

HDFC Bank's HRDP transforms lives in 750 villages

- ***Empowers rural communities by improving economic and social conditions***
- ***To touch 1,000 villages by 2019***

Umpathaw, Shillong, November 23, 2017: A tiny hamlet nestled in the north-east of India today became the 750th village under HDFC Bank's Holistic Rural Development Programme (HRDP). Through this programme the 550 inhabitants of *Umpathaw* now have access to potable water and their children, a smart school with clean toilets.

The Bank has a Board mandate to cover 1,000 such villages by 2019. This initiative has so far impacted the lives of over 10 lakh people in 16 states across the country.

HRDP is a flagship CSR initiative of *Parivartan*, HDFC Bank's umbrella brand for all its social development programmes. It seeks to better village life by focussing on improvements in 5 key areas of:

- 1) Education
- 2) Skills Training and Livelihood Enhancement
- 3) Natural Resources Management
- 4) Water and Sanitation
- 5) Financial Literacy and Inclusion.

Under this unique programme, a thorough assessment of the village is carried out to understand its developmental needs. To address these needs in a sustainable and effective manner, the Bank creates long-term solutions in partnership with an NGO and the local community. The beneficiaries of HRDP include small farmers, youth, landless labourers, children and women.



"It gives me a great sense of fulfilment to be here," said Mr. Paresh Sukthankar, Deputy Managing Director, HDFC Bank at an event organised in the village of Umpathaw. "At HDFC Bank, we believe that for India to achieve inclusive growth, our villages must grow in tandem with cities. Through HRDP, we are doing just that by creating sustainable communities in remote pockets of the country."



“Through HRDP we are creating an ecosystem to improve the overall economic and social conditions in rural India. Our NGO partners play an instrumental role in planning and executing projects. We work also closely with local communities, who participate in the projects through ‘Shramdaan’, to make the initiative sustainable,” **said Ms. Nusrat Pathan, Head – Corporate Social Responsibility, HDFC Bank.**

In Meghalaya, the partner NGOs for HRDP are SACH and Aroh Foundation. These are some of the projects implemented:

| Focus Areas | Interventions |
|--|--|
| Education | <ul style="list-style-type: none"> • Renovating Schools • Training Teachers • Providing Learning Materials, Sports Kits • Setting up Library, Smart Classrooms |
| Skills Training and Livelihood Enhancement | <ul style="list-style-type: none"> • Providing Vocational Training to Youth • Helping Youth Start a Local Business |
| Natural Resources Management | <ul style="list-style-type: none"> • Treating Degraded Agricultural Land • Providing Solar Streetlights, Biomass Stoves • Installing Biogas Plants • Helping Farmers Diversify Crops • Establishing Seed Banks • Conducting Veterinary Camps • Planting Trees • Farm Bunding |
| Water and Sanitation | <ul style="list-style-type: none"> • Constructing Individual Household Toilets • Constructing Toilets in Schools • Constructing Water Posts |
| Financial Literacy and Inclusion | <ul style="list-style-type: none"> • Financial Planning • Importance of Savings • Advantages of Saving with Banks • Benefits of Borrowing from Organized Sources of Finance |



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