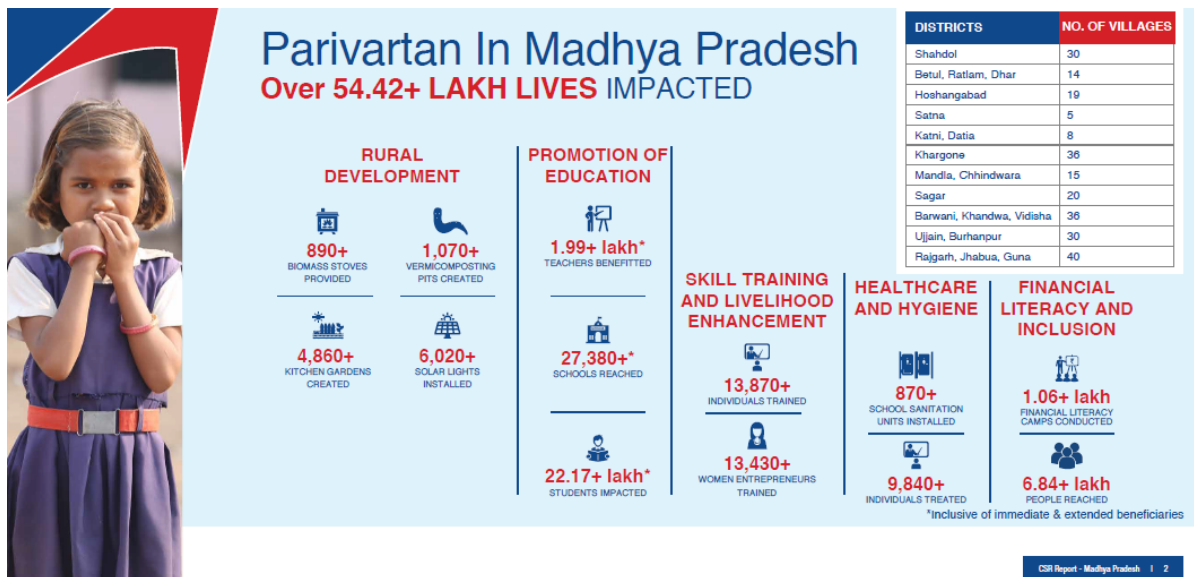


HDFC Bank #Parivartan impacts over 54.42 lakh people in Madhya Pradesh in 2020-2021

- **#Parivartan reached 3 lakh more people compared to last year**

Bhopal, 5th August, 2021: HDFC Bank #Parivartan — its umbrella programme for social initiatives — impacted lives of over 54.42 lakh people in Madhya Pradesh in 2020-21. The bank reached out to 253 villages across 20 districts - Shahdol, Betul, Ratlam, Dhar, Hoshangabad, Satna, Katni, Datia, Khargone, Mandla, Chhindwara, Sagar, Barwani, Khandwa, Vidisha, Ujjain, Burhanpur, Rajgarh, Jhabua and Guna. #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 Madhya Pradesh:](#)



“Committed to developing sustainable ecosystems through various partnerships, we identify & support programmes that seek to develop & advance communities” said **Mr. Prateek Sharma, 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 1.99 lakh teachers thus benefitting over 22.17 lakh students and conducting over 1.06 lakh financial literacy & inclusion camps that benefited over 6.84 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

INFRASTRUCTURE DEVELOPMENT FOR BETTER SANITATION AND LIVELIHOOD ENHANCEMENT

Sohagpur, Shahdol District: The local farmers of Sohagpur are predominantly small scale, dependent on rains for farming in absence of irrigation facilities & face extensive poverty & illiteracy, in addition to the lower sanitation & hygiene standards. Not only do they miss important work days due to frequent illnesses but the entire area is ranked abysmally low on all important human development indicators such as the infant mortality rate, maternal mortality rate, literacy & sanitation. The locals thus resort to seasonal migration to cities or often seek temporary local employment to make up for their irregular income from agriculture.

HDFC Bank Parivartan extended its support to Action for Social Advancement (ASA) to spread awareness regarding sanitation & promoted the installation of household toilet-cum-bathrooms for rural families. The best-suited toilet technology was used & regular water supply was also ensured.

So far, 243 toilet cum bathroom units have been constructed, impacting the lives of more than 700 members of 243 families. It has resulted in reduced medical costs & more time for farm-work, thus boosting productivity. This, in turn, has led to increased social security & improved hygienic living standards among these families: who now feel more safe, secure & are less prone to diseases.

About HDFC BANK

For information please log on to: www.hdfcbank.com



NEWS RELEASE

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

For media queries please contact:

For information please log on to: www.hdfcbank.com

For media queries please contact:

Sanjay Ojha

Vertical Head – Corporate Communications

HDFC Bank Ltd., Mumbai.

Tel: 91-22-66521307(D)/66521000(B)

Mobile: +91 98335314249

Sanjay.Ojha3@hdfcbank.com