

ਨਵੋਦਯ

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ੴ ਸ੍ਰੀ ਵਾਸਿਗੁਰੂ ਜੀ ਕੀ ਫਤਹਿ



ਪੀ.ਐਸ.ਬੀ

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ਪੀ.ਐਸ.ਬੀ

ੴ ਸ੍ਰੀ ਵਾਸਿਗੁਰੂ ਜੀ ਕੀ ਫਤਹਿ
ਪੰਜਾਬ ਐਂਡ ਸਿੰਧ ਬੈਂਕ
Punjab & Sind Bank
ਪੰਜਾਬ ਐਂਡ ਸਿੰਧ ਬੈਂਕ
(ਪੰਜਾਬ ਸਰਕਾਰ ਦਾ ਬੈਂਕ / A Govt. of India Undertaking)

“Congratulations to Team PSB”

Our bank emerges as the winner under the Top Improvers category in the EASE 6.0 Reforms Index



The Award was recieved by Shri Swarup Kumar Saha (MD & CEO), Shri Rajeeva (Executive Director), Shri Rajendra Kumar Raigar (General Manager), Shri Manoj Singh (General Manager)

(केवल आंतरिक वितरण हेतु)

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पंजाब एण्ड सिंध बैंक गृह पत्रिका में प्रकाशित सामग्री में दिए गए विचार, संबंधित लेखक के अपने हैं। पंजाब एण्ड सिंध बैंक का प्रकाशित विचारों से सहमत होना ज़रूरी नहीं है। सामग्री की मौलिकता एवं कॉपी राइट अधिकारों के प्रति भी लेखक स्वयं उत्तरदायी है।

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शुभकामनाएं एवं सुझाव / Letter to the Editor

हमें बैंक की हाउस जर्नल नवोदय पत्रिका का नवीन अंक प्राप्त करते हुए अत्यंत प्रसन्नता हो रही है। सर्वप्रथम, पत्रिका के कुशल एवं सफल संपादन हेतु हमारी ओर से शुभकामनाएं एवं आभार स्वीकार करें।

पत्रिका का यह अंक अपने कलेवर और रचनाशीलता की दृष्टि से अत्यंत समृद्ध है। रचनाकारों ने अपने लेख, जीवन वृत्तान्त और कविताओं के माध्यम से बैंकिंग के प्रत्येक पहलुओं और संभावनाओं को बखूबी प्रकाशित किया गया है। पत्रिका के माध्यम से बैंक के प्रतिभाशाली कार्मिकों से परिचय हुआ, श्री अरुण सिंगला एवं सुश्री पलक को उनके प्रयासों हेतु बधाई एवं शुभकामनाएं। पत्रिका में कृत्रिम बुद्धिमत्ता पर आधारित लेख अत्यंत सारगर्भित है। डॉ. मनमोहन सिंह तथा श्री गुरु ग्रंथ साहिब पर आधारित लेख बेहद रचनात्मक हैं। इसके अतिरिक्त डिजिटल बैंक एवं अन्य लेख भी सूचनाप्रद हैं, जो हमारे ज्ञान का विस्तार करते हैं। पत्रिका के सफल संपादन के लिए संपूर्ण संपादकीय समूह को बहुत-बहुत बधाई एवं आगामी अंक हेतु शुभकामनाएं !

संजय प्रकाश श्रीवास्तव

आंचलिक प्रबंधक

आंचलिक कार्यालय दिल्ली-11।



मुझे हमारे बैंक की गृह पत्रिका "नवोदय" का दिसंबर 2024 अंक प्राप्त हुआ। गृह पत्रिका "नवोदय" अंक दर अंक तकनीकी व विभिन्न रुचिकर विषयवार लेख सामग्री और छायाचित्रों के बेहतर संकलन से सुसज्जित होती जा रही है। पत्रिका में समसामयिक भारतीय बैंकिंग की दिशा और दशा, डिजिटल बैंकिंग, आर्टिफिशियल इंटेलिजेंस और श्री गुरु ग्रंथ साहिब आदि विभिन्न रोचक और ज्ञानवर्धक विषयों पर चयनित लेख ज्ञानवर्धक जानकारी प्रदान करते हैं। इसके अतिरिक्त हमारे बैंक के विभिन्न बैंकिंग और सांस्कृतिक गतिविधियों से संबंधित छायाचित्रों का संकलन अत्यंत प्रशंसनीय है।

गृह पत्रिका "नवोदय" पंजाब एण्ड सिंध बैंक का परिचय कराती है और सभी स्टाफ सदस्यों को उनके अनुभव और विचारों को शब्द देने का साराहनीय माध्यम है। इसके लिए प्रधान कार्यालय की संपादक मण्डल टीम के प्रत्येक सदस्य बधाई के पात्र है। मैं, नवोदय "पत्रिका" के उज्ज्वल भविष्य की कामना करता हूँ।

सतबीर सिंह

आंचलिक प्रबंधक

आंचलिक कार्यालय लखनऊ



पंजाब एण्ड सिंध बैंक की तिमाही गृह पत्रिका "नवोदय" का दिसंबर 2024 का नवीनतम अंक प्राप्त हुआ, जिसके लिए आपका धन्यवाद। पत्रिका के कवरपृष्ठ ने गागर में सागर भरने का काम किया है। पत्रिका में संकलित सभी लेख एवं अन्य सामग्री आदि अत्यंत ज्ञानवर्धक एवं रोचक है। सभी लेखकों ने जटिल से जटिल विषयों को काफी सहजता एवं सरलता से सबके समक्ष प्रस्तुत किया है। पत्रिका पहले पृष्ठ से ही बहुत ही सुंदर, ज्ञानवर्धक और अनोखी है। पत्रिका में बैंक की गतिविधियों तथा अन्य आलेख विभिन्न जानकारीयों से परिपूर्ण हैं। इन रोचक एवं ज्ञानवर्धक आलेखों तथा छायाचित्रों से निश्चित ही उत्साहवर्धन होता है।

पत्रिका के कुशल संपादन हेतु संपादक मंडल को बहुत-बहुत बधाई एवं आगामी अंक के लिए अशेष शुभकामनाएं।

अविनाश कुमार तिवारी

आंचलिक प्रबंधक

आंचलिक कार्यालय चंडीगढ़



प्रधान कार्यालय, राजभाषा विभाग द्वारा प्रकाशित बैंक की तिमाही हाउस जर्नल पत्रिका "नवोदय" के दिसंबर 2024 अंक की प्राप्ति पर अत्यंत प्रसन्नता हो रही है। पत्रिका के इस अंक में विशेष रूप से "भारतीय बैंकिंग-दशा और दिशा", "सार्वजनिक डिजिटल बुनियादी ढांचा और जनजीवन", "Artificial intelligence in the banking sector" इत्यादि विषयों पर प्रकाशित लेख बहुत ही विस्तृत और जानकारीपूर्ण हैं। पत्रिका में प्रकाशित समस्त लेखन सामग्री अत्यंत सारगर्भित होने के साथ विषय की गहराई को उजागर करती है तथा पाठकों के लिए नई सोच के द्वार भी खोलती है।

आशा करता हूँ कि संपादक मंडल द्वारा इसी प्रकार अपने कुशल नेतृत्व में पठनीय एवं ज्ञानवर्धक विषयों एवं नई-नई विधाओं के अंक नियमति रूप से प्रकाशित किए जाते रहेंगे।

पत्रिका के आगामी अंक के लिए शुभकामनाएं।

धन्यावाद!!!

सरबजीत सिंह

आंचलिक प्रबंधक

आंचलिक कार्यालय, मुंबई





संपादकीय



प्रिय साथियो,

नये वित्तीय वर्ष के शुभारंभ के साथ ही बैंक ने पदोन्नति प्रक्रिया सफलतापूर्वक पूर्ण कर ली है। मैं पदोन्नति प्राप्त समस्त कार्मिकों को शुभकामनाएं देता हूं एवं उनके सफल भविष्य की कामना करता हूं। 8 मार्च को हमारे बैंक द्वारा अंतरराष्ट्रीय महिला दिवस के अवसर पर महिलाओं को प्रोत्साहित करने के साथ-साथ उनका आभार व्यक्त करने के उद्देश्य से विभिन्न कार्यक्रमों का आयोजन किया। साथियो महिलाएं हमारे समाज की धुरी हैं। किसी भी समाज के निर्माण में महिलाओं की अहम भूमिका होती है। आज महिलाएं न केवल बैंकिंग सेवाओं की उपभोक्ता हैं, बल्कि इस क्षेत्र की रीढ़ बनकर भी उभरी हैं। बैंकिंग जैसे तकनीकी, विश्लेषणात्मक और निर्णयात्मक क्षेत्र में महिलाओं की सक्रियता, उनके कौशल, नेतृत्व क्षमता और समर्पण का प्रमाण है। मुझे हर्ष होता है कि हमारे बैंक की महिला कार्मिकों का बैंक की व्यवसायिक वृद्धि में भी महत्वपूर्ण योगदान है। हमारे बैंक की महिला कार्मिक निचले स्तर से लेकर शीर्ष पदों पर अपना परचम लहरा रही हैं। बैंक की महिला कार्मिकों को सकारात्मक वातावरण प्रदान करने हेतु बैंक द्वारा विभिन्न योजनाओं यथा क्रेच भत्ता, मेंटर योजना आदि की शुरुआत की गई है। बैंकिंग क्षेत्र में महिलाओं की भूमिका केवल आर्थिक विकास में योगदान तक सीमित नहीं है, बल्कि वे राष्ट्र को विकसित करने और सशक्त करने की दिशा में भी एक महत्वपूर्ण कदम का निर्वहन कर रही हैं। यदि उन्हें उचित अवसर, सहयोग और मंच प्रदान किया जाए, तो महिलाएं इस क्षेत्र में नई ऊँचाइयाँ छूने में पूरी तरह सक्षम हैं।

अभी तो उड़ान बाकी है,
अभी तो पहचान बाकी है,
जमीं पर ठोकर खा कर न सोच रुक जाना,
क्योंकि आसमान छूने की भी एक जान बाकी है।

गृह पत्रिका नवोदय अपने विचारों और अनुभवों को दूसरों तक जोड़ने का एक साझा प्रयास है। इसी उद्देश्य से पत्रिका में अत्यंत ज्ञानवर्धक एवं रोचक लेख एवं कार्टून को भी समाहित किया जाता है। इसके अतिरिक्त गृह पत्रिका नवोदय के इस अंक में मुख्य रूप से बैंक में आयोजित विभिन्न गतिविधियों, बैंक के विभिन्न उत्पादों, नीतियों, महत्वपूर्ण परिपत्रों सहित 'Women empowerment- do we really need it?', 'Take care of your loved ones', 'Vigilance and Ethics in the Workplace: A Pillar of Success', 'भारतीय अर्थव्यवस्था : संक्षिप्त अवलोकन' आदि लेख भी समाहित किए गए हैं, जो हमारी जानकारी को पोषित करते हैं। इसलिए आप सभी अपने विचारों को पत्रिका के माध्यम से साझा करते रहें।

मुझे विश्वास है कि आप इसे उपयोगी और सूचनाप्रद पाएंगे। बैंकिंग के विविध पहलुओं को समेटे यह पत्रिका आपको कैसी लगी, इसके अनवरत सुधार की दिशा में आपकी प्रतिक्रिया एवं सुझावों का हमें सदैव इंतजार रहेगा।

(गजराज देवी सिंह ठाकुर)

महाप्रबंधक एवं मुख्य संपादक

Take Care of Your Loved Ones



Tirath Raj Mendiratta

In many Indian families, the death of the patriarch or matriarch can trigger bitter disputes over the deceased's property. These conflicts often arise due to unclear or non-existent estate planning.

One of the most publicized cases was the fight between the children of the late industrialist Dhirubhai Ambani, whose vast empire

became a subject of intense legal battles due to the lack of a clearly written Will. Another case that made headlines was the dispute between the heirs of the famous Bollywood star Rajesh Khanna. There have been several other cases e.g. KK Birla case, Singhanian case, Baba Kalyani family case etc. which have attracted public attention from time to time. In all these instances, the interpretation or the absence of clear documentation regarding the distribution of assets led to confusion, delays, and family rifts. Such examples underscore the critical need for every individual to do estate planning.

Estate planning refers to the process of organising an individual's wealth for distribution after their death according to their explicit intention and desire. The beneficiaries may be the legal heirs or others. The term 'estate' includes all assets and liabilities belonging to a person at the time of their death such as real estate, investments, insurance policies, bank accounts, items of personal use that may have value such as motor vehicle, jewellery and collectibles.

Estate planning is not only for the retired or elderly. Whether you're in your 30s, 40s, 50s or beyond, if you own assets (even modest ones) and have any debts, creating an estate plan provides clarity and security for your loved ones.



