation of the money will help you in achieving your financial goals.

Your CIBIL score is a measure of your creditworthiness. It reflects the financial discipline of an individual. When you regularly pay your bills and loan instalments on time, your CIBIL score improves. A bad CIBIL score could mean that a future loan application may be turned down by the bank. Therefore it is important to keep a watch on your CIBIL score.

Most people fall prey to financial fraud when they are not cautious about the information they share with strangers. Your ATM PIN and bank details should be known only to you. Never share these details with anybody else.

Loans taken from moneylenders can be a trap. The interest charged is much higher than bank loans and there is no regulatory body to address your grievances in case of a dispute. Therefore, do not borrow money from the unorganised sector.

Like in any product or service, mistakes can happen in the organised sector too. However, every financial product and service is mandated to have a mechanism to address customer complaints. Your awareness of this process will help you solve such problems with confidence.

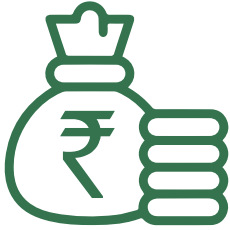
Your bank is an institution that you trust with your hard-earned money. Therefore, you should follow its rules and always maintain a good relationship with the bank.



SAVING



WHAT IS SAVING



Savings is the amount of money left, after deducting all sorts of expenses from your earning.

Saving can be done by keeping the money in a bank account. This money can be easily withdrawn using ATM or Gpay from the bank account.



It is important to save money with formal banking institutions because they are legally bound to safeguard it unlike moneylenders in villages.

Types of Bank Accounts

You can put your money in saving account or current account.

While there are limitations on number of withdrawals in saving account, there are no such limitations in current account.

In saving account you can also earn interest of 2.5% to 4% which you do not earn in current account. With these account you get facilities like ATM card, Cheque Book, Passbook and overdraft etc.

Recurring deposit and fixed deposits are a form of saving accounts where you can earn higher interest rate on your saved money.

In recurring account customer can deposit money monthly, quarterly or annually for a fixed tenure. On completion of that tenure the customer receives the principal amount along with pre-agreed interest rate.

In fixed deposit also the money is kept in the bank for a fixed period but money has to be deposited at one go.

How to open a bank account

- To open any type of bank account, you need to visit the bank's branch or visit the bank's website to procure the 'Bank Account Opening Form'.
- Fill in personal details such as your name, permanent address, date of birth, the names of parents or spouse, type of account you need, type of facilities such as cheque book, ATM, internet banking etc that you wish to use and other details in the form.
- You also need to fill in a nominee name and your relationship with the nominee. Nominee is a person whom the bank contacts to claim the deposit or investment after the original owner of the account dies.
- You will have to sign the form before submission. Remember this signature will be used as specimen for all your future signatures used in all transactions. In case of joint account, the form must be signed jointly by all the account holders.
- Along with the form you will have to submit officially valid documents for verification. This process is also known as KYC.
- For those people who do not have access to the bank branch nearby, they can visit the nearby Customer Service Point centre where they can get facilitation help for opening a bank account.
- You will have to pay a minimum initial deposit for opening the account. This payment is not needed for Jan Dhan Account.
- Once the details are verified and approved by bank officer, the bank will issue a bank account number, debit card, and other details.

KYC procedure

KYC or “Know your customers” is the first step for opening a bank account. KYC is a process where verification of identity and address of the customer is done by obtaining “Officially Valid Document (OVD)”

There are 6 types of documents that are accepted for validation:

- Passport
- Driving license
- Voter’s Identity Card issued by the Election Commission of India
- Proof of possession of Aadhaar number
- MGNREGA job card signed by an officer of the State Government
- Letter issued by the National Population Register containing details of name and address.

Pradhan Mantri Jan Dhan Yojna

Pradhan Mantri Jan Dhan Yojna is a Basic Saving Bank Account that offer customers the benefits such as

- Accidental insurance cover of Rs. 2 lakhs
- No minimum balance required.
- If you fulfill certain eligibility conditions, the scheme provides life cover of Rs. 30,000/- payable on death of the beneficiary.
- Easy Transfer of money across India
- Beneficiaries of Government Schemes get Direct Benefit Transfer in these accounts.
- After satisfactory operation of the account for 6 months, an overdraft facility is permitted
- Account holder gets access to Pension and other insurance products.

