

HDFC Bank *Parivartan* Transforms 3.3 million Lives in Rajasthan




- Bank Releases #Parivartan Impact Report for Rajasthan**

Jaipur (Rajasthan), February 15, 2021: HDFC Bank today released *#Parivartan* Impact Report for the state of Rajasthan. 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 3.3 million individuals in 13 districts; 117 villages of Rajasthan.

At a function organised in the city, the *#Parivartan* Impact Report for Rajasthan was released by Mr Prateek Sharma, 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 Rajasthan
 Education	<ul style="list-style-type: none"> Improving quality of primary education Introduction to the digital education 	<ul style="list-style-type: none"> 65,440+* Students Impacted 610+ School Infrastructures Created 940+* Schools Reached *Inclusive Of Immediate & Extended Beneficiaries
 Skills Training and Livelihood Enhancement	<ul style="list-style-type: none"> Livestock health improvement efforts Skilling and beginning of the livelihood interventions Farmers' field school Promotion of horticulture Setting up of women SHGs 	<ul style="list-style-type: none"> 27,210+ Women Entrepreneurs Created
 Soil conservation and water harvesting	<ul style="list-style-type: none"> Soil conservation and water harvesting 	<ul style="list-style-type: none"> 12,180+ Farmers Trained

Rural Development	<ul style="list-style-type: none"> ➤ 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"> ➤ 970+ Biomass Stoves Provided ➤ 1,020+ Solar Lights Installed ➤ 38,500+ Trees Planted ➤ 1,840+ Kitchen Gardens Created
 Healthcare and Hygiene	<ul style="list-style-type: none"> ➤ Improving community health ➤ Hygiene and sanitation 	<ul style="list-style-type: none"> ➤ 130+ Sanitation Units Created ➤ 4,770+ 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"> ➤ 1.11+ Lakh Financial Literacy Camps Conducted ➤ 7.41+ Lakh People Reached

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



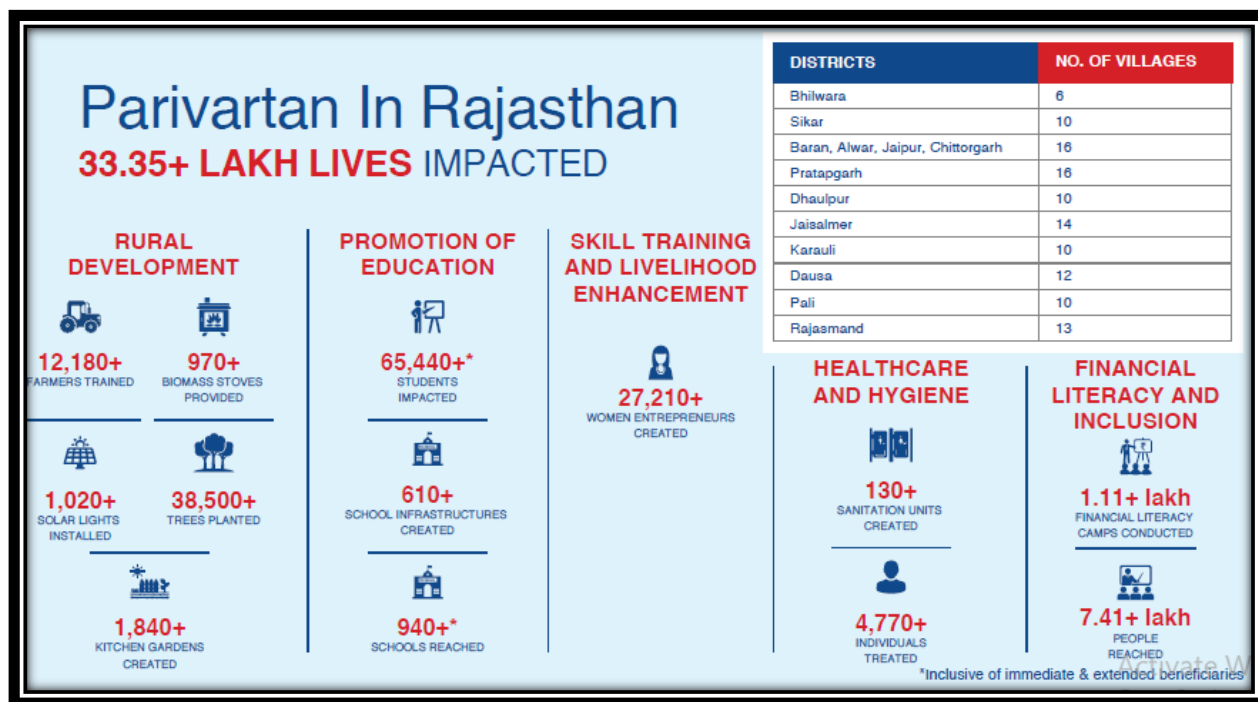
*“We are delighted to release the #Parivartan state report for Rajasthan,” said **Ms. Nusrat Pathan, Head – Corporate Social Responsibility, HDFC Bank.** “Sustainable Development happens when there is a commitment to creating change over a long time frame. We firmly believe that the Bank has to stand 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 Rajasthan, 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."

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

For media queries please contact:

Sanjay Ojha
 Deputy Vice President, Corporate Communications
 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



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

HDFC Bank Ltd., Mumbai.
Tel: 91 - 22 - 66521307 (D)
Mobile: 09920454102
rajivshiv.banerjee@hdfcbank.com