Estate planning tools include Wills, Trusts, Powers of Attorney, and Beneficiary Designations, all of which help manage the distribution of assets and financial matters in the event of incapacity or death. A Trust, for instance, can ensure that assets are managed efficiently and according to specific instructions, while a Power of Attorney allows someone to make decisions on your behalf if you're unable to do so. Beneficiary designations in the form of Nomination/Assignment ensure that Life Insurance, Bank Deposits and retirement accounts are transferred smoothly.

Nomination, though commonly used for bank accounts, insurance policies, and investments, is not a comprehensive solution for estate planning. A nominee is merely a custodian of assets, and not necessarily the rightful owner, which could lead to complications for the family members and legal heirs. The provisions of a will supersede a nomination, and a nominee is in the place of a trustee who holds the money received for the benefit of the legal heirs. In the absence of a Will, the rights of the heirs under the applicable succession laws prevail over nomination for the same reason.

In India, a Will is a crucial part of estate planning. A will is necessary for everyone, not just the wealthy or business

owner. Even salaried employees or professionals accumulate assets—such as savings, property, and personal belongings—that should be distributed according to their wishes.

If a person dies without making a will, he is said to have died “intestate” and in such case, his property will be inherited by his heirs in accordance with laws of succession applicable to him. The distribution may not be what the person would have intended. Distribution of estate may also suffer due to lengthy legal procedures and administration costs. This could add both inconvenience and financial burden to the family.

Here are a few key reasons why having a will is important for everyone who has assets and liabilities, not just those in their later years:

The term ‘estate’ includes all assets and liabilities belonging to a person at the time of their death such as real estate, investments, insurance policies, bank accounts, items of personal use that may have value such as motor vehicle, jewellery and collectibles.

1. ASSET DISTRIBUTION

Even if you're relatively young, you may still have assets—such as:

- ◆ Bank accounts
- ◆ Real estate
- ◆ Vehicles
- ◆ Personal property (e.g., jewellery, electronics etc.)
- ◆ Investments (e.g., Shares & Debentures, etc.)

A will allows you to decide who will inherit these assets and in what proportion, ensuring that your loved ones are taken care of according to your wishes.



2. MANAGING LIABILITIES

Having a will helps in managing your liabilities (debts or financial obligations) after death. This includes:

- ◆ Outstanding loans or credit card debt
- ◆ Mortgages
- ◆ Business debts (in case you own a business)

The will can appoint an executor who is responsible for settling your debts before distributing assets, ensuring that your creditors are paid according to the law.

3. MINIMIZING LEGAL AND FAMILY COMPLICATIONS

Without a will, your estate is subject to intestate succession laws, which vary by jurisdiction. These laws dictate how your assets will be distributed, and they may not align with your wishes. For example:

- ◆ Your assets may go to relatives you may not want to inherit.
- ◆ Complex family dynamics can lead to disputes, delays, and potential legal challenges.

A will reduces uncertainty and ensures that your wishes are followed, potentially preventing family conflict and costly legal battles.

4. IN CASE OF INCAPACITY

A will typically goes into effect only upon your death. However, an estate plan often includes provisions, which will provide guidance if you become incapacitated and unable to make decisions for yourself. Having these documents in place is crucial, particularly for anyone who works or travels frequently or has dependents.



5. PEACE OF MIND

Having a will provides peace of mind, knowing that you've taken the necessary steps to ensure your loved ones are taken care of. It also helps you make important decisions in advance, which can relieve the emotional burden on your family during a difficult time.

Key steps involved in creating a will are:

1. Identify Your Assets and Liabilities

Before drafting your will, make an inventory of all your assets (property, bank accounts, investments, retirement accounts, life insurance policies, etc.) and liabilities (loans, credit card debts, mortgages, etc.). This will help you understand the full scope of your estate and make more informed decisions.

2. Choose Your Beneficiaries

A beneficiary is anyone who will inherit your assets. You can designate specific assets for specific people or make general provisions for the distribution of your estate. Common beneficiaries include:

- ◆ Spouse
- ◆ Children (including adopted children)
- ◆ Other family members (siblings, parents, etc.)
- ◆ Friends
- ◆ Charitable organization(s)

3. Designate an Executor

The executor is responsible for carrying out the

instructions in your will. Choose someone who is trustworthy, organized, and capable of handling financial and legal matters. This person will be responsible for:

- ◆ Paying off debts and taxes
- ◆ Distributing assets according to your will

4. Decide on the Distribution of Assets

Clearly outline how you want your assets to be distributed among your beneficiaries. You can:

- ◆ Leave specific items to specific people (e.g., "I leave my watch to my son, Puneet").
- ◆ Divide assets equally among beneficiaries (e.g., "I leave my entire estate to be divided equally between my two children").
- ◆ Set up a trust (if applicable) for beneficiaries who may need financial management assistance or to distribute assets over time.

5. Write Your Will

Your will can be handwritten (holographic will), typed, or created using an online service or by a lawyer. A typed will is generally preferred, as it is easier to read and more likely to be upheld in court.

Key components of a will include:

- ◆ **Title:** "Last Will"
- ◆ **Introduction:** Name yourself and declare that you are of sound mind and free of undue influence.
- ◆ **Revocation Clause:** State that all previous wills and codicils are revoked.
- ◆ **Appointment of Executor:** Name the person who will execute your will.
- ◆ **Bequests and Gifts:** Detail how you want your property and assets distributed.
- ◆ **Guardianship:** If applicable, name the guardian for minor children.
- ◆ **Residuary Clause:** Address any remaining assets not specifically mentioned elsewhere in the will.
- ◆ **Signature and Witnesses:** Sign and date the will in front of at least two witnesses (who are not beneficiaries) who will also sign it. The number of witnesses may vary by jurisdiction.

6. Registration and Notarization

To make your will legally binding, it needs to be signed by at least two witnesses who will attest that you were of sound mind when you signed the document. While a Will is legally valid without registration, it is recommended to either get it notarized or registered for added security.

- Notarization: Notarizing the Will makes it a more formal document, though it is not legally mandatory. Notarization acts as a proof that the document was signed by the person of sound mind, and that the individual voluntarily signed it.

- Registration: Though registering a Will is not compulsory. The benefit of registration lies in its authenticity—registered Wills are harder to challenge in court.

7. Store the Will Safely

Once your will is complete, keep it in a safe place that is easily accessible to your executor. Options include:

- ◆ A safe deposit box (ensure your executor can access it)
 - ◆ A personal safe in your home
 - ◆ With your attorney (if applicable)
 - ◆ A trusted family member
- Make sure your executor knows where the will is stored.

Having a will provides peace of mind, knowing that you've taken the necessary steps to ensure your loved ones are taken care of. It also helps you make important decisions in advance, which can relieve the emotional burden on your family during a difficult time.



8. Review and Update Your Will Regularly

Your will should be reviewed and updated periodically, especially after significant life events, such as:

- ◆ Marriage or divorce
- ◆ Birth or adoption of children
- ◆ Death of a beneficiary or executor
- ◆ Significant changes in assets (e.g., inheritance, selling property)

You can update your will by creating a codicil (an amendment to the will) or by drafting an entirely new will.

Creating a will as part of your estate plan is one of the best ways to ensure your wishes are carried out after your death and to protect your loved ones from unnecessary stress and the pain of property disputes. While it may seem like a task to put off, by taking the time to create a clear Will, you can ensure peace of mind for both yourself and your family. With proper estate planning, you can leave behind a legacy that reflects your values, provides for your loved ones, and prevents future conflicts within the family.

A will is necessary for everyone, not just the wealthy or business owner. Even salaried employees or professionals accumulate assets—such as savings, property, and personal belongings—that should be distributed according to their wishes.

Ex. Shareholders Director
Punjab & Sind Bank

“ **Hearty congratulations to the newly promoted executives** ”

Promoted From DGM to GM



Ratanesh Chandra



Santosh Kumar Neeraj



Sanjay Prakash Shrivastav



Satbir Singh

Promoted From AGM to DGM



Arvind Tyagi



Harjinder Singh



Virendra Kumar Ramteke

“ Hearty congratulations to the newly promoted executives ”

Promoted From AGM to DGM



Tara Chand Meena



Harpreet Singh



Shailendra S. Parihar



Sudip Kumar Sahoo



Sanjeev Kumar Gupta



Sanjay Datta



Pawan Kumar Bhatiya



Vinny Makhija



Gaurav Kumar Yadav

Money - An Invaluable Asset



Dr. Charanjit Singh

Panchtantra, an ancient Indian text in Sanskrit, by Vishnu Sharma, is known the world over as a source to learn wisdom and lead a happy life. The book does it by telling interesting stories, which hold the interest of the readers and simultaneously gives messages of learning and knowledge. It is said that it was written to educate the princes of a king and teach them the difficult art of ruling and administering a kingdom. This book has been translated in most of the modern languages and enjoys the honour of being among the world's most translated books.

Ever since it was written, people of all regions, the world over, have enjoyed reading the Panchtantra. They have found it useful to understand how to live successfully and in harmony within the society. In this article we will recall what the Panchtantra says about money. We will find that though written in the first millennium, the views expressed in the book about money are as valuable in the modern world. The book tells us that money is an invaluable asset and a friend in life. Panchtantra calls money as 'Sarab-Sadhan', meaning that money can solve most of our problems in life. This is ancient wisdom but is true even now.

It is common to see that some of us have a dismissive attitude towards money. Such people do not appreciate the significance and importance of money in life. They do not acquire skills and education needed to ensure regular supply of money in their lives. Such an attitude often causes much difficulty and unpleasantness in life. There is enough evidence in society that lack of money leads to deprivation, suffering and unhappiness.

The message from Panchtantra is that money plays an important part in living our lives happily. It helps us to meet goals and objectives we want to achieve in our lives. However, the money has to be earned. Lack of earning capacity and deficiency of money is commonly called poverty and it is



a cause of missed opportunities in life. Poverty is the root cause of much misery among the people. It is responsible for great suffering and failures in life of people because all that is needed for leading happy life can be had only with money. People without money are forced to live in deprivation of even the essentials of life.

A healthy attitude to money, especially if inculcated early in life, can correct the situation to a large degree by ensuring we develop money-earning capacity when we attain adulthood. This will ensure that we have sufficient supply of money to obtain essentials for ourselves and for our families throughout our lives. This article discusses the ways by which we can plan to ensure that we are always well provided with this important resource we call money, in our lives.

Panchtantra says that for a man to lead a happy life, four things are needed. These are - a regular source of income, a good spouse, a good offspring and a good servant or help. For the purpose of this article, since we are discussing money, we will pick only the first of the four; a regular source of income.

Each one of us will agree with the Panchtantra in this regard. We know from self-experience that a regular supply of money is essential to live our life happily. The salaried people work to earn their monthly pay. The daily wage earners get their

compensation at the end of the work-day. The shop keepers, traders, craftsmen, businessmen receive their regular income from the profit they earn from their customers. Ascetics and vagabonds depend on charity to get their regular supply of money. Governments provide sufficient money as pension to those who are unable to earn regular supply of money. They must meet certain qualifying conditions and criteria.

We see that the principle of regular income for living was true when the Panchtantra was written centuries ago. The world order, social conditions and norms then were different from those in modern times. A little reflection shows that the condition of regular income for a happy life was true in ancient times and it holds good today, in the modern times as well. It is a universal truth.

For life to run smoothly we need money to provide for our basic needs of food, house, security, education, health, raising a family and such like essentials. In addition to these, there are requirements of social interaction, entertainment, travel and communication.

We can think of many more avenues of expenses from our experience of living in the modern world. We will easily agree that the priority of each of these requirements and the money needed to acquire it may vary from region to region or from country to country. In common parlance, this is called the cost of living, which varies from one part of a country to the other, or from one country to another. But we know it as a fact that irrespective of where we live, money is needed to meet the cost of living of the place where we choose to reside. The necessity of regular income in sufficient quantity is therefore universally true and valid for all times.

The human societies everywhere understand that all their citizens need regular income of money to live. They prepare their citizens from their childhood and ensure that they can earn money in sufficient quantity when they grow up. The children are given education and skills so that on attaining maturity they become useful members of the society. They do so when they are able to earn money to lead a satisfactory life.

Panchtantra is, therefore, validated when it says that a regular income is essential for a happy life. We must acquire education, skills and with them a sound earning potential in the society where we live. We must become useful members of the society. When we provide a service needed by other people we receive compensation in return in the form of money.



In India, there is often a lament from the corporate world, business community and other institutions which employ large numbers of people that while they need people to run their companies and institutions, they do not get enough candidates suitably qualified for these vacancies. There is thus a mismatch in our education system and the qualifications and skills the captains of industry need.

This imbalance causes frustration in youth because they spend years at university to acquire educational degrees but they are found unsuitable and not hired by the industry. Our government is now planning to introduce schemes for the young people to undergo apprenticeship and internship with industry and business. In this way, they will receive practical training and become qualified and suitable for the jobs in the industry.

Sometimes we too do not take care when planning our own education or the educational streams for our children. We must choose courses and subjects wisely, taking into consideration the skills and qualifications in demand in the country. We have to plan our education and skill learning to improve our employability and suit the demands of the industry within our own country or even globally. Similarly, we must give thought to this significant aspect, when we plan the school and university education of our children. This will ensure to them employment and regular income.

