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## PNB Organises Pan-India Mega Agriculture Outreach Programme “PNB Krishi Aarambh”



**New Delhi, 08 May 2026:** Punjab National Bank (PNB), nation’s leading public sector bank, successfully organised the Mega Agriculture Outreach Programme – “PNB Krishi Aarambh” across the country. Demonstrating strong leadership engagement, the outreach was spearheaded by Top Management along with other senior leadership of the bank. Aimed at strengthening financial inclusion in the agriculture and allied sectors through direct outreach and engagement with rural communities, the programme focused on facilitating access to customised credit solutions for farmers, agri-entrepreneurs, Self Help Groups (SHGs), rural women entrepreneurs, and stakeholders involved in agri-infrastructure development.

Speaking on the occasion, **Shri Ashok Chandra, MD&CEO, PNB**, said: “We have always remained committed to strengthening India’s rural economy and empowering the farming community through inclusive and accessible financial solutions. With the pan-India launch of ‘PNB Krishi Aarambh’ across more than 240 locations, we aim to deepen our outreach, accelerate quality agriculture credit growth and further strengthen our connect with farmers, SHGs, agri-entrepreneurs and allied sectors. This initiative reflects our strong commitment towards sustainable agriculture financing and Priority Sector Lending goals. Through focused schemes, digital initiatives and cluster-based financing models, PNB is working towards creating long-term value for rural communities while supporting inclusive economic growth across the country.”

The outreach programme witnessed active participation from farmers, SHGs, agri-business entrepreneurs, FPOs, dairy and fisheries stakeholders, and rural customers across branches and circles nationwide. Dedicated camps, customer interactions and awareness sessions were also

organised to educate participants about various financing opportunities and digital banking solutions available through the Bank.

PNB continues to play a pivotal role in supporting the agriculture and allied sectors through customer-centric products, digital innovation and focused outreach initiatives aligned with the Government of India's vision for rural and agricultural development. For more information, visit: [www.pnb.bank.in](http://www.pnb.bank.in)

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