



Q3 Highlights

Corporate Social Responsibility

January 2024



BECAUSE OPPORTUNITY BELONGS TO ALL

Highlights

MBA Scholar Meet

MBA Scholar Meet



Mr. V. Vaidyanathan, MD & CEO , IDFC FIRST Bank , interacting with 94 MBA Scholars invited for 'MBA Scholar Meet' in Mumbai



Left : Mr. Alfred Mendes, Head- Campus Relations giving a talk on internship opportunities at the bank for MBA students



Right : Ms. Rachana Iyer, Head – CSR , leading a panel discussion with Bank Leaders

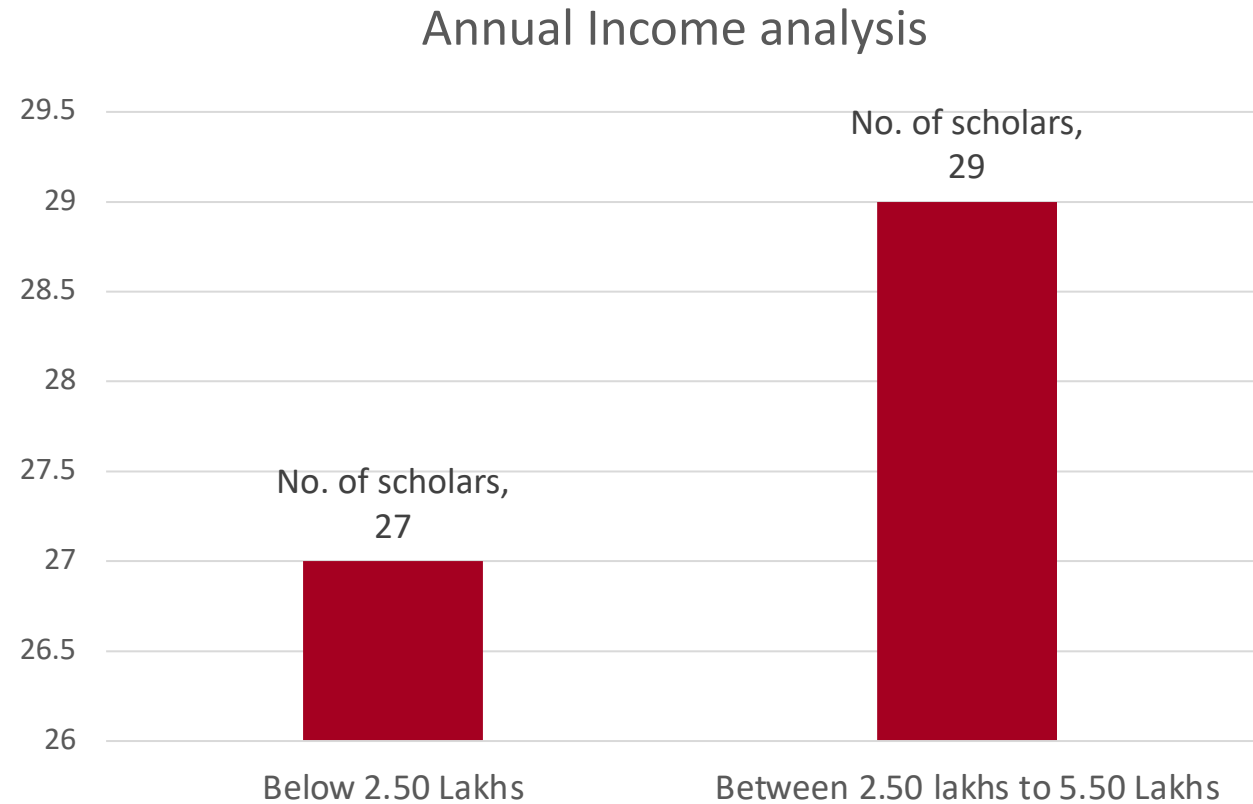
Engineering Scholarship Program

Engineering Scholarship Program

- We launched the Engineering Scholarship Program for the first time at bank
- **56 students** were chosen for the Batch of 2023-27
- 27% are female scholars & 73% are male scholars
- All 56 candidates belong to income bracket of **less than 6 lakhs p.a.**

