



CREATING  
 SUSTAINABLE  
 COMMUNITIES IN  
**HARYANA**



- 2  
ZERO HUNGER
- 3  
GOOD HEALTH AND WELL-BEING
- 4  
QUALITY EDUCATION
- 5  
GENDER EQUALITY
- 6  
CLEAN WATER AND SANITATION
- 7  
AFFORDABLE AND CLEAN ENERGY
- 8  
DECENT WORK AND ECONOMIC GROWTH
- 12  
RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13  
CLIMATE ACTION

As of September 2024

# HDFC BANK PARIVARTAN

Parivartan is HDFC Bank's CSR brand deeply committed to making a positive impact to the environment and the community at large.

We partner with NGOs to enable socio-economic development in the lives of millions of Indians through multisectoral initiatives under our 5 key focus areas.

## OUR VISION:

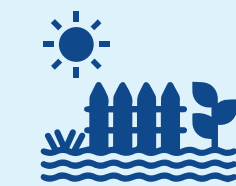
HDFC Bank Parivartan's vision is to contribute to the social and economic development of the community by empowering them and driving a positive change in their lives, that in turn enables them to actively participate in the growth of our nation.

**101.13+ MILLION**  
**Lives impacted**

**Active in 28 STATES and**  
**8 UNION TERRITORIES**  
**pan India**



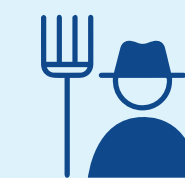
## FOCUS AREAS:



**RURAL DEVELOPMENT**



**PROMOTION OF EDUCATION**



**SKILL TRAINING AND LIVELIHOOD  
 ENHANCEMENT**



**HEALTHCARE AND HYGIENE**



**FINANCIAL LITERACY AND INCLUSION**

This report provides an insight on the work done by HDFC Bank Parivartan in Haryana



# Parivartan In Haryana

## 27.48+ LAKH LIVES IMPACTED

### RURAL DEVELOPMENT



**1,060+**  
SOLAR LIGHTS  
INSTALLED



**2,445+**  
KITCHEN GARDENS  
CREATED



**21,410+**  
FARMERS TRAINED  
HRDP+FDP



**1,340+**  
BIOMASS STOVES  
PROVIDED

### PROMOTION OF EDUCATION



**3.84+ Lakh\***  
STUDENTS IMPACTED



**36,700+\***  
TEACHERS BENEFITTED



**5,845+\***  
SCHOOLS REACHED



**80+**  
SCHOOL INFRASTRUCTURES  
CREATED

### SKILL TRAINING AND LIVELIHOOD ENHANCEMENT



**18,840+**  
WOMEN ENTREPRENEURS  
TRAINED



**2,020+**  
YOUTH TRAINED

### HEALTHCARE AND HYGIENE



**1,260+**  
SANITATION  
UNITS INSTALLED



**7,590+**  
INDIVIDUALS TREATED

### FINANCIAL LITERACY AND INCLUSION



**84,130+**  
FINANCIAL LITERACY  
CAMPS CONDUCTED



**5.37+ Lakh**  
PEOPLE REACHED

Focussed Development Programme	Holistic Rural Development Programme	
Districts	Districts	No. of Villages
Bhiwani	Bhiwani	25
Faridabad	Gurugram	20
Gurugram	Mahendragarh	30
Jhajjar	Nuh	15
Mahendragarh		
Rohtak		
Sonipat		

\*Inclusive of immediate & extended beneficiaries  
 \*Impact numbers as of July 2024



# RURAL DEVELOPMENT

Promoting holistic rural development of communities

## KEY INTERVENTIONS

### PROMOTING HOLISTIC DEVELOPMENT IN RURAL COMMUNITIES | DISTRICT - GURUGRAM

To address multifaceted challenges in Farrukh Nagar, Gurugram, HDFC Bank Parivartan, in collaboration with The Hans Foundation, is implementing a comprehensive rural development project. This initiative targets small and marginalised farmers and underprivileged families across 20 villages.

Key components include:

- Forming and strengthening farmers' groups, promoting vegetable and mushroom cultivation, and establishing a collection centre.
- Developing nurseries and supporting agricultural activities through community-led initiatives.
- Renovating school infrastructure, including setting up science labs and improving early childhood care through Anganwadi centre upgrades.
- Organising livestock health camps and installing solar street lights to improve health services and access to clean energy.
- Promoting environmental conservation through sustainable agricultural practices and energy-efficient solutions.

