

HDFC MF

Weekend Bytes

A weekly series from HDFC Mutual Fund

Nurture  **Nature** edition

Invest for your future, Invest for the planet!



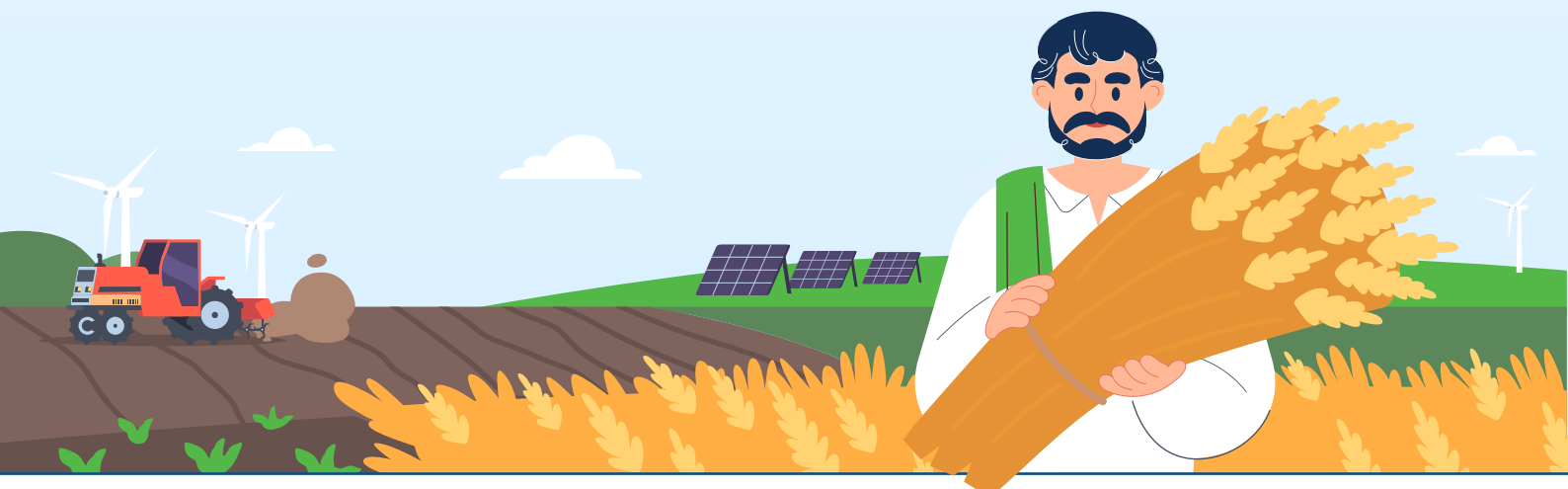
[hdfcfund.com](https://www.hdfcfund.com)

We are living in a world where various environmental challenges, such as climate change, unpredictable weather, groundwater depletion and soil degradation, are prevalent. Climate change is making farming difficult due to water scarcity, erratic rainfall and soil depletion. Many regions in India are witnessing fertile land turning barren thereby threatening farmer livelihoods. The environmental and social impacts create an urgent need for climate-resilient crops, low-resource farming systems and sustainable agricultural practices.



Nurture Nature – Seed the Future is an initiative by HDFC AMC that connects investing with environmental stewardship. **For every SIP registered of eligible schemes between 5th and 15th June 2026, 2,000 sq. ft. of barren land will be revived through climate-resilient millet farming.** The focus is on climate-resilient agriculture by millet farming and restoration of barren land.

The campaign aims to restore land health, promote sustainable crops and support farming communities. Under this initiative, farmers will receive comprehensive support, including training, access to seed banks, irrigation assistance and distribution support to help them build sustainable livelihoods. By supporting millet farming, the initiative aims to help improve farmers' incomes, strengthen rural communities and create opportunities that allow farmers to pursue their aspirations within their own villages, without being forced to migrate in search of a better future.



Why Millet Farming?

The campaign highlights millets as a sustainable solution for the future of agriculture, since they:



Require less water than traditional crops



Help improve soil health and biodiversity



Grow well in dry and resource-constrained regions



Help restore the land and make farming more sustainable

By supporting millets, Nuture Nature 6.0 - 2026, promotes climate-resilient farming practices helping ensure agriculture remains viable for future generations.

Small Steps, Big Impact!

The philosophy behind Nuture Nature 6.0 - 2026, is simple yet powerful. Just like small, regular SIP investments help build wealth over time, small collective actions can restore and nurture the environment.

Each SIP you start is not just an investment in financial growth - it becomes part of a larger movement that helps support farmers, revives land and promotes sustainable agriculture.

Your SIP, besides helping you achieve your financial objectives, can also help:

- ✓ Train farmers in climate-resilient millet farming
- ✓ Support seed banks that ensure access to quality seeds
- ✓ Enable irrigation solutions in water-scarce regions
- ✓ Improve market access and distribution support for farmers



For details, refer www.hdfcfund.com/NutureNature2026

This World Environment Day, your SIP can do more than secure your future - it can help shape a greener tomorrow.

You may view our Nurture Nature 6.0 - 2026, campaign video here



<https://youtu.be/W85DvPbn79M?si=INKCKo1A6Wn6tK9t>



#SeedTheFuture

#UmeedKeBeej

#NurtureNature2026

Views expressed above are indicative and should not be construed as investment advice or as a substitute for financial planning. Due to the personal nature of investments, investors are advised to seek professional advice before investing.

**MUTUAL FUND INVESTMENTS ARE SUBJECT TO MARKET RISKS,
READ ALL SCHEME RELATED DOCUMENTS CAREFULLY.**

Mission: To be the wealth creator for every Indian

Vision: To be the most respected asset manager in the world