



## Customer Centric Initiatives of RBI

---

 [sanskritias.com/pt-cards/customer-centric-initiatives-of-rbi-36](https://sanskritias.com/pt-cards/customer-centric-initiatives-of-rbi-36)



- On 12 November, 2021 Prime Minister has launched two innovative customer centric initiatives of the Reserve Bank of India 'Retail Direct Scheme' and 'Integrated Ombudsman Scheme'.
- The RBI **Retail Direct Scheme** is aimed at enhancing access to **government securities market for retail investors**. It offers them a new avenue for **directly investing in securities issued by the Government of India and the State Governments**. Investors will be able to easily open and maintain their government securities account online with the RBI, free of cost.
- The Reserve Bank - **Integrated Ombudsman Scheme** aims to **further improve the grievance redress mechanism for resolving customer complaints against entities regulated by RBI**. The central theme of the scheme is **based on 'One Nation-One Ombudsman'** with one portal, one email and one address for the customers to lodge their complaints.
- There will be a single point of reference for customers to file their complaints, submit the documents, track status and provide feedback. A multi-lingual toll-free number will provide all relevant information on grievance redress and assistance for filing complaints.



# IAS Prelims Test Series 2022

Total 25 Tests

Starting from 21 Nov, 2021

Hindi & English Medium

Fee  
**4000/-**  
For 1st 1000  
Students

 [www.sanskritias.com](http://www.sanskritias.com)

 9555 124 124