## IMPACT IN HARYANA



**1,060+**  
 SOLAR LIGHTS  
 INSTALLED



**2,445+**  
 KITCHEN GARDENS  
 CREATED



**21,410+**  
 FARMERS TRAINED  
 HRDP+FDP



**1,340+**  
 BIOMASS STOVES  
 PROVIDED

## TRANSFORMING COMMUNITIES THROUGH HOLISTIC DEVELOPMENT | DISTRICT - MAHENDRAGARH

In Mahendragarh district, HDFC Bank Parivartan, in partnership with S M Sehgal Foundation, is launching a Holistic Rural Development Project to address environmental and socio-economic challenges. This initiative aims to benefit over 27,000 individuals from 15 villages through a range of integrated interventions. Key components include:

- Implementing renewable energy solutions, enhancing irrigation efficiency, and supporting sustainable farming practices.
- Establishing Self-Help Groups (SHGs) and providing training for community members.
- Setting up a polyhouse nursery for sapling production and conducting field demonstrations of climate-resilient technologies.
- Organising sanitation drives and community events to improve hygiene and water management.
- Using solar-powered water pumps and promoting micro-irrigation techniques for sustainable agriculture.



## EMPOWERING RURAL COMMUNITIES THROUGH SUSTAINABLE DEVELOPMENT | DISTRICT - NUH

HDFC Bank Parivartan, in collaboration with S M Sehgal Foundation, is spearheading a project to drive holistic rural development in Nuh. This initiative focuses on improving livelihoods, education, and environmental sustainability across 15 villages. Key components include:

- Supporting 522 farmers with targeted interventions and establishing agro-horti models for chemical-free farming.
- Forming 15 Village Development Committees (VDCs) to strengthen community institutions.
- Transforming 8 schools into smart schools and providing educational infrastructure upgrades.
- Conducting animal health camps and promoting hygiene practices across the region.
- Equipping villages with solar street lights and solar spray pumps and planting trees to enhance green cover.



# PROMOTION OF EDUCATION

Creating a conducive learning environment in communities

## KEY INTERVENTIONS

### CREATING AN INCLUSIVE

**TOMORROW** | DISTRICT - NUH, REWARI, YAMUNA NAGAR AND MAHENDRAGARH

The hardships faced by girls trying to gain basic education has been holding back Haryana's communities from developing to their full potential. To promote gender inclusivity, Parivartan launched a programme ensuring academic, material & social/moral support. The initiative has facilitated their holistic development in the underdeveloped & remote areas of rural Haryana. It has successfully enrolled **over 600 girls** in formal education & has offered them a platform for comprehensive learning.

### TURNING DISTANT DREAMS INTO REALITY | DISTRICT - SONIPAT

To support students from disadvantaged sections of the state, HDFC Bank Parivartan - in partnership with Ashoka University - started a **scholarship programme**: an initiative that facilitated help for **Young India Fellows (YIF)** along with undergraduates who are unable to pay for their education. It is poised to be a game-changer in the lives of students aspiring to be successful in different streams.



