

## Media Release

### **IndusInd Bank Limited and Bharat Financial Inclusion Limited, in partnership with Government of UP and Govardhan Gau Seva Samiti inaugurated Cow Sanctuary and Bharat Sanjeevani Veterinary Hospital**

**Muzaffarnagar, 05 June 2025** — In a move to enhance the veterinary infrastructure in Uttar Pradesh, IndusInd Bank Limited (IBL) and its wholly owned subsidiary, Bharat Financial Inclusion Limited (BFIL), in partnership with the Government of Uttar Pradesh and Govardhan Gau Seva Samiti, inaugurated a Cow Sanctuary and the Bharat Sanjeevani Veterinary Hospital in Purkaji, Muzaffarnagar in Uttar Pradesh.

The Cow Sanctuary in Muzaffarnagar is being developed as a safe haven for stray cattle, protecting them from injuries, accidents, disease, and malnutrition, while addressing broader concerns related to public safety, crop damage, and urban congestion. The facility will provide 24x7 veterinary care, including vaccinations, deworming, surgeries, and diagnostic services. By introducing a sustainable, scalable model for gaushala management in India, the sanctuary aims to provide a clean, protected environment that eliminates the risks associated with cattle roaming the streets.

In addition to shelter, the project focuses on enhancing cattle productivity through scientific interventions such as fertility management and converting infertile cattle into fertile ones. Complementing the sanctuary, the newly established Bharat Sanjeevani Veterinary Hospital offers a comprehensive range of livestock healthcare services, including diagnostics, treatment, surgeries, vaccinations, and herd health monitoring.

A new Artificial Insemination and Farmer Training Centre is also being set up to equip farmers and local youth with modern animal husbandry techniques. These include embryo transfer technology, newborn calf management, biogas generation, balanced feeding, disease prevention, and strategies to improve livestock fertility and productivity. Through hands-on training, farmers will gain practical knowledge in fodder cultivation, fertility enhancement, and sustainable livestock practices, empowering them to improve both animal health and livelihood outcomes.

The inauguration ceremony was graced by Shri S. P. Singh Baghel, Minister of State for Fisheries, Animal Husbandry and Dairying, Government of India; Shri Dharmpal Singh, Cabinet Minister for Fisheries, Animal Husbandry and Dairying, Government of Uttar Pradesh; Dr. Sanjeev Balyan, former Minister of State for Fisheries, Animal Husbandry and Dairying, Government of India; Shri Anil Kumar, Cabinet Minister for Science and Technology, Government of Uttar Pradesh; Shri Kapil Dev Agrawal, Minister of State (Independent Charge) for Skill Development and Vocational Education; Shri Somendra Tomar, State Minister of Energy and Additional Energy Resources; Shri Chandan Chauhan, Member of Parliament from Bijnor; and Dr. Prem Nath Singh, Chief Manager, BFIL.

The event concluded with the ceremonial laying of the foundation stone for the Artificial Insemination and Farmer Training Centre, which BFIL will help operationalise.

Speaking on the occasion, **Minister of State for Fisheries, Animal Husbandry and Dairying, Government of India Mr. S. P. Singh Baghel**, emphasised on the importance of investing in rural infrastructure for veterinary care. He said, "There is a critical need for advanced veterinary services, and the sanctuary plays a vital role in providing high-quality treatment and diagnostics. This new training center will offer upskilling opportunities for local youth and farmers, promoting sustainable livelihoods."

Echoing this sentiment, **Former Minister of State for Fisheries, Animal Husbandry and Dairying, Dr. Sanjeev Balyan** highlighted the pioneering role of the sanctuary in modern livestock care and said, “The establishment of the Cow Sanctuary reflects a visionary step toward innovation in livestock care. With advanced technologies like embryo transfer, along with training programs and quality veterinary services, this sanctuary has the potential to become a hub for excellence. I extend my gratitude to BFIL and IBL for their crucial support in providing experienced veterinarians and quality medical supplies.”

As part of this collaborative effort, Govardhan Gau Seva Samiti will manage the day-to-day operations of the sanctuary, including handling stray cattle, feeding, hygiene, and logistics. BFIL will lead the veterinary program, offering end-to-end animal healthcare through qualified doctors, paravets, and fodder experts. The Government of Uttar Pradesh supports the project with funding, immunisation resources, and access to state schemes. This initiative builds on the November 2024 partnership between IndusInd Bank, BFIL, and the Uttar Pradesh Livestock Development Board (UPLDB), which began doorstep artificial insemination services for rural farmers. This shared vision has been made possible through Dr. Sanjeev Balyan’s foresight and unwavering drive, which continue to inspire meaningful progress in the livestock sector.

