



REACHING THE NEEDY AT THEIR DOORSTEP

Leela Kanesh of Basabgarh village in Alijajpur district had to discontinue her studies after 12th standard as the family was facing a bad financial crunch. Eldest of the three siblings, Leela felt that she should grab the opportunity to undergo training with NJGB when she was offered one.

After an exhaustive, one month's training Leela joined the NJGB as a Business Corerespondent.

A lady in her twenties Leela says, she feels content when she watches the elderly people happy after she helps them cut down their travel expenses for receiving their pension.

“How NJGB is different from other bank is that we have taken the whole project as a business call. The entire project is centered around profit where each and every person and entity is benefitted,” said Raghavendra.

“I have two brothers and both them, are working in the fields. I was studying in 12th class when I felt I should join the training courses being offered by the Narmada Jhabua Gramin Bank. Today, I am happy, I earn around 11 to 12 thousand in a month”, said Leela.

The bank has been providing services to weaker section of the society to improve their economic strength.

Taking about NJGB, Shri Kollegal V. Raghavendra, Chairman NJGB said that he strongly believes in winning a race and not mere participation and this very focus of the Bank Sakhis have set the growth path for the Bank.

“How NJGB is different from other bank is that we have taken the whole project as a business call. The entire project is centered around profit where each and every person and entity is benefitted,” said Raghavendra.

The Financial Institution have taken several initiatives in the last three years for effective implementation of poverty alleviation programmes. It has around 40,000 SHG groups, of which around 13,000 groups are credit linked.

The Bank has received five National/State Level awards during the last two years for the contribution we have made in the FI sector and implementation of various livelihood schemes.