

Corporate Social Responsibility Quarter 2 Update

Highlights Focus of the Quarter

Shwetdhara Program

Program Overview

About Shwetdhara	Shwetdhara is IDFC FIRST Bank's flagship rural program It focuses on the improvement of incomes of small and marginal farmers through cattle breed improvement. This is done by recruiting, mentoring, and training women from these villages, called Gram Sakhis, to work as village-level dairy entrepreneurs and sell high quality cattle products and medical services at the doorstep of the community through intensive training.
Our support	Our support is utilized to set-up and cover cost of our 21 Pashu Vikas Kendras
Number of families	17,162 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 and 1 in Madhya Pradesh

Quarterly Progress

Artificial Insemination	47,781 Artificial Insemination provided to date 4,232 in Q2 against the target of 4,200
Household covered	Program reach is 17,162 Households, added 3,814 in Q2
Cattle treatment	3,236 cattle treatments in Q2 against target of 2,100 treatments, a total of 23,402 cattle treatments to date
Shwetdhara group trainings	311 Shwetdhara trainings in Q2 and a total of 3,463 trainings to date
Gram Sakhis enrolled	456 Gram Sakhis
Villages covered	484 Villages
Community meetings	482 community meetings in Q2; Total 3,306 meetings until September 2022
Revenue generated	Revenue earned Rs. 83.89 Lakh till date, Revenues started offsetting cost of AITs, Gram Sakhis, PVK rent and maintenance at 4 PVKs formed in beginning Revenue earned Rs.6,51,379(Q2) The revenues have started offsetting cost of AITs, GramSakhis, PVK rent & maintenance at 7 Pashu Vikas Kendras
Program monitoring	Weekly/Monthly/Quarterly reviews by CSR Team with 24 field visits
Call center	Supporting PVKs in customer acquisition, feedback on services and products, timely treatments, and AI with an average of 680 inbound/ outbound calls a month in MP

Monitoring and Evaluation Visits

Program Visit (14 Pashu Vikas Kendras)

- To monitor reporting, documentation, and implementation on the ground
- 14 Pashu Vikas Kendras across MP, Rajasthan, and Karnataka were visited and physical assets and documentation were checked, staff orientation was done, and work plans were Reviewed

Shwetdhara data APP testing in villages

- Second level End user testing in villages
- 4 Applications and Web data platform testing were completed in the field Gram Sakhi Artificial Insemination technicians, and trainers apps were tested in the field



Member of the CSR Team at Seekar PVK at Rajasthan



Gram Sakhi App testing at Pipariya of Madhya Pradesh

Nayi Disha Event

The event was held in Indore from August 16 to 18 2022 and was attended by over 100 Gram Sakhis program field team senior leaders from implementation partners, and a team of experienced trainers.

Over the course of three days, the participants were trained on topics such as the basics of Farmer Producer Companies, Leadership Development, Visioning, and Communication.

Day 1 Activities

- 48 FPC members trained on the FPC incorporation process, Compliance and Reporting, Product and business planning, and the timeline for different milestones chalked out

Day 2 Activities

- 102 participants trained on communication and, leadership skills, and a session on program visioning by sector trainers



Member of the CSR Team sharing FPC Progress, Indore



Rachana Iyer, Head-CSR, taking a session with Gram Sakhis on Communication and Women Empowerment, Indore

Nayi Disha Event

Day 3 Activities

Leadership Meet

- **Senior leaders** from the IDFC FIRST Team, NGO Partners, and the CSR Team participated in the meet to deliberate on the program progress and challenges, FPC strategies, and the way forward

Gram Sakhi Meet

- Experience sharing session for Gram Sakhis where they talked about their challenges and achievements
- The field team performed a role play around cattle care
- A ward ceremony for best individual and team performances



Mr. Adrian Andrade, CHRO and Ashish Singh, Head-Rural Banking during the leadership meet, Indore



CSR Team with Program and NGO Partner staff, Indore



Experience sharing session for Gram Sakhis, Indore



Ashish Singh, Head-Rural Banking felicitating a Gram Sakhi for her performance, Indore

Swachh Worli Koliwada Program

Program Overview

About SWK	<ul style="list-style-type: none">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.
Number of families	9,690 households
Segregated waste given by	6,196 families
Total No. of Lanes	13
Total No. of Workers	44

