

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

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Srinagar, Aug 13: As part of the ongoing RBI's 'Campaign for Saturation of Financial Inclusion Schemes at Gram Panchayat Level', J&K Bank today organised a Mega Camp at Gram Panchayat Kullian through its various branches in the area. 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. On the occasion, Regional Director (RBI – Jammu) Chandrashekhar Azad was the Chief Guest, while General Manager & Divisional Head (Jammu) Ashok Gupta presided over the function that 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. According to a statement issued here, the Regional Director appreciated the Bank's sustained efforts. He emphasised 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. He also cautioned the public against falling prey to digital frauds and urged them to adopt safe banking habits. While highlighting the grievance redressal mechanisms available for prompt resolution of banking issues, he said that financial inclusion is about ensuring continued and safe access to banking services, for which timely completion of Re-KYC, alertness against fraud and proper use of grievance redressal channels are very important. Later, the Regional Director visited stalls set up by various banks and financial institutions, interacting with beneficiaries and urging the public to take maximum advantage of the services and facilities available under the campaign. Earlier, welcoming the participants, Divisional Head Ashok Gupta

reiterated the Bank's commitment to driving financial inclusion across its operational 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." "We are fully committed to complementing RBI's vision by reaching every household with our inclusive and customer-friendly offerings", he added. On the occasion, Chief Manager Suresh Gupta presented a brief overview of various Financial Inclusion schemes, while AGM (RBI Jammu) Rajnesh Mahotra shared RBI's perspective on financial inclusion and its role in improving economic conditions of people at the grass root level. Presenting her vote of thanks, Zonal Head (Jammu) Anita Nehru expressed gratitude to the Chief Guest, dignitaries, and participants for sparing their valuable time and making the camp a success.