



Corporate Social Responsibility Quarter 1 Update



BECAUSE OPPORTUNITY BELONGS TO ALL

Highlights

Focus of the Quarter

MBA Scholarship Program

MBA Scholarship Program

- The MBA Scholarship Program is our **flagship** program, which supports students from low income families with **income is less than six lakh rupees** to pursue two-year full-time management studies at selected colleges in India. We have awarded **979 scholarships** so far.
- We have also incorporated the **CSR committee's feedback** to select profiles based on their family income and guardian's occupation, and to conduct on-ground verification and home visits. Our Risk Containment Unit will conduct home visits for **400 students**, of which **350 will receive scholarships**.
- We also launched **digital promotions** and targeted ads to reach out to students from various backgrounds through which we were able to garner 3590 applications.



Education
opens up doors to
incredible opportunities.

Since 2016, our flagship MBA Scholarship has supported deserving scholars in an endeavour to build future leaders. Our MD, V Vaidyanathan, is a strong advocate for making higher education accessible, here's what he has to say about the Scholarship.



V Vaidyanathan
MD and CEO, IDFC FIRST Bank

Every year, I meet our MBA scholars, and whenever any of them thanks us, I tell them that the best way to show their gratitude would be to become role models, pay it forward, and share their stories with me when they make it in life! I, too, have benefited from the support and guidance of many people in my life. So, I feel privileged to be heading this wonderful bank that sees and supports the untapped potential in these scholars and offers them the opportunity they rightly deserve.

Refer deserving candidates seeking monetary help to our **MBA Scholarship** via the Employee Referral Program.

[Click here](#) Please note: IDFC FIRST Bank employees are not eligible for the scholarship since this is a CSR initiative.

For queries, send us an email at csr@idfcfirstbank.com

School Mental Health Program

School Mental Health Program

- Our CSR team organized a **Focused Group Discussion (FGD)** with **123** English and Marathi medium **students** and **teachers** from **8th to 10th** standard at Janta School in Worli Koliwada.
- The **objective** was to understand mental health **challenges** faced by students and teachers and to develop a program to address these issues.
- In the first round of FGDs, students expressed their concerns about exam stress, anxiety and abuse as well as about relationships.
- In light of the findings, the CSR team has decided to focus on students of 9th and 10th standards, conduct a thorough assessment of their needs, including interacting with their parents and teachers, and then develop a program plan based on the results.



Students filling the questionnaire on School Mental Health Program

Shwetdhara Program

Shwetdhara Program

About Shwetdhara	Shwetdhara is a community program led by women, which aims to generate income for small and marginal farmers by improving cattle breeds and enabling behavioral changes in cattle management practices through intensive training and implementing strong market-led solutions.
Our support	Our support is utilized to set-up and cover cost of our 21 Pashu Vikas Kendras
Number of families	13,348 Rural households enrolled
Pashu Vikas Kendras	21 (9-Madhya Pradesh, 7-Rajasthan, 5-Karnataka)
Number of Gram Sakhis	456 Gram Sakhis serving in 484 villages
FPCs incorporated	2 Farmer Producer Companies in Rajasthan

Shwetdhara Program- Progress update

Artificial Insemination	43,549 Artificial Inseminations provided till date
Household covered	Program reach is 13,348 Households
Cattle treatment	In Q1, 2,191 cattle were treated. In FY 21-22, 8034 cattle were treated, up 21% YOY .
Shwetdhara group trainings	202 Shwetdhara trainings in Q1, 725 trainings in FY 21-22, Total 3,152 trainings
Gram Sakhis enrolled	456 Gram Sakhis
Villages covered	484 Villages
Community meetings	651 community meetings in Q1 Total 2,824 till June 2022
Revenue generated	Total revenue earned Rs. 64,13,902 (2019-22) till date. Revenues started offsetting cost of AITs, Gram Sakhis, PVK rent & maintenance at 6 PVKs formed at the beginning
Program monitoring	37 Weekly, 12 Monthly, 3 Quarterly online reviews by CSR Team , 50 days field visits last year and 22 days field visits in last quarter
Call center	Call center in MP functional supporting PVKs in customer acquisition, Customer feedback on services and products, timely treatment and AI in cattle, average 800 inbound/ outbound calls every month

