

The concept of Corporate Social Responsibility (CSR) was introduced in the State Bank of India as early as 1973, under the name Innovative Banking, covering both banking as well as non-banking activities. The initial emphasis was on assisting groups belonging to the weaker sections of society by providing avenues for improvement of their economic condition. Non-banking activities involved participation in community activities which contributed to the communal good, e.g. blood donation camps, health camps, participation in local festivals, adult literacy, tree planting etc. Almost all our business practices/initiatives deliver social value, and are rooted in strong ethical values and are environment friendly. CSR is embedded in our business initiatives & is the main channel through which we deliver social value and serve the community.

**SBI Foundation**, the not-for-profit subsidiary of SBI has been launched in 2015 to undertake the CSR activities of State Bank Group.

**Vision** - To become a premier CSR institution in India through the Bank's tradition of "Service Beyond Banking"

- Improving the socio - economic well-being of the society, particularly of the less fortunate and under-privileged members and enable them to live up to the potential that they all possess.

- Creating an inclusive development paradigm that serves all Indians and to deliver societal benefits to all geographical regions of the country without any regional, linguistic, caste, creed, religious or other barriers.

The focus areas of SBI Foundation are Education, Health, Skill Development, Women empowerment, Rural Development and Environment & Sustainability.

Some of the major initiatives undertaken during the F.Y. 2015-16 are as under:



## 1. LIVELIHOOD CREATION: RSETIS

SBI has set up 116 Rural Self Employment Training Institutes (RSETIs) across the country as institution to mitigate the unemployment and underemployment problem among youth in the country. RSETIs are non-profit institutions established with the support of State and Central Governments. The objective of these institutes is to generate self-employment in rural areas through training for capacity building and by facilitating in settlement in vocations.

This initiative by SBI not only provides training to the rural unemployed youth, but, also helps them get a job opportunity through its tie ups with Corporates in the area of operations of the particular RSETI. RSETI imparts formal vocational training, hand holding, periodic skill up-gradation, capacity building, sustainable income generation, providing forward and backward credit linkages. Once trained professionally, the youth can start a profitable micro-enterprise. This is definitely a replicable model of enhancing the standard of living of rural youth.

Programs conducted by RSETIs cover Dairy farming & Vermi composting, Motor rewinding & pump set repair, Embroidery / Doll making, Garment making, Bakery products, Agarbatti manufacturing, Vegetable farming, Beautician's course, Tailoring etc. all these activities are closely related to the rural life style. RSETIs also provide



**Skill and competency development:** by offering training programmes that are culturally relevant and locally in demand, have low input cost and high returns, and are self-sustainable. So far 3.41 lac youth have been trained and nearly 50%-60% have settled either as self employed or in service".

## 2. SBI YOUTH FOR INDIA



The SBI Youth for India (YFI) Program seeks to help India secure an equitable and sustainable growth path by:

- Providing educated Indian youth with an opportunity to touch lives and create positive change at the grass root level in rural India.

- Providing NGOs working on development projects in rural India with educated manpower whose skill sets can be used to catalyze rural development.
- Promoting a forum for the Program alumni to share ideas and contribute to rural development throughout their professional life.

SBI Youth for India fellowship program is a unique initiative by the Bank to sensitize & provide avenues for the more privileged sections to become aware of ground realities and contribute through their personal efforts towards building strong cohesive communities; a pre-requisite for a stable socio-political environment, which in turn would lead to economic regeneration.

Currently the fellowship program is in its 4<sup>th</sup> edition.

SBI YFI fellows spend 13 months working in a village with the local communities. They choose a specific project from the options provided to them by the Partner NGOs/Coordinator. These projects usually address the problems faced by the rural community.



## 3. HEALTHCARE

Health & hygiene are critical elements to enhance the quality of life. It is still inaccessible to many sections of the society especially the most vulnerable and depressed section of the society. To deliver quality healthcare to those belonging to underprivileged and economically weaker sections of the society Bank has supported large number of hospitals. The major initiatives of the Bank in health care sector are as under;

**3.1 Wheels Chairs & Stretcher trolleys:** A pan India program of donation of wheelchairs and Stretcher trolleys to hospitals serving underprivileged masses was rolled out. The wholehearted & enthusiastic participation by staff members across the country under this campaign has resulted in donation of 18,761 Wheel Chairs & 17,958 Stretcher Trolleys to large number of hospitals across the country.

