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## **PNB Launches Monthly Agriculture Outreach Programme to Boost Rural Financing**

*~This outreach aims to boost financing for all agriculture requirements from traditional farming practices to high-tech solutions~*

**New Delhi, 31 May 2025:** Punjab National Bank, India's leading public sector bank, is set to roll out its monthly nationwide Agriculture Outreach Programme on June 2, 2025. Aimed at supporting agricultural communities across the country, this initiative will take place on the **first day of every month**, ensuring consistent engagement with farmers and agri businesses.

The program seeks to enhance awareness and access to financing for a broad spectrum of agricultural needs—from traditional farming practices to modern high-tech solutions. PNB will facilitate this outreach through **Krishi Chaupals, Digital Zones, and PNB Booths**, reinforcing its commitment to rural financial inclusion and empowerment.

### **Key Focus Areas:**

- **Self-Help Groups (SHGs):** Strengthening SHGs with Micro Credit Plan-based financing to enable the expansion of business ventures.
- **Agriculture Infrastructure Fund (AIF):** Providing financial support for **farm mechanisation, storage facilities, cold storage, and Custom Hiring Units** to improve productivity and market access.
- **Formalisation of Micro Food Processing Enterprises (PMFME):** Offering grants, loans, and subsidies to micro food processors for **upgrading infrastructure, improving quality standards, and expanding market reach**.
- **Other Priority Areas:** Supporting **National Livestock Mission, Precision Farming, Hi-Tech Agriculture, and Food & Agro Processing Units**, fostering innovation and rural development.

Commenting on the initiative, **Shri Ashok Chandra, MD & CEO of PNB**, emphasized the bank's dedication to strengthening India's agricultural sector: "Agriculture forms the backbone of our economy. We remain deeply committed to empowering farmers and rural communities. Through this outreach program, we aim to provide easier access to credit, raise awareness about our digital lending solutions, and forge partnerships that strengthen the agricultural value chain."

This ongoing initiative marks a significant step in bridging the gap between financial institutions and the agricultural sector, ensuring sustainable growth and economic progress for rural India.

For further details, visit [www.pnbindia.in](http://www.pnbindia.in) or contact your nearest PNB branch.

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