To open this account all you need is an Aadhaar Card. In case you do not have an Aadhaar card you can provide other officially valid documents as submitted during KYC





Loans and their types

Loan is the money borrowed by someone and repaid along with the interest within a specific duration.

Broadly loans are divided into Short term and Long term loans.

Short term loans are given for short duration where your repayment usually starts after 12 to 18 months. You can take such loans to fund your day-to-day agriculture activities.

Long term loans on the other hand may be taken for a longer period, it could be one to ten years where you need to invest for a very long time to build an asset.

Some Loans Products

A farmer can opt for various loan products from banks and other financial institutes such as retail loans and agriculture loans

Retail loans	Agriculture loans
These loans are taken for Personal purpose	These loans are taken for Agriculture purpose
Housing loans, Car loans, Education loans, personal loans are example of retail	Crop loan, agriculture term loans, land development, minor irrigation, farm mechanization, horticulture finance, land purchase are loans under agriculture loans
These are unsecured loans and collateral free	These loans are collateral free up to the limit of one lakh sixty thousand rupees
These are direct loans	These can be direct and indirect

Kisan credit card scheme

Kisan credit card scheme is a loan scheme introduced by government of India.

- It is an agriculture loan given to meet short duration expenses of farmers during harvest and post-harvest.
- It is a short-term loan that needs to be paid back within 1 or 2 crop cycles depending on the crop that you sow.
- Commercial farmers get collateral free loan up to Rupees 1,60,000
- This loan can be availed by any farmer who own land, share croppers, tenants or joint liability groups by producing relevant documents in the bank
- On timely payment of loan you get a subsidy of 3% directly transferred to your account on the third crop cycle
- While a small or marginal farmer gets 10,000 to 50,000 rupees; a big farmer can get loan up to 3 lakhs under this scheme.

Application process for KCC

Documents needed

- Duly filled application form
- Identity proof copy such as Aadhar card, PAN card, Voter ID, Driver's license, etc.
- Address proof
- Land Documents
- Passport size photo
- Supporting documents such as Security PDC on request from the bank

Online application procedure

- Go to the official website of the bank
- Select the Kisan Credit Card option from the list of credit cards
- Subsequently, click on apply option
- Following that, an online application page will appear
- Further, fill the form duly and submit it
- A reference number is generated after submission of form. Save it for future references
- If you are eligible, the bank will get back to you for the further process within 3-4 working days.

Offline application procedure

- Offline applications can be done by visiting the branch of the bank or downloading the application from bank website

Pradhan mantri mudra yojana & Stand up India loans

Pradhan mantri mudra yojana	Stand up India loan
<p>Pradhan mantri mudra yojna is a loan given to businesses. The loans under PMMY are categorized as Shishu (up to Rs.50,000), Kishore (Rs.50,000 to Rs.5 lakh) and Tarun (Rs.5 lakh to Rs.10 lakh).</p>	<p>This scheme is launched to encourage entrepreneurship mostly among women, scheduled cast and schedule tribe section of population</p>
<p>This scheme is a term loan that is given to small businesses dealing in manufacturing, trading and agriculture sector</p>	<p>A company where 50% share is held by women or a person from SC/ST section can take loans</p>
<p>An entrepreneur can get up to 10 lakhs rupees without any collateral</p>	<p>These companies can take loan between Rs.10 lakh and Rs.1 crore without any security</p>
<p>poultry farmers, bee keepers, food processing units, dairy farmers and people associated in allied activities related to agriculture business can apply for this loan.</p>	

Building and maintaining credit-worthiness

Creditworthiness is important for all as it will help financial institutions determined whether they should lend money to a person or not.

Creditworthiness is checked by several factors including repayment history and credit score. It can be improved by making payments on time and reducing debt.

Credit history of a person is studied to generate a 3-digit score that shows whether the person is suitable to receive financial credit or loans. This score is called CIBIL score. score above 700 is seen as a good credit score or CIBIL score. A loan is classified as non-performing asset or NPA when there is a delay of more than 90 days in repayment of interest or principal by the borrower.

