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## NEWS RELEASE

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### **HDFC Bank #Parivartan launches Skill Training and Livelihood Enhancement Initiative in Odisha**

- ***Aims to upgrade skills of over 1200 youths with this initiative***

**Bhubaneswar, November 2, 2023:** HDFC Bank #Parivartan, in association with Orion Educational Society, has launched a set of skill training and livelihood enhancement opportunities for the marginalised youth in the Bhubaneswar and Khurda districts of Odisha. The one-year-long initiative launched in April 2023, will directly benefit the lives of over 1,200 individuals from economically weaker and marginalised communities.

The targeted youth will be trained in employable skills.

- 240 youths will be trained in logistics, beauty & wellness
- 180 will be trained in healthcare, telecom, and retail sales associates
- 180 people will be trained as data entry operators

Further, industry visits, job fairs, and internships will enhance the initiative's success. The programme will help in not only uplifting them but also their families leading to a far-reaching impact on rural communities.

**Ms. Nusrat Pathan, Head-CSR, HDFC Bank** said, *"The initiatives launched are aimed to empower the marginalised youth of Odisha. This program will upskill the youth, aid job creation, and thereby boost income for their families, leading to a deep impact on rural communities. HDFC Bank has always aimed to contribute towards the overall growth of our nation and create holistic growth opportunities for the underserved segments of the society."*

HDFC Bank is committed to bringing sustainable livelihood opportunities to all sections of the society by fostering holistic development, and thereby contributing to the overall development of the nation.

**About HDFC BANK**

For more information, click here: [www.hdfcbank.com](http://www.hdfcbank.com).

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