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**Headline:** New hope in offing for 14,000 underprivileged Children

# New hope in offing for 14,000 underprivileged children

Support programme launched by J&K Bank and PNB MetLife India

ISHAQ LANTRY  
TRIBUNE NEWS SERVICE

SRINAGAR, AUGUST 7

Finance Minister Abdul Rahim Rather on Thursday launched a support programme for underprivileged children funded jointly by the Jammu and Kashmir Bank and the Punjab National Bank (PNB) MetLife India.

Under this joint programme, educational and development needs of around 14,000 underprivileged children would be supported by the Jammu and Kashmir Bank and PNB MetLife for one year as part of corporate social responsibility (CSR).

Speaking on the occasion, Rather welcomed the joint initiative by the Jammu and Kashmir Bank and PNB MetLife, one of the main players in the insurance sector in India.

Appreciating the role played by the bank in contributing to the socio-economic development of the state, Rather said the institution had been at the forefront and played a leading role in this sector in the state.

"With time, the bank has been deepening its activities in society," Rather said, listing some of the activities undertaken by the bank under its CSR in recent times.

The joint CSR programme launched on Thursday would focus on education and develop-



Finance Minister Abdul Rahim Rather with Jammu and Kashmir Bank chairman-cum-CEO Mushtaq Ahmed and senior officers of PNB MetLife India at the launch of a scheme to improve education, in Srinagar on Thursday. Tribune photo: Amin War

ment of underprivileged children in the state.

The two projects identified were Child Rights and You, working through the Jammu and Kashmir Association of Social Worker and Koshish, local non-government organisations.

The programme would be implemented in Baramulla, Bandipora, Budgam, Ganderbal and Srinagar districts to support the agenda of education and development of around 14,000 underprivi-

leged children, to begin with, it was stated during the launch.

Fifteen more villages were being evaluated for this programme.

The bank chairman said he was delighted to announce the launch of this programme in partnership with PNB MetLife, a partner of the bank in the insurance sector for the last 13 years. He said the CSR policy was to instil a sense of relief and protection among the most vulnera-

ble sections of society.

Tarun Chug, managing director and CEO of PNB MetLife, said this programme was the first step of the group in the state and hoped to make a sustainable difference to society with projects under the CSR.

He added that PNB MetLife had secured the lives of over 2,00,000 customers and settled close to 1,100 insurance claims worth Rs 24 crore during its 13-years partnership with the bank.

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**Headline:** JK bank-PNB MetLife initiative for upliftment of underprivileged children

**Summary:** PNB MetLife along with J&K bank launched CSR initiative, Finance Minister; Abdul Rahim Rather inaugurated the project. The programme will focus on education and development of 14000 children in Jammu & Kashmir. The name of the initiative is Koshish

غریب بچوں کی تعلیم کے کار کیلئے  
جموں کشمیر بینک اور پی این بی میٹ لائف متحد

جموں کشمیر بینک اور پی این بی میٹ لائف نے ایک مشترکہ CSR اسکیم شروع کی ہے جس کے تحت 14000 غریب بچوں کی تعلیم اور ترقی کے لیے ایک اسکیم شروع کی ہے۔ اس اسکیم کے تحت ہر سال 14000 بچوں کی تعلیم اور ترقی کے لیے ایک اسکیم شروع کی جائے گی۔ اس اسکیم کے تحت ہر سال 14000 بچوں کی تعلیم اور ترقی کے لیے ایک اسکیم شروع کی جائے گی۔

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Headline: JK Bank announces Koshish initiative for underprivileged children

# JK Bank announces Koshish initiative for underprivileged children

## Fin Min hails bank for rendering great service under CSR

MUDASIR VAQOOL

Srinagar, Aug 7: In yet another major CSR initiative, JK Bank today announced launch of "Koshish". The focus of its latest initiative by the bank, envisages meeting the health, educational and nutritional needs of underprivileged children of the state. The initiative is supported by PNB Social Life.