**3.2 Ambulances & Medical Vans:** SBI has supported over 50 charitable organizations for acquiring 57 Ambulances and Medical Vans

**3.3 High cost Health Equipment & Surgeries** SBI has supported 63 charitable organizations/hospitals for acquiring various medical/surgical equipment like Stress Test Machine, Dialysis Machine, Nucleic Acid Testing Machine, Eye Equipment, X-Ray Machine, ICU facility, New Born care unit, Cancer detection equipment like PET scanner. This has improved the capacity and potential of the Hospitals to serve more & more needy patients..

**3.4 Old Age Homes:** SBI has supported an old age home by adopting 80 elderly citizens of India.



**3.5 Women's Health Check-up camps** – SBI organised a Community Outreach Programme under the title “Vanita Arogya Sampada” by conducting over 100 FREE health check-up cum awareness camps for women across the country on the occasion of International Women's Day i.e. 8 March 2016. These camps by the Bank Focused on Curative and Preventive Healthcare for the under privileged women and covered the following areas:

Along with basic healthcare check-ups, wherever required, women were also given consultancy by doctors on their future course of action and treatments. SBI has created special Information materials on common illnesses among women, their prevention and dietary care, etc. which were distributed to the participants during the camps.

## 4. EDUCATION



Education plays a vital role in improving the standard of life of an individual and is viewed as an effective tool for bringing social change through community development. Scarcity of resources and lack of infrastructure are the major hindrances in primary education in India. SBI always strives to support for education of a weaker social group in remote, unreachable & underdeveloped areas.

**4.1 Holistic Support** - SBI has contributed in this field by supporting for food, shelter and sponsoring cost of education etc.

**4.2. Computers, Equipments, Furniture support** - SBI has supported charitable organizations for

- Setting up Science Centres, iMobile Labs and Lab-on-a-bike
- Acquiring computers/UPS for setting up of Computer Labs.
- Acquiring computers, TV Sets, Water Filters, Generators and Teaching aids in rural schools.
- Printing & distribution of one lakh note book among destitute girl students

**4.3 Schools Buses/Vehicles:** SBI has supported NGOs for acquiring 63 School buses/vehicles to help schools in rural areas to provide easy transportation to underprivileged children.



## 5. PERSONS WITH DISABILITIES (PWDS):

Majority of persons with disabilities can lead a better quality of life if they have equal opportunities and effective access to rehabilitation measures. There has been an increasing recognition of abilities of persons with disabilities and emphasis on mainstreaming them in the society based on their capabilities. SBI always remained

in the fore front for Protection and Promotion of the Rights and Dignity of Persons with Disabilities (PwD)

SBI supported reputed NGOs in this field for

- Distribution of artificial limbs, callipers, crutches, wheel chairs etc. to approx 4200 beneficiaries.
  - Distribution of other aids & devices to disabled persons
  - Distribution of tricycles & Hearing aids to disabled women and children
- Community Based Rehabilitation project for mentally /physically challenged persons.

## 6. ENVIRONMENT & SUSTAINABILITY:



Environmental sustainability is defined as responsible interaction with the environment to avoid depletion and degradation of natural resources and maintain long term quality of the environment.

SBI has encouraged initiatives such as:

- For acquiring, commissioning and maintaining of a number of Solar power plants, Solar lamp, Solar water heater, and Solar Street lamps.
- For acquiring an animal ambulance & setting up an operation theatre for injured animals.



## 7. SPORTS, CULTURE & OTHERS INITIATIVES:

**7.1 Sports** - Sport is an important part of our national culture. SBI supported Mary Kom Regional Boxing Foundation for development of the sport in North eastern region of the country.

**7.2 National Donations (Assistance during natural calamities):** SBI has always been in the forefront to help the states affected by natural calamities. The following donations were made during the year.

- Chief Minister's Relief Fund of Assam for Assam Flood Relief measures - Rs.1.00 crore

- Chief Minister's Relief Fund of Tamil Nadu for Chennai Flood relief measures - Rs.1.16 Crore

**7.3 SBI Children's Welfare Fund:** SBI constituted SBI Children's welfare Fund as a Trust in 1983, which extends grants for the welfare of underprivileged children like orphans, destitute, divyang, etc. The corpus of the fund is made by staff members and matching contribution provided by SBI.