

For immediate release

SBI Life Insurance & Action Against Hunger Foundation work towards improving nutritional deficiencies amongst pregnant women, lactating mothers and children

The efforts are undertaken across remote villages in Baran (Rajasthan) and Dhar (Madhya Pradesh)

Baran, December 28 2023: As per the recent report of NFHS-5 (2019-21), the nutrition indicators for children under 5 years have improved as compared with NFHS-4 (2015-16). For instance, stunting has reduced from 38% to 35%, wasting has reduced from 21.0% to 19.3% and underweight prevalence has reduced approx. from 35% to 32%. While there has been progress towards narrowing the nutritional deficiencies, as a socially responsible corporate, SBI Life Insurance, one of the most trusted life insurers in the country, continues its collaboration with Action Against Hunger Foundation to contribute its efforts in improving nutrition deficiencies amongst pregnant women, lactating mothers & children up to the age of five years, thereby bringing positive change in the overall health.

Reaffirming its commitment, the company continues to make strides through the 1000 days plus program undertaken in the districts of Baran in Rajasthan and Dhar in Madhya Pradesh. The association aims to achieve United Nation's Sustainable Development Goals (SDGs) like reducing the prevalence of malnutrition, providing access to safe drinking water and hand washing practices through water sanitation & hygiene (WASH) sessions through collaborations with various societal stakeholders & government departments.

Over the years the program has resulted in a reduction in wasting among children aged 1-2 years from 29.1% to 19.6% in Baran and from 37.2% to 22% in Dhar. Additionally, diet diversity among pregnant and lactating women has increased from 3.5% to 58.54% in Baran and from 1.30% to 25% in Dhar. Early registrations of pregnancy have also improved from 82.30% to 93.41% in Baran and from 64.6% to 80.95% in Dhar (data from 2019-2023).

As the initiative enters its final year of intervention in FY 23-24, the focus shifts towards nutrition-specific and nutrition-sensitive aspects. The goal is to empower communities and government frontline workers to sustain the change and work towards further reducing the prevalence of wasting and improving maternal and child nutrition.

In the high-burden districts of Baran and Dhar, wasting in children under five has been a pressing concern. The initiative has made significant headway in reducing the burden of wasting and increasing the cure rate for children diagnosed with wasting.

The project also aims to strengthen local government systems which includes developing an SOP for PRI members for malnutrition-free Panchayats, conducting capacity-building sessions for elected representatives on hunger and nutrition security, and organizing various state and district-level meetings with stakeholders to discuss topics like the functioning of Nutrition Rehabilitation Centres and the availability of adequate anthropometric equipment at Anganwadi Centres.

SBI Life Insurance's partnership with Action Against Hunger Foundation in Baran & Dhar districts reflects its commitment that goes beyond financial support. It is a story of impact, hope, and transformation, symbolizing a vision that exceeds mere corporate transactions and charts. The initiative showcases the profound impact that can be achieved when commitment to the betterment of lives becomes a driving force.

About SBI Life Insurance

SBI Life Insurance ('SBI Life' / 'The Company'), one of the most trusted life insurance companies in India, was incorporated in October 2000 and is registered with the Insurance Regulatory and Development Authority of India (IRDAI) in March 2001.

Serving millions of families across India, SBI Life's diverse range of products caters to individuals as well as group customers through Protection, Pension, Savings and Health solutions.

Driven by 'Customer-First' approach, SBI Life places great emphasis on maintaining world class operating efficiency and providing hassle-free claim settlement experience to its customers by following high ethical standards of service. Additionally, SBI Life is committed to enhance digital experiences for its customers, distributors and employees alike.

SBI Life strives to make insurance accessible to all, with its extensive presence across the country through its 1,011 offices, 23,998 employees, a large and productive individual agent network of about 236,978 agents, 73 corporate agents and 14 bancassurance partners with more than 41,000 partner branches, 148 brokers and other insurance marketing firms.

In addition to doing what's right for the customers, the company is also committed to provide a healthy and flexible work environment for its employees to excel personally and professionally.

SBI Life strongly encourages a culture of giving back to the society and has made substantial contribution in the areas of child education, healthcare, disaster relief and environmental upgrade. In 2022-23, the Company touched over 1.1 lakh direct beneficiaries through various CSR interventions.

Listed on the Bombay Stock Exchange ('BSE') and the National Stock Exchange ('NSE'), the company has an authorized capital of Rs. 20.0 billion and a paid up capital of Rs.10.0 billion. The AuM is Rs. 3,451.5 billion.

For more information, please visit our website-www.sbilife.co.in and connect with us on Facebook, Twitter, YouTube, Instagram, and LinkedIn.

(Numbers & data mentioned above are for the period ended September 30, 2023)
