

Patiala Village Declared the Cleanest in District

*HDFC Bank Parivartan transforms the local waste management system
at Mohi Kalan village in Patiala, Punjab*

Patiala, October 17, 2023: HDFC Bank, India's leading private sector bank under its CSR brand Parivartan, announced today that Mohi Kalan, a village in Patiala, Punjab, has been recognised as the cleanest village in the district under the Swachh Bharat Mission (Grameen). The Bank deployed several strategies to maintain cleanliness in the village with a robust participation from the Gram Panchayat as well as the residents of the village.

Hon'ble Shri Brahm Shankar Sharma (Jimpa), Minister for Revenue, Rehabilitation and Disaster Management, Water Supply and Sanitation, Government of Punjab, felicitated the village with the award under the Swachh Bharat Mission (Grameen), which is under the Department of Drinking Water and Sanitation, Ministry of Jal Shakti. Under its Holistic Rural Development Programme (HRDP) in the village, the Bank, along with its NGO partner, Ambuja Cement Foundation, ran a series of community awareness campaigns, solid

HDFC Bank Parivartan deployed the following six strategies to make Mohi Kalan the cleanest village in Patiala:

1. Community Awareness: Parivartan teams conducted community awareness through trainings, meetings, wall paintings, and door-to-door pamphlet distribution.
2. Solid Waste Management (SWM): In the village, Parivartan implemented effective waste management practices like proper collection, segregation and disposal of waste.
3. Liquid Waste Management: Proper management of water sources and sanitation facilities was done to prevent contamination of water bodies. The drainage system of Mohi Kalan is fully covered by two renovated ponds.
4. Waste Segregation: Parivartan teams educated the residents on waste segregation and recycling.
5. Panchayat Support: The local panchayat and SWM Committee ran a cleanliness drive in the village four times a month for around a year.
6. Monitoring and Evaluation: HDFC Bank Parivartan regularly monitored and evaluated the village's progress in terms of cleanliness and sanitation.

waste management drives, and water and sanitation improvement activities in the village from January 2022 to September 2023.

Nusrat Pathan, Head-CSR, HDFC Bank said, *"We are proud of the transformation we have helped bring in Mohi Kalan. The recognition for the village from the government as the cleanest village in Patiala is a testament to the power of community-driven initiatives and sustainable practices in the region. This achievement highlights the impact of a holistic approach involving the entire community and local government in achieving cleanliness and sanitation goals."*

HDFC Bank's CSR is implemented under the aegis of Parivartan, which is the umbrella brand for all its social initiatives. It focusses on five areas: Rural Development, Education, Skill Development and Livelihood Enhancement, Healthcare and Hygiene, and Financial Literacy and Inclusion.

As on June 30th, 2023, Parivartan has so far cumulatively impacted over 34 lakh lives in Punjab.

HDFC Bank was among the top CSR spenders in the country for the financial year ended March 2023. As on 31st March 2023, the Bank spent Rs 820.89 crore on CSR initiatives. The Bank also expanded its impact by reaching more than 9.93 crore beneficiaries cumulatively as of March 2023.

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