Indian Bank Organised ‘Financial Inclusion Saturation Program’ in Thiruvallur

Thiruvallur, 9th October 2025: As part of the Government of India, Ministry of Finance, Department of Financial Inclusion initiative, Indian Bank organised the **‘Financial Inclusion Saturation Program’** at MSS Mahal, Thirumzhisai, Tiruvallur district, on Thursday,9th October 2025, to support the vision of universal financial inclusion. This was the **4,791st such camp** organised under the **Nationwide Financial Awareness Saturation Campaign**, being implemented from **July 1 to September 30, 2025, extended up to 31st Oct 2025**.

The event was graced by the Joint Secretary of DFS, GOI **Shri. Ashish Madhaorao More**, **IAS** in the presence of **Shri Binod Kumar, MD & CEO, Indian Bank**. **Shri Rajkumar GM** of RBI was also present among the esteemed guests. There was also participation of all the PSBs executives and other officers in the program.

The camp focused on Re-KYC in the PMJDY accounts and enrollment of customers under flagship schemes of FI, viz. PMJJBY and PMSBY. The event was a huge success with the participation from over **700** members of the local community, including farmers, self-help groups, small business owners, students, and senior citizens. Re-KYC of nearly **200** people was done at the camp venue itself through BC devices and TAB banking. The people enthusiastically enrolled themselves under PMJJBY and PMSBY. Additionally, the Bank highlighted its digital banking products, focusing on easy, secure, and accessible transactions for all.

Speaking at the event, **Shri Ashish Madhaorao More, IAS, Joint Secretary, DFS, GOI**, said, *“Financial inclusion promotes growth and helps ensure prosperity is widely shared, playing a critical role in lifting people out of poverty, empowering women, and assisting governments in delivering services. Shri More also elaborated that why this saturation campaign is significant in terms of helping the general public to get the Re-KYC done, without necessitating them to visit the Bank Branch. He appreciated the efforts of Indian Bank team for taking proactive efforts in taking the initiative to the grassroots level and ensuring financial accessibility to every eligible citizen.”*

Shri. Binod Kumar, MD & CEO of Indian Bank, said, *“Financial inclusion is not an option, it is a compulsion and we at Indian Bank have taken it as a passion". We have remained committed to bringing banking to the doorstep of every citizen and enabling them to participate fully in the nation’s progress.”*

Shri Rajkumar GM of RBI lauded the efforts being taken by Indian Bank in completing the re-KYC at the doorstep of customers which will help in early completion of the campaign in Tamil Nadu.

As part of its CSR initiative, Indian Bank provided support to the children of Little Flower Convent Higher Secondary School for the Deaf to promote the overall development of hearing-impaired children. The assistance will help improve learning and training facilities, equipping them with the skills needed for self-sufficiency. The Bank also provided assistive materials to individuals with physical disabilities, reaffirming its commitment to empower the differently abled sections of society through inclusive and sustainable community outreach programs. Later, in the day, plantation activity was also undertaken at Corporate Office Chennai.

With the focus on empowerment and accessibility, Indian Bank aspires to further strengthen its impact among vulnerable and the special-need groups in the times ahead.