

HDFC Bank partners with Sri Aurobindo Society to train 4 lakh school teachers in Uttar Pradesh through Zero Investment Innovation in Education Initiative

- ***Over two lakh teachers skilled in first leg to improve quality of education for 2 crore school students in the state***

Lucknow (Uttar Pradesh), March 21, 2016: HDFC Bank has entered into a partnership with Sri Aurobindo Society to train 4 lakh school teachers in Uttar Pradesh. Reflecting the focus on innovation at a minimum cost, the initiative has been named Zero Investment Innovation in Education Initiative (ZIIIEI). The Department of Basic and Secondary Education of the Government of U.P., is also closely involved in the initiative and has signed a MoU with Sri Aurobindo Society to help with on ground coordination and execution

The program will first familiarize more than 4 lakh government school teachers to 'innovation' as a concept, and then facilitate implementation of zero-investment ideas in thousands of schools every year. The training will give teachers a holistic view of the changes required in the existing education curriculum to make it contemporary and stay relevant.

As a part of this effort, teachers drawn from 1.7 lakh basic and secondary schools in the state will be trained, with the objective of improving the quality of education for over 2 crore students, of which 70 per cent stay in the rural areas. This first-of-its-kind initiative is a part of the Bank's sustained endeavour to improve the lives of the local populace through its Corporate Social Responsibility programme. In the first leg over two lakh teachers have already been trained who have come up with about 50,000 innovative ideas. The top 25 of these will be selected and be implemented in 40,000 schools across the state.

This is expected to result in improved education delivery in classrooms, and reduced drop-out rate; creation of a conducive learning environment for girls and children with special needs; enhanced teacher, parent & community involvement in improving education quality and effective implementation of government programs like the Sarva Shiksha Abhiyan.

The 25 best ideas will be selected by a jury on the basis of the following key criteria:

- Improve outdated or inefficient structures and processes
- Utilize existing resources within the school or community
- Require zero or minimal monetary investment



"At HDFC Bank, we strive to make a difference in the lives of the local populace. The innovation in education is one-of-its-kind state-wide platform for teachers, which

encourages sharing of ideas to improve the quality of education, for the benefit of students across the state."

Mr. Gulzar Singh, Branch Banking Head, North, HDFC Bank



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- Number of stakeholders involved

Teachers, whose ideas have been selected will receive training and monetary support to refine before it is implemented in the schools. To refine the idea for scalability, two centers of Excellence for Innovation are being set up in Varanasi and Lucknow.

Along with the teachers, schools which encourage and implement these ideas, will also receive recognition and rewards from the State Government. The impact and the effectiveness of the initiative will be measured with the help of technology.

To offer convenience and access to its customers, using technology as an enabler, HDFC Bank has launched various products, post the launch of 'Go Digital' campaign in 2014, with the 'Bank aapki mutthi mein' offering.

In addition to the digital initiatives, HDFC Bank is also reaching out to people through its nationwide distribution network. In U.P., HDFC Bank has 401 branches. 55 per cent branches in HDFC Bank's national distribution network are located in semi-urban and rural areas. As of December 31, 2015, the Bank had a national distribution network 4,281 branches and 11,843 ATMs across 2,505 cities.



"The initiative goes beyond improvement in the delivery of education in classrooms. It encompasses all factors that affect education, including values,

administrative processes, infrastructure, parents and community outreach, leadership and technology."

Mr. Sambhrant Sharma, Director, Sri Aurobindo Society

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