



PRESS NOTE

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HDFC Bank, Indian Army & CSC Academy expand Project NAMAN to 26 new locations to support Army Veterans and their families

New Delhi, March 06, 2025: HDFC Bank, India's leading private sector Bank, India Army and CSC e-Governance have renewed the MoU to expand *Project NAMAN – A Tribute to Veterans* to 26 Directorate of Indian Army Veterans (DIAV) locations. Project NAMAN is designed to provide support and services to Army Veterans, their families and next of kins.

These CSC Centres, which will be operated by Army Veterans or their families or next of kins are dedicated to offer pension related services, Government to Citizen (G2C) services and Business to Consumer (B2C) services at their doorsteps within defence establishments itself.

A tripartite Memorandum of Understanding (MoU) was renewed between HDFC Bank Limited (under Parivartan programme), Indian Army's Directorate of Indian Army Veterans (DIAV) and CSC Academy.

The MoU was signed by Mr. Satyen Modi, Executive Vice President and Business Head, Alternate Banking Channels & Partnerships - HDFC Bank, Mr. Pravin Chandekar, CEO-CSC Academy and Brigadier, Directorate of Indian Army Veterans in the presence of Ms. Smita Bhagat, Group Head – HDFC Bank, Mr. Sanjay Rakesh, Chairman – CSC Academy, Lieutenant General, DG (DC&W) - Indian Army and esteemed dignitaries from the Indian Army, HDFC Bank and other senior officials.

In the second phase, the project will be expanded to 26 DIAV locations across Rajasthan, West Bengal, Himachal Pradesh, Maharashtra, Gujarat, Madhya Pradesh, Punjab, Jammu & Kashmir, Meghalaya, Bihar, Odisha and New Delhi. The first phase of the project was flagged off in September 2023 with the establishment of Common Service Centres (CSCs) at 14 DIAV locations.

HDFC Bank under its Parivartan programme, supports in building economic inclusiveness for defence service veterans and their next of kin. Similar to the 14 DIAV locations, the new centres will also provide skill development and training across financial products and services, helping the veterans and their next of kin to be financially independent. The individuals managing the CSCs will be paid a monthly monetary grant for initial 12 months.

About HDFC Bank

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