



Stories From the Field

Chasing the Dream



Manjula and her husband, Shivraj G., have been managing Raj Electronics and Watch Service Centre for the last 20 years. The growth of their family business has been slow but recently picked up momentum. “Earlier we could not afford to buy much stock for the shop, but now with loans from Grameen Koota, we have added so many items. Our sales are much higher,” explains Manjula. When they first moved to Tumkur 25 years ago, the couple recalls that the shop was “small and easy to miss”. Today, the store sells not only electronic equipment but also gift items.

Shivraj makes trips to Bangalore, about 1 hour from Tumkur, to stock up on the inventory weekly. He also actively involves his eldest son, Kiran, in the operations. “I’m teaching him how to repair watches, buy material and manage the work in the shop. He will someday have to do all this on his own,” explains Shivraj. Manjula would like to invest in a larger showroom near the main road. For this, she will require at least Rs 1 lakh (\$2000) and plans to use her savings along with a loan from Grameen Koota to finance this ambition. The couple has 3 sons, Kiran is completing his second year of Pre-University education, Rakesh is in the 10th standard and Bindu, their youngest daughter, is in the ninth standard.

Outreach (As on June 30,2011)

Group Lending: Grameen Koota

Districts	45
Branches	205
Centers	18,085
Members	398,153
Current Portfolio	INR 2005.4 mn
PAR> 30 days	1.55 %

Individual Lending: Maarg

Districts	6
Branches	9
Members	8792
Current Portfolio	INR 65.6 mn
PAR> 30 days	15.44 %

GFSP Updates

GFSP Managing Director invited to participate in the SNS Institutional Microfinance Fund meeting

Mr Suresh Krishna, Managing Director, was invited to the Netherlands to attend a meeting organized by SNS Asset Management for the participants of the SNS Institutional Microfinance Fund. The meeting took place on June 9th in Vught.

Rolling out “Jagruthi”

Grameen Koota introduced Jagruthi, a programme that educates clients through storytelling. Following the success of its pilot phase, Grameen Koota is pleased to announce that the project will now be extended to 28 branches of GK. Important issues concerning Food & Nutrition, Money Management, Government Services and Health Management, in particular Children Health, will be delivered through story-telling techniques to reduce dilution and persuade clients to take action.

Portfolio Distribution by Activities

Agriculture	4.28 %
Animal Husbandry	24.37%
Assets	6.42%
Consumptions	3.99%
Production	7.92%
Services Sector	6.97%
Trading	38.48%
Transportation Services	7.56%

Social Segment wise Portfolio

BC	23.12%
FC	5.41%
OBC	17.15%
SC	14.77%
ST	7.63%
Christian	0.60%
Muslims	31.32%

Quality education at an affordable price

The education programme, launched in 2010, in collaboration with Hippocampus has expanded its operation across 20 villages in Karnataka. In addition to providing quality education through its school curriculum, programmes at Kindergarten, Primary Education Centers, and Coaching Centers cultivate good character and boost confidence by imparting essential communication skills in children. With 18 centers running 41 programmes, we are now entering into the second phase of operation by extending into rural areas of Karnataka.



Gravity- A feather in GK's cap



The first batch of trainees graduating from Gravity has observed an outstanding performance of 100% employment rate. The pilot project, designed to improve employment opportunities for rural poor through the impartation of necessary skill sets, was held in branches across north Karnataka. Prominent names among employers include More Stores (Aditya Birla Group) and Basics Krishi. Training for the second batch of youths has already commenced and anticipating employers already secure jobs for a majority of them.

SNDPAP: a new health initiative

SNDPAP is a new health initiative by Navya Disha Trust in association with SAS Poorna Arogya Health Care Pvt Ltd (SAS). This programme offers health-related services to GK members and families. The primary objective of the programme is to facilitate quality medical consultancy at low cost along with cashless in-patient treatment in network hospitals to improve living standards. It also aims to help reduce the incurrence of debts due to sudden hospitalization and other health-related issues. The programme works by issuing Grameen Koota beneficiaries with Sukhi Health Cards (SHC) and lining them up for health services throughout a one year period. The second phase of the project will extend its reach to branches located at Mysore, Chamarajanagar, Hassan and Shimoga districts where health care services will be made available to beneficiaries from August 2011 to July 2012.

Your feedback is important. Please do write to us:

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