



**ICICI FOUNDATION  
INTRODUCES  
VOLUNTEERING  
PROGRAMME  
FOR ICICI BANK  
EMPLOYEES**

DECEMBER 2011

**ICICI Foundation for Inclusive Growth**

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# Message from Mr. Subrata Mukherji President, ICICI Foundation



Dear Readers,

Happy New Year from all of us at ICICI Foundation.

The past year has been enriching and exciting for ICICI Foundation for Inclusive Growth, as we have deepened our interventions in the key areas of primary health, elementary education, sustainable livelihoods and financial inclusion. Recognising that our efforts in these areas will be most effective when undertaken in tandem, we aspire to undertake integrate focussed efforts in a region in 2012.

The Foundation's interventions in Rajasthan – where we are undertaking primary health, elementary education and sustainable livelihoods programmes simultaneously – provide a good example of this holistic strategy.

On April 28, 2011, we entered into a six-year partnership with the Government of Rajasthan to reform school and teacher education as per the government mandate and state government priorities. In addition to this focus on elementary education, we have expanded work at the two **Rural Self-Employment Training Institutes (RSETIs)** in Udaipur and Jodhpur, customising their offerings according to the needs of the local populations and the opportunities available. The RSETIs provide residential and on-location, vocational and skill training to youth in a variety of areas including masonry, mobile repairing, ladies make-up, hair styling, tailoring, soft toy making, bag making and business fundamentals. The RSETI also connects the trained youth to job markets and provides hand-holding support.

In addition to our education and livelihoods programmes in Rajasthan, we have also undertaken an initiative to reduce child malnutrition in Shahabad block of Baran district. Shahabad block is home to the Sahariya tribe, one of the most primitive tribal groups (PTG) in the country and historically suffer from severe malnutrition. On November 16, 2011 ICICI Foundation signed an MoU with the Government of Rajasthan for a three-year programme for reducing malnutrition among children from 0 to 6 years of age. The programme is being initiated as a pilot at 253 Anganwadi Centres involving a large number of Self-Help Groups (SHGs)

in Shahabad. The RSETIs will also play a key role in building capacity of the SHGs to deliver supplementary nutrition designed to improve the nutritional status of lactating women and children in the age group of 0-6 years. The move is intended to create inter-linkages between our various programmes and key areas, deepening our interventions and amplifying the impact

Our **employee volunteering initiative**, which gives ICICI Bank employees an opportunity to train youth through a comprehensive course on financial literacy, is an effort to create similar linkages. After the successful completion of the employee volunteering initiative in Mumbai, we will be taking the training module to Rajasthan where it will be customised in order to offer it to rural youth, school students, Self-Help Groups and NREGS workers.

We believe that social entrepreneurship is a key ingredient in value creation and sustainable growth. With a view to encourage such efforts, the Foundation supported the annual social business plan competition Utthan 2012 at Benaras Hindu University.

The new year also brings with it more additions to the Foundation's efforts: a revamped website, a new ICICI Foundation video and we are working on a platform for online donations. Applications to ICICI Fellows programme for the third batch 2012-13 have also opened. If you have any thoughts or ideas on our work that you would like to share with us, please feel free to write to us at [info@icicifoundation.org](mailto:info@icicifoundation.org) or share your ideas through our Facebook and Twitter accounts.

**Subrata Mukherji**

*President*

*ICICI Foundation for Inclusive Growth*

**ICICI FOUNDATION FOR INCLUSIVE GROWTH (ICICI FOUNDATION) WAS FOUNDED BY THE ICICI GROUP IN EARLY 2008 TO CARRY FORWARD AND BUILD UPON ITS LEGACY OF PROMOTING INCLUSIVE GROWTH. THE PROGRAMMES ARE FUNDED BY THE ICICI GROUP OF COMPANIES. THE FOUNDATION IS COMMITTED TO INVESTING IN LONG-TERM EFFORTS TO SUPPORT INCLUSIVE GROWTH THROUGH EFFECTIVE INTERVENTIONS.**

## vision

Our vision is a world free of poverty in which every individual has the freedom and power to create and sustain a just society in which to live.

## mission

Our mission is to empower the poor to participate in and benefit from the Indian growth process through integrated action in the fields of primary health, elementary education, financial inclusion and sustainable livelihoods. This will be achieved through active collaboration with the government and independent organisations.