In the first phase, 90 villages in three districts - Srinagar, Budgam & Chanderprabha would be covered under the initiative covering 100 households and 400 children.

Finance Minister Abdul Razaq Rather launched the joint initiative of JK Bank & PNB Social Life at a glowing function here today in presence of JK Bank Chairman, Manjit Singh Ahluwalia.

Christopher Townsend, President, Asia, MetLife Inc., Tarun Chugh, MD & CEO, PNB Social Life, Parvez Ahmad, Executive President, JK Bank, Abdul Rauf Khan, Deputy President, JK Bank and Pige Marwaha, CEO, Child Rights and You (CRY) were present. Notably, CRY would be the implementing agency of the projects.

The two identified projects are with CRY - Child Rights and You, through project

Association of Social Workers (JAKASW) and KOSHISH. JKASW works across 120 households in the districts of Budgam, Budhgam and Srinagar impacting 400 children. KOSHISH will work with more children in 900 households across 25 villages in the district of Budgam in addition, 50 more villages are being evaluated for the programme.

The Finance Minister appreciated the occasion was an "optimal role to the financial security and development of individuals, families and societies of large in Jammu & Kashmir."

"During the last few decades, I think there must be very few states in India that could claim the historic role of JK Bank in the country. Throughout the state, 4 out of 10 families in business would have the bank at their back," he said, and added that the bank has been at the forefront of socio-economic upliftment of the people while pushing the theme of entrepreneurship and enterprise for a clearer and sustainable economic development.

"The bank, instead, plays a key role in providing indirect employment to considerable number of entrepreneurs."



Mudasir Khan/SA

"Going beyond its core business and job-creating, JK Bank renders great service to the people of JK through its growing CSR activities," Rather said.

The bank, he said, has been in the vanguard in modernisation of industries by providing computer system services to various schools and banks. Likewise, the bank has been financially aiding care of education of orphans and special children at various institutions across the state.

He said, "This bank has made all its

share holders proud not only in the state but across the country. I wish those welfare projects under CSR reach all the poor and needy in the state as it maintains collective welfare and success in the longer run."

Manjit Singh Ahluwalia, Chairman & CEO, Jammu & Kashmir Bank said, "We are delighted to announce the launch of the CSR programme through this platform along with PNB Social Life, our business partner for last 15 years. Called as

programme to work towards education and development of underprivileged children in JK."

He added, "From matters of health-care, health, provision of security, education, promotion of industries to socio-economic, our CSR policy has been to build a sense of relief and protection among the most vulnerable sections of society. Now that the scope of such policy has widened immensely we have also broadened our CSR agenda to

deeper impact in the societies we operate in. This is a core objective of the initiatives that we are launching in the state under the agenda," he added.

Manjit Singh expressed his optimism that "KOSHISH" would bring smiles on the faces of crying underprivileged children.

Speaking on the initiative, Christopher Townsend, President, Asia, MetLife Inc. said, "MetLife has always had a strong global focus on CSR. We have many projects across the globe focused on supporting and empowering local communities via the MetLife Foundation in across the financial inclusion. Continuing our great history of community development and support, I am excited to be here today to launch PNB Social Life's CSR programme in Jammu & Kashmir with our long-standing partner JK supporting education and development of underprivileged children."

Talking about CRY's experience in the state, Pige Marwaha, CEO, CRY - Child Rights and You said, "Working in JK has its own set of unique challenges. However, working with our local partner since 2005 we have gathered a deep understanding of the operational realities that are barriers to children's rights, especially education. Lack of access to schools and the thousands of children who are out of school is a major concern. We work on addressing the curriculum, its content and in tandem with government officials to bring about policies and better access in the lives of these children."

projects across the country on education and development of underprivileged children. We arrived at the agenda of child education after consulting and evaluating the need of the local communities we were setting up projects in. We hope to make a sustainable difference to the society with our projects with CRY in JK."

