

# THE BUSINESS OF RESPONSIBILITY



Citizenship at Citi

200 YEARS **citi**

# CITI INDIA

Present in and committed to India for over 110 years, Citi takes pride in being a premier locally-embedded financial institution backed by an unmatched international network. Citi's presence in India spans 42 Citibank branches across 27 cities and over 700 ATMs. Citi is an employer of choice to approximately 7,000 employees in India. With capital invested of over US\$4 billion, Citi is one of the largest foreign direct investors in the financial services industry in India. It has a strong presence in India and is associated with being a pioneering, innovative and global financial institution. The organization has 2.7 million customers across corporate, mid market and retail segments and is a market leader in GTS, FX, Investment Banking, Cards and Internet Banking.

Citi's franchise in India also includes businesses such as equity brokerage, equities distribution, private banking (Citi Private Bank) and alternate investments and private equity (CVCI). Having been in India for more than a century, Citi firmly believes in giving back to the community. This is the 11th year of the Citi Foundation in India during which we have partnered with 22 NGOs rendering benefits to more than 1.65 million economically disadvantaged people.

## ECONOMIC INCLUSION

**Citi is committed to inclusive growth and economic empowerment. In 2011, we committed grants totalling INR 96.3 million towards our four focus areas – Financial Capability & Asset Building, Youth Education & Livelihoods, Enterprise Development and Microfinance.**

### FINANCIAL CAPABILITY & ASSET BUILDING

**Grant Support, 2011: INR 39.7 mn**

Recognizing that individuals have different financial priorities at different stages of their lives, the Citi Foundation supports Financial Capability & Asset Building programs that are relevant to the specific concerns and financial situations of adults, youth and children and that coincide with key life events or moments of decision. We continued our support for the NGOs Meljol and the Indian School of Microfinance for Women, bringing it all together via the IIMA-Citi Financial Literacy Symposium.

### YOUTH EDUCATION & LIVELIHOODS

**Grant Support, 2011: INR 15.5 mn**

In 2011, Citi supported two key Youth Education & Livelihoods programs in India. The Market Aligned Skills Training (MAST) program by American India Foundation Trust will equip 2,500 low-income youth in the slums of Jaipur and Delhi, with skills and confidence to access entry-level jobs in high-growth service industries. Our pilot program with Medha Corp. supports 300 existing college and high school students with employability training, leadership development and career services.

### ENTERPRISE DEVELOPMENT

**Grant Support, 2011: INR 29 mn**

The Citi Micro Entrepreneur Awards (CMEA) is India's flagship program in Enterprise Development. In 2011, the event was graced by Dr. K.C. Chakrabarty and chaired by Dr. Isher Judge Ahluwalia. The CMEA recognized entrepreneurs who have emerged from below the poverty line to build self-sustaining enterprises, create employment and contribute meaningfully to their communities. Our partners also include the NGOs – ACCESS Development Services, Appropriate Technology India, Sarba Shanti Ayog and World Resources Institute. Each of them works in a different geography to address local challenges while acting as a catalyst to create sustainable micro-enterprises for 14,000 entrepreneurs.

### MICROFINANCE

**Grant Support, 2011: INR 12.1 mn**

Through our grant investment in microfinance, we support the innovative efforts of Cashpor to make financial services available to more than 400,000 women in 11 districts of Uttar Pradesh and Bihar via an innovative Mobile-Phone Enabled Microfinance Project. As a supporter of the ACCESS India Microfinance Summit we encouraged stakeholder discussion in microfinance innovations such as the role of Unique ID in enhancing inclusion, conditional cash transfers, the role of banking correspondents and technology service providers.



"For any business to grow in this ever-changing, socio-economic landscape, it is imperative for that organization to be deeply involved and embedded in the communities in which it operates. Given that 41% of all Indians are excluded from the country's growth story, it is critical that we find ways through our business strategy, our stakeholder engagement and our community programs, to balance this duality and bring into the system these underprivileged individuals and families. Hence, for Citi India, an integral part of our business is the 'Business of Responsibility', reflected by our Corporate Citizenship efforts through our programs focused on empowerment, engagement and conservation. It is heartening to know that our community efforts over the years have catalyzed opportunities for approximately 1.65 million people across the country."

**Pramit Jhaveri** | CEO, Citi India

## INSTILLING RESPONSIBLE CITIZENSHIP

Volunteerism is an integral part of Citi's culture. In 2011, 1,100 employees of Citi India, along with their friends and families, celebrated Global Community Day, volunteering across 34 events spread over 26 locations. The Citi partnership with the Teach For India program saw 135 employees register for the fellowship. Our payroll program had more than 350 employees who contributed INR 2.88 million to five NGOs.

