

Corporate Social Responsibility

(26th CSR & ESG Committee Meeting)



BECAUSE OPPORTUNITY BELONGS TO ALL

Highlights: Q4

Shwethdharma*

- **Economic Empowerment of Women Entrepreneurs**
 - **Gram Sakhis earned Rs. 34.4 Lakhs** as incentives in Q4 alone
 - Highest individual earning: **Rs. 16,132** (Jan '25), reflecting strong performance and motivation
 - With Rs. **4.5 Cr** earned in Q4 and Rs. **11.84 Cr** in FY 2024–25, Shwethdharma achieved an **97% year-on-year growth—1.5x** higher than last Q4—indicating stronger market traction and consistent revenue generation across the year
- **Grassroots Visibility & Awareness**
 - **315 wall paintings** were completed across program villages in Q4—strategically designed and placed to drive local visibility, reinforce recall and build strong village-level branding
 - The **Shwethdharma Rath** was launched as a mobile branding and awareness unit, travelling across all operational villages to disseminate key program messages, showcase services, and engage communities
- **Strengthening Farmer Outreach & Services**
 - **6,147 calls** received via Toll-Free Numbers in Rajasthan and MP, supporting farmers with AI scheduling, input queries & grievance redressal
 - **290 Cattle Camps** held in Q4, offering on-the-spot veterinary care & promoting scientific animal husbandry practices
 - **6,363 Trainings** conducted for farmers & FPC members—enhancing knowledge on nutrition, health, breed improvement & enterprise management

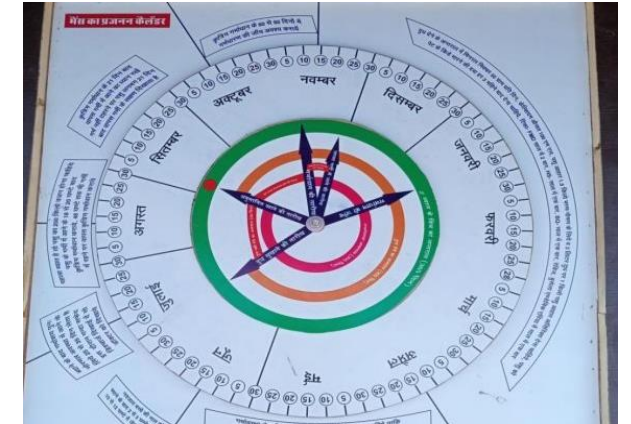
*Please note , FY 2025-26 is the last year of this program



Shwethdharma Rath and wall paintings amplify awareness, build local identity, and take our message to the doorstep of every farmer

Shwethdhara

- **Innovation in Dairy Management**
 - Launched **Pregnancy Calendar**—boosting awareness on reproduction cycles & improving AI outcomes
 - **27,078 Artificial Inseminations** in Q4; FY 24–25 Total: **59,848**, Lifetime: **1.68 Lakhs**
 - Introduction of **Conventional Sorted Semen**, increasing breed efficiency
- **FPC Strengthening & Ownership by Women**
 - **6,023 new shareholders onboarded in Q4** (All women)
 - **Total Women Shareholders:** 14,218 across 4 FPCs
 - Share Capital Raised: **Rs. 17.63 Lakhs in Q4**, **Rs. 27.83 Lakhs total**
 - **5,322 Share Certificates** distributed
- **Gender Inclusion Milestone**
 - From an initial 5% female representation, the Shwethdhara program now proudly includes **45 women employees out of 108**, making up **42% of the workforce**.
- **Convergence & Government Schemes**
 - **7,327 Farmers** registered under Mangla Pashu Bima Yojna
 - **275 Farmers** linked to Kisan Credit Card through Government Veterinary Dept
 - **100 Cattle Camps** organized in convergence with Government Vet department



A pregnancy calendar empowers farmers with stage-wise guidance on animal care, making reproduction cycles clearer and improving livestock outcomes through informed decisions



The FIRST IMPACT Team hands over share certificates to women shareholders at Jovita FPC, Ratlam, Madhya Pradesh