He added, "We have had a successful relationship with JK over the last 15 years and we have secured trust of over 500,000 customers and settled close to 100 classes worth Rs 24 cr."

Talking about CRY's experience in the state, Pige Marwaha, CEO, CRY - Child Rights and You said, "Working in JK has its own set of unique challenges. However, working with our local partner since 2005 we have gathered a deep understanding of the operational realities that are barriers to children's rights, especially education. Lack of access to schools and the thousands of children who are out of school is a major concern. We work on addressing the curriculum, its content and in tandem with government officials to bring about policies and better access in the lives of these children."

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Headline: Govt working for education of dropout students: Rather

# Govt working for education of dropout students: Rather

## Hails CSR initiative of J&K Bank, PNB MetLife

PHOTO COURTESY: PNB METLIFE



Rising Kashmir News

Srinagar, Aug 07 : Government is concerned about the rising number of the dropout students and is taking serious measures for their education, said Minister of Planning Abdul Rashid Rather during the launching ceremony of CSR between J&K Bank and PNB MetLife.

"Government will take initiatives about the education of dropouts. I don't know about the figures of dropout students but government is working on improving education in the state," Rather said.

He praised J&K Bank for its efforts in education sector besides its contribution in other sectors as well.

"There are a lot of success stories at the bank of this bank. J&K Bank has always remained at forefront in the upliftment of people in valley," he said.

During the seminar, Chief Executive Officer (CEO) of NGO, Child Rights and You (CRY), Pooja Marwah had quoted government figures saying "Around 40 percent of students in middle schools are dropouts in Kashmir valley."

Earlier, in her address, she said J&K state had a unique set of challenges

particularly in education sector. "Lack of access to schools, deprivation of children is the major issues faced by children here," she said adding that there was a dire need for a change which should be monitored properly. "We must see that a child is given all the facilities for going to school," she said.

She said work on mobilization of communities involves engagement systems should bring about positive realising change in the lives of these children.

"Even the dropout rate of girls is more than that of boys. After working from 2005, we have gathered a deep understanding of the on-ground realities that are barriers to children's rights, especially of education," Marwah said.

She said the CSR between PNB MetLife and J&K will be an initiative to reach out to children in J&K state to ensure their quality education besides other welfare facilities. "It will enable them to realize their full potential."

Speaking at the occasion, Chairman and CEO J&K Bank said the CSR policy would ensure a sense of relief and protection among the vulnerable sections of society.

## Keenly watching developments over Insurance Bill: MetLife

PHOTO COURTESY: PNB METLIFE

Srinagar, Aug 07 : Insurance giant MetLife today said it is watching with interest the developments over the legislation to lift the foreign investment cap in the country's insurance sector from 26 per cent to 49 per cent.

"We are watching with interest on the bill to lift the FDI cap in India) passes through the processes. We will work our position when there is clarity... MetLife sees India as an attractive market," MetLife's Asia President, Christopher Townsend, told reporters here. The Insurance Amendment Bill is pending passage in Parliament as several opposition parties,

including Congress, are opposing the bill in its present form.

Townsend said MetLife is encouraged by the Centre's approach in lifting the FDI cap in insurance sector.

"We are encouraged by the government's approach in terms of lifting the FDI cap. India is an attractive market," he said, adding, "It (India) is an under-insured market. The insurance market overall lacks capital."

Townsend said MetLife is keen to launch a new Corporate Social Responsibility (CSR) initiative with J&K Bank and Kashmir Bank and Child Rights and You (CRY).

The initiative is expected to benefit about 14,000 underprivileged children in 100 districts of Kashmir.

"This is just one of the initiatives that we are launching in the state under the agenda to improve matters of health care, poverty alleviation and promotion of education," he said, adding that they will work towards education and development of underprivileged children in J&K.

