

HDFC Bank *Parivartan* Transforms 5.2 million lives in Madhya Pradesh














• **Bank Releases *Parivartan* Impact Report for MP**




























Bhopal (Madhya Pradesh), February 18, 2021: HDFC Bank today released *Parivartan* Impact Report for the state of Madhya Pradesh (MP). The *Parivartan* Report showcases the initiatives undertaken by the bank as part of its Corporate Social Responsibility in the state.

HDFC Bank *Parivartan*, the umbrella brand for all social responsibility initiatives undertaken by the bank, has transformed the lives of individuals in 17 districts; 213 villages of MP.

At a function organised in the city, the *Parivartan* Impact Report for MP was released by Mr Prateek Sharma, Branch Banking Head, HDFC Bank and CSR State Head Mr Neeraj Pathak, HDFC Bank in the presence of other senior bank officials.

#Parivartan seeks to better village life by focussing on improvements in five key areas of –

Key Highlights		
Focus Areas	Interventions	Lives Touched in Uttar Pradesh
 Education	 Improving quality of primary education  Introduction to the digital education	 1.99+ Lakh* Teachers Benefitted  27,270+* Schools Reached  22.01+ Lakh* Students Impacted
 Skills Training and Livelihood Enhancement	 Livestock health improvement efforts  Skilling and beginning of the livelihood interventions  Farmers' field school  Promotion of horticulture	 13,350+ Individuals Trained  13,430+ Women Entrepreneurs Created

	 Setting up of women SHGs	
 Rural Development	 Soil conservation and water harvesting  Irrigation water management  Organic farming  Vermin composting  Construction of water storage structures  Agricultural interventions  Use of solar energy  Waste water management	 1.12+ Lakh Trees Planted  1,060+ Vermicomposting Pits Created  4,860+ Kitchen Gardens Created  890+ Biomass Stoves Provided  3,900+ Acres Of Agricultural Land Treated  5,390+ Solar Lights Installed
 Healthcare and Hygiene	 Improving community health  Hygiene and sanitation	 870+ School Sanitation Units Installed  9,840+ Individuals Treated
 Financial Literacy and Inclusion	 Financial Planning  Importance of Savings  Advantages of Saving with Banks  Benefits of Borrowing from Organized Sources of Finance	 1+ Lakh Financial Literacy Camps Conducted  6.54+ Lakh People Reached

[Click here](#) to view *Parivartan* Report on Madhya Pradesh.

As part of HDFC Bank *Parivartan*, 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 including small farmers, youth, landless labourers, children, and women.

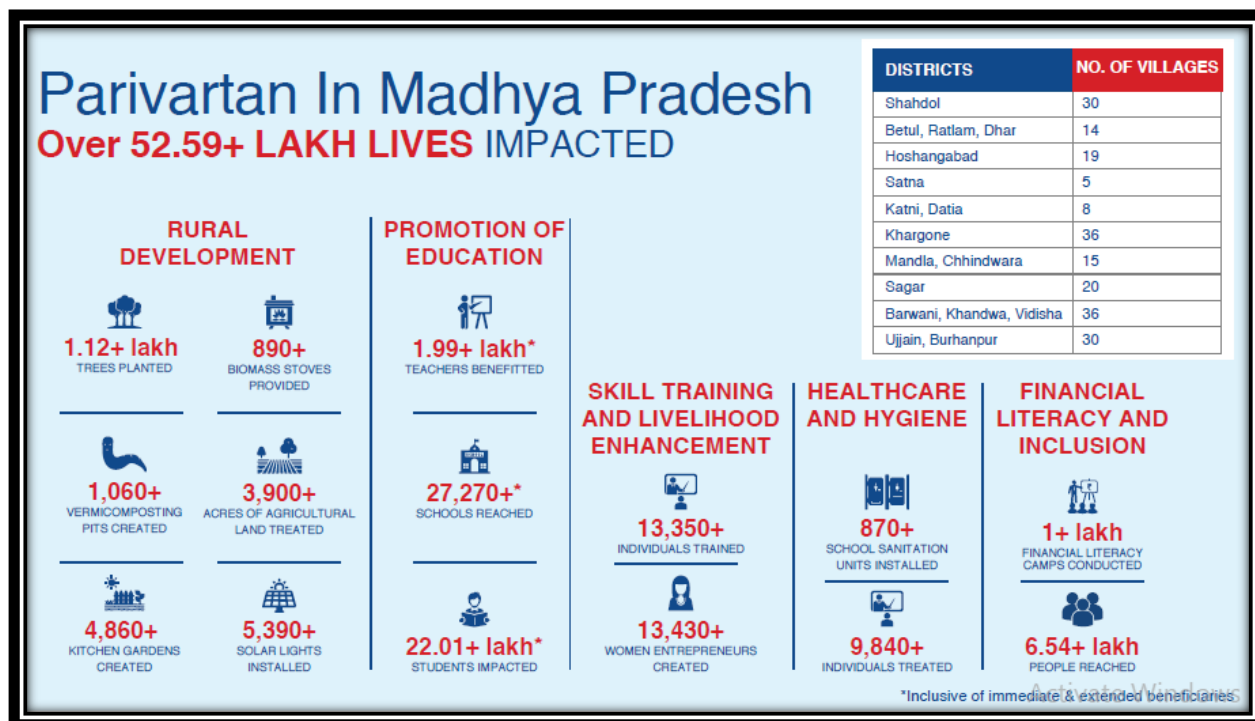
Nationally, in FY 2019-20, the bank spent Rs 535 crore towards HDFC Bank *Parivartan* and has so far covered more than 81 million individuals across the country.



*“We are delighted to release the *Parivartan* state report for MP,” said **Ms. Nusrat Pathan, Head – Corporate Social Responsibility, HDFC Bank.** “Sustainable Development happens when there is a commitment to creating change over a long time frame. We firmly believe that the Bank has to stand shoulder to shoulder with all stakeholders in the society to make a difference. We cannot make a difference alone, but together we can definitely bring *Parivartan*.”*

*“In MP, we are committed to not only providing the full suite of products and services for our customers, but also work towards making meaningful change in the lives of individuals and households in the state,” said **Mr Prateek Sharma, Branch Banking Head, HDFC Bank.***

*“The report showcases the work done by the Bank in the state across the various pillars under *Parivartan*.”*



About HDFC Bank Parivartan:

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

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