

COMMUNICATION ON ENGAGEMENT (COE)

Period covered by this Communication on Engagement: 2021-23

From: 2021

To: 2023

Description of Actions:

SBI Foundation is compliant with each of the 10 principles underlined by the United Nations Global Compact. Furthermore, by way of our projects and interventions, we are actively engaged in advocacy with the corporate sector at large over a diverse range of issues, ultimately assisting them in becoming compliant with the ten UNGC principles too. We have been able to foster partnership projects on corporate sustainability, and engage companies in Global Compact-related issues. Here are a few examples of our projects which adhere to :

Project SAMEIP:

Businesses in India are making great strides to promote diversity on the grounds of gender, sexuality etc. But too often, disability is neglected. 90% of companies say they prioritize diversity and inclusion (D&I), yet only 4% consider disability in their initiatives. These facts prompted us to focus on disability inclusion, which entails investing in both software and hardware to create an enabling environment, coupled with behavioural change.

Through Project SAMEIP, a collaboration between SBI Foundation and Microsoft India to increase pathways for young persons with disabilities (PwDs) in the BFSI Sector, we inculcate core BFSI & IT skills in Persons with Disabilities over a period of 2-6 months, for roles such as Banking Operations, Microfinance and Business Development (BD) Executive, Insurance Agent, Business Correspondent / Business Facilitator (BCBF), Mutual Fund Agent in the core BFSI domain, and Software Developer, Full Stack Developer, Software Testers, Power BI in the IT domain. These technical domain skills will be augmented with both soft skills and job readiness skills, as well. Subsequently, SBIF aims to provide placements to 60-70% of the trained candidates. SBI Foundation in partnership with Microsoft launched Project SAMEIP (SBI Foundation and

We have also convened 3 roundtables with the objective of bringing together various stakeholders, especially within the BFSI sector, to discuss and create a framework for the inclusion of PwDs in this sector. Held in Mumbai in the run up to World Disability Day, a key moment of our event was the launch of our Disability Inclusion Toolkit. The toolkit aims to provide guidance to all BFSI sector players on how to practice disability inclusion and benefit from the unique talent and expertise of this untapped workforce. The American India Foundation is the coordinating NGO with four training partners, implementing the larger project. The roundtable also brought together

several industry leaders for a panel discussion on 'Investment in People and Technology to Re-engineer and Build a Disability Inclusive Workspace.' Project SAMEIP is being implemented by the Livelihood and Entrepreneurship Accelerator Program (LEAP) at SBI Foundation.

Training PwDs to work in the Banking Sector, and Sensitising BFSI workforces

As an equal opportunity employer, SBI has taken major initiatives for the empowerment of employees with disabilities in SBI, its other group companies and industry players. As per the Rights of Persons with Disability act 2016, every year, SBI recruits persons with disabilities across categories, namely OH, SHI, VI, and D&E. Based on the 'Provision of reasonable accommodation' clause in the RPD act, SBI provides its employees with disabilities a posting close to their residence.

Furthermore, SBI Group and SBI Foundation signed an MOU to upskill its employees with disabilities. SBI Foundation trains banking employees with visual impairment and speech and hearing impairment from time to time. The training curriculum includes basic computer operation with screen reader, JAWS, MS office, CBS, other banking packages, and assistive devices. These are knowledge-sharing sessions about useful computer and mobile applications for daily chores and work, banking products etc. Our trainees are made proficient in MS office so that they can give better inputs in regional back offices, departments, local head offices by drafting letters, mails, notes for various purposes etc. Trainers teach them various useful shortcuts with screen reader JAWS so that they can deliver smart work. The trainers also teach important tools in MS office such as pivot table, V lookup, and building a blog which enhances their performance at the workplace. Trainers teach them operations on CBS and other banking packages with JAWS so that employees can deliver better service to the customers in branches and RBOs. We teach them how smartly they can use portals like Loan accounting management (LAMS), SBI Times, RLMS, CRM, and CMS. This initiative has now been scaled up to a total of 12 banks.

Setting up TISS SIMHA - School Initiative for Mental Health Advocacy:

As for our work in Mental Health and Wellness advocacy, in partnership with the Tata Institute of Social Sciences, we have launched 3 manuals for all stakeholders in school systems under Project SIMHA - School Initiative for Mental Health Advocacy. Dr. Zoya Rizvi, Deputy Commissioner, National Health Mission, Ministry of Health and Family Welfare, Government of India, released the manuals during a virtual event. The manuals are inspired by the Whole School Approach to Mental Health Programmes that SIMHA adopts for the capacity building of different school stakeholders to support students' mental health and well-being. SIMHA also conducts training programmes for stakeholders based on the manuals.

