



## **PRESS RELEASE**

### **Bank of Maharashtra organizes financial inclusion credit outreach program for 'Economic Weaker Section' at Junnar, Shivneri Fort**

**Pune, February 21<sup>st</sup>, 2022:** Bank of Maharashtra, a premier public sector bank in the country organized financial inclusion credit outreach program for Economic Weaker Section (EWS) at Junnar, Shivneri Fort in Pune district, the birth place of Chhatrapati Shivaji Maharaj on his birth anniversary. Bank has been conducting outreach programs for EWS to mark the celebration of "Azadi Ka Amrit Mahotsav". The said event was the part of ongoing "Mahabank Apalya Dari" financial inclusion campaign conducted by Bank of Maharashtra Pune West Zone on 19<sup>th</sup> and 20<sup>th</sup> February. All the 61 Branches in the Zone participated in the event covering areas in Pimpri-Chinchwad, Maval Taluka, Mulshi Taluka, Khed Taluka, Ambegoan Taluka, Haveli Taluka and Junnar Taluka of Pune district.

Bank facilitated approximately INR 4.00 crore sanction to beneficiaries under various flagship schemes in the event where around 350 SHG members have assembled. The program was led by Shri A B Vijayakumar, Executive Director of Bank of Maharashtra. Chief Guest for the event Shri S. Y. Mali, Block Development Officer (BDO), Panchayat Samiti Junnar, Shri Jatin Desai, Deputy General Manager, Retail Credit; Shri Rahul Waghmare, Zonal Manager; Shri Amit Goyal, Deputy Zonal Manager, Pune West Zone, Shri Shrikant Karegaonkar, Lead District Manager, Pune and representatives from Maharashtra State Rural Livelihood Mission (MSRLM) and Maharashtra Arthik Vikas Mahamandal (MAVIM) were present in the event.

Shri A B Vijayakumar, Executive Director, Bank of Maharashtra while addressing the event said Bank in its constant endeavor trying to reach out to the unserved and underserved sections. The various flagship programs are perfectly tailored to meet the needs of various segments of customers availing the services. Shri Vijayakumar complimented Bank's Pune West Zone Team to come out with such a well-executed financial inclusion credit outreach program for the welfare of people.

Various govt. sponsored programs viz. PMMY, PMAY, PMSvanidhi, Animal Husbandry & Fishery, 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 program. These financial inclusion credit outreach programs have more relevance in context of present on-going 'Jansurkasha Saturation Drive' targeting uncovered eligible adults for coverage under PMSBY, PMJJBY and APY schemes.



**In Photo:** Shri A B Vijayakumar, Executive Director, Bank of Maharashtra facilitating Mrs. Usha Ubhang & team members from Maharashtra State Rural Livelihood Mission (MSRLM), Junnar Taluka at financial inclusion credit outreach program.



**In Photo:** Shri A B Vijayakumar, Executive Director, Bank of Maharashtra alongwith other dignitaries and all the SHG participants