Shwethdhara Program- FPC Update

FPC incorporated	2 Farmer producer companies incorporated at Rajasthan
AGM	2 Annual general meetings organized and attended by CSR team
Bank accounts	Bank accounts opened for both FPCs and Board members
Capacity building	2 trainings on statutory compliance and 3 trainings on entrepreneurship development executed. Customized training plans and modules on compliance, advanced Excel, business models, marketing, digital and financial literacy for various board members are in progress.
Business activities	Setting up business activities at FPCs. Plan to go live by Oct-Nov 2022
Services	FPCs started providing services such as Artificial insemination, treatments and trainings
Branding	Collateral designing support provided by CSR team for share certificates, FPC logo and service pamphlets
Exposure visit	Exposure visit to Sakhi Mahila Milk Cooperative organized at Alwar Rajasthan and attended by FPC board members and Shwethdhara key staff

Shwethdhara - Data Platform Update



CSR Team with team Synergy connect, **tested APP developed for Veterinary Doctors and AITs** at Pashu Vikas Kendra, Bankhedi MP between 24-27 June 2022



CSR and Synergy connect Team at Rani Pipariya village in MP, **tested APP developed for Gram Sakhis and PVK coordinators** between 24-27 June 2022

Swachh Worli Koliwada Program

Swachh Worli Koliwada Program

About SWK- Aims to create a ZERO WASTE NEIGHBORHOOD in Worli, which will be self-sufficient and well-equipped to handle solid waste. '*My Neighborhood, My Responsibility*' is the theme of the program, which was launched in 2018 and became operational in September 2020. It involves collecting, separating, composting and selling waste to generate revenue, as well as to create awareness in the community in order to achieve behavioral change towards waste management.

- **Objective-** To create awareness and bring about a behavioral change in the community pertaining to solid waste management practices and to encourage the adoption of waste management practices.
- **Progress-** Out of the **9,690** covered under the project, **6,196** households now **segregate their waste**.

Program Partners

IDFC FIRST Bank
Municipal Corporation of Greater Mumbai- MCGM
Stree Mukti Sanghatana

S W A C H H
W O R L I K O L I W A D A



Swachh Worli Koliwada Program

Role of stakeholders		
MCGM - G South ward	IDFC FIRST Bank	Stree Mukti Sanghatana
<ul style="list-style-type: none"> • Help create awareness among residents on waste mgt. • Provided suitable space in the ward for project activities • Provided logistical support for waste transportation • Monitor and coordinate with site teams • Coordination with Local authorities for community support 	<ul style="list-style-type: none"> • Finance the project • Create strategies to achieve project goals • Constant mentorship provided to various stakeholders • Regular program monitoring and evaluation • Technical and capacity building support for SWK team • Volunteering support 	<ul style="list-style-type: none"> • Create awareness among residents on waste mgt. • Collect segregated waste from residents • Implemented the instructions for the goal in accordance with all decisions • Coordination with MCGM authorities • Awareness and capacity building activities of team members • Managing data platform development

Swachh Worli Koliwada Program

Sr. No.	Activity	Q1 April - June 2022	Progress till date
1	Awareness session and Focused Group Discussions with community, Women, youth, Schools	28	58
2	Awareness through Social media post - WA, FB, Instagram, Twitter	23 (on 4 platforms each)	58
3	Home visits -Gratitude and congratulate to ZERO WASTE FAMILY	98	98
4	Awareness through posters/ IEC material	800	2,700
5	Door to Door visit for awareness	2,142	7035
6	Rally with MCGM SWM site team	1	1

Swachh Worli Koliwada Program



***World environment day** celebrated in Mumbai. 120 community members and leaders attended the event with MCGM, SMS, SWK, UNDP and IDFC FIRST Bank CSR team. One awareness role play was performed by **Swachh Worli Koliwada** program team.*