The education given to our children must give them qualifications and skills which are in demand in the country. Only then they will be able to find employment, earn regular

income and lead independent life as useful and productive citizens of the country where they choose to live as adults.

An unplanned and aimless approach in acquiring education will not help the students to a gainful employment in the competitive job market of today. Unemployment leads to frustration and disappointment as the requirement of regular income is not fulfilled. The needs of every-day life cannot wait. They continue to exist and must be met. Without an income, the stress and strain develop in life of such people and life becomes unhappy.

NEED TO SAVE REGULARLY

Even when we are gainfully employed and earn adequate money, there is need to recognize and consider that we will grow old in due course. A time will come when we reach the retirement age or when we are not able to work due to old age. At this stage our usual income will stop. We will however still continue to need regular supply of money to meet our expenses. Sometimes, to add to this, an eventuality may arise suddenly and funds would be needed to attend to such unplanned requirements.

There is thus a need to plan ahead of our retirement to ensure supply of money in our old age. Some jobs have the provision of a pension on retirement but most jobs do not have such a provision. In such cases, we must provide funds for our old age. This can be done by saving part of our income regularly when we are young, and keeping the money so saved in bank where it will earn interest and grow. The saving should be enough so that when we retire at the age of sixty or so, we have large enough corpus to give us money regularly to support us and our family in our old age.

We should note that the life expectancy in India is now more than 72 years. It is common to see our friends, relations, acquaintances and people living healthily in their late eighties and even nineties. This means that we need to plan for 30 years and more after retirement.

We must remember that for most of us, when we retire or stop working, our family responsibilities will be at their peak. The university education of children, marriage of daughters, acquiring a house, health and such other issues will need large sums of money. We must foresee these eventualities and provide for them adequately. Failure to do so will result in loss of opportunities, frustrations, disappointments, discords in the family and unhappiness.

Fortunately, we Indians are by and large pragmatic and wise in such regards. The habit of saving comes to us quite naturally. Recent reports in the media tell us that internationally, Indians save about 32 % of their earnings. In the matter of savings, we rank second in the world. But this is the general figure, a statistic. The situation of an individual may be different.

Each one of us must save for himself or herself. Usually, one hears a monthly saving of 10-15 percent. But in most cases this level of saving might not be adequate. We must endeavour to save more. When our emoluments increase due to promotion etc. the additional amount should be considered for saving whole or at least a major part of it.

There are government schemes like New Pension Scheme, Provident Fund savings or other methods. These should be considered carefully and assessed for their suitability before making choice. This issue of how much to save, deserves serious thought and provided for pragmatically, wisely and adequately.

One way in which we can help our children, is by giving them a money-saving habit right from their childhood and teen years. We should open their bank accounts and encourage them to save regularly from the allowances and expense amounts given to them on daily or weekly basis.

Children also receive gifts and presents in cash on their birthdays and from relatives and friends during their visits. Children should be encouraged and guided to save such monies. They should be encouraged to visit their bank and make deposits themselves. In this way, over time, they will learn value of money and also acquire a healthy habit of saving money and keeping it in the bank.

This habit to save will serve them well in their adult years when they start to earn themselves. The young people do not have family responsibilities when they take up jobs and begin to earn. At this stage, they can save half of their salary or even more without overly compromising with their standard of living. If they save like this for their first five to ten years or more, they will build a healthy corpus. In a fixed deposit chosen wisely, the money thus saved will start to earn good interest. They will be pleasantly surprised when the amount begins to appreciate and grow due to compounding. This will give a head-start to the young and make them financially stable early in life.

Ex. Chief Manager
Punjab & Sind Bank

MoU Signed With ITBP



Our Bank Signed an MoU with ITBP on PSB Gaurav Bachat CAPF Package for salaried Personnel, Pensioners and Veer Naris. The Event was graced by Shri Swarup Kumar Saha (MD & CEO) along with Senior ITBP Officials.

आंचलिक कार्यालय नोएडा में श्री राजीवा कार्यपालक निदेशक महोदय की उपस्थिति में शाखा प्रबंधकों की समीक्षा बैठक का आयोजन



मार्च 2025 को समाप्त तिमाही हेतु बैंक के वित्तीय परिणाम

राशि करोड़ में

मानक	तृतीय तिमाही वित्तीय वर्ष 2023-24	तृतीय तिमाही वित्तीय वर्ष 2024-25	वार्षिक विकास-दर
परिचालन लाभ (करोड़ में)	336	816	480
शुद्ध लाभ (करोड़ में)	139	313	174
परिसंपत्ति पर प्राप्ति (आरओए)	0.38	0.79	41 बीपीएस
लाभांश (आरओई)	7.29	12.4	511 बीपीएस
अग्रिम-उपज (वाईओए)	8.67	9.69	102 बीपीएस
लागत-आय अनुपात	69.49	54.61	(1488) बीपीएस
गैर-ब्याज आय (करोड़ में)	413	677	264
ऋण-जमा अनुपात	71.99	76.75	476 बीपीएस
स्लीपेज अनुपात (12एम)	1.28	0.99	(29) बीपीएस
सकल गैर निष्पादित आस्ति (%)	5.43	3.38	(205) बीपीएस
निवल गैर निष्पादित आस्ति (%)	1.63	0.96	(67) बीपीएस
वसूली एवं उन्नयन (क्यू 4) (करोड़ में)	640	891	251
ऋण लागत (12एम)	(0.22)	0.20	42 बीपीएस
निवल ब्याज मार्जिन (एनआईएम क्यू 4)	2.32	3.19	87 बीपीएस
कासा जमा	38708	40790	2082
कुल जमा	119410	129774	10364
सकल अग्रिम	85964	99605	13641
कुल व्यापार	205374	229379	24005

दिनांकित 31.03.2025 तक बैंक के

राशि करोड़ में

आंचलिक कार्यालय	कुल जमा (थोक जमा के अलावा)			सकल अग्रिम			कासा जमा (अतिदेय सावधि जमा के अलावा)		
	मार्च 2024	मार्च 2025		मार्च 2024	मार्च 2025		मार्च 2024	मार्च 2025	
		लक्ष्य	उपलब्धि		लक्ष्य	उपलब्धि		लक्ष्य	उपलब्धि
अमृतसर	5741	6675	6152	2077	2384	2232	2472	2851	2558
बरेली	2086	2440	2273	2253	2541	2480	1380	1589	1457
भटिंडा	1997	2340	2168	1651	1876	1774	941	1095	999
भोपाल	2434	2865	2689	1424	1691	1649	1053	1185	1151
चंडीगढ़	7026	8125	8044	2543	2964	3064	2905	3239	3481
चेन्नई	814	980	1095	3480	4085	3114	322	365	524
देहरादून	3109	3635	3447	1393	1620	1649	1576	1756	1712
दिल्ली - I (सीबीबी के अलावा)	5624	6542	5884	2153	2461	2226	2128	2251	1968
सीबीबी दिल्ली	351	386	400.11	12504	13496	13910	125	132	109
दिल्ली - II	7725	8875	7914	1723	2034	3844	2916	3272	2865
फरीदकोट	3459	4050	3809	1971	2230	2275	1596	1845	1702
गांधीनगर	584	705	606	1159	1340	1255	220	250	232
गुरदासपुर	3877	4520	4199	1569	1774	1661	1759	2025	1816
गुरुग्राम	2424	2840	2632	1872	2241	2151	1130	1264	1202
गुवाहाटी	1760	2071	1782	533	626	635	1049	1176	1095
होशियारपुर	3801	4435	4197	1033	1176	1172	1604	1846	1683
जयपुर	1942	2285	1928	2100	2471	2209	900	1014	794
जालंधर	6526	7555	6956	1413	1636	1485	2584	2971	2618
कोलकाता	3562	4088	3798	4333	4992	4715	1427	1600	1547
लखनऊ	4058	4740	4457	2788	3215	3116	1924	2151	2151
लुधियाना	4500	5250	4815	2272	2621	2396	2005	2310	2045
मुंबई (सीबीबी के अलावा)	2267	2418	2354	1772	1530	1492	909	797	826
सीबीबी मुंबई	267	312	459.7	13446	17513	18610	207	239	341
नोएडा	3514	4130	3565	1301	1566	1489	1794	2014	1646
पंचकूला	3404	3990	3660	2152	2446	2242	1532	1763	1653
पटियाला	4036	4710	4334	2518	2821	2687	1521	1750	1593
विजयवाड़ा	1561	1844	1575	8143	8994	6719	654	733	773
कुल	88448	102806	95189	81576	94343	92252	38634	43484	40540

आंचलिक कार्यालयों का कार्य प्रदर्शन

राशि करोड़ में

आंचलिक कार्यालय	खुदरा ऋण			कृषि ऋण			सूक्ष्म लघु एवं मध्यम उद्यम ऋण			गैर निष्पादित आस्तियाँ		
	मार्च 2024	मार्च 2025		मार्च 2024	मार्च 2025		मार्च 2024	मार्च 2025		मार्च 2024	मार्च 2025	
		लक्ष्य	उपलब्धि		लक्ष्य	उपलब्धि		लक्ष्य	उपलब्धि		लक्ष्य	उपलब्धि
अमृतसर	728	865	851	963	1040	1001	385	465	381	182	161	166.41
बरेली	361	430	410	1298	1400	1432	593	710	636	259	230	266.34
भटिंडा	361	440	385	1023	1110	1079	257	315	300	66	59	82.56
भोपाल	425	505	495	198	215	276	774	930	831	98	87	93.61
चंडीगढ़	1228	1445	1478	368	398	413	746	894	733	150	133	88.61
चेन्नई	651	760	722	20	25	117	530	650	488	105	93	90.99
देहरादून	502	600	612	420	450	409	426	515	558	112	99	104.03
दिल्ली - I (सीबीबी के अलावा)	790	925	953	57	60	31	1064	1253	1087	168	148	86.26
दिल्ली - II	34	45	36	18	20	18	214	250	207	11	3	38.43
फरीदकोट	928	1090	1062	82	90	93	626	755	752	46	41	43.54
गांधीनगर	382	465	459	1283	1390	1477	307	375	339	98	87	100.17
गुरदासपुर	253	300	351	108	115	81	355	425	401	70	62	61.05
गुरुग्राम	410	485	491	736	790	743	384	460	403	163	145	153.70
गुवाहाटी	807	950	976	213	230	228	546	660	516	96	85	87.38
होशियारपुर	250	320	343	23	28	19	220	280	274	22	19	24.12
जयपुर	287	340	376	573	625	581	172	210	216	74	66	75.80
जालंधर	680	805	783	778	840	735	636	775	662	157	140	161.32
कोलकाता	556	660	612	349	375	359	412	505	424	101	89	100.81
लखनऊ	840	934	834	152	162	189	1047	1194	1058	345	306	316.56
लुधियाना	896	1055	965	272	295	255	1058	1245	1037	249	221	243.14
मुंबई (सीबीबी के अलावा)	527	635	568	646	700	670	699	850	685	196	174	168.18
नोएडा	667	805	738	41	45	82	424	530	984	86	76	96.07
पंचकूला	2	10	2	568	570	901	287	1395	208	0.03	0.02	0.04
पटियाला	754	895	856	185	200	203	361	445	402	86	76	66.24
विजयवाड़ा	650	770	698	803	870	813	425	520	468	146	130	147.85
सीबीबी दिल्ली	582	685	668	1154	1250	1139	420	515	513	101	90	96.03
सीबीबी मुंबई	640	780	772	69	76	114	427	536	529	80	71	63.46
कुल	15193	18001	17495	12400	13369	13456	13795	17657	15092	3269	2892	3023

भारतीय अर्थव्यवस्था : संक्षिप्त अवलोकन



चन्द्र किशोर पाल

भारतीय अर्थव्यवस्था एक गतिशील और विविधतापूर्ण प्रणाली है जो कृषि, उद्योग और सेवा क्षेत्र के संयोजन पर आधारित है। अपनी ऐतिहासिक यात्रा के दौरान भारतीय अर्थव्यवस्था प्राचीन काल से लेकर वर्तमान तक विविध रूपों में विकसित हुई है। प्राचीन भारत में अर्थव्यवस्था कृषि, व्यापार और हस्तशिल्प पर आधारित थी। वैदिक काल में कृषि का विशेष महत्व था और व्यापारिक गतिविधियों ने समृद्धि को बढ़ावा दिया। भारत को "सोने की चिड़िया" कहा जाता था जहां धातु, वस्त्र और मसालों का व्यापार प्रमुख था। मध्यकाल में मुगलों के शासन के दौरान भारत व्यापार का केंद्र बन गया। मुगलों ने न केवल आर्थिक विकास में योगदान दिया बल्कि कला, संस्कृति और विज्ञान को भी बढ़ावा दिया। भारत के उत्तरी हिस्सों में व्यापारिक गलियों का विकास हुआ जिससे अंतरराष्ट्रीय व्यापार को एक नया आयाम मिला। हालांकि, ब्रिटिश उपनिवेश के दौरान भारतीय अर्थव्यवस्था में गंभीर परिवर्तन आए। उपनिवेशिक शासन ने संसाधनों का शोषण किया जिससे स्थानीय उद्योगों को भारी नुकसान हुआ। कृषि भी प्रभावित हुई और किसानों को करों के लिए दबाव में रखा गया। ब्रिटिश सरकार ने भारत का आर्थिक ढांचा अपने लाभ के लिए स्थानांतरित किया।



