

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

RAJYA SABHA
UNSTARRED QUESTION No.481
TO BE ANSWERED ON THE 29/11/2024

BHARAT CAMPAIGN

481. SHRI NARHARI AMIN:

Will the Minister of AGRICULTURE AND FARMERS WELFARE be pleased to state :

- (a) Whether Government has launched Banks Heraldng Accelerated Rural & Agriculture Transformation (BHARAT) campaign to create a competitive environment among banks and credit lending institutions to provide timely credit for agriculture infrastructure projects;
- (b) If so, the benefits that will accrue to the agriculture sector from this scheme; and
- (c) the details thereof?

ANSWER

MINISTER OF STATE FOR AGRICULTURE AND FARMERS WELFARE
(SHRI RAMNATH THAKUR)

(a) to (c) : Yes, Sir. In order to address the existing infrastructure gaps and mobilize investment in agriculture infrastructure, Agriculture Infrastructure Fund (AIF) scheme was launched in 2020 with an objective to mobilize a medium – long-term debt financing facility for investment in viable projects for post-harvest management Infrastructure and community farming assets through incentives and financial support. The scheme envisages provision of Rs. 1 Lakh Crore by banks and financial institutions as loans with interest subvention of 3% per annum and credit guarantee coverage under Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) for loans up to Rs. 2 Crores. As on 19.11.2024, Rs. 51239 Crores have been sanctioned for 83763 projects under AIF. These sanctioned projects have mobilized an investment of Rs 84357 Crores in agriculture sector.

A new campaign named 'BHARAT' (Banks Heraldng Accelerated Rural & Agriculture Transformation) was launched by the Government under Agriculture Infrastructure Fund Scheme to provide maximum benefits to the people and to create a competitive spirit among the Banks and lending institutions to mobilize agriculture infrastructure projects loan at a faster pace. This was a month long campaign from 15th

July 2023 to 31st August 2023. During the Campaign, Banks were requested to achieve the targets considering the potential for agri infra projects from time to time and the response of the banks was encouraging. Top performing Banks under different categories i.e. commercial Banks in public and private Sector, Regional Rural Banks, Small Finance Banks (SFBs), Non-Banking Financial Companies (NBFCs) and cooperative Banks were selected at the end of the Campaign and their special contribution was recognized. The Campaign was launched on 12th July, 2023 which was attended by more than 100 Banking Executives. The daily performance under the campaign was shared among all the Banks through messages at the closing of business hours of Banks every day. These daily updates generated much enthusiasm and competitive spirit among the banks and lending institutions to perform and exceed their targets. The Ministry had regular interactions with the Bank Executives through various modes of communication in between with a view to review the performance under the campaign and to persuade the slow movers and non-starters to perform.

During the campaign, an aggregated amount of Rs 4858 Crores loan was sanctioned by various Banks with the creation of 5347 infrastructure units involving an aggregate investment of Rs 8149 Crores in different parts of the country.
