



**HEAD OFFICE: MANIPAL – 576 104, INDIA  
PRIORITY SECTOR CREDIT DEPARTMENT**

## **Pioneer in Rural Development**

- 1925 **Established in a rural milieu** with an objective to financially assist handloom weavers some of whom joined as shareholders also.
- 1964 **Pioneered into agricultural financing** when the Banking system considered it risky and unconventional.
- 1966 **Syndicate Agriculture Foundation** - a voluntary organization of farmers was promoted to disseminate scientific farming techniques.
- 1967 **Agri Card** – an operative credit facility for farmers, a precursor to Kisan Credit Card launched.
- 1973 **Bio Gas Plant finance** scheme introduced in collaboration with Khadi and Village Industries Commission to popularize non conventional source of energy. **Farm Clinics** for rural development established.
- 1974 **Syndicate Farmers' Service Society** was organized by the Bank in Hiriadka in South Kanara based on the recommendations of the National Commission on Agriculture.
- 1975 Sponsored the **First Regional Rural Bank** of the country - 'Prathama Bank' opened on 02.10.1975 at Moradabad in Uttar Pradesh. 10 such RRBs sponsored by the Bank so far are all profit making and act as trend setters in energising the rural economy. After amalgamations, there are now 3 Grameena Banks in 3 states, covering 25 districts.
- 1982 Jointly sponsored **RUDESETI (Rural Development and Self Employment Training Institute)** at Ujire in Dakshina Kannada (Karnataka). 27 such Institutes in 17 States today are providing free entrepreneurship training to unemployed youth. **Intensive Rural Development Branches** established.
- 1989 **Service Area Approach** to Rural Lending implemented by the Bank bring about all-round development of the villages adopted . Our Bank is having the Lead Bank responsibility in 27 districts including Union Territory Lakshadweep.
- 1998 **Kisan Credit Card** launched extending a single operative credit limit for crop production, other working capital and consumption needs of farmers.
- 1999 **Syndicate Farm House** for constructing new farm house on the farm or in the village where farmer resides , it encompasses store house for farm inputs, cattle or implement shed.
- 2000 **Syndicate Rural Development Trust (SRDT)** was established for pursuing rural development initiatives with initial corpus of ₹50 lacs to mark the Platinum Jubilee of the Bank. SRDT has opened 16 **SyndRural Self Employment Training Institutes (SyndRSETI)** in 5 states and the UT of Lakshadweep so far to train and provide escort service to the unemployed youth for self employment.
- Scheme for financing Solar Water Heating system** launched to encourage the use of renewable energy.

- 2001 **Syndicate Laghu Udyami Credit Card** providing hassle free credit facility to address the financial requirements of small and medium entrepreneurs, small business/retail trade units, artisans, tiny sector, small scale industrial units, professional and self employed persons launched as Syndicate Retail credit Card and renamed in 2002.
- 2003 **Synd Swarozgar Credit Card (SSCC):** A new product for financing Small Artisans, Handloom weavers, Fisherman, Service sector, Self employed persons, Rickshaw owners and other Micro entrepreneurs to meet working capital or block capital or both and also consumption needs has been launched
- 2004 **Syndicate Kisan Samrudhi Credit Card (SKSCC):** A new product launched for meeting production and investment credit needs of farmers for agriculture & allied activities and also to meet their consumption requirements.
- 2005 **Scheme for financing Commercial Horticulture Projects** of the National Horticulture Board has been launched to encourage farmers to go in for diversification in agriculture essential for increasing their income level.
- Scheme for financing SC/STs for rainwater harvesting** has been launched.
- 2006 **Synd Jaikisan:** A hassle free composite multipurpose long-term credit facility to meet the investments related to farm development, contingencies, consumption and pressing social obligation expenses of farmer was launched.
- Syndicate General Credit Card** launched for providing an easy and simple operative credit facility to rural entrepreneurs.
- Scheme for financing tenant farmers:** Two separate schemes launched to provide need based credit to tenant farmers through Joint Liability Group (JLG) approach as well as individual approach.
- 2007 **SyndSmallCredit:** An innovative scheme with doorstep banking facility to provide need-based credit to entrepreneurs of small means. The product part of financial inclusion, by bringing all eligible entrepreneurs into bank's fold.
- Financial Inclusion:** Launched a campaign to achieve 100% financial inclusion. A booklet containing comprehensive guidelines to augment the process of total financial inclusion released.
- Water Conservation initiatives:** To promote water conservation and management practices among the villagers, Bank started initiatives for clearing and cleaning of village ponds in the selected service area villages.
- 2008 **SyndKisan Sathi:** A debt swap facility to extend term loan to free the farmers, tenant cultivators, share croppers and oral lessees from the clutches of money lenders introduced.
- 'SyndShakthi' Smart Card:** A pilot project of biometric enabled multifunctional smart card solution for transacting at diverse usage points was launched under the brand name 'SyndShakthi' for direct transfer of benefits by Govt. under NREGP, Social Security Pension Scheme. A step put forward towards financial inclusion through branchless banking and door step financial services for empowering rural population.
- 2010 **Homestead Farming:** A scheme on Homestead Farming introduced to support the farmers having tiny land surrounding the dwelling unit so that they are able to take up multiple cropping.