



Bank deposit mo, protektado!

MESSAGE



The Philippine Deposit Insurance Corporation (PDIC) supports the efforts of the Rural Bankers Association of the Philippines (RBAP) in providing easier access to formal financial services even in far-flung communities, thus making banking far-reaching and more relevant to a greater number of Filipinos.

In the past seven decades, rural banks have played a vital role in countryside development - offering depositors a safe and secure place to save their money, which ultimately contributes towards economic growth. Even in times of great uncertainty, such as at the outset of the ongoing health crisis, rural banks continued to deliver essential financial services to stakeholders. The rural banking sector's focus on constant innovation, customer-friendly financial products, and expanded and convenient delivery channels, proved crucial in ensuring a seamless customer experience.

The Rural Banking Consciousness Week is a timely reminder to all of us of the importance of rural banks in promoting financial inclusion and catalyzing economic productivity in the countryside.

Depositor confidence in rural banks remains strong. PDIC will continue to work together with RBAP in ensuring a sound banking system and heightening depositor protection.

Congratulations to RBAP on its 70 years of service to the rural communities!


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