

Press Release

CII Foundation and HDFC Bank conducted Project Launch event for Sustainable Crop Residue Management Initiative in Sangrur

Sangrur, Punjab, India – October 28, 2024: HDFC Bank, under its CSR brand, Parivartan, and the CII Foundation today launched a comprehensive Crop Residue Management (CRM) initiative in the Bhawanigarh block of Sangrur district at Gurudwara Sahib, Majhi Village. The event took place in the due presence of Mr. Sandeep Rishi - Deputy Commissioner Sangrur, Mr. Rajwinder Kumar Bansal - SDM Bhawanigarh, and Mrs. Narinder Kaur Bharaj - MLA Bhawanigarh; Mr. Rajwant Singh Ghuli - Incharge, CM Camp office; Mr. Harbans Singh Chehal - Chief Agriculture Officer, Sangrur. The senior leaders from HDFC Bank, Mrs. Bharti Kapoor - Zonal Head HDFC Bank; Mr. Sumesh Grover - Cluster Head HDFC Bank; Anjali Puri - Regional Head for govt. sponsored schemes, HDFC Bank; Anjali Thakur - Project Manager, CSR, HDFC Bank and representative from CII Foundation, Mr. Chandrakant Pradhan - Programme lead, Climate Resilience team.

The event brought together more than 350 farmers, 50 school students, and other stakeholders.

This initiative aims to reduce stubble burning in the region by providing 64 in-situ machines to farmers and promoting awareness and behavioral change practices. The project covers 65 villages in the Bhawanigarh block, impacting nearly 55,935 acres of farmland and benefiting over 7,095 farmers.

Quotes from Distinguished Guests:

Mr. Sandeep Rishi, Deputy Commissioner, Sangrur expresses that "The CII Foundation's initiative aligns with the government's vision of sustainable agriculture. He appreciated that the burning has been reduced to 50% through the strategic interventions in this block. DC shared his experience of meeting farmers who have practices in-situ in their fields and getting positive results. He further urged students become change agents to disseminate this message in their families to avoid stubble burning."

* *Mrs. Narinder Kaur Bharaj, MLA, Bhawanigarh:* "I commend the CII Foundation and HDFC for their commitment to the welfare of our farmers through these machineries. She also asked the farmers to take household initiative to fight against the issue of stubble burning. She further urged everyone to take inspiration from the principles of Shri Guru Granth Sahib ji to safeguard our environment responsibly."

* Mr. Sumesh Grover, Cluster Head - HDFC Bank expressed that our CSR projects strengthen the relationship between Farmers and HDFC Bank. HDFC Bank is committed to support the farmers in addressing issues like stubble burning and ensure cleaner air and better life for the farmers.

* Jarnail Singh, progressive farmer from Majhi village gave a message to all the farmers to promote organic farming in their village.

The project launch event featured a range of activities, including project brief, machine demonstrations, a flag-off ceremony, and a nukkad natak by professional group. The students of Govt. Senior Secondary School, Majhi participated in a drawing competition and organized a rally in the village on avoiding stubble burning in the village followed by prize distribution. These activities aimed to engage the community and generate enthusiasm for the initiative. The secretaries of 23 farmer cooperative societies in Bhawanigarh block were felicitated for their inspiring work in the area.

Gurudwara Management Committee, Majhi and Multipurpose Cooperative Society Majhi supported actively in organizing the program successfully.