Measurement of Outcomes

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

Training PwDs to work in the Banking Sector, and Sensitising BFSI workforces

Over the years, our project to upskill bankers with disabilities has been scaled up to 11 other banking and financial institutions besides SBI group and its subsidiaries, namely Central Bank of India, Reserve Bank of India, Bank of Baroda, Indian Overseas Bank, Indian Bank, UCO Bank, Union Bank, Andhra Pradesh Grameena Vikas Bank, Telangana Grameena Bank, Punjab & Sind Bank, Bank of Maharashtra. 95 sessions have been conducted across their country-wide branches and centres. 95 sessions have been conducted across their country-wide branches and centres so far.

Project SAMEIP:

The cycle I of Project SAMEIP, in fact, meandered through the challenging COVID-19 pandemic and accomplished the following:

1. Industry level Dipstick study

An Industry-level Dipstick Study was conducted to assess employment for PwDs in the BFSI sector in post Covid scenario.'

2. Roundtables and Corporate Engagement

4 roundtables and a live session was organized with 60+ multinational and Indian corporates from the IT and BFSI sector which discussed on skill mapping with job roles and career progression for persons with disabilities. SBI Engagement

- A special roundtable was organized for SBI subsidiary companies under the leadership of SBI Foundation to explore opportunities of PWD hiring in these companies.
- 4 candidates have been employed by vendors that are providing services to SBI and its subsidiaries. These include Randstad India Pvt. Ltd., Calibehr Business Support Services Pvt. Ltd. and Web Date Systems.

3. Training & Placement

- 581 youth with disabilities completed their training in IT and BFSI job roles. (Software Developer, Business Process Automation, Banking Operations, Business Correspondent, Microfinance & Sales Executive and Mutual Funds & Insurance Agent)
- 335 placements were achieved in IT and BFSI companies.
- Prominent employers include:
 - Banking: ICICI Bank, Wells Fargo, BNY Mellon
 - Financial Services & Consulting: JP Morgan, Goldman Sachs, Motilal Oswal, KPMG, EY
 - Insurance: Tata AIG, Max Life Insurance, ICICI Prudential Life Insurance, HDFC Life Insurance, ACKO General Insurance, Shriram Life Insurance, India First Life Insurance
 - IT & ITeS: Infosys, Wipro, IBM, Capgemini, Accenture, Deque Software, Verizon, Accutech, Mphasis, Teleperformance, Allegis
- Few Job roles and salaries:
 - Max Life Insurance – Graduate Engineer Trainee – INR 58,333 per month
 - IBM – Analyst-Risk and Compliance – INR 37,500 per month
 - EY Global Delivery Services – Associate – INR 27,778 per month
 - KPMG – Audit-ADC Analyst – INR 25,000 per month
 - JP Morgan – Transaction Processing Sr. Specialist – INR 23,333 per month
 - Wells Fargo – Finance Associate – INR 22,583 per month
- Income generation:
 - The average salary earned by a placed PwD candidate is INR 17,523
 - Total monthly income generated by 335 placed candidates is INR 58,59,711 which is directly contributing to the GDP of the country.
 - The 335 candidates placed are earning a cumulative monthly salary of INR 37,56,890 which translates into a cumulative annual income generation of INR 45,082,680 being added to the local economy.

Building on the accomplishments of Phase 1 of Project SAMEIP, Phase 2 of the project focuses on

- a. On boarding 100 corporate employers with their 'Pledge to Disability Inclusion' for creating at least 1,000 employment opportunities during the year. Of these 100, 5 BFSI companies, one from each sub-sector are envisioned to be inclusive champions and core partners in the program. As of now, 5 inclusive champions have been identified who are key players in the BFSI industry. These corporate partners have agreed to champion the cause of inclusion within their respective domains to not only sensitise corporates but to also actively address the stigma associated with disability and to encourage the hiring of persons with disabilities.

- b. Providing unique multi-dimensional program support to 1,000 young persons with disabilities with a holistic approach including skilling & upskilling to 650 PwDs with 70% employment conversion and post placement retention support to 350 PwDs trained and placed last year. A total of 379 candidates have completed training as of now and 183 candidates are undergoing training. Additionally, 121 candidates have been supported with placements.

- c. Creating opportunities for incremental social investment for impacting persons with disabilities and achieving scale by advocating the SAMEIP model for adoption to the Government, CSR and institutional donors.

Since Project SAMEIP was launched in February 2020, roundtable discussions have been held regularly. The overall objective of the series of roundtables was to produce a final set of recommendations which could be used for furthering the cause of disability inclusion. The topics ranged from issues arising from the Covid pandemic like a hiring freeze to Accessibility, best practises, identification of roles and career progression for PwDs, collaboration and sensitisation and addressing unconscious biases to the hiring of PwDs. So far, we have held 8 Roundtables, five in Phase 1 and three in Phase 2.