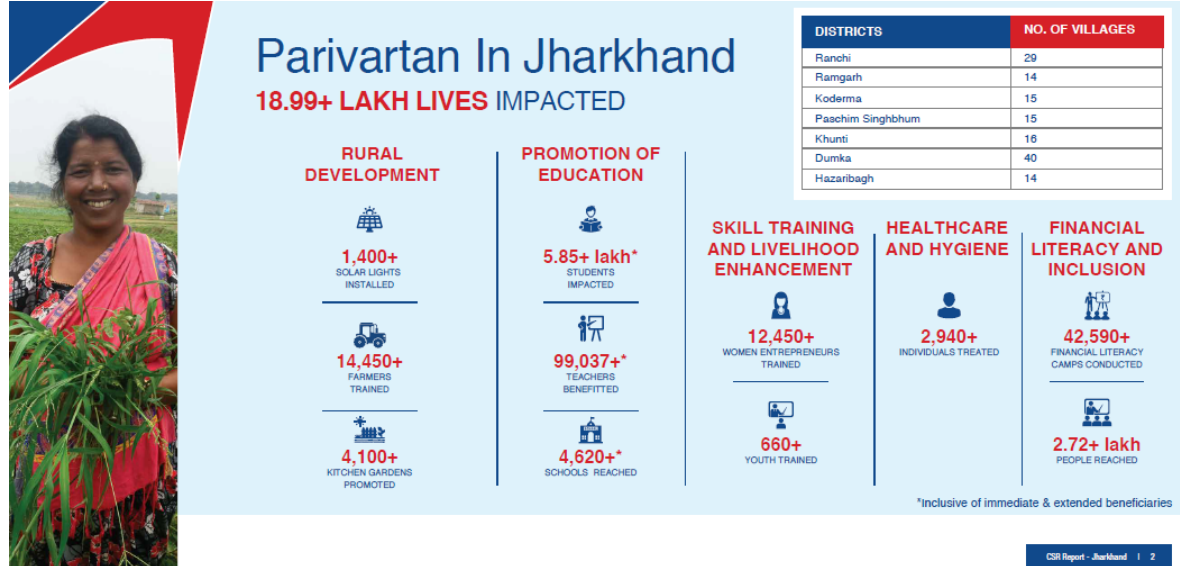


HDFC Bank #Parivartan impacts over 18.99 lakh people in Jharkhand in 2020-2021

- **#Parivartan reached 90 thousand more people compared to last year**

Ranchi, 20th August, 2021: HDFC Bank #Parivartan — its umbrella programme for social initiatives — impacted lives of over 18.99 lakh people in Jharkhand in 2020-21. The bank reached out to 143 villages across 8 districts- Ranchi, Ramgarh, Koderma, Paschim Singhbhum, Khunti, Dumka and Hazaribagh. #Parivartan aims at mainstreaming economically & socially-challenged groups across the country by ushering growth, development and empowerment. [HDFC Bank spent ₹634.91 crore through #Parivartan nationally and emerged as one of India's largest CSR spender in 2020-21. This was 18.5% more than previous year.](#)

[Parivartan highlights in Jharkhand:](#)



“Committed to developing sustainable ecosystems through various partnerships, we identify & support programmes that seek to develop & advance communities” said **Mr. Sandeep kumar Branch Banking Head, HDFC Bank**. “The teams between the bank, CSR department and NGO partners work closely to identify areas, locations and people to work with. This helps us in addressing the most pressing issue to work upon. Although our

programmes are holistic in nature, initiatives that delivered the maximum benefit in the state were training more than 99,037 teachers thus benefitting over 5.85 lakh students and conducting over 42,590 financial literacy & inclusion camps that benefited over 2.72 lakh people”.

HDFC Bank adopted five areas under #Parivartan for holistic social work:

- Rural Development
- Promote Education
- Skill Training and Livelihood Enhancement
- Healthcare & Hygiene
- Financial Literacy and Inclusion

The Sustainability element in the [Integrated Annual Report](#) outlines the work undertaken by the Bank by engaging with the communities to work on reducing poverty, achieving zero hunger, providing clean water & sanitation, quality education, and creating sustainable cities and communities to name a few.

GRASSROOT STORY OF PARIVARTAN

EMANCIPATION THROUGH VOCATIONAL SKILL UPGRADATION

Jharkhand: An orphan with two siblings, Harawati hails from a remote village in rural Jharkhand. The primary earner in her family, that lacks financial and social security, is her 22 year old brother who is a circular migrant who intermittently migrates to cities and returns for cultivation of agricultural land during the rainy season. The family lived in a semi pucca house that lacks even the most basic facilities like electricity, clean drinking water or sewage facilities.

Parivartan helped Harawati Kumari undertake a vocational skill development course of Auxiliary Nursing Midwifery or ANM at Kaushal College. After the course, on-the-job training was also arranged for her at New Delhi.

With the help of Parivartan, Harawati cleared both first and second year of State Nursing Registration Council Exam with distinction. After completing the ANM course, Harawati was placed with the reputed Cloud Nine Group of Hospitals, Navi Mumbai, at a monthly CTC of Rs. 16,839. Her entire family now benefits from another dependable source of income. Harawati has been performing extremely well at her workplace and in an exceptionally noble act, she saved the life of a newborn baby stranded on a highway.



NEWS RELEASE

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