स्वतंत्रता के बाद भारत ने अपनी अर्थव्यवस्था के पुनर्निर्माण की दिशा में कदम बढ़ाया। भारत ने अपनी आर्थिक नीति में अनेक महत्वपूर्ण बदलाव किए। योजना आयोग की स्थापना, औद्योगिकीकरण और आर्थिक स्तरीकरण के प्रयास किए गए। वर्ष 1991 में आर्थिक सुधारों के बाद भारत ने उदारीकरण, वैश्वीकरण और निजीकरण की ओर कदम बढ़ाया जिसने आर्थिक विकास को गति दी। आर्थिक उदारीकरण के

बाद भारतीय अर्थव्यवस्था ने वैश्विक स्तर पर अपनी उपस्थिति मजबूत की। आज भारत विश्व की सबसे तेजी से बढ़ती अर्थव्यवस्थाओं में से एक है और एक महत्वपूर्ण आर्थिक शक्ति के रूप में उभर रहा है। कुल मिलाकर भारतीय अर्थव्यवस्था का इतिहास विभिन्न युगों में परिवर्तनों और विकासों से भरा हुआ है जो आज की समृद्ध और विविधता से भरपूर अर्थव्यवस्था का आधार बना।

वर्तमान में भारत की जीडीपी दर लगभग 7% के आसपास है जो इसे दुनिया की सबसे तेजी से बढ़ती मुख्य अर्थव्यवस्थाओं में से एक बनाती है। अधिकांश जनसंख्या के लिए आजीविका का साधन कृषि, भारतीय अर्थव्यवस्था का एक महत्वपूर्ण पहलू है। इसके साथ औद्योगिकीकरण और सेवा क्षेत्र का विकास भी उल्लेखनीय है। भारत का आईटी और सॉफ्टवेयर क्षेत्र वैश्विक स्तर पर प्रतिस्पर्धी बन गया है जिससे रोजगार के नए अवसर पैदा हुए हैं। प्रधानमंत्री श्री नरेंद्र मोदी की 'मेक इन इंडिया' योजना ने विनिर्माण क्षेत्र को प्रोत्साहित किया है जबकि 'डिजिटल इंडिया' अभियान ने सूचना प्रौद्योगिकी के क्षेत्र में नई संभावनाएं खोली

हैं। भारतीय अर्थव्यवस्था को कई चुनौतियों का सामना करना पड़ता है जैसे बेरोज़गारी, कृषि संकट, आर्थिक असमानता और जलवायु परिवर्तन। इसके अतिरिक्त वैश्विक आर्थिक माहौल जैसे व्यापार, युद्ध और महामारी भी भारतीय अर्थव्यवस्था पर प्रभाव डालते हैं। भारतीय अर्थव्यवस्था एक जटिल संरचना है जिसमें असीम संभावनाएं और महत्वपूर्ण चुनौतियाँ हैं। सही नीतियों और योजनाओं के माध्यम से भारत अपने आर्थिक लक्ष्यों को प्राप्त कर सकता है और वैश्विक मंच पर अपनी स्थिति मजबूत कर सकता है।

भारतीय अर्थव्यवस्था को मुख्यतः तीन प्रमुख क्षेत्रों में विभाजित किया जा सकता है : कृषि, उद्योग और सेवा क्षेत्र।

कृषि क्षेत्र : भारत की लगभग 50% जनसंख्या कृषि पर निर्भर है जिससे यह क्षेत्र ग्रामीण अर्थव्यवस्था का आधार बनता है। देश की भूमि विविधता और जलवायु परिस्थितियों के कारण, यहाँ विविध फसलों की खेती की जाती है, जैसे चावल, गेहूँ, गन्ना, कपास, और विभिन्न फल-फूल। कृषि न केवल खाद्य सुरक्षा के लिए आवश्यक है बल्कि यह ग्रामीण विकास और रोजगार के अवसर भी प्रदान करती है। हालांकि इस क्षेत्र में कई चुनौतियाँ जैसे जलवायु परिवर्तन, जल संसाधनों की कमी और तकनीकी विकास की आवश्यकता का सामना करना पड़ता है।

उद्योग क्षेत्र : औद्योगिक विकास की शुरुआत भारत में 19 वीं शताब्दी के अंत में हुई थी। आज यह क्षेत्र तेजी से विकसित हो रहा है और इसमें खाद्य प्रसंस्करण, वस्त्र उद्योग, मशीनरी और इलेक्ट्रॉनिक्स जैसे कई उद्योग शामिल हैं। 'मेक इन इंडिया' जैसे अभियानों ने भारतीय उद्योग को वैश्विक स्तर पर प्रतिस्पर्धी बनाने में मदद की है। हालांकि इस क्षेत्र को भी बुनियादी ढाँचे की कमी, नवाचार की आवश्यकता और वैश्विक व्यापार में चुनौतियों का सामना करना पड़ता है।

सेवा क्षेत्र : वर्तमान में सेवा क्षेत्र भारतीय जीडीपी का सबसे बड़ा योगदानकर्ता है। इस क्षेत्र में आईटी, बैंकिंग, टेलीकम्यूनिकेशन, पर्यटन और स्वास्थ्य सेवाएं शामिल हैं। भारतीय आईटी उद्योग ने वैश्विक स्तर पर एक महत्वपूर्ण कारक के रूप में अपनी पहचान बनाई है। पिछले कुछ वर्षों में इस क्षेत्र ने तेजी से विकास किया है जो न केवल अर्थव्यवस्था को बढ़ावा देता है बल्कि उच्च गुणवत्ता वाले रोजगार के अवसर भी प्रदान करता है। इन तीनों क्षेत्रों का आपसी संबंध भारतीय अर्थव्यवस्था को संतुलित और समृद्ध बनाता है जहाँ कृषि, उद्योग और सेवा क्षेत्र एक-दूसरे को सहयोग प्रदान करते हैं।



आर्थिक विकास

आर्थिक विकास किसी भी देश की सामाजिक-आर्थिक प्रगति का एक महत्वपूर्ण संकेतक है। यह न केवल आर्थिक गतिविधियों की वृद्धि को दर्शाता है बल्कि जीवन स्तर, रोजगार के अवसर और सामाजिक कल्याण पर भी इसका प्रभाव पड़ता है। आर्थिक विकास को मापने के लिए विभिन्न संकेतक उपयोग में लाए जाते हैं जिनमें मुख्यतः जीडीपी (सकल घरेलू उत्पाद), महँगाई दर, बेरोजगारी दर और विदेशी निवेश शामिल हैं। भारत का जीडीपी पिछले वर्षों में लगातार बढ़ रहा है और वर्ष 2023 में यह विश्व की पाँचवीं सबसे बड़ी अर्थव्यवस्था बन चुका है। इस विकास का श्रेय कई कारकों को दिया जा सकता है जिसमें आर्थिक उदारीकरण की नीति एक प्रमुख तत्व है। वर्ष 1991 में भारत ने आर्थिक उदारीकरण की दिशा में महत्वपूर्ण कदम उठाया जिससे विदेशी पूँजी और प्रौद्योगिकी की आवक में तेजी आई।

इस आर्थिक उदारीकरण ने अर्थव्यवस्था के विभिन्न क्षेत्रों में प्रतिस्पर्धा को बढ़ावा दिया जिससे व्यवसाय और उद्योगों को नई ऊँचाइयों पर पहुँचने का अवसर मिला। व्यापार, निवेश और उत्पादन में वृद्धि ने न केवल जीडीपी को बढ़ाया बल्कि रोजगार सृजन में भी महत्वपूर्ण भूमिका निभाई। फिर भी आर्थिक विकास के साथ-साथ महँगाई दर और बेरोजगारी दर जैसे संकेतकों पर भी ध्यान देना आवश्यक है। उच्च महँगाई दर जीवन स्तर पर नकारात्मक प्रभाव डाल सकती है जबकि बेरोजगारी की स्थिति सामाजिक अस्थिरता का कारण बन सकती है। इसलिए समग्र आर्थिक विकास के लिए स्थिरता और समावेशी नीतियों का होना अत्यंत महत्वपूर्ण है। इसके अतिरिक्त विदेशी निवेश को आकर्षित करने के लिए सरकार ने कई सुधार किए हैं जो निरंतर विकास की दिशा में एक सकारात्मक कदम है। कुल मिलाकर भारत

का आर्थिक विकास न केवल उसकी स्थिति को मजबूत कर रहा है बल्कि वैश्विक अर्थव्यवस्था में भी उसकी महत्वपूर्ण भूमिका सुनिश्चित कर रहा है।

चुनौतियाँ : हालांकि भारतीय अर्थव्यवस्था में कई उपलब्धियाँ हैं फिर भी यह कई चुनौतियों का सामना भी कर रही है जिनमें से कुछ चुनौतियों को इस प्रकार रेखांकित किया जा सकता है :

- ◆ **बेरोजगारी :** युवाओं में बेरोजगारी भारत के लिए एक गंभीर समस्या में से एक है। शहरी और ग्रामीण क्षेत्रों में रोजगार की कमी इसे बढ़ा रही है।
- ◆ **महँगाई :** महँगाई की दर कई बार नियंत्रण से बाहर होती है जो आम लोगों की क्रय शक्ति को प्रभावित करती है।
- ◆ **धन और संसाधनों का असमान वितरण :** भारतीय समाज में आर्थिक असमानता एक महत्वपूर्ण चुनौती है। अमीर और गरीब के बीच की खाई बढ़ती जा रही है।
- ◆ **पर्यावरणीय समस्या :** आर्थिक विकास के लिए प्राकृतिक संसाधनों का अत्यधिक दोहन पर्यावरणीय समस्याओं को जन्म दे रहा है जिसमें जलवायु परिवर्तन, वायु प्रदूषण और जल संकट शामिल हैं।

भारतीय अर्थव्यवस्था में भविष्य की संभावनाएँ : भारतीय अर्थव्यवस्था के पास कई संभावनाएँ हैं जिनमें प्रमुख इस प्रकार हैं :

डिजिटल इंडिया : डिजिटल इंडिया अभियान जो भारतीय सरकार द्वारा वर्ष 2015 में शुरू किया गया था, ने सूचना प्रौद्योगिकी के क्षेत्र में एक क्रांति ला दी है। इस पहल का मुख्य उद्देश्य भारत को एक डिजिटल अर्थव्यवस्था में बदलना है जहाँ सूचना और संचार तकनीक का व्यापक उपयोग हो। डिजिटल इंडिया के तहत सरकारी सेवाओं को ऑनलाइन किया जा रहा है जिससे नागरिकों को सुविधाजनक और त्वरित सेवाओं का लाभ मिल रहा है। इससे पारदर्शिता बढ़ी है और भ्रष्टाचार में कमी आई है। उदाहरण के लिए लाभार्थी बिना किसी बिचौलिया की मदद से सीधे सरकारी योजनाओं का लाभ उठा सकता है। इसके अलावा डिजिटल इंडिया ने छोटे व्यवसायों और स्टार्टअप्स को भी बढ़ावा दिया है। ई-कॉमर्स और ऑनलाइन मार्केट प्लेस ने नई बाजार संभावनाओं के द्वार खोले हैं जिससे घरेलू उत्पादों को अंतरराष्ट्रीय बाजारों में पहुंचाना आसान हो गया है। शिक्षा और स्वास्थ्य क्षेत्र में भी डिजिटल प्रौद्योगिकी का उपयोग व्यापक हो गया है जिससे ग्रामीण क्षेत्रों में भी सेवाएं

उपलब्ध हो रही हैं। कुल मिलाकर डिजिटल इंडिया पहल ने भारतीय अर्थव्यवस्था को एक नई दिशा दी है और इसके विकास में महत्वपूर्ण योगदान किया है।

