

## **Financial Literacy Awareness Programme Held at Kharu Organised by Lead Bank Office Leh in collaboration with Crisil Foundation**

Kharu, November 9, 2025: A mass awareness programme on Financial Literacy and Inclusion was held at the Shaitan Singh Memorial Auditorium Hall, Kharu. The event was organised by the Lead District Manager (LDM) Office, Leh, in collaboration with the SDM Office Kharu, various banks, and the Crisil Foundation.

The programme saw active participation from community members of several villages under Kharu Subdivision, including Nambardars, PRI members, officials from various line departments, and representatives of banks such as J&K Bank, PNB, SBI, along with CFL staff.

At the outset, Ms. Stanzin Dolkar, Lead District Manager, Leh, welcomed the participants and officials from civil departments and banks. She briefed the gathering about the objective of the programme—to educate the public about the financial services and welfare schemes offered by various financial institutions and government departments.

Participants were informed about social security schemes, basic banking concepts, digital payment systems, prevention of cyber fraud, self-employment schemes, PMEGP, KCC, MUDRA loans, insurance, and the Banking Ombudsman mechanism.

LDM Ms. Dolkar also highlighted the importance of KYC documentation and briefed the participants on the ongoing campaign for unclaimed deposits under the DEA Fund.

Mr. Phuntsok Angchuk, Manager, SBI Kharu, gave a detailed presentation on the credit facilities provided by banks under priority and non-priority sectors, with a special focus on KCC loans and prompt repayment incentives.

Ms. Padma Ladol from PNB Bank delivered a presentation on social security schemes, pensions, and insurance. She elaborated on the enrollment processes for PMSBY, PMJJBY, and APY, and stressed the importance of nomination to ensure beneficiaries receive entitled benefits.

A video presentation highlighting the importance of insurance, social security schemes, prevention of digital frauds, and awareness on unclaimed deposits was also shown during the programme.

Mr. Kifayat Hussain, Manager, CFL Project (Crisil Foundation), made a presentation on the Banking Ombudsman and cyber fraud prevention. He underscored the growing importance of financial literacy, especially in the context of increasing cybercrime, and emphasized the need for individuals to be financially aware to safeguard themselves in today's complex financial landscape.

BDO Kharu, Ms. Kunzang Dolma, and Naib Tehsildar, Mr. Mohd Rahulla, in their keynote addresses, appreciated the initiative and stressed the importance of such awareness programmes in educating the public on financial matters. They also assured full support for similar initiatives in the future.

The programme was coordinated by CFL Kharu staff along with Area Manager, Mr. Bilal Bhat, with logistic support and venue arrangements facilitated by the SDM Office Kharu in collaboration with the Indian Army, Kharu Station.

The Crisil Foundation, empanelled by the Reserve Bank of India (RBI) and NABARD, and supported by the State Bank of India (SBI), is implementing the Moneywise Centre for Financial Literacy (CFL) Project in the Union Territory of Ladakh. Under this initiative, seven CFL offices have been established in Leh district, covering all 16 blocks under the supervision of the Lead District Manager, Leh.