Consequence of NPA	How to have good credit score
Bank can seize the mortgaged assets and sell them	Timely repay your loan and EMIs
Banks will deny you any further loans	Avoid taking too many debts or borrowing more than your repayment capacity
Bank can take legal action against defaulter	Do not open too many accounts in different banks
It will affect CIBIL score badly	Decide upon the loan tenure before taking the loan

INSURANCE





What is Insurance

Insurance is a financial tool that is specifically designed to provide financial protection to in the face of calamities or disaster.

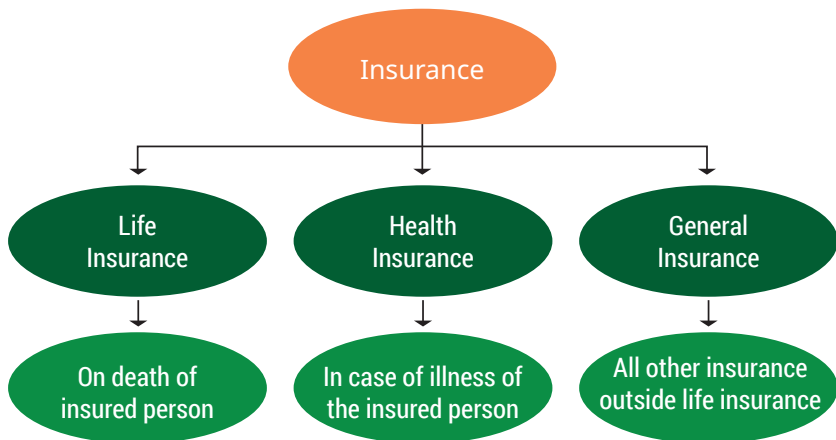
A person can obtain insurance by paying a certain amount of fee to the insurance agency which is called Insurance premium. Premium is paid regularly by insured person which can be monthly, quarterly, half yearly or annually.

Against this fee the agency agrees to guarantee customer compensation in the event of a certain loss, damage, or injury. This guaranteed compensation or amount for which the insurance policy is taken is called Sum Assured.

All terms, policy and condition of this agreement between the insurance agency and insured person in mentioned in a document called Insurance policy.

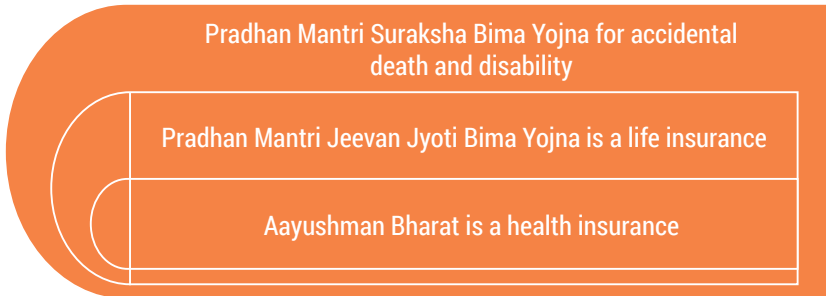
Types of insurances

Damage to life, property or health is covered under different type of insurances. Three major types of insurances are: Life insurance, Health insurance and General insurance



Socially Security Schemes

Let's discuss about three important social security schemes launched in India which offer huge benefits in affordable premium rates.



Pradhan Mantri Suraksha Bima Yojna for accidental death and disability

- Pradhan Mantri Suraksha Bima Yojana or PMSBY provides an affordable accidental insurance scheme for the poor and underprivileged people.
- Any person with in the age group of 18 to 70 years can give their consent to join this scheme if they have bank account.
- By paying a premium of just Rs. 20 annually, a person can get a compensation of Rupees 2lakhs in case of death or permanent disability and 1 lakh in case of partial disability
- The individual should submit their Aadhaar details while applying for the scheme. This Aadhaar details will be linked with their bank account and premium will be automatically deducted from bank account.
- In case of the death of the account holder, the benefits of the scheme can be availed by his/her nominee.
- For claim FIR panchnama and disability certificate should be submitted within 30 days from the date of accident.

