

Radio Chitkara's Programme on RBI's Public Awareness Campaign – "Jankar Baniye, Satark Rahiye"

Radio Chitkara, in collaboration with the Reserve Bank of India (RBI), continues its commitment to community welfare through the public awareness campaign *Jankar Baniye, Satark Rahiye*. The program aims to enhance financial literacy and ensure public vigilance against financial frauds. The recent episode focused on the rising issue of *Money Mule* scams, educating listeners about the risks and legal implications associated with such fraudulent activities.



Key Highlights of the Episode

1. Understanding the Money Mule Scam

- A *Money Mule* is an individual who allows their bank account to be used for financial transactions on behalf of others, often unknowingly becoming part of fraudulent schemes.
- The program explained how such activities, while appearing harmless, can result in serious legal consequences for the account holder.

2. Important Financial Safety Advice

- **Do Not Share Bank Account Details:** Listeners were advised never to share their account information with unknown individuals or entities.

- **Avoid Letting Others Use Your Account:** The program emphasized that allowing others to use one's bank account for financial transactions is both illegal and risky.
- **Be Vigilant About Financial Activities:** Ensuring that bank accounts are used only for legitimate personal transactions is crucial for maintaining financial security.

3. Consequences of Money Mule Activities

- The episode highlighted that becoming a *Money Mule*, even unknowingly, makes individuals complicit in criminal activities such as money laundering and fraud, leading to severe legal penalties.

4. Encouraging Public Vigilance

- Listeners were urged to be cautious when approached by unknown individuals, particularly those offering financial incentives for the use of their bank accounts.

Alignment with SDG 16: Peace, Justice, and Strong Institutions

This initiative aligns with **Sustainable Development Goal 16**, which promotes peaceful and inclusive societies, access to justice, and the development of strong institutions. By educating the public about financial scams and empowering them to make informed decisions, Radio Chitkara and RBI are fostering a secure and responsible financial ecosystem, reducing opportunities for criminal exploitation.

Community Impact

Listeners appreciated the program's straightforward and informative approach, which raised awareness about the dangers of *Money Mule* scams. By providing actionable advice, the broadcast empowered individuals to safeguard their financial assets and avoid unknowingly participating in fraudulent activities.

Conclusion

Through this collaboration with the Reserve Bank of India, Radio Chitkara continues to play a vital role in spreading financial literacy and enhancing public awareness. The *Jankar Baniye, Satark Rahiye* program serves as a valuable tool in creating a vigilant and informed society, contributing to a safer and more transparent financial environment.