## IMPACT IN HARYANA



**3.84+ Lakh\***  
 STUDENTS IMPACTED



**36,700+\***  
 TEACHERS BENEFITTED

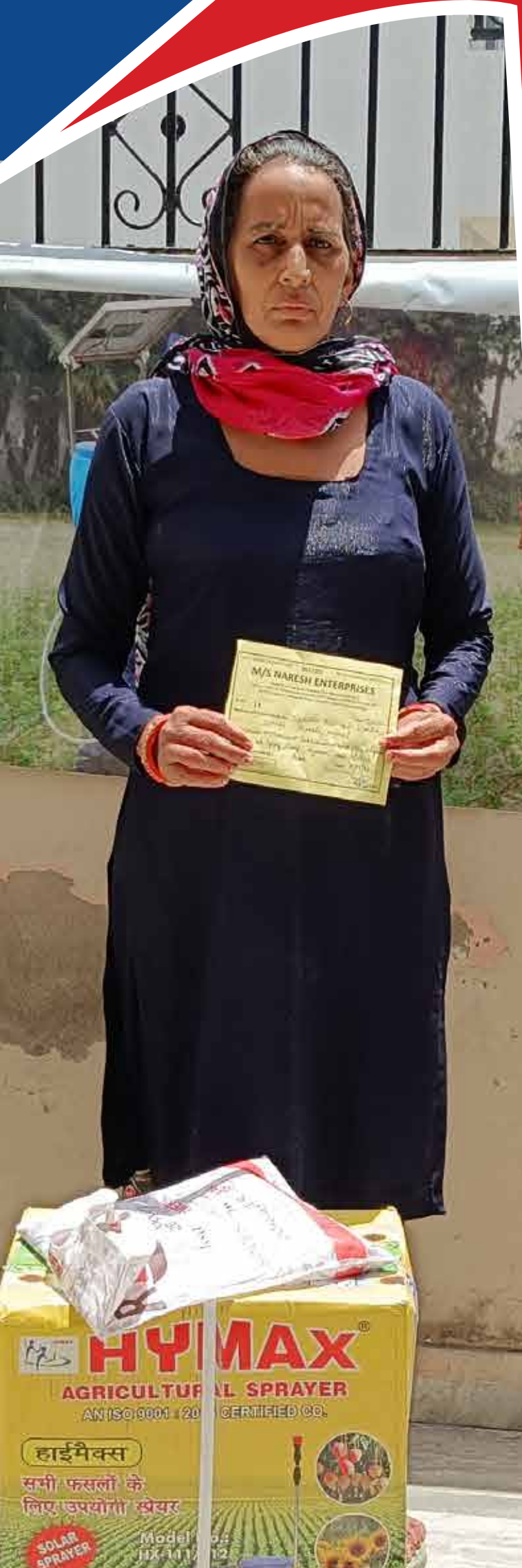


**5,845+\***  
 SCHOOLS REACHED



**80+**  
 SCHOOL  
 INFRASTRUCTURES CREATED

\*Inclusive of immediate & extended beneficiaries



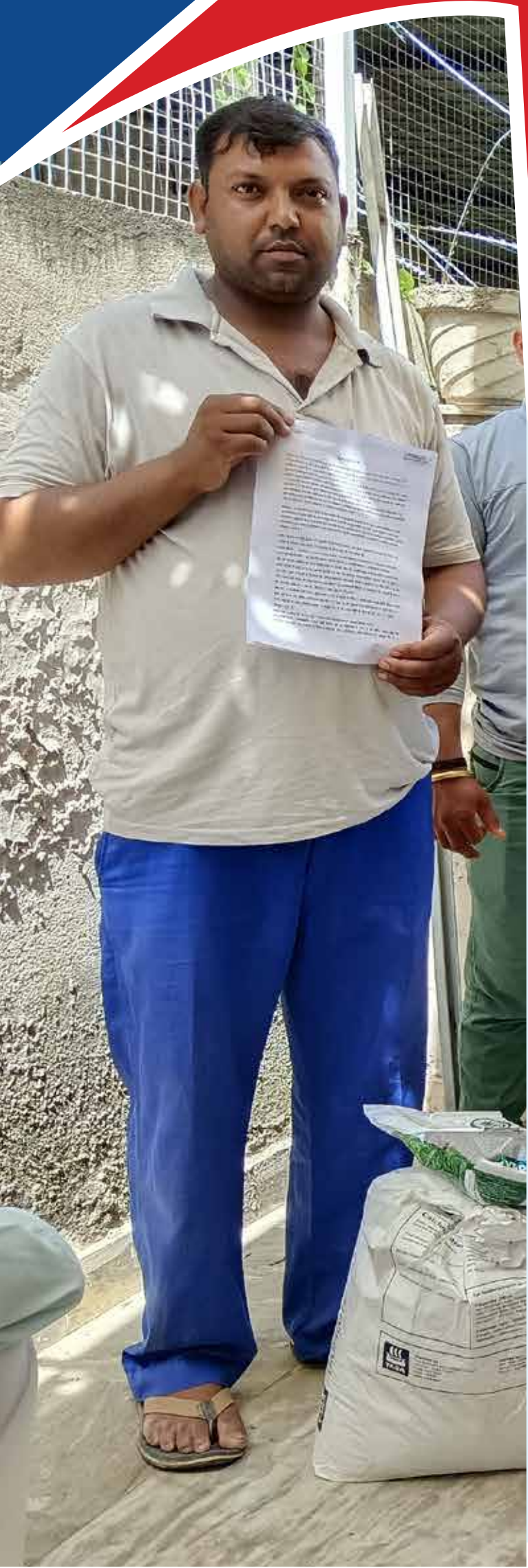
**A COLOURFUL EDUCATION | DISTRICT - YAMUNA NAGAR, REWARI, NUH, MAHENDRAGARH**

With the aim of making elementary education fun & attractive, Parivartan has painted several Anganwadis with **BALA (Building as Learning Aid) art**. Building upon children's attraction to colours, it is an innovative approach to education that displays topics in creative & fun ways on walls & other physical structures. Under Parivartan, the Bank has BALA-painted **14 Anganwadis across 10 of its project villages** in Haryana.

**TRANSFORMING EDUCATION THROUGH TECHNOLOGY | DISTRICT - SONIPAT, JHAJJAR, CHARKHI DADRI, MAHENDRAGARH, ROHTAK**

HDFC Bank Parivartan in association with Seva Sahyog Foundation is working on transforming 50 Government Schools spread over 25 cities/towns of Haryana. The project includes setting-up 150 smart classrooms along with maintaining libraries, science labs and sanitation facilities. As part of the intervention, 10th grade students will also get digital access to educational videos and assessments that are mapped to the Haryana State Board. Apart from changing the face of education through technology, on-site training to key stakeholders on the usage of the infrastructure as well as its integration in daily lectures also forms a part of the programme. The intervention will benefit over 25000 students and 1000 teachers.





# SKILL TRAINING AND LIVELIHOOD ENHANCEMENT

Upskilling individuals to enable sustainable income generation

## KEY INTERVENTIONS

### UPSKILLING WOMEN

As part of its **Sustainable Livelihood Initiative (SLI)**, Parivartan has imparted skill training to thousands of women across the state of Haryana.

