

Press Release

BFIL's CSR initiative 'Sanjeevani' bags National CSR Award instituted by Government of India

- *Awarded the Corporate CSR Award for CSR in Challenging Circumstances (East) for 2019 by Ministry of Corporate Affairs (Govt. of India)*
- *Sanjeevani the unique and pioneering CSR initiative provides livestock emergency care at the doorstep of rural farmers*



Hon'ble President of India, Shri. Ram Nath Kovind presenting the 'Corporate CSR Award for CSR in Challenging Circumstances' to Shri. M R Rao, CEO & MD and Shri. Srinivas Reddy Vudumula, Chief People Officer & Head-CSR, BFIL at Vigyan Bhawan in New Delhi

New Delhi, October 29, 2019: Bharat Financial Inclusion Limited's (BFIL's) pioneering CSR initiative 'Sanjeevani' was awarded Corporate CSR Award for 'CSR in Challenging Circumstances (East) 2019'. Instituted by the Ministry of Corporate Affairs, the National CSR Award (NCSRA) recognizes corporate social responsibility (CSR) initiatives that perpetuate inclusive growth and sustainable development. The Award is presented to companies that have made a transformative impact on society. Honourable President of India, Mr. Ram Nath Kovind, presented the award to Mr. M R Rao, CEO & MD, BFIL and

Shri. Srinivas Reddy Vudumula, Chief People Officer & Head-CSR, BFIL at an august ceremony held at Vigyan Bhavan in New Delhi today.

'Sanjeevani' the unique and indigenous CSR initiative provides livestock care at the doorstep of rural farmers. The 'Doctor-at-doorstep' approach uses a first of its kind mobile app-based platform where any farmer can call a toll-free number and avail qualified services for livestock treatment, emergency care, vaccination, AI and nutrition within a stipulated timeframe. The integrated IT platform and the mobile app used by doctors and veterinary staff helps in timely and diligent services.

The search to support livestock owners and related livelihood incomes lead to birth of this initiative. It addresses the core issue of lack of quality & timely care, significantly impacting income and possible loss of life.

Commenting on the occasion, **Mr. M R Rao, CEO & MD, BFIL**, said, "We are extremely honoured to receive this award. National CSR Awards (NCSRA) has always been a torchbearer in recognising CSR initiatives that have made a positive social impact. This award reinforces our continuous commitment to support the livelihoods in rural India; and beyond just providing credit.

BFIL has operations in 1.2 lakh villages across 20 states in India. Our experience of working with people in rural India and understanding their needs helped conceive Sanjeevani.

Established in 2016, Sanjeevani has served 8 lakh farmers and 9.15 lakh cattle in Jharkhand, Madhya Pradesh and Uttar Pradesh across 71 districts. We are hopeful of extending the program to other states in India."

Livestock is an integral part of most of the rural Indian households, and most often a source of livelihood too. In the times of distress, livestock can help bring additional income. However, in case of livestock illness, farmers bear huge cost burden on transporting cattle for treatment. Also, the dependency on local quacks leaves the farmers helpless.

"Sanjeevani is akin to the 108 ambulance service, the difference being it is for the livestock in rural areas. At nominal charges, Sanjeevani has brought immense relief to farmers as they would otherwise spend huge amount on livestock treatment that too by non-qualified caregivers. Our team travels with the essential medicines and equipment to provide complete care at their door-step. We take the opportunity to thank the Department of Animal Husbandry - Jharkhand, Madhya Pradesh and Uttar Pradesh; Jharkhand Milk Federation (JMF) and National Dairy Development Board (NDDB) for their guidance and support." said **Mr. Srinivas Reddy Vudumula, Chief People Officer & Head-CSR, BFIL**.

About Bharat Financial Inclusion Limited

Bharat Financial Inclusion Limited is a 100% subsidiary of IndusInd Bank Limited with presence across 20 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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