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प्रेसविज्ञप्ति /Press Release

Bank of Baroda's 6th edition of Baroda Kisan Pakhwada Concludes, Connects with over 465,000 farmers

The Bank sanctioned agri loans of more than Rs 2,200 crore during the festival

Mumbai, January 12, 2024: Bank of Baroda (Bank), one of India's leading public sector banks, successfully concluded the **6th Edition of the Baroda Kisan Pakhwada** – the Bank's annual outreach programme with Indian farmers. During the agri festival, the Bank connected with over 465,000 farmers across the country and cumulatively sanctioned agri loans of over Rs 2,200 crore.

The bank's network of semi urban and rural branches across the country that predominantly serve agri customers and some metro and urban branches actively participated and the Bank organised a series of farmer meetings, choupals, kisan melas and health camps (for the soil, animals and farmers) during the fortnight.

Speaking on the occasion, **Shri Ajay K Khurana, Executive Director, Bank of Baroda** said, "We are pleased to announce the successful conclusion of the 6th edition of Baroda Kisan Pakhwada. As a leading public sector bank, Bank of Baroda remains resolute in its mission to nurture a robust agricultural economy with a diversified range of offerings and a commitment to scaling up agricultural credit to better serve the Indian farming community."

During the fortnight, the Bank reached out to farmers to create awareness about various initiatives such as the Kisan Credit Card drive in the name of "Ghar-Ghar KCC Abhiyaan" along with awareness on agri products, schemes/offers and delivery channels offered by Bank of Baroda for the benefit of the farming community. The event also helped to promote various Atmanirbhar Bharat schemes introduced by the Government of India such as the Agriculture Infrastructure Fund (AIF), Animal Husbandry Infrastructure Development Fund (AHIDF), Pradhan Mantri Matsya Sampada Yojana (PMMSY), PM Formalisation of Micro Food Processing Enterprises Scheme (PM-FME), etc.

Bank of Baroda's lending to the agriculture sector stands at Rs 1,30,694 crore as on September 30, 2023, recording a 13.7% year-on-year growth.

To apply for an agri loan from Bank of Baroda, customers can visit – <https://bit.ly/AGRIloans>



About Bank of Baroda

Founded on 20th July, 1908 by Sir Maharaja Sayajirao Gaekwad III, Bank of Baroda is one of the leading commercial banks in India. At 63.97% stake, it is majorly owned by the Government of India. The Bank serves its global customer base of ~165 million through over 70,000 touch points spread across 17 countries in five continents and through its various digital banking platforms, which provide all banking products and services in a seamless and hassle-free manner. The Bank's vision matches the aspirations of its diverse clientele base and seeks to instil a sense of trust and security in all their dealings with the Bank.

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