

Bharat Financial Inclusion Ltd extends its Mahapashudhan Sanjeevani initiative to Dharashiv in collaboration with Government of Maharashtra

Shirdi, Nashik, 26th March 2023: Bharat Financial Inclusion Ltd (BFIL), a wholly-owned subsidiary of IndusInd Bank, has collaborated with the Maharashtra State Rural Livelihood Mission (MSRLM) and Animal Husbandry department to extend their '*Maha pashudhan Sanjeevani*' initiative within the Dharashiv district. This association which had initially started in 2020, will help support women led A-HELP cadres in Dharashiv district of Maharashtra by providing veterinary services at doorstep of the farmers via a toll-free number - 1962. Besides this, women led A-HELP cadres will also be able to connect with veterinary doctors through the technology platform developed by BFIL.

Under the agreement, 40 Pashu Sakhi cadres (Accredited Agent for Health and Extension of Livestock Production- A HELP) from MSRLM of Dharashiv district will be trained by Department of Animal Husbandry for providing services such as animal tagging, doorstep veterinary services like vaccination, deworming, artificial insemination, and minor wound treatment. As the primary point of contact, these individuals will also be integrated with the Maha pashudhan Sanjeevani of Bhoom and Kalamb Taluka, Dharashiv district. BFIL through its CSR fund will provide Work-based compensation to women led A-HELP cadres for providing the veterinary services.

The MoU was signed and exchanged in the presence of Shri Srinivas Reddy Vudumula, Chief People officer and Head - CSR, BFIL, Shri Sachindra Pratap Singh, IAS, Commissioner Animal Husbandry, GoM, Dr. Hemant Vasekar, IAS, CEO, MSRLM in the presence of Shri Radhakrishna Vikhe Patil, Hon'ble Minister Animal Husbandry and Shri J P Gupta, IAS, Principal Secretary, AH, Dr. Prem Nath Singh, Sr. Lead Manager CSR & other officials from IndusInd bank and AHD.

Commenting on the association, Srinivas Reddy Vudumula Chief People Officer and Head - CSR, Bharat Financial Inclusion Ltd. said, *"Inclusion of A HELP cadre is a very farmer-friendly initiative towards empowering their livelihood and we are very delighted to put a united effort with the Maharashtra Government in this direction. Our collaboration with MSRLM & Department of Animal Husbandry for Maha-PashuDhan Sanjeevani will enhance the lives of many farmers from rural remote areas by providing them convenient and quality care for their livestock, at their doorstep with integration of doorstep services with A HELP & Mobile ambulance with 1962 Call Centre. We are proud to be associated with Maharashtra Government."*

Speaking on the initiative, Shri Sachindra Pratap Singh, IAS, Commissioner Animal Husbandry, GoM said, *"We appreciate IndusInd Bank and Bharat Financial Inclusion Ltd.'s assistance in building an innovative platform for offering veterinary services to small dairy farmers and those involved in animal raising at their doorstep. As part of their CSR efforts, their financial support in providing work-based compensation to A-HELP cadres will help in reducing the turnaround time of such services and arrest outbreaks to an extent. This alliance will be beneficial in empowering women with the necessary support to scale their livelihood businesses. We are looking to scale this initiative in all villages of Maharashtra."*

In addition to this initiative, BFIL has also partnered with the Animal Husbandry Department in Madhya Pradesh, Jharkhand Milk Federation in Jharkhand, and NDDB Dairy services in Rajasthan to run similar collaborative projects.

About BFIL

Bharat Financial Inclusion Limited (BFIL) is a leading player in the financial services industry offering asset and liability product solutions from IndusInd Bank. The organization was incorporated in 1998 to offer microfinance loans to customers. Following its merger with IndusInd Bank in July 2019, BFIL is now a 100% wholly owned subsidiary of the Bank. BFIL has more than 35,000 employees actively working in the organization. BFIL continues to enjoy market dominance in the microfinance space, while continuing to expand by offering other banking products to our customers.

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