



Social: Communities

STRENGTHENING COMMUNITY DEVELOPMENT INITIATIVES

AT UJJIVAN SFB, WE HAVE SHOWCASED OUR INHERENT COMMITMENT TO SOCIAL RESPONSIBILITY BY INVESTING IN COMMUNITY DEVELOPMENT INITIATIVES DIRECTLY FROM OUR FINANCIAL ACCOUNTS, PREDATING THE LEGAL MANDATES FOR CSR. SINCE EMBRACING CSR OBLIGATIONS, WE HAVE ENHANCED OUR EFFORTS, ESTABLISHING DEDICATED MANAGEMENT AND BOARD COMMITTEES TO OVERSEE PROGRAMMES AND ENSURE TARGETED ALLOCATION OF FUNDS. OUR RECENT ADOPTION OF ESG PRINCIPLES HAS MOTIVATED US TO FOSTER SUSTAINABLE CHANGE WITHIN COMMUNITIES, ALIGNING WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS.

CSR Dashboard

2.4 Lakhs+

BENEFICIARIES

60

PROJECTS

23/26

STATES/UTs OUTREACH

25,684

VOLUNTEERING HOURS

6

ORIENTATION SESSIONS

14/17

UNSDGs*

**United Nations Sustainable Development Goals*

Our Thematic Areas and New Areas of Focus

In FY 2023-24, while our primary thematic areas continued to be community development and disaster relief, we broadened our focus to new sub-thematic areas. This was under Community Development as an endeavour to expand our outreach and broader inclusion, focussing on the BIMARU states and the aspirational districts. Besides our flagship Chote Kadam project, we executed several projects under Livelihood Development, Education, Healthcare, Project Swachh Neighbourhood, and Disaster Relief, benefitting over 2.4 Lakh individuals across 23 states. The new sub-thematic areas with a pivot on the BIMARU States and Aspirational Districts for the year were:



Initiatives for Community Development

Chote Kadam (Infrastructure Development Projects)



38,691+
NO. OF BENEFICIARIES

With Parinaam Foundation as our strategic partner, we completed 216 infrastructure development projects under our flagship 'Chote Kadam' programme till March 2024 since inception. These projects were identified at ground level by the field staff and the branch teams in consensus with the community people and the municipal/ Government bodies anchoring our efforts in community engagement.

About 25 Chote Kadam projects were executed in FY 2023-24 across India. These were aimed towards the renovation of Schools, Anganwadis, Orphanages, Community Playgrounds, Community Healthcare Centres, and Installation of Solar-powered Lights, among others, aligning with 8 UNSDGs.





Livelihood Development Programmes



Supporting the 'Differently Abled' with Cheshire Disability Trust and ProVision Asia

Ujjivan SFB believes that engaging and supporting the project implementation partners for medium to long term is essential to create larger impact. The Bank continued its association with the existing NGO partners like Cheshire Disability Trust (CDT) & proVISION Asia in implementing the livelihood development of the differently-abled from the BPL/APL families. Through CDT, 413 'differently-abled' were trained in employability skills and 71% of them were placed in the retail sector at Jamshedpur, Ranchi, Hazaribagh & Varanasi. Through ProVision Asia, we provided wheelchairs to 60 orthopaedically differently-abled people.

Partnering with the Red Cross in Hissar, the Bank supported 15 Orthopaedically differently-abled people with motorised tricycles thereby, increasing their mobility and making them independent.



911+

NO. OF BENEFICIARIES

Empowering the Youth of BPL/APL Families with Divya Nur Foundation and Calcutta Social Project

- We continued to work with the Divya Nur Foundation to train 200+ youths from BPL/APL families and placed 70% of them in companies like Flipkart, Burger King, D-Mart, and Easy Buy, among others, with an average monthly salary of ₹ 10,000.
- We renewed our association with the Calcutta Social Project to offer livelihood training & career guidance to 200+ school drop-outs and students who could not succeed in academics. The beneficiaries were trained for jobs like Operation Theatre Technician, Physician Assistant, Phlebotomy Associate, Tailoring, Cosmetology, and Lab Technician, among others

Empowerment of the Women (Victims of Domestic Violence with AALI)

Partnering with the Association for Advocacy and Legal Initiatives in Lucknow, 22 women who were the victims of domestic violence were provided with Fall/Pico sewing machines for generating their livelihood.

Education/Sports



Educating Children with Intellectual Disabilities through Maithree Society

Continuing our association with Maithree Society, our funding support has now been extended to enable the NGO to offer life skills training & basic academic education to children with intellectual disabilities. Currently, there are 48 children of different age groups in the learning stream. About 16 students graduated from the vocational stream, while the remaining students advanced to the next learning level.

34,442+

NO. OF BENEFICIARIES



Bridging Digital Gap with Pi Jam Foundation

Ujjivan SFB has formed a strategic partnership with the Pi Jam Foundation in the digital literacy space. The project is about training 1,000 teachers from Government schools in Satara & Sangli districts of Maharashtra and creating 100 model teachers by teaching them to impart digital literacy to 30,000+ students studying in Government schools. Besides digital literacy, the children are taught critical, analytical, and logical thinking skills.

Scholarship to Transgenders with Buddy4Study Foundation

Ujjivan SFB has a culture of Diversity, Equity, and Inclusion ingrained in its DNA. Sharpening our focus on the less-privileged and neglected sections of the human race, we extended our support to the transgender community this year towards their education. In association with our partner – Buddy4Study Foundation, the Bank offered educational scholarships to 32 school/college students.

