

HDFC Bank *Parivartan* Transforms 1.8 million lives in Jharkhand















- Bank Releases Parivartan Impact Report for Jharkhand***

Ranchi (Jharkhand), February 24, 2021: HDFC Bank today released Parivartan Impact Report for the state of Jharkhand. 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 1.8 million individuals across Jharkhand.

The *Parivartan* Impact Report for Jharkhand was released by Mr Sandeep S Kumar, Branch Banking Head - East, HDFC Bank, in Kolkata.

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

Key Highlights		
Focus Areas	Interventions	Lives Touched in Jharkhand
 Education	 Improving quality of primary education  Introduction to the digital education	 5.79+ Lakh* Students Impacted  98,500+* Teachers Benefitted  4,260+* Schools Reached
 Skills Training and Livelihood Enhancement	 Livestock health improvement efforts  Skilling and beginning of the livelihood interventions  Farmers' field school  Promotion of horticulture  Setting up of women SHGs	 12,450+ Women Entrepreneurs Created  660+ Youth Trained

 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"> 1,340+ Solar Lights Installed 26,910+ Trees Planted 14,400+ Farmers Trained 4,030+ Kitchen Gardens Promoted
 Healthcare and Hygiene	<ul style="list-style-type: none"> Improving community health Hygiene and sanitation 	<ul style="list-style-type: none"> 2,940+ 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"> 41,980+ Financial Literacy Camps Conducted 2.68+ Lakh People Reached

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

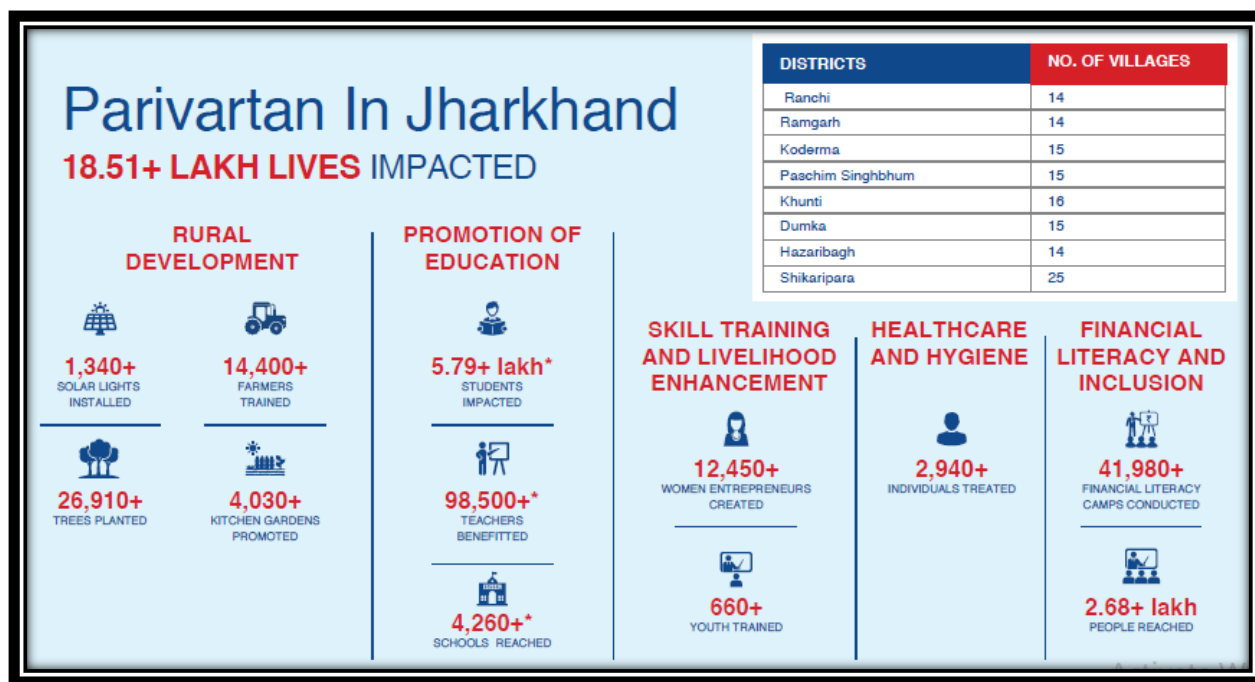
As part of HDFC Bank *Parivartan*, a thorough assessment of the village is carried out to understand its developmental needs. To address these needs in a sustainable and effective manner, the Bank creates long-term solutions in partnership with an NGO and the local community including small farmers, 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 Jharkhand," 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 Jharkhand, 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 Sandeep S Kumar, Branch Banking Head - East, 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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