

## **Ujjivan Small Finance Bank takes pride in assisting Kolkata Traffic Police to Support "Respect Women" Campaign on International Women's Day**

**Kolkata, 10<sup>th</sup> March 2023:** On the occasion of International Women's Day, Ujjivan Small Finance Bank, a leading small finance bank, is proud to assist Kolkata Traffic Police on the "Respect Women" campaign. The campaign aims to promote the safety and well-being of women in the city and to create awareness about the need to respect women's rights.

As part of the "Respect Women" campaign, Kolkata Traffic Police Department will coordinate the city's auto & cab drivers and educate them about women's safety and their rights. Ujjivan Small Finance Bank extend support by providing traffic signage, and barricades and commits to further supporting this cause in the future.

Ujjivan SFB strongly believes in empowering women and is committed to promoting gender equality as part of its inclusive strategy, both for its customers and employees. Through this joint initiative, Ujjivan SFB aims to raise awareness among city drivers and citizens about the importance of respecting women's rights. The bank believes that this initiative will have a positive impact on the society, towards creating a more gender-equal world.

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