



**Shri Rajnish Kumar, Chairman SBI, shared his thoughts on SBI Gram Seva with Zee Business TV channel.**

(Video is available on YouTube Channel: @SBI Foundation)



## Project 'Gift Hope, Gift Life'- Winner of SKOCH CSR Gold 2018.

SBI Foundation has won the prestigious **SKOCH** Award "Corporate Social Responsibility Gold 2018" for its Project 'Gift Hope, Gift Life' – Augmenting Deceased Organ Donation program in India. The evidence base for the '**Gift Hope, Gift Life**' program is strong, while the engagement work with the communities/ audience they serve has been effective and exemplary.

Three other initiatives 'SBI Gram Seva', 'SBI Youth for India' and 'Gyanshala' were also recognised.

## News Digest

1. Support to Kerala Victims by SBI Foundation team.
2. Zee Business coverage on SBI Gram Seva.
3. CoE for PwDs conducted exclusive roundtable on 'Implementation of Reservations for Persons with Benchmark Disabilities' at Delhi.
4. 24,092 followers' organic growth in 2 months on Instagram channel of SBI Foundation.
5. SBI Foundation's participation in all 15 cities of SBI Green Marathon 2018.



## SBI Foundation's participation in SBI Green Marathon- Delhi and Lucknow.

As environment and sustainability are our focus areas, **SBI Foundation participated in the SBI Green Marathon (Delhi and Lucknow)** to raise awareness about the protection of the environment which is needed for sustainable development. SBI Foundation had placed a canopy, standees and banners to display the projects, flagship programs and other initiatives of the Foundation done during the period of 3 years. SBI Foundation kiosk received **huge footfall and positive response** from the crowd gathered for the marathon. One of our flagship programs- SBI Youth for India fellowship has received more than 80 registrations.



All the activities, experience and the feedback from Delhi and Lucknow audience have been covered in **all social media channels of SBI Foundation**.

To increase awareness about sustainability and to motivate all staff of SBI to participate in Green Marathon, **Shri Nixon Joseph, President & COO**, SBI Foundation participated in SBI Green Marathon at Delhi, Lucknow and Hyderabad.



## Bank's Foundation supported Kerala Flood Affected Victims.

Kerala Floods: Through the voluntary contribution of **team-SBI Foundation**, We have sent relief materials (Medicines, Food items, Toiletries and Stationary items) to the victims of Kerala Floods. We hope the flood victims recover at the earliest. We all pray for the safety and well-being of the people of Kerala.

## Visit to Peepul School in Delhi

SBI Foundation in partnership with Peepul India has initiated **"School Adoption Program"** in New Delhi, to improve the standard of learning levels in Govt. schools and to provide the best curriculum for students with high quality of teaching material and staff. Mr. Mohit Bhat (Asst. Manager- Marketing Communications, SBI Foundation) visited Peepul's school at Lajpat Nagar, Delhi to interact with Peepul's team, students and the parents as well.



## Workshop on “Sickle Cell Anemia”

Under the project SBI Darpan, an awareness workshop on 'Sickle Cell Anemia' was conducted with **ASHA workers** in presence of the Chief Guest Dr. Chanderjeet (Nodal Leprosy Officer) and Dr. Hitesh (Childcare specialist). This workshop aimed at helping ASHA workers in the detection of “Sickle Cell Anemia” in patients. **Location:** Zhirniya, M.P, India



## Flagship Programs: SBI Youth for India

- 1 The August cohort valediction program concluded on 6th September, 2018, marking the end of one journey and beginning of another. Shri Bhaskar Pramanik, Director SBI, graced the occasion and addressed the graduating fellows.



- 2 The awards and accolades won by Youth for India fellows are significantly increasing every year. SBI YFI 2016-17 fellow, Sameer Mishra (2016-17) was awarded the 'Aryabhata' award under the **Best Science Achievement Category** at the 10th Bihar Awards Ceremony. He was felicitated for his work done during and after his SBI Youth for India fellowship by the **ex-CM Jitan Ram Manjhi**. Two of our other fellows, Chirag Gupta (Batch: 2017-18) and Pratibha Krishnaiah (Batch: 2014-15) won the first prize at the **Rural Innovation and start-up** conclave (RISC) organised by the National Institute of Rural Development and Panchayat Raj (NIRD-PR). We are proud of their efforts and we congratulate them for achieving new milestones!