Sr. No.	Stage	Count of applications
1	No. of Registered Candidates	148
2	Number of Shortlisted candidates	56
3	Number of rejected Candidates	92

Income Bifurcation



Guardian's Occupation

Occupation	No. of Scholars
Farmer	4
Self Employed	7
Small Business Owner	11
Private Sector Employee	12
Unemployed	2
Sales person	3
Others (Cashier, Peon, Electrician etc.)	17
Total	56

Sports Scholarship Program

Program Overview

Focus	Sports training and Education scholarships for female football players
Location	Nashik , Maharashtra
Target Group Count Q3	10 scholars
Implementing Agency	Indian Football Foundation
Target Group Profile	Children in the age group of 13-17 with guardian's occupation such as driver, carpenter, unemployed, house husband etc.

Sports Scholarship Program Updates

- This program has been named as **FIRST Foot Forward**
- The team won **Delhi Senior Women's League Championships**
- The team qualified for **Indian Women's League** to be held in April'24
- The team received **200 sports training sessions** in Q3
- The team played **18 matches** in Q3
- Bank also supports 5 nutritional meals per day for all 10 scholars . A total of **600 meals** were provided in Q3
- We have also partnered with **Apnishala Foundation** , one of our existing partner NGOs to work on development of Child-Safety Framework that will Focus on handling disclosures of cases of bullying, abuse, and conflict & also educating NGO personnel on the framework and key issues like bullying, abuse etc.

IDFC FIRST Bank CSR Initiative

FIRST IMPACT

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Impact Story

Profile (About)	<p>Ruby Themlalnei, a 17-year-old from Churachandpur, Manipur, lives with her parents, three sisters, and a brother, being the second eldest child.</p> <p>Her parents own a small clothing and shoe shop in Churachandpur, which has been closed since the riots that broke out on May 3, 2023.</p>
Before Intervention	<p>During her training with Eastern Sporting Union in Ahmedabad for the Indian Women's League (IWL), the top-tier club competition in Indian Women's Football, 16-year-old Ruby (at the time) received distressing news about the unrest back home. This situation prevented her from reuniting with her family. Amidst these challenges, Ruby participated in the league's semi-final, but her memories from this period are tinged with difficulty rather than celebration.</p> <p>As the riots disrupted regular school and college attendance for her siblings, Ruby, stranded away from home after the IWL, faced concerns about her future. In this uncertain time, Coach Akshay Unni from the Bhaichung Bhutia Football Schools (BBFS) extended an invitation for her to join Garhwal United FC in Delhi. Additionally, with the support of IDFC FIRST Bank, Ruby obtained a scholarship at Barnes School in Nashik, enabling her to continue her education and football training.</p>
After Intervention	<p>Securing admission at Barnes School with the support of IDFC FIRST Bank not only elevates Ruby's football proficiency but also tackles significant academic challenges in her hometown. Benefiting from quality meals and training facilities on campus, Ruby is experiencing accelerated progress. Originally positioned as an attacker, she has honed the versatility to play in any role. Notably, in Garhwal United's triumph in the Football Delhi Women's League, Ruby played a crucial role as a defender, earning recognition as one of the league's standout Right-Backs.</p>

Glimpses of IDFC FIRST Bank Supported Women's Football Team at Delhi Women's Championship



