

**Press Release  
For Immediate Release**

**October 2, 2017**

**ICICI Bank to impact 1.5 lakh individuals through its sanitation, health and hygiene awareness programme**

- **The programme aims to train 15,000 individuals on the first day itself**
- **Chanda Kochhar and other employees of ICICI Bank participated in the Swachhata Hi Seva campaign by cleaning the surrounding areas of the Backbay Reclamation branch**
- **In the last three years, close to 6,000 employees of ICICI Bank have cleaned the surrounding areas of approximately 800 branches in over 130 cities**

**Mumbai:** Ms. Chanda Kochhar, MD & CEO of ICICI Bank, India's largest private sector bank by consolidated assets, today participated in the 'Swachhata Hi Seva' campaign. On the occasion of Gandhi Jayanti, Ms. Kochhar and some employees of ICICI Bank cleaned the area around the Backbay Reclamation branch of ICICI Bank in Mumbai.

Nearly three years ago, ICICI Bank had joined the Swachh Bharat Abhiyan launched by the Honourable Prime Minister, Shri Narendra Modi. On November 11, 2014, Ms. Chanda Kochhar adopted the Clean India mission and since then on every working day, employees of one ICICI Bank branch have been participating in the initiative by cleaning the area surrounding their branch. So far, close to 6,000 employees of ICICI Bank have cleaned the surrounding areas of approximately 800 branches in over 130 cities.

This year, Ms. Kochhar and ICICI Bank renewed their pledge of keeping the spirit of Swachh Bharat alive by announcing their participation in the 'Swachhata Hi Seva' campaign. As part of this, the bank will continue to clean the surrounding area of one branch every day. Starting tomorrow, October 3, ICICI Bank will also organise multiple sanitation, health and hygiene training modules which will be conducted across all the 24 urban centres and over 200 rural centres of ICICI Academy for Skills, and 17 Rural Self Employment Training Institutes (RSETIs). Tomorrow alone, ICICI Bank will train over 15,000 individuals.

In addition, over the next 30 days, the Bank will also hold these awareness programmes in 100 ICICI Digital Villages. Each attendee of these programmes will act as an influencer in his or her respective family.

The training module will cover three important aspects of hygiene:

1. The importance and know-how of maintaining **personal hygiene** focusing on activities like regular hand wash and usage of toilets among others
2. Ways of maintaining **community hygiene** through the segregation of waste at the household and the community level, information on public toilets and prevention of water and air borne diseases
3. Government initiatives on the Swachh Bharat Abhiyan

Through all its efforts at the various centres, ICICI Bank aims to impact nearly 1.5 lakh people over the next month.

Speaking at the occasion, **Ms. Kochhar said**, “The ICICI Group has always been a catalyst in India’s growth and will continue to support the country in every sphere. We believe that it is essential for everyone to learn about cleanliness, hygiene, sanitation and the various diseases that can be caused due to poor hygiene.

In line with this, ICICI Bank is organising camps which will aim to institutionalize sanitation and hygiene as basic behavioural principles. These camps will teach individuals the importance of hygiene and sanitation and ways to inculcate it as a lifelong habit for themselves and their families. Through this programme **we aim to reach out to 1.5 lakh individuals in total**. Tomorrow we will conduct these training programmes in **24 urban centres and in over 200 rural centres** of ICICI Academy for Skills, and **17 RSETIs**. On October 3 alone, ICICI Bank will train **over 15,000 individuals**. In addition, over the next 30 days, the Bank will also hold these awareness programmes in **100 ICICI Digital Villages.**”

Quoting Gandhiji, she said, “So long as you do not take the broom and the bucket in your hands, you cannot make your towns and cities clean. “She added, “I urge my fellow Indians to also participate in this Swachhata Hi Seva campaign for creating a better, cleaner and healthier India.”

**About ICICI Bank Ltd:** ICICI Bank Ltd (NYSE:IBN) is India’s largest private sector bank by consolidated assets. The Bank’s consolidated total assets stood at US\$ 153.0 billion at June 30, 2017. ICICI Bank's subsidiaries include India's largest private sector insurance, asset management and securities brokerage company, and among the country’s leading fixed income players. It is present across 17 countries, including India.

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