## We've redesigned www.icicifoundation.org. What do you think of the new site?



We're continually on the look out for additional ways to share information and involve our stakeholders in our work. In the new year, we are hoping to give you a more complete picture of our work and share our plans through our new website, which has updated content and a fresh design.

The website has been designed to include news, events and other happenings at ICICI Foundation. The sections have been demarcated to give you information on individual programmes. We have also linked our facebook, twitter and YouTube accounts to our new website to give you real time updates on our work.

## Applications are now open for ICICI Fellows!

To find out more about our 15-month experiential leadership programme that brings together the brightest youth across India, visit [icicifoundation.org/icicifellows](http://icicifoundation.org/icicifellows).





STUDENTS USE THE SNAKES AND LADDERS GAME CREATED BY ICICI FOUNDATION TO LEARN BASICS OF MONEY MANAGEMENT

## ICICI Foundation introduces volunteering programme for ICICI Bank employees

The ability to make good financial choices is a skill that can help young people make the best of the opportunities to improve their future. ICICI Foundation values the opportunities that financial knowledge can bring and seeks ways of spreading financial awareness to those, who are in need of it.

With this in mind, ICICI Foundation has developed an employee volunteering programme that allows ICICI Bank employees to teach a comprehensive course on financial literacy to youth. This free-of-cost training enables youth to take control of their personal finances and gives them the tools

to create a better life for themselves and their families. This training also provides ICICI employees an opportunity to engage meaningfully within their communities.

Ranging in age from 16 to 24, the youth enrolled in the programme are mobilised by local NGOs. The focus

**THE FOCUS IS ON YOUTH FROM LOW-INCOME FAMILIES WHO ARE INTERESTED IN IMPROVING THEIR FINANCIAL STATUS**

is on youth from low-income families who are interested in improving their financial status.

Our study has shown that this is the group that is most susceptible to the pressures of peer influence that could lead to unbalanced spending patterns. Early familiarity with financial management skills can help them avoid high-risk habits, improve their understanding of their needs vis-a-vis wants, and help them manage money responsibly for the future needs of their family.



THE JIGSAW PUZZLE HELPS EXPLAIN THE ENTIRE CYCLE OF SAVING AND PRODUCTIVE INVESTMENT

Approximately 25 to 30 young people are enrolled in each session, which is led by one or two ICICI Bank employee volunteers, using handbooks and learning aids that have been developed specifically for the programme.

**KAJAL KAPUR, FROM ICICI BANK'S MUMBAI OFFICE, WAS THE FIRST EMPLOYEE VOLUNTEER TO PARTICIPATE IN THE PROGRAMME.**

The engaging learning materials include posters, a board game, a jigsaw puzzle and stickers. In addition to basic financial topics like keeping track of income and expenses and saving for specified goals, motivated students can progress to advanced topics such as investment and creating business plans for small enterprises.

Kajal Kapur, from ICICI Bank's Mumbai office, was the first employee volunteer to participate in the programme. During October and November, Ms. Kapur spent three hours every Friday at our partner NGO's office where she taught 22 eager young people the basics of banking and financial planning.

Rajender Madhwani, Training Manager, Jaipur Regional Office, ICICI Bank and Swati Ojha, Branch Operations Manager, ICICI Bank, Tonk Road branch, Jaipur also participated in a similar employee volunteer programme in Jaipur.

Based on the results of this programme, ICICI Foundation looks forward to expanding it to employees across the country by reaching out through customised modules on the company intranet and using experienced volunteers to train other volunteers.

The training modules will also be customised for use in our Rural Self-Employment Training Institutes (RSETIs) in Rajasthan, where they will be used to teach financial literacy skills to rural youth and Self-Help Groups.

## Financial literacy tips from our handbook

- \* Save now, save first. Save regularly.
- \* Spend on needs first, wants later and waste never!
- \* A rainy day savings account and insurance are your shock absorbers. Do not ignore them!
- \* Use debt to stabilize your life, not to control it!
- \* Never miss the date - pay on time.
- \* Make a budget. Stick to it.

