

## PRESS RELEASE

### **Bank of Maharashtra organized "Meet & Greet" street campaign as Financial Inclusion Drive for 'Economic Weaker Section' of the society in Mumbai region**

**Pune, May 30<sup>th</sup>, 2023:** Bank of Maharashtra, a premier public sector bank in the country has reached out to Economic Weaker Section (EWS) by organizing "Meet & Greet" street campaign as financial inclusion drive on 27<sup>th</sup> & 28<sup>th</sup> May, 2023. The outreach program conducted by bank envisaged at educating and promoting various social security schemes to add fillip to Bank's financial inclusion mission. Financial Inclusion Outreach Camps for EWS were organized at various locations viz. Mumbai City, Mumbai Suburb, Navi Mumbai and Thane and at various clusters. The financial inclusion drive received an overwhelming response from the citizens.

Shri Manoj Kare, General Manager & Zonal Manager, Mumbai South Zone; Shri Pradeep Mishra, Zonal Manager, Mumbai North Zone and Shri Ranjeet Rajkishore, Zonal Manager, Thane Zone were present along with their Teams at the camp sites.

Various govt. sponsored schemes viz. PMMY, PMSVANidhi, PMJDY, PMSBY, PMJJBY, APY, Stand Up India, various SHG related schemes, digital products etc. were promoted and sanctioned to poor and needy beneficiaries on the spot at financial inclusion outreach camp sites. These financial inclusion outreach camps have more relevance in context of present on-going '*Jansurkasha Saturation Drive*' targeting uncovered eligible adults for coverage under PMSBY, PMJJBY and APY schemes.

Shri A B Vijayakumar, Executive Director, Bank of Maharashtra said " Bank of Maharashtra is committed to promote GoI schemes to make the citizens self-sufficient and we will continue to organize such campaigns aimed for socio-economic welfare of our country's citizens. Shri Vijayakumar further opined "Credit expansion is an important ingredient of growth and prosperity. There are enormous opportunities to bridge the financial inclusion gap in the country and Bank of Maharashtra is committed to bridge that."

Shri Vijayakumar complimented the staff of Mumbai South, Mumbai North, Navi Mumbai and Thane region of Bank, who organized a wonderful & extensive financial inclusion program with full enthusiasm. Through the drive Bank covered almost 4000 citizens under PMSBY scheme and almost 2200 citizens under PMJJBY scheme.

Stakeholders including customers, public representatives, social workers, NGOs, local community leaders and Bank's retired staff participated with full enthusiasm, on voluntary basis for the cause of nation building.