

UNION BANK OF INDIA

• Background

Union Bank Social Foundation was registered as a charitable Trust at Bangalore on 02.03.2006 as an initiative of Union Bank of India to carry out its CSR activities. Presently UBSF is functioning from R.O., Bangalore premises. Chairman and Managing Director and Executive Directors are respectively Chairman Trustee and Vice Chairmen Trustees. The Board of Trustees monitors and controls the activities of the Trust.

Aiming to Support initiative towards social upliftment and improving living standards of underprivileged segments, USBF is focusing on assistance to Trusts/Social Organisations engaged mainly in the following activities.

- Community welfare
- Education
- Health care-mental & physical disability
- Skill development
- Rural development & village adoption
- Girl child & women empowerment
- Vocational training
- Environment protection



• Location, Date

U.P. Kerala, M.P. Rajasthan, and West Bengal

• Areas

Rural

• Stage/Scale

Full Scale

• Objective of the assignment

Projects, activities in villages adopted under Union Bank Adarsh Gram Scheme are aimed both towards community development & school infrastructure improvement (viz. toilets, clean water supply facilities, storage tanks, computers, desks, benches, fans, hand pumps etc.) Support to children by providing books, school equipment, adoption of girl children, donating cycles and construction of school building etc.)

• What was done

- Philanthropic: Financial assistance to NGOs/Trusts/Societies serving the interest of under privileged segments/disabled persons, providing artificial limbs & devices/equipment (for physically & mentally challenged persons/children) audio recording of books/school buses for visually impaired students facilitating education. Night shelters for street poor, solar power systems to schools, School Buses for children from deprived sections/disabled children, Ambulances, other hospital equipment /infrastructure for operation theatres and facilities to patients.
- Rural development activities through adopted villages projects activities: in villages adopted under Union Bank Adarsh Gram Scheme - both towards community development & school infrastructure improvement (viz. toilets, clean water supply facilities, storage tanks, computers, desks, benches, fans, hand pumps etc.) Support to children by providing books, school equipment, adoption of girl children, donating cycles and construction of school building etc.
- Provided toilets, drinking water facilities, solar systems, Computers etc. in rural schools of U.P., Sikkim, and Assam etc. Construction of class rooms in rural schools. Provided furniture, electrical items, ceiling fans, almirahs, computers, water purifiers at rural schools in Assam. Provided bus for village school children at Bulandshahar (UP). Solar lights in villages in Allahabad region also 100 hand pumps at Barabhanki in UP. The rural development of the Union Bank of India also included the providing of community toilets, tube wells, hand pumps, solar system to BPL families, support for manufacturing solar lanterns in Lead district & other villages of U.P. Kerala, M.P. Rajasthan, and West Bengal etc.

• Impact

- Through an approach of bringing holistic development Union Bank adopts a whole village and puts all the focus of holistic change. Therefore ensuring a long term change with facilitative changes with focused changes.
- The bank has adopted 211 villages across the country for the UAG endeavour. The officers of the VKCs in consultation with the Branch Manager and Regional Manager have identified a backward village Nagepur in Varanasi (UP), K.G. Palayam in Coimbatore (Tamil Nadu) and Aushbali in Durgapur (West Bengal)

• Lessons learnt

All aspects of social change needs to be focused to bring about holistic growth in the village

• Financials

N/A

- **Economic sustainability/Revenue Model**

The spending was part of company's CSR activities.

- **Implementer Contact Persons**

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- **Sources and References**

- Company Website
- https://www.unionbankofindia.co.in/pdf/Social_Activities_Pictures.pdf