

Corporate Social Responsibility Quarter 1 Update



HighlightsFocus 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.

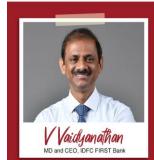




BECAUSE OPPORTUNITY BELONGS TO ALL



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.



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Every year, I meet our MBA scholars, and whenever any of them thanks us, I tell them that the best way to show their gratifude 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





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- **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 incomfor 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		



Shwetdhara 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 Shwetdhara key staff	

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Shwetdhara - 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





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













Role of stakeholders							
MCGM - G South ward	IDFC FIRST Bank	Stree Mukti Sanghatana					
 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 	 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 	 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 					



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







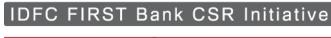
World environment day celebrated in Mumbai. 120 community members and leaders attended the event with MCGM, SMS, SWK, UNDP and IDFC FIRST Bank CSR team. One awareness role play was performed by **Swachh Worli Koliwada** program team.



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 CSR Initiative FIRST IMPACT BECAUSE OPPORTUNITY BELONGS TO ALL

FIRST IMPACT Pledge | TCS Bengaluru 10K

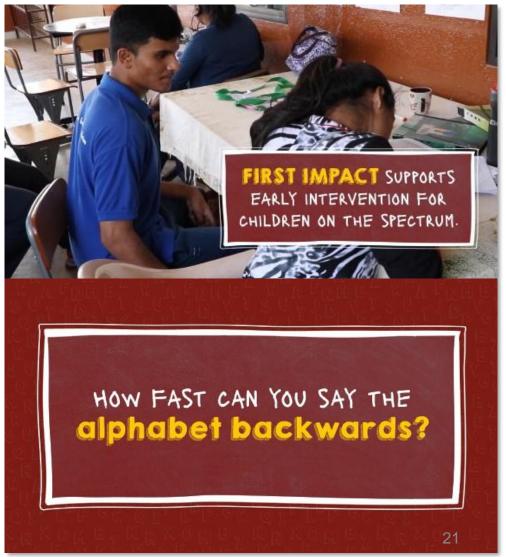
- To further our cause of social impact and make a difference to society, we pledged to donate INR 1K-2K to every participant who completed the race in an hour's time. A total of Rs. 4.16 Lakhs was donated to 3 partner NGOs
- The pledge was amplified internally as well as externally with quotes from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



FIRST Bank CSR Initiative FIRST IMPACT BECAUSE OPPORTUNITY BELONGS TO ALL

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.



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.









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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







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







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







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







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.



Thank You