

Date	Headline	Publication	Edition	Page	Source
Jun 03, 2025	PNB Launched its 1st Monthly Agriculture Outreach Programme to Boost Rural Financing	Business Standard	5Editions	19	Bureau

PNB LAUNCHED ITS 1ST MONTHLY AGRICULTURE OUTREACH PROGRAMME TO BOOST RURAL FINANCING

Punjab National Bank, India's leading public sector bank, successfully organised its first monthly nationwide Agriculture Outreach Programme on June 2, 2025. Aimed at supporting agricultural communities across the country, this initiative will continue to take place on the first day of every month, ensuring consistent engagement with farmers and agri businesses.

The programme took place in 22 zones and saw an active participation from both rural, semi-urban and urban agricultural communities. PNB facilitated this outreach through Krishi Chaupals, Digital Zones, and PNB Booths to enhance awareness and access to financing for a broad spectrum of agricultural needs.



Date	Headline	Publication	Edition	Page	Source
Jun 02, 2025	PNB Launches Monthly Agriculture Outreach Program to Boost Rural Financing	Free Press Journal	Mumbai	9	Bureau

PNB Launches Monthly Agriculture Outreach Program to Boost Rural Financing



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.

Date	Headline	Publication	Edition	Page	Source
Jun 02, 2025	PNB Launches Monthly Agriculture Outreach Program to Boost Rural Financing	Political & Business Daily	Bhubaneshwar	5	Bureau

PNB launches monthly agriculture outreach programme to strengthen rural financing

PBD BUREAU
NEW DELHI, JUN 1

PUNJAB National Bank (PNB), one of India's premier public sector banks, has announced the launch of a nationwide Agriculture Outreach Programme, set to commence on Monday (June 2, 2025). This monthly initiative, scheduled for the first day of every month, aims to foster deeper engagement with India's farming communities and expand access to financial services tailored for agricultural development.

The outreach programme is designed to address the diverse and evolving needs of the agricultural sector, encompassing both traditional and advanced farming practices. Through dedicated platforms such as Krishi Chaupals, Digital Zones, and PNB Booths, the bank seeks to



provide farmers, agri-entrepreneurs, and rural businesses with timely information and credit solutions. The initiative reinforces PNB's commitment to driving financial inclusion in rural areas and supporting sustainable agricultural growth.

A central component of the programme is the strengthening of Self-Help Groups (SHGs) through Micro Credit Plan-based financing. This approach aims to boost entrepreneurial ventures within rural communities, enabling them to scale operations and improve livelihoods. The

bank will also focus on promoting the Agriculture Infrastructure Fund (AIF), offering targeted financial support for farm mechanisation, storage and cold storage infrastructure, and Custom Hiring Units, thereby improving efficiency and market connectivity for farmers.

Another key pillar of the outreach is the formalisation of micro food processing enterprises under the PMFME scheme. PNB will facilitate access to grants, loans, and subsidies to help these businesses upgrade their facilities, meet quality standards, and reach broader markets. In addition, the programme will extend support to high-impact areas such as the National Livestock Mission, precision

farming, hi-tech agriculture, and food and agro-processing units.

Speaking about the launch, Ashok Chandra, Managing Director and CEO of Punjab National Bank, highlighted the bank's long-standing commitment to India's agricultural ecosystem. "Agriculture forms the backbone of our economy. We remain deeply committed to empowering farmers and rural communities. Through this outreach programme, we aim to provide easier access to credit, raise awareness about our digital lending solutions, and forge partnerships that strengthen the agricultural value chain," he said.

With this comprehensive and recurring initiative, PNB aims to bridge the persistent gap between financial institutions and rural stakeholders, enhancing economic resilience and promoting inclusive growth across India's heartland.

Date	Headline	Publication	Edition	Page	Source
Jun 02, 2025	PNB Launches Monthly Agriculture Outreach Program to Boost Rural Financing	Indian Era	Bhubaneswar	2	Bureau

PNB Launches Monthly Agriculture Outreach Program to Boost Rural Financing

New Delhi, (ENS): 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 agribusinesses.

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.

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.