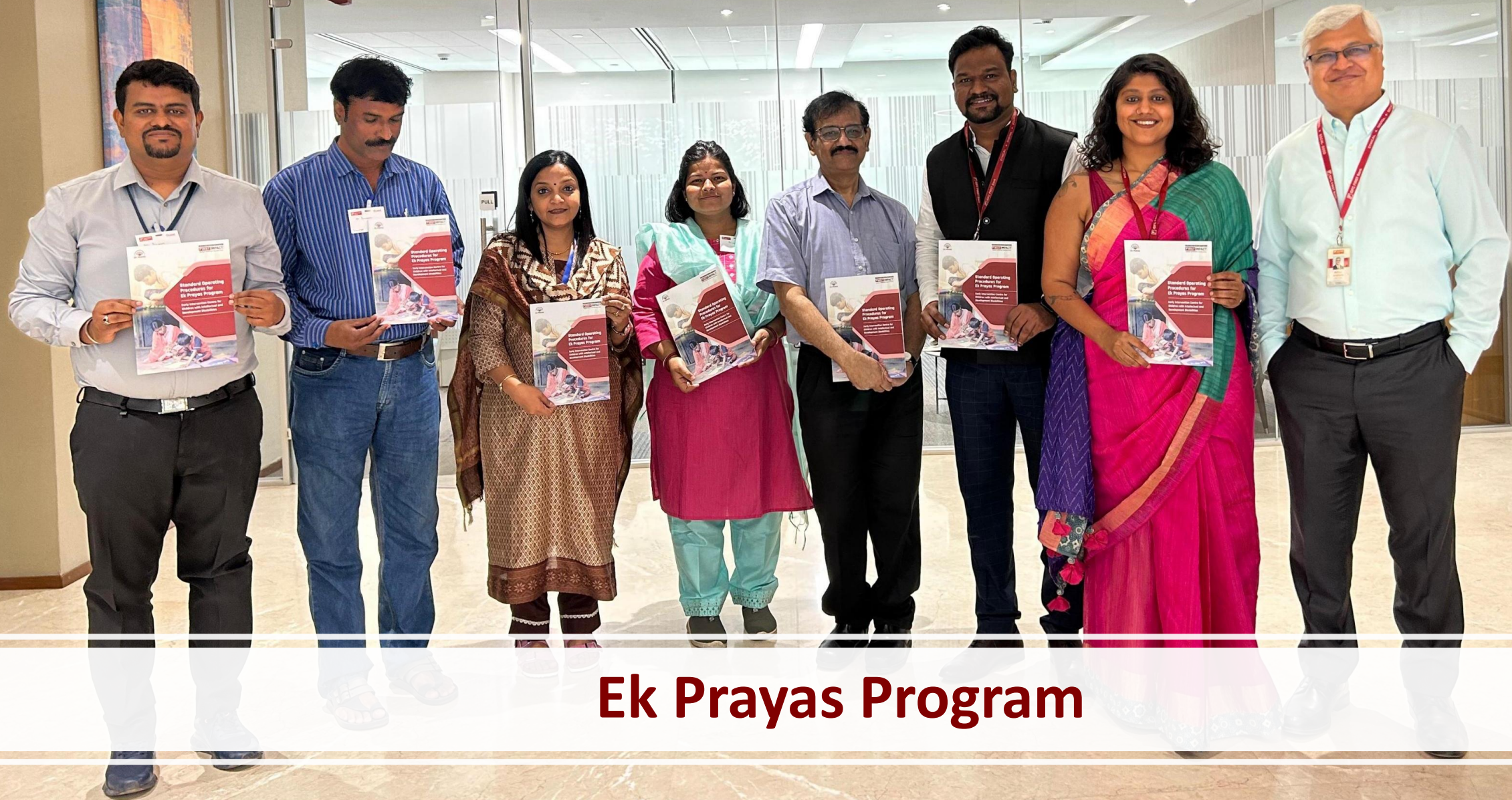
Good Governance

- **Co-Creation of a Scalable Program Architecture** - Strategically designed Shwetdhara's multi-layered model, integrating animal health, breed improvement, entrepreneurship, and institutional development under one umbrella
- **Establishing Governance Structures for Women-Led FPCs** - Facilitated onboarding of 14,218 women shareholders and supported formation of FPC Boards with robust compliance, equity, and transparency frameworks
- **Institutionalizing Monitoring, Reviews & Peer Learning** - Conducted monthly, quarterly partner reviews, over 35 impact visits, and five structured peer learning sessions, ensuring continuous improvement and cross-learning
- **Enabling Financial Discipline & Co-Funding Mindset** - Embedded quarterly unaudited and annual audited financial reporting practices while initiating a long-term co-donor strategy for FPC sustainability
- **Catalyzing Sectoral Conversations** - Positioned Shwetdhara as a case study in inclusive rural development, engaging stakeholders like IRMA

