



## NEWS RELEASE

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CIN: L65920MH1994PLC080618

### **HDFC Bank *Parivartan* partners with Urmul Trust for Holistic Rural Development in Pokhran**

- ***To improve lives of over 10,000 individuals by 2020***
- ***To focus on issues related to water, agriculture, women empowerment, eco-tourism and education***

**Pokhran (Rajasthan), December 10, 2019:** HDFC Bank *Parivartan* launched a social responsibility project at Pokhran in Rajasthan, in partnership with Urmul Trust. This is a part of the Holistic Rural Development Programme, a flagship initiative under *#Parivartan*, the umbrella for all HDFC Bank's social initiatives. Through HRDP, the bank has already impacted lives in over 1,100 villages across India.

Through this partnership, the bank will initiate work in livelihood training, water conservation, camel rearing, eco-tourism, women empowerment, micro-finance and education in various villages around Pokhran, making a difference in the lives of over 10,000 individuals in the area. Pokhran is a city in the Jaisalmer district of Rajasthan. Jaisalmer is also recognised as an aspirational district by the government.

The project was inaugurated by Hon'ble Minister for Minorities Shri Saleh Mohammad, along with District Collector Shri Namit Mehta, MLA Jaisalmer Shri Roopa Ram, Jila Pramukh Jaisalmer Mrs. Anjana Meghwal, Pradhan Pokhran along with Mr. Jasmeet Singh Anand, Branch Banking Head, HDFC Bank.

HRDP seeks to better village life by focussing on interventions in five key areas of:

- 1) Education
- 2) Skills Training and Livelihood Enhancement
- 3) Natural Resources Management
- 4) Water and Sanitation
- 5) Financial Literacy and Inclusion

Under this unique programme, a thorough assessment of the village is carried out to understand its developmental needs. To address these needs in a sustainable and effective manner, the Bank creates long-term solutions in partnership with an NGO and the local community. The beneficiaries of HRDP include small farmers, youth, landless labourers, children and women.



*“Through HRDP we are creating an ecosystem to improve the overall economic and social conditions in rural India,” said **Ms. Nusrat Pathan, Head – Corporate Social Responsibility, HDFC Bank.** “Our NGO partners play an instrumental role in planning and executing projects. We also work closely with local communities, who participate in the projects through ‘Shramdaan,’ to make the initiative sustainable.”*

Speaking on the launch, **Mr. Jasmeet Singh Anand, Branch Banking Head, HDFC Bank** said *“At HDFC Bank, we believe in giving back to the communities we operate in. Through this initiative; we hope to create a positive impact in the state of Rajasthan and make a difference in the lives of the people there.”*

### **About HDFC Bank Parivartan**

*Parivartan* is HDFC Bank’s umbrella brand for all its social initiatives. It is the bank’s way of contributing to long-term, sustainable change in society as a whole. HDFC Bank *Parivartan* acts as a catalyst for such change by working in the areas of

- Rural Development
- Promotion of Education
- Skills Training & Livelihood Enhancement
- Healthcare & Hygiene
- Financial Literacy and Inclusion

Under *Parivartan*, the bank has impacted the lives of over 1 crore Indians.

For more information please log on to: [www.hdfcbank.com](http://www.hdfcbank.com)

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