

## **HDFC Bank launches its skills training initiative in Madhya Pradesh**

- ***To benefit over 7,000 people in 10 villages of Khargone District***

**Indore (Madhya Pradesh), August 26, 2016:** HDFC Bank Ltd., has launched its skills training initiative in Madhya Pradesh. This initiative is aimed at creating sustainable communities in the state as part of its Corporate Social Responsibility programme. Through this initiative, the Bank will reach out to over 7,000 people in 10 villages in the Barwaha block of the Khargone district.

According to Krishi Vikas Kendra, Khargone, over 80 per cent of the families living in these 10 villages are dependent on agriculture for their livelihood but struggle as majority of them are small and marginalized farmers. Improved tools and technology are often not adopted by farm families due to unavailability, high cost and lack of knowledge.



To assist in overcoming this challenge, HDFC Bank has set up 10 Agricultural Resource Centres (ARC). An ARC is a centre run by women's self-help groups to provide information, training, rental of machinery and other agriculture focused resources to farmers.

The Bank has provided agricultural machinery such as Seed Treatment Drum, Fertilizer spraying equipment, Fertilizer Broadcaster, Weeding machines, and Grain Grader, among others as agricultural assets identified through village consensus. The equipment is given to the women self-help groups who rent the machinery to farmers in the villages. The rent is nominal, and is collected in a fund maintained by the self-help groups. Money from this fund will be later used by the self-help groups to lend to farmers at concessional interest rate to help them start small businesses such as dairy unit, flour mill, poultry unit, and spice grinding unit. As a demonstration of the viability of such entrepreneurship the

women's self-help groups from Sendhwah and Belsar have been supported by the Bank to start a flour mills and groups from Kundiya and Mendhi Kheda villages have been helped to start Spice grinding units.

The women's groups are trained on usage, maintenance, and importance of agricultural tools, book keeping and new farming techniques. They are also oriented to provide information on government schemes related to agriculture, and regular and relevant information related to farming.

With a focus on ensuring sustainability, the Bank is looking at establishing ARCs in existing Panchayat or government premises. HDFC Bank has selected Khargone to create a model which can be later replicated in other areas. The Bank has partnered with Indo-Global Social Service Society (IGSSS), an NGO for this initiative.

At a function organized in Indore, the programme was launched by Ms. Nusrat Pathan, Head - CSR, HDFC Bank, in the presence of Mr. Ajay Singh, Cluster Head - Indore, HDFC Bank, and other senior HDFC Bank and IGSSS officials.



*"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 Madhya Pradesh and create sustainable communities. This CSR programme is one such example of our effort to give back to society. We believe skill development will help the local populace increase their income and improve their quality of life. 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 Madhya Pradesh,"* **said Ms. Nusrat Pathan, Head - CSR, HDFC Bank.**



*"Manual agricultural activities carried out by farmers, especially women farmers, exposed them to health risks and affected their quality of life. With the help of agricultural machinery, the Bank is not just helping farmers become productive but is also witnessing increased interest in the youth to take up farming,"* **said Mr. Ajay Singh, Cluster Head - Indore, HDFC Bank.**



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## NEWS RELEASE

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HDFC Bank, through its ongoing CSR initiatives is already reaching out to students, teachers, farmers, and women in over 200 villages in Madhya Pradesh, benefiting close to 50,000 people.

### **About HDFC BANK**

Promoted in 1995 by Housing Development Finance Corporation (HDFC), India's leading housing finance company, HDFC Bank is one of India's premier banks providing a wide range of financial products and services to its 37 million customers across hundreds of Indian cities using multiple distribution channels including a pan-India network of branches, ATMs, phone banking, net banking and mobile banking. Within a relatively short span of time, the bank has emerged as a leading player in retail banking, wholesale banking, and treasury operations, its three principal business segments.

The bank's competitive strength clearly lies in the use of technology and the ability to deliver world-class service with rapid response time. Over the last 20 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of June 30, 2016, the Bank had a distribution network with 4,541 branches and 12,013 ATMs in 2,587 cities/towns.

For the quarter ended June 30, 2016, the Bank's total income was INR 193.22 billion (Rs 19,322.6 crore) as against INR 165.03 billion (Rs 16,503.0 crore) for the quarter ended June 30, 2015. Net revenues (net interest income plus other income) were INR 105.88 billion (Rs 10588.1 crore) for the quarter ended June 30, 2016, as against INR 88.50 billion (Rs 8850.7 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended June 30, 2016, was INR 32.38 billion (Rs 3,238.9 crore), up by 20.2% over the corresponding quarter ended June 30, 2015.

Total income for the year ended March 31, 2016, was INR 709.73 billion (Rs 70973.2 crore). Leading Indian and international publications have recognised the bank for its performance and quality. For more information please log on to: [www.hdfcbank.com](http://www.hdfcbank.com)

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