



# GRAMEEN

Financial Services Pvt. Ltd.

October 2011



## Stories from the Field

### EcoSan Toilet for Health and Wealth



Savitramma and her family live in Kuppur, a village 8 kms far from Tumkur. She joined Grameen Koota's (GK) group lending program in 2003. With her exemplary credit discipline she has gained much from the opportunities GK offers. "We were able to have good profit from agriculture thanks to GK's timely support," Savitramma says. Since 2003 she has taken 8 times income generation loans for her vegetable and flower cultivation, which helped them to earn a livelihood from their small farm, through out these years.

Savitramma and family are excited about their recent achievement of constructing an EcoSan toilet next to their house. She came to know about EcoSan toilets from Navya Disha Trust. Being enthusiastic about the new idea she sought further help from Navya Disha. "We went to Holenarasipura in Hassan district to learn more about Ecosan toilets. It was an eye opening experience," Savitramma described about the trip Navya Disha organized to introduce EcoSan toilets to a group of people from Tumkur area.

The amount spent to construct the toilet, Rs. 23840/-, was covered by the family's own savings of Rs. 6000/-, a GK loan of Rs. 7000/-, and a Navya Disha grant of Rs. 10000/-," Lakshman, Savitramma's son-in-law thankfully explained.

The family is very happy about the achievement. "Before constructing this toilet 6 months ago, we had to spend Rs. 4000/- in a span of 4 months for pesticides. Now we ourselves are preparing pesticides for the vegetables," Lakshman said. "For agricultural families, EcoSan toilet is a blessing in all directions," Savitramma complemented.

## Outreach (As on October 31, 2011)

### Group Lending: Grameen Koota

Districts	42
Branches	165
Centers	17,067
Members	341,150
Current Portfolio	INR 1946.8 mn
PAR> 30 days	1.55%

### Portfolio Distribution by Activity

Agriculture	5%
Animal Husbandry	26%
Assets	6%
Consumption	3%
Production	8%
Services Sector	7%
Trading	37%
Transportation Services	8%

### Individual Lending: Maarg

Districts	6
Branches	9
Members	9040
Current Portfolio	INR 41.8 mn

### Social Segment wise Portfolio

BC	26.11%
FC	5.06%
OBC	15.89%
SC	14.51%
ST	8.10%
Christians	0.53%
Muslims	29.79%

## GFSPL Updates

### GFSPL Welcomes New CFO

Grameen Financial Services Pvt Ltd (GFSPL) has recently announced the appointment of Mr B R Diwakar as the Chief Financial Officer (CFO) of the Company. In his new strategic role, Mr Diwakar will oversee Corporate Finance, Financial Planning, Financial Administration, New Initiatives including new products, to enhance profitability and growth of the organization.



Mr Diwakar is an industry veteran and joins GFSPL with a work experience of around 20 years in Finance field. He commenced his career with LIC of India in departments like Underwriting, Accounts & Claims. Subsequently, he took charge in SIDBI and influenced the SME finance in different parts of the country and Micro Credit department for 10 years.

His significant contribution was building leading relationships with MFIs like SML, Spandana, Basix and SKS, apart from contributing to shaping and fine tuning microfinance policy. His next role was heading and overseeing the pan-India operations of ICICI Bank as Head Credit & Risk for Microfinance products. His other roles involved organizations like ACCION International followed by YES Bank as Head-Commercial for establishing and managing the Bank's retail microfinance business division, Mumbai. He then joined IFMR Trust, initially as Head-Products at IFMR Rural Finance and later at IFMR Capital, established the Monitoring & Surveillance Department as part of the Risk Team.

**CORE EXPERTISE:** His expertise in this specific social segment ranges from product development, credit policy, risk management to technology, finance and people management.

**EDUCATION:** Post Graduation in Commerce from Osmania University and JAIB with Indian Institute of Bankers.

**OBJECTIVE @ GFSPL:** To be part of, and nurture the dedicated team, aspiring to make GFSPL the finest among the high-quality MFIs in the world.

### **SEDs: A Celebration of 'Financial Literacy' Education**

Event: Socio-Economic Development Workshops

Venue: 144 GFSPL Branches | Date: October 3, 2011

Theme: Financial Literacy

Grameen Financial Services Pvt Ltd (GFSPL) organized its half-yearly Socio-Economic Development workshops on October 3, 2011. The workshops conducted across its 144 branches centred around the theme 'financial literacy'. Motivational messages from Mrs Vinatha M Reddy, Chairperson, Mr Suresh K Krishna, Managing Director, and Mr Udaya Kumar, Chief Executive Officer, were read out at all the gatherings. Dignitaries like tehsildars, senior police officers, eminent doctors, lawyers and senior district/ taluk level government officers graced the occasion.

Apart from talks by dignitaries and the resource persons, a documentary on financial literacy - Sankalp, was screened at the program setting theme for the discussion thereafter.



SED participants with staff members

The Workshops were attended by around 48,148 women clients/representatives.

GFSPL organizes SEDs in its branches twice a year - on Gandhi Jayanthi (in October), and on International Women's Day (in March). The Company has organized SEDs regularly for the last 12 years. The themes discussed include health, sanitation, HIV/AIDS awareness, nutrition, family planning, income generation activities, enterprise development, law and financial literacy. Since inception the Company has conducted about 700 SEDs attended by over 70,000 group representatives.

At the event, the GFSPL Management announced its plan to disburse around Rs 300 crores as loans in the coming 6 months. In addition, the extension of water & sanitation, health care, and the expansion of job oriented skill training programs are also envisioned. The Company intends to bring socio-economic changes to 15 lakhs of economically backward families by 2015.

### **SNDPAP Receives Warm Response**

The interest of the rural poor in Suddanand Navya Disha Poorna Arogya Program (SNDPAP) is on the increase. The program enrolled 54746 members in the first two phases together. In the third phase the program is running in 5 districts with 28282 new members who have access to the health care facilities organized by SNDPAP. Altogether 83,028 members in 12 districts receive the benefit of the health care program.

### **Gravity Empowers Rural Youths**

Gravity, the job oriented skill building program, is progressing with the fifth batch consisting of 21 trainees. The program has completed training and placement of 106 candidates in 4 batches. Gravity is run by GFSPL in collaboration with Development Resource Centre (DRC), a Dharwad based organization. The employers include MORE Retail Stores, Basix Krishi, Cafe Coffee Day, Vodafone, First Source BPO, NGO Dharwad, Navabharat Fertilizers, HDFC (Microfinance Division), Reliance Fresh and Iskon.

### **IAP Campaign Enters Fifth Phase**

Marking a new level of achievement in its activities, the Indoor Air Pollution Awareness Program (IAP) started its fifth Phase. In this phase the program has created awareness among 4121 people. With this achievement, 101,440 people have benefited through the IAP program.

The IAP program's campaign on the negative effects of Indoor air pollution is followed up by the disbursement of cook stove loans by Grameen Koota (GK). In the fifth phase, 538 cook stoves were purchased with the help of loans disbursed by GK. Under this scheme GK clients have purchased a total of 4679 cook stoves.

Thank You for PARTNERING our SUCCESS!

**Your feedback is important. Please do write to us:**

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