

HDFC Bank *Parivartan* Transforms 3.2 million Lives in Odisha



- Bank Releases #Parivartan Impact Report for Odisha**




Bhubaneswar (Odisha), March 05, 2021: HDFC Bank today released #*Parivartan* Impact Report for the state of Odisha. 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 3.2 million individuals in Odisha.

The *Parivartan* Impact Report for Odisha was released by Mr Sandeep S Kumar, Branch Banking Head – East, HDFC Bank.

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

Key Highlights		
Focus Areas	Interventions	Lives Touched in Odisha
 Education	<ul style="list-style-type: none"> Improving quality of primary education Introduction to the digital education 	<ul style="list-style-type: none"> 14,960+* Students Reached 200+ School Infrastructures Created <p><small>*Inclusive of immediate and extended beneficiaries</small></p>
 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"> 21,240+ Women Entrepreneurs Created 11,620+ 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"> ● 730+ Solar Lights Installed ● 1,350+ Acres of Agricultural Land Treated ● 27,700+ Trees Planted ● 10,450+ Kitchen Gardens Created ● 14,000+ Farmers Trained
 Healthcare and Hygiene	<ul style="list-style-type: none"> ● Improving community health ● Hygiene and sanitation 	<ul style="list-style-type: none"> ● 1,570+ Sanitation Units Installed ● 6,100+ 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"> ● 1.04+ lakh Financial Literacy Camps Conducted ● 7.59+ lakh People Reached

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

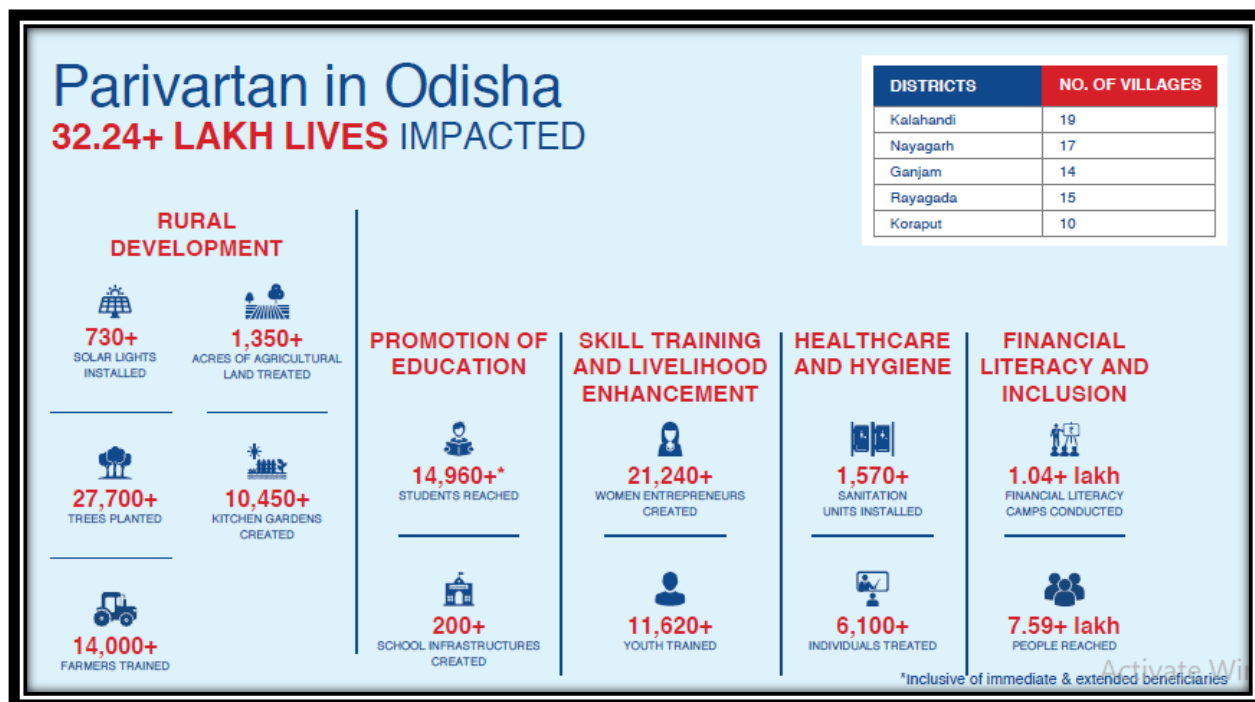


*"We are delighted to release the #Parivartan state report for Odisha," said **Ms. Nusrat Pathan, Head – Corporate Social Responsibility, HDFC Bank.** "Sustainable Development happens when there is a commitment to creating change over a long time frame. We firmly believe that the Bank has to stand shoulder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

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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