



बैंक ऑफ महाराष्ट्र  
Bank of Maharashtra  
भारत सरकार का उद्यम  
एक परिवार एक बैंक

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## Bank of Maharashtra pledges to promote 'Clean India'

~Observes 'Swachhta Pakhwada' from January 16-31, 2018~

~Awareness initiatives to inculcate cleanliness in day-to-day lifestyle~

**Pune, January 16, 2018:** The employees of Bank of Maharashtra (BoM) undertook the 'Swachhata Pledge' under the guidance of Shri. R.P. Marathe, MD & CEO, BoM and Executive Directors, Shri. RK Gupta & Shri A.C. Rout

The leadership team urged the employees to keep the bank and its surroundings clean and also educate the customers and people living in the vicinity on the importance of cleanliness. The bank is undertaking various innovative initiatives to make this a success during the *Swachhta Pakhwada* between January 16-31, 2018, under the government initiative - 'Swachh Bharat Abhiyaan.'



*Photo Caption (centre): Shri. R.P. Marathe, MD & CEO taking pledge at Chandrapur Zonal Office*



*Photo Caption(L-R): Bank employees taking Swachhta Pledge under the guidance of Shri. R.K. Gupta, ED and Shri. A.C. Rout, ED, Bank of Maharashtra*

Bank of Maharashtra, one of the leading banks in the state of Maharashtra, plans to create awareness amongst villagers by visiting one village in the vicinity of branch on a Sunday or any public holiday during the fortnight. The Bank's employees will volunteer in carrying out 'Shramdan' activities for promoting cleanliness in the village in true spirit.

"With the largest network in the state of Maharashtra, we believe that it is our responsibility to promote cleanliness and a healthy sustainable environment. Therefore it is essential that the initiatives we undertake should have a long-lasting impression on the people," said Shri. R.P. Marathe, MD & CEO, Bank of Maharashtra.



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“We want to highlight that cleanliness is a state of mind and not just a function of the body. We believe that adopting hygienic practices in our day-to-day lives will help us in promoting a healthy environment for businesses and people at large. Hence we have decided to involve all the resources in our capacity to promote Swacchata Pakhwada,” Shri. RK Gupta, ED , Bank of Maharashtra added.

Speaking on the occasion, Shri. A.C.Rout, ED, Bank of Maharashtra added, “With a strong employee force in the state, we urge our employees to take the ‘Swacchata Pledge’. Our mission is to make our staff the custodians of cleanliness in the state by personally inculcating cleanliness practices in their day-to-day lives. This would inspire people living in the vicinity to adopt clean habits.”

In addition to this, the Bank will be circulating a film across all its branches which would be showcased at villages and semi-urban centers to create awareness about cleanliness amongst the people during the Swacchata *Pakhwada* fortnight. To amplify the importance of cleanliness Bank would be sending messages through outdoor activities viz.display of laminated posters on auto rickshaw.

Notes to Editor:

**About Bank of Maharashtra**

Bank of Maharashtra is a fast expanding government-owned bank, with a network of 1863 branches and 1868 ATMs. The Bank has a customer base of more than 25 million with the state-of-the-art technology in enhancing customer convenience through Internet Banking, Mobile Banking etc.

[www.bankofmaharashtra.in](http://www.bankofmaharashtra.in)