CHAPTER-IV

ORIGIN AND GROWTH OF ANDHRA BANK
"Let us carve our nation with equality as the base, Liberty as the summit and fraternity as the cementing factor"

- Dr. B Pattabhi Sittaramaiah, Freedom fighter & Founder, Andhra Bank

Banking system is playing a major role in Indian economy. Indian Banking system has undergone rapid transformation since Independence. In our country, 14 major banks were nationalised on 19th July, 1969 by the then Prime Minister Smt. Indira Gandhi with the objective of social justice and reaching the poorest of the poor. And again in the year 1980 six more major banks were nationalised. At present, Scheduled commercial banks which includes nationalised banks, and State Bank of India and subsidiary banks in its group, IDBI Bank, Bharathiya Mahila Bank, private and foreign banks are playing a pivotal role in Indian economy. They are extending banking and other related facilities to the people of the country.

Andhra Bank is also one of the Nationalised Bank in our country. Andhra Bank was established in the year 1923, by famous freedom fighter Dr. Bhogaraju Pattabhi Seetharamaiah in Machilipatnam of Andhra Pradesh with a fore-thought that economic freedom should blossom through only organisational proficiency among Indians.

Dr. Pattabhi got the Andhra bank registered on 20th November, 1923. The bank had begun working from 28th November, 1923. Dr. Pattabhi was Director of the Bank from 1923 to 1941 and he assumed office as Managing Director of the Bank from 1923 to 1931 and laid strong foundations to the Bank and its progress. In 1929, Dr. Pattabhi founded yet another bank, The Bharata Lakshmi Bank, which was amalgamated with the Andhra Bank after many years of fruitful service. Dr. Pattabhi founded the Andhra Insurance Company in 1925 and the Hindustan Ideal Insurance Company in 1935. Both were nationalised and amalgamated in to Life Insurance Corporation of India.
Dr. Patabhi was member of the Congress Working Committee for a number of years. He was elected President of National Congress in 1948. Dr. Pattabhi has authored many books of informative and instructive value. He authored 'History of Indian National Congress' which is in two parts. The first part is released in 1936 and second part in 1947. Dr. Pattabhi founded English daily 'Indian Republic'.

Figure 4.1 : Founder of Andhra Bank Dr. B. Pattabhi Seetharamaiah.

Andhra Bank was nationalised in the year 1980. Later the Head Office was shifted from Machilipatnam to Hyderabad, and now it is having its Head Office at Hyderabad. The bank is having 2507 branches all over India as on March, 2015.

LOGO : The logo of Andhra Bank was changed since its inception in 1923 according to time and change in perception of the bank representing its attitude towards public and nation.

Figure 4.2 : Logo of Andhra Bank
The Present LOGO – “TOGETHERNESS IS THE THEME”

- The Symbol of Infinity denotes a Bank that is prepared to do anything, to go to any lengths, for the customer.
- The Blue pointer on the top represents the philosophy of a Bank that is always looking for growth and newer directions.
- The Key hole represents Safety and Security.
- The Chain indicates togetherness.
- The colours Red and Blue denote dynamism and solidarity.

VISION AND MISSION

VISION Statement – “To become a significant player, providing full range of banking services through innovative customer centric products and to maximize stake holder’s value”

MISSION Statement – “To work together towards delivering excellent customer service by leveraging on technology and human resources to attain world class performance standards”

CORPORATE SLOGAN

Nav Shakti - Bank has taken up a Strategic Business Transformation Initiative to rejuvenate the Business Process to meet the ever growing demands of the customers effectively. Bank has taken aboard M/s McKinsey& Company as Management Consultants and the Project Nav Shakti was started in the Month of Feb 2013. As part of the Project a thorough Business Re-engineering of the present processes is taken up to enhance the productivity and also deliver value to the customers. New Generation Branches were designed and two pilot Branches have been rolled out at Hyderabad, steps are being taken to implement the same all over.
India. The New generation Branches are calibrated to give a delightful business experience for customers who visit the Branch. Besides the above SME, Retail Loan factories have been set up to reduce the turnaround time for processing and sanctioning of Loans to customers. Along with these infrastructural changes, staff is being trained in new roles and new marketing systems to increase the market share of the Bank and its products.

