



Website : www.pnbindia.in

Twitter : [@Pnbindia](https://twitter.com/Pnbindia)

Facebook : [/Pnbindia](https://facebook.com/Pnbindia)

Press Release for immediate distribution

PNB to Organise Mega Agriculture Outreach Programme on 11th July to Boost Rural Credit and Empower Farmers

New Delhi, 10 July 2025: Punjab National Bank (PNB), India's leading public sector bank, will organise a **nationwide Mega Agriculture Outreach Programme** on **11th July 2025**, reaffirming its commitment to financial inclusion and agricultural growth.

The top management of PNB including **MD & CEO, Executive Directors, and other senior officials** from corporate office are also participating in the program. The programme will bring together **farmers, Self-Help Groups (SHGs), Agri-entrepreneurs**, and other grassroots stakeholders to facilitate **on-the-spot credit access and expert financial guidance**.

The outreach will be conducted through Krishi Chaupals, Agri Service Booths and PNB Digital Zones to support inclusive, technology-driven agricultural financing powered by digital tools like Digi SHG Loan, Digi Gold Loan, and Digi KTR.

Programme Highlights

- **Empowering SHGs:** Promoting Micro Credit Plan-based financing to help SHGs scale up business initiatives.
- **Women-Led Growth:** Focusing on sanctioning credit to women entrepreneurs, along with awareness on government subsidies and entitlements.
- **Driving Rural Innovation:** Prioritizing credit for Agri Infrastructure Fund (AIF), Micro Food Processing, Precision and Hi-Tech Agriculture, National Livestock Mission, and Agro-Processing Units.

Shri Ashok Chandra, MD & CEO, PNB said “**Agriculture is not just the backbone of our economy but the soul of *Bharat***. With this mega outreach, we aim to simplify and amplify financial access for farmers and rural communities—making them digitally empowered and economically resilient.”

For More Information, Customers are encouraged to visit their **nearest PNB branch**, log in to the **PNB ONE App** or Contact the **Bank's dedicated helplines**.
