

HDFC Bank Parivartan and DHAN Foundation inaugurated a Chilly processing unit in Mudukulathur, Ramanathapuram District, Tamil Nadu

Ramanathapuram, Tamil Nadu November 23, 2023: HDFC Bank, India's leading private sector Bank, under Parivartan, collaborated with DHAN Foundation to inaugurate Mudukulathur Kalanjia Jeevidam Chilly Processing Unit in Mudukulathur, Ramanathapuram District, Tamil Nadu. The collaboration will help the Chilly processing unit, belonging to the Farmers Producer Organization (FPO) market their products directly in the domestic and international market, reducing the dependency on intermediaries. HDFC Bank Parivartan will be the funding partner and DHAN Foundation will be the implementing partner providing technical support.

Cultivating chilies is one of the major agriculture activities in Ramanathapuram district. The Ramnad Mundu Chillies has good pungency as compared to other varieties and has been awarded the GI Tag, an indicator of best quality produce, increasing its potential to compete in the market. This project aims to enhance the livelihood of 2000 chilly-producing farmers and will help them increase their income by getting fair prices as they get to sell their products directly, thus eliminating agent commissions.

Ms. Nusrat Pathan, Head CSR at HDFC Bank, said "The inauguration of the Mudukulathur Kalanjia Jeevidam Chilly Processing Unit is a testament to our commitment towards sustainable development and rural empowerment. HDFC Bank Parivartan is proud to play a role in enhancing the livelihoods of chilly-producing farmers and fostering economic growth in the region".

The project was inaugurated by Ms. P. Tamilselvi, Deputy Director of Agriculture Business, Ramanathapuram District, Tamil Nadu Government, Shri Shanmuga Velayudham, Circle Head, Retail Branch Banking, HDFC Bank, Ms. K. Shanthi, Project Coordinator, DHAN Foundation and other notable attendees from the local government, HDFC Bank and DHAN Foundation.

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