Pradhan Mantri Jeevan Jyoti Bima Yojna is a life insurance

- Pradhan Mantri Jeevan Jyoti Bima Yojana or PMJJBY is a life insurance scheme that aims to provide security to the poor and low-income section of the society.
- The PMJJBY is available to people in the age group of 18 to 50 years having a bank account.
- Those who give their consent to join the scheme, their family get the compensation of maximum Rs. 2 Lakh in case of death of the insured person.
- Coverage is given only till the age of 55.
- The premium is Rs. 436 which is to be paid annually. This amount is auto-debited from subscriber's bank account.
- It is also mandatory for the beneficiary to link their Adhaar card to their bank accounts while availing this scheme.



Aayushman Bharat is a health insurance

- It offers a health cover of Rupees 5 lakh per family per year.
- This scheme covers expense for medical examination, treatment and consultation.
- Household with no shelter, poor and penniless people will get affordable and cashless healthcare under this scheme.

Pradhan Mantri Fasal Bima Yojana

- Pradhan Mantri Fasal Bima Yojana provides insurance coverage and financial support to the farmers in the event of failure of any of the notified crops as a result of natural calamities, pests & diseases.
- PMFBY is automatically issued to those farmers who have availed Crop Loan or KCC account. While those who have not taken any loan can voluntarily enrol in this scheme.
- There will be a uniform premium of only 2% to be paid by farmers for all Kharif crops and 1.5% for all Rabi crops.
- In the case of annual commercial and horticultural crops, the premium to be paid by farmers will be only 5%.
- The premium rates to be paid by farmers are very low and the balance premium will be paid by the Government to provide full insured amount to the farmers against crop loss on account of natural calamities.
- More can be known about this scheme by going to the PMFBY portal: <https://pmfby.gov.in/>



PENSION



What is Pension & its benefit

A pension is a fund into which a sum of money is added regularly during a person's employment years. After a certain age, the person receives this accumulated amount along with interest either monthly, quarterly or annually.

We must invest in the pension schemes for the following reasons:

In old age there is an absence of a regular source of earning and pension funds can provide a supporting income.

The cost of living is continuously rising and will be high by the time a person retires

Pension scheme allows us to fund our old-age expenses, medical emergencies and unforeseen expenditures.

Types of pension plans

Pension schemes are diverse and you can select from various schemes depending on your need.

Public Provident Fund (PPF): While salaried people can invest on GPF and EPF, those who are not a salaried can open a PPF account for themselves. Also, unlike EPF in PPF you can withdraw the accumulated sum after 15 years. You can deposit a minimum of 500 in the PPF account in a financial year.

Annuity Plan: Say you have crossed the age of 40 and still want to opt for a pension plan. In such a case there are many financial institutions that provide financial products which can guarantee you regular payments for the rest of your life after making a lump sum investment. These are called Annuity plan. You can talk to your bank to know the further details regarding such plans.

Three important Pension schemes

To offer social security to the poor section of our society government has introduced 3 pension schemes. The investment in these schemes are minimal but the return is good enough to cover the future financial requirements.

Atal Pension Yojna

- The Atal Pension Yojna (APY) is a voluntary retirement scheme which can be chosen by any citizen of India in the age group of 18 to 40 years.
- If you have a saving account in any bank or post office and Adhaar card, you can opt for this plan.
- The contribution can be made monthly, quarterly or annually.
- Your monthly contribution can be as low as Rs. 42 to Rs. 210.
- The Government of India guarantee a minimum pension of Rs. 1000 to Rs. 5000 based on the contribution made by the subscriber at the age of 60 years.
- It is mandatory to provide nomination and spouse details in APY account. In case of an early demise of the subscriber the spouse will continue to receive the pension.
- A person has the option to voluntarily close the APY account by duly filling an account closure form and submitting relevant document before the age of 60.
- In case of early closure the accumulated amount under APY is transferred to the saving account linked with APY account

Pradhan Mantri Vaya Vandana Yojna

- This pension scheme is exclusively for the senior citizens aged 60 years and above.
- The policy term is 10 years and during these 10 years a pensioner can pay the installment monthly/ quarterly/ half-yearly/ yearly as per the duration selected while enrolling in the scheme.
- However in case of critical/ terminal illness of self or spouse a subscriber is allowed for premature exit for the treatment. On such a case 95% Purchase Price shall be refunded.
- On survival of the pensioner to the end of the policy term of 10 years, he or she will receive the purchase price along with final pension installment.
- On maturity of the scheme a pensioner can earn a minimum pension of Rs. 1000/- a month which can go up to a maximum amount of Rs. 9250/- per month depending on the money invested. Also, this scheme is exempted from GST.

