

HDFC Bank launches Navachar (Innovation) Pustika under Parivartan 'Teaching-the-Teachers' (3T) programme in Dehradun

• *Book on innovative teaching ideas launched in partnership with Sri Aurobindo Society*

• *3T has trained 15,034 teachers in Uttarakhand state, benefiting 1,65,400 students*

Dehradun (Uttarakhand), August 14, 2019: HDFC Bank today launched a manual of innovative teaching ideas called Navachar Pustika. Navachar Pustika (Innovations Handbook), is a compilation of innovative teaching ideas contributed by teachers themselves. These zero cost, high impact ideas are part of HDFC Bank's 'Teaching-the-Teacher' (3T) programme under #Parivartan, the umbrella CSR of then Bank. The 3T programme is run in partnership with Sri Aurobindo Society.

Under 3T, more than 15,034 teachers across the state have been trained by inviting ideas from them, and implementing the selected ideas in schools to improve the quality of education. This programme has already benefitted more than 1,65,400 students across 4,120 Government schools in the state.

The top participating teachers were invited to the training workshop on Zero Investment Innovation in Education in Dehradun. Total 33 teachers who contributed in the manual were felicitated at the event. The innovation manual for Uttarakhand state was launched by chief guests Dr. R. Meenakshi Sundaram, Secretary - School Education, Govt. of Uttarakhand and Shri Bandana Garbayal, Additional State Project Director - Samagra Shiksha Abhiyan, Uttarakhand in the presence of HDFC Bank's Mr. Prabhat Upadhyay, Zonal Head, Government and Institutional Business; Mr. Nikhil Thakur, Branch Manager, Dehradun, and Ms. Deepali Saini, Corporate Social Responsibility, along with other senior bank officials and over 200 teachers from 200 government school teachers.

Here are some examples of innovative teaching ideas by teachers:

- To improve attendance in the classroom, Mr. Rakesh Raturi, Teacher, Rajkiya Inter College, Tehri, Garhwal created multiple groups comprising eminent people from the community such as Sarpanch, Mukhia and few parents who kept a check on whether the

students were absent for a genuine reason or loitering around due to lack of awareness. Because of their intervention, attendance improved significantly.

- Ms. Poonam Arya, Government Primary School, Dandapur, Dehradun, recreated various real-life establishments such as banks, post offices, police station, and more to help students learn about what happens there by way of participating, emulating and enacting.
- To foster the spirit of arts and aesthetics, Mr. Ram Prakash Rawat, Teacher, Government Primary School, Baghi, Tehri Garhwal took the students to a nearby small scale industry unit making bamboo baskets, decoration items from colorful papers, clay pots, and sculptures etc. People specialized in the art community were also invited to conduct workshops to teach students various techniques.



“Teachers are an important part of the Nation building process for it is education that creates the most significant impact in the overall economic and social development of society. The Teaching-the-Teachers (3T) programme under Parivartan, we believe, makes education more contemporary and dynamic by involving teachers to think of innovative ways of imparting knowledge in class rooms. The Innovation Handbook thus becomes a reference manual for teachers across India to use ideas that involve zero cost but are high impact. This one-of-its-

kind initiative is a part of the Bank’s sustained endeavour to be a catalyst for change or ‘Parivartan’ and create a positive impact in the lives of the local populace,” said Ms. Ashima Bhat, Group Head – Corporate Social Responsibility, HDFC Bank.

About HDFC Bank Parivartan:

Parivartan is HDFC Bank’s umbrella brand for all its social initiatives. It is the bank’s way of contributing to long-term, sustainable change in society as a whole. HDFC Bank Parivartan acts as a catalyst for such change by working in the areas of

- Rural Development
- Promotion of Education



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HDFC Bank House,
Senapati Bapat Marg,
Lower Parel,
Mumbai - 400 013.
CIN: L65920MH1994PLC080618

- Skills Training & Livelihood Enhancement
- Healthcare & Hygiene
- Financial Literacy and Inclusion

Under Parivartan, the bank has impacted the lives of over 1 crore Indians.

- At HDFC Bank, skills training and livelihood enhancement has always been a key pillar of Parivartan, our umbrella brand for social initiatives.

One of the most significant programmes to promote empowerment of women at HDFC Bank is the Sustainable Livelihood Initiative under which we have made 86 lakh women self-sufficient.

It is one of the largest initiatives of its kind, not just in India but perhaps globally as well.

Through this program, close to 10% of our staff are working to extend holistic development to women at the bottom of the pyramid.

About HDFC BANK

For more information please log on to: www.hdfcbank.com

For media queries please contact:

Rajiv Banerjee

Vice President, Corporate Communications

HDFC Bank Ltd., Mumbai.

Tel: 91 - 22 - 66521307 (D) / 6652 1000 (B)

Mobile: 09920454102

rajiv.banerjee@hdfcbank.com