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Spearheading a 'no tobacco' campaign, Rajkot People's Cooperative Bank (RPCB) has enforced a policy that discourages tobacco usage.

"As a policy, we charge one per cent higher interest from loan seekers who happen to consume tobacco," the founder Chairman of RPCB, Mr Shamji Khut, told PTI. "The bank's board has passed a resolution to this effect two and a half years ago, and since then it is in force," he said.

"Till now only one customer has refused to take loan from us stating that he could not quit tobacco chewing even if we charged two per cent more," Mr Khut said.

The bank in Rajkot district of Gujarat, since its inception over a decade ago, has a clause that empowers the management to terminate the services of employees who are found indulging in any kind of tobacco consumption.

"The bank does not recruit any person, who has any kind of tobacco addiction," Mr Khut said.