## Meet our employee volunteer

"What I enjoyed most about this programme was the chance to interact with people from different backgrounds and to get insights into their lives. When the participants would engage with me and ask questions I felt connected to them. The materials helped me to bond with the participants and gave me the confidence to interact with them. When we gave out stickers, the participants discussed where they could put them at their home, which meant that they took the learnings home. It felt good to be able to provide financial solutions that will help them in their lives. I volunteered for this programme because I wanted to get out into the field and help others and it has been a wonderful experience. I highly recommend it to other employees."

**Kajal Kapur**  
*Training Manager*  
*ICICI Bank Retail Training Team*





## ICICI Foundation's livelihoods programme opens new horizons for rural youth

In India, there is an urgent need to create adequate employment opportunities for rural youth, particularly those below the poverty line. As a first step, ICICI Foundation is strengthening its two Rural Self-Employment Training Institutes (RSETIs) in Udaipur and Jodhpur. It is also realigning the training courses to suit the requirements and demands of the local populations.

The courses have been designed to be self-sustainable with low-cost inputs and high returns. To ensure that the courses are culturally and locally in-demand, the Foundation has evaluated the needs of the local people and potential job opportunities in the area. Based on this evaluation, modules are being offered in masonry, electrician training, plumbing, beautician training, mobile phone repairing, tailoring, soft toy making, bag making, cattle breeding and leather designing amongst others. Efforts are being put for inclusion of newer and innovative trends in the curriculum based on the local livelihoods opportunities.

Yet training alone is not enough to make a sustainable impact; students must be able to use their training productively. Recognising this,

ICICI Foundation also facilitates job placement through industry linkages, creates support structures for candidates starting their own ventures, and conducts regular follow-up with programme alumni. Students receive guidance in technical skills and in understanding how to finance and run their own start-ups. This approach aims to promote employment, self-employment and micro-ventures.

### MOBILE REPAIRING

With India's telecom industry booming and villagers across the country purchasing mobile phones, ICICI Foundation perceives an opportunity to create sustainable economic growth for rural youth in the large ancillary repairing and servicing market. Training on how to repair mobile phones is a prime example of a course with low-cost inputs, which makes it self-sustaining. "Everyone in my village has a mobile phone, but there is no one to repair them. After I finish my training I will go to my village and start my own mobile repair shop," says Ramlal Neelam. In the mobile repairing course, students are taught all aspects of mobile repairing –hardware repair, upgrading software, and an introduction to new

technology. "A mobile phone repairman can easily earn up to Rs. 500 in a day," says Anil Agarwal, mobile phone repairing trainer at RSETI, Udaipur.

### MASONRY

Rajasthan is a state with several construction projects, roadways and infrastructure projects underway. To meet the demand that these projects create for skilled and trained masons, our RSETI masonry training module touches upon all aspects of the construction business, from elementary measuring skills to painting. The course also introduces youth to welding, basic plumbing and other aspects of the construction business. The Foundation then places the youth with construction contractors and builders. To date, RSETI has placed 100 youth in construction sites in and around Rajasthan.

### BEAUTICIANS COURSE

Conducted for women, the beauticians course trains students in makeup, beauty basics, hair-styling, mehndi, threading, waxing, facials and other aspects of running a beauty parlour. The students include housewives and young aspiring women.

In villages close to Udaipur and Jodhpur, the Foundation also runs on-location training in tailoring, soft toy making, bag-making, vermi composting and cattle breeding.



## PRIMARY HEALTH



# ICICI Foundation signs MoU with Government of Rajasthan to reduce child malnutrition

On November 16, 2011, ICICI Foundation began a three-year programme to strengthen the public system for alleviation and prevention of malnutrition in the Baran district of Rajasthan. The programme seeks to improve the nutritional status of children from 0 to 6 years old through a three-pronged comprehensive approach of preventing, managing and treating severe malnutrition.

The programme will be launched on a pilot basis in 253 Anganwadi Centres (AWCs) of Shahabad and Kishanganj blocks in Baran district and will subsequently be scaled up across the district. It aims to work with and strengthen the delivery of services within the Integrated Child Development Scheme (ICDS)

through the Anganwadis focusing on supplementary nutrition, growth monitoring, referrals, health and nutrition education, and health check-ups, as appropriate for adolescent girls, pregnant and nursing mothers, and children from 0 to 6 years old.