MBA Conclave 3.0

- The **FIRST IMPACT** Team conducted **MBA Conclave 3.0** on **15th Feb 2025**
- **MD & CEO Mr. V. Vaidyanathan** interacted with **103 MBA Scholars** present during the event
- **Panel discussion** was conducted on topic – **Beyond Classroom skills needed for MBA Graduates**
- Panel was headed by **Mr. Avik Sarkar, Mr. Ashish Pancholi, Ms. Rachana Iyer, Ms. Neetu Kar & Ms. Rituja Singh**
- Scholars also participated in **team building activity** on theme of **Growth strategy**





Ek Prayas Program

Ek Prayas Program

Program outreach and Ek Prayas Centers development

- Enrolled **280 children** across **7** different Ek Prayas centres. which is 160% of the overall target.
- Established **4 new centres**, totaling **7 active centres** in Karnataka, West Bengal, Uttar Pradesh, and Delhi.
- Completed **infrastructure development** for **3 centres**.
- Inaugurated the **Purulia center** in **February 2025**.

Parent and Community Engagement

- Trained **280 parents** on **therapies** and **life skills**.
- **Established a tailoring unit** at the Gadag Ek Prayas center, **supporting 5 women** for training who are now **manufacturing jute bags**.
- Reached **250 villages** and **6060 households** to raise awareness about **disabilities**.
- Oriented **203 ASHA, Anganwadi, VRW, and health workers** on **Intellectual Disabilities (ID)** and **Autism Syndrome**.

Good Governance and Program Structuring

- Designed and developed **SOPs** and **Facilitator Modules** for the program.
- Inaugurated the **Ek Prayas Program SOP** during the **Leadership meeting** conducted at **Head Office BKC**.

Ek Prayas Program

Organizational Development (OD)

- Covered **12 topics**, dedicating **1230 hours** to **training and mentorship**.
- A total of 41 sessions have been done for Organization development training.

Fundraising

- NGO partners raised **Rs. 2,20,81,238/-** from **individual** and **corporate donors**.
- BDT raised **Rs. 1.49 crore** through the **Azim Premji Foundation** for **Laxmeshwar** and **Ron centers**.

Volunteer Activities

- Conducted **5 LAS activities** with **50 employee volunteers**, engaging **223 participants** in **financial literacy, TLM preparation, day celebrations, and outdoor activities**.

Good Governance

- **Completed 26 field visits** for the Ek Prayas and Shwethara programs, including **4 surprise visits** to NGO partners to monitor field operations and implementation processes.
- **Delivered organizational development training and mentorship** to NGO partners on 12 distinct topics, resulting in 41 sessions (both 1:1 and group formats) with a total engagement of 1230 hours. As a result, NGOs have improved and newly prepared various policies and procedures for their organizations.
- **Executed 4 field visits with CSR leadership** for program monitoring and the inauguration of the Ek Prayas center.
- **Facilitated an in-person training session on data management**, led by the First Impact team, to help Ek Prayas staff understand the importance of effective data management.
- **Created a Standard Operating Procedure (SOP)** for the Ek Prayas program to ensure that NGO partners follow a consistent process across all Ek Prayas centers, thereby standardizing the program structure.

IDFC FIRST Bank CSR Initiative

FIRST IMPACT

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FIRST IMPACT Team visited Bakshi ka Talab, Lucknow Ek Prayas center and interacted with Parents.



FIRST IMPACT Team has visited Purulia EK Prayas centre to understand program implementation model