Pradhan Mantri Shram Yogi Mandhan

- This is a social welfare scheme launched for poor laborers in the unorganized sector.
- Any citizen of India with a monthly income below Rupees 15,000 and within the age group of 18 to 40 years can enrol in this scheme
- The subscriber will receive a minimum assured pension of 3,000 per month after attaining the age of 60 years.
- The worker needs to contribute monthly a minimum amount of Rs 55 to Rs 200 (based on the age when he/she starts the plan).
- The applicant must have a Jan dhan bank account, Adhaar and Eshram card to apply for this scheme.
- Under this scheme too, a subscriber can exit prematurely and the amount accumulated under the scheme will be returned with interest at the saving bank account.

The image features a central graphic of a hand holding a smartphone. The hand is white with an orange outline and is positioned as if presenting the phone. The smartphone is white with an orange border and displays the text 'DIGITAL PAYMENTS' in a bold, dark green font. Above the phone, three white curved lines represent a signal or wireless connection. The background is a dark green, monochromatic image of rice stalks, with a hand visible on the left side holding a bundle of rice. The overall aesthetic is clean and modern, emphasizing the integration of digital technology with agriculture.

**DIGITAL
PAYMENTS**



Benefits of Digital financial services

Digital financial services that are offered by financial institutions including bank and specialized financial institutions like Phonepe, Paytm or GPAY are handy solution that could be tried by all.

- By using digital payment mechanisms you can access financial services without much hassle.
- The digital financial services are not very complicated to use. Like any new technology you just need time to understand how the process works.
- Most of these services are easily accessible through a smartphone. Some digital financial facilities are also available to basic phone users.
- But, one must be very cautious and never share pin, password or OTP associated with these digital financial facilities with anyone.
- Keep your KYC updated and make sure you ask your bank to enroll your number for mobile notification for every account transactions - digital or offline.
- Just follow these simple rules and you will enjoy a world full of opportunities and financial facilities.

Some Useful mode of Digital Financial services



Cards: Bank issues various cards which can be used for transaction purposes. They are the most hassle-free mode of digital services that can be used by a customer.



Debit card or ATM cards: With a debit card you can withdraw money you have in your bank account from ATM machines and do various transactions like payment in a grocery shop using POS machine or in e-commerce website through online transaction.



Credit cards : These cards allow holder to borrow money within a pre approved credit limit. The money utilized using credit card is similar to a loan, which you need to repay subsequently. The repayment is usually done on monthly basis. Timely and full repayment of credit card EMI every month can also help you build good credit history.

Some Useful mode of Digital Financial services

E-Wallet: Payments apps also called e-wallets like Gpay, PhonePe and Paytm are UPI driven financial tools that can be used by smartphone users. All you'll have to do is generate UPI Pin for which you'll need a debit card.

- Download any UPI app from App store.
- Generate your profile by creating a virtual id
- Now link your id with the bank account by putting the bank account details along with ATM card details.
- You'll then get an OTP from the bank on the registered phone number. Put this OTP in the app to connect your mobile with the UPI.
- Now you will be asked to set up a pin.
- A pin is mostly a combination of digits. Always carefully choose a pin which you can remember. Also, never share your pin with anyone.

Other means of accessing bank account

ATM: Automatic transaction machines or ATM act as mini bank branches that allow customers to access their account without any hassel. All you need is a debit card and your four digit secret pin for the transactions. ATM allow you to

- Withdraw money,
- Deposit money,
- Check available balance,
- Change atm pin,
- Download mini statement,
- Update your registered phone number
- Transfer money to other banks.

Other means of accessing bank account

Internet Banking: Internet banking allows a customer to avail banking facility from any place at any time. Most banks have developed their banking apps which you need to download. Register in these app using user id and password. These apps offer variety of facilities like.

- Tracking of account details, downloading statements,
- Fund transfer to other bank accounts,
- Request services like issue of cheque books, Debit Cards, Credit Cards, Demand Draft, Stop Cheque payment
- Bill and premium payment services.