CHAMPIONS

Communications

Campaigns

IDFC FIRST Bank CSR Initiative

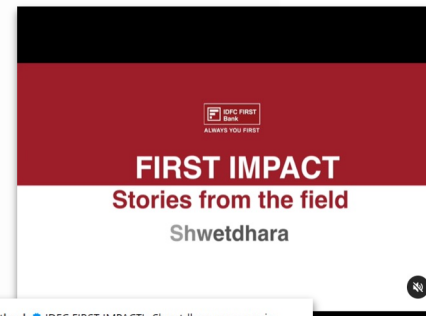
FIRST IMPACT

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Shwethdharma



Stories From The Field



idfcfirstbank • IDFC FIRST IMPACT's Shwethdharma program, in collaboration with @endpoverty.org.in, has transformed the lives of small and marginal dairy farmers in rural Rajasthan over the past five years. The program has significantly boosted income of the farmers by focusing on cattle care and providing essential resources. Roshan Lal Bairwa's success story is just one of many success stories, demonstrating how his milk production and profits soared with Shwethdharma's support. Vinod Kaushik, CEO of End Poverty, highlights how this program is set to expand its impact and aims to empower more farmers in India in the years to come.

#IDFCFIRSTBankCSR #FIRSTIMPACT #Shwethdharma #SocialGood

Edited - 10 w

idfcfirstbank • Nirmala, a dedicated Gram Sakhi, underscores the vital role that FIRST IMPACT's Shwethdharma Program plays among dairy farmers in her community. Her face lights up as she talks about the deep sense of fulfillment and peace her role brings her, as she is instrumental in providing access to quality products and services to other farmers. Through the program, Nirmala, along with other dairy farmers, has gained a broader understanding of milk production and breed development of milch animals, leading to an increased income and enhanced livelihood.

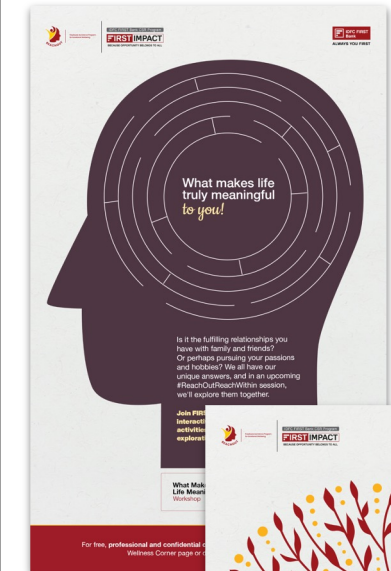
@endpoverty.org.in #IDFCFIRSTBank #AlwaysYouFirst #FIRSTIMPACT #IDFCFIRSTBankCSR #StoriesFromTheField

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Menstrual Hygiene #2



#ReachOutReachWithin



Topical Days

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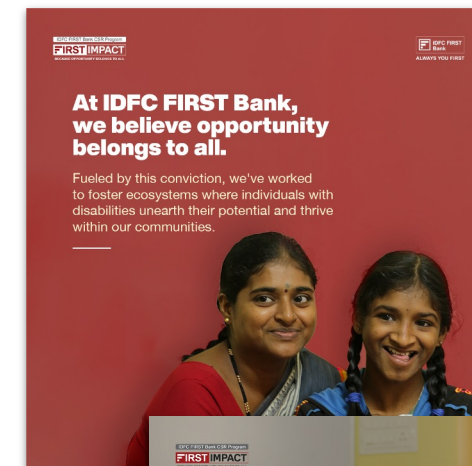
World Mental Health Day



National Milk Day



World Disability Day



Lend-A-Shoulder Employee Volunteering Program

Tree Plantation



Verdant VENTURES

Dear Colleagues,

Our Lend-A-Shoulder volunteers from the Petal Banking Operations team, led by Rahul Jain, added greenery and a breath of fresh air to Mumbai with FIRST IMPACT's most recent tree plantation drive.

Here are some highlights:


- Total saplings planted: **200**
- Enthusiastic volunteers: **156**
- Outcome: **A Greener, healthier Mumbai**

Shoutout to our Goodwill Ambassadors **Charu Srivastava and Ivana Dutta** for their contributions to making the event a success!

