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NEWS RELEASE

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

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

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

• *3T has trained 15.20 Lakh teachers across 17 states 4 UTs, indirectly benefitted 1.65 crore students*

Puducherry, November 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.

- No. of teachers trained in Puducherry: 3,154
- No. of ideas submitted: 1,770
- No. of schools in Puducherry implementing the idea: 71
- No. of students benefitting from programme in Puducherry: 15,600

Under 3T, more than 15.20 Lakh teachers across 17 states and 4 Union territories 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 1.6 crore students across 1.87 Lakh Government schools.

The top 44 participating teachers were invited to the training workshop on Zero Investment Innovation in Education in Puducherry. The innovation manual for city was launched by chief guest Shri V. Narayanasamy, Chief Minister, Puducherry in the presence of HDFC Bank officials Mr. Balaji Krishnamachary Ramanujam, Cluster Head, Retail Branch Banking and



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Mr. Vishal Bhatia, Zonal Head, Government & Institutional Business; and Sri Aurobindo officials Mr. Sambrant Sharma, Director and Mr. Vijay N. Poddar, Member – Executive.

Ideas submitted by the teachers are attached in the separate document. [Click here to read.](#)

*“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,” said **Ms. Ashima Bhat, Group Head – Corporate Social Responsibility, HDFC Bank.** “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.”*

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
- 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.



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- 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 selfsufficient.
- 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

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