

Daily Excelsior - Jammu - August 14, 2025

## J&K Bank organizes camp under 'Saturation Campaign for Financial Inclusion Schemes'

*Excelsior Correspondent*

JAMMU, Aug 13: As part of the ongoing RBI's 'Campaign for Saturation' of Financial Inclusion Schemes at Gram Panchayat Level', J&K Bank organised a mega camp at Gram Panchayat Kullian, here today.

The event was aimed at deepening financial inclusion, creating awareness about safe banking practices and facilitating on-the-spot enrolment under various government-sponsored schemes.

the Bank's sustained efforts.

He emphasized the importance of completing Re-KYC in a timely manner to ensure uninterrupted access to banking services, one of the key objectives of the ongoing campaign.

Azad also cautioned the public against falling prey to digital frauds and urged them to adopt safe banking habits.

Divisional Head Ashok Gupta in his address reiterated the Bank's commitment to driving financial inclusion across its operational



*Chandrashekhar Azad, Regional Director (RBI - Jammu) sharing the dais along with others in Jammu.*

Regional Director (RBI - Jammu) Chandrashekhar Azad was the chief guest, while General Manager & Divisional Head (Jammu) Ashok Gupta presided over the function, which was attended by DGM FIDD (RBI-Jammu) Vibha Gupta, Zonal Head (Jammu) Anita Nehru, DGM (RBI Jammu) Ram Sarup, senior officials from the Bank and the RBI besides a large number of people from the area.

Speaking on the occasion, Chandrashekhar Azad appreciated

geographies.

He said, "At J&K Bank, financial inclusion is not just about opening accounts, it is a mission of empowering people with access to the entire range of banking services that can improve their livelihoods and secure their future."

"Through such camps, we aim to bridge the gap between banking services and the people, ensuring that every individual, household and enterprise has access to formal finance," he added.