President Asia MetLife Christopher Townsend said MetLife has always had strong global focus on Corporate Social Responsibility (CSR). "I am pleased to launch PNB MetLife's CSR programme in J&K state with our long-standing partner J&K, supporting education and development of underprivileged children," Townsend said.

Managing Director and Chief Executive Officer, PNB MetLife/Tarun Chugh said they arrived at the agenda of child education after researching and evaluating the need of the local communities. "We hope to make a sustainable difference to the society

without projects with CRY in J&K," he said.

J&K Association of Social Worker (ASW) is the execution partner with CRY for the projects which works across 100 households in the districts of Baramulla, Baniptora and Srinagar.

"Our plan is to work with 300 dropout children including 100 dropout girls and help to connect them back to education besides monitoring school health centres."

Managing Director and Chief Executive Officer, PNB MetLife said FOSHERS - an NGO will work with the 800 children at 400 households in areas across Ganderbal, Baramulla and Srinagar working in the area of child education and development. "With the fresh round of funding from this CSR programme, the project will expand to 1000 villages in the district of Baramulla in the coming months," he said.

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Headline: Rather launches JK bank-PNB MetLife initiative for upliftment of underprivileged children



Finance Minister Abdul Rahim Rather along with Mushaq Ahmad, Chairman & CEO of Jammu & Kashmir Bank and senior officials of PNB MetLife India Insurance Company Limited in a function at Srinagar on Thursday. —Excelsior / Amin War

## Rather launches JK Bank-PNB Metlife initiative for upliftment of underprivileged children

Excelsior Correspondent

Srinagar, Aug 7: In yet another major Corporate Social Responsibility (CSR) programme, J&K Bank announced launch of a major initiative "KOSHISH" for meeting the health, educational and nutritional needs of underprivileged children of the state. In the first phase, 40 villages in three districts - Srinagar, Budgam & Ganderbal would be covered under the programme covering 5100 household and 9224 children.

Announcement to this effect was made by the J&K Bank Chairman, Mushaq Ahmad, at a glittering function here today where the State Finance Minister Abdul Rahim Rather, launched a joint Corporate Social Responsibility programme of J&K Bank & PNB MetLife in the State.

Christopher Townsend, President Asia, MetLife Inc., Tarun Chugh, MD & CEO, PNB MetLife, Parvez, Ahmad, Executive President, J&K Bank, Abdul Rauf Bhat, Sr. President, J&K Bank and Puja Marwaha, CEO, Child Rights & You (CRY). Notably, CRY would be implementing agency of the projects.

The CSR programme will focus on education and development of underprivileged children in the state of Jammu and Kashmir. The two identified projects are with CRY - Child Rights and You-an Indian NGO through project partners Jammu & Kashmir Association of Social Worker (JKASW) and KOSHISH.

JKASW works across 1,823

households in the districts of Baramulla, Bandipora and Srinagar impacting 4,800 children. KOSHISH will work with 9200 children in 5100 households across 25 villages in the district of Budgam. In addition, 15 more villages are being evaluated for this programme.

The State Finance Minister, Abdul Rahim Rather, speaking on the occasion, was all praise for J&K Bank for its crucial role to the financial security and development of individuals, families and societies at large in the state of Jammu & Kashmir. "During the last two decades, I think there must be very few success stories that could rival the meteoric rise of J&K Bank in the country. Throughout the state, 8 out of 10 success stories in businesses would have this bank at their back," he said and further stated that the bank has been at the forefront of socio-economic upliftment of the people while pushing the limits of entrepreneurship and enterprise for a deeper and sustainable economic development.

Mushaq Ahmad, Chairman & CEO, Jammu & Kashmir Bank said, "We are delighted to announce the launch of the CSR programme through this platform along with PNB MetLife, our bancassurance partner for last 13 years. United in spirit, today we jointly announce our programmes to work towards education and development of underprivileged children in J&K."

Mushaq expressed his optimism that "KOSHISH" would bring smiles on the faces of crying underprivileged children.

