

Government of Jammu and Kashmir
Finance Department
Civil Secretariat, Jammu

All the Deputy Commissioners.
J&K, Jammu.

No. FD/Bkg/19/2015

Dated: 13.03.2020

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

Sir,

I am directed to refer this department's letter No. FD/Bkg/19/2015 dated 02.03.2020 regarding the subject cited above and to say that a mass campaign for financial inclusion has been launched by Finance Department on 11th Feb, 2020 in close coordination with UTLBC in the UT of J&K.

2. Under PMJDY, PMSBY and PMJJBY, targets have also been assigned to the banks to reach milestones so that the campaign is able to achieve tangible gains. Banks have been asked to reach a milestone of 22 lakh accounts in PMJDY. Further, banks have been asked to increase subscription base under PMSBY and PMJJBY to 50% and 25% respectively of the total existing accounts holders in the UT.

3. In addition, all the farmers, orchardists, etc. who have not been brought under the ambit of KCC Scheme are to be covered mandatorily by 31.03.2020, so that they too can reap the benefits of the Scheme. Besides ensuring 100% coverage of all PM-KISAN beneficiaries, all left out/inactive/closed KCC accounts have to be necessarily covered under the Scheme.

4. The progress, both Scheme-wise and bank-wise, in this regard is being monitored continuously in Finance Department. The achievements being made under various Social Security Schemes, PM-Kissan and KCC are also being monitored District-wise on an ongoing basis. **It has been reported by UTLBC that the progress under Social Security Schemes, PM-Kissan and KCC in Kulgam, Anantnag, Shopian and Pulwama Districts is abysmally low. This has been viewed seriously by the Finance Department.**

5. Accordingly, DDCs of the above districts are, as such, directed to personally involve themselves in the Financial Inclusion Campaigns so that the performance under various Social Security Schemes, PM-Kissan and KCC in these districts is improved.

6. All DDCs are further requested to immediately hold DLRC meetings to review the performance of the ongoing financial inclusion

campaigns in their respective districts and take necessary steps to improve performance so that the objectives of the Financial Inclusion Campaign are achieved by 31st March, 2020.


(Shafiq Ali Keen),

Under Secretary to the Government,
Finance Department
Dated: 13.03.2020

No. FD/Bkg/19/2015

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
15. Circular/Stock file.