



## Launch of SBI GRAM SEVA Program CSR Initiative – 14<sup>th</sup> August 2017

Chairman Smt. Arundhati Bhattacharya launching SBI GRAM SEVA program along with top management of SBI, Shri B. Sriram, MD (CBG), Shri Rajinish Kumar MD (NBG), Shri Dinesh Kumar Khara MD (A&S), Deputy Managing Directors and Shri Mahendra Kumar Rekhi MD (SBI Foundation).





## Brief about SBI Gram Seva

**SBI GRAM SEVA** sets its objectives of adopting and developing villages through Gram Panchayat across India and implement every CSR activity in full force along with Bank's other services centered on holistic development.

**SBI Gram Seva** as flagship program under SBI Foundation is expected to achieve the basic goals in three years of intervention viz;

- To link the specific government schemes/services to each of the activity and to individuals.
- To lay emphasis on digital concept and create awareness about daily usage of online banking services and government schemes and to get other information online.
- Developing the village through holistic intervention for improvement of infrastructure and basic facilities therein.
- To involve the Panchayat Village Self Government in development programmes, and to create environment for participatory efforts by encouraging rural asset creation, community development so that the project achieves the motto of self-sustenance.

SBI Foundation will promote the strategy “**SBI-GRAM SEVA**” by identifying and partnering with the NGOs/NPOs to carry out the CSR of State Bank of India rather than working on different concepts/projects from multiple NGOs. SBI aims to reach to maximum of 100 Gram Panchayats across India by 2021. As per SBI Gram Seva Strategy plan, one gram panchayat means covering maximum of 5 villages.

SBI-GRAM SEVA mission is to develop the macro and micro needs of the community and engage the Gram Panchayat and villagers' participation to make this project self-sustainable.

To begin the mission, SBI Foundation will begin with 10 Gram Panchayats covering 50 villages.

Sr. No	Name of the NGO	State	District
1	Nav Bharat Jagriti Kendra	Bihar	Jamui
		Jharkhand	Deoghar
2	Assam Center For Rural Development	Assam	Baksa
3	Sanjeevani vikas evam Jan kalayan Samiti	Uttarakhand	Almora
4	Dilasa Janvikas Pratishthan	Maharashtra	Osmanabad
		Maharashtra	Latur
5	Dilasa Sansthan	Maharashtra	Wardha
		Maharashtra	Beed
6	Purvanchal Gramin Seva Samiti (PGSS)	Uttar Pradesh	Gorakhpur
		Uttar Pradesh	Siddharth Nagar

## Volunteering opportunities for SBI Officials

**The volunteering opportunities are opened to SBI Staff, SBI ladies club, SBI Local Head Office, SBI Retired members;**

- ✓ Organize awareness camps on topics like cleanliness, sanitation, etc.
- ✓ Contribute to environment by planting trees
- ✓ Conduct remedial classes in villages on required topics
- ✓ Organize and conduct awareness sessions on digital banking for villagers
- ✓ Organize cleanliness drives in villages along with villagers
- ✓ Advocacy of SBI Gram Seva model through personal social media accounts on different portals like Facebook, Twitter, Instagram & LinkedIn
- ✓ Organize skill development sessions along with villagers if specialized in certain areas of skill development
- ✓ Conduct meetings once a month with partner NGOs, Block Development Officer, Village Development Officer, Gram Panchayat and other important village development officials on growth and development of SBI Gram Seva programme
- ✓ Conduct awareness sessions/camps on new government schemes.
- ✓ Provide any materials for the villagers which could be used like old/new TV, Computers, furniture etc.

For any clarifications and queries on SBI Gram Seva Program, please contact Shri. Arockia Stephen (Program Manager). SBI GRAM SEVA Program strategy, implementation methodology was created and prepared by him.