स्टार्टअप इकोसिस्टम : भारत का स्टार्टअप इकोसिस्टम पिछले कुछ वर्षों में तेजी से विकसित हुआ है और यह युवा उद्यमियों के लिए अनेक अवसरों का सृजन कर रहा है। इस वृद्धि को विभिन्न कारकों ने प्रेरित किया है जिनमें तकनीकी प्रगति, निवेश में वृद्धि और सरकार की समर्थन नीतियाँ शामिल हैं। पहले, तकनीकी क्षेत्र में हो रहे नवाचारों ने युवा उद्यमियों को अपने विचारों को वास्तविकता में बदलने का मंच प्रदान किया है। डिजिटल प्लेटफॉर्म, मोबाइल एप्लिकेशन और ऑनलाइन सेवाओं के माध्यम से उद्यमी अपनी सेवाओं और उत्पादों को सीधे ग्राहकों तक पहुँचा सकते हैं। इसके अलावा एआई, ब्लॉकचेन और डेटा एनालिटिक्स जैसे आधुनिक तकनीकी उपकरणों की उपलब्धता ने व्यवसाय को और अधिक प्रतिस्पर्धात्मक बना दिया है। सरकार द्वारा स्टार्टअप इंडिया, मेक इन इंडिया जैसे कार्यक्रमों ने भी इस इकोसिस्टम को मजबूत बनाने में महत्वपूर्ण भूमिका निभाई है। इन पहलों के माध्यम से न केवल वित्तीय सहायता प्रदान की जा रही है बल्कि फंडिंग, मार्गदर्शन और विधिक समर्थन जैसी सेवाएं भी दी जा रही हैं। युवा उद्यमियों की बढ़ती संख्या नए और अनूठे विचारों के साथ आ रही है जिससे बाजार में प्रतिस्पर्धा बढ़ रही है। यह केवल रोजगार के अवसर सृजित नहीं करता, बल्कि अंततः यह आर्थिक विकास में भी योगदान करता है। साथ ही इन स्टार्टअप्स के माध्यम से सामाजिक समस्याओं का समाधान भी खोजा जा रहा है, जैसे शिक्षा, स्वास्थ्य देखभाल और पर्यावरण संरक्षण। इस प्रकार भारत में युवा उद्यमियों की बढ़ती संख्या न केवल नवाचार को बढ़ावा दे रही है बल्कि देश की अर्थव्यवस्था को भी नई दिशा दे रही है। आने वाले समय में यह इकोसिस्टम और भी विकसित होने की संभावना है।



निवेश के अवसर : सरकार ने हाल के वर्षों में विदेशी निवेश को आकर्षित करने के लिए विभिन्न नीतियाँ और सुधार उपाय लागू किए हैं जो देश की आर्थिक स्थिति को मजबूत करने और विकास के नए द्वार खोलने में सहायक सिद्ध हो रहे हैं। ये नीतियाँ न केवल वित्तीय संसाधनों को बढ़ाने में मदद कर रही हैं बल्कि नए रोजगार अवसरों का निर्माण भी कर रही हैं। विदेशी निवेश को आकर्षित करने के लिए सरकार ने 'मेक इन इंडिया', 'डिजिटल इंडिया' और 'स्टार्टअप इंडिया' जैसी महत्वाकांक्षी योजनाएं शुरू की हैं। इन योजनाओं के तहत उद्योग क्षेत्र में विदेशी कंपनियों को आमंत्रित किया जा रहा है जिससे वे भारतीय बाजार में अपने उत्पादों और सेवाओं को प्रस्तुत कर सकें। इसके अलावा प्रौद्योगिकी हस्तांतरण और नवाचार को बढ़ावा देने के लिए अनुकूल नीतियाँ बनाई जा रही हैं। सरकार द्वारा व्यापार के लिए अनुकूल माहौल तैयार करने हेतु अवसंरचना विकास पर भी विशेष ध्यान दिया जा रहा है। सड़कों, रेलमार्गों और हवाई अड्डों का विकास, साथ ही वाणिज्यिक अवसंरचना में सुधार, विदेशी निवेशकों के लिए आकर्षण का केंद्र बन गया है। इसके अलावा, श्रम कानूनों में सुधार, कराधान नीतियों में स्पष्टता और प्रक्रियाओं में सरलता जैसे कदम भी

उठाए जा रहे हैं, ताकि विदेशी निवेशक बिना किसी रुकावट के अपने व्यवसाय का विस्तार कर सकें।

अंततोगत्वा भारतीय अर्थव्यवस्था की गति और विकास की कहानी संघर्ष और साहस की है। वैश्वीकरण, प्रौद्योगिकी और युवा जनसंख्या का लाभ देश को उठाना है। यदि भारत अपनी चुनौतियों पर प्रभावी रूप से नियंत्रण पाने में सफल रहता है तो इसमें कोई संदेह नहीं कि यह आगामी दशकों में एक आर्थिक महाशक्ति बन सकता है। भारतीय अर्थव्यवस्था की सफलता केवल संख्याओं में नहीं, बल्कि वहाँ रहने वाले लोगों की जीवन गुणवत्ता में होती है। यह सुनिश्चित करना आवश्यक है कि विकास समावेशी हो और हर नागरिक को इसकी पहुँच मिले। भारतीय अर्थव्यवस्था को और भी मजबूती देने के लिए सभी स्तरों पर समर्पण, नवाचार और सतत विकास की आवश्यकता है। समय की मांग है कि हम एक मजबूत और समृद्ध भारत का निर्माण करें।

प्रबंधक (अग्नि सुरक्षा)

प्र.का. सुरक्षा विभाग

Extreme heat wave continues ...

Please include in the manifesto,
"If you vote us to power, we promise,
we'll not only reduce inflation but also
lower the temperature.."

MANIFESTO COMMITTEE



Pradip Roy

Retired Chief Manager
Punjab & Sind Bank



गणतंत्र दिवस

बैंक द्वारा स्टाफ ट्रेनिंग कॉलेज, रोहिणी में गणतंत्र दिवस के अवसर पर विशेष कार्यक्रम का आयोजन किया अन्य उच्चाधिकारीगण और बैंक के अन्य स्टाफ एवं उनके परिवार के सदस्य उपस्थित रहे। इस अवसर



का आयोजन

गया जिसमें बैंक के प्रबंध निदेशक एवं मुख्य कार्यपालक अधिकारी तथा कार्यपालक निदेशक सहित पर एसटीसी, रोहिणी में ध्वजारोहण तथा सांस्कृतिक कार्यक्रम का आयोजन किया गया।



How a Bank Manager Can Bring in Business



Shubam Raina

Banking has evolved beyond the traditional approach of waiting for customers to walk into the branch. Today, success in banking depends on proactive outreach, strong relationship-building and providing solutions that align with customer needs. As banking professionals, we know that real business growth comes from stepping out of the branch, engaging with people, and positioning the bank as a trusted financial partner. Below are key strategies that have proven effective in driving business growth in our market.

DOSTI BANAO, BUSINESS APNE AAP AAYE GA – THE POWER OF RELATIONSHIPS

In India, business is built on trust and personal connections. Customers are more likely to do business with someone they know and trust rather than just a bank with good products. As bankers, when we actively nurture relationships with individuals, business owners, and community leaders, we can create a strong network of loyal customers. Regular follow-ups, personalized financial advice, and attending social events can strengthen relationships and turn prospects into long-term banking clients. A small gesture, such as remembering a customer's birthday or checking in on their business, can leave a lasting impression and encourage them to bring their financial needs to our bank.

MARKET MAI MOJODGI ZAROORI HAI – VISIBILITY LEADS TO OPPORTUNITIES

Sitting inside the branch and waiting for customers to come will not bring deposits or new accounts. As successful bankers, we must step out into the market, visit business hubs, interact with traders, and participate in community events. When people see us engaging with the business community, they are more likely to trust the bank for their financial needs. Attending trade exhibitions, meeting industry leaders, and conducting financial literacy sessions for entrepreneurs can



open doors to new business relationships. The more visible we are, the more customers will approach us for banking solutions.

SMES AND BUSINESS OWNERS ARE KEY – DRIVING ECONOMIC GROWTH

India's economy relies heavily on small and medium-sized enterprises (SMEs). These businesses face several financial challenges, such as managing cash flow, accessing credit, and navigating banking services. As bankers, when we understand these pain points, we can offer tailored financial products, including working capital loans, business credit cards, and trade finance solutions. Establishing strong relationships with SME owners not only brings in deposits and loan accounts but also strengthens the bank's role as a financial partner in business growth. Additionally, organizing workshops on financial management for SMEs can position the bank as a trusted advisor rather than just a service provider.

TEAM KO SATH LE KAR CHALO – A STRONG TEAM EQUALS A STRONG BANK

A motivated and well-trained team is crucial to the success of a bank branch. No matter how good a Bank Manager is, sustainable growth cannot be achieved without an efficient team. Training staff on customer service, sales techniques, and digital banking solutions ensures that they can effectively serve customers and identify business opportunities. Encouraging teamwork, setting clear goals, and recognizing top performers can enhance employee motivation. When every team member is aligned with the goal of business development, customer satisfaction improves, leading to repeat business and referrals.

DIGITAL KO SAMJHO AUR SAMJHAYO – THE FUTURE OF BANKING IS DIGITAL

The world is moving towards digital banking, and customers now expect convenient, technology-driven financial services. With the rise of Roshan Digital Accounts, mobile banking apps, and online transaction services, we as bankers must not only understand digital banking but also educate customers on its benefits. Non-Resident Indians (NRIs) are a significant source of business, and offering them seamless digital banking solutions can attract substantial deposits. Conducting awareness campaigns, organizing digital banking training sessions, and integrating fintech solutions into banking services can give the branch a competitive edge.

CUSTOMER-CENTRIC APPROACH – THE KEY TO LONG-TERM SUCCESS

At its core, banking is about understanding and serving customers. As bankers, when we listen to customer needs, offer personalized solutions, and resolve their concerns promptly, we can build long-term relationships. Whether it's a first-time saver opening a basic account, an entrepreneur seeking a business loan, or an NRI looking for remittance services, every customer interaction is an opportunity to add value and generate business. Prioritizing customer satisfaction leads to positive word-of-mouth marketing, which in turn attracts more customers.

CONCLUSION – BUSINESS GROWTH COMES FROM PROACTIVE ENGAGEMENT

The role of a Bank Manager or a banker is no longer limited to operational tasks within the branch. To achieve real business growth, we must actively build relationships, engage with the market, support SMEs, lead a strong team, and embrace digital transformation. Banking success is not just about selling products; it's about becoming a trusted financial partner in people's lives. When trust, service, and innovation come together, business follows naturally.

Senior Manager
HO Foreign Exchange Deptt.

Bank's Initiatives

Bank Sponsored the Bidar Marathon (Karnataka) in which renowned Actor Shri Sonu Sood was the Chief Guest and our bank was the title sponsor.



आंचलिक कार्यालय पंचकूला के नवीन परिसर का उद्घाटन



श्री चमन लाल शींहमार, क्षेत्र महाप्रबंधक (चंडीगढ़) तथा श्री अनिल कुमार, आंचलिक प्रबंधक (पंचकूला) नवीन परिसर का उद्घाटन करते हुए।



समस्त कार्मिकों की उपस्थिति में कीर्तन पाठ का आयोजन किया गया।

बैंक की नवीन शाखा दुमका, झारखंड का शुभारंभ



मुख्य अतिथि श्री अंजनेयुलु दोड्डे, आई.ए.एस (उपायुक्त दुमका) एवं श्री समिंदर सिंह, आंचलिक प्रबंधक (कोलकाता) शाखा का उद्घाटन करते हुए।

बैंक की नवीन शाखाओं का शुभारंभ

नाड, विशाखापट्टनम



श्री राजेश सी पांडे (महाप्रबंधक), श्री विनोद कुमार पाण्डेय (क्षेत्र महाप्रबंधक, मुंबई), श्री विनय खंडेलवाल (आंचलिक प्रबंधक, विजयवाड़ा) शाखा का उद्घाटन करते हुए।



इरोड, तमिलनाडु



श्री एम चिन्नासामि, प्रबंध निदेशक, अग्नि स्टील शाखा का उद्घाटन करते हुए।



श्री राजेश दत्त, मुख्य प्रबंधक, आंचलिक कार्यालय चेन्नई, प्रभाकरन नटराज इरोड शाखा प्रबंधक, विद्या वैकिटाचलम तथा अन्य स्टाफ सदस्यों की उपस्थिति में कीर्तन पाठ का आयोजन किया गया।



Women empowerment - do we really need it?



Poonam Sharma

Introduction- When we talk about women empowerment, there is so much written, talked and discussed. Women need to be educated, they should know their rights, they should not get married early, they should be independent. There is so much happening in the country to empower women. Many scheme like "Beti Bachao, Beti padhao" , "Ujjwala Yojana", "reserve seats for women in trains, bus" and many more. one more important thing, "Women's Day". We celebrate women's day to let we all know the huge contribution women make in our lives.

EXAMPLES OF WOMEN'S EMPOWERMENT INITIATIVES:

- ◆ **Microfinance:** Providing women with access to small loans and credit can help them start businesses and become financially independent.
- ◆ **Education Programs:** Initiatives that focus on girls' education and literacy can empower women to make informed choices and participate in society.
- ◆ **Political Advocacy:** Organizations that work to increase women's representation in government and promote women's rights can help to ensure that women's voices are heard.

WHY WOMEN'S EMPOWERMENT MATTERS

Economic Growth and Development:

When women have equal access to education, employment, and resources, they can contribute more effectively to the economy, leading to increased productivity and overall growth.

Social Progress and Stability:

Empowered women are more likely to participate in political processes, advocate for their rights, and challenge discriminatory practices, leading to more just and equitable societies.



