



वेबसाइट: [www.bankofbaroda.in](http://www.bankofbaroda.in)

ईमेल [corp.pr@bankofbaroda.com](mailto:corp.pr@bankofbaroda.com)

स्थान/Place: Mumbai

तारीख/Date: 01.10.2023

प्रेसविज्ञप्ति /Press Release

## Bank of Baroda celebrates 'Ek Tareekh Ek Ghanta Ek Saath' as a part of the Swachhata Hi Seva Campaign

*Conducts cleanliness drives in 345 centres across India with active participation by employees*

*Reaffirms the Bank's commitment towards a Cleaner and Garbage-free India*

**Mumbai, 01 October 2023:** Bank of Baroda (Bank), one of India's leading public sector banks, today observed "Ek Tareekh Ek Ghanta Ek Saath" as a part of the **Swachhata Hi Seva campaign** at 345 centres across the country. This mega cleanliness drive was organised under the aegis of the Swachhata Pakhwada initiative (a fortnight for Clean India), which is being observed from 15<sup>th</sup> September to 2<sup>nd</sup> October 2023 and will conclude with the Swachhata Diwas 2023 to commemorate the birth anniversary of Mahatma Gandhiji. The theme of the Swachhata Hi Seva campaign is "Garbage Free India".

On the occasion, the Bank undertook a cleanliness drive in Bandra Kurla Complex in Mumbai, led by Shri Debadatta Chand, Managing Director & Chief Executive Officer of Bank of Baroda along with Shri Ajay K. Khurana, Executive Director, Bank of Baroda and a large number of employees and the general public. In addition, the Bank also organised several cleanliness and sanitation activities across 345 centres in 69 Lead Districts spanning urban and rural India to enhance the cleanliness of their neighbourhoods in alignment with the Swachhata Hi Seva campaign.

**Shri Debadatta Chand, MD & CEO, Bank of Baroda** said, "As a socially responsible corporate entity, the Bank is continuously committed to sustainable growth in harmony with mother nature and is taking several steps towards a cleaner and greener tomorrow. As we remember Mahatma Gandhiji on his Birth Anniversary, the "Ek Tareekh Ek Ghanta Ek Saath" drive saw Barodians in large numbers volunteering to contribute to the cause and achieve the mission of bringing prosperity through cleanliness."

Shri Chand added, "Bank of Baroda also recently launched its "BARODA EARTH – Banking for a Greener Planet" programme, a Green initiative by the Bank in its endeavour to protect, preserve and conserve our environment."

Swachhata Pakhwada is an initiative by the Government of India with the objective of bringing focus on the practices of Swachhata. The year 2023 being the 9th year of the Swachh Bharat Mission, the emphasis is on



a higher order of cleanliness through shramdaan (volunteering) and jan bhagidari (public participation). The cleanliness drive calls upon citizens from all walks of life to join in cleaning of public places like market spaces, railway tracks, water bodies, tourist locations, and religious places, among others.

#### **About Bank of Baroda**

Founded on 20th July, 1908 by Sir Maharaja Sayajirao Gaekwad III, Bank of Baroda is one of the leading commercial banks in India. At 63.97% stake, it is majorly owned by the Government of India. The Bank serves its global customer base of ~165 million through over 70,000 touch points spread across 17 countries in five continents. Through its state-of-the-art digital banking platforms, it provides all banking products and services in a seamless and hassle-free manner. The Bank's bob World mobile app provides customers with a saving, investing, borrowing, and shopping experience, all under one single app. The app also serves non-customers by enabling account opening through video KYC. The Bank's vision matches its diverse clientele base and instils a sense of trust and security. It is moving well in that direction and bob World is a testimony of its roadmap towards Digital Transformation.

- Visit us at [www.bankofbaroda.in](http://www.bankofbaroda.in)
- Facebook <https://www.facebook.com/bankofbaroda/>
- Twitter <https://twitter.com/bankofbaroda>
- Instagram <https://www.instagram.com/officialbankofbaroda/>
- YouTube <https://www.youtube.com/channel/UCdf14FHPLt7omkE9CmyrVHA>
- LinkedIn <https://www.linkedin.com/company/bankofbaroda/>

#### **For media queries, please contact:**

Bank of Baroda: Phiroza Choksi | +91 9820363681 | [corp.pr@bankofbaroda.com](mailto:corp.pr@bankofbaroda.com)

Perfect Relations: Sneha Joshi | +91 9833004482 | [Sneha.Joshi@dentsu.com](mailto:Sneha.Joshi@dentsu.com)