## LOCAL CITIZENSHIP INITIATIVES

### Art and Culture

We are the chief patron of the Symphony Orchestra of India at the National Centre for Performing Arts (NCPA) and have co-created the Citi-NCPA Aadi Anant Festival of Indian Music, the first-of-its-kind traveling festival of Indian music. Citi has also instituted the Citi-NCPA Guru Shishya Scholarship program that awards seven scholarships to deserving musicians. Our 2011 commitment to art and culture was INR 13.6 million.

### Child Welfare

We contributed a total of INR 3.3 million to NGOs working towards the welfare of children in the areas of education, nutrition, health and safety.

### Computer Contribution

Through our unique Computer Contribution program - 'Citi Cares' - we have made 800 renovated computers available to 25 NGOs across India, in the last two years.

## CELEBRATING DIVERSITY

At Citi, we recognize, value and affirm the importance of diversity within our workforce. Citi India set up its own Diversity Council in October 2011.

The Council comprises eight employee members who are responsible for identifying opportunities and methods to promote India's diversity agenda, while also making recommendations to fulfil this objective. The Council reports to the Steering Committee of senior management at Citi.

## GOING GREEN

We are embracing a suite of sustainable business practices to reduce our environmental footprint. The Citibank office at Nirlon Knowledge Park is the first Citi premise in Asia Pacific to have achieved a LEED (Leadership in Energy and Environmental Design) Platinum certification from USGBC.

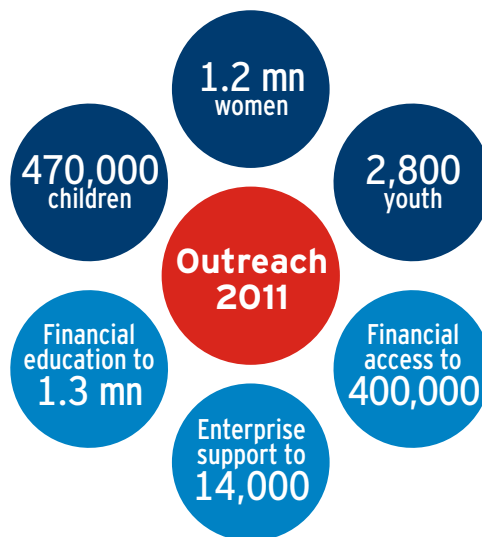
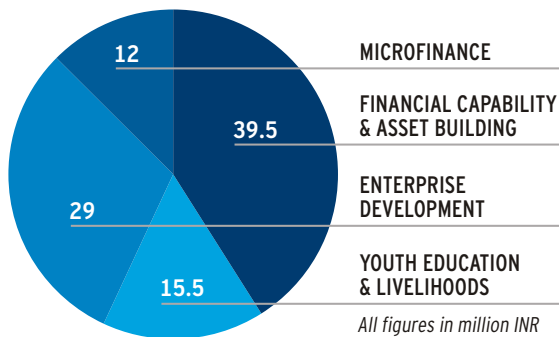
Across the globe, we dedicate a week each year - 'Earth Week' - to the environment and participate in the Earth Hour initiative. On March 26, 2011, 22 Citi India locations 'switched off' for an hour, to go green.



# CITI REPORT CARD 2011

**Citi Foundation Contribution, 2011**  
**INR 96 million**

## CONTRIBUTION BY FOCUS AREA



## Green Savings at our LEED certified premises:



Water consumption  
**30% savings**



Energy usage  
**30% below ASHRAE standards**



Efficient lighting  
**Reduction of 426,156 kWh per year**



Construction waste  
**75% diverted away from a landfill**



Recycling  
**3,460 kg paper each month**

## Volunteerism:

**1,100**  
employee  
volunteers

**34**  
volunteering  
events

**26**  
locations

## Local Citizenship Initiatives:

Citi India Payroll Giving Program  
**Over 350 employees contributed through it**

Close association with  
**National Centre for Performing Arts**

- Citi-NCPA Aadi Anant Festival
- Citi-NCPA Guru Shishya Scholarship program
- Chief patron – Symphony Orchestra of India

Child welfare  
**Education, nutrition, health and safety**

Computers contributed  
**800 machines to 25 NGOs across India**

For the detailed Corporate Citizenship Report, please [click here](#).