



प्रेस विज्ञप्ति
PRESS RELEASE

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IDBI Bank conducts 'Kisan Sangosthi' for farmers

Mumbai, 04 January 2016: IDBI Bank conducted 'Kisan Sangosthi' at various villages all over India to mark the celebration of 'Farmers Day' and to acknowledge the role played by farming community in the economic development of the country. Shri Kishor Kharat, MD & CEO, IDBI Bank launched the event at Dehagaon, Gandhi Nagar, Gujarat with many senior officials.

Shri Kishor Kharat emphasized the Bank's commitment on funding the Small and Marginal Farmers, Woman SHG etc., and providing hassle free loans to the farming community at competitive interest rates. He further added that IDBI Bank has activated BC/BF channel to provide door step banking services in the remote locations as part of its Financial Inclusion initiative.

On the occasion, some of the farmers having impeccable repayment track records were felicitated. Also a demonstration of Point of Sales Machine (POS) was made by making a live transaction and its importance was explained which was well appreciated by the farmers. Shri Kharat also addressed various queries of the farmers during an open session.

Other Senior officials of the Bank also attended the Kisan Sangosthis all over India and interacted with the farmers. More than 15000 farmers participated in the programme at about 200 locations. Officers from various Govt. departments, NABARD, Lead Bank, Agri Universities, KVKs and RSETIs also participated at the programmes. Farmers & entrepreneurs engaged in Agro-processing activities shared the best practises followed by them.



Shri Kishor Kharat handing over sanction letters to a farmer at the Kisan Sangosthi in Ahmedabad. Also seen are (L-R) Shri S. M. Awale, CGM, Shri S. K. V. Srinivasan, Shri K. P. Nair (Executive Directors) and Shri Suresh Khatanhar, CGM-Priority Banking.

All representatives of Print, Wire and Electronic Media.

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