### PROVIDING SKILL-TRAINING TO RURAL YOUTH

Parivartan with Head Held High aims to build skills and capabilities of about 1500 disconnected rural youths across 10 districts of 10 states (Karnataka, Maharashtra, Rajasthan, Jharkhand, Bihar, Uttarakhand, Telangana, Gujarat, Haryana, Odisha). The project also assures placement of at least 70% of the trained youth in a job within a period of 39 months. These locations have been selected due to the high concentration of underprivileged youth in these regions. The project is a part of core program of HHH called Make India Capable (MIC).

*(The impact numbers mentioned above apply to Pan India)*



## IMPACT IN HARYANA



**18,840+**  
 WOMEN ENTREPRENEURS  
 TRAINED



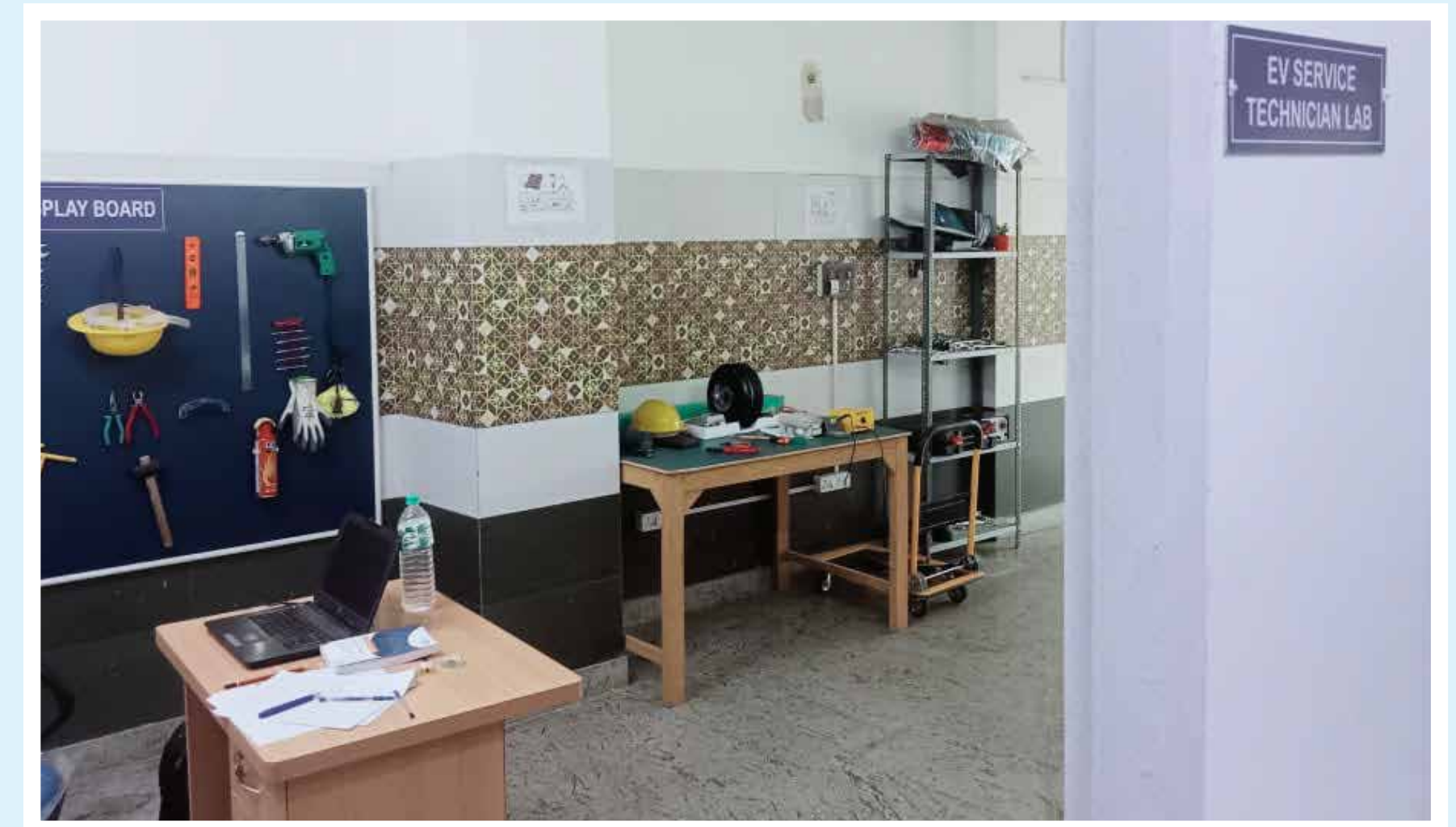
**2,020+**  
 YOUTH  
 TRAINED



## **UPSKILLING UNEMPLOYED YOUTH WITH VOCATIONAL TRAINING | DISTRICT - GURUGRAM**

To tackle unemployment and skill gaps in Delhi and Gurugram, Sambhav Foundation, in partnership with HDFC Bank Parivartan, is rolling out a vocational training programme. This project aims to empower 3,780 unemployed youth with relevant skills for emerging industries. Key components include:

- Providing targeted training in Electric Vehicle Service Technician, CRM Domestic Non-Voice, and Data Analyst roles to boost employment prospects.
- Facilitating job placements for 2,835 participants across various sectors to ensure sustainable livelihoods.
- Offering practical training sessions and workshops to equip participants with industry-relevant skills.
- Monitoring and evaluating the programme's effectiveness through regular assessments to ensure participant success and well-being.
- By focusing on practical skills and job placements, this initiative aims to enhance economic opportunities and foster sustainable livelihoods for the youth in the region.