THE MILESTONES OF ANDHRA BANK YEARWISE:

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1923</td>
<td>Commenced operations at Machilipatnam</td>
</tr>
<tr>
<td>1943</td>
<td>Attained status of Scheduled Bank</td>
</tr>
<tr>
<td>1964</td>
<td>Opened 100th Branch and attained the status of “A” class Bank</td>
</tr>
<tr>
<td>1964</td>
<td>Amalgamation of Bharat Laxmi Bank with Andhra Bank</td>
</tr>
<tr>
<td>1969</td>
<td>Largest Private Sector Bank in the country</td>
</tr>
<tr>
<td>1969</td>
<td>Bank was entrusted with “Lead Bank” responsibility in five districts</td>
</tr>
<tr>
<td>1976</td>
<td>Bank opened its 500th Branch</td>
</tr>
<tr>
<td>1980</td>
<td>Nationalization of the Bank</td>
</tr>
<tr>
<td>1981</td>
<td>Sponsored the first Regional Rural Bank (Rushikulya Grameena Bank)</td>
</tr>
<tr>
<td>1981</td>
<td>First Bank in India to introduce “Credit Cards”</td>
</tr>
<tr>
<td>1983</td>
<td>Diamond Jubilee Celebrations &amp; surpassed Business of `1750 crore</td>
</tr>
<tr>
<td>1984</td>
<td>Became convenor of “State Level Bankers Committee” in AP State</td>
</tr>
<tr>
<td>1988</td>
<td>Introduced Insurance Linked Savings Deposit Scheme (Abhaya)</td>
</tr>
<tr>
<td>1989</td>
<td>Bank opened its 1000th Branch</td>
</tr>
<tr>
<td>1997</td>
<td>Surpassed `10000 crore mark in Total Business</td>
</tr>
<tr>
<td>1998</td>
<td>First Bank to introduce farmer friendly “Kisan Credit Card” (AB Pattabhi Card)</td>
</tr>
<tr>
<td>2001</td>
<td>Initial Public Offer (IPO)</td>
</tr>
<tr>
<td>2002</td>
<td>Introduction of New Delivery Channel – First Networked ATM</td>
</tr>
</tbody>
</table>

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2003 Achieved 100% “Branch Computerization”
2005 Banking Technology Award by IDRBT
2006 Follow-on Public Offer (FPO)
2006 First Representative Office abroad (Dubai)
2006 Banking Technology Award 2006 for Payment Initiatives from IBA
2006 Conducted BANCON 2006 “Inclusive Growth – A New Challenge”
2007 Ranked 532 among Top 1000 Banks across the Globe
2008 Opened Representative Office at New Jersey, USA
2009 100% implementation of “Core Banking”
2009 Crossed 1 lakh crore Total Business
2009 Entered Joint Venture with “IndiaFirst Life Insurance Company Limited”
2010 Crossed 1000 crore Net Profit
2010 Best Bank Award for “Quality of Assets”, “CAMEL Rating” and “Mid-size” Bank
2010 India International Bank (Malaysia) Bhd – Joint venture with BOB and IOB
2012 RSETI Rajahmundry adjudged as “Best RSETIs” in the country
2012 Crossed “Two Lakh Crore” Business by 31st December 2012
2013 Introduced Strategic Business Transformation Initiatives – NavShakti
2013 Best R-SETI award to ABIRD, Rajahmundry
2014 Bank opened its 2000th Branch
2014 Inspiring Work places Award – Best Star Practitioner (Public Sector)
2014 Special Award for Innovation in ATMs instituted by NPCI
2015 Best Bank (Public Sector) award by Vijayavani-BSFI
2015 Banking Technology Excellence award by IDRBT for use of IT in FI
2015 RSETI Guntur secured 1st prize among all RSETIs in the country
31.12.2015 Crossed Rs.3.00 lac crore business.
Table 4.1: Year-wise Performance of Andhra Bank

(Rs. in Crores)

