

HDFC Bank to plant 25,000 saplings in cyclone affected districts of Odisha

- ***Bank to launch 'My Green Legacy', a tree plantation drive to generate awareness on afforestation post Cyclone Fani***

Bhubaneswar (Odisha) July 2, 2019: HDFC Bank today announced the launch of 'My Green Legacy' – a tree plantation drive that brings citizens together to generate #awareness about the importance of being #clean, #green and #sustainable.

HDFC Bank's # MyGreenLegacy was launched by Shri. Sandeep Tripathy - Director, Principal Chief Conservator of Forests (PCCF); Shri. Sanjib Panda - Additional DG, Law & Order; and Mr. Rajesh Srivastava, Zonal Head, Odisha, HDFC Bank from Bhubaneswar. Over 25,000 saplings will be planted throughout the month of July, in 38 cities and villages of the 14 cyclone affected districts.

This initiative is aimed to help restore the environmental impact caused by the recent #CycloneFani that affected life, nature and property, Recently, the Bank had adopted 20 schools and donated 10 crores for the rehabilitation process under its #Parivartan initiative.

Mr. Srivastava said *“Odisha witnessed major destruction to its environment in the aftermath of Cyclone Fani. We lost a lot of green cover in the state. As a responsible corporate citizen, we are always looking at ways in which we can create a positive impact on the environment. Through this initiative we are aiming to work towards creating a cleaner, greener and sustainable future.”*

HDFC Bank also works to raise customer awareness on environmental sustainability as part of its '#GoGreen' initiative. Customers are encouraged to actively participate in protecting the environment through small steps such as switching to paperless options like email statements for their banking needs.



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