Speaking on the initiatives, Christopher Townsend, President

Asia, MetLife Inc said, "MetLife has always had a strong global focus on Corporate Social Responsibility. We have many projects across the globe focused on supporting and empowering local communities via the MetLife Foundation in areas like Financial Inclusion. Continuing our proud history of community development and support, I am excited to be here today to launch PNB MetLife's the CSR programme in the state of Jammu & Kashmir with our long-standing partner JKB supporting education and development of underprivileged children."

Talking about the programme, Tarun Chugh, Managing Director & Chief Executive Officer, PNB MetLife, said "This is indeed an exciting day for us as we leverage the local expertise of JKB to launch our CSR programme in the state. This is the first step and we are evaluating projects across the country on education and development of underprivileged children."

Talking about CRY's experience in the state, Puja Marwaha, CEO, CRY - Child Rights and You said, "Working in J&K has its set of unique challenges. However, working with our local partner since 2005 we have gathered a deep understanding of the on-ground realities that are barriers to children's rights, especially education. Lack of access to schools and discrimination of girl children are few of the issues faced by children here. We work on mobilizing the communities, its leaders and in tandem with government systems to bring about positive and lasting change in the lives of these children."

**Publication:** Kashmir Reader

**Date and Edition:** August 8, 2014, Srinagar, Page 9

**Headline:** JK bank, PNB MetLife initiative to work jointly for upliftment of underprivileged children

## J&K Bank, PNB Metlife to work jointly for underprivileged children



**READER CORRESPONDENT**  
■ SRINAGAR

J&K Bank along with PNB MetLife India Insurance under a joint Corporate Social Responsibility programme on Wednesday launched "Sahyog" an initiative for meeting the health, educational and nutritional needs of underprivileged children of the state.

On the launch of the project, Minister of Finance Abdul Rahim Rather appreciating role of J&K Bank as a financial institution said that the CSR initiatives are a step in right direction. "J&K Bank has played a tremendous role in the success stories of entrepreneurs. It is at the forefront of socio-economic development of the state and has a key role in indirect employment to significant number of entrepreneurs. It renders great services through CSR," Rather said at a function on the launch of latest CSR.

The project would be looked over by CRY- an NGO through its local partners Jammu and Kashmir Association of Social Worker and KOSHISH.

Giving details of this initiative, Chairman JK Bank Mushtaq Ahmad stated the ambit of CSR has widened due to the situation and condition of the society has passed through. "We are delighted to announce the launch of this CSR along with our long time insurance partner with PNB MetLife.

"We would work jointly towards education and development of underprivileged children in J&K," Mushtaq said. He said that this initiative will go a long way to instill sense of relief and protect vulnerable section of the society.

"From health care, heritage preservation to poverty alleviation, promotion of education to eco-conservation, banks' CSR policy has been to instill a sense of relief and protection among the most vulnerable sections of society. This is just one of the initiatives that we are launching in the state under the agenda", he said.

In the first phase, 40 villages in three districts - Srinagar, Budgam and Ganderbal would be covered under the programme covering 5100 household and 9224 children. Christopher Townsend,

President Asia, MetLife said that the focus under this welfare projects is on education as it impacts future of the country. "One of the keys to success would be effective monitoring and management to see the money is spent in right direction," he said.

CEO CRY - Child Rights and You Puja Marwaha said that initiative has come out of local needs. "Health

**Programme aimed to meet health, educational, nutritional needs of children**

and access to pure water is a huge issue. In Jammu and Kashmir, 49 per cent students drop-out at middle of school. So our focus will be on education of unprivileged children," she said.

A press statement issued by the bank said that JKASW works across 1,823 households in the districts of Baramulla, Bandipora and Srinagar impacting 4,800 children. KOSHISH will work with 9200 children in 5100 households across 25 villages in the district of Budgam and Ganderbal. In addition, 15 more villages are being evaluated for this programme, it added.