[Click here](#) to watch our volunteers in action.

Regards,
Team FIRST IMPACT

Lotus Petal Foundation



Nurturing minds, CONNECTING HEARTS

Dear Colleagues,

We're thrilled to share an inspiring update on a recent Lend-A-Shoulder project at the Lotus Petal Senior Secondary School in Dhulela. **22 dedicated volunteers** had the honour of visiting this inclusive educational facility for **1,200 students**. They engaged in activities that fostered connections including collaborative poster-making sessions that bridged gaps and ignited creativity.

To support students pursuing careers in banking and finance, our volunteers provided invaluable insights on professional conduct. We also celebrated generosity by visiting the Dhan Utsav stalls, Gurgaon, where students' remarkable artwork left a lasting impact.

Regards,
Team FIRST IMPACT

Financial Literacy



To educate IS TO EMPOWER!

Flourishing communities are fueled by financially sound individuals. On November 1, seven colleagues from our Shilong branch volunteered to encourage better monetary decision-making for the **64 students, 4 teachers and parents of Bethany Society** - an organisation that supports rural communities and individuals with disabilities.

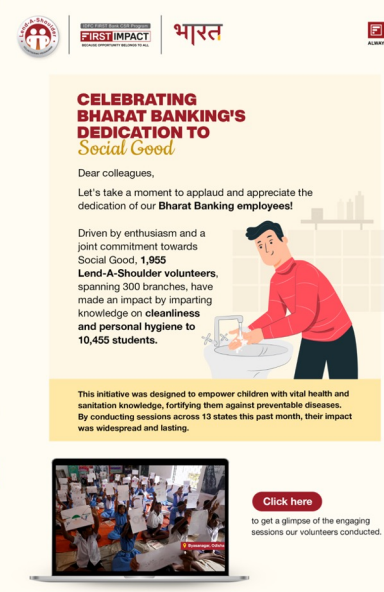
For the students, they conducted sessions on the basics of the **habit of saving and avoiding fraud**, while lessons for adults focused on **investing and budgeting**.

A shoutout to the team for using their expertise for the community's benefit. Special thanks to our Goodwill Ambassador, **Rinku Roy**.

[Click here](#) to watch the highlights of the activity.

Regards,
Team FIRST IMPACT

Sanitation and Well-being



CELEBRATING BHARAT BANKING'S DEDICATION TO Social Good

Dear colleagues,

Let's take a moment to applaud and appreciate the dedication of our **Bharat Banking employees!**

Driven by enthusiasm and a joint commitment towards Social Good, **1,955 Lend-A-Shoulder volunteers**, spanning 300 branches, have made an impact by imparting knowledge on **cleanliness and personal hygiene** to **10,455 students**.

This initiative was designed to empower children with vital health and sanitation knowledge, fortifying them against preventable diseases. By conducting sessions across 13 states this past month, their impact was widespread and lasting.

[Click here](#) to get a glimpse of the engaging sessions our volunteers conducted.

Regards,
Team FIRST IMPACT

Light-making + Diwali



Lights OF CHANGE

Dear Colleagues,

In the true spirit of the festival of lights, our recent Lend-A-Shoulder initiative was a shining success! **87 of our volunteers** from the Wholesale Banking team participated in a heartwarming light-making event, crafting and releasing light decorations. **100 of these** were sold to support and empower the devoted Ashwini women of **Sara Charitable Trust's** tailoring project, known for their beautiful handcrafted products like the **hemp, light, high, utility pouches, and totems**. With the proceeds, we provided them with **later made sewing kits, including a better case, a table, an iron, scissors, and an umbrella**.

The evening session offered to the women to **illuminate their homes** during this Diwali season.

Joyful MOMENTS

Dear Colleagues,


Embracing the festival of light and joy, 30 Lend-A-Shoulder volunteers from the Corporate Real Estate & Services team designed the smiles of 20 young adults from **Om Creation Trust**. Our partnership with the NGO is an effort to support women with intellectual disabilities who are often unable to access mainstream employment, thereby making them financially independent.

