



NBP and MNSUAM sign MOC

A Memorandum of Cooperation (MOC) has been signed virtually between National Bank of Pakistan (NBP) and Muhammad Nawaz Shareef University of Agriculture, Multan (MNSUAM) for collaboration between the two organizations to promote agriculture entrepreneurship and capacity building.

NBP and MNSUAM will cooperate to benefit agriculture focused enterprise development besides identifying and carrying out joint marketing activities for awareness of the farming community. Such activities may include NBP participation in seminars, exhibitions and farmers programs for awareness of Bank's financing products. Areas of focus will include hydroponics, tunnel farming, high efficient water management, establishment of ultra-high density mango orchards, agricultural machinery, modern dairy and poultry farming, honey and by-products, and mushroom production etc.

MNSUAM is among the top agriculture universities in Pakistan and is committed to contribute towards providing innovative ideas for food security and building a knowledge based economy through intellectual and social transformations.

NBP is Pakistan's largest public sector commercial bank, providing a diverse range of products and services to the agriculture sector. The Bank is taking initiatives for increasing market penetration and growth in the priority sectors of the economy by developing and strengthening value chains between producers, processors, exporters and financial institutions. The Inclusive Development Group (IDG) within NBP is leading these initiatives and is engaged in focusing on financial inclusion of underserved sectors that have significant business potential.

(230 words)

