

HDFC Bank *Parivartan* Transforms 2.9 million lives in Punjab













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

Chandigarh (Punjab), February 23, 2021: HDFC Bank today released *Parivartan* Impact Report for the state of Punjab. 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 2.9 million individuals across Punjab.

At a function organised in the city, the *Parivartan* Impact Report for Punjab was released by Mr Vineet Arora, Branch Banking Head, HDFC Bank and CSR State Head Ms Arpana Kumari, 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 Punjab
 Education	 Improving quality of primary education  Introduction to the digital education	 820+* Schools Reached  43,950+* Students Impacted <small>*Inclusive Of Immediate & Extended Beneficiaries</small>
 Skills Training and Livelihood Enhancement	 Livestock health improvement efforts  Skilling and beginning of the livelihood interventions  Farmers' field school  Promotion of horticulture	 1.32+ Lakh Women Entrepreneurs Created  600+ Youth Trained

	 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	 110+ Solar Lights Installed  3,930+ Farmers Trained  4,440+ Trees Planted  240+ Biomass Stoves Provided  2,180+ Kitchen Gardens Promoted
 Healthcare and Hygiene	 Improving community health  Hygiene and sanitation	 1,100+ Sanitation Units Installed  6,800+ Individuals Treated
 Financial Literacy and Inclusion	 Financial Planning  Importance of Savings  Advantages of Saving with Banks  Benefits of Borrowing from Organized Sources of Finance	 1,100+ Sanitation Units Installed  6,800+ Individuals Treated

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

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.

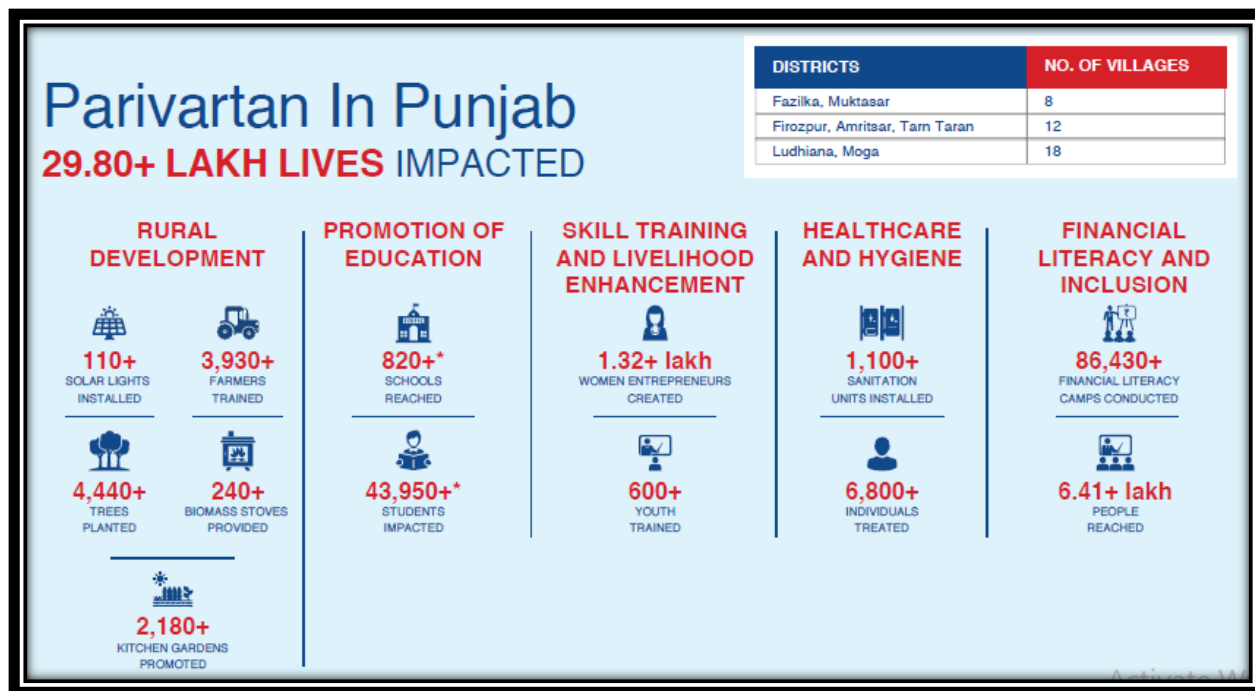
Nationally, in FY 2019-20, the bank spent Rs 535 crore towards HDFC Bank *Parivartan* and has so far covered more than 81 million individuals across the country.



*“We are delighted to release the Parivartan state report for Punjab,” 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 Punjab, 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 Vineet Arora, 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

For media queries please contact:

Sanjay Ojha
Deputy Vice President, Corporate Communications



NEWS RELEASE

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

HDFC Bank Ltd., Mumbai.
Tel: 91-22-66521450(D)/66521000(B)
Mobile: 9835314249
sanjay.ojha@hdfcbank.com

Rajiv Banerjee
Vice President and Vertical Head – Corporate Communications
HDFC Bank Ltd., Mumbai.
Tel: 91 - 22 - 66521307 (D)
Mobile: 09920454102
rajivshiv.banerjee@hdfcbank.com