# HEALTHCARE AND HYGIENE

Focused on improving sanitation facilities & promoting safe hygiene practices across several communities

## COMMUNITY SENSITISATION FOR BUILDING ZERO WASTE VILLAGES | DISTRICT - GURUGRAM

Many villages lack waste management systems leading to pollution of water bodies and unhygienic conditions in living areas. HDFC Bank Parivartan in association with Hand in Hand Inclusive Development and Services (HHIDS) is working in the area of solid waste management in forty villages of the Sohna block. The intervention includes implementing an end-to-end plan to sensitise communities and establish facilities for material recovery and recycling. Awareness on source segregation, door to door waste collection and treatment of wet and dry waste will be undertaken to create an efficient waste management infrastructure. The intervention will also improve the livelihood of waste pickers and sanitary workers.



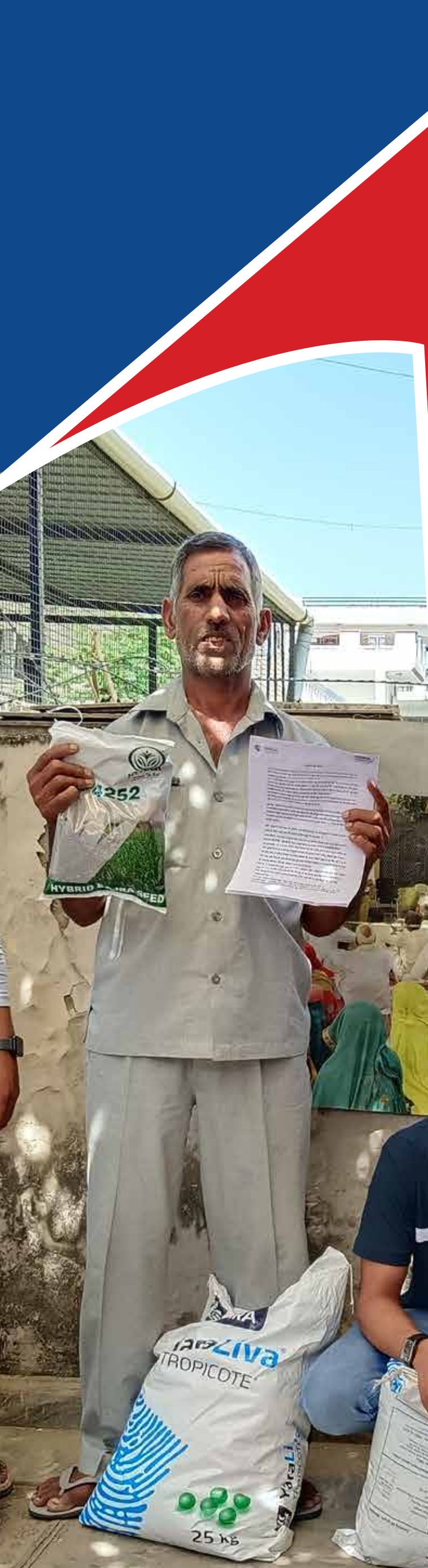
## IMPACT IN HARYANA



**1,260+**  
 SANITATION  
 UNITS INSTALLED



**7,590+**  
 INDIVIDUALS TREATED



# FINANCIAL LITERACY AND INCLUSION

Enabling communities to break the cycle of poverty & enter the banking fold

Financial literacy workshops conducted across various projects in Haryana teach subjects ranging from savings to investments. They also inform rural communities on ways to access organised sources of finance.



## IMPACT IN HARYANA



**84,130+**  
 FINANCIAL LITERACY  
 CAMPS CONDUCTED



**5.37+ Lakh**  
 PEOPLE REACHED

# STORIES OF PARIVARTAN

## BOOSTING AGRICULTURE THROUGH FARM MECHANISATION

**LOCATION: MAHENDRAGARH**  
**BENEFICIARY: ISHWAR SINGH**

### THE CHALLENGE:

Ishwar Singh is a small-scale farmer from the Khampura village, earning his livelihood from his own ancestral land. However, he faced numerous challenges in making his agricultural venture financially sustainable. The lack of modern farming equipment and the heavy reliance on manual labour made it difficult for him to maximise his crop yields and income.