<table>
<thead>
<tr>
<th>Parameter</th>
<th>March 2012</th>
<th>March 2013</th>
<th>March 2014</th>
<th>March 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deposits</td>
<td>105851</td>
<td>123796</td>
<td>141845</td>
<td>155012</td>
</tr>
<tr>
<td>Advances</td>
<td>84684</td>
<td>100138</td>
<td>110649</td>
<td>129576</td>
</tr>
<tr>
<td>Total Business</td>
<td>190535</td>
<td>223934</td>
<td>252492</td>
<td>284588</td>
</tr>
<tr>
<td>Gross NPA</td>
<td>1798</td>
<td>3794</td>
<td>5857</td>
<td>6872</td>
</tr>
<tr>
<td>% of NPA to advances</td>
<td>2.12</td>
<td>3.71</td>
<td>5.29</td>
<td>5.31</td>
</tr>
<tr>
<td>Net NPA</td>
<td>755</td>
<td>2409</td>
<td>3342</td>
<td>3681</td>
</tr>
<tr>
<td>% of NPA to advances</td>
<td>0.91</td>
<td>2.45</td>
<td>3.11</td>
<td>2.93</td>
</tr>
<tr>
<td>Net Profit</td>
<td>1345</td>
<td>1289</td>
<td>536</td>
<td>638</td>
</tr>
<tr>
<td>Capital</td>
<td>560</td>
<td>560</td>
<td>590</td>
<td>603</td>
</tr>
<tr>
<td>Reserves &amp; surplus</td>
<td>6920</td>
<td>7882</td>
<td>8148</td>
<td>9461</td>
</tr>
<tr>
<td>Dividend %</td>
<td>55</td>
<td>50</td>
<td>11</td>
<td>20</td>
</tr>
<tr>
<td>No. of Branches</td>
<td>1712</td>
<td>1867</td>
<td>2114</td>
<td>2507</td>
</tr>
<tr>
<td>No. of ATMs</td>
<td>1056</td>
<td>1207</td>
<td>1847</td>
<td>2232</td>
</tr>
<tr>
<td>Staff Strength</td>
<td>15099</td>
<td>16523</td>
<td>18725</td>
<td>18525</td>
</tr>
<tr>
<td>Per employee Business</td>
<td>12.61</td>
<td>13.55</td>
<td>13.48</td>
<td>15.36</td>
</tr>
<tr>
<td>CASA %</td>
<td>26.38</td>
<td>25.65</td>
<td>24.80</td>
<td>27.40</td>
</tr>
<tr>
<td>CD Ratio</td>
<td>80.07</td>
<td>80.94</td>
<td>78.00</td>
<td>83.60</td>
</tr>
<tr>
<td>Net Interest Margin</td>
<td>3.67</td>
<td>3.21</td>
<td>2.76</td>
<td>3.00</td>
</tr>
<tr>
<td>Cost to Income Ratio</td>
<td>42.21</td>
<td>42.40</td>
<td>45.56</td>
<td>45.37</td>
</tr>
</tbody>
</table>

Source: Annual Reports of Andhra Bank.
Equity & Reserves

The equity capital of the bank as on 31.03.15 is Rs.603cr, Reserve surplus is Rs.9.461cr and the book value per share of Andhra bank is Rs.153.83 and earning per share is Rs.10.82. The dividend declared as on 31st March, 2015 is 20%. Dividend declined in March, 2014 to 11% from 50% in the year ending March, 2013.

Business of the Bank as on March, 2015

The total Business of the Bank as on 31.03.2015 is Rs.284,588 cr. recording a growth rate of 12.7% (y-o-y). The deposits of the Bank as on 31.03.15 is Rs.155,012cr. with growth rate of 9.3% and advances of Rs.129576 cr. with growth rate of 17.1%. Average business per employee is Rs.13.73 cr. Net Profit as on 31st March, 2015 is Rs.638 crores.

Deposits of the Bank

The share of CASA deposits (current and savings) to total deposits is 27.4%. Current deposits are Rs.9,703 cr (growth rate is 29.5%) and savings deposits at Rs.32,696cr (growth rate is 18.31%) term deposits at Rs.112,610 cr. (growth rate is 5.6%). The share of deposits of Rural and semi urban branches to total deposits is 22.64% and for urban and metro branches it is 77.36%. The cost of deposits is 7.73% and credit deposit ratio is 83.61%.

