

HDFC Bank *Parivartan* Transforms 12.3 million Lives in Uttar Pradesh














• Bank Releases *#Parivartan Impact Report for Uttar Pradesh*

Lucknow (Uttar Pradesh), February 17, 2021: HDFC Bank today released *#Parivartan* Impact Report for the state of Uttar Pradesh. 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 more than 12.3 million individuals in 16 districts; 111 villages of Uttar Pradesh.

At a function organised in the city, the *#Parivartan* Impact Report for Uttar Pradesh was released by Mr Akhilesh Kumar Roy, Branch Banking Head – Uttar Pradesh, HDFC Bank and CSR State Head Mr Arvind Singh, 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 –

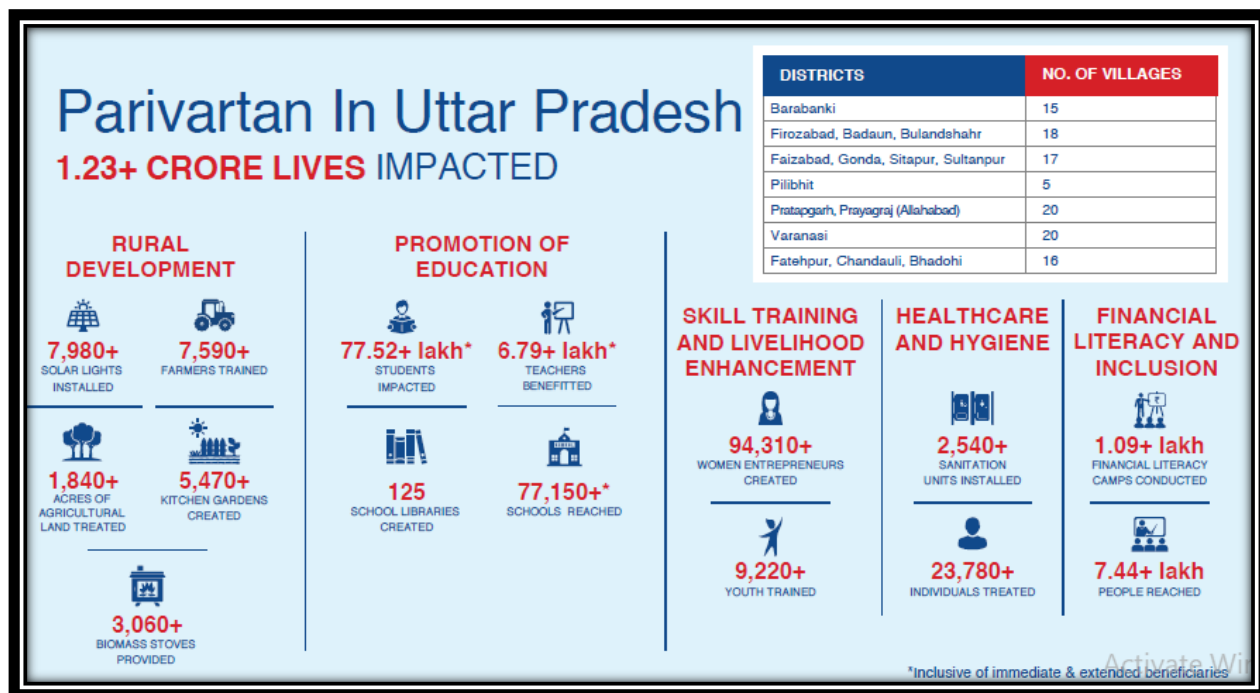
Key Highlights		
Focus Areas	Interventions	Lives Touched in Uttar Pradesh
 Education	 Improving quality of primary education  Introduction to the digital education	 77.52+ Lakh* Students Impacted  125 School Libraries Created  6.79+ Lakh* Teachers Benefitted  77,150+* Schools Reached
 Skills Training and Livelihood Enhancement	 Livestock health improvement efforts  Skilling and beginning of the livelihood interventions  Farmers' field school	 94,310+ Women Entrepreneurs Created  9,220+ Youth Trained

	<ul style="list-style-type: none"> Promotion of horticulture Setting up of women SHGs 	
 Rural Development	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 7,980+ Solar Lights Installed 7,590+ Farmers Trained 1,840+ Acres Of Agricultural Land Treated 5,470+ Kitchen Gardens Created 3,060+ Biomass Stoves Provided
 Healthcare and Hygiene	<ul style="list-style-type: none"> Improving community health Hygiene and sanitation 	<ul style="list-style-type: none"> 2,540+ Sanitation Units Installed 23,780+ Individuals Treated
 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 	<ul style="list-style-type: none"> 1.09+ Lakh Financial Literacy Camps Conducted 7.44+ Lakh People Reached



*“We are delighted to release the #Parivartan state report for Uttar Pradesh,” 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 Uttar Pradesh, 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. Under the aegis of Parivartan, the bank distributed approximately 5,000 thermal scanners to health department in the state to strengthen their efforts against Covid-19. Further, the bank has also set up 50 digital classrooms in Government Schools in the state,” said **Mr Akhilesh Kumar Roy, Branch Banking Head – Uttar Pradesh, HDFC Bank.** “The report showcases the work done by the Bank in the state across the various pillars under #Parivartan.”*



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*. As of Dec 31, 2020, the bank has so far covered more than 81 million individuals across the country.

About HDFC Bank *#Parivartan*:

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

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