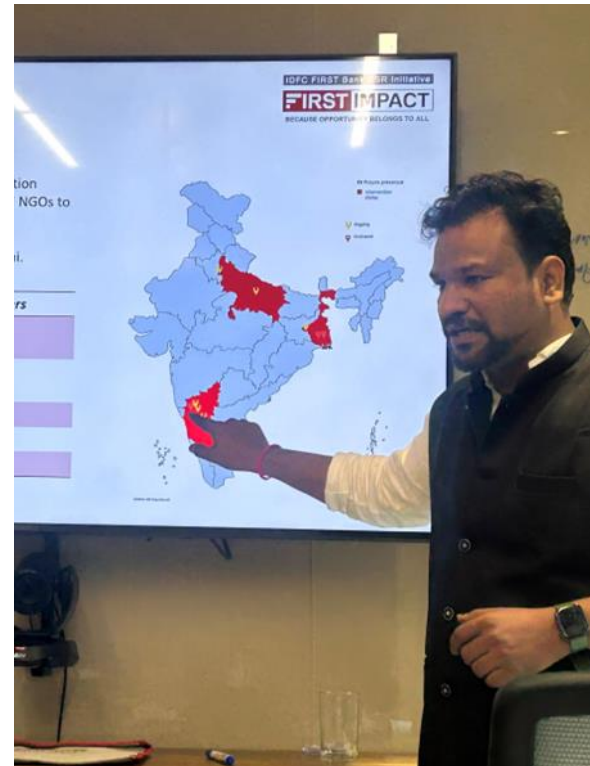
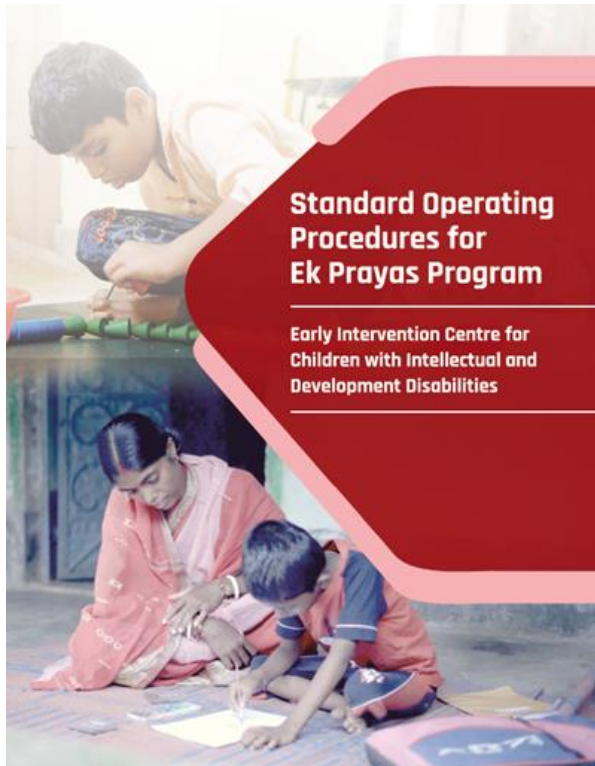
Ek Prayas Center Inauguration

- The **Purulia Ek Prayas Centres** in **West Bengal** was inaugurated on **February 3rd, 2025**.
- Children with **Intellectual Disabilities, Autism, and Down Syndrome** showcased their talents through **dance, quiz competitions, singing, and more**.
- The **FIRST IMPACT Team** conducted home visits to interact with parents and discuss their children's **growth and improvement**.



Ek Prayas SOP and Facilitator Manual Inauguration

- On **February 6th, 2025**, we inaugurated the **Ek Prayas program SOP**.
- We have also created **Facilitator Manuals** for the Ek Prayas program staff which will be in multilingual language.
- We becoming the **first to introduce such manuals in Early Intervention in India**, specifically focusing on children with **Intellectual Disabilities (ID) and Autism**.
- The Facilitator Manual includes **activities**, the **importance of each activity**, **guidelines on providing therapy to children**, and **sample cases to enhance understanding**.