Loans & Advances of the Bank

The Bank is offering several loans and advances under different schemes to varied category of customers. The Bank has extended loans of Rs.20,432.78cr. to agricultural sector and advances to MSME sector Rs.22,200.44 cr and retail credit is Rs.19,846.12 cr and to large industries it is Rs.65,890.63 cr. The total lending to priority sector is Rs.45,507.52cr. with 40.71% of NBC. Out of which loans to agriculture is Rs.20,432.78cr with 18.28% of NBC. Lending under education loans is Rs.1603.38 cr and lending to housing loans it is Rs.6519.03 cr. Bank has extended financial assistance to 231,032 SHG groups with total exposure of Rs.4,619 crores under SHG-Bank Linkage program.
Credit to Women

The Bank is extending loans to women under different schemes for their empowerment. The total Credit extended to women beneficiaries was at Rs.13,784 cr i.e., 10.63% of net bank credit as against the Reserve Bank norm of 5.00%.

Non Performing Assets

The bank’s gross NPA is 5.31% and net NPA is 2.93% of the total bank credit as at the end of March, 2015.

Profit of the Bank

Net profit of the Bank is Rs.638 cr. as on 31.03.15 with growth rate of 46.6% compared to 31.03.14. The Net profit came down in the year ending March, 2014 to Rs.536 crores from Rs.1289 creors in March, 2013.

Network of Branches

The Bank is expanding like and during 2014-15, it has opened 395 branches and 382 ATMs. Bank is having 4782 delivery channels consisting of 2507 branches, 8 extension counters, 35 satellite offices and 2232 ATMs as on 31.03.2015 spread over 26 states and 3 Union Territories. The classification of branches is given in the below given table.

Table 4.2: Classification of branches according to population as on 31.03.15

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Category</th>
<th>Number</th>
<th>% to Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Rural</td>
<td>722</td>
<td>28.80</td>
</tr>
<tr>
<td>2.</td>
<td>Semi-Urban</td>
<td>690</td>
<td>27.52</td>
</tr>
<tr>
<td>3.</td>
<td>Urban</td>
<td>691</td>
<td>27.56</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>2507</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Apart from regular branches, the bank is having 49 specialised branches which includes SME branches, Special Agricultural finance branches, Agri-hitech branches, specialised housing finance branches, personal banking branches, NRI branches,
Retail credit branches, Corporate finance branches, Overseas branches, Asset recovery management branches etc.

Overseas branches

The bank also has two Representative (overseas) Offices at Dubai (UAE) and New Jersey (USA). The Bank along with Bank of Baroda and Indian Overseas Bank has entered into a tie up for setting up a banking subsidiary in Malaysia, in which the Andhra Bank's stake is 25%.

Staff Strength of the Bank The staff strength has grown from 7585 in 1980 (at the time of nationalisation) to 18525 as on 31.03.15 composing 10,307 officers, 5160 clerks, and 3058 subordinate staff. The number of staff reduced during year ending March, 2015 to 18525 from 18725 in the Year ending March, 14.

Bank's Website

The Bank is maintaining its website www.andhrabank.in in three languages viz., English, Hindi and Telugu for providing information about the bank to public regarding its services and products offered. Information relating to online services like Internet Banking, utility payments, tax payments and other online services are available on the website.

State Level Bankers Committee

The Andhra Bank is the Convenor of State Level Bankers' Committee, Andhra Pradesh in the combined state and is the convenor of SLBC in the new state of Andhra Pradesh. Being the convenor of SLBC, it is also maintaining website of SLBC as www.slbcap.nic.in to communicate with government, member banks and to public.

LEAD Bank Scheme

The main object of the scheme is a planning exercise for providing credit to develop banking in Rural and semi urban areas and extension of credit to neglected areas for balance regional development of district as a unit. Andhra Bank is Convenor of State Level Bankers Committee of Andhra Pradesh since 1984. Andhra
Bank is having Lead Bank responsibilities in six districts viz., Srikakulam, East Godavari, West Godavari and Guntur in Andhra Pradesh and Ganjam and Gajapathi districts in Orissa.

**Regional Rural Bank Sponsored by Bank**

The Bank has one sponsored Regional Rural Bank namely Chaitanya Godavari Grameena Bank located in Guntur (A.P.) covering districts of Guntur, West Godavari and East Godavari.

**Andhra Bank Institute of Rural Development**

To impart need based training for capacity building/entrepreneurial development and for dissemination of knowledge to farmers, SHG Women, rural unemployed youth and artisans, the Bank has started Andhra Bank Rural Development Trust. It is having 11 Rural Self Employment Training Institutes in the states of Andhra Pradesh, Odisha and in Kerala.

