

Press release

Bharat Financial Inclusion Limited launches door-step veterinary care services in Hazaribagh in association with Jharkhand Milk Federation

'Bharat Sanjeevani' services are now available in 11 of the 24 districts of Jharkhand. Cattle owners dial toll-free helpline number 18002002016 for a range of veterinary care services.

Hazaribagh, May 5, 2018: Bharat Financial Inclusion Limited, in association with the Jharkhand Milk Federation, today launched its 16th 'Pashu Seva Kendra' in Hazaribagh as part of its Corporate Social Responsibility initiative 'Bharat Sanjeevani'.

With today's launch, 'Bharat Sanjeevani' veterinary care services are now available in 11 of the 24 districts of Jharkhand.

'Bharat Sanjeevani' has been offering veterinary care services in Jharkhand since April, 2015 benefiting 85,000 farmers across 1,431 villages in 10 districts of Jharkhand including Ranchi, Lohardanga, Latehar, Garwha, Palamu, Ramgarh, Giridih, Chatra, Deoghar, and Koderma.

The Hazaribagh centre will provide services in a radius of 30 kilometres. Cattle owners have been availing a range of veterinary services by dialling the toll-free helpline number 18002002016. The veterinary services, including emergency treatment, vaccination and deworming, are being provided at the door-step of farmers. Medicines and treatment services are provided free of cost. However, farmers have to pay Rs.100 as visiting charges.

"We are delighted to launch the 16th centre of 'Pashu Seva Kendra' in Hazaribagh," said **Dr. Punita Kumar Sinha, Independent Director, Bharat Financial Inclusion Limited**. "Our teams have so far treated 2.95 lakh cattle and saved nearly 15,000 cattle lives. Our door-step, 24x7 veterinary care services have been widely appreciated across Jharkhand."

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

'Bharat Sanjeevani' has been leveraging technology to provide real-time access to quality veterinary care services. With a 24x7 call centre acting as the central command centre, 'Bharat Sanjeevani' relies on a team of 50 doctors and veterinary assistants to offer a range of veterinary services. The service delivery process is being monitored through the 'Bharat Sanjeevani' software and a mobile app specially developed by Bharat Financial Inclusion Limited.

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.



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