Together, our volunteers and the NGO participants were involved in activities such as **flower painting, chocolate and gift wrapping, and cooking**. These items will soon find new homes as buyers can purchase them, enhancing the women's livelihoods.

We extend our gratitude to the Goodwill Ambassadors, **Anamika Nadkarni, Ranakshree Sahi, and Sonam Sawant**, for their contributions to making this event a success.

Regards,
Team FIRST IMPACT

Ek Prayas Program



Program Overview

Focus	Early Intervention for children with Intellectual disability
Location	Karnataka, West Bengal
Target Achieved Q3	130 children
Implementing Agency	Biswa Gauri Charitable Trust
Target Group Profile	Children from age group of 0 to 10



The Ek Prayas program – is cocreated by the IDFC FIRST Bank, that focusses on incubating promising early-state rural NGOs working to provide high-quality special needs services to children with intellectual disabilities.

Support under Ek Prayas Program



Incubated by IDFC
FIRST Bank



6 Ek Prayas Centres
Established



40+ Teachers
trained & mentored
under the Program



Till date 488
children impacted
under the program

Highlights of Q3

- **Infrastructure standardisation** of Ek Prayas Centers across all the 6 locations.
- **On boarded SANKALPA** under EK Prayas program and established one new Center at Davangere, Karnataka.
- **Enrolled 130 children** under the Ek Prayas centers across all 6 locations.
- **Inaugurated Ron & Gagad Ek Prayas centers** in the presence of the IDFC FIRST IMPACT CSR team and BGCT team.
- Conducted in person **technical trainings to with the staff** on Children identification, Appliance and MT kit, Preparation of TLM Kits etc.
- Identified Agency to provide **Organization Development** trainings to the grassroots NGOs.

Milestones Overview

(Ek Prayas Program)

Milestone	Target Q3	Achieved Q3	%Target Achieved	Remarks (if any)
No. of students enrolled	134	130	97.01%	TKS needs to focus on mobilization and enrollment of students in the centers.
Student Attendance	80%	76%	95.00%	TKS average students' attendance is 55% and rest BDTATTI and SANKALA average attendance of children is around 90%
No. of training sessions planned vs achieved	15	16	107%	The focus of training on Teacher Learning Material preparation, Community Engagement
Parents engagements (Home visits & Parents meet at center)	90	162	180%	Most of the them are home visits and Q3 focus is more on mobilisation and sensitisation of activities on field
Ek Prayas center Infra.	6	4	67%	infrastructure development of TKS is still in progress. New site has been identified for Batanagar Center.



Inaugural Ceremony of Ek Prayas Centers at Gadag District, Karnataka



CSR team interacted with the parents on services getting at Ek Prayas centers and challenges face by them to get children at centers



Parents has attended the inaugural ceremony of Ek Prayas center of Ron & Gadag



CSR team has Inaugurated of Ek Prayas canter Ron in 4 Oct'23, Gadag, Karnataka.



Field staff is giving overall infra. Support setup information & its uses to the CSR team



Felicitated with the best parent award at D Ek Prayas center, Gadag, Karnataka on 4th Oct'23



The IDFC #FIRSTIMPACT team visited all the Ek Prayas Centers, Kolkata on 27th Nov'23



LAS activity on Financial Literacy was organized at the Ek Prayas centre in Gadag, Karnataka with a total of 58 participants and 10 volunteers from IDFC FIRST Bank.



Teachers Training was completed at all 6 locations on TLM preparation, community awareness etc.



2 pairs of uniforms have been distributed to the children in all 6 Ek Prayas Centers.



The IDFC #FIRSTIMPACT team visited the Gadag Ek Prayas center on 7th Nov'23 and interacted with parents on transportation, children health support aid issues.

Thank You