

Empowering Lives

Partnerships for Sustainable Development Goals

ADVERTORIAL

Unlike earlier years, this year, Appu is thrilled to go to the annual fair in her village. This is not because the child would get to wear new clothes, eat goodies or ride the giant wheel there. This is because, for the first time, both her parents would be accompanying her to the event. Her father who would always be away working in the city is back for good. He makes enough money now in the village itself to live with his family.

All this is thanks to Axis Bank Foundation (ABF) which has created enough income generating avenues for people across villages in India. As a result people who had earlier gone to cities to supplement their income have now returned to their families in villages.

Shikha Sharma, MD and CEO of Axis Bank explains that this initiative was conceptualised around 11 years ago with the sole aim of improving livelihoods of people based in rural and semi urban areas with the help of self-help groups.

"We had kept an audacious target of touching around a million households from around various villages in the country five years ago. Not only have we managed to do that before the stipulated time

AXIS BANK FOUNDATION HAS REACHED OUT TO OVER 10 LAKH FAMILIES, MOSTLY IN RURAL INDIA THROUGH A SERIES OF PROGRAMS WHICH WERE AIMED TOWARDS STRENGTHENING AND INCREASING FARM PRODUCTIVITY, IMPROVING NATURAL RESOURCE MANAGEMENT, PROVIDING ALTERNATE INCOME GENERATING OPTIONS AND INCREASING EMPLOYABILITY

TOUCHING A MILLION LIVES

The foundation has kept a goal of taking 2 million households to the path of sustainable livelihood by 2025

period, but the impact of the program has also been heart-warming," she pointed out on the occasion of the Axis Bank Foundation's 3rd Annual Conference- 'Partnerships for Sustainable Development Goals'.

According to Sharma, when they had perceived the idea, they wanted to ensure that at least 60 per cent of the beneficiaries would be women. "We are proud to say that we have surpassed our target and almost 70 per cent of our beneficiaries now are women who have managed to double their household income due to these

initiatives," she explained.

The chief guest of the conference, Maharashtra Chief Minister Devendra Fadnavis while lauding the efforts of ABF stated that the journey towards sustainable development goals is not possible if it is dependent wholly on government initiatives.

"It has to be a society and a community led program where every section of the society comes forward to



contribute towards social transformation. So there has to be a shift from PPP or

CSR or corporate social responsibility but should be called ISR or individual social

succeed, the corporate sector has to ensure that efficiencies are built through the pipeline.

"We need to build partnerships that are viable else money and resources go to waste," he added. The initiatives of Axis Bank Foundation are implemented in partnership with NGOs by



Public-Private Partnership to the PPPP model or the People-Public-Private- Partnership, where the People element would be the most important one," he informed.

Giving the key note address, Sonam Wangchuk, Innovator and Education Reformist maintained that corporate social responsibility today is not a luxury but a duty towards the nation.

"It should not be termed

responsibility. It should be the obligation of every individual to do meaningful things for his less privileged brethren. This could help the nation to surge and be at par with any other developed nation of the world," he said.

The ABF initiative is active in 21 states and around 178 districts of the country.

Jacob Ninan, ET & CEO, Axis Bank Foundation explained that for any initiative to



The focus to achieve sustainable development goals has to be on the people who are the biggest stakeholders.

■ DEVENDRA FADNAVIS, CM, Maharashtra

Through various initiatives, we have aimed at doubling our targets to 2 million households now by the year 2025

■ SHIKHA SHARMA, MD & CEO, Axis Bank



It's a phenomenal contribution to bring about a social transformation. As the income levels of those in the bottom level goes up, the disparity automatically goes down.

■ S RAMADORAI, Chairman, Axis Bank Foundation

It's important to collaborate with the government for that's what fast tracks sustainable development of the under-served communities.

■ JACOB NINAN, ET & CEO, Axis Bank Foundation



TIMES NETWORK
NOW OR NOTHING

building capacity and resilience within the communities and thereby ensuring sustainability.

RECOGNISING THE EFFORTS



>> Jhanjkar Mahaprabhu-Harsha Trust



>> Hanuman Sakhi Mandal (Bavka Village) supported by N M Sadguru Water and Development Foundation



>> Dubeshwar Kalanjiam, Begonia village, Dhan Foundation

ET NOW RISE WITH INDIA

24th March at 6:30pm
25th March at 7:30pm

MIRROR NOW YOU. FIRST.

24th March at 3:30pm
25th March at 6:30pm

TIMES NOW

31st March at 3:30pm
1st April at 1:30pm

ACTION BEGINS HERE

Television Partners: