

Financial Inclusion Saturation Campaign Conducted at Gia Village

Gya, July 24, 2025: As part of the three-month saturation campaign for Financial Inclusion (FI) schemes initiated by Department of Financial Services, Ministry of Finance, a Financial Inclusion Camp was organized at Gram Panchayat Gya on July 24th July 2025. The campaign, which started from July 1 and runs till September 30, 2025, aims to ensure universal coverage under various government-sponsored financial schemes.

The camp was organized by State Bank of India, Kharu Branch, in coordination with Punjab National Bank, Kharu, and J&K Bank, Upshi. The event witnessed participation of Shri Amit Kumar, Lead District Officer, Reserve Bank of India, along with Panchayat Secretary and other local village functionaries.

During the programme, villagers were sensitized on key financial topics including Re-KYC procedures, enrolment under Social Security Schemes such as PMJJBY (Pradhan Mantri Jeevan Jyoti Bima Yojana), PMSBY (Pradhan Mantri Suraksha Bima Yojana), and APY (Atal Pension Yojana). Participants were also made aware of the Grievance Redressal Mechanism, Digital Payment Systems, and the process for claiming Unclaimed Deposits.

On-the-spot facilities for Re-KYC and enrolment under Social Security Schemes were provided during the camp to facilitate immediate action for the benefit of the villagers.

These Gram Panchayat-level camps are being systematically conducted throughout the district during the campaign period with the goal of achieving 100% saturation under key Financial Inclusion initiatives.



