

Sustainable Livelihood Initiative by HDFC Bank is helping empower women across villages in Madhya Pradesh

Jamburdi Hapsi (Indore), December 5, 2017: Jamburdi Hapsi is a village on the outskirts of Indore. A village with a population of around 2,000 people, Jamburdi Hapsi is 22 kms from the city and like many other villages in Madhya Pradesh, the women-folk in this village have benefitted from the Sustainable Livelihood Initiative (SLI) of HDFC Bank. In Madhya Pradesh, SLI has empowered over 2.5 lakh women in the bottom of the pyramid across over 751 villages. In Indore district, SLI has empowered close to 11,760 thousand families across 24 villages.

SLI forms a primary pivot that's driving HDFC Bank's board mandated objective to bring 10 million families (50 million people) within the banking fold and achieve financial inclusion. Across thousands of villages in India, SLI is helping women become financially independent, which in turn is making a difference to the lives of millions in rural India.

Nationally, SLI is present in over 20,000 villages in 27 states of India. It has helped provide sustainable livelihood to over 71 lakh women, which has directly impacted over 3 crore families across the country.

SLI, unlike other schemes doesn't stop just at opening bank accounts or providing credit to people in the rural areas. It is a holistic model adopted by HDFC Bank to help transform lives of millions of Indians living in un-banked and under-banked areas and create sustainable communities.

In Jamburdi Hapsi near Indore, the primary occupation of women is Broom Making, Goat Rearing, Animal Husbandry, and allied activities likes Agriculture. In the village, HDFC Bank has organised training sessions for women on Palm Basket making and Phenyl making, among others. Across the state, the Bank has trained women for making Handicrafts, Ganpati Idol, Decorative Items, Incense Sticks, Rakhi, Spices, Kites, Candles, Artificial Jewellery, Detergent, Shampoo, Packaging Boxes, Phenyl, Toys, Agricultural Products, and Tailoring among others.

Under SLI, the women-folk in the village have benefitted from Credit Counselling, Training, Capacity Building, and Market Linkages. The belief under SLI is that to make a difference in the lives of people in rural India, women-folk need to be skilled, made financially literate, and offered market linkages to make a meaningful impact. Thus, credit counselling in Jamburdi Hapsi is helping these women understand the importance of using credit support to augment their income.

Across villages in Indore district, there are examples of women who have benefitted by becoming part of SLI. For example, Laxmi from Jamburdi Hapsi village has invested the credit from the bank to start Tailoring business, Heena from Hatod village has started Sweater Making activity, Rani from Sagwal village has begun Goat Rearing business, and Soram from Paliya village has started Broom Making business.

In addition to providing credit, the Bank conducts financial literacy activities to highlight the importance of saving money. The Bank has created savings products tailor-made for them and Rs 100 micro-recurring deposit is very popular and sought after among women. The savings accumulated through micro-recurring deposits come in handy during life's exigencies like hospitalisation and also occasions like marriage.



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HDFC Bank Ltd.
HDFC Bank House,
Senapati Bapat Marg,
Lower Parel,
Mumbai -400 013.

"Sustainable Livelihood Initiative (SLI) is an endeavour by HDFC Bank to empower women in rural India and make a difference to the lives of millions of households. Sustainable Livelihood Initiative in Madhya Pradesh is not only extending credit, but also skills training, financial literacy, and even access to markets where possible, which helps augment household income. In Madhya Pradesh, the programme has been successful in economically uplifting lakhs of women across villages, thus making them financially independent. We are confident that this initiative in the time to come will cover many more households across the length and breadth of the state of Madhya Pradesh," said Mr. Madhusudhan Singam, Regional Head – West, SLI, HDFC Bank.

Following are the services offered under SLI:

- ✓ **Financial literacy** and **credit counselling** to know the benefits of banking and best practices
- ✓ **Customized savings products** such as **savings accounts with ATM card, cheque book, micro recurring deposits, and fixed deposits** to inculcate banking habit, cash flow smoothening, and meeting life cycle needs
- ✓ **Insurance cover** to help manage uncertainties arising out of loss of life and assets
- ✓ **Training & capacity building services** as per requirement to enhance skills which will help in generating higher income
- ✓ **Credit support** for buying raw materials, equipment, and scaling the enterprise
- ✓ **Market linkages** as per requirement to provide greater access and better market opportunity to sell the products manufactured by the customers

This unique initiative of HDFC Bank helps in enriching the lives of people living in un-banked and under-banked areas of the country, in a manner that provides them sustainable livelihood over a longer period of time. Thus, going beyond the financial inclusion, HDFC Bank's SLI is helping Create Sustainable Communities.

As part of the SLI, capacity building training and market linkages are also provided on need basis. It gives women an opportunity to enhance their skills and have better access to large markets to increase business activity and augment their income.



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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 23 years, the bank has successfully gained market share in its target customer franchises while maintaining healthy profitability and asset quality.

As of September 30, 2017, the Bank had a distribution network with 4,729 branches and 12,259 ATMs in 2,669 cities/towns.

For the quarter ended September 30, 2017, the Bank's total income was INR 232.76 billion (Rs 23,276.2 crore) as against INR 199.70 billion (Rs 19,970.9 crore) for the quarter ended September 30, 2016. Net revenues (net interest income plus other income) increased by 22.6% to INR 133.58 billion (Rs 13,358.0 crore) for the quarter ended September 30, 2017 as against INR 108.94 billion (Rs 10,894.5 crore) for the corresponding quarter of the previous year. Net Profit for the quarter ended September 30, 2017 was 41.51 billion (4,151.0 crore), up 20.1%, over the quarter ended September 30, 2016.

Total income for the quarter ended September 30, 2017 was INR 232.76 billion (Rs 23,276.2 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

For media queries please contact:

Pushkar Gupta

Deputy Vice President, Corporate Communications

HDFC Bank Ltd., Mumbai.

Tel: 91 - 22 - 6652 1450 (D) / 6652 1000 (B)

Mobile: 09323080909

pushkar.gupta@hdfcbank.com