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प्रेस विज्ञप्ति/ Press Release

4th edition of Bank of Baroda's 'Baroda Kisan Pakhwada' aims at economic upliftment in rural sector

~Bank launches Centre For Agriculture Marketing And Processing (CAMP) units across the 16 zonal offices

Mumbai, 16th October, 2021: India's premium public sector bank, Bank of Baroda (BoB) today commemorates the World Food Day by announcing the grand inauguration of Baroda Kisan Diwas. Today marks the beginning of 4th edition of 'Baroda Kisan Pakhwada', a fortnight long farmer engagement programme. This year, the engagement programme would be celebrated with the theme of "Our Actions are our Future" in line with that of Food and Agriculture Organization (FAO). The initiative would primarily acknowledge and appreciate the contribution of farming community towards the economic growth of our nation and would include various farmer outreach events, knowledge series, felicitation programmes. The fortnight long pan-India initiative will conclude on 31st October, 2021 benefiting a large number of farmers through multiple channels.

The Bank also launched "Centre for Agriculture Marketing and Processing (CAMP), its new centralized agri-loans processing units across 16 Zonal Offices. The CAMP is a dedicated credit delivery model with a focus on financing non-traditional agricultural products and handling agri-marketing activities. The CAMP consists of trained manpower with understanding and exposure to handle high value credit accounts. Bank will also promote collaborations with local organisations for sourcing quality business.

Speaking on the occasion, Shri Sanjiv Chadha, Managing Director said, "This has been one of the very few sectors which has not only been resilient in the face of ongoing pandemic but has also been growing. Further a large number of Agritech firms are changing entire agri ecosystem and landscape. This all is resulting into newer opportunities for growth at a much reduced cost. We continue to benefit from these opportunities. As the country celebrates 'Azadi ka Amrit Mahotsav' (75 years of Independence), we are committed to invest in the sustainable growth of the agri and allied industries. Under Baroda Kisan Pakhwada programme we introduce and promote Bank's farmer centric initiatives and encourage more farmers to get associated with us and reap benefits for generations ahead."

Speaking on the occasion, Shri Vikramaditya Singh Khichi, Executive Director, said, "Our Bank is leading the adoption of technology across all spheres of banking and finance including agriculture financing. Bank's new centralized processing system would ensure uniformity, faster TAT and highest compliance standards.

In the changing market scenario, CAMP would promote adoption of new and innovative agriculture products and practices to have a diversified agriculture advances portfolio for the bank.”

The Bank's outreach programme will be held with strict adherence to the COVID-19 norms laid down by the Government and the local administration at various places, particularly avoiding mass gathering and complying with social distancing norms.

Cumulative of 3 editions of 'Baroda Kisan Pakhwada', bank has conducted about 56,727 events (including physical and virtual choupals, Kisan Melas, Health Camps for soil, animal and farmers) reaching out to 12,24,452 farmers. Bank has also been acknowledged by Limca Book of Records for organizing the largest farmer connect program for the year 2018.

About Bank of Baroda:

Founded on 20th July, 1908 by Sir Maharaja Sayajirao Gaekwad III, Bank of Baroda is one of the leading commercial Bank in India. At 63.97% stake it's majorly owned by Govt of India. Bank serves its global customer base of over 140 Mn through over 46,000 touchpoints spread across 19 countries in 5 continent. Through Its state of the art digital banking platforms it provides all the banking products and services in a seamless and hassle freeway. Recently launched bob World mobile app provides customers with saving, investing, borrowing and shopping experience, all under one single app. The app also serves non customers by enabling account opening through video KYC. Bringing about a vision that matches the diverse clientele base and to instill a sense of the trust and security has been the paramount factor for Bank of Baroda. Its moving well in that direction and bob World has been a testimony for its roadmap towards Digital Transformation.

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