

## **Pashudhan Sanjeevani Helpline '1962' provides much needed lifeline to cattle and livestock owners in Madhya Pradesh**

***Over 66,000 farmers called helpline for veterinary services, lives of 48,323 livestock in critical condition saved during lockdown***

**Indore/Jabalpur/Gwalior, September 10, 2020:** Department of Animal Husbandry, Govt. of Madhya Pradesh and Bharat Financial Inclusion Ltd. (BFIL), a 100% subsidiary of IndusInd Bank continue to provide services through 'PASHU DHAN SANJEEVANI-1962' initiative across the state including red zones, even as the lockdown makes it challenging for farmers to provide medical aid to their livestock.

The 'PASHU DHAN SANJEEVANI-1962' initiative has made available quality veterinary services, AI and Vaccination at the doorstep of the farmer, with just a single phone call. In these unprecedented times, the initiative has helped over **66000** farmers, treated **68,306** livestock and saved the lives of **48,323** livestock who were in a critical condition, since the Covid-19 outbreak and lockdown.

"PASHU DHAN SANJEEVANI-1962 is a one in a kind initiative in the country. Madhya Pradesh is the only state in the country to have this kind of service delivery at wider scale. The results achieved in Madhya Pradesh under the project has encouraged other state Govt's like Maharashtra, Rajasthan, Chhattisgarh etc. to study and adopt the MP model in their respective state" said, **Dr. RK Rokde, Director, Dept. of Animal Husbandry, Govt. of Madhya Pradesh.**

"Through PASHU DHAN SANJEEVANI-1962, BFIL enables doorstep delivery of livestock healthcare for rural farmers, led by qualified veterinarians and technology. During the lockdown, we received over 2000 calls every day and our mission has been to serve each of the affected farmers. The partnership with the Madhya Pradesh Government and support provided by all officials involved has been exemplary and it has led to the successful roll out of this unique initiative across the state" said, **Srinivas Reddy Vudumula, Chief People Officer, BFIL.**

IndusInd Bank's subsidiary Bharat Financial Inclusion Ltd has been running a veterinary care helpline 1962 - Pashudhan Sanjeevani, in collaboration with the Madhya Pradesh Government since 2018. The Company has developed a Mobile App and other IT implementation tools for the initiative. It also supports funding to run a 50-seater call-centre at Bhopal to manage the whole initiative. Till date

Pashudhan Sanjeevani-1962 has helped 6.1 lakh farmers, treated over **7.63 lakh** livestock and saved lives of over 4 lakh livestock.

**About Bharat Financial Inclusion Limited:**

Bharat Financial Inclusion Limited is a 100% subsidiary of IndusInd Bank Limited with presence across 23 states covering 1,20,000 villages. The states include: Karnataka, Maharashtra, Odisha, Madhya Pradesh, Bihar, Uttar Pradesh, Rajasthan, Uttaranchal, Haryana, West Bengal, Jharkhand, Chhattisgarh, Kerala, Punjab, Himachal Pradesh, Delhi, Assam, Tripura, Gujarat and Tamil Nadu.

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