

Media Release

IndusInd Bank Limited, Bharat Financial Inclusion Limited & Rajasthan Govt. launch 1962-MVU Rajasthan Chatbot and awareness drive to empower farmers

Jaipur, 22nd April 2025: IndusInd Bank Limited (IBL) and its subsidiary, Bharat Financial Inclusion Limited (BFIL), has partnered with the Department of Animal Husbandry, Government of Rajasthan, to announce the launch of 1962-MVU Rajasthan Chatbot along with a state-wide Information, Education and Communication (IEC) campaign under BFIL's Bharat Sanjeevani Program. The partnership marks a significant step in strengthening the relationship between IBL, BFIL and the Government of Rajasthan, reinforcing their shared commitment to inclusive rural development, digital innovation, and community well-being.

The 1962-MVU Rajasthan Chatbot, *a first-of-its-kind service in the animal husbandry sector*, offers real-time support through free audio, video, and text-based teleconsultations in Hindi and English, eliminating the need for long-distance travel. It includes timely information on government schemes to livestock farmers. To access the service, farmers can simply send a 'Hi' to the WhatsApp number 9063475027, which initiates an interactive, option-based dialogue. Designed to provide real-time support on vaccinations, disease symptoms, feeding, and breeding, the chatbot aims to enhance livestock productivity, reduce veterinary costs, and improve timely access to qualified care, particularly in remote and underserved regions.

The IEC campaign will be conducted across 2,500 villages in 10 districts, creating awareness about the 1962 door-step veterinary services, especially the benefits of teleconsultation. The initiative will cover over 56.8 million livestock (as per the 20th Livestock Census, 2019) in 45,000+ villages across the state, further strengthening the reach of veterinary care through Mobile Veterinary Units (MVUs). BFIL is leading the execution of the state-wide IEC Campaign, which includes outreach activities, capacity building workshops and farmer engagement across districts.

The Bharat Sanjeevani initiative aims to deliver critical veterinary care, artificial insemination, and animal husbandry support straight to the farmers' doorsteps. The program stems from a Memorandum of Understanding (MoU) signed on March 15, 2024, under the Livestock Health and Disease Control Programme, a flagship initiative of the Government of India. Set to reach thousands of livestock farmers across Rajasthan, the program aims to empower rural communities, enhance livestock health and boost agricultural productivity across the state. As part of the MoU, BFIL and IndusInd Bank helped operationalise a state-level veterinary call centre in Jaipur. The addition of the 1962-MVU chatbot complements this by enabling easy, on-demand access to veterinary care through digital channels.

The launch event of 1962-MVU Rajasthan Chatbot in Jaipur was graced by **Shri Joraram Kumawat**, Hon'ble Minister of State, Department of Animal Husbandry; **Dr. Samit Sharma, I.A.S**, Secretary, Department of Animal Husbandry; and **Mr. J. Sridharan**, Executive Vice Chairman, BFIL.

Speaking at the launch event, the **Hon'ble Minister of State for the Department of Animal Husbandry, Shri. Joraram Kumawat**, said, *"This is a landmark initiative that will bring veterinary care to the farmers' doorsteps. We are grateful to BFIL and IndusInd Bank for their ongoing support. With this chatbot, farmers no longer need to travel long distances for primary veterinary support, thereby saving time, money, and effort. This will significantly enhance livestock productivity and improve farmer incomes in Rajasthan."*

Following the launch, Shri. Joraram Kumawat personally experienced the chatbot's video consultation feature, demonstrating its ease of use and real-time responsiveness.

Executive Vice Chairman, BFIL, Shri. J. Sridharan, said, *"This initiative represents the future of rural healthcare delivery, where technology bridges the gap between expertise and accessibility. Through the 1962-MVU Chatbot service, we are enabling timely veterinary care and building a scalable model for digital inclusion in rural India. BFIL's partnership with the Government of Rajasthan is a testament to our commitment in empowering rural communities. We believe that sustainable rural development begins with resilient livelihoods, and this is a powerful step in that direction."*

As a leading private sector bank committed to financial and social inclusion, IndusInd Bank is supporting the initiative through strategic funding in enabling the technological infrastructure required for deploying the chatbot service and ensuring seamless integration with on-ground veterinary support systems. As the implementing arm of the initiative under its Bharat Sanjeevani Program, BFIL is driving the development and deployment of the 1962-MVU Rajasthan chatbot, a digital tool designed to provide farmers with real-time access to veterinary assistance, service requests and educational content. BFIL also brings in technical expertise and operational resources to support the program.

The Department of Animal Husbandry ensures last-mile delivery of veterinary services. Through its MVUs, the department will coordinate on-ground response to service requests received via the chatbot, enabling faster and more efficient livestock care across the state.

With a strong public-private partnership model, the 1962-MVU Rajasthan initiative demonstrates how collaboration can accelerate digital inclusion and sustainable rural development.

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 to the underserved. BFIL operates in 23 states through 3,620 branches, covering over 1.57 lakh villages and facilitates small-value loans and financial products to women in Joint Liability Group. The Company promotes financial inclusion by offering a range of banking services, including microfinance loans, loans to merchants under the Bharat Super Shop and Bharat Money Store programmes, liability products and remittances. For the tenth consecutive year, BFIL was recognised by Great Place To Work® among India's top 100 Best Workplaces. Additionally, the Ministry of Corporate Affairs (Government of India) honoured the company's flagship CSR program, Bharat Sanjeevani, with the National CSR Award for 'CSR in Challenging Circumstances-East.'

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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 December 31, 2024, IndusInd Bank serves approximately 42 million customers through 3,063 branches/banking outlets and 2993 ATMs, reaching 1,60,000 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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