**THE STATE OF CHILD HEALTH AND MALNUTRITION IN INDIA IS AN ALARMING REALITY THAT NEEDS URGENT AND CONCERTED ACTION**

Baran is a district where Rajasthan's sole Primitive Tribal Group (PTG), Sahariyas, reside and where high

levels of child undernutrition and mortality have been reported. The state government is keen to accelerate development efforts here and the proposed plan has been developed after analysing child health and nutrition in the state, in consultation with state and district officials.

The state of child health and malnutrition in India is an alarming reality that needs urgent and concerted action. According to the Nation Family Health Survey 3<sup>1</sup>, 48 percent of children under five in India are stunted or chronically malnourished, 20 percent are acutely malnourished, 43 percent are underweight for their age and 79 percent suffer from anaemia. For the past 35 years, India's primary policy towards combating child malnutrition has been the ICDS and there is ample room for improvement.

In Rajasthan, utilisation of ICDS services is lower than the national average and as a result, 44 percent of children under five in Rajasthan are stunted, 40 percent are underweight and 20 percent experience wasting. To overcome this, efficient utilisation of existing ICDS services must be encouraged, especially among the rural communities.

### The programme aims to:

- \* Improve the process of promoting growth monitoring by initiating a campaign to create awareness of the importance of monitoring. The campaign will include home visits by ASHA workers, organising Maternal and Child Health and Nutrition days at AWCs and ensuring that all scales for weighing children are functional.
- \* Establish and build the capacity of Self-Help Groups to produce and distribute nutritional supplements in the Anganwadis.
- \* Improve the functioning of Anganwadis through capacity building
- \* Improve the functioning of the Malnutrition Treatment Centers (MTC) at Shahabad Community Health Centre and Baran District Hospital.

<sup>1</sup>FRED ARNOLD, SULABHAPARASURAMAN, P. AROKIASAMY, AND MONICA KOTHARI. 2009. NUTRITION IN INDIA. NATIONAL FAMILY HEALTH SURVEY (NFHS-3), INDIA, 2005-06.

## ICICI FOUNDATION SUPPORTS SOCIAL ENTREPRENEURSHIP COMPETITION AT BHU



ICICI Foundation President Subrata Mukherji was the Chief Guest at the Banaras Hindu University's annual Social Business Plan competition, UTTHAN 2012, held on January 6 and 7, 2012. The competition organised by the management faculty offers

young professionals an opportunity to create sustainable, and economically viable social enterprise plans.

### Here is a preview of projects of the winners:

**First prize:** The Shabda Shiksha Sansthan project by students of Department of Management Studies, IIT, Roorkee aims to create awareness among people about hearing impaired infants and the need for educating through early intervention and training. It also aims to integrate these children into the mainstream education system by adopting the latest scientific and innovative methods of lip reading and maximising the child's residual hearing at an early age.

**Second prize:** The Rural Education Consultancy project by students from Disha Institute of Management Studies and Technology, Raipur, aims to provide quality educational support services that can complement the existing framework of school education in rural areas. This would be done using technology platforms such as: video lectures, resource material, interactive modules, counseling and awareness programmes, effective evaluation and teaching methodologies into classrooms in rural India.

**Third prize:** The Organic Waste Management business model submitted by two MBA students from Faculty of Management Studies, South Campus, Banaras Hindu University, is an initiative to link the collection, processing and supply chain of waste with an objective to benefit the society. The project aims to enhance the waste collection chain by giving incentives and creating a viable processing and supply chain for the collected waste.



Chanda Kochhar, Managing Director and CEO of ICICI Bank Ltd., received the Corporate Social Responsibility

Award at the CNBC's 10th Asia Business Leaders Awards (ABLA) held in Singapore. Asia Business Leaders Awards have distinguished and honored Asian leaders who have contributed and shaped the Asian economy. Winners of the Awards exemplify the best in leadership.

Chanda Kochhar said, "We feel that Asia's greatest strength comes from its diversity of opportunities, and we are pleased to be able to include more people in this growth. Through our work in primary health, elementary education, sustainable livelihoods and access to finance, we aim to create a holistic platform for inclusive growth. Winning this award not only represents the hard work that team ICICI Bank has put into ensuring that more people have access to India's growth, but also encourages us to continue creating more opportunities for inclusive development. We are deeply honoured to accept this award."

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