**Andhra Bank Kissan Vaani**

Bank has launched Andhra Bank Kisan Vaani, a new facility which provides latest technical information on agriculture and allied activities through ‘Green Sim’ based voice message in association with IFFCO Kissan Sanchar Limited.

**Financial Literacy by Bank**

Bank has established Jana Chaitanya Financial Literacy and Credit counselling trust and running six Financial Literacy Centres in all Lead districts.

**Financial Inclusion & PMJDY**

All the allotted FI Villages to the bank are provided with banking facilities. As at the end of Mar, 2015, 8.67 lakh FI Customer accounts (AB Grama Kranthi Savings Bank) were opened through BC (Business Correspondents).

Hon’ble Prime Minister Sri Narendra Modi initiated the National Mission on Financial inclusion as ‘Pradhan Mantri Jan-Dhan Yojana’. And the scheme was launched on 28.08.2014 with the concept that every house hold should have one bank account. The accounts were provided with Rupay cards which are having in built accidental insurance coverage of Rs.1 lakh and insurance cover of Rs.30,000/- .
Bank has opened 18.21 lac accounts under PMJDY upto 31.03.15. As on March, 2015 the bank has done aadhar seeding of over 51 lakh customers to their accounts.

**Corporate Social Responsibility of the Bank**

Under CSR, the Bank has sanctioned an amount of Rs.50.00 lakhs for building of toilets at select schools in Andhra Pradesh & Telangana. The Bank has supplied Water purifiers to selected schools in the states of Andhra Pradesh and Telengana. The Bank has provided ambulance to Government hospital at Tirupati and has sanctioned other facilities to schools, colleges, hospitals, Red Cross Society etc. The Bank has participated actively in Swatch Bharat Mission, a initiative of Government of India.

**Awards**

During the Year 2014-15, Andhra Bank received “Best Star HR Practitioner” award instituted by Banking Frontiers for Inspiring work places.

**THE PRODUCTS AND SERVICES OF THE BANK**

The Bank is extending several products and services to customers. The products and services of the Bank are like different deposits schemes, insurance schemes, credit to priority sectors and other sectors. In addition to these, the Bank is offering different products and services to the customers.

**Deposit Schemes of the Bank**

Banks have been introducing various innovative deposit schemes to provide value added services to the customers with an objective to retain existing clientele and to expand the base further. Besides extending existing generic deposit products such as Current, Savings, Recurring, Fixed and Kalpataruvu deposits, Bank introduced many new deposit schemes in the recent past. The deposit schemes include regular fixed deposits, savings deposits schemes, current accounts and other insured linked schemes like Jeevana Abhaya savings banks schemes which offer insurance coverage to customers. The bank is offering different schemes suitable to NRI Customers through its overseas branches and designated branches and regular branches.
Deposits schemes other than regular schemes include AB Freedom (Flexi) deposit scheme, AB premium Current account, AB Super Salary SB Account, AB Recurring Deposit Plus account, AB Tax Saver, AB Smart Choice account, Capital Gains Scheme.

Insurance Schemes of the Bank

Insurance linked schemes like Abhaya Savings Banks, ASB Plus, Abhaya Gold SB account, ABG Plus, AB Jeevan Abhaya SB account, ABJ Plus account, ABJ double plus, ABJ Triple Plus, Insured Current accounts, AB Kiddy Bank accounts (Kids Khazana), during the year 2014-15, the Bank has introduced new schemes like AB Teens to children below the age of 18, to inculcate saving and the habit of banking among children.

Special Savings Schemes

Special Savings schemes like SB Diamond, SB Platinum, CD Emerald Plus accounts, Student accounts, Basic Savings Bank Deposits (BSBD) accounts.

PMJDY accounts, Sukanya Samridhi Yojana accounts are introduced during the year 2013-14. Now the Bank is issuing Rupay cards to PMJDY account holders as per guideline of GOI.

