

PRESS RELEASE



Financial Literacy and Inclusion Awareness Programme Conducted by RBI in East Jaintia Hills District

Reserve Bank of India (RBI) has been conducting Field Level Financial Literacy Event (FLFLE) every year to further financial literacy and create awareness among the general public. In continuation of the same, FLFLE was conducted on March 25, 2026, at Mukhaialong village, Wapung, East Jaintia Hills district, Meghalaya.



The programme was attended by Shri Olden Nongpluh, GM(O-i-C), RBI Shillong Office; Shri F. Passah, Assistant Commissioner, Govt of Meghalaya; Shri E. Blah, General Manager, Meghalaya Rural Bank; DDM NABARD, LDM, Officials from SLBC, MSRLS, Meghalaya Rural Bank, MCAB Ltd, SBI, Headmen and participants of nearby villages.



Shri Olden Nongpluh, GM (O-i-C), RBI Shillong Office in his opening remark welcomed all the participants and highlighted the background and importance of FLFLE. He also explained in local language the importance of financial inclusion, awareness, education, literacy, planning, budgeting, saving etc. and urged all the participants to take advantage of the program and pay attention to the speeches by various

speakers so that they can put to use what they learn from the programme.

Shri F. Passah, Assistant Commissioner, Govt of Meghalaya, explained to the participants in local dialect the importance of having accounts with banks, cultivating saving habit, bank loans and ensure that the bank accounts are in order so that transfer of benefits from various government schemes to their accounts are successful. He also told the participants a short story highlighting the importance of dealing with banks and urged everyone to get enrolled in various social security schemes so that they can protect themselves and families from unforeseen tragedy.

Smt D. Thiarta, from MSRLS, stressed on the five core operation principles of Self-Help Groups for success and financial inclusion under DAY- NRLM: regular meetings, regular savings, regular inter-loaning, timely repayment and up-to-date book keeping. She also explained in local dialect the various government sponsored schemes and particularly the Atal Pension Yojana, highlighting the scheme's key features, eligibility criteria, nominee facility, etc.



The village Headman welcomed the officials and participants and expressed his gratitude to RBI for organizing the programme at his village. He also encouraged all the women participants to bring their husbands to such programme in future so that men of the villages also benefit from such programme and be encouraged to deal with loans from banks to support their business or farming etc. He also appreciated the initiative of the RBI in promoting the financial literacy in Meghalaya and urged the bankers to apprise the rural folks about the benefits of availing credit, including KCC, wherein state government has taken measures to provide full interest subvention to the borrowers.

Smt S.N. Lamare, DDM, NABARD highlighted the roles of NABARD in financing agriculture, infrastructure for rural development, and various schemes for the benefit of the general public.

Shri E. Blah, General Manager of Meghalaya Rural Bank explained all the government schemes promoting the tourism industry in the state, such as loans for homestay, PMEGP, etc. He urged the people to avail the loans for generation of employment and captioned the participants on various online frauds that are prevalent today.

Officials from SLBC, LDM, State Bank of India and MCAB Ltd highlighted the various schemes implemented through banks such as Sukanya Samridhi Yojana etc. They also explained in local dialect to the participants the importance of SHG Loans, enrolment in PMJDY, KCC loans etc. and the need to repay the EMI in timely manner to improve their credit score and facilitate taking more loans in case of need. They also explained the need to link their Aadhaar number to only one bank account instead of multiple bank accounts to ensure proper receipt of DBT. They also shed light on the increased use of digital financial services and emphasized that though digital financial services are convenient and time saving, the same is to be used prudently to prevent scams, frauds, unauthorised use of data etc.



Officials of RBI, Shillong made a detailed presentation sensitizing the participants on the need and benefits of financial planning & budgeting, importance of enrollment in Social Security Schemes, Re-KYC, Usage of UDGAM Portal, MANI App, precautionary measures against spurious emails, SMS and phone calls from fraudulent companies/individuals, grievance redressal mechanism in the banking system including the Integrated Banking Ombudsman Scheme- 2021, the need for maintaining credit discipline, new developments in the field of digital transactions, viz., UPI, BHIM, USSD, etc. A quiz session on the topic was also held at the end of the session.