Improved Health and Well-being:

Empowered women are more likely to make informed decisions about their health, including access to reproductive health services, leading to better health outcomes for themselves and their families.

Education and Skills Development:

Empowering women through education and skills development allows them to pursue meaningful careers and contribute to their communities.

Sustainable Development:

Gender equality and women's empowerment are essential for achieving sustainable development goals, as they address issues of poverty, inequality, and environmental degradation.

Human Rights:

Women's empowerment is a fundamental human right, and ensuring that women have the same rights and opportunities as men is a moral imperative.

SPECIFIC AREAS OF FOCUS FOR WOMEN'S EMPOWERMENT

Education:

Ensuring that girls and women have access to quality education at all levels is crucial for their empowerment.

Economic Opportunities:

Providing women with access to economic resources, such as land, credit, and markets, is essential for their economic independence.

Political Participation:

Encouraging and supporting women's participation in political decision-making at all levels is vital for ensuring that their voices are heard.

Leadership and Representation:

Promoting women's leadership and representation in all sectors, including business, government, and community organizations, is crucial for creating a more inclusive and equitable society.

Combating Gender-Based Violence:

Addressing and eliminating all forms of gender-based violence, including domestic violence, sexual harassment, and trafficking, is essential for creating a safe and secure environment for women.

Need of empowerment- When we empower someone, it means that a person is weak. But are women weak? I don't think so, a woman who carry a child 9 months in her womb, doing all works, whether it is home or office, can't be weak. Women who bear severe pain to give a birth to child, can't be weak, a woman managing home, career, child and married life, can't be weak. So as a woman, I don't think we women need



empowerment and talking about "Women's Day", only a day to celebrate about women is not enough, I think we should celebrate her everyday.

I remember an interview of a successful actress, when she was asked how she managed career, children, family, husband? she said gracefully that she doesn't manage all her own but with her husband, who was also an actor. She states that when she is out for shooting her husband takes care of home and children and when her husband has gone out she will remain at home with the children. It's all mutual.

It is always said that behind every successful man there is a woman, I think this can also be said that behind every successful woman there is a supporting man. Men can be in any form like father, friend, guide, husband.

WHY IS WOMEN'S EMPOWERMENT IMPORTANT?

Economic Growth:

When women are empowered, they contribute more effectively to the economy, leading to increased productivity and overall economic growth.

Social Progress:

Empowered women are more likely to participate in decision-making, leading to more inclusive and equitable societies.

Improved Health and Education:

Access to education and healthcare for women leads to better health outcomes for both women and their families.

Reduced Inequality:

- ◆ Women's empowerment is crucial for addressing gender inequality and promoting a more just and fair world.
- ◆ How can we promote Women's Empowerment?
- ◆ **Education:** Ensuring girls and women have access to quality education at all levels.
- ◆ **Economic Opportunities:** Providing women with access to economic resources, training, and employment opportunities.
- ◆ **Political Participation:** Encouraging women's participation in political decision-making.
- ◆ **Legal Reforms:** Implementing and enforcing laws that protect women's rights and address gender-based discrimination.
- ◆ **Challenging Gender Stereotypes:** Addressing harmful social norms and stereotypes that limit women's opportunities.

Social change- I am not being feminist or partial to women, I just want you to pay attention to the other side of it. The other

side the MEN. They are also part of our society ,they can be the change. What we are doing is ,we are only paying attention to the development of a woman ,which is great, but if we want to change the picture, we need to take the men along with it. What we women really need is respect, care , support and partnership, our right as a human being. This is all we want. Men and women are both parts of our society, so they both need to be upgraded and uplifted.

There should be a change in thinking of our society. As a society we should treat both men and women as a human being. Both men and women can be extraordinary in some things and both can be normal or less interested in somethings. Like there are more men chefs than women in the hotel business like sanjeev kapoor ,kunal kapoor are the names who are making their mark globally for their cooking skills . it shows that only women are not made for cooking but men also. There are so many examples like women flying fighter plane in the army like shivangi singh, who is the first women to fly the fighter plane in India. In government sector also. Like in banking, there is no discrimination equal pay for both male and female.

In today's era there is so much social reforms happening. Many opportunities are there for women but as a woman I think as the society is uplifting ,women are making their place globally but also their responsibilities are getting wider. As in previous times, men used to earn for the family and women use to nurture the family. But as the time changes, women are nurturing and earning for the family at the same time and men ,they are doing the same. Women are taking care of both the responsibilities. Their work increases in recent times. Women are sharing more responsibilities than men now.

I guess, when women decided to be independent and excel in other areas along with their family, they face some oppose from the society. Because of this oppose, they need to work harder, they had to prove themselves more than men. And because of this they hold all the responsibilities in one plate i.e. family and career both at the same time. As women become independent and successful career wise, they are managing their household also, with the same ease and efficiency.

something has to be changed in this scenario ,Men should enter and take up some of the responsibilities from women. they should share the household and family responsibilities with women. One should understand that women are also working like men and now it's need of the hour that men should support them being a helping hand .

In India most people say that women have super powers ,they can manage everything on their own and they don't need any help or support. I disagree! women don't have superpowers, they are also human beings like men. They just don't have any

option but being perfect. Because they try to do all the things perfectly and being in that practice to be perfect they just forgot themselves. It effects their mental health also they can't get time for themselves and they end up getting frustrated.

Recently I was reading an article which was written by a female banker, the article narrates that she was struggling in every field, home, career, children, to be a perfect wife, to be a perfect daughter in law, to be a perfect mother. She was struggling in every area, she was trying to be perfect but end up getting helpless and tired .

man can change this scenario, if men become a supporting hand to women mentally, they can change this. A helping hand always needed whether it is for men or women.

Conclusion - We woman don't have superpowers, we just take all the things in our hands because we don't get support of men. We don't have any choice but to do all the things alone. If men become more supportive, more respectful, then things will change easily. There is a need of men upliftment in their thoughts and how do they see the people around them.

I remember, an incident which happened to me, some time ago. My branch was in front of a bar, one day I was going back home from the branch in the evening, suddenly some notorious boys came out of the bar. They started making noise and passing comments, which makes me feel very uncomfortable. And then a male staff came out of the branch and stand there without saying anything and without doing anything, they were just standing. It changed the whole scenario .suddenly, the noise vanished and boys remain quite instantly. I felt very relieved . Going back home I was thinking all man do not have bad intentions. It was their good values and good thinking that makes them a good human being. For a good and safe society we need more good human being. I wish someday it will happen and may be someday ,we will not hear any kind of eve teasing or rape cases in our country.

In my opinion, as a Society...we raise a girl child with much more love and care, than we do for the boy child. We should raise our boy child with the same care and values as we make a girl child learn. In childhood, it is much easier to understand and it is much easier to nurture the good values in a child. we can make them learn that women are much similar than they are. Men can also be sensitive, they can also cry .it's not a big deal. it's a normal human emotion. We can tell them that a house is a responsibility of both men and women and together they can make it work. And who knows, one daymaybe we don't need any slogan like "Beti Bachao ,beti padhao" instead we will say.." beta badhao, beti badhao".

Customer Service Associate
BO Nirman Nagar, Jaipur

अंतरराष्ट्रीय महिला दिवस



आंचलिक कार्यालय भोपाल



आंचलिक कार्यालय कोलकाता



आंचलिक कार्यालय विजयवाड़ा



आंचलिक कार्यालय जयपुर



आंचलिक कार्यालय लखनऊ



आंचलिक कार्यालय नोएडा

IMPORTANT CIRCULARS ISSUED

Date	circular No.	Subject
HO Accounts & Audit Department		
24/3/2025	055/2024-25	Master circular on annual closing – 2024-25
18/3/2025	1042/2024-25	Income tax provisions related to payment to micro and small enterprises
03/2/2025	937/2024-25	Clarifications in GST provisions issued by CBIC & considered applicable to Bank
28/1/2025	913/2024-25	Ammendments in GST Provisions considered applicable to Bank
07/1/2025	851/2024-25	Amendment in TDS Provision
HO Credit Monitoring & Policy Department		
06/3/2025	015/2024-25	IBA SCHEME FOR RECOMMENDING TRANSPORT OPERATORS TO MEMBER BANKS: Additions / Renewals / Withdrawal / Non-Renewal during the period 1st February, 2025 to 28th February, 2025
06/1/2025	844/2024-25	Renewal of export credit insurance for banks (ecib) (wt-pc & wt-ps) issued by ecgc to our bank for the year 2024-2025
HO Foreign Exchange Department		
31/3/2025	1071/2024-25	Notional rate w.E.F. 01.04.2025
21/3/2025	1052/2024-25	Compliance Requirements- FEMA Declaration and Due diligence on Exporters and counterparties
12/3/2025	1032/2024-25	Authorisation of new ad category-b branches
19/2/2025	975/2024-25	Rollout of the foreign exchange trading platform for retail participants – FX Retail
02/3/2025	933/2024-25	Operational Framework for Reclassification of Foreign Portfolio Investment to Foreign Direct Investment (FDI)
HO General Administration Department		
21/3/2025	1043/2024-25	Change of Address of Branch Coimbatore (C0486), JC Road Bengaluru (B0162) and Nanakhira Bidar (N0215)
13/2/2025	953/2024-25	Change of Address of Branch IBD Tirupur (T0691), Malout (M0033), Gurmandi (P0006) and Sunam (S0118).
09/1/2025	862/2024-25	Change of Address of Branch Panniwala Fatta (P0380).
02/1/2025	842/2024-25	Bank's Policy for Procurement of Goods/Services/Execution of Works (Other than IT)
HO Human Resources Development Department		
31/3/2025	1085/2024-25	Promotion to top management from Deputy General Manager (TEGS-VI) to General Manager (TEGS-VII)
31/3/2025	1084/2024-25	Promotion from Asst. Gen. Manager (SMGS-V) to Dy. Gen. Manager (TEGS-VI)
31/3/2025	1083/2024-25	Promotion from Chief Manager (SMGS-IV) to Asst. Gen. Manager (SMGS-V) - General & Specialist Cadre : 2025-26
31/3/2025	1082/2024-25	Promotion from Senior Manager (MMGS-III) to Chief Manager (SMGS-IV) (General & Specialist Cadre) - 2025-26
31/3/2025	1081/2024-25	Promotion from Manager (MMGS-II) to Senior Manager (MMGS-III) - 2025-26 (General & Specialist Cadre) under Merit & Seniority Channel
31/3/2025	1080/2024-25	Promotion from Officer (JMGS-I) to Manager (MMGS-II) - 2025-26 (General Cadre) under Merit & Seniority Channel
27/3/2025	1066/2024-25	Scheme for reimbursement of fees for courses offered by apex institutes and ed-tech platforms
24/3/2025	1049/2024-25	Transfer Policy for Officers'
21/3/2025	1053/2024-25	Financial Assistance in the form of Term Loan to staff members affected by substantial increase in statutory deductions due to TDS on the perquisites for the FY 2024-25
03/3/2025	1009/2024-25	Appointment to the post of Chief Vigilance Officers (CVOs) in the Public Sector Banks, Public Sector Insurance Companies & Financial Institutions
01/3/2025	1004/2024-25	Promotion from Asst. General Manager (SMGS-V) to Deputy General Manager (TEGS-VI) from Panel List : Promotion Process 2024-25
28/2/2025	1001/2024-25	Promotion from Deputy General Manager (TEGS-VI) to General Manager (TEGS-VII) from Panel List : Promotion Process 2024-25
27/2/2025	995/2024-25	Financial Assistance in the form of Term Loan to staff members affected by substantial increase in statutory deductions due to TDS on the perquisites for the FY 2024-25
26/2/2025	994/2024-25	Digitization of Festival Advance
25/2/2025	1002/2024-25	Enhancement of reimbursement of cost for winter and summer uniforms to subordinate staff and reimbursement of cost of gloves and masks to housekeepers
17/2/2025	972/2024-25	Deputation in national commission for protection of child rights
31/1/2025	926/2024-25	Promotion from Asst. General Manager (SMGS-V) to Deputy General Manager (TEGS-VI) from Panel List : Promotion Process 2024-25
31/1/2025	925/2024-25	Promotion from Deputy General Manager (TEGS-VI) to General Manager (TEGS-VII) from Panel List : Promotion Process 2024-25
28/1/2025	915/2024-25	Amendments in the training policy of the bank
20/1/2025	892/2024-25	PSB Jeevan Sahara- Comprehensive Scheme for Appointment on Compassionate Grounds or payment of Ex-Gratia amount in lieu of appointment on Compassionate Grounds

