

# A purpose beyond profit

Axis Bank's CSR activities focus on providing education and livelihood to the disadvantaged and differently-abled

The contribution to society from Axis Bank goes far beyond trustworthy, reliable and excellent banking services to its clients. The bank understands that the driving force behind any success story is people, particularly those with various abilities, working together to create unstoppable momentum. Give people an opportunity and they will surprise you with their productivity: Based on this belief, a registered public trust was created to fulfill the Corporate Social Responsibility that comes with being one of the foremost brands in banking sector.

The focus here is to provide education and livelihoods to the disadvantaged and differently abled so that they may acquire skills and knowledge that will help them become earning, independent members of society. Axis Bank Foundation (ABF) partners and supports various organisations that are working towards the same goal. Together with them, Axis Bank Foundation is increasingly engaging in providing sustainable livelihoods and education to the underprivileged. In livelihood itself, Axis Bank Foundation aims to create, at least, a million sustainable

livelihoods by 2017, with a commitment that, at least, 60 per cent of the beneficiaries it supports are women.

ABF Livelihood Programs, in some of the 100 poorest districts of the country, aims to bring about a change in people's lives by providing direct solutions to persisting issues. ABF partners work in some of the socio-economic backward states to help improve irrigation through rainwater harvesting, make various government schools accessible, create market linkages and opportunities for small enterprises and provide credit linkages with banks and Self Help Groups. With key focus on the Livelihood Programs, ABF aims to provide one million people with sustainable livelihood options by 2017.

With 22 current partnerships across India, Axis Bank Foundation helps enhance the learning process for children from tribal and other communities. One of the key beneficiary groups has always been the differently abled children and young adults. Through various interventions, ABF not only gives them a platform to get equitable education but also teach them skills which would help them be confident of leading economically independent lives. ❸