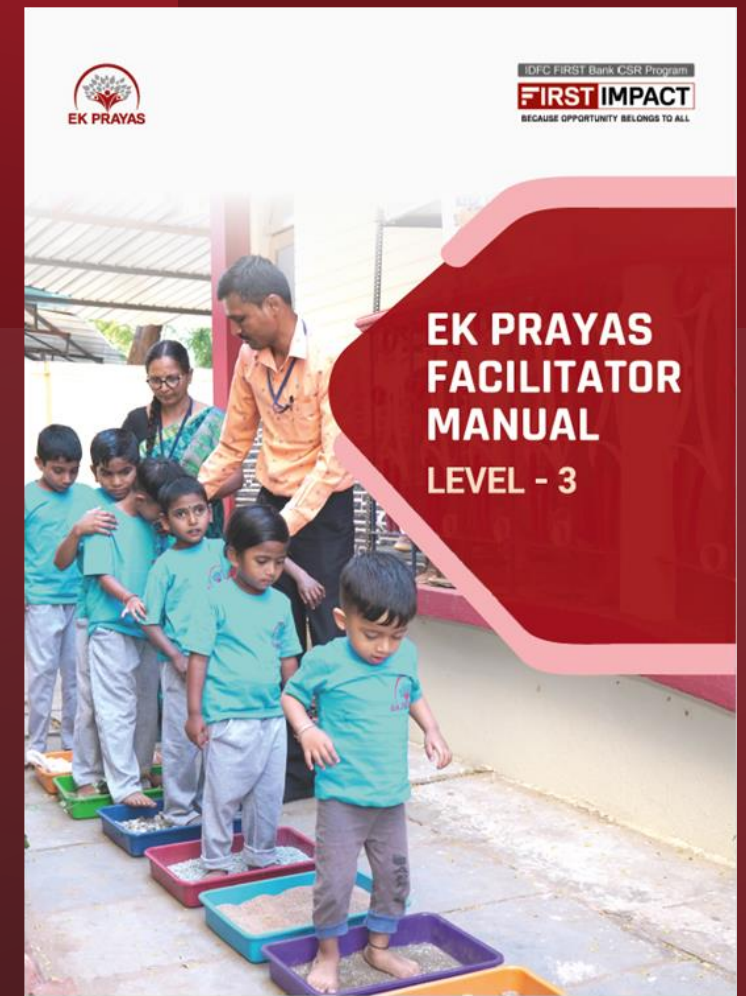
Level 1: Understanding Developmental Disabilities and Supporting Professionals

Covers an overview of developmental disabilities, autism spectrum disorders, the diagnostic process, and facilitator training to build essential skills and inclusive environments.



Level 2: Core curriculum development

Focuses on collaboration between professionals (doctors, therapists, educators), core curriculum development, and structured teaching methods for better support.



Level 3: Strategies for Curriculum Implementation and Classroom Support

Includes Individualized Education Programs (IEPs), communication techniques, behavior management, social skills training, and the use of TLM aids in classroom teaching.

Lend-A-Shoulder Employee Volunteering Program

Overview FY 2024-25

IDFC FIRST Bank CSR Initiative

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Volunteers Participated

16,417

Volunteering Hours

23,848

Individual Impacted

1,39,059



Overview Q4

IDFC FIRST Bank CSR Initiative

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Volunteers Participated

3,639

Volunteering Hours

4,824

Direct Impact

14,937

Indirect Impact

7,010



Q4 Glimpses from the field



Volunteers participating at
Green Desk Making activity



Volunteers at Prabhadevi
Beach for a clean up



Volunteers creating Back to
school kit at Ace Awards



Volunteers in Indore
created Foldscopes

Champions of Social Good Meet FY24-25



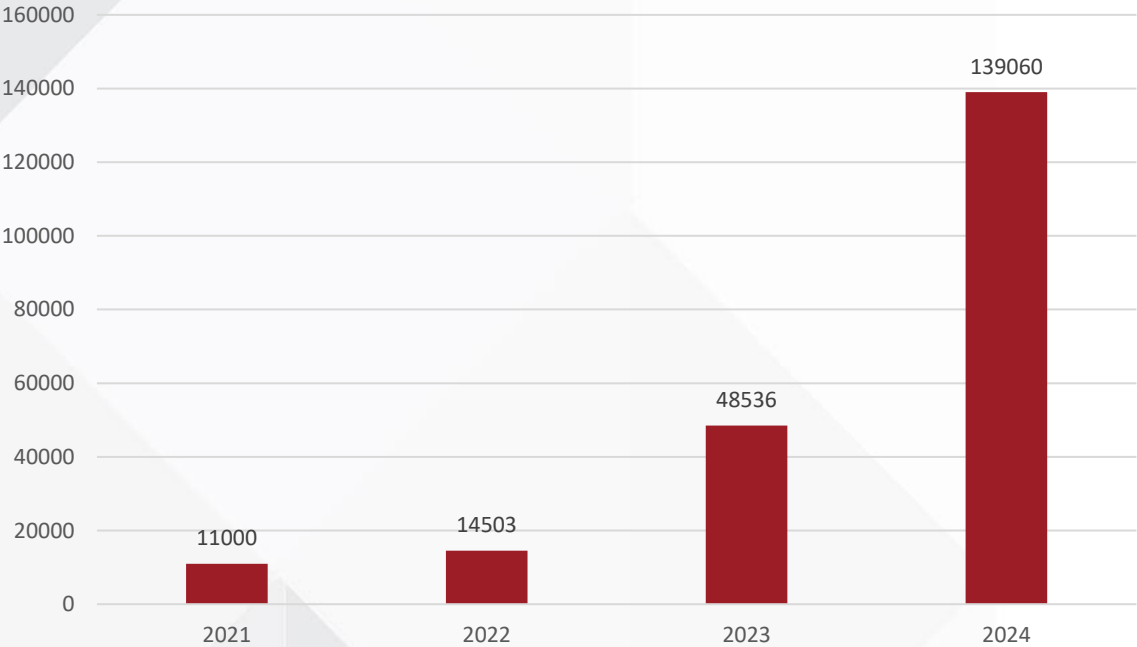
Our champions of Social Good Meet this year witnessed 30 in person champions and 528+ online participants. A mix of Business heads, Goodwill Ambassadors, Volunteers from across various divisions of the Bank were facilitated with categories of awards celebrating their contribution to making IDFC FIRST Bank a Force for Social Good.