FROM 01.01.2025 TO 31.03.2025

Date	circular No.	Subject
HO Provident Fund Department		
11/3/2025	1024/2024-25	Option to employees covered under National Pension System (NPS) to change Pension Fund Manager and Asset Class by themselves as per their risk appetite
27/2/2025	998/2024-25	Dearness Relief payable to Pensioners for the Period February 2025 to July 2025- Under Punjab and Sind Bank(Employees') Pension Regulations, 1995
10/2/2025	947/2024-25	Anubhav Portal for Anubhav write up submission
HO Planning & Development Department		
20/3/2025	1048/2024-25	Merger of branch - S.U.S. Nagar (J0812)
19/3/2025	1040/2024-25	Introduction of Concept of Relationship Manager (RM) and Virtual Relationship Manager (VRM)
07/3/2025	1021/2024-25	Revision of various Deposit related Application forms
31/1/2025	929/2024-25	Opening of New Branches Y.S.R. Kadapa(Y1649) and Shapur(S1643)
16/1/2025	883/2024-25	Opening of New branch - Khargone (K1648) Under Bhopal Zone
01/1/2025	834/2024-25	Change in the jurisdiction of branches
HO Priority Sector Advances Department		
25/3/2025	1062/2024-25	Compliance with RBI Framework for Revival and Rehabilitation of MSMEs (Notification dated May 29, 2015) before NPA Declaration
07/3/2025	1027/2024-25	Submission of Central Sector Interest Subsidy (CSIS) claims of FY 2023-24 for all eligible accounts by 27-03-2025
28/2/2025	1003/2024-25	PSB scheme for financing dairy development – new scheme code
04/2/2025	936/2024-25	Submission of Interest Subsidy claims under PMAY-U 2.0 scheme on Interest Subsidy Scheme (ISS) Portal
28/1/2025	918/2024-25	PSB e-KCC loan
28/1/2025	917/2024-25	PSB digital msme loan
27/1/2025	916/2024-25	Digital renewal of msme working capital up to rs. 10.00 Lakh
27/1/2025	889/2024-25	PSB e-shishu mudra loan
23/1/2025	905/2024-25	"Mukhyamantri yuva udyami vikas abhiyan (myuva)" for the state of uttar pradesh
22/1/2025	902/2024-25	PRADHAN MANTRI AWAS YOJANA- URBAN 2.0(PMAY-U 2.0) Credit linked Subsidy Scheme
01/1/2025	818/2024-25	Digital renewal of kcc loans upto rs. 1.60 Lacs
HO General Operations Department		
28/3/2025	1076/2024-25	Jobcard for NACH E-Mandate Portal for Branches
20/2/2025	984/2024-25	Lifting of Model Code of Conduct- General Election to the Legislative Assembly of NCT of Delhi,2025 and Bye-elections in Assembly Constituencies of Tamil Nadu and Uttar Pradesh
HO Marketing & Insurance Department		
10/3/2025	1022/2024-25	Grow & glow campaign for mobilization of retail term deposit
20/2/2025	981/2024-25	Fauji nivesh abhiyan
21/1/2025	898/2024-25	PSB shubh nivesh
10/1/2025	872/2024-25	Launch of "PSB General & Health Insurance Premium League" Campaign for securing assets and enhancing Fee Income
03/1/2025	840/2024-25	PSB digi drive
01/1/2025	31/2024-25	PSB champion league
HO Retail Lending Department		
26/3/2025	1059/2024-25	Amendments in guidelines of iba model education loan scheme
25/3/2025	1058/2024-25	Amendments in guidelines of psb apna ghar (all variants)
12/3/2025	1031/2024-25	Amendments in Guidelines of Veer Siksha
18/2/2025	974/2024-25	Master circular psb mortgage loan
18/2/2025	973/2024-25	Master circular psb vyapar loan
17/2/2025	971/2024-25	Master Circular-PSB Apna Ghar Approval of Housing Projects
17/2/2025	969/2024-25	Ghar aur Gadi Utsav- NIL Processing Fee in PSB Apna Vahan and PSB Apna Ghar -From 17th February 2025 to 31st March 2025
15/2/2025	965/2024-25	Master Circular Personal Loan
15/2/2025	958/2024-25	Master Circular on PSB Swarna Shakti and PSB Krishi Swarna Kanti
13/1/2025	878/2024-25	Home Loan Scheme for Economically Weaker Section (EWS),Low Income Group (LIG) and Middle Income Group (MIG) : Urban Areas
07/1/2025	847/2024-25	Advisory on straight through process (stp) for loan products- psb e apna ghar & psb e apna vahan

पीएसबी आओ खेलें



आंचलिक कार्यालय भोपाल



आंचलिक कार्यालय चंडीगढ़



आंचलिक कार्यालय दिल्ली-II



आंचलिक कार्यालय फरीदकोट



आंचलिक कार्यालय होशियारपुर



आंचलिक कार्यालय जालंधर



आंचलिक कार्यालय पंचकूला



आंचलिक कार्यालय अमृतसर

The Artificial Intelligence (AI) driven future and the way forward



Shourya Soni

Artificial Intelligence has undoubtedly changed the future of the world and the way we look at technology today. Artificial Intelligence provides access to an ocean of opportunities but it also poses some challenges. Thus, the responsibility lies with the organization as well as each and every individual to balance out the opportunities and challenges of AI for maximization of its benefits.

The word Artificial Intelligence may sound too complex to some people at first; however, with the right set of skills and knowledge AI is no less than a fine sword in the hands of a Samurai warrior. When it comes to the Banking industry, Artificial Intelligence has brought a revolution and it has completely changed the outlook of the Banking industry be it 24/7 customer services, data analysis, process automation, etc. As the Banking industry is dynamic in nature so there is a constant need for reskilling and upskilling for the organisation's workforce. The AI-driven workforce is the need of the hour for the emerging Banking industry where AI is playing a crucial role in transaction monitoring, business development, and catering to the needs of the customers around the clock. HR's role has become far more important and crucial than ever as AI is continuously proving itself to be one of the most cost-effective tools in the Banking industry.

In the current market scenario, technological advancements have eliminated certain jobs but human expertise will always be required to efficiently manage businesses no matter how advanced the technology and AI system becomes. The workforce planning department is vested with the utmost strategic role of workforce assessment, planning/



implementation of reskilling and upskilling for the employees and ensuring the availability of a flexible workforce. The organization as well the employees together must ensure that everyone is equipped with the right set of skills and reskilling of employees must be done at regular intervals to strategically prepare an AI-driven workforce for the organization. An efficient utilization of resources can help save a lot of money for the organization and can exponentially increase the overall productivity by combining AI and human expertise.

The post COVID-19 effects have completely changed the global economy wherein the majority of the organizations have started focussing on extreme cost-cutting measures and reducing the expenditures to the minimum possible level. This has further helped pave the way for automation and AI integration in day-to-day activities and it has become pretty evident that efficient utilization of AI is directly proportional to the expenditure level of an organization. An organization with more advanced and efficient utilization of AI tools will have lesser operational costs and far greater efficiency as compared to the other peers.

Integration of Artificial Intelligence into the workforce requires rigorous planning, training, and implementation. HR plays a very strategic and significant role in the optimization of workforce usage; however, AI is even taking over the job roles of HR professionals as AI has drastically reduced the time taken for analysis of data in comparison to manual analysis done by humans. Thus, everyone must be well prepared and trained for the integration of AI in day to day activities to enable transformation of organization for future AI prospects.

Analysis and identification of training needs is the preliminary step towards the preparation of AI driven workforce for the organization as it has been rightly said that "Need is the mother of invention". All employees, irrespective of the domain they are currently working on must thoroughly analyze and understand the current as well as the future requirements of AI skills in order to prepare themselves in advance.

Employees must develop a learning culture and all employees must be encouraged to learn new skills on continuous basis. Employees must participate in online as well as offline training sessions on a regular basis. Some dedicated training and skill development programs on specialized domains must be introduced and such programs should be made mandatory for the employees. Incentive programs must also be introduced

by the respective organizations for some highly valuable skill development programs. It is of utmost importance that a lifelong learning culture is developed in the organization wherein employees are continuously encouraged to adapt to new skills and keep themselves updated as per the changing scenarios.

In order to thrive in an AI-driven environment, everyone must foster a lifelong learning and growth culture wherein all employees are encouraged to learn new skills throughout their lives to enable continuous improvement. Mentorship and peer learning programs are also an essential component to create a culture of skill sharing wherein employees with expertise in certain skills share their knowledge with their peers for internal development. In terms of employee satisfaction, most of us would agree to the fact that reskilling and upskilling greatly influences the satisfaction level of employees.

In conclusion, just like the CPU (Central Processing Unit) acts as the backbone of a computer system likewise Artificial Intelligence will surely transform to be the backbone of an organization in the near future.

Officer
ZO Gandhinagar

कला कोना



अशिका सिंह तथा युगयांशी सिंह
सुपुत्री श्रीमती उजाला कुमारी
अधिकारी (प्र.का. सीपीपीसी कक्ष)



योगिता राजपूत
सुपुत्री श्री रूप कुमार
राजभाषा अधिकारी (प्र. का. राजभाषा विभाग)



Poetry: The Inner Soul

*For the one's (MAA) who gets short
end.*

I'll give you the cup
With a little bit more.
I'll take the apple
That fell on the floor.
I'll choose the smaller
Cut of steak.
I'll sleep with
One less blanket
If the cold keeps you awake.
I'll put you first
Because you've always been,
The one to get short end.



Piyush Walia
Manager
HO Inspection Department

"Stand"

i absorb pain
i absorb the chill
..with that will, wherever i stand!

i expose ugly
i expose the ill
..with that will, wherever i stand!

i save innocent
i save their kill
..with that will, wherever i stand!

i bless pure
i bless from hill
..with that will, wherever i stand!

i am that what is not
who stands behind, when you trust
a lot



Gurjeet Singh
Manager
HO Inspection Department



Redefining Agri-Finance: Expanding Beyond Kisan Credit Cards"



Pankaj Kumar



Agriculture is one of the most critical sectors for the economies of developing countries, particularly in nations like India, where it plays a pivotal role in ensuring food security and providing employment for a substantial portion of the population. As per estimates, agriculture engages nearly 60% of India's rural population, directly or indirectly. Despite the agricultural sector's critical significance, it remains one of the most underfunded and underdeveloped sectors in terms of financial access.

Farmers, especially small-scale ones, face challenges such as lack of access to finance, high-interest rates from informal lenders, and vulnerability to weather fluctuations. While a large proportion of farmers have relied on the Kisan Credit Card (KCC) for financial support, a closer look at this model reveals that it is no longer enough to meet the diverse and changing needs of modern agriculture.

The KCC scheme, introduced in 1998 by the Indian government, primarily addresses short-term agricultural

needs such as crop production. It provides low-interest loans to farmers to cover the costs of seeds, fertilizers, pesticides, and other crop-related expenditures. Over the years, the scheme has proven to be a lifeline for farmers, offering financial relief during the sowing season. However, the growing complexities of modern agriculture demand a more diversified approach to lending, one that encompasses a broader range of agricultural activities and addresses both short-term and long-term financial needs.

To shift this dynamic, Banks need to move beyond the narrow framework of KCC and develop a more holistic and inclusive model of agricultural lending that includes long-term credit, financing for non-crop activities, risk management, and support for technological advancements.

THE EVOLUTION OF AGRICULTURAL LENDING

Historical Context: The Role of the Kisan Credit Card

The Kisan Credit Card scheme was introduced to address one of the key barriers that farmers face: access to timely and affordable credit. Prior to the KCC, farmers had limited access to formal credit channels, forcing many to depend on informal money lenders who charged exorbitant interest rates. The KCC was designed to replace this informal credit and offer low-interest loans to farmers for crop cultivation, helping to reduce dependence on exploitative sources.

The primary focus of the KCC has been on short-term crop production loans, making it an effective tool for meeting immediate financial needs during the sowing and harvesting seasons. The card also simplifies the credit process by offering



farmers easy access to funds from formal financial institutions such as banks and credit unions.

Despite its success, the KCC scheme has its limitations. The scheme, by design, focuses on the crop production cycle, ignoring other facets of agriculture such as livestock, horticulture, agro-processing, and infrastructure development. While KCC has undoubtedly helped millions of farmers, it has become clear that a more expansive, flexible approach to agricultural lending is necessary to address the sector's diverse needs.

KEY LIMITATIONS OF THE KISAN CREDIT CARD SCHEME

1. Narrow Focus on Crop Production

The Kisan Credit Card primarily addresses the needs of farmers involved in traditional crop farming—mainly paddy, wheat, and other staple crops. However, agriculture today is much more than just crop cultivation. Non-crop activities such as livestock farming, dairy production, fisheries, agro-processing, and horticulture play an increasingly important role in the rural economy. These sectors often face challenges in accessing formal credit, as they fall outside the scope of the KCC.

2. Lack of Long-Term Financing Options

The KCC primarily offers short-term loans to cover immediate agricultural needs, but it does not adequately cater to the long-term investment requirements of farmers. Modern farming demands significant capital for infrastructure development—such as irrigation systems, machinery, cold storage units, and warehouses. These

long-term investments are necessary for improving productivity, ensuring sustainability, and increasing farm income. However, KCC does not provide loans for these larger, capital-intensive projects.

