

NEWS RELEASE

HDFC Bank, CII Foundation and Rural Development & Panchayati Raj Department, U.T. of Ladakh Join Hands to Promote Sustainable Solid Waste Management in Ladakh

Leh, November 30, 2024: HDFC Bank, India's leading private sector bank, the CII Foundation and the Rural Development & Panchayati Raj Department, U.T. of Ladakh have joined hands to promote sustainable solid waste management in Ladakh. This partnership aims to develop a model waste management initiative. As part of this initiative, an event was held in Chuchot today with Brig. (Dr.) B.D. Mishra (Retd.) Hon'ble Lieutenant Governor of Ladakh as the Chief Guest. Also present on the occasion were Dr. Pawan Kotwal, IAS, Advisor to LG, Ladakh & Chief Secretary; Ms. Shashanka Ala, IAS, Administrative Secretary, RD&PR, UT Ladakh; Lt.Gen Jai Prakash Nehra, Principal Advisor, CII; Sh. Tashi Namgyal, Executive Councilor, RDD, LAHDC, Leh; Sh. Junaid Amin, DPO, Leh; Sh. Ghulam Mohmad, Block Development Officer, Chuchot; Sh. Manzor Hussain, Block Development Officer, Kharu; Mr. Tahir Ahmed Khan, Vice President, HDFC Bank, SHG members, and village development committee representatives from 25 project villages.

Speaking on the occasion, Brig. (Dr.) B.D. Mishra (Retd), Hon'ble Lieutenant Governor of Ladakh, said that the environment of the Himalayan ranges is very fragile and poor waste management, especially plastic waste, which is non-biodegradable, could cause immense damage to the environment. Appreciating the initiative, he urged everyone present to support the project, emphasizing that maintaining cleanliness and the environment was a collective responsibility. The LG also inaugurated a Solid Resource Management Centre to promote recycling of waste, which will be maintained by CII Foundation and HDFC Bank with the help of SHGs.

Mr. Tahir Ahmed Khan, Vice President, HDFC, Bank, Leh, emphasized the bank's commitment to environmental sustainability and said that HDFC will continue to add value to the ecosystem of Ladakh through its CSR initiatives through a collaborative approach.

At the event, mementoes were presented to champions of the waste management program.

NEWS RELEASE

HDFC Bank, under its CSR Brand Parivartan and CII Foundation are implementing a waste management project in Leh across 2 blocks, Chuchot and Kharu, covering 25 villages. Under the project, a series of comprehensive and impactful interventions are being undertaken to enhance civic engagement and promote sustainable waste management practices. These efforts include conducting awareness campaigns and encouraging citizens to segregate waste at the source and building capacity of waste workers through training and equipping them with the tools, carts and kits for efficient waste collection and processing. These will not only improve waste management but also minimise health-risks for waste workers. To further strengthen waste management, the project is strengthening waste collection and recycling infrastructure. Two Material Recovery Facilities have been set up in Kharu and Chuchot Blocks. These facilities are equipped with advanced machinery, including Automatic Feeding Baling machines, Poly Cleaning machine, Plastic waste conveyer system for sorting waste material; wet waste sorting conveyor; shredder to shred plastic waste; Forklift to facilitate loading and unloading of recycled waste; segregation bins and weighing machine. The CII Foundation and HDFC Bank will maintain this infrastructure with SHGs for sustainable waste management and processing.

This waste management initiative is aligned with the objective of the Swachh Bharat Mission and aims to create a successful and replicable model for “Zero Waste Villages” in the region.

Media Coverage - <https://www.youtube.com/watch?v=4VOH9nZGqZo>

About HDFC Bank

HDFC Bank's CSR is implemented under the aegis of *Parivartan*, the umbrella brand for all its social initiatives. It focuses on five key areas: Rural Development, Education, Skill Development and Livelihood Enhancement, Healthcare and Hygiene, and Financial Literacy and Inclusion. For more information, visit www.hdfcbank.com.

About the CII Foundation

The CII Foundation (CIIF) was set up by CII in 2011 to undertake a wide range of developmental and charitable activities across India. CIIF works towards inclusive development by implementing high-impact projects in collaboration with marginalized

NEWS RELEASE

communities and donors, particularly the corporate sector. Its key focus areas include Climate Change, Disaster Relief and Rehabilitation, Early Childhood Education, Women Empowerment, Waste Management, and Healthcare. For more information visit www.ciifoundation.in

For queries, please contact:

Jibran Zakir

Program Associate
CII Foundation
Mobile: +91-83758 48353
Email: Jibran.zakir@cii.in

Priya Shirali

Head – Communications
CII Foundation
Mobile: 91+ 98117 62801
Email: priya.shirali@cii.in