



J&K Bank and RBI dignitaries during a financial literacy camp at Satwari on Friday.

J&K Bank holds mega financial inclusion camp at Satwari

Excelsior Correspondent

JAMMU, Aug 22: J&K Bank today organised a mega awareness camp on financial inclusion and social security schemes at village Hakal in Satwari, Jammu, aiming to strengthen banking access and literacy in under-banked areas.

MD & CEO of the bank, Amitava Chatterjee presided over the function, while RBI Regional Director Chandrashekhar Azad was the chief guest.

General Manager & Divisional Head Jammu Ashok Gupta, RBI DGM Vibha Gupta, Zonal Head Anita Nehru, and other officials of the Bank and RBI were also present.

The Bank's MD and CEO Amitava Chatterjee highlighted the Bank's focus on empowering communities through financial literacy and extending formal banking channels to unbanked regions.

"Our role goes beyond banking - we aim to ensure that every

individual, from remote villages to towns, can access Government social security schemes and build a secure future," he said.

RBI Regional Director Chandrashekhar Azad appreciated the Bank's outreach efforts and urged further expansion to unreached areas.

He emphasized the importance of social security schemes, timely Re-KYC, and public vigilance against digital frauds.

Ashok Gupta said camps like these build awareness and trust in banking among underserved sections.

During the event, Bank staff staged a play to promote responsible banking, and RBI officials shared insights on financial inclusion schemes.

The camp also saw the formal enrolment of participants under various social security schemes extending the safety net of formal finance to deserving citizens.

The event concluded with a vote of thanks by Anita Nehru.