



### Corporate Social Responsibility – An Organisational Commitment for serving the underserved.

Concern towards the society and commitment to the welfare of all has been one of the founding principles of CANARA BANK laid down by its illustrious founder. He had a strong conviction for community development through Education, Health care, livelihoods and Women Empowerment. The Vision and actions initiated by its founder has guided the Bank to innovate and implement multifarious socio economic development programmes for the welfare of Society in General and villages in Particular, ever since its inception in 1906.

**“ A Good Bank is not only the financial heart of the community, but also has an obligation of helping in every manner to improve the economic conditions of the common people”**

Late Sri Ammembal Subba Rao Pai  
Founder, Canara Bank

The Bank has embarked on discharging its obligation towards key social parameters, mainly Health, Education, Human Capability development, Women Empowerment, Environment and Rural Infrastructure Development. These programmes have been all inclusive and impact creating on the living standards of the people and contribute for sustainable development. To give fillip and strengthen a frame work to the Bank's Community Welfare and Rural Development initiatives, the Bank has established Canara Bank Centenary Rural Development Trust (CBCRD Trust) during 1981. The Trust has grown in to key delivery channel of the Bank in under taking what is now popularly known as Corporate Social Responsibility. The Bank sponsored Trust has played a key role in providing Institutional and Organizational structures for Rural Development, which has been widely acclaimed for its innovation and impact. Some of the major initiatives and the impact are worth sharing:

### Education:

Canara Bank Jubilee Education Fund established in 1956 provides free library facility including digital library, Scholarships, sponsorships and career guidance to promote technical & professional education. The fund is having a membership of over 3000 students and has assisted over 30000 students since its inception. Under Canara Vidya Jyoti scholarships to Rural Girl SC/ST meritorious students from V Std to X Std is provided. In another pioneering initiative "Bridge Course" is organised in association with NTF, where in more than 5000 Rural Matriculates were trained and facilitated to pursue post Matriculate/inter Technical Education. To tackle the dropout of girl children from schools due to lack of sanitation facility, bank is constructing toilets to girl students in 130 identified schools spread over 26 lead districts of the Bank.



### Women Empowerment:

Department of Women Empowerment established at Bank's Head Office and 34 circle offices are facilitating women Entrepreneurs by extending Training, Business counseling and marketing support. The Bank organizes "Canara Utsavs", "Canara Bazaars" and "Nammura Santhe", a fully equipped, automated marketing vehicle for Women entrepreneurs to exhibit/cum/sell their produces at important market locations. The cell is actively promoting the Social Cause among women and sensitize them on their rights, conduct seminars on strengthening the family values, children rights, privileges and amenities available, fighting the vices like addiction, gambling among the spouses. Special package to Women Entrepreneurs are extended by the Bank in terms of concession in Rate of interest and security norms. Outstanding Women Entrepreneurs are honoured on important occasions. The Bank has fair policy towards its Women employees in promotion, transfers, leave, working hours, special privileges, etc.

### Skill Development for Employment & self Employment

The Bank has made pioneering efforts in Promoting Rural Entrepreneurship by establishing Rural Development and Self Employment Training Institute (RUDSETI) in collaboration with Syndicate Bank and SDME Trust in 1982. Through 27 RUDSETI Centres, 26 Rural Self Employment Training Institutes (RSETIs) managed by CBCRD Trust and 3 co sponsored RSETIs, more than 5.30 lakh unemployed youth & Women are trained in residential programmes in various skills & entrepreneurship. More than 70% of the trained persons have established Micro enterprises, predominantly in rural areas. Rural & urban youth, who have not been able to access education & Employment in IT sector are trained through short duration programmes in Canara Bank Information Technology Training Institutes at 5 centers and facilitated for employment in IT Enterprises. Under UDAAN Project 247 youth from the state of J & K have been trained and recruited in the Bank. Three specialized Training centers are developing Rural Artisans by training them through long duration courses in traditional forms of art including wood carving, stone craft, metal arts & terracotta. Trained Artisans have won National awards for excellence.



### Environment Protection:

The Bank has launched vanamahotsava, a campaign to plant/distribute 4,00,000 saplings across the country, educate the Student Community on Green campaign, organizes quiz/debates in Schools/Colleges. Green Banking is pursued vigorously through minimum usage of papers by resorting to net banking, e mails, SMS mode, teleconferences, etc. The Bank has consistently promoted the use of Solar Energy by distributing solar lanterns to rural households. Solar lighting and water heating systems are installed in educational institutions assisted under CSR projects of the Bank and Bank's Skill development/Artisan Training centers.

### Health Care

- Canara Bank Relief and Welfare Society is running a full fledged, well equipped 100 bed hospitals in Bangalore for over fifty years.
- More than 600 Rural Clinics have been assisted by the Bank covering 4,000 villages.
- Collaborated with hospitals & NGOs and sponsored ambulances, Mobile Medical Units and medical equipment.
- Associated with Bhagawan Mahaveer Trust and organized camps to distribute artificial limbs to disabled persons and extended assistance to NGOs for training & rehabilitation/placement of Persons with disability.
- Fluoride free drinking water facility is provided to villages under "Canara Bhageerathi" project.

### Village Development

• 65 villages and 3 slums have been adopted for their holistic development and comprehensive package is implemented for village development as well as development of families for creation of sustainable livelihood. Extended assistance to Tribal hamlet village to construct houses using local resources and promote low cost housing and creation of other infrastructure in the villages like roads, drainage, water facility etc.

### Financial Literacy:

Through Canara Financial Advisory trust (CFAT) set up 75 Financial Literacy Centers to spread the financial literacy.

During the financial year 2013-14 the Bank has invested Rs. 69.98 crores towards CSR activities.

The functionally independent and commitment of the bank backed by its adoptability to changes and co ordination with other development organisations has led to successful implementation of multifarious activities covering the large section of the population spread across the wide socio geographical area of the country. The programmes, projects and socio economic activities of the Bank has been able to create visible and positive impact on the lives of people.

A View of the Canara Bank Rural Self Employment Training Institute (RSETI) Chikkaballapur