Quarterly Progress

Sr.	Activity	Update for Q3
1	Wet Waste Collected (Kg)	1,98,760
2	Wet Waste Processed (Kg)	21,600
3	Dry Waste Collected (Kg)	10,066
4	Dry Waste sold (Kg)	5,595
5	Compost Created (Kg)	216
6	Compost Sold (Kg)	84.5
7	Community Awareness Sessions	5 Sessions
8	Door to Door Sessions	1570 Sessions
9	Street Plays	9 Plays
10	Social Media Posts	25 Posts

Monitoring and Evaluation Visits

Board Member Dr. Brinda Jagirdar's Visit

Focus

- To understand program's progress and challenges

Outcomes

- Meeting with the program team and workers to understand ground realities
- Discussions with households and NGO head
- Handing over Rewards and Recognition to the workers



Dr. (Mrs.) Brinda Jagirdar, Independent Director, CSR and SWK Team, Worli-Koliwada



Dr. (Mrs.) Brinda Jagirdar, Independent Director, Interacting with residents of Worli-Koliwada



Dr. (Mrs.) Brinda Jagirdar, Independent Director, interacting with the SWK Workers, Worli-Koliwada



Dr. (Mrs.) Brinda Jagirdar, Independent Director, felicitating SWK Workers with a reward for best performance, Worli-Koliwada

Junoon Program

Junoon 2.0 Program Launch

- In collaboration with Lighthouse Communities Foundation, the CSR team launched the second cohort of micro entrepreneurs as part of the Junoon Entrepreneurship Development Program
- As part of the event, the 25 entrepreneurs from the first cohort graduated and the 20 entrepreneurs from the second cohort were welcomed.
- The new entrepreneurs work in the apparel, art, beauty and wellness, and food industries
- They will undergo training in business fundamentals and feasibility mapping, domain skill upskilling, sales and marketing, packaging, and communications, among other skills



Rachana Iyer, Head-CSR, addressing the Graduating Junoonis and the new cohort, Pune



CSR Team with bank employees from Pune branches, Pune



CSR and Partner Team with the new cohort, Pune

Highlights

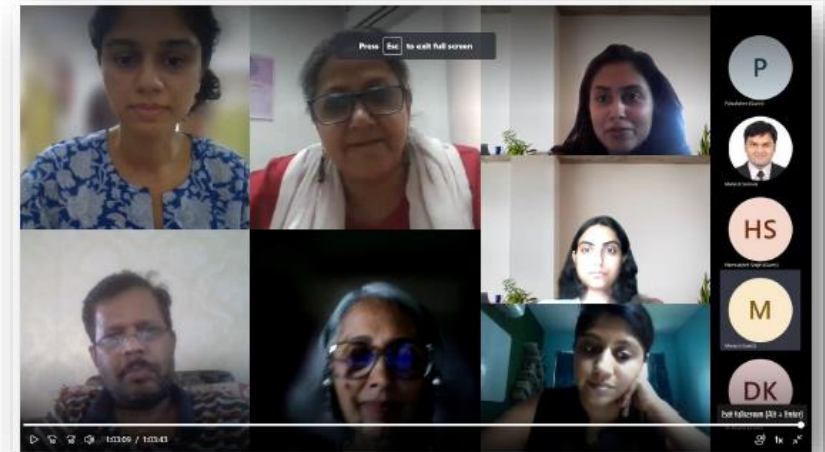
Training and Mentorship

Trainings and Mentorship for Partner Organisations

Sr.	Topic	Hours	Attendees
1	Mental Wellness Workshop	3	27 Leaders and team members
2	Aadhaar visioning workshop	4	5 Leaders
3	Reporting Requirements for NGO Teams	2	20 Program Managers
4	Shwetdhara training	21	40 Team Members
5	Prevention of Sexual Harassment (POSH)	10	130 Gram Sakhis of Madhya Pradesh
6	Shwetdhara data platform-APP trainings	05	220 Team members, AITs and Gram Sakhis
	Total	45	422 Participants

Mental Wellness Workshop

- The CSR team has launched a mental wellness program for all its partner NGOs teams and leadership
- The program started with a Focused Group Discussion (FGD) on current mental health challenges faced by our NGO leaders and program teams at work. It delved deeper to resolve these challenges for themselves and the communities with they work in
- We discussed the most pressing mental health challenges faced by our teams and leaders at work and developed a curriculum for program workshops with input from the end beneficiaries.
- 7 leaders and 20 program staff members attended the FGD and the first workshop will be held during the World Mental Health Week