His Contact details: Mob. **07700977567** Email id: [stephen@sbifoundation.co.in](mailto:stephen@sbifoundation.co.in)

This program will be carried out and implemented by Program Managers of SBI Foundation viz; Shri. Arockia Stephen, Shri. Rajaram Chavan, Smt. Debaleena Nag, Smt. Nitu Kumar.



## **SBI Foundation launches SBI GRAM SEVA**

**Coverage update as on August 16, 2017**

<b>Index</b>				
Sr.No	Date	Publication	Edition	Pg. No
<b>Print</b>				
1	August 15, 2017	The Economic Times	Mumbai	24
2	August 15, 2017	Financial Express	All	10
3	August 15, 2017	Asian Age	Mumbai	4
4	August 15, 2017	Vijay Karnataka	Bangalore	13
5	August 15, 2017	Divya Gujarat	Ahmedabad	2
<b>Online</b>				
1	August 14, 2017	PTI		
2	August 14, 2017	The Economic Times		
3	August 14, 2017	Mint		
4	August 14, 2017	Outlook		
5	August 14, 2017	Business Standard		
6	August 14, 2017	Times of India		
7	August 14, 2017	Deccan Chronicle		
8	August 14, 2017	DNA		
9	August 14, 2017	India CSR		
10	August 14, 2017	The Asian Age		
11	August 14, 2017	India.com		

## SBI to Adopt 500 Villages for Gram Seva

Our Bureau

**Mumbai:** State Bank of India on Monday launched a new CSR initiative—SBI Gram Seva—that aims to adopt at least 500 villages over the next three years. The initiative is launched by SBI Foundation with the aim to develop villages in collaboration with the gram panchayats.

“This is a three-year project, where SBI Foundation will collaborate with local NGOs and govern-

**The focus areas are health, education, environment, women empowerment, livelihood, skill development and local infrastructure**

ment (gram panchayat) and bridge the gap between the facilities and services provided by the government and the basic requirements of the locals in the villages,” said MK Rekha, managing director of SBI Foundation.

The focus areas are health, education, environment, women empowerment, livelihood, skill development and local infrastructure. “The reason why we undertook this initiative through the foundation is threefold. We want to ensure that it is holistic, sustainable and we do it in collaboration,” said SBI chairman, Arundhati Bhattacharya.

The aim of the project is to link specific government schemes to the individual in villages.



## Gram by gram

SBI chairman Arundhati Bhattacharya announces the adoption of 50 villages under the bank's Gram Seva CSR initiative in Mumbai on Monday

NIRMAL HARINDRAN

## **SBI launches Gram Seva plan**

**Mumbai:** The State Bank of India on Monday launched a Corporate Social Responsibility (CSR) initiative, SBI Gram Seva, which will work in the areas of health, education, environment and rural infrastructure. The SBI Foundation will identify and partner with non-governmental organisations (NGOs) to carry out CSR initiatives under which it adopt five villages each from 10 village panchayats with each village getting around `2.40 crore over the next three years. "The reason why we undertook this initiative is threefold. One is to ensure it is holistic, sustainable and we want to ensure that we do it in collaboration," said chairman Arundhati Bhattacharya. — *PTI*

ಸ್ಟೇಟ್ ಬ್ಯಾಂಕ್ ಆಫ್ ಇಂಡಿಯಾ ಮುಂದಿನ 3 ವರ್ಷಗಳಲ್ಲಿ 500  
ಗ್ರಾಮಗಳನ್ನು ದತ್ತು ಪಡೆದು ಅಭಿವೃದ್ಧಿಪಡಿಸಲು ನಿರ್ಧರಿಸಿದೆ.  
ಇದು ಬ್ಯಾಂಕ್‌ನ ಸಿಎಸ್‌ಆರ್ ಚಟುವಟಿಕೆಯ ಅಂಗವಾಗಿದೆ.

