

# Union Finance Minister Smt. Nirmala Sitharaman to Launch Nationwide Awareness Campaign of Unclaimed Financial Assets – “ , ” (“Your Money, Your Right”) from Gandhinagar, Gujarat on 4th October, 2025

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The Department of Financial Services (DFS), Ministry of Finance, Government of India, in coordination with the Reserve Bank of India (RBI), Insurance Regulatory and Development Authority of India (IRDAI), Securities and Exchange Board of India (SEBI), and the Investor Education and Protection Fund Authority (IEPFA) under the Ministry of Corporate Affairs, will launch a three-month nationwide awareness campaign (October–December 2025) on unclaimed assets in the financial sector, titled “ , ” — Your Money, Your Right.

The campaign will be inaugurated by the Union Minister for Finance and Corporate Affairs, Smt. Nirmala Sitharaman on 4th October 2025 from Gandhinagar, Gujarat.

Unclaimed financial assets, including insurance policy claims, bank deposits, dividends, shares, and mutual fund proceeds, often remain unclaimed due to lack of awareness or outdated account details. During the campaign, the citizens will be provided on-the-spot guidance on how to search for their unclaimed assets, update records and complete claim procedures. Digital tools and step-by-step demonstrations will also be showcased.

The Government of India is committed to ensure that every rupee saved by citizens can be rightfully claimed by them, or by their legal heirs and nominees. The campaign will encourage people to participate actively, spread awareness, and strengthen financial inclusion in every household. It seeks to empower citizens by providing clear information on how to trace and claim their rightful money, supported by Standard Operating Procedures (SOPs) and Frequently Asked Questions (FAQs) developed by the respective fund regulators, to make the process simple and transparent.

A special financial inclusion exhibition will also be organized featuring stalls from banks, insurance companies, mutual funds, and pension institutions.

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