Lend-A-Shoulder Program

Lend-A-Shoulder, Employee Volunteering Program

- CSR team conducted an organization wide volunteering **town hall** to spread awareness about Lend-A-Shoulder Employee Volunteering and to encourage employees to join the journey of co-creating social impact
- **1000 employees** joined the town-hall, out of which **48 nominated** themselves and have already started volunteering with us
- We conducted **3 on-ground** and **8 virtual volunteering** sessions and were able to reach out to more than **250 beneficiaries**
- Sessions on **topics** such as Financial Frauds, Career management, Financial Literacy, and Basics of Excel were conducted
- We are also working on developing an **in-house volunteering platform** that will allow us to automate the entire volunteering journey
- We have also opened up volunteering for our **bank customers**

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IDFC FIRST Bank
ALWAYS YOU FIRST

Dear colleagues,

Many of you have been volunteering with various NGOs across the country as part of the **Lend-A-Shoulder programme**. The social impact you have made is remarkable.

Here's a look at the experiences of our colleagues, **Minakshi** and **Forum**, who participated in food packaging activities along with the women at **OM Creations Trust** — our partner NGO that empowers women with intellectual disabilities to become financially independent by training them to produce food and art products.



Their contribution, though seemingly small, was a morale booster and sped up the production process leading up to the Christmas and New Year's sale.

Please comment and share the video with your family and friends to spread the word about our team's good work.



[Click here](#) to view on IConnect [Click here](#) to view on YouTube



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CSR Communications

CSR Communications

IDFC FIRST Bank CSR Initiative

FIRST IMPACT

BECAUSE OPPORTUNITY BELONGS TO ALL

FIRST IMPACT Pledge | TCS Bengaluru 10K

- To further our cause of social impact and make a difference to society, we pledged to donate INR 1K-2K to every participant who completed the race in an hour's time. A total of Rs. 4.16 Lakhs was donated to 3 partner NGOs
- The pledge was amplified internally as well as externally with quotes from our Chief Marketing Officer and Head - Corporate Social Responsibility to showcase thought leadership.
- We even featured some of our colleagues who ran the marathon.

IDFC FIRST Bank CSR Initiative

FIRST IMPACT

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IDFC FIRST Bank

ALWAYS YOU FIRST


tcs

WORLD 10K BENGALURU

Together, we pledge to make a difference

“ Our **FIRST IMPACT** social responsibility initiative is driven by a mission to create a more **inclusive society** and to be a force for **social good**. We partner with non-profits and are deeply involved in the work they do. At the **TCS World 10K Bengaluru**, we pledge to **contribute** to a social cause Rs.1000 on behalf of every participant who completes 10K within 1 hour and Rs. 2000 if the participant is an IDFC FIRST Bank customer. Our pledge enables finishers to run their way to social good. ”

Rachana Iyer
Head – CSR, IDFC FIRST Bank



CSR Communications

Autism Awareness

- Our aim was to focus on sensitising our viewers to the experiences of people on the spectrum and advocating the importance of early intervention.
- Apart from the challenges faced by individuals, we even highlighted the strengths of individuals on the spectrum via stories of success as shown in the images on the right.



FIRST IMPACT SUPPORTS
EARLY INTERVENTION FOR
CHILDREN ON THE SPECTRUM.

HOW FAST CAN YOU SAY THE
alphabet backwards?

CSR Communications

Karma FIRST Donation Program Promotion

- Customers are at the core of our businesses and Karma FIRST Donation program relies on the philanthropy by our customers.
- To encourage donations, we highlighted the USPs, Impact numbers and success stories.



Field Visits

Field Visits



CSR Team at Bangalore with team of Bubbles Centre for Autism for an envisioning exercise and program planning session for Aadhar 4.0



CSR team at Lonavala on a visit to meet students and staff of SAMPARC vocational training program

Field Visits



*CSR Team in Alwar for an **exposure visit** at SAKHI Mahila Producer Company with all Shwetdhara state leaders from Rajasthan, MP and Karnataka*

Field Visits



Baseline study and documentation under Shwetdhara program in Karnataka by CSR team, home visits, 3 FGDs with women, 12 interviews of cattle owners and Gram Sakhis recorded

Field Visits



Program orientation and trainings for Shwetdhara team organized in Shreemadhopur, Rajasthan and Davangere, Karnataka was attended by 30 participants

Field Visits



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Thank You