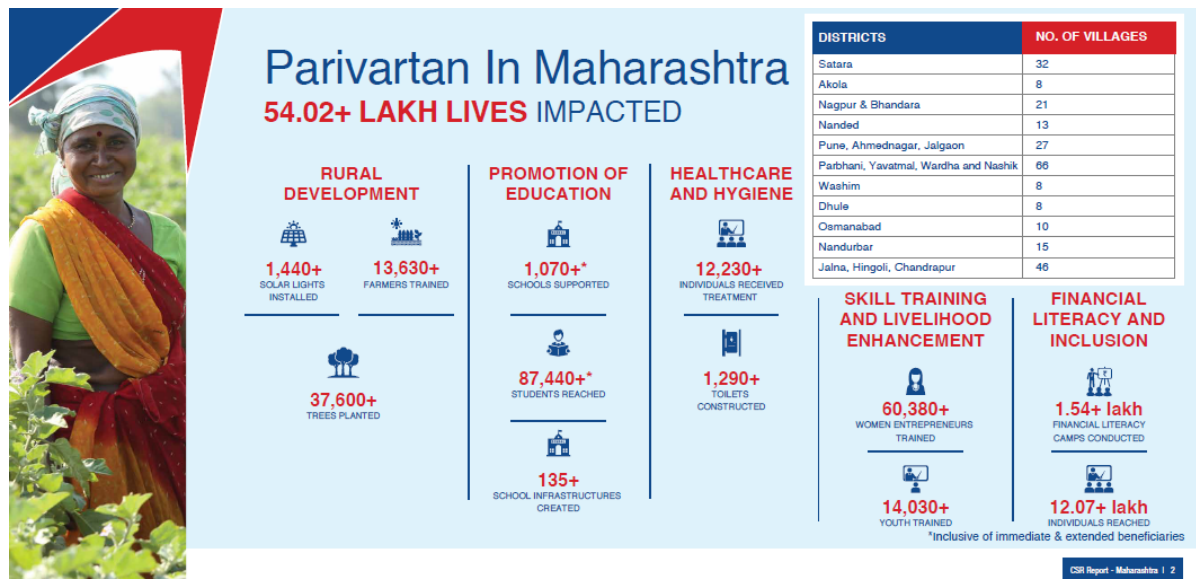


## HDFC Bank #Parivartan impacts over 54.02 lakh people in Maharashtra in 2020-2021

- **#Parivartan reached 7 lakh more people compared to last year**

**Mumbai, 20<sup>th</sup> August, 2021:** HDFC Bank #Parivartan — its umbrella programme for social initiatives — impacted lives of over 54.02 lakh people in Maharashtra in 2020-21. The bank reached out to 254 villages across 19 districts- Satara, Akola, Nagpur, Bhandara, Nanded, Pune, Ahmednagar, Jalgaon, Parbhani, Yavatmal, Wardha, Nashik, Washim, Dhule, Osmanabad, Nandurbar, Jalna, Hingoli and Chandrapur. #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 Maharashtra:](#)



“Committed to developing sustainable ecosystems through various partnerships, we identify & support programmes that seek to develop & advance communities” said **Mr. Anil Bhavnani 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



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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 conducting over 1.54 lakh financial literacy & inclusion camps that benefited over 12.07 lakh people and providing skill training and livelihood enhancement to over 60,380 women entrepreneurs and 14,030 youth”.

### **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**

#### **MAKING A GREENER LAND**

Darhane Village, Nashik District: Keshav Mohan Thoke is a farmer from the village of Darhane, located in the district of Nashik. The owner of 3.5 acres of land, he initially used to cultivate crops such as onions, groundnut & maize - earning a bare minimum of Rs.35,000 annually. However, a changing climate - in addition to other extant factors such as the high cost of artificial fertilisers, crop failures/diseases & fluctuating market prices - soon began affecting his income significantly.

After learning about Parivartan’s trellis vegetable cultivation initiative in partnership with SIED, Thoke became interested & was provided guidance in creeper vegetable cultivation as an alternative to his predominantly monocropping practices. Given that it takes up less space than normal cultivation, trellis cultivation allowed him to not depend solely on his land for his income. Thus, allowing him to save up on expenses that would normally be spent on either fertilisers or loan crops from neighbouring farmers.

The initiative eventually resulted in an annual income of Rs.1,01,400 - nearly thrice of what he would initially earn. Thoke was so impressed with the results that he’s now considering expanding his crop basket to include legume cultivation as well. He has also thanked the Bank for providing him with all the necessary knowhow & technical support that now allows him to continue the process in a sustainable manner.



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### **About HDFC BANK**

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

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