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प्रेसविज्ञप्ति /Press Release

Bank of Baroda concludes Baroda KisanDiwas to commemorate World Food Day

- *Baroda KisanDiwas is in line with Government's mission to provide enhanced financial services and credit to agriculture sector, double farmers' income*

Vadodara, October 19, 2018: On the occasion of 'World Food Day', Bank of Baroda , one of the largest banks in India, successfully concluded a fortnight-long program, '**Baroda KisanDiwas**', dedicated to the country's farming community.

'**Baroda KisanPakhwada**' organized from 01st October to 15th October, culminated with celebration of '**Baroda KisanDiwas**' on 16th October, also celebrated as "World Food Day" worldwide. '**Baroda KisanDiwas**' was organized with a view to enhance lending to the rural and agriculture sector.

In this regard, the Bank organized KisanMelas and Mega KisanMelas to partner with farmers all over India. The Melas aimed at promoting financial literacy and celebrating the community's commitment, communicated about 42 MoUs signed with a view to assist farmers, suppliers and vendors through the Bank's financial products. Sanction letters were also awarded to the farmers on a PAN India level at the Melas.

Airing his thoughts on the occasion, **Shri. B R Patel, General Manager – Rural, Agri Banking, CSR, Bank of Baroda** said, "At Bank of Baroda, we maintain a legacy of pioneering new initiatives for rural and agri space. The government has put unprecedented focus on agriculture - numerous initiatives to improve productivity, safeguard farmers and augment their incomes and improve their overall well-being have been taken. The Bank's initiative augments with the government's efforts to empower farmers, at every stage and to further support the national goal of improving growth and productivity. The Government has set a goal of doubling farm incomes by 2022 and our endeavour is to assist the government in achieving this goal."

As per the latest MIS available:

- A total of 2,40,817 farmers benefitted from the initiatives
- 7,635 Choupals were organized



- 1006 Kisanmelas, 318 Health camps of animals, 4,730 farmer meetings, 301 Literacy Camps were organized
- Around 15,420 farmers were appreciated for their outstanding contribution to agriculture sector

Besides these, Bank of Baroda has created knowledge collaterals for assisting the farming community towards a better agriculture tomorrow through the Good Agricultural Practices (GAP) book, leaflet on Sustainable Agricultural Practices and Booklet on Kisan Loan Products.

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Chitra Suresh,
Asst. General Manager
(PR & Corp. Comm)

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