



## **SBI Life Insurance addresses local job demands; amplifies skill development drive amongst underserved youth and women of Jharkhand**

*The company collaborates with Nav Bharat Jagriti Kendra to provide vocational training and livelihood support*

**Hazaribagh, 07<sup>th</sup> November, 2024** – SBI Life Insurance, one of India’s most trusted private life insurance companies, in its continued effort to empower India’s underserved communities, has joined hands with Nav Bharat Jagriti Kendra (NBJK), to support the NGO’s vocational training project ‘Mission Rojgar’. The initiative is aimed at bridging the skill gap among the underserved youth and women from rural and semi-urban areas in Hazaribagh, Jharkhand. This has been undertaken as part of SBI Life’s CSR commitment. The objective behind this association is to liberate young individuals by empowering them with relevant skills that will enable them to secure sustainable employment, enhancing their economic wellbeing.

To support the initiative, SBI Life extended a financial aid to NBJK’s ‘Mission Rojgar’ program, with a formal cheque handover ceremony. The cheque was handed over by **Mr. Amit Kumar Saha, Regional Director-Patna Region, SBI Life** to **Mr. Satish Kumar, Secretary and Chief Functionary, NBJK**. This event marked the beginning of a collaborative mission to empower the local communities in Hazaribagh through focused skill development and employment opportunities.

The NGO’s ‘Mission Rojgar’ initiative aims to train more than 400 youth and women from economically disadvantaged backgrounds in trades such as Basic Computer Application (BCA), General Duty Attendant (GDA), Beautician & Bridal Makeup, and Tailoring & Embroidery. These fields address the local job demands and provide beneficiaries with practical skills that can open pathways to both self-employment and job placement.

The Mission Rojgar initiative by Nav Bharat Jagriti Kendra includes three months of hands-on vocational training and is designed to equip beneficiaries not only with technical skills but also with essential soft skills like financial literacy, communication, and work ethics, which are vital for sustainable employment. Upon completion of the program, beneficiaries receive a completion certificate from NBJK and dedicated support for job placement. This structured approach underscores both the organisation’s shared commitment to addressing unemployment and fostering economic empowerment at the grassroots level.

### **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 1,082 offices, 24,939 employees, a large and productive network of about 264,058 agents, 79 corporate agents and 14 bancassurance partners with more than 41,000 partner branches, 140 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 2023-24, the Company touched over 1.05 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. 4,389.5 billion.

For more information, please visit our website-[www.sbilife.co.in](http://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, 2024)*

For any queries, please feel free to connect with:

**Santosh Setty**

Landline: +91-22-6191 0034

Email: [santosh.setty@sbilife.co.in](mailto:santosh.setty@sbilife.co.in)

**Minakshi Mishra**

Landline: +91-22-6191 0140

Email: [minakshi.mishra@sbilife.co.in](mailto:minakshi.mishra@sbilife.co.in)