

Media Release

Bharat Financial Inclusion Limited launches 1962 toll free number for any help related to Livestock in Rajasthan

Jaipur, 09 October 2024: Bharat Financial Inclusion Limited (a 100% subsidiary of IndusInd Bank Limited) today announced the launch of Rajasthan state level call center – ‘1962’ under the Bharat Sanjeevani initiative. The state level call center is a joint initiative by the Government of Rajasthan, IndusInd Bank Limited (IBL) and Bharat Financial Inclusion Limited (BFIL). This innovative initiative aims to provide doorstep veterinary services, artificial insemination, and animal husbandry information to livestock farmers across the state.

The project will cover livestock in more than 45,000 villages in all the blocks of Rajasthan by deploying 536 Mobile Veterinary Units (MVUs). The establishment of the centralised state level call center at Jaipur will be synergised with the door-step delivery of veterinary services. By dialling the toll-free number - 1962 the livestock farmers can connect with veterinary experts and request service.

The call centre was launched in the presence of Shri Joraram Kumawat, Honourable Minister, Department of Animal Husbandry, Dairy, Gopalan and Devsthan, Government of Rajasthan; Shri Jawahar Singh Bedam, Honourable Minister of State, Department of Home, Animal Husbandry, Dairy, Gopalan and Fisheries, Government of Rajasthan; Dr. Samit Sharma, IAS, Secretary, Department of Animal Husbandry, Government of Rajasthan; Dr. Bhawani Singh Rathore, Director, Department of Animal Husbandry, Government of Rajasthan and Mr. Kishore Sambasivam, Chief People Officer & Head of CSR, BFIL.

Shri Joraram Kumawat, during his speech stated, *“We are thankful to BFIL and IndusInd Bank for the CSR support. This initiative will improve the livelihoods of farmers by providing timely healthcare services to their livestock. The state-level call center 1962 is expected to enhance livestock productivity and contribute to the overall development of the agricultural sector in Rajasthan.”*

Mr. J Sridharan, Executive Vice Chairman, Bharat Financial Inclusion Limited, said, *“We are pleased to financially support the establishment and operation of the call center and software for the MVUs. While the Government of Rajasthan will deploy MVUs to facilitate field team movement, BFIL will deploy IT infrastructure inclusive of CRM and android applications, track vehicles and staff the call center, ensuring smooth communication between farmers and veterinarians. Steadfast on our commitment to serve the underserved communities, we aim to enhance the income potential of farmers in Rajasthan through the Bharat Sanjeevani initiative.”*

Building on the momentum of the Memorandum of Understanding (MOU) signed by BFIL & IBL with the Animal Husbandry Department of the Government of Rajasthan, efforts were directed towards the establishment of the state level call center. This call center supports the

Mobile Veterinary Units, a crucial initiative under the Livestock Health and Disease Control Programme launched by the Government of India. Today's launch marks the successful culmination of BFIL, IBL and Govt. of Rajasthan efforts to operationalize the call center, a significant milestone in our collaborative endeavors to enhance veterinary care and disease control in Rajasthan.

About Bharat Financial Inclusion Ltd.

Bharat Financial Inclusion Limited (BFIL) is a wholly owned subsidiary of IndusInd Bank Limited (IBL) and as a Business Correspondent of IBL, offers innovative and accessible micro-banking solutions to the underserved. BFIL operates in 23 states through 3,620 branches, covering over 1.57 lakh villages and facilitates small-value loans and financial products to women in Joint Lending/ Liability Group. The Company promotes financial inclusion by offering a range of banking services, including microfinance loans, loans to merchants under the Bharat Super Shop and Bharat Money Store programmes, liability products and remittances. For the tenth consecutive year, BFIL has been recognized by Great Place To Work® among India's top 100 Best Workplaces. Additionally, the Ministry of Corporate Affairs (Government of India) honoured the company's flagship CSR programme, Bharat Sanjeevani, with the National CSR Award for 'CSR in Challenging Circumstances-East.'

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