

# 'Saral' for SMEs

'Saral' may remind you of the single-page tax filing form for a common man. But for Union Bank of India, Saral has a different connotation.

It has come out with 'SME Saral' concept where the bank is attempting to remove various barriers related to the approach towards SME (small and medium enterprise) sector, including reducing the turnaround time.

This is being taken up as a part of project "Nav Nirman".

Mr Nair said: "Here we have a totally different approach. We picked up around 250 credit officers with a batch having 30 30 and trained them for four months. We placed them in 130 branches. These branches are located in SME clusters."

The move also aimed at breaking various tiers

between these SME branches and the top management. "This process will happen post-March. We call it SME Saral. In some cases, we are planning to provide videoconferencing facility to some of the these branches," he said.

Even the executive directors and general managers of the bank are attending SME camps in various places, he said.