

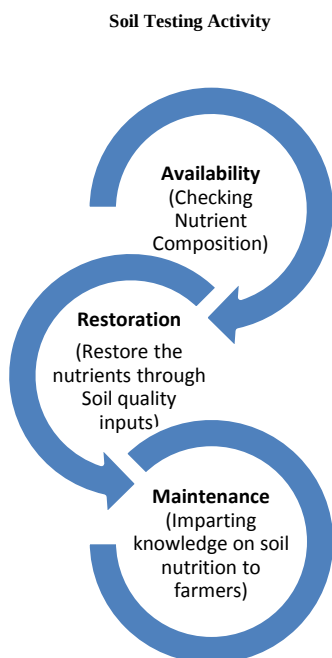
HDFC Bank to conduct free soil testing for farmers in 250 villages

- ***Month-long activity aimed to improve crop yield***
- ***Digital Soil testing van to travel and collect samples***

Lucknow (Uttar Pradesh), November 19, 2019: HDFC Bank Ltd, today announced its plan to conduct free soil testing for farmers in 250 villages of Uttar Pradesh. This activity is aimed at helping local farmers understand their soil composition and nutrient quality. They will learn about optimal use of fertilisers and the latest varieties of seeds, enabling them to increase their crop yield. Known as ‘*Unnati Ka Upphar - Mati Parikshan*’ this initiative will run for a full month.

At present, farmers have to travel long distances to the nearest testing facility to test their soil which is time consuming as well as expensive. With HDFC Bank’s Mobile Soil Testing Solution, vans will travel to each village and test soil samples onsite digitally.

The farmers will be educated on incorrect farming practices and will learn about techniques they can use to improve their soil nutrition. Over 10,000 farmers of 250 villages will directly benefit from this activity which will be held for one month.



In a launch event organized in Meerut, Mr Sanjay Kumar Pandey, City Magistrate, Meerut and Mr. Sanjeev Kumar, Head, Branch Banking, Uttar Pradesh and Uttarakhand, HDFC Bank; inaugurated the event in the presence of other HDFC Bank officials.

“It is our Bank’s long-term endeavour to bring about a positive change in the society that we operate in. We are happy to announce that the soil testing and education program will benefit farmers of Uttar Pradesh and bring in prosperity.” said Mr. Sanjeev Kumar, Head, Branch Banking Uttar Pradesh, HDFC Bank.



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