Lotus Petal Foundation (Sohna, UP) & Sanmathi Balanikethan

The kids of the orphanage were supported with sports equipment for their holistic development. An extensive sports competition was conducted for the kids of Sanmathi Balanikethan, involving 100+ volunteers who exhibited their sportsmanship by playing sports like chess, badminton, cricket, and etc with the kids.

Equal Education with ALSOC & Government Schools

Besides supporting Alumnorum Societas (ALSOC) in Kolkata towards educating 600 under-privileged boys, the Bank supported Government schools in Uyyamballi, Handiganur, Bholpur (West Bengal), Nagpur, and Nashik (Anganwadi), among others, with educational aids like boards, benches, tables, and projectors, among others.



Environment/Animal Welfare



46,743+
NO. OF BENEFICIARIES

180+
CATTLE

Solar-Powered Lighting at Animal Welfare Centre, Bolagarh, Odisha

In collaboration with the Dhyani Foundation, which focuses on animal welfare, the Bank financed the installation of solar-powered lighting at a cattle rescue center. Situated in a remote tribal village, this centre provides shelter to over 300 cattle that were at risk from wild animals at night. This initiative safeguards the cattle and promotes environmental sustainability through the use of renewable energy.

Water Percolation Pits at Water-Stressed Areas with United Way of Bengaluru

Understanding the imperative to save rainwater to avert the prevalent droughts, the Bank partnered with United Way of Bengaluru. Together, we created 10 water percolation pits across the depressed areas in an effort to raise the groundwater table.





Project Swachh Neighbourhood

We persist in our contributions to the Swachh Bharat Abhiyan by having our employees clean areas within 100 metres of our office premises. This initiative was undertaken in 183 locations nationwide, offering a significant opportunity for volunteer engagement. Over 6,038 employees participated, contributing more than 12,076 hours of volunteer time. Additionally, as part of this activity, approximately 2,896 saplings were planted.

**6,038**

EMPLOYEES PARTICIPATED

12,076+

VOLUNTEERING HOURS

2,896

SAPLINGS PLANTED



Sports for the Underprivileged

**90+**

NO. OF BENEFICIARIES

In an effort to encourage sports among underprivileged students, the Bank entered a new thematic realm in FY 2023-24 by collaborating with the Mary Kom Boxing Foundation. The Bank sponsored 10 athletes, covering their academic and residential training needs, which included infrastructure, nutrition and boxing equipment needed for their training. Additionally, the overall facilities and training will benefit about 90+ athletes who are enrolled in the academy.

Nurturing Support to Old Age Homes

**200+**

NO. OF BENEFICIARIES

The Bank provided nutritional assistance to elderly care facilities in Jaunpur and Coimbatore. We delivered groceries and kitchen aids, thereby benefiting approximately 200 marginalised senior citizens.

Disaster Relief



Ujjivan SFB consistently lends a hand to those in need during crises. The Bank provided immediate assistance to natural disaster victims in various regions by supplying kitchen & grocery kits, ensuring their nourishment until normalcy returned. During FY 2023-24, the Bank extended its support to the following:

- 👉 Appa Pada Fire Incident, Mumbai – Grocery & utensil kits to 200 affected families
- 👉 Flood Relief at Nagda, Sanawad & Dhamnod, Madhya Pradesh – Grocery kits to 320 families
- 👉 Flood Relief at Bharuch & Ankleshwar, Gujarat – Grocery kits to 600 families
- 👉 Michaung Cyclone, Chennai - Grocery kits for 5,000 victim families
- 👉 Floods at Tirunelveli, Tenkasi, and Ambasamudram, among others - Grocery kits for 3,500 victim families

The Bank's main goal is to support underprivileged communities in BIMARU states and aspirational districts across India. We have made a deliberate effort to identify projects in these areas. Approximately 20% of the projects across various thematic areas were executed in aspirational districts such as Hazaribagh, Barwani, Khandwa, and Ranchi, among others. Additionally, during FY 2023-24, we have expanded our reach to 23 out of 26 States/UTs.



37,280+
NO. OF BENEFICIARIES

Outreach – BIMARU & Aspirational Districts



- Project Swachh Neighborhood
- Chote Kadam
- Community Development
- Disaster Relief





Volunteering Engagement & Orientation Sessions

The Bank, with its inherent social orientation, has been striving to imbibe the 'giving' culture amongst its employees through the employee volunteering programme. Through this initiative, the volunteers are engaged with the NGO partners that they choose to work with, for brief activities like teaching the underprivileged children, mentoring the Chote Kadam infrastructure projects, participating in the events/celebrations organised by the NGOs and assisting them in possible capacities, offering technical support on the digital devices for the literacy programme etc.

Ujjivan SFB's support for NGO partners transcends mere financial aid. With a sincere commitment to aiding beneficiaries, the Bank has initiated orientation sessions to educate them about job opportunities within the banking sector and the necessary skillsets to secure employment therein. So far, the Bank has offered sessions to 180+ students from NGOs like Parinaam Foundation, visually challenged beneficiaries of the Cheshire Disability Trust, Transgenders of the PeriFerry Foundation, and the Unemployed Youth of Calcutta Social Project.

456

EMPLOYEES VOLUNTEERED WITH
VARIOUS NGO PARTNERS

13,608+

VOLUNTEERING HOURS