## એસબીઆઈનાં ચેરમેન અરૂંધતી ભટ્ટાચાર્યએ આ સંપૂર્ણ સીએસઆર પહેલ લોચ કરી

સ્ટેટ બેંક ઈન્ડિયાએ આજે સંપૂર્ણ સીએસઆર પહેલ એસબીઆઈ ગ્રામ સેવા લોચ કરી હતી. એસબીઆઈનાં ચેરમેન અરૂંધતી ભટ્ટાચાર્યએ આ પહેલ એસબીઆઈ ફાઉન્ડેશન હેઠળ લોચ કરી હતી, જેનો ઉદ્દેશ વર્ષ 2021 સુધીમાં સમગ્ર ભારતમાં અંદાજે 500 ગામડાને આવરી લેતી મહત્તમ 100 ગ્રામપંચાયતો સુધી પહોંચવાનો છે.

એસબીઆઈ ફાઉન્ડેશન વિવિધ વિભાવના/પ્રોજેક્ટથી લઈને વિવિધ એનજીઓ સાથે કામ કરવાને બદલે સ્ટેટ બેંક ઓફ ઈન્ડિયાની સીએસઆર પ્રવૃત્તિઓ હાથ ધરવા એનજીઓ/ એનપીઓની ઓળખ કરીને તેમની સાથે જોડાણ કરીને સ્ટ્રેટેજી એસબીઆઈ-ગ્રામ સેવા”ને પ્રોત્સાહન આપશે. આ અભિગમમાં એસબીઆઈ ફાઉન્ડેશને સમગ્ર ભારતમાં ગ્રામ પંચાયત મારફતે ગામડાં દત્તક લેવા અને વિકસાવવાનો લક્ષ્યાંક



નિર્ધારિત કર્યો છે તથા સંપૂર્ણ વિકાસ પર કેન્દ્રિત બેંકની અન્ય સેવાઓ સાથે દરેક સીએસઆર પ્રવૃત્તિનો અમલ કરશે.

એસબીઆઈ ગ્રામ સેવા હેઠળ મુખ્ય કાર્યક્ષેત્રોમાં શિક્ષણ, સ્વાસ્થ્ય, પર્યાવરણ, મહિલા સશક્તિકરણ, આજીવિકા, કૌશલ્ય વિકાસ અને માળખાનો વિકાસ સામેલ છે. સામુદાયિક વિકાસ કામગીરીઓ માટે એસબીઆઈની વ્યૂહરચના વિવિધ પ્રકારની પ્રવૃત્તિઓ અને કાર્યક્રમો મારફતે ગામડાંનું ડિજિટલાઈઝેશન પર કેન્દ્રિત છે. એસબીઆઈ

ફાઉન્ડેશનમાં આ સ્ટ્રેટેજીનો ઉદ્દેશ અમલીકરણ મોડલ પર તથા લક્ષ્યાંકો સામે હેતુઓ માટે ધ્યાન કેન્દ્રિત કરવાનો છે. એસબીઆઈ ફાઉન્ડેશન એસબીઆઈ યુથ ફોર ઈન્ડિયા ફેલોશિપ, સેન્ટર ઓફ એક્સલન્સ કાર્યક્રમો હેઠળ મુખ્ય કાર્યક્રમોનો અમલ કરે છે. અમે એસબીઆઈ ફાઉન્ડેશન હેઠળ એક વધુ મુખ્ય પ્રોજેક્ટ તરીકે એસબીઆઈ ગ્રામ સેવાનો અમલ કરવાની દરખાસ્ત રજૂ કરી છે. એસબીઆઈ ગ્રામ સેવા પ્રોજેક્ટ ત્રણ વર્ષમાં નીચેનાં મૂળભૂત લક્ષ્યાંકો હાંસલ કરશે તેવી અપેક્ષા છે



Portal: <http://www.ptinews.com/>

Date: August 14, 2017

### **SBI gives leg-up to CSR initiatives, adopts 50 villages**

Mumbai, Aug 14 (PTI) The nation's largest lender State Bank of India today launched a CSR initiative, SBI Gram Seva, which will work in the areas of health, education, environment and rural infrastructure.

