

Date	Headline	Publication	Edition	Page	Source
May 12, 2026	PNB Krishi Aarambh	The Times of India	Delhi	20	Bureau

PNB Krishi Aarambh

Punjab National Bank (PNB), nation's leading public sector bank, successfully organised the Mega Agriculture Outreach Programme – “PNB Krishi Aarambh” across the country. Demonstrating 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, 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.

Date	Headline	Publication	Edition	Page	Source
May 12, 2026	PNB organises pan-India mega agriculture outreach programme “PNB Krishi Aarambh”	Business Standard	6Editions	8	Bureau

PNB ORGANISES PAN-INDIA MEGA AGRICULTURE OUTREACH PROGRAMME “PNB KRISHI AARAMBH”

Punjab National Bank (PNB) 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.”

Date	Headline	Publication	Edition	Page	Source
May 12, 2026	PNB Mega Agriculture Outreach	The Financial Express	Delhi	20	Bureau

PNB Punjab National Bank organised the Mega Agriculture Outreach Programme “PNB Krishi Aarambh” across more than 240 locations nationwide to strengthen financial inclusion in agriculture and allied sectors. The initiative focused on providing customised credit solutions to farmers, SHGs, agri-entrepreneurs and rural women entrepreneurs. Ashok Chandra said the programme reflects PNB’s commitment to supporting India’s rural economy through inclusive financial solutions and sustainable agriculture financing. The outreach witnessed participation from farmers, FPOs, dairy and fisheries stakeholders, and rural customers. Awareness camps and customer interaction sessions were organised to promote financing opportunities, digital banking services and agriculture-focused schemes offered by the bank.

Date	Headline	Publication	Edition	Page	Source
May 09, 2026	PNB Organises Pan-India Mega Agriculture Outreach Program “PNB Krishi Aarambh”	Free Press Journal	Mumbai	16	Bureau

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



Punjab National Bank (PNB) has 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, 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.