### OUR INTERVENTION:

HDFC Bank Parivartan and SM Sehgal foundation supported Singh with a power weeder machine, which not only reduced the labour-intensive weeding work but also improved overall efficiency and productivity. He also started offering his services to other farmers at a nominal cost.

### THE RESULT:

Over the course of a farming season, Ishwar Singh successfully weeded 22.5 acres of land for his fellow farmers using the power weeder machine. The income generated from this venture was a staggering 22,500 rupees, a substantial boost to his family's income and the overall economic well-being of the village. Ishwar's success story has inspired many others in village Khampura to explore innovative ways to improve their farming practices and income.



# STORIES OF PARIVARTAN

## SOLAR-POWERED IRRIGATION FOR SUSTAINABLE FARMING

**LOCATION: NASIRBAS VILLAGE, FIROZPUR JHIRKA BLOCK, NUH DISTRICT**  
**BENEFICIARY: JAHUL, A FARMER WITH FIVE ACRES OF LAND**

### THE CHALLENGE:

Farmers in Nasirbas rely on electricity-operated tube wells for irrigation, but the erratic power supply forces them to water their crops during inconvenient hours. Diesel-powered pumps, an alternative, are expensive and polluting. Water shortages and unreliable energy sources led to challenges in maintaining crop yields.

### OUR INTERVENTION:

HDFC Bank Parivartan, in partnership with S M Sehgal Foundation, launched a three-year development project that introduced solar-powered water pumps to promote sustainable irrigation. A demonstration was conducted, and Jahul was selected as the beneficiary. The project covered most of the pump's cost, with Jahul contributing Rs 88,500.

### THE RESULT:

Since the installation, Jahul diversified into vegetable cultivation, increasing his profits significantly. His solar pump irrigated 34 acres of land for six other farmers, who also shifted to high-value crops like tomatoes and cauliflower. The shift to solar energy improved irrigation access, increased incomes, and reduced dependency on unreliable power sources.



# PARIVARTAN

A step towards sustainable progress

## 101.13+ MILLION lives impacted Pan India

HDFC Bank's Parivartan aims at mainstreaming economically & socially-challenged groups across the country by ushering growth, development and empowerment. Committed to developing sustainable ecosystems through various partnerships, we identify & support programmes that seek to develop & advance communities.

### Our 5 Key Focus Areas:

- Rural Development
- Promotion Of Education
- Skill Training And Livelihood Enhancement
- Healthcare And Hygiene
- Financial Literacy And Inclusion



# RURAL DEVELOPMENT

Our **Holistic Rural Development Programme (HRDP)** is driven by the belief that development is only possible when our villages can be a part of the nation's economic prosperity. It identifies & addresses the critical needs of each village through interventions designed carefully after consulting village communities & other stakeholders.

## KEY INTERVENTIONS

- Improving school infrastructure & promoting quality education
- Constructing household sanitation units
- Improving health through camps & awareness sessions
- Training in sustainable agricultural practices
- Introducing alternate livelihood sources like: livestock management, embroidery training, masala-making, toy manufacturing etc.
- Increasing awareness of & implementing measures towards soil and water conservation
- Improving access to drinking & irrigation water
- Providing job-oriented training
- Conducting financial literacy sessions



## OVERALL IMPACT



**9,770+**

VILLAGES COVERED  
UNDER HRDP + FDP



**13,715+**

WATER CONSERVATION  
STRUCTURES  
CONSTRUCTED



**58,565+**

KITCHEN GARDENS  
CREATED



**13,340+**

BIOMASS STOVES  
DEPLOYED



**56,515+**

SOLAR LIGHTS  
INSTALLED



**12.33+ Lakh**

HOUSEHOLDS  
IMPACTED



**49+ Lakh**

TREES PLANTED

# PROMOTION OF EDUCATION

Spread across a wide geography, our education programmes aid in the creation of conducive & effective learning environments.

## KEY INTERVENTIONS

- Infrastructure improvement including refurbishment, installing libraries, setting up science labs, providing sports materials etc.
- Training teachers in alternative pedagogy & soft skills
- Identifying & promoting innovative practices
- Ensuring quality education through remedial classes, learning camps & relevant teacher training material
- Special financial support through the Educational Crisis Scholarship



## ZERO-INVESTMENT INNOVATIONS FOR EDUCATION INITIATIVES (ZIEI)

ZIEI, one of our largest programmes is in its third phase, focusing improving learning outcomes in more than 10,000 schools across India integrating the concepts of 'Project Based Learning'. Taking cue from the National Education Policy 2020, the project, has embarked on a journey to equip teachers with knowledge, attitudes, behaviours and skills they require to meet the learning needs of 21st century learners. The project:

- Covers 31 states/UTs
- Has supported 25 lakh teachers and 10 lakh students since inception
- Reached 38,000 teachers in FY 2023-24
- Organised 28 sessions across 6 states in FY 2023-24



\* Inclusive of immediate & extended beneficiaries

## OVERALL IMPACT



**930+**  
 COMMUNITY LIBRARIES  
 BUILT



**2.87+ Lakh\***  
 SCHOOLS IMPACTED



**20.22+ Lakh\***  
 TEACHERS TRAINED



**2.16+ Crore\***  
 STUDENTS REACHED



# SKILL TRAINING AND LIVELIHOOD ENHANCEMENT

Parivartan supports multiple projects focussed on:

- Competency-based training & placements
- Capacity building
- Promoting entrepreneurial activities
- Upskilling for agricultural & allied practices

Our Sustainable Livelihood Initiative (SLI) has transformed the lives of lakhs of women by providing sustainable long-term solutions through Self Help Groups (SHGs) and Joint Liability Groups (JLGs).