CSR team leading the focused group discussion on mental wellness with NGO leaders

Aadhar 4.0 visioning workshop

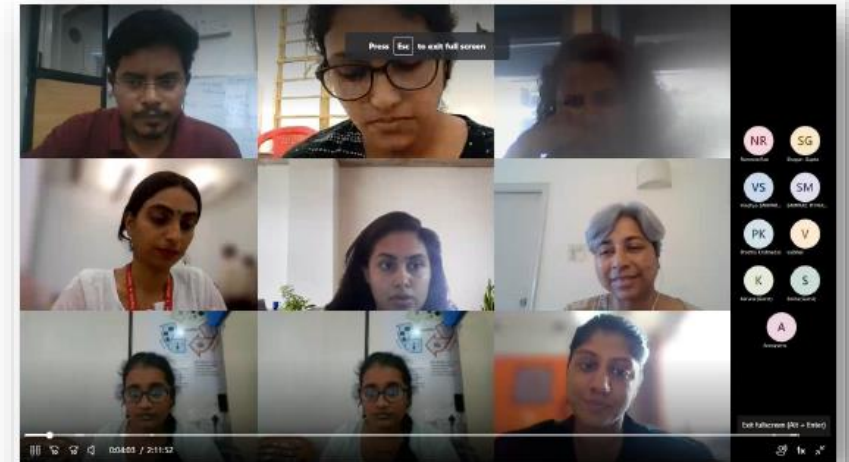
- The CSR team worked with the leadership and team of the Biswa Gouri Charitable Trust (BGCT) to envision the Aadhaar program in Mumbai
- The workshop involved understanding the program's success indicators, challenges, and gaps and designing the program for the current year
- As a result of the exercise, the BGCT team was able to understand the theory of change required to scale the program to new geographies this year. They also restructured the team composition to meet the program requirements
- The workshop also addressed the increased need for Monitoring and Evaluation as well as reporting SOPs



CSR team leading the visioning exercise with NGO partner, Mumbai

Reporting Workshop

- The CSR team conducted a workshop on reporting requirements for all its partner NGOs
- The intention was to ensure standardization of reports across all NGOs and improve governance around reporting
- The workshop was attended by 20 program managers and leaders
- Discussions on formats and SOPs for social media, karma first donations, milestones, and program updates, along with volunteering and fund utilization updates



CSR team orienting program staff on reporting formats and requirements

Farmer Producer Company Board Training

- Members of CSR Team led a session with Directors and Board members of Renwal and Boraj Farmer Producer Companies in Rajasthan
- Topics covered the importance of market research, customer insights, and planning activities to arrive at product ideas for their businesses



CSR Team with FPC Board Members, Boraj, Rajasthan



Capacity-building training for our women leaders and FPC board, Boraj, Rajasthan

Lend-A-Shoulder Program

Quarterly Update



Lend-A-Shoulder
Employee Volunteering
Program

Launch of Branch Volunteering	Across all urban branches , with all Branch Managers appointed as Goodwill Ambassadors
Town halls	Attended by 294 Branch Managers and 64 HRBPs to understand the volunteering process and requirements
Partner Orientation	For 7 Partner NGOs to set up L-A-S SOPs
Partner Onboarding	4 new NGO Partners on boarded for volunteering

70 Applications received

11 Sessions Conducted

9 Hours Contributed

Lend-A-Shoulder Updates (Rural)



Lend-A-Shoulder
Employee Volunteering
Program

Theme for Quarter 2:	Financial Literacy
No. of Branches Participated:	274
No. of Employees Volunteered:	3,300
No. of hours invested:	3,489 Hours
Town hall:	3,500 employees

Scale-Up Plan

Shwetdhara Rural Orientation

- Orientation for rural branches held on 9th Sept. 2022
- Attended by 55 employees from different branches
- Shwetdhara Program and related opportunities discussed



Kheri-Lakhimpur, Uttar Pradesh

Glimpses of employees during volunteering (Urban)



Om Creations Trust, Mumbai



Lighthouse Communities Foundation, Pune



Biswa Gauri Charitable Trust, Buddy Program, Bangalore

Glimpses of employees during volunteering (Rural)



Jajpur Road, Odisha



Davangere, Karnataka



Barabanki, Uttar Pradesh



Gujarat

Thank You