3. Limited Outreach and Penetration

While millions of Kisan Credit Cards have been issued, the penetration of this scheme remains uneven across different regions. Farmers in remote, rural, or underdeveloped areas still struggle to access the benefits of KCC. Additionally, many farmers involved in small-scale or diversified agricultural activities—such

as poultry or organic farming—are not fully integrated into the KCC system.

4. Overdependence on Government Support

The KCC scheme is heavily subsidized by the government, which creates a reliance on government policy for its continued success. This dependency can be problematic, as changes in government priorities or funding could undermine the stability of the scheme. Additionally, the limited flexibility of the KCC structure can stifle innovation in agricultural lending products.

5. High Default Rates and Risk

Despite the low-interest rates and subsidies, farmers are often unable to repay their loans due to external factors such as poor harvests, fluctuating market prices, or natural calamities. This has led to high default rates on agricultural loans and contributed to an increase in non-performing assets (NPAs) in the banking sector.

EXPANDING AGRICULTURAL LENDING: THE WAY FORWARD

The need to move beyond the Kisan Credit Card scheme is clear. As agriculture diversifies and faces new challenges, banks and financial institutions must rethink their approach to agricultural lending. A more comprehensive strategy is required—one that includes financing for non-crop agricultural activities, long-term capital investments, and risk mitigation strategies.

1. Inclusion of Non-Crop Agricultural Activities

Agriculture is no longer confined to crop production alone. Livestock farming, dairy production, aquaculture, and agro-processing are rapidly growing sectors that contribute significantly to the rural economy. However, these areas are often neglected by traditional agricultural lending models.

- ◆ **Livestock and Dairy Farming:** Financing for livestock farmers could cover the purchase of animals, veterinary care, feed, and housing. Loans can be tailored to account for the cyclical nature of livestock farming, where income generation might occur intermittently, such as in the case of milk production or meat processing.
- ◆ **Horticulture and Floriculture:** These sectors require specialized credit products to finance activities like setting up greenhouses, purchasing seeds, and installing irrigation systems. Many farmers engaged in horticulture face challenges in accessing affordable credit, and providing tailored loans for these activities could unlock the full potential of this growing market.
- ◆ **Agro-Processing:** Agro-processing is the value-added segment of the agricultural value chain. Financing agro-processing units, cold storage facilities, and packaging can enable farmers to move from primary production to more profitable downstream activities. This sector has the potential to create jobs, reduce post-harvest losses, and increase farmers' income.

2. Long-Term Financing for Infrastructure

Modern agriculture requires substantial investment in infrastructure, including irrigation systems, mechanization, cold storage, and warehousing. These investments are critical for increasing productivity, ensuring the stability of the food supply chain, and promoting sustainability.

Banks need to offer long-term loans with flexible repayment schedules and lower interest rates for these infrastructure projects. For example, financing can be provided to farmers for setting up drip irrigation systems or purchasing machinery that will increase their efficiency. This type of capital investment, though large, is essential for transforming agriculture into a sustainable, competitive industry.



3. Risk Mitigation and Insurance Products

Agriculture is inherently risky, with farmers exposed to a variety of challenges, including erratic weather patterns, pests, diseases, and fluctuating market prices. To protect farmers from these risks, financial institutions should offer products that help mitigate the impact of these uncertainties.

- ◆ **Crop Insurance:** While the government has launched several crop insurances schemes, the coverage is often insufficient. Expanding the availability of crop insurance, particularly for high-value crops or under-insured regions, would provide farmers with a safety net.
- ◆ **Weather-Based Insurance:** Weather-based insurance can offer protection against specific weather-related events, such as droughts or floods. By utilizing satellite data and weather forecasts, these products can be tailored to individual farmers, offering more targeted protection.
- ◆ **Income Protection Plans:** Income protection plans can help farmers manage periods of low income due to market fluctuations or crop failure. These plans would provide a financial cushion, helping farmers stay afloat during difficult times.

4. Fintech and Digital Lending Solutions

Technology is playing an increasingly important role in agricultural finance. Digital lending platforms, powered by fintech innovations, can help break down barriers to financial inclusion in rural areas. These platforms use data

from mobile phones, sensors, and satellite imagery to assess a farmer's creditworthiness and offer tailored loan products.

Digital platforms can also reduce transaction costs for both farmers and banks, providing farmers with easy access to credit through their mobile phones. Furthermore, data analytics can help banks assess risks more accurately and offer loans to previously underserved segments of the farming community, such as smallholder farmers or those involved in non-crop agricultural activities.

5. Financial Inclusion for Women and Marginalized Communities

Women and marginalized farmers often face additional challenges when accessing agricultural credit. Gender bias, limited access to land titles, and socio-cultural barriers can prevent these groups from benefiting from traditional lending systems.

Banks and financial institutions must develop products that cater to the specific needs of women farmers, tribal communities, and other marginalized groups. These might include offering collateral-free loans, providing loans for women-led cooperatives, and creating awareness about the financial products available to these groups.

THE ROLE OF GOVERNMENT AND POLICY SUPPORT

For these changes to take place, a supportive policy environment is essential. The government can play a critical role in shaping the future of agricultural lending by:



1. Encouraging Public-Private Partnerships:

Collaborations between the government, financial institutions, and the private sector can help create innovative financial products that meet the diverse needs of farmers.

2. Risk-Sharing Mechanisms:

The government can offer risk-sharing mechanisms, such as subsidies or guarantees, to encourage banks to lend to the agricultural sector, especially for high-risk projects or non-crop sectors.

3. Promoting Financial Literacy:

Farmers must be equipped with the knowledge to make informed financial decisions. The government, along with financial institutions, can help enhance financial literacy through targeted programs and initiatives.

4. Regulatory Framework for Digital Lending:

A robust regulatory framework is needed to govern digital lending practices and ensure that these platforms operate transparently and securely. This would protect farmers from predatory lending practices and foster trust in digital financial services.

CONCLUSION: A VISION FOR THE FUTURE OF AGRICULTURAL LENDING

To foster a vibrant, resilient, and sustainable agricultural economy, it is crucial that we move beyond traditional models like the Kisan Credit Card. Expanding agricultural lending requires innovative financial products, a focus on non-crop sectors, long-term financing options, and risk mitigation strategies. By embracing digital solutions, encouraging inclusivity, and supporting government policies, we can create a robust financial ecosystem that empowers farmers to thrive in a rapidly changing world.

The future of agriculture depends on transforming the way we finance it. By shifting the mindset in banking and rethinking agricultural lending, we can ensure that farmers have the tools, resources, and support they need to succeed. Only then we can build a truly inclusive and sustainable agricultural sector that benefits all, from smallholders to large agribusinesses, and fosters long-term growth for the economy as a whole.

Senior Manager
HO Priority Sector Department

विविध गतिविधियां/Miscellaneous Activities



Our Bank sponsored a drawing competition organized by Rotary Club South West Delhi. The event saw an overwhelming response from students across the city. The event was attended by Shri Gopal Krishan, General Manager.



Our Bank has been awarded with an award for 'Sanctioning of Loans under AIF SCHEME within stipulated time frame' at AIF conclave. The award was presented by Shri Samuel Praveen Kumar, Joint secretary, AIF, Govt. Of India & Shri Mohammad Tayyab, IAS, Secretary, Horticulture, Govt of Punjab.



Our bank have signed an MOU with PUNBUS- PUNJAB ROADWAYS which is a state run transport operator in Punjab. The MOU was signed in presence of Shri Chaman Lal Shienhmar, Field Genral Manager (Chandigadh) and Shri Surinder Pal Singh Grover, Deputy Director, PUNBUS along with Shri Rajiv Kumar Gupta IAS, PUNBUS.

Vigilance and Ethics in the Workplace: A Pillar of Success



Tanay Varma

In today's rapidly evolving business environment, the significance of vigilance and ethics cannot be overstated. These two elements are not just cornerstones of a successful organization but also form the foundation upon which sustainable growth, transparency, and trust are built. In an age where corporate scandals and ethical breaches can ruin the reputation of an organization in a matter of moments, the need to embed vigilance and ethics into the DNA of every workplace is paramount.

THE ROLE OF VIGILANCE

Vigilance, in its simplest form, is the act of staying alert, cautious, and mindful of possible risks or unethical practices that may threaten the integrity of an organization. In the workplace, vigilance plays a crucial role in ensuring that employees, managers, and executives adhere to legal regulations, corporate policies, and ethical standards. A vigilant organization actively monitors its operations to detect any deviations from established norms and takes corrective action before these deviations escalate into significant problems.

For instance, the vigilance departments in many public sector enterprises and private firms are tasked with investigating corruption, preventing financial mismanagement, and ensuring compliance with both internal and external policies. Vigilance helps in creating an environment where transparency and accountability are prioritized.

ETHICS: THE MORAL COMPASS

Ethics, on the other hand, refers to the principles that guide individuals and organizations to differentiate between right and wrong. In a professional setting, ethical behavior is crucial for fostering trust among employees, clients, and stakeholders. Ethical behavior includes honesty, integrity, fairness, and respect for others—qualities that are essential for long-term success.



An ethical organization is one where employees are encouraged to raise concerns about unethical behavior, where fair treatment is extended to all, and where every decision is evaluated not just from a business perspective but also from a moral and ethical standpoint. Organizations that prioritize ethical behavior build stronger reputations, attract loyal customers, and create more robust internal cultures, which in turn lead to higher employee satisfaction and retention.

THE INTERSECTION OF VIGILANCE AND ETHICS

While vigilance and ethics can be considered distinct, they are often interdependent. A vigilant workplace naturally supports ethical practices, and vice versa. For example, an organization that has strict monitoring processes in place to detect fraud or mismanagement is also one that is more likely to cultivate ethical behavior among its employees. Likewise, an ethical workforce, when guided by moral values, is more likely to remain vigilant against misconduct and wrongdoing.

Effective vigilance policies often include mechanisms to report unethical behavior (such as whistleblower protections) and thorough auditing systems to detect inconsistencies in financial practices. These systems not only reduce the

chances of unethical behavior going unnoticed but also deter individuals from engaging in such activities in the first place.

LONG-TERM BENEFITS

The long-term benefits of fostering a culture of vigilance and ethics in the workplace are immense. Some of these benefits include:

1. **Enhanced Trust:** When organizations are vigilant about upholding ethical standards, they build trust with their customers, stakeholders, and the public at large. Trust is a key driver of business success, and it is hard to regain once lost.
2. **Improved Decision-Making:** Ethical decision-making leads to more balanced, fair, and sustainable business strategies. Companies that prioritize ethical practices often find themselves making decisions that benefit not just their bottom line but also their communities and society as a whole.
3. **Risk Mitigation:** Vigilance helps organizations identify potential risks early, allowing them to take proactive measures to mitigate those risks. This can help prevent financial losses, legal penalties, and reputational damage.
4. **Higher Employee Morale:** Employees are more likely to feel valued and motivated when they work in an environment where ethical practices are upheld. This can lead to increased job satisfaction, higher productivity, and lower turnover rates.
5. **Sustainable Growth:** Ethical organizations are more likely to experience sustainable growth, as they build long-term relationships based on trust, integrity, and fairness. In contrast, organizations that compromise on ethics may experience short-term gains but are more likely to face significant challenges in the future.



Vigilance, in its simplest form, is the act of staying alert, cautious, and mindful of possible risks or unethical practices that may threaten the integrity of an organization.

VIGILANCE WEEK AND ITS IMPORTANCE

Events like Vigilance Awareness Week, observed annually in various organizations across India, underscore the importance of vigilance in combating corruption and promoting integrity in public life. These events encourage organizations to revisit their ethical practices and strengthen their vigilance frameworks. They provide an opportunity for employees to reflect on their roles in maintaining an ethical workplace and to engage in dialogue about how vigilance can be improved.

During such weeks, many organizations host workshops, seminars, and competitions that focus on ethical dilemmas, the importance of vigilance, and the role each employee plays in creating a corruption-free environment. This not only raises awareness but also fosters a culture of continuous improvement in ethical behavior.

CONCLUSION

In conclusion, vigilance and ethics are not just buzzwords; they are critical pillars that support the long-term health and success of any organization. By cultivating a vigilant and ethically responsible workforce, organizations can mitigate risks, enhance trust, and foster sustainable growth. As we move forward in an increasingly complex and interconnected world, the role of vigilance and ethics will only grow in importance, making it essential for organizations to embed these values into their core.

Ultimately, the question every organization must ask itself is this: Are we building a culture that values vigilance and ethics as the foundation of our success? If the answer is yes, then the organization is well on its way to creating a bright, sustainable, and respected future.

Senior Manager
BO Kriti Nagar, Delhi

Achievements

Our bank received momento from Maharashtra Chief Minister Shri Devendra Fadnavis for being part of SUDHARIT HAM road projects implemented by MSIDC.

Our Bank has been honoured with the "Highest DQI Improvement Award" in the PSU Commercial Segment for FY 2025.



Our Bank has been facilitated with the winner award for creating awareness for MSME and Runner-up-award in Promoting Government Scheme by CIMSME. The award was presented by Honorable Minister of State for Finance Shri Pankaj Choudhary.



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Available

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Bank Accounts