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HSBC India brings in Diwali with its 21st ‘Helping Hands Mela’

HSBC India today inaugurated its 21st “Helping Hands Mela”, an annual exhibition where over 50 NGO partners of the bank from all over the country display and sell their products. The exhibition was inaugurated by Hitendra Dave, CEO, HSBC India and Alok Majumdar, MD, Global Head of Philanthropy and Head of Sustainability, HSBC India. This mela will be open from November 6 to November 10, 2023 across 25 HSBC branches in 14 cities including Mumbai, Ahmedabad, Pune, Bangalore, Chennai, Coimbatore, Hyderabad, Kochi, Kolkata, Chandigarh, Delhi, Gurgaon, Noida, and Jaipur. It is open to customers of the Bank as well as walk-in patrons interested in arts and craft.

The inauguration in Mumbai also witnessed a live musical performance at the MG Road branch by Udaan, a band formed by visually challenged youth. The Udaan band has been associated with the Helping Hands Mela over the last seven years. HSBC firmly believes in encouraging unique talent and Udaan has been the musical partner of choice for this annual event.

The Helping Hands Mela will see HSBC India’s partner NGOs display an exhaustive range of art and craft products, accessories, hand crafted jewelry, woven fabrics, home linen, stationary, diyas to food items. The proceeds from the mela will go towards supporting the causes and the communities served by the NGOs. The funds raised will be utilised for the development and social welfare of the community.

Alok Majumdar, MD, Global Head of Philanthropy and Head of Sustainability, India, HSBC said, “The Mela is a forum that provides an opportunity for our colleagues to interact closely with NGOs and understand the issues facing communities around them. At HSBC, we take pride in engaging with our partners who are working at the grassroots level to make significant impact. As we enter the festive season, this is a small way to spread joy and happiness. We are delighted to invite our customers and the public to share the Diwali spirit by visiting the Mela.”

HSBC and Sustainability

HSBC’s sustainability strategy to support sustainable economic growth, focuses on Community Investment (CSR interventions), Sustainable Operations, Sustainable Finance and Sustainability Risk. The strategy is delivered through a combination of programmes, collaboration and partnerships. We believe it requires a concerted effort between business, governments and other stakeholders on policies and programmes to accelerate the transition to sustainability.

For more information on HSBC’s sustainability initiatives in India, please visit www.hsbc.co.in.

HSBC India

HSBC India offers a full range of banking and financial services through 26 branches across 14 cities. HSBC is one of India's leading financial services groups, with around 39,000 employees in its banking, investment banking and capital markets, asset management, insurance, software development and global resourcing operations in the country. It is a leading custodian in India. The Bank is at the forefront in arranging deals for Indian companies investing overseas and foreign investments into the country.

HSBC Holdings plc

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 62 countries and territories. With assets of \$3,021bn at 30 September 2023, HSBC is one of the world’s largest banking and financial services organisations.

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