The SBI Foundation will identify and partner with NGOs to carry out CSR initiatives under which it adopt five villages each from 10 village panchayats with each village getting around Rs 2.40 crore over the next three years.

"The reason why we undertook this initiative is threefold. One is to ensure it is holistic, sustainable and we want to ensure that we do it in collaboration," chairman Arundhati Bhattacharya told reporters.

Initially, 10 gram panchayats comprising of 50 villages in six states have been adopted, she said, added the banks plans to adopt 100 gram panchayats in the next three years.

# THE ECONOMIC TIMES

**Portal:** [economictimes.indiatimes.com](http://economictimes.indiatimes.com)

**Date:** August 14, 2017

**Link:** <http://economictimes.indiatimes.com/news/politics-and-nation/state-bank-of-india-to-adopt-500-villages-in-next-3-years/articleshow/60061882.cms>

## **State Bank of India to adopt 500 villages in next 3 years**

Mumbai: State Bank of India on Monday launched a new CSR initiative - SBI Gram Seva - that aims to adopt at least 500 villages over the next three years. The initiative is launched by SBI Foundation with the aim to develop villages in collaboration with the Gram Panchayat.

"This is a three year project, wherein SBI Foundation will collaborate with local NGOs and government (Gram panchayat) and bridge the gap between the facilities and services provided by the government and the basic requirements of the locals in the villages," said M K Rekhi, managing director of SBI Foundation.

The main area covered would include health, education, environment, women empowerment, livelihood, skill development and developing infrastructure.

"The reason why we undertook this initiative through the foundation is three fold. We want to ensure that it is holistic, sustainable and we do it in collaboration," said SBI Chairman, Arundhati Bhattacharya. The aim of the project is to link the specific government schemes to the individual in the villages.

"Earlier also we had done adoption of villages but what happens is certain portion of the job gets done – digitisation, solar lights, repair of tanks but in few years things would slip back. Nowhere have we taken a holistic view where the village starts ticking in terms of development index," she added.

The bank has launched the project in 10 villages in 6 states - Bihar, Jharkhand, Assam, Uttarakhand, Maharashtra UP.

The operational cost is estimated at Rs 2.40 cr over the next three year per village." The Foundation will select the local NGOs and avoid pan India entities to the extent since we need micro management at the grass roots," said Rekha.

"There are 1 lakh gram panchayats we cannot cover all of them but we can create a model which other institutions can follow. This will be an ideal platform for ladies club across the country to make a contribution," said Rajnish Kumar, managing director of SBI.



**Portal:** [www.livemint.com/](http://www.livemint.com/)

**Date:** August 14, 2017

**Link:** <http://www.livemint.com/Politics/pvc03PuRp8tn23Nok2IqDM/SBI-to-adopt-500-villages-for-development.html>

### **SBI to adopt 500 villages for development**

State Bank of India will be allocating around Rs240 crore over the next three years for the development of the villages. State Bank of India Ltd will be adopting around 500 villages through gram panchayats under its corporate social responsibility programme—Gram Seva. The leading public sector lender will be allocating around Rs240 crore over the next three years for the initiative, the top management of the bank said.

SBI Foundation, the CSR division of SBI will be partnering with non-government organisations (NGOs) for integrated development of the villages. “SBI has adopted villages in the past but there was no focus on holistic development or sustainability. The projects were left to the branch managers and after we exited, the villages slipped back. But Gram Seva changes this,” said SBI chairperson Arundhati Bhattacharya.

She said that the foundation will be working in cooperation with the local administration and non-government organisations for development activities like education, sanitation, digital empowerment and bringing the villages under government schemes among others.

“Our job is to offer banking services. Therefore, we shall only be looking to fill the gaps in the village infrastructure in cooperation with NGOs. We will be using Human Development Index as an indicator to measure development of villages of the next 3 years,” Bhattacharya said.