YoY Progress

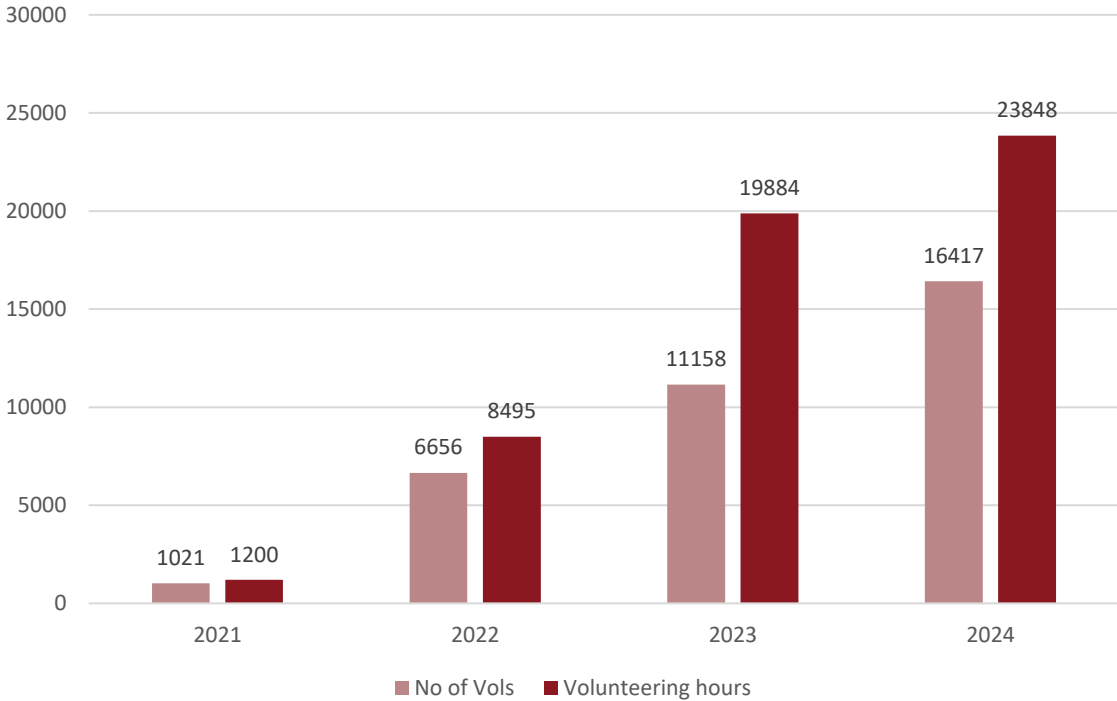


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Impact Count (individuals)



Volunteering



Monitoring Visits by FIRST IMPACT Team



FIRST IMPACT team engaging with the students in a school during the Bengaluru visit



Students and school staff engaging with the assets created by LAS vols during the visit in Bengaluru (up) and Hyderabad (down)



Assets verified during the visit created by LAS volunteers via School painting, Build a science model and Teaching learning material making activity.