Mobile Banking: Banks are offering mobile financial services to its customers through which they can perform various banking activities using their smartphone. This facility can be used through SMS and USSD.

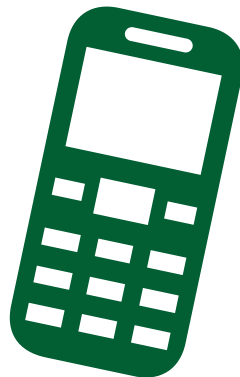
- If a customer does not have smartphone or internet, they can register their mobile number with their bank in order to avail SMS banking facility
- Unstructured Supplementary Service Data (USSD) allows users without a smartphone or data/internet connection to use mobile banking through the *99# code.

UPI123Pay for base phone users

This option allows feature phone or base phone users to make Unified Payments Interface (UPI) payments. UPI123Pay includes four distinct options as below:

- **App-based Functionality:** An app would be installed on the feature phone through which several UPI functions, available on smartphones, will also be available on feature phones.
- **Missed Call:** This will allow feature phone users to access their bank account and perform routine transactions such as receiving, transferring funds, regular purchases, bill payments, etc., by giving a missed call on the number displayed at the merchant outlet. The customer will receive an incoming call to authenticate the transaction by entering UPI PIN.
- **Interactive Voice Response (IVR):** UPI payment through pre-defined IVR numbers would require users to initiate a secured call from their feature phones to a predetermined number and complete UPI on-boarding formalities to be able to start making financial transactions without internet connection.
- **Proximity Sound-based Payments:** This uses sound waves to enable contactless and offline communication.

123PAY 



Safe digital practices

- **Never share your account details:** do not share details such as account number, login ID, password, PIN, UPI-PIN, OTP of Debit card or credit card with anyone, not even with bank officials.
- **Block suspicious phone numbers or email id:** Any phone call or email seeking bank details on the pretext of blocking of your account, updating KYC or some offers that claims lottery wins should not be entertained.
- **Do not click suspicious links:** Never click any link forwarded by unknown sender. Always access the official website of your bank / NBFC / e-wallet provider or contact the branch.
- **Do not download any unknown app:** Such app may access your confidential data secretly.
- **Always access the official website of bank / NBFC / e-wallet for transaction**
- **Use only verified secured and trusted websites / apps for online banking:** Check URLs and domain names received in emails / SMSs for spelling errors. Websites starting with "https" are safe. In case of suspicion, notify local police / cybercrime branch immediately.
- **Do not share the password of your email linked to your bank / e-wallet account:** Do not have common passwords for e-commerce / social media sites and your bank account / email linked to your bank account. Avoid banking through public, open or free networks.
- **Regularly check your email and phone messages for alerts from your financial service provider:** Report any un-authorized transaction observed to your bank / NBFC / Service provider immediately for blocking the card / account / wallet, so as to prevent any further losses.

DigiSaathi – information tool

DigiSaathi' – It is a 24x7 helpline channel where you can find all information related to digital payments. You can access DigiSaathi through

- Toll-free number (1800-891-3333),
- Typing a short code in your phone (14431),
- Website – www.digisaathi.info, and chatbots.



**CUSTOMER
GRIEVANCE AND
REDRESSAL**





Responsibilities of financial institutions towards Consumers

There are certain responsibilities of financial service providers towards their customers that they need to fulfil. RBI has drafted Banking code rules which highlight these responsibilities as mentioned below:

- All the key features of the product including interest rates, fees and charges will be disclosed to the consumer.
- All advertisement and promotional material will be clear and not misleading.
- All personal information will be kept private and confidential.
- Collection policy is built on courtesy, fair treatment and persuasion.
Nominally:
 - » Customers will be contacted in their place of choice.
 - » Staff will identify themselves.
 - » Privacy will be respected.
 - » Interaction will be in a civil manner.
 - » Contact will happen at reasonable hours, not past 7:00 pm.
 - » Contacts will be documented.
 - » Inappropriate moments will be avoided at moment of dues collection.
- Code compliance will be monitored by RBI.

