

## **CEC Kargil welcomes new Assistant General Manager of J&K Bank**

Kargil, September 01, 2025: Chairman and Chief Executive Councillor (CEC), LAHDC Kargil, Dr. Mohd Jaffer Akhoun, extended a warm welcome to the newly posted Assistant General Manager and Cluster Head of J&K Bank, Kargil, Mr. Ishfaq Sarwar Malik.

During the meeting, Dr. Akhoun discussed various issues related to J&K Bank's services, as well as the ongoing and proposed projects under the Bank's CSR initiatives.

Emphasizing the importance of these initiatives for the socio-economic development of Kargil, the CEC highlighted key areas where J&K Bank's support could bring significant community benefits.

One of the major points of discussion was the proposal for a special recruitment drive for local youth in J&K Bank. Dr. Akhoun stressed that engaging local youth would help create a more customer-friendly environment, improve service delivery, and strengthen customer care by leveraging their familiarity with the community and its needs.

He also requested the opening of new branches, particularly in rural areas, and called for an urgent establishment of a branch and ATM near the Council Secretariat, given the high demand in the area due to the presence of government departments and educational institutions.

Responding to these concerns, Mr. Ishfaq Sarwar Malik assured that J&K Bank would extend all possible services and emphasized the importance of collective efforts and cooperation for mutual growth and development.



