



IIFL Finance Limited

Press Release

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IIFL Foundation and Director Mrs. Madhu Jain receive Bhamashah Samman from Rajasthan Government

Rajasthan Government has felicitated IIFL Foundation and its Director Mrs. Madhu Jain with the prestigious 'Bhamashah Samman' for outstanding contribution in the field of education and particularly in the area of girl child literacy.

Mrs. Jain leads the CSR function at IIFL Group with strong emphasis on impact-based social intervention in the areas of education, health, financial literacy, water conservation, livelihood, poverty alleviation and climate action. Mrs. Madhu Jain and IIFL Foundation's contribution has been recognized by multiple Indian and global authorities including the United Nations.

Rajasthan Government's Education Minister Dr. B.D. Kalla honored Mrs. Jain at the state-level Bhamashah Samman Ceremony held at Birla Auditorium, Jaipur.

Mrs. Madhu Jain, Director, IIFL Foundation said, "Bhamashah Samman has a special place in my heart due to my roots in Udaipur and Rajasthan. IIFL Foundation is dedicated to put all its focus and energy towards 100 percent girl child literacy in Rajasthan, along with efforts in the areas of health, poverty alleviation and climate action."

Under the leadership of Mrs. Madhu Jain, IIFL Foundation's flagship education project – Sakhiyon Ki Baadi – has brought over 36,000 out-of-school girls into education fold through 1,200 schools, mostly in remote tribal villages of Rajasthan.



Besides Sakhiyon Ki Baadi, IIFL Foundation has many other education-focused initiatives. IIFL Foundation's innovative model 'Maa Bari' project has transformed 30 schools with modern infrastructure and facilities to promote education for first-time learners from indigenous tribal communities in Rajasthan. Another project is 'Sampark', through which IIFL Foundation aims to reach over 4 lac students across 5800+ government schools in Rajasthan improving their English and Mathematics with an opportunity to expand to more schools.

IIFL Foundation's 'Digital Shaala' project introduces 5000+ students to digital pedagogy with installation of TV sets equipped with AV learning material covering grades 6 to 10. IIFL Foundation's Sesame Community radio initiative reaches over 2.5 lac students providing foundational literacy. IIFL Foundation also runs 'Chauras' a daycare-cum-literacy center for children staying at construction sites.

Besides education, IIFL Foundation is also well-known for its successful interventions in the areas of health, poverty alleviation and climate action among others. IIFL Foundation is one of the first CSR foundations to launch drone-based last mile vaccine delivery and introduction of agriculture drone. Through its various initiatives the foundation reaches over 10 lac beneficiaries.

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