The bank has started a pilot in 10 gram panchayats across six villages—Maharashtra, Uttar Pradesh, Uttarakhand, Jharkhand Bihar and Assam. “We are looking to develop a replicable, scalable and sustainable model of development for villages,” said Bhattacharya.

# Outlook

**Portal:** [www.outlookindia.com](http://www.outlookindia.com)

**Date:** August 14, 2017

**Link:** <https://www.outlookindia.com/newscroll/sbi-gives-legup-to-csr-initiatives-adopts-50-villages/1123767>

## **SBI gives leg-up to CSR initiatives, adopts 50 villages**

Mumbai, Aug 14 (PTI) The nation's largest lender State Bank of India today launched a CSR initiative, SBI Gram Seva, which will work in the areas of health, education, environment and rural infrastructure.

The SBI Foundation will identify and partner with NGOs to carry out CSR initiatives under which it adopt five villages each from 10 village panchayats with each village getting around Rs 2.40 crore over the next three years.

"The reason why we undertook this initiative is threefold. One is to ensure it is holistic, sustainable and we want to ensure that we do it in collaboration," chairman Arundhati Bhattacharya told reporters.

Initially, 10 gram panchayats comprising of 50 villages in six states have been adopted, she said, added the banks plans to adopt 100 gram panchayats in the next three years.

# Business Standard

**Portal:** [www.business-standard.com](http://www.business-standard.com)

**Date:** August 14, 2017

**Link:** [http://www.business-standard.com/article/current-affairs/sbi-s-new-csr-initiative-to-improve-health-education-infra-in-50-villages-117081401818\\_1.html](http://www.business-standard.com/article/current-affairs/sbi-s-new-csr-initiative-to-improve-health-education-infra-in-50-villages-117081401818_1.html)

## **SBI's new CSR initiative to improve health, education, infra in 50 villages**

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The SBI Foundation will identify and partner with NGOs to carry out CSR initiatives under which it adopt five villages each from 10 village panchayats with each village getting around Rs 2.40 crore over the next three years.

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Initially, 10-gram panchayats comprising of 50 villages in six states have been adopted, she said, added the banks plan to adopt 100-gram panchayats in the next three years.



**Portal:** <http://timesofindia.indiatimes.com>

**Date:** August 14, 2017

**Link:** <http://timesofindia.indiatimes.com/business/india-business/sbi-launches-rs-240-crore-smart-village-project/articleshow/60063440.cms>

### **SBI launches Rs 240 crore smart village project**

MUMBAI: State Bank of India has undertaken a project to adopt 500-600 villages coming under 100 Gram Panchayats across the country to create model 'smart villages' which will use digital platforms to help locals take advantage of government schemes. Rs 240 crore project undertaken by SBI Foundation will be in partnership with non-government organisation and district administrations with support from the bank.

The project -- SBI Gram Seva -- marks a sharp departure from the bank's earlier approach. For one, the bank has decided to partner small local NGOs who are involved in ground-level work in each of the villages rather than going for pan-India entities. In the past, the focus was on individual villages while under the Gram Seva project, the bank will now adopt a cluster approach by partnering Gram Panchayat's that cover five to six villages.



**Portal:** <http://timesofindia.indiatimes.com>

**Date:** August 14, 2017

**Link:** <http://timesofindia.indiatimes.com/business/india-business/sbi-gives-leg-up-to-csr-initiatives-adopts-50-villages/articleshow/60062056.cms>

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# DECCAN Chronicle

**Portal:** [www.deccanchronicle.com](http://www.deccanchronicle.com)

**Date:** August 14, 2017

**Link:** <http://www.deccanchronicle.com/business/companies/140817/sbi-gives-leg-up-to-csr-initiatives-adopts-50-villages.html>

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**Portal:** [www.dnaindia.com](http://www.dnaindia.com)

**Date:** August 14, 2017

**Link:** <http://www.dnaindia.com/business/report-sbi-launches-sbi-gram-seva-to-focus-on-health-education-environment-rural-infrastructure-2530007>

### **SBI launches SBI Gram Seva to focus on health, education, environment, rural infrastructure**

The nation's largest lender State Bank of India today launched a CSR initiative, SBI Gram Seva, which will work in the areas of health, education, environment and rural infrastructure.

