



JAMMU
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Jammu and Kashmir Grameen Bank holds saturation camp

JAMMU: Reserve Bank of India (RBI) has been actively cooperating with the nation-wide financial inclusion campaign launched by Department of Financial Services (DFS), Ministry of Finance, Government of India (GoI), during 1 July 2025, to 30 September 2025, covering all Gram Panchayats (GPs) across all districts of the country, with the objective to achieve, inter alia, saturation of beneficiaries under the FI schemes of GoI and re-KYC of eligible accounts. Accordingly, saturation camps are being organised in all Gram Panchayats of J&K through local bank branches and with active involvement of all other stakeholders, viz., bank branches having presence in the concerned gram panchayat, Business Corre-



spondents (BCs/CSs) of the concerned banks, public representatives, government functionaries, LDMs etc. In line with the directions, Jammu and Kashmir Grameen Bank organised a saturation camp on Monday at Gram Panchayat Channi Khambasa, Block Vijaypur, Tehsil Vijaypur, through its Branch office Sonokha Marka, Branch office Raysa, and Branch Office Jakh.

The event was graced by

Chandrasekhar Azad, Regional Director, RBI Jammu, as chief guest. Other notable dignitaries included Vibha Gupta, DGM RBI; Sanjay Gupta, Chairman, J&K Grameen Bank; Yashu Gupta, GM Jammu, and Kashmir Grameen Bank, and officials from other banks also participated.

During the conduct of these camps, accounts are being opened for unbanked adults under PMJDY. Fur-

ther, to achieve the objective of comprehensive financial inclusion of all as envisaged under PMJDY, saturations under Pradhan Mantri Jeevan Jyoti Yojana (PMJJY), Pradhan Mantri Suraksha Bima Yojana (PMBSBY) and Aard Poshan Yojana (APY) are being done for the eligible beneficiaries. On-spot re-KYC is also being done for all eligible accounts (including PMJDY and non-PMJDY accounts) whose re-KYC was due as on June 30, 2025, or falling due during July 01, 2025, to June 30, 2026.

The campaign will help bring millions of unbanked and underserved individuals into the banking fold and lay the foundation for inclusion and sustainable economic growth.