

250.000 Books to 2.500 Villages!

“100.000 books to 1.000 villages” project implemented last year within the framework of Agricultural Mobilization and with the collaboration of the Republic of Turkey Ministry of Agriculture and Rural Affairs continues by growing ever more this year too. Within “250.000 books to 2.500 villages” project, book delivery was made in Burdur.

With its financial support to the sector as the private bank that provides highest amount of credit for the agricultural sector for the last 3 years and its objective to contribute to the Turkish agriculture with consultancy services for informing producers and raising awareness, **DenizBank** continues to be on the agricultural producers' side with new products and services. With the great interest received from producers, Ministry of Agriculture and Rural Affairs and DenizBank that decided to extend the scope of the “100.000 books to 1.000 villages” project, which is a first in Turkey and to take “150.000 more books to 1.500 more villages” will have contributed to more conscious and efficient production thanks to books of 100 different agricultural production content for producers by providing “**250.000 Books to 2500 villages**”.

A press conference was held for new book deliveries at Burdur Provincial Directorate of Agriculture on 19 January 2011. At the conference where books were delivered by Adnan Aykın, DenizBank Mediterranean Regional Manager; were also present Kadir Güven, Burdur Provincial Director of Agriculture; Neşe Sevinç, Farmers Training Branch Manager; Volkan Konuk, DenizBank SME and Agricultural Banking Mediterranean Regional Sales Manager; Mesut Saraç, DenizBank Burdur Branch Manager; Fatih Çaldemir, DenizBank Agricultural Banking Mediterranean Regional Officer; county directors of agriculture, agricultural advisors and headmen of villages where books would be distributed.

"We contribute to raising awareness of farmers"

During the statement related to the campaign that they realize within the social responsibility approach, Aykın, DenizBank Mediterranean Regional Manager underlined that they provide not only financial support to agriculture but also social life of producers and try to contribute to raising awareness of producers to ensure more efficient production. Aykın continued: "We aim at contributing to developing and raising awareness of Turkish farmers through intensive activities conducted to develop agricultural sector, our innovative products and social responsibility projects. Among our targets are to take good quality service with DenizBank difference to investors and producers through customer representatives, most of whom are agricultural engineers."