

Axis Bank Foundation joins hands with Government of Maharashtra to transform 1000 villages

Mumbai, 5 April 2017: Axis Bank Foundation (ABF), the CSR arm of Axis Bank, has pledged its support towards the Government of Maharashtra's 'Village Social Transformation Mission' under the aegis of the Hon. Chief Minister Shri. Devendra Fadnavis.

The initiative aims at transforming adverse conditions in 1000 villages plagued by drought, low human development index and various other social challenges to transform them into 'Model Villages'. The collaborative effort with corporates under their respective CSR programmes would provide both financial and technical support to the mission.

Axis Bank Foundation will implement its flagship financial inclusion and financial literacy programmes in these villages, to fast track development and introduce the unbanked and underbanked to the world of banking. The Government of Maharashtra, in consultation with Axis Bank Foundation has allocated 15 villages in Yavatmal district to the foundation.

A 12-month Chief Minister Rural Development Fellowship (CMRDF) program is designed under the Mission. The aim of the CMRDF is to drive change from within the village itself by having a resource on the ground. This will ensure that effective execution is taking place and the locals are empowered to fully participate in the development of their villages.