

Dena Bank

The Bank has participated the following activities by the Convener- SLBC, Gujarat and SLBC Union Territory Dadra Nagar Haveli {UT DNH}} to promote the Government's Schemes of PMJDY, PMJJBY, PMSBY, APY, PMMY etc. since 14th August 2014 till date:

Interviews/ Panel discussions on Television Channels participated by the Bank's senior officials, such as Chairman, ED, GM.

Shri K C Chhipa ,Field General Manager (Gujarat), Dena Bank & Convener- SLBC (Gujarat), participated in a panel discussion organized at GIFT City, Gandhinagar during which the discussion held on PMJDY. The programme was held on 22nd May'2015 and it was aired at DD News channel on 23rd May'2015.

Also, to spread the awareness about the benefits of Social Security Schemes amongst the public, Shri V S Khichi, Field General Manager (Gujarat), Dena Bank & Convenor- SLBC (Gujarat) participated in a live Discussion Programme which was telecasted on 17th September 2015 at DD Girnar Channel.

Similarly, Shri H C Jadeja, Dy.Gen.Manager, SLBC (Gujarat) participated in an awareness programme on PMJDY and Social Security Scheme which was telecast on DD Girnar on 03rd August'2015 .

UT DNH have attended 6 interview at local news channels such as S11 and UT NEWS.

Similar promotional activities by the Bank on Radio :

Shri H C Jadeja, Dy.Gen.Manager, SLBC (Gujarat) participated in a programme aired at Aakaashvani radio channel for creating the awareness about PMJDY scheme amongst the public during the month of January-2015.

Any other Public Media like Local Cable Network etc. :

Dena Bank had aired a TV scroll on TV-9 Channel in Gujarat State on PMJDY from 07.12.2014 to 02.01.2015, UT DNH **in three channels scrolling of above schemes is regularly displayed**