

Media Release

## **Kotak Mahindra Bank and its CSR Partner – The Blind Welfare Organisation Unveil Braille Text Books on Computers & IT and Music for Visually Impaired Students from Class 5<sup>th</sup> to 12<sup>th</sup>**

**Mumbai, 8<sup>th</sup> August, 2021:** In its pursuit to create equal education & livelihood opportunities for the differently abled, Kotak Mahindra Bank Limited (KMBL) has partnered with The Blind Welfare Organisation (India) (BWO). On 5<sup>th</sup> August, 2021 in Mumbai, Hon'ble Minister for Social & Special Assistance, Government of Maharashtra, Shri Dhananjay Munde unveiled Braille text books on Computers & Information Technology and Bhartiya Shastriya Sangeet for the visually impaired students studying in classes 5<sup>th</sup> – 12<sup>th</sup>. These books will be distributed at various government-aided special schools across Maharashtra.

Each set of the Computers & Information Technology Braille text book comprises four volumes, which will be used as a reference book by secondary and higher secondary students. The Bhartiya Shastriya Sangeet textbook on music contains six volumes and is for secondary and higher secondary students who wish to pursue a career in music.



*(L-R) Kalpana Pande, President, BWO, Hon'ble Minister for Social & Special Assistance, Govt. of Maharashtra, Shri Dhananjay Munde, Arun Bharaskar, President, BWO, Arjun Mudda, Director, BWO*

Rohit Rao, Joint President & Group Chief CSR Officer, Kotak Mahindra Bank said, "Kotak Mahindra Bank's CSR ethos is based on *Vasudhaiva Kutumbakam*, which means the world is my family and our CSR Project for the visually impaired with The Blind Welfare Organisation is yet another step in the direction of supporting the visually impaired as family members (*Kutumbakam*) of planet earth (*Vasudha*). This CSR Project for the visually impaired is our sincere effort towards creating equal education & livelihood opportunities to enable them to lead a dignified and independent life."

Over the years, under its CSR Project on education & livelihood, KMBL has been funding BWO's various education initiatives such as purchase of laptops & desktops with voice recognition tools, developing, printing and distribution of Braille books etc.

Arun Bharaskar, President, The Blind Welfare Organisation (Nasik) said, "Each Braille textbook on Computers & Information Technology and Bhartiya Shastriya Sangeet for the visually impaired students studying in classes 5<sup>th</sup> – 12<sup>th</sup> is invaluable and priceless. These Braille text books open up a world of opportunity for the visually impaired students by helping them complete their education and pursue a career in their chosen field. We sincerely thank Kotak Mahindra Bank for supporting various educational initiatives of the Blind Welfare Organisation for so many years."

**Kotak Karma** is the Corporate Social Responsibility (CSR) identity of the Kotak Mahindra Group.

### **About Kotak Mahindra Bank Limited**

Established in 1985, Kotak Mahindra Group is one of India's leading financial services conglomerates. In February 2003, Kotak Mahindra Finance Ltd. (KMFL), the Group's flagship company, received banking license from the Reserve Bank of India (RBI), becoming the first non-banking finance company in India to convert into a bank - Kotak Mahindra Bank Ltd.

The Bank has four Strategic Business Units – Consumer Banking, Corporate Banking, Commercial Banking and Treasury, which cater to retail and corporate customers across urban and rural India. The premise of Kotak Mahindra Group's business model is *concentrated India, diversified financial services*. The bold vision that underscores the Group's growth is an inclusive one, with a host of products and services designed to address the needs of the unbanked and insufficiently banked. As on 30<sup>th</sup> June, 2021, Kotak Mahindra Bank Ltd has a national footprint of 1,612 branches and 2,591 ATMs, and branches in GIFT City and DIFC (Dubai).

For more information, please visit the website at <https://www.kotak.com/>

### **About The Blind Welfare Organisation (India)**

The Blind Welfare Organisation (India) is a Nashik-based registered charitable trust that works for the welfare of the visually impaired and endeavours to create an equal opportunity society for the visually impaired. Arun Bharaskar, who is visually impaired since birth, established the organisation in 2006. Over the last few years, KMBL has collaborated with BWO on providing students with books in Braille in different subjects.

For more information, please visit the website at <https://www.bwoindia.org>

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