## KEY INTERVENTIONS

- Placement-linked skill training
- Promoting livelihoods & entrepreneurship among women through embroidery training, candle & toy production, masala making etc.
- Providing support & training for capacity building, financial literacy & market linkages



## OVERALL IMPACT



**9.23+ Lakh**  
 WOMEN ENTREPRENEURS  
 TRAINED



**3.30+ Lakh**  
 INDIVIDUALS TRAINED



**10,240+**  
 SHGs REVIVED/FORMED  
 /TRAINED

# HEALTHCARE AND HYGIENE

Our sanitation projects have actively championed the Swachh Bharat cause, focusing not only on providing related infrastructure but also on fostering behavioural changes towards better health & hygiene standards.

## KEY INTERVENTIONS

- Promoting awareness to effect behavioural change
- Constructing bio-toilets
- Conducting health camps
- Spreading awareness about nutrition
- Providing clean drinking water
- A Guinness Book of World Records-recognised annual blood donation drive



## OVERALL IMPACT



**24,295+**

HOUSEHOLD TOILETS  
CONSTRUCTED



**23+ Lakh**

UNITS OF BLOOD  
DONATED



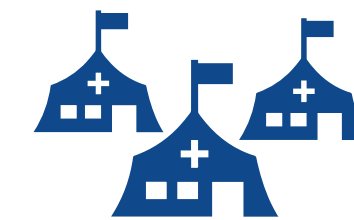
**1,810+**

SANITATION DRIVES  
CONDUCTED



**1.87+ Lakh**

PEOPLE BENEFITTED THROUGH  
HEALTH CAMPS



**7,445+**

HEALTH CAMPS  
CONDUCTED

# FINANCIAL LITERACY AND INCLUSION

Parivatan aims at educating communities to make informed financial decisions & help bring them into the banking fold by conducting **financial literacy workshops** across the country. This is done by:

- Disseminating information on general banking
- Credit counselling
- Promoting digital banking among students, women, pensioners & senior citizens

## KEY INTERVENTIONS

- Spreading financial literacy through special camps
- Promoting capacity-building through Self Help Groups (SHGs)



## OVERALL IMPACT



**23+ Lakh**  
 FINANCIAL  
 LITERACY CAMPS  
 CONDUCTED



**1.71+ Crore**  
 INDIVIDUALS  
 IMPACTED



## PARIVARTAN ON ITS PATH TO ACHIEVE GLOBAL GOALS

The planet has not been the same since we first came here. But the biggest opportunity we have today is to make it better. At HDFC Bank, we aim to create integrated solutions that help us to contribute to the Sustainable Development Goals by the United Nations. Parivartan, the bank’s social initiative is working towards bringing a transformation through these integrated solutions that uplifts communities and restores nature. We have aligned our vision with the Global Goals as a responsible bank and a member of the international community.

Parivartan’s five pillars, namely Rural Development, Promotion of Education, Healthcare and Hygiene, Skill Development & Livelihood Enhancement and Financial Literacy & Inclusion contributes to 9 SDGs out of the 17 laid down by the UN. We are committed to comprehensively and sustainably design our programmes in a way where we are able to realise our shared goal of a better and peaceful world in 2030.

## PARIVARTAN AND THE SUSTAINABLE DEVELOPMENT GOALS

### Rural Development

Under Parivartan, the bank has been working in 17+ states in India to bring in holistic development in the rural landscape. It has launched the Holistic Rural Development Programme to address key challenges in rural areas.

#### SDG 2 ~ Zero Hunger

1. Promoting sustainable agriculture through better water management systems by construction of check dams, farm ponds, community ponds and irrigation systems.
2. Empowering farmers through capacity building. Creating Seed Bank, Grain Bank, Village Nursery and supporting field research to achieve food security.

#### SDG 6 ~ Clean Water and Sanitation

1. Ensuring availability of clean drinking water and promoting sustainable management of water through construction of Rainwater Harvesting Structures, Community Tanks, Hand Pumps and Wells.

#### SDG7 ~ Affordable and Clean Energy

1. Adopting renewable energy to provide affordable, reliable, sustainable and accessible modern energy through installation of Solar street lights, Biomass Stoves, Community Biogas Plants and Distribution of Solar Home Lights.

