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प्रेस विज्ञप्ति / Press Release

Bank of Baroda to coordinate with DoPPW for transformational reforms in Pensioners' Welfare

*BoB Pension Portal to be integrated with the Integrated Pensioners' Portal of DoPPW
for 'Ease of Living' of pensioners*

Bhopal, March 6, 2023: A Bankers' Awareness Workshop was organized under the auspices of Hon'ble Dr. Jitendra Singh, MoS (PP), by Department of Pension and Pensioners' Welfare (DoPPW), at Bhopal, on 6th March 2023, for officers of Bank of Baroda handling pension related work. Shri V Srinivas, Secretary, DoPPW, Shri Sanjiv Narain Mathur, Additional Secretary, DoPPW, Bank of Baroda's Executive Director Shri Ajay K Khurana and Shri Purshottam, Chief General Manager, Bank of Baroda also graced the occasion.

A team of officers from DoPPW took various sessions on pension policy reforms & digitization of pension related processes related to Central Government pensioners, with the objective of updating the field functionaries of Bank of Baroda. Special sessions were organized on Income Tax matters related to pensioners as well as Digital means of submitting the Annual Life Certificates. Causes for pensioner's grievances were analyzed and measures were suggested for ensuring non-recurrence of the same.

Hon'ble Dr. Jitendra Singh, MoS (PP), felicitated pensioners who attended the workshop. He interacted with the participants and stressed the need for adopting digitization for pension related processes and submission of Digital Life Certificates to enhance Ease of Living of pensioners. He underlined the importance of adopting procedures to ensure that pensioners do not face any inconvenience for which integration of Banks' Pension Portals with the Integrated Pensioners' Portal would be a big step ahead.

Shri. Ajay K Khurana, Executive Director, Bank of Baroda, while addressing the audience at the workshop said, "Pensioners are our most valuable customers and Bank of Baroda is committed to provide the best customer service to them and recognize the valuable contribution made by pensioners in building our nation. Currently we have a dedicated team at the Bank's Centralised Pension Payment Centre (CPPC), which is monitored by a nodal officer. Bank of Baroda's CPPC handles over two lakh pensioners."

Discussions were held for linking of Integrated Pension Portal developed by DoPPW with the existing portals of BOB to provide seamless services to pensioners. Awareness of field officials and pensioners is of utmost importance to ensure implementation and usage of the benefits of Government of India's welfare measures. The importance and benefits of Digital Life Certificate and Face Authentication technology were discussed with a view to provide widespread publicity to the same as these would be a game changer for pensioners and banks in submission of life certificates. The Awareness Workshop served as a huge capacity building exercise for bank officials.

This workshop was the first such Awareness Workshop for Central Pension Processing Centers and field functionaries handling pension related work in Bank of Baroda. Some pensioners drawing pension from BOB also attended the workshop for an interactive session with DoPPW and BOB. It is expected that through these workshops, the objective of enhancing 'Ease of Living' of pensioners will be achieved to a great extent. On similar lines, awareness workshops will be conducted in collaboration with other Pension Disbursing Banks in the year 2023-24.



Detailed feedback was taken from bank officers on various policy issues to make proactive changes to ensure “Ease of Living” for pensioners. More than 60 officers from CPPC and pension dealing branches of BOB were awarded Certificate of Participation during the valediction ceremony.

Bank of Baroda has taken a number of initiatives for the benefit of the Bank’s senior citizen customers/pensioners. These include:

1. Pension Saarthi
2. Video Based Life Certificate
3. Face Authentication for Life Certificate submission
4. Doorstep Banking Services
5. Senior Citizen Lounge - PRERNA
6. bob World Gold app in 13 languages

Bank of Baroda has 11 dedicated senior citizen lounges called “PRERNA” in 3 cities - Chandigarh, Delhi & Bhopal. The lounges are equipped with Reading Material (Books/Newspaper), a television, computer and coffee machine. Senior citizen customers of the Bank can simply walk in & complete their banking requirements in a comfortable environment with a dedicated Relationship Manager.

The Bank has also launched the bob World Gold mobile app, which is available in 13 languages and is designed especially for seniors and the elderly. Bob World Gold brings the essential, frequently used services and favourite transactions of senior citizens upfront such that they are conveniently available and easily accessible on the home screen. These include services such as deposit renewal, savings accounts, health services/ pharmacy search etc.

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 over 150 million through over 46,000 touchpoints 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 recently launched 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 instills 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.

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