Highlighting the broader impact of the initiative, **Mr. Kishore Sambasivam, Head of CSR, BFIL**, outlined the organisation’s enduring mission and stated, “*BFIL has served nearly 22 lakh livestock farmers nationwide, providing over 29.82 lakh veterinary treatments. Through our partnerships with the Ministry of Rural Development and Ministry of Agriculture, we are advancing innovations in livestock care, empowering farmers with knowledge, tools, and technology to enhance their livestock’s health and productivity. Our approach integrates field expertise with digital tools, enabling better traceability, financing, and market access.*”

BFIL’s ongoing work in the state, under its flagship CSR program, Bharat Sanjeevani has led to the establishment of 20 veterinary centers across Muzaffarnagar, Saharanpur, Meerut, Bulandshahr, Bijnor, Hapur, and Bahraich. Committed to advancing livestock health and farmer welfare through data-driven, community-centric interventions, BFIL works with the support of the government to achieve a shared vision of a Viksit Bharat through empowered farmers and a robust animal husbandry ecosystem.

### **About Bharat Sanjeevani Program**

Bharat Sanjeevani is a flagship CSR program of BFIL that focuses on transforming livestock care in rural India. Recognising the crucial role livestock plays in the livelihoods of small and marginal farmers, this program was designed by BFIL to deliver high-quality veterinary services directly to the farmers’ doorstep, addressing the unique challenges faced in rural areas. Bharat Sanjeevani has successfully set up ERCs in the states of Himachal Pradesh, Jharkhand, Karnataka, Maharashtra, Madhya Pradesh, Rajasthan, Tamil Nadu, Telangana, Tripura, and Uttar Pradesh. The program has positively impacted 16 lakh livestock farmers by treating more than 29 lakh livestock across these geographies.

### **About Bharat Financial Inclusion Limited**

[Bharat Financial Inclusion Limited \(BFIL\)](#) is a wholly owned subsidiary of IndusInd Bank Limited (IBL) and as a Business Correspondent of IBL, offers innovative and accessible micro-banking solutions catering to the needs of the unbanked in semi-urban and rural areas. BFIL is headquartered in Hyderabad. As of March 31, 2025, BFIL’s distribution network was at ~3700 branches covering over ~1.62 lakh villages across 23 states and facilitates small-value loans and financial products to women in underserved locations. The Company promotes financial inclusion by offering a range of banking services, including micro loans primarily to women, loans to merchants and MSMEs under the Bharat Super Shop and Bharat Money Store programmes, liability products and remittances. BFIL has been

consistently recognised among India's top 'Best Workplaces' by Great Place To Work® for eleven consecutive years. Its commitment to social responsibility was further affirmed when the Ministry of Corporate Affairs (Government of India) conferred the prestigious National CSR Award under the category 'CSR in Challenging Circumstances – East' for Bharat Sanjeevani, the company's flagship CSR initiative. This recognition underscores BFIL's dedication to driving meaningful change and resilience in some of India's most vulnerable communities.

With a mission to power an aspirational India, BFIL continues to evolve, innovate, and deepen its impact through inclusive finance and sustainable development.

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**ABOUT INDUSIND BANK**

IndusInd Bank Limited has been redefining banking for the past 30 years and has been a force for progression and innovation, offering an elevated banking experience for its diverse range of stakeholders, including government entities, PSUs, retail customers, and large corporations. The Bank's product offerings include microfinance, personal loans, debit/credit cards, SME loans, advanced digital banking facilities, affluent and NRI banking services, vehicle financing, and innovative ESG-linked financial products. The Bank also caters to the growing Indian diaspora with representative offices in London, Dubai, and Abu Dhabi. As of March 31, 2025, IndusInd Bank serves approximately 41 million customers through 3,081 branches/banking outlets and 3,027 ATMs, reaching 1,62,000 lacs villages across India. IndusInd Bank leverages technology through its 'Digital 2.0' strategy, ensuring multi-channel delivery and a robust digital infrastructure. In each of its unique offerings that include 'INDIE' – the one-stop-shop for all things digital banking; innovation and customer centricity remain at the core. IndusInd Bank holds clearing bank status for major stock exchanges BSE and NSE, settlement bank status for NCDEX, and is an empanelled banker for MCX.

**RATINGS**

Domestic Ratings:

- CARE A1+ for Certificate of Deposits
- CRISIL A1+ for certificate of deposit program / short term FD programme
- CRISIL AA+ for Infrastructure Bonds program/Tier 2 Bonds
- IND AA+ for Issuer Rating by India Ratings and Research
- IND AA+ for Senior bonds program/Tier 2 Bonds by India Ratings and Research

International Rating:

- Ba1 for Senior Unsecured MTN programme by Moody's Investors Service

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