

HDFC Bank launches skills training initiative in Meghalaya

- ***To train women and youth in bee-keeping, broom making, and soft skills***
- ***To reach out to over 4,000 people in 15 villages***

Shillong, July 28, 2016: [HDFC Bank Ltd.](#) has launched a skills training initiative in Meghalaya as part of its corporate social responsibility. The Bank will train women and youth in bee-keeping, broom making, agricultural development, and soft skills to economically empower over 4,000 people in 15 villages of the state. The Bank has partnered with NGOs FXB India Suraksha and Aroh Foundation for this initiative.

In a function organized at The Shillong Club, Mr. Sourjendu Gupta, Circle Head – Northeast, HDFC Bank and Ms. Suchandra Bose, Manager – CSR, HDFC Bank, launched the initiative in the presence of senior officials of NGO partners FXB India Suraksha, Aroh Foundation, and HDFC Bank.

The initiative at present covers 15 remotely located villages of 2 districts of Meghalaya. In 10 villages of the Ri-Bhoi district of Meghalaya, women are being trained in bee-keeping and broom making. The broom making units are located in Nongrim Jyrmie and Pahambir Them villages and the bee-keeping units are located in Mawiong, Pahamnongtrylaw villages of Ri-Bhoi district.

In other villages of Ri-Bhoi district, the Bank helps farmers cultivate grass used as raw material in broom making. Similar agricultural development and skills training programmes are being undertaken for women and youth in Mawkdok, Mawjrong, Umdiengpoh, Umtyngngar, and Dympep villages of East Khasi Hills district.

This skills training initiative is part of the Bank's board mandated objective of Creating Sustainable Communities. Sustainability is one of the five core values at HDFC Bank. The Bank helps women and youth in establishing units for manufacturing the products and teaches them about market linkages and credit linkages enabling



“As a socially responsible corporate, our objective is to lend a helping hand and make a

difference to the lives of people in the state of Meghalaya. The Bank is focussing on empowering women through Microenterprises by skilling them in agriculture and allied activities. This is part of the Bank's board mandated objective of Creating Sustainable Communities.”

Mr. Sourjendu Gupta, Circle Head – Northeast, HDFC Bank



“The skills training initiative is an example of our effort to give back to society. Empowered women will be able to



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them to market their products and scale the enterprise.

In addition to this initiative, the Bank is undertaking a school sanitation programme in Meghalaya. As part of the programme, HDFC Bank is building sanitation infrastructure in over 125 schools in the state. More than 8,000 teachers and students in the state will benefit from the programme.

In the Northeast region, HDFC Bank has crossed the 100th branch milestone with the launch of 16 new branches in FY2015-16. The Bank now has 109 branches in total in the seven states of Northeast, making it one of the leading private sector banks. Of the 109 branches, 17 are located in Meghalaya.

At national level, HDFC Bank has 55 per cent of its branches in semi-urban and rural areas and is continuously extending its reach in the hinterland in its endeavour to support inclusive growth. As of June 30, 2016, the Bank had a distribution network with 4,541 branches and 12,013 ATMs in 2,587 cities.

build sustainable livelihood. The programme is in line with one of our core values – Sustainability – where the objective is to help create long term sustainable benefit for the community in the state of Meghalaya.”

Ms. Suchandra Bose,

Manager – CSR, HDFC Bank

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