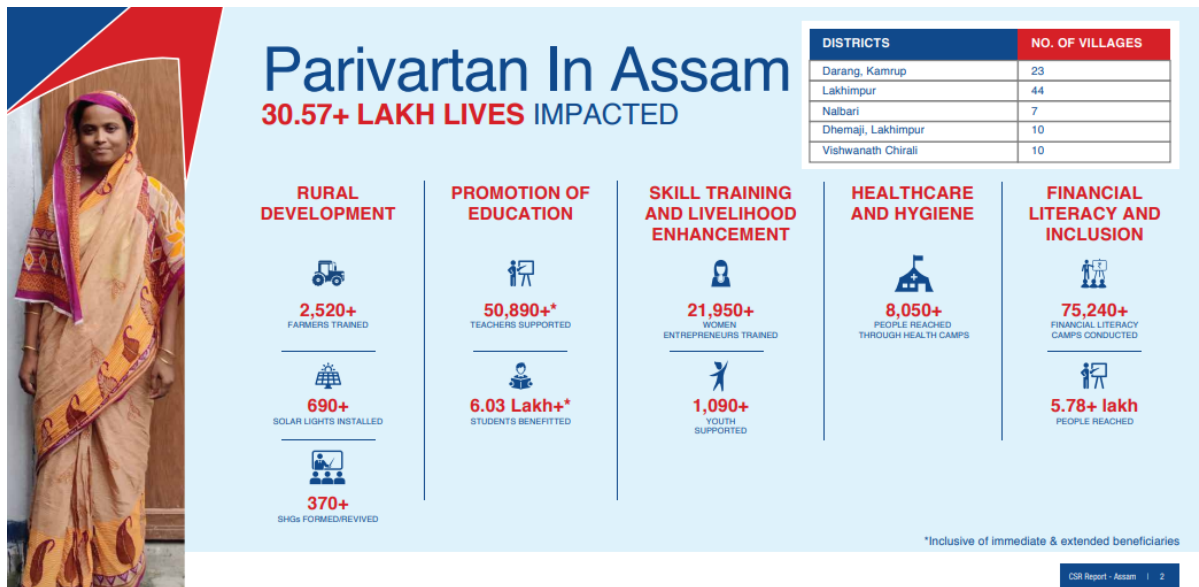


HDFC Bank #Parivartan impacts over 30.5 lakh people in Assam in 2020-2021

- **#Parivartan reached 1 lakh more people compared to last year**

Dispur, 03 August, 2021: HDFC Bank #Parivartan — its umbrella programme for social initiatives — impacted lives of over 30.5 lakh people in Assam in 2020-21. The bank reached out to 94 villages across 6 districts - Darang, Kamrup, Lakhimpur, Nalbari, Dhemaji, and Vishwanath Chirali. #Parivartan aims at mainstreaming economically & socially-challenged groups across the country by ushering growth, development and empowerment. [HDFC Bank spent ₹634.91 crore through #Parivartan](#) nationally and emerged as one of India’s largest CSR spender in 2020-21. This was 18.5% more than previous year.

[Parivartan highlights in Assam:](#)



“Committed to developing sustainable ecosystems through various partnerships, we identify & support programmes that seek to develop & advance communities,” said Mr **Sandeep Kumar, Branch Banking Head, HDFC Bank**. “The teams between the bank, CSR department and NGO partners work closely to identify areas, locations and people to work with. This helps us in addressing the most pressing issue to work upon. Although our programmes are holistic in nature, initiatives that delivered the maximum benefit in the state

were training more than 50,890 teachers thus benefitting over 6 lakh students and conducting over 75,240 financial literacy & inclusion camps that benefited over 5.7 lakh people.”

HDFC Bank adopted five areas under #Parivartan for holistic social work:

- Rural Development
- Promote Education
- Skill Training and Livelihood Enhancement
- Healthcare & Hygiene
- Financial Literacy and Inclusion

The Sustainability element in the [Integrated Annual Report](#) outlines the work undertaken by the Bank by engaging with the communities to work on reducing poverty, achieving zero hunger, providing clean water & sanitation, quality education, and creating sustainable cities and communities to name a few.

GRASSROOT STORY OF PARIVARTAN

Empowering Youth For Improved Employability

Natun Salmora village, Lakhimpur district: Manasjyoti is a young college dropout and the only earning member in a family of five. He faced immense financial difficulties in making ends meet, tried hands at various professions without much success in absence of any vocational skill.

HDFC Bank Parivartan in partnership with IGSSS provided training to Manasjyoti on ‘Animal Husbandry’ at Lakhimpur

College of Veterinary Science in 2018. Seeing his interest in poultry farming, he was given 200 chicks for the development of his farm and area. He was also provided with a chicken cleaning machine to help with quick cutting and selling at his meat cutting and selling shop which he opened up in 2020.

With aid of training and further support Manasjyoti is earning Rs.15,000 to Rs.20,000 per month and has been able to purchase many batches of chicks. He has expanded his business with a meet cutting and selling shop and his income has increased to around Rs.45000 per month. Once an unemployed youth, he is now a very successful entrepreneur in his community.

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