The SBI Foundation will identify and partner with NGOs to carry out CSR initiatives under which it adopt five villages each from 10 village panchayats with each village getting around Rs 2.40 crore over the next three years.

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**Portal:** <http://indiacsr.in>

**Date:** August 14, 2017

**Link:** <http://indiacsr.in/sbi-chairman-arundhati-bhattacharya-launches-csr-initiative-sbi-gram-seva/>

### **SBI Chairman Arundhati Bhattacharya launches CSR initiative SBI GRAM SEVA**

MUMBAI: State Bank of India today launched its integrated CSR initiative SBI GRAM SEVA. SBI Chairman Arundhati Bhattacharya launched this initiative under SBI Foundation that aims to reach to maximum of 100 Gram Panchayats covering approximately 500 villages across India by 2021.

SBI Foundation will promote the strategy, “SBI-GRAM SEVA” by identifying and partnering with the NGOs/NPOs to carry out the CSR of State Bank of India rather than working on different concepts/projects from multiple NGOs. In this approach, SBI Foundation sets its objectives of adopting and developing villages through Gram Panchayat across India and implement every CSR activity in full force along with Bank’s other services centered on holistic development.

The main areas of intervention under SBI GRAM SEVA are Health, Education, Environment, Women Empowerment, Livelihood, Skill Development, and developing the Infrastructure. The strategy of SBI towards integrated community development interventions will be centered on digitalization of Village through various types of activities and programmes.

This strategy aims at SBI Foundation having a focused implementation model and objectives against set targets and goals. SBI Foundation already has flagship programs under it viz. SBI Youth for India Fellowship, Center of Excellence. We propose to implement SBI Gram Seva as one more flagship project under SBI Foundation. SBI Gram Seva project is expected to achieve the basic goals in three years of intervention viz;

To link the specific government schemes/services to each of the activity and to individuals.

To lay emphasis on digital concept and create awareness about daily usage of online banking services and government schemes and to get other information online.

Developing the village through holistic intervention for improvement of infrastructure and basic facilities therein.

To involve the Panchayat Village Self Government in development programmes, and to create environment for participatory efforts by encouraging rural asset creation, community development so that the project achieves the motto of self-sustenance.

SBI Foundation has strategically worked on identifying various projects and has partnered with multiple NGOs and NPOs for undertaking the CSR projects/programs. Now, SBI Foundation intends to move forward to the next phase through strategic development and accordingly, sets out a CSR strategic plan for State Bank of India to carry out the implementation of CSR activities through integrated approach.

SBI-GRAM SEVA mission is to develop the macro and micro needs of the community and engage the Gram Panchayat and villagers' participation to make this project self-sustainable.

# THE ASIAN AGE

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## **SBI gives leg-up to CSR initiatives, adopts 50 villages**

Mumbai: The nation's largest lender State Bank of India on Monday launched a CSR initiative, SBI Gram Seva, which will work in the areas of health, education, environment and rural infrastructure.

The SBI Foundation will identify and partner with NGOs to carry out CSR initiatives under which it adopt five villages each from 10 village panchayats with each village getting around Rs 2.40 crore over the next three years.

"The reason why we undertook this initiative is threefold. One is to ensure it is holistic, sustainable and we want to ensure that we do it in collaboration," chairman Arundhati Bhattacharya told reporters.

Initially, 10 gram panchayats comprising of 50 villages in six states have been adopted, she said, added the banks plans to adopt 100 gram panchayats in the next three years.



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