



BHARAT
Financial Inclusion Ltd
Prayaas se pragati

(Formerly known as 'SKS Microfinance Limited')

Head Office: 3rd Floor, My Home Tycoon, Block A, 6-3-1192, Kundanbagh
Begumpet, Hyderabad - 500 016, Telangana, India T: +91 40 4452 6000
F: +91 40 4452 6001; info@bfil.co.in | www.bfil.co.in

Corporate Identity Number: L65999MH2003PLC250504

Registered Office: Unit No. 410, Madhava, Bandra-Kurla Complex
Bandra (East), Mumbai - 400 051, Maharashtra, India T: +91 22 2659 2375

Madhya Pradesh Government launches 'Pashu Dhan Sanjeevani - 1962', an innovative animal healthcare initiative, in association with Bharat Financial Inclusion Limited

Farmers can now dial 1962, the toll-free helpline for a range of veterinary services at their door-step. Phase-wise expansion to cover all districts of Madhya Pradesh by 15th August 2018.

Bhopal, March 20, 2018: The Madhya Pradesh Animal Husbandry Department signed an MoU (Memorandum of Understanding) with Bharat Financial Inclusion Limited to roll out the animal healthcare services programme 'Pashu Dhan Sanjeevani - 1962' in the State on March 20, 2018.

The MoU was signed in presence of Shri Antar Singh Arya, Honourable Minister Govt. of Madhya Pradesh, Animal Husbandry and Shri Ajit Kesari, Principal Secretary, Animal Husbandry Department. MoU was signed by Dr. R K Rokde, Director, Animal Husbandry and Shri M R Rao, CEO & MD, BFIL. Shri Geoff Woolley, Independent Director and Shri Srinivas Reddy Vudmula, Chief People Officer were also present at the signing ceremony.

Post the signing ceremony, the signatories met Shri Shivraj Singh Chauhan, Honourable Chief Minister of Madhya Pradesh and updated him about the good response received for the pilot project in two districts. The Chief Minister has directed the Animal Husbandry Department to roll out the programme in all districts of the state by August 15, 2018.

'Pashu Dhan Sanjeevani – 1962' is the first of its kind initiative by any State Government in the country. Animal owners can now avail a range of veterinary services by dialling the toll-free helpline number 1962. Veterinary services including emergency treatment, on-demand artificial insemination, vaccination and deworming will now be provided at the door-step of farmers. The service will help farmers immensely as they used to face difficulty in bringing cattle to the treatment centres.

The IT ecosystem for the initiative has been developed by Bharat Financial Inclusion Limited. The service delivery process will be enabled and monitored through the 'Bharat Sanjeevani' software and a mobile app specially developed for doctors, veterinary field officers and artificial insemination technicians.

The announcement follows the success of a pilot which was launched in 945 villages in Obadullah Gunj and Badi of Raisen district besides Kannod and Bagli of Dewas district in February this year. As many as 300 cattle suffering from critical ailments had been saved and 1,000 animals had been treated for various ailments. The State Government has decided to expand the 'Pashu Dhan Sanjeevani -1962' programme to other districts in the state in phases starting April 2018.

The 'Pashu Dhan Sanjeevani – 1962' empowers farmers across the state as they will now have real-time access to quality healthcare services for their animals. A 24x7 call centre bridges distances and acts as the central command centre for providing the services.



BHARAT
Financial Inclusion Ltd

Prayaas se pragati

(Formerly known as 'SKS Microfinance Limited')

Head Office: 3rd Floor, My Home Tycoon, Block A, 6-3-1192, Kundanbagh Begumpet, Hyderabad - 500 016, Telangana, India T: +91 40 4452 6000 F: +91 40 4452 6001; info@bfil.co.in | www.bfil.co.in

Corporate Identity Number: L65999MH2003PLC250504

Registered Office: Unit No. 410, Madhava, Bandra-Kurla Complex Bandra (East), Mumbai - 400 051, Maharashtra, India T: +91 22 2659 2375

A team of doctors and veterinary assistants will provide tele consultation or schedule a visit based on the severity of the cattle's health condition.

Speaking at the launch event, Shri Antar Singh Arya, Honourable Minister for Animal Husbandry, Madhya Pradesh, said, "Madhya Pradesh has always been a leader in using technology for the welfare of its citizens. Pashu Dhan Sanjeevani – 1962 will make it easy for every livestock owner of Madhya Pradesh to benefit from door step veterinary care and treatment services."

Shri Ajit Kesari, Principal Secretary, Animal Husbandry Department, Government of Madhya Pradesh, said, "Leveraging our partnership with Bharat Financial Inclusion Limited, we are now able to provide on-call veterinary consultancy or assign a veterinary doctor or field officer to attend to the ailing animal at the earliest. We are the first state to launch on-demand artificial insemination, vaccination and deworming services. We wish to build more services with the help of Bharat Financial Inclusion Limited, and deploy them soon."

"Bharat Financial Inclusion Limited appreciates the pioneering step taken by the Madhya Pradesh Government in providing door-step services in the much-needed area of animal care. Over 60 million rural households are dependent on livestock for their livelihood. Our endeavour is to support the State Government in providing real-time, quality veterinary care in order to restore the health of animals and avoid casualties," said Shri Vudumula Srinivas Reddy, Chief People's Officer and CSR Head, Bharat Financial Inclusion Limited.

Bharat Financial Inclusion Limited runs a similar programme in the neighbouring Jharkhand with the guidance of Jharkhand Milk Federation. "Our door-step emergency response service has been operational in Jharkhand since 2016, and has been immensely successful. The programme now covers over 1,429 villages in 11 districts of Jharkhand. So far 2.9 lakh cattle have been treated and 14,544 critically ill cattle lives have been saved, benefitting 84,325 farmers," said Shri. Vudumula.

About Bharat Financial Inclusion Limited

Bharat Financial Inclusion Limited is among the largest microfinance companies in India with presence across 16 states covering 1,00,000 villages. The states include: Karnataka, Maharashtra, Odisha, Madhya Pradesh, Bihar, Uttar Pradesh, Rajasthan, Uttaranchal, Haryana, West Bengal, Jharkhand, Chhattisgarh, Kerala, Punjab, Himachal Pradesh and Delhi. The Company's mission is to provide financial services to the economically weaker sections.

For further details, contact: J S Sai/ +91 9849199455/ sai@bfil.co.in