Loans & Advances of the Bank

Under the credit portfolio, the bank is extending credit suitable to different segments of the society. Under Priority sector, the bank is extending agriculture loans, SHG-Bank linkage, retail lending, MSME etc. Under the agriculture credit it is extending finance to farmers such as agriculture loans, agrl. gold loans term loans and other loans. It is financing for agriculture allied activities to rural people like poultry, dairy loans. It is extending Term loans for purchase of land, land development and for purchase of agriculture machinery like tractors, tillers etc. Andhra Bank is offering cards to farmers under the name Dr.Pattabhi Agri card scheme. It is offering training to farmers and SHG women through Farmer Training Institutes, ABIRD, RSETTIs.

Retail Credit & MSME

Under the Retail segment bank is financing in schemes like education loans, housing loans, personal loans, vehicle loans, loans against consumer durables, Non-
agricultural gold loans, Loans to Professionals like AB Doctor plus etc. To boost the retail credit segment of the bank, the bank has opened Retail Loan Express centres at major cities.

MSME sector is playing a crucial role in the economic development of our country. The bank is according high priority to this sector. Under MSME, the Bank is extending loans to Micro and Small entrepreneurs in different schemes like ‘Abhivrudhi’ schemes. There are 18 separate MSME Branches to cater the needs of this sector. Some of the MSME schemes are Composite loan scheme, Open cash credit (OCC), Key Cash credit (KCC). SSI loans, loans to artisans, AB Laghu Udyami credit card (AB LUCC), AB Power tools, Credit Guarantee Trust schemes (CGTMSE), Loan to Women Entrepreneurs schemes etc. The Bank is offering Corporate finance to major industrial sectors like power, infrastructure, iron & steel, textiles etc., through project finance and other schemes.

Credit Cards

The Bank is pioneer in introducing credit card in India. It is offering different types of Credit card like AB Master card, AB VISA card, AB VISA Platinum card, AB Master card in tie up with VISA, AB VISA Signature credit card, Corporate cards, Prepaid cards, Gift cards, International Travel Prepaid card, EMV Card etc.

Insurance & Mutual Fund Service

Apart from regular banking products and services, the Bank is offering Insurance service in tie up with India First Life Insurance company. The Bank is also offering Mutual fund service in tie up with UTI MF, SBI Mutual fund, Reliance Mutual fund etc.

The Bank is offering insurance services like AB Arogyadaan (tie up with Good Health Plan Ltd), Bankassurance (Life), Banassurance (Non-Life), Liability Insurance, India First Insurance policies joint venture with Bank of Baroda and Legal & General Group PLC, U.K. Through IFLIC it is offering services like India First Smart save, India first Young India, India first Secure save plan, India first Money back Health Insurance Plan, Abhaya first wealth Pack etc.
IT initiatives of the Bank

Andhra Bank has taken several IT initiatives to improve customer service like Internet Banking Facility, Mobile Banking Facility, AB E collection module for Collection of Income Tax, Collection of fees, customised commercial tax collection module, card less cash deposits at BNA, E-kyc, foreign inward remittance through IMPS, cash recyclers etc. E-Products of the Bank include Any Branch Banking (ABB), Non-personalized Debit card, Rupay card, Cash recycles/Bunch Note Acceptor, BNA, SMS Alerts, AB CUBE, Speed pay, E-Passbook Computer generated cash receipts, Personalized Cheque Books, Tele banking call centre, Toll free number 1800 425 1515, Online opening of SB/RD/Term Deposit accounts, UPSET, service, Missed call to know the balance, AB e-trade, etc.

The Bank is doing excellently well during the journey of 92 years since its establishment in the year 1923. The business of the bank is showing constant growth during all these years. The Bank is showing profit continuously all these years and is declaring dividend to all their shareholders. The Bank is focussing on customers with its customer friendly deposit schemes and financial schemes and other services like insurance, mutual fund etc. The Bank is aiming for Rs.3 lakh crores business from Rs.284,000 cr (as on 31.03.15) and 3000 branches from 2507 branches(as on 31.03.15) by the year end March, 2016. The Bank is excellently performing in credit extended to women beneficiaries under different schemes for empowerment of women. The bank is continuously exceeding the norm of 5.00% fixed by the Reserve Bank of India every year. It is reaching the poor both in rural and urban areas providing loan facility. The Bank is imparting training to women beneficiaries through their Training Institutes and extending loans to them and to see them as gainfully employed. The Bank has achieved Rs.3.00 lakh crore business by 31.12.2015 itself showing constant healthy growth.