Consumer Rights

- **Right to fair treatment:** Bank officials cannot deny you a service without valid reason. They need to treat all their customer be it rich poor, from any caste or community, literate or illiterate with equal respect.
- **Right to transparency:** Customers have right to learn and know all information related to financial products and services in transparent manner. There should be written documentation of all transaction and communication. Product & service related documents must clearly mention features, terms and condition and all other details related to payments and fee.
- **Fair and honest dealing:** We trust financial institutions with our money and any unfair means adopted by bank officials or employees of any financial service provider to cheat a customer is illegal and legally punishable.
- **Right to suitability:** No bank official or employees of any financial service provider can force a customer to pick or not pick a financial product and service. Customers are free to use services and product which are suitable to their need.
- **Right to privacy:** All information given to bank or any financial service provider by a customer is private and not shared with third party.
- **Right to Grievance Redress and Compensation:** A customer has right to grievance redressal if they are not happy with the service or product offered by bank or financial service provider.

Whom to approach for grievance redressal

- If you are a consumer and have a complaint then you can approach the consumer courts set up by the Consumer Protection Act, 1986
- If you have product related complaint then you can approach any of the listed regulatory bodies responsible for financial services .
 - » RBI (and Central bank of India manages credit supply, regulates operations of banks, and helps maintain a healthy financial system)
 - » SEBI (Responsible for regulating the Indian financial market and protect the interest of investors)
 - » Insurance Regulatory and Development Authority (IRDA) (statutory body that promotes orderly growth and proper functioning of the insurance industry in India)
- Along with the above mentioned institutions, National Bank for Agriculture and Rural Development (NABARD), Small Industries Development Bank of India (SIDBI), and National Housing Bank (NHB) are also involved in regulation and supervision

Customer Service and Grievances Redressal Mechanism of Banks

- If you are not satisfied with the service provided by the bank employee in the branch you can approach the head of the branch or office for redressal.
- If the grievance remains unresolved after discussion with the branch manager, you can send a written complaint using the online grievance redressal mechanism available in official website of the Bank.
- You can also register your complaint by calling customer service helpline numbers mentioned in the back of your bank passbook.
- Customers can also drop their written complaint in the complaint box available in bank branch.
- An immediate acknowledgment of complaints made using any of the above mentioned methods is sent by the branch to the customer. On complaint resolution further communication is also provided to the customer by the bank branch
- If a customer is not satisfied with the response they can communicate their problem to the Regional Nodal officer and the customer relation officer at the Regional Office.
- Finally if the customer is not satisfied with the responses from branch and regional offices, he/she can approach the ombudsman within 12 months of receiving a reply from the bank.

Initiatives of Reserve Bank of India

To address customer grievance, the Reserve Bank of India ('RBI') had taken various initiatives over the years:

- **The Banking Ombudsman Scheme:** This scheme was introduced by the RBI to resolve customers' complaints regarding banking services without charging any fee. A customer can fill up the online complaint form with details of complaint, bank's name against whom they wish to file a complaint, phone number and other details.
- **Complaint Management System ('CMS'):** RBI introduced the Complaint Management System ('CMS'), a fully automated process-flow based platform, available 24×7 for customers to lodge their complaints. The link to CMS portal is <https://cms.rbi.org.in/cms/IndexPage.aspx>.
- **Bank Regulator:** Banks have an Internal Ombudsman ('IO') to function as an independent and objective authority.
- **Consumer Education and Protection Department:** It is the nodal department in the Reserve Bank for grievance redressal of complaints received from the public.

Toll-free number of major financial institutions for grievance redressal

Reserve Bank of India (RBI)

14448 (For Grievance/Complaints, 9:30 am to 5:15 pm)
14440 (Missed call number for complaints)

State Bank of India (SBI)

1800112211/18004253800.

UCO Bank

18001030123

Punjab National Bank (PNB)

18001802222 /18001032222

Canara Bank

18001030018/180030113333/18002083333/18004250018

Bank of Baroda (BOB)

1800 102 4455/1800 258 4455

Assam Gramin Vikas Bank (AGVB)

+91-361-2464107/2131604/605/606

Helpful information on Krisarthak

By calling Krisarthak Toll-free Number

কৃষার্থক টোল-ফ্রী নম্বৰত কল কৰক
18002584348

By visiting Krisarthak website

কৃষার্থক ৱেবছাইটত গৈ

<https://www.krisarthak.in/>

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<https://www.facebook.com/krisarthak>

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