## Skill Development and Livelihood Enhancement

Administering and enhancing skills is an essential component in increasing employment, ensuring fair share of work and creating sustainable livelihood opportunities. In addition, the bank also focusses on developing livelihood opportunities for women.

#### SDG 2 ~ Zero Hunger

1. HDFC Bank Parivartan has created non-farm based employee opportunities to double farmers’ incomes. Using productive resources, farmers are trained on livestock management, thus, benefitting indigenous people, women and villagers.
2. The bank introduced kitchen gardens in villages in several states to promote sustainable agriculture and ensured improved nutrition to the families while successfully ending hunger. It has facilitated creation of over 40,000 kitchen gardens.

#### SDG4 ~ Quality Education

1. Under Parivartan, the bank is working to provide access to affordable, technical and vocational education. The bank has trained over 1.60 lakh individuals under its Skill Development programme keeping with principles of equity and inclusivity.

#### SDG5 ~ Gender Equality

1. Parivartan has formed/revived over 7,500 SHGs with an aim to empower women in rural India. The initiative has strengthened the cause of achieving gender equality by enabling the women to achieve better livelihood opportunities.

#### SDG8 ~ Decent Work and Economic Growth

1. The bank has trained over 1.04 lakh farmers through exposure visits and diverse agricultural training programmes for their sustained economic growth. Through varied capacity building initiatives, the farmers are able to seek full and productive employment.
2. Parivartan has empowered farmers through entrepreneurial programmes through financial as well as skill-based support. The bank has facilitated development of dairy cooperatives, poultry farms, integrated poultry-goat rearing-fishery units and other small business to ensure sustained and inclusive growth of the people as well as the region.



### SDG12 ~ Responsible Consumption and Production

1. Through natural farming, formation of seed banks and FPOs, Parivartan has been able to help farmers in innovating their logistics and supply chain, thus enabling sustainable consumption and production patterns.

### Promotion of Education

This is one of the most important pillars of Parivartan that promotes equal education to all from early childhood to secondary education. The initiative also advocates usage of technology through digitisation of schools and introducing science labs to encourage the scientific temper of children.

### SDG 4 ~ Quality Education

1. To further improve the access to inclusive and equitable quality education, the bank has undertaken several initiatives including remedial classes, learning camps, training the teachers and by offering scholarships. The bank has also created requisite infrastructure for students from underprivileged background to access education in a safe and lively environment.

### SDG3 ~ Good Health and Well-Being for People

1. Parivartan has included sports as one of the fundamentals of education to ensure healthy lives of children while promoting their well-being. The bank has facilitated training of hockey, football and other sports while also ensuring access to the requisite sports equipment.

### Healthcare and Hygiene

Our bank has actively worked towards providing better healthcare and sanitation facilities to the vulnerable communities. With its special focus in eradicating Non Communicable Diseases in certain states to building accessible sanitation facilities despite challenging terrains, the bank has set an example in the space.

### SDG3 ~ Good Health and Well-Being for People

1. Under Parivartan, the bank has helped villagers create Kitchen Gardens to improve access to nutritious food and ensure healthy lives.

2. By organising health camps and health infrastructures the bank has adopted precautionary approach while helping vulnerable communities prevent themselves from communicable and non-communicable diseases. The bank has also set a Guinness World Record in organising largest blood donation drive.

### SDG6 ~ Clean Water and Sanitation

1. With creation of over 28,800 sanitation units across India, the bank has been steadfast in giving access to clean sanitation facilities for all despite terrain related changes. By making adequate and equitable sanitation accessible, the bank has helped end Open Defecation and offered women their dignified access to sanitation.

### SDG13 ~ Climate Action

1. The bank has initiated a mass plantation drive and by far planted over 10 lakh trees as one of its urgent actions to combat climate change. The drive has also contributed in increasing the ground water levels and improved agriculture.

### Financial Literacy and Inclusion

Financial literacy is the first step towards real financial inclusion. Our Bank conducts financial literacy workshops for communities to enable them to make smart financial decisions and sustain themselves.

### SDG8 ~ Decent Work and Economic Growth

1. Being financially literate opens up several avenues for an individual. Financial inclusion is a right. To ensure, further access to employment opportunities and sustainable economic growth of an individual, providing financial literacy is fundamental.

## TYPES OF PROJECTS UNDERTAKEN:

**HRDP (Holistic Rural Development Programme)** - HRDP is HDFC Bank's flagship programme that focuses on sustainable and holistic growth under which the Bank carries out interventions under more than one key focus areas.

**FDP (Focussed Development Programme)** - Under this programme, the Bank carries out focussed interventions under any one of the key focus areas in a given targeted geographical area.



## IMPLEMENTATION PARTNERS

### Rural Development:

- S. M. Sehgal Foundation
- CECOEDECON
- The Hans Foundation

### Promotion of Education:

- Seva Sahyog Foundation

### Skill Training and Livelihood Enhancement:

- Head Held High Foundation
- Sambhav Foundation

### Healthcare and Hygiene:

- Hand in Hand Inclusive Development Services