

HDFC Bank Branch in Navelim, Goa wins NABARD Award for Best Performance in Microfinance

- ***HDFC Bank's Navelim Branch adjudged the Best Performing Branch in Microfinance by NABARD.***
- ***HDFC Bank has been working with SHGs and JLGs through SLI to contribute for the betterment of people.***

Panjim (Goa), January 19, 2016: HDFC Bank's Navelim Branch in South Goa district has been adjudged the Best Performing Branch in Microfinance in the state among private sector banks by the National Bank for Agriculture and Rural Development (NABARD).

At a function organized on January 19, 2016, the Chief Secretary of Goa, Mr. R.K. Srivastava, who was also the chief guest, gave the award to Mr. Ramesh Radder, Cluster Head – SLI, HDFC Bank, in the presence of senior bank officials.



NABARD has been at the forefront of promoting microfinance and through the award it recognizes the banks' endeavor in formation of Self Help Groups (SHG) and Joint Liability Groups (JLG). HDFC Bank has been working with SHGs and JLGs through its Sustainable

Livelihood Initiative (SLI) to contribute meaningfully to the lives of people living at the bottom of the pyramid.

SLI is aimed at financial & social empowerment of people by providing them financial inclusion, financial literacy and skill building. The bank provides its SLI customers Market Linkage, Credit Support, Training & Capacity Building Services and Insurance Cover among other services. SLI is targeted at women as the bank strongly believes that upliftment of the household starts with financial empowerment of the women. As of December 31, 2015, SLI has reached over 15,000 households in the state. Nationally, HDFC Bank's vision is to cover 10 million households, thus impacting 50 million people which is approximately 4% of India's population.

At present, HDFC Bank has 65 branches and over 140 ATMs in the state. At a national level, HDFC Bank has 56 per cent of its branches in semi-urban and rural areas and is continuously extending its reach in the hinterland in its endeavor to support inclusive growth. As of September 30, 2015, the Bank had a nationwide distribution network with 4,227 branches and 11,686 ATMs in 2,501 cities/towns.



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