



HEAD OFFICE: MANIPAL-576104, INDIA
PRIORITY SECTOR CREDIT DEPARTMENT

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SOCIAL LENDING-CONCERN FOR THE UNDER PRIVILEGED

- **Social lending** is the Bank's Strong area since inception.
- **Priority Sector Advances** as at Dec 2017 were Rs. 73188 crore accounting for 43.33% of the Bank's adjusted net credit as against the mandatory level of 40%. Total of 32.67 lakh borrowers were assisted under priority sector.
- Bank has taken various measures through Regional offices and Lead District offices for publicizing among minority communities about various credit products available for their benefits. The advances to minorities as at 31.12.2017 were at Rs. 11018 Crores.
- **Advances to Weaker Section** were Rs.23842 Crores constituting 14.12% of ANBC as against the mandatory target of 10%
- 126273 Joint Liability Groups and Self Help groups were credit linked with credit support of Rs.2962 Crores as at Dec 2017.
- **Agriculture Credit** stood at Rs.34782 Crores constituting 20.59% of ANBC and 23.14 lakh farmers were assisted under agriculture. The Bank has brought 83222 new farmers into its fold during the year through Rural/Semi-Urban branches, registering an average of 42 new farmers per each Rural/Semi-Urban branch.
- **Syndicate Kisan Credit Card Scheme (SKCC):**
The Bank has issued 4.59 lakh Syndicate Kisan Credit Cards from April 2017 to Dec 2017 amounting to Rs.6401.79 Crores. As at Dec 2017, RupayKisan Cards have been issued in case of 7.64 lakh operative SKCC A/cs.
- Bank has entered into tie up arrangement with various agencies to facilitate enhanced and secured flow of credit under priority sector.
- **Renewable Energy:**
The Bank has been actively promoting solar energy application by implementing the schemes for financing Solar Water Heating Systems and Solar Lighting Systems. The Bank is presently implementing the scheme to extend finance to Solar Home Lighting Systems and Solar Water Heating Systems with subsidy assistance from Ministry of New and Renewable Energy (MNRE) under Jawaharlal Nehru National Solar

Mission (JNNSM). During the first three quarters of 2017-18, the Bank has extended credit to 119 customers amounting to Rs.12.43 Crores under renewable energy category.

Rural Extension Education Programmes:

Our Bank has been organizing Rural Extension Education Programmes mainly through the rural and semi-urban branches for promoting awareness among the rural people on modern agriculture & rural technologies and bank's credit programmes. The objectives of Rural Extension Education Programmes are:

- i. To promote adoption of new and improved agricultural / rural technology and rural entrepreneurship for furthering the cause of rural development.
- ii. To educate the rural people about various deposit and lending schemes of the Bank and
- iii. To educate the borrowers about the need for prompt repayment of loans to the Bank for effective recycling of Bank's funds.

During the financial year 2017-18, 1785 programmes were conducted benefiting 81237 participants with an expenditure of Rs.13.13 Lakhs.