- 3 On the occasion of October 2, Gandhi Jayanti which is also observed as the Swachata Diwas in our country, SBI Youth for India fellows presently on-ground worked with their village communities in organizing cleanliness drives, awareness of waste management and workshops related to composting, waste segregation, etc. In the Kotda village of Gujarat, one of our fellows proactively organized events for '**Swacch Bharat Diwas**'. Shifa Thobani (October 2017-18) worked with the community members on **waste segregation and management** as part of her project. Every 3-4 weeks, the villagers collect and segregate waste, thus reducing burning plastics openly. As for her Swacch Bharat initiative, she conducted a workshop on composting wet waste. The community members followed the steps in the videos and learned how to compost wet waste. They have unanimously agreed to do this at their houses and keep their villages free from waste.



## Centre of Excellence for PwDs

- 1** | Centre of Excellence for PwDs, conducted a multi-level inclusive programme for the trainers and visually impaired employees of **Corporation Bank**. This training focused to impart knowledge and improve the identified skills of the participants.



- 2** | Our flagship programme, Centre of Excellence for PwDs (Divyangjan), conducted an exclusive roundtable for 'Implementation of **Reservations for Persons with Benchmark Disabilities**' at Delhi on 11th September, 2018. The roundtable was attended by **Ms. Shakuntala Doley Gamlin, IAS**, Secretary to GOI, Department of Empowerment of Persons with Disabilities, MSJE, Ministry of Social Justice and Empowerment, executives from the Government of India and other eminent personalities working closely with PwDs.

- 3** | A 4-day training program on 'Finacle 10' was organized by our flagship 'Centre of Excellence for PwDs', to empower **Bank of Baroda** employees with visual impairment by teaching them **Finacle 10**, a software developed to ease their work.



- 4** | Our flagship program, Centre of Excellence for PwDs, conducted a 5-day inclusive programme on "**MS Applications with JAWS**", for trainers and employees with visual impairment of **Union Bank of India** at UBI Staff Training Centre, Lucknow.

## SBI Gram Seva:



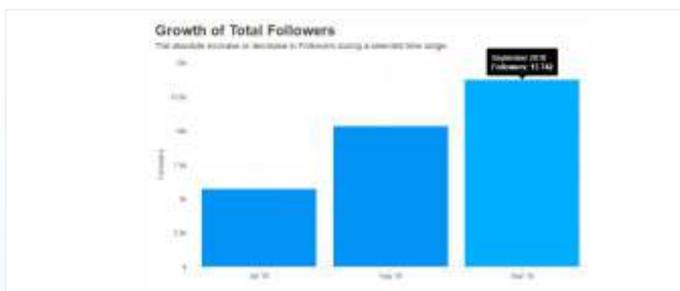
Zee Business TV Channel telecasted SBI Gram Seva on prime time. SBI Gram Seva is one of the flagship programs of SBI Foundation, focusing on holistic development of villages by making an intervention through Gram Panchayat. Shri Rajnish Kumar, Chariman, SBI along with Shri Prashant Kumar, DMD & CDO, SBI and Shri Mahendra Kumar Rekhi, MD & CEO, SBI Foundation shared their thoughts on SBI Gram Seva model and its implementation in rural areas of our country. This new initiative of rural development has been implemented in 6 States in collaboration with 6 NGOs, covering 50 villages under 10 Gram Panchayats.

## Swachhta Pakhwada:

Under the Swachhta Pakhwada, SBI Gram Seva organised Cleanliness drive in all **50 villages adopted by SBI Foundation**. On ground, workers with the active participation of village communities conducted **cleanliness drives** and awareness on waste management to keep their village clean and healthy.



## Social Media Communication:



**1** | SBI Foundation observed **International Literacy Day**, World Teachers' Day, and World Food Day etc. on social media platforms, in order to raise awareness about the **importance of education** and support to underprivileged sections of our society.

**2** | Instagram handle of SBI Foundation received **more than 13,000 followers** organically in a month of September and 10,350 followers growth in the month of August. Through Instagram Stories and creative content attracted users towards the project and initiatives taken by SBI Foundation.

**3** | All the projects and initiatives were displayed through our online media channels and received a positive response from our target audience.

For more information, visit [www.sbifoundation.in](http://www.sbifoundation.in)

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