

Caring...

For the communities around us



We support meaningful and measurable change in the lives of socially and economically excluded communities across the country. Our diverse programmes are created to cater to needs of communities aimed at improving their lives and livelihoods.

Sustainable Livelihoods Programme

Axis Bank Foundation (ABF) has been working in partnership with NGOs to create long-term positive impact on livelihoods for rural communities.

Launched in 2018, Mission2Million is our commitment to support 2 million households improve their lives and livelihoods. To achieve this, ABF engages with communities by introducing them to a 'basket of livelihoods' and developing skills to improve decision-making, fostering leadership qualities and leading them to financial independence.

ABF's ongoing commitment across rural livelihoods and skill development



28

Projects*



23

Partner organisations*



0.23 MN

Households/
trainees
impacted in fiscal
2020-21

* As on 31 March, 2021

Axis DilSe

In April 2020, we launched Axis DilSe in Manipur in partnership with the Sunbird Trust. The three-year programme seeks to strengthen and upgrade the Lyzon Friendship School – a special school focusing on the rural poor and tribal children of the region, along with helping develop other support facilities in the vicinity. Axis DilSe is supporting the expansion of the school's infrastructure, pedagogy and teaching methodologies, and developing infrastructure to enable the school to play a larger role in the sustainable economic development of the region.

Under Axis DilSe, during the COVID-19 induced lockdown, we supported Lyzon Friendship School's digital learning initiatives by providing 50 tablets to ensure continuity in teaching and learning.



Axis Bank Scholars

We came together with Ashoka University, one of India's leading private liberal arts and sciences university, to support academic scholarship for female students enrolled in the three-year undergraduate programme in any of the STEM disciplines offered by the University, over a five-year period from 2020 to 2025.

During fiscal 2020-21, we supported 10 women students as 'Axis Bank Scholars'.



Caring... contd.

Project Akshar

We commenced Project Akshar in 2017 to create a more financially literate society among the digitally active, urbanised consumers of banking services.

With content in both Hindi and English, the project portal (www.projectakshar.com) uses an interactive and gamified approach to make personal financial learning fun and interesting.

Since its inception, the programme has touched over 12 lakh individuals; and has over 4.5 lakh registered users cumulatively till 31 March, 2021.



The Museum of Solutions, Mumbai

We partnered with the JSW Foundation to support the creation of the Museum of Solutions, a state-of-the-art children's museum being built in Lower Parel, Mumbai. Scheduled to open in January 2022, the museum will offer an iconic space, where children can engage and collaborate to develop as well-rounded, curious individuals.



We collaborated with Farmer Producer Organisations (FPOs) and Self Help Groups (SHGs) to provide various social supports such as aggregating harvest sales, raising awareness of different government schemes, helping find alternative employment, and so on.



Sarojini Majhi, a member of Maa Annapurna Self Help Group (SHG) harvests brinjal from her one acre farm in Sanchergaon village, Odisha. ABF supports her SHG and many more across India with vegetable seeds to ensure round-the-year food supply and earnings.

Multi-pronged COVID response

The pandemic put huge pressure on India's medical infrastructure and on professionals engaged in this field, as the health sector faced massive challenges to scale up essential medical and healthcare formats. We took proactive steps to mitigate citizens' hardships by collaborating with various frontline warriors and institutions

- Spread awareness on COVID, hygiene, sanitation, medical and hygiene supplies
- Spread awareness on vaccination and facilitation drives
- Supported communities and people through grocery and food aid
- Created COVID care and isolation centres at panchayat and block level
- Raising awareness of different government schemes for rural communities
- Helped expansion of health facilities across various rural communities



Volunteers from the communities and grassroots leaders, trained by ABF's projects, conducted online training sessions in small groups to impart knowledge.

Angad Singh from Baskhali village, Madhya Pradesh is now able to secure his farm's production by creating a farm pond. ABF supports farmers like Singh to optimise their farm production and reduce crop failures, by improving their access to water.

