

Government of Jammu and Kashmir  
**Finance Department**  
Civil Secretariat, Jammu.

**CIRCULAR**

Subject: - "Special Financial Inclusion Outreach Campaign" in UT of J&K.

**No.:- 01 FD of 2020**

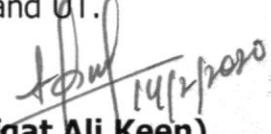
**Dated: -14.02.2020**

A mass outreach campaign for financial inclusion has been launched by Finance Department in close coordination with UTLBC in the UT of J&K. The objective of the campaign, inter alia, is to achieve complete financial literacy of the entire population and to enhance the livelihood options for the people, who have been traditionally left out of such endeavours.

**2.** The campaign shall be run by all the banks operating in UT including NABARD, and will endeavour to link up SHGs, FPOs and Aggregators to act as agents of transformation. Efforts shall be redoubled to increase enrolments under PMJDY, PMJJBY, PMSBY, SUPI, Mudra Loan, APY etc. Under PMJDY, PMSBY and PMJJBY targets have also been assigned to the banks to reach milestones of 22 lakh accounts in PMJDY and 8 lakh and 4 lakh enrolments under PMSBY and PMJJBY respectively by the end of campaign.

**3.** In order to reach out to all the segments of the population in each district, all Lead District Managers across the UT of J&K have been advised to organise special camps during the campaign period to push credit growth and enhance enrolments under different Social Security Schemes in the district.

**4.** In order that the above outreach campaign effectively touches the life of every person in J&K and achieves its stated objective, all DDCs are advised to extend full cooperation to LDMS in organising Special Camps during the campaign in their Districts and also involves PRI functionaries like Panches, Sarpanches and BDC Chairmen to spread awareness amongst the people about the different financial inclusion Schemes of GOI and UT.

  
**(Shafqat Ali Keen),**

Under Secretary to the Government,  
Finance Department

Dated: 14.02.2020

No. FD/Bkg/08/2020

Copy to the:-

1. All Financial Commissioners.

2. All Principal Secretaries.
3. Principal Secretary to the Hon'ble Lieutenant Governor.
4. All Commissioner/Secretaries to the Government.
5. Divisional Commissioner, Kashmir/Jammu
6. Director Information, J&K.
7. All Deputy Commissioners.
8. Director Archives, Archaeology & Museums.
9. Secretary, J&K Legislative Assembly.
10. General Manager, Government Press, Jammu/Srinagar.
11. PS to the Chief Secretary.
12. PS to Advisor (S)/(F)/(B) to the Lieutenant Governor.
13. PS to Financial Commissioner, Finance Department.
14. Incharge Website, Finance/GAD
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