

Suno RBI Kya Kehta Hai: A Public Awareness Initiative of RBI

The Reserve Bank of India – India's central bank - will soon launch a public awareness campaign through SMSes to educate the members of the public about various banking regulations and facilities available to them.

To begin with, the Reserve Bank will send messages cautioning the people against falling prey to unsolicited and fictitious offers received through emails/SMSes/phone calls. The caution messages will be sent from 'RBISAY' sender id.

The Reserve Bank has been alerting members of the public against such offers through press releases (<https://www.rbi.org.in/Scripts/RBICautions.aspx>) issued from time to time. This is the first time it will use the same media (SMS and emails) as those used by the fraudsters. Members of public can give a missed call to 8691960000 to get more information through Interactive Voice Response System (IVRS) on fake calls/emails as well as investing wisely and cautiously in chit funds. They can also send their feedback on the campaign by [email](#).