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PRESS RELEASE

Photo caption: Chairman and Managing Director, Shri. A.S. Bhattacharya addresses women staff during the launch of “Swashakti”, a programme aimed at empowering women employees of the Bank.

“SWASHAKTI” A WOMEN EMPOWERMENT PROGRAM FROM BANK OF MAHARASHTRA

Bank of Maharashtra, a premier public sector bank has launched a unique programme for empowerment of its women employees, titled “Swashakti”. The first event of the programme was held at its Head Office, Lokmangal, Pune on 11-11-2010.

A lecture on women empowerment was delivered by Smt. Vrushali Ranbhir, lecturer of Wadia College, Pune on the occasion.

Under this scheme, women staff will be empowered through a forum of interaction, exchange of ideas, for drawing inspiration from each other and with effective use of a problem-solving mechanism.

Under the “Swashakti” initiative, a committee is formed at Central Office and Regional Offices comprising a Chairperson, Secretary and three/two members representing all the cadres. The committee at the Central Office, Pune will be the apex body which will guide and monitor activities under the scheme. Talks of luminaries, health check-up, various cultural and awareness programmes, debate competitions etc., will be organized through out the year under the programme.

Bank has observed that even though there is a trend of increasing number of women employees in the service, especially among the new recruits, there is a need for an initiative like “Swashakti”.

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