



## Stories from the Field

### Case Study: Doing Successful Business with Nature



Radhamma (47) and her husband Narayanappa (53) live in Kolihalli village, 10 kms away from Tumkur. When GFSPL opened a Kendra in the village in 2005, Radhamma became a member and progressed gradually with GFSPL loans. "GFSPL has been a great source of help for us. We were able to grow faster with GFSPL loans," Radhamma said.

Radhamma's first loan was Rs 7000/- with which she started a mobile bangle store. She still runs this mobile store, and sells bangles whenever there is a marriage function or festival in the village and surroundings.

Radhamma purchased a high breed cow with her second loan of Rs. 10000/-. In each subsequent year, she took one loan and purchased cows. "We now have 6 high-breed cows. We are selling around 45-50 liters of milk every day," Radhamma said. From 11 am till 7 pm she looks after the cows in the field. For Radhamma working all this time is a joyful and fulfilling.

Radhamma's husband Narayanappa helps her in taking care of the cows. In addition to this, they have paddy and ragi cultivation. The family produces around 2400 kg rice and 4800 kg ragi every year.

With effective support from her husband, Radhamma keeps her long cherished dream close to her heart. "I want to buy two more cows in the near future. When we have 10 cows, we will start a dairy of our own" she said with determination.

## Outreach (As on November 30, 2011)

### Group Lending: Grameen Koota

Districts	42
Branches	165
Centers	17,067
Members	333,393
Current Portfolio	INR 2261.5 mn
PAR> 30 days	1.33%

### Individual Lending: Maarg

Districts	6
Branches	9
Members	9076
Current Portfolio	INR 30.8 mn

### Portfolio Distribution by Activity

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

### Social Segment wise Portfolio

BC	25%
FC	5%
OBC	17%
SC	15%
ST	8%
Christians	1%
Muslims	30%

## GFSPL Updates

### Connecting the Dots – II Leadership

Connecting the dots – II Leadership Program was organized by Better Future-India from 30th October to 5th November 2011 in Vistaar –Bangalore. The program was started with an inaugural speech from Mr. Udaya Kumar, the CEO of GFSPL. Six European Business leaders from different Multinationals and Government Organizations, and eight team members from GFSPL participated in the Program. The team worked on Personal Leadership, Cross Cultural Learning and Real Life Projects like Customer Engagement, Product Diversification and Mobile Academy.

### GFSPL in Global Microcredit Summit 2011

Vinatha M Reddy, Chairman and Suresh K Krishna, MD have attended the 5th Global Microcredit Summit. The Global Microcredit Summit 2011, organized by Microcredit Summit Campaign held in Valladolid Spain from November 14-17, 2011. More than 1800 delegates from more than 100 countries attended the program. Mr. Krishna was a panelist in 3 Associated Sessions and workshops at Global Microcredit Summit.



Health Camp at Parbhani

### Health Check-up Camp

GFSPL organized a Health Camp at Parbhani on 29th Nov 2011 in Wangi Road area of Parbhani where we have 25 Kendras consisting of over 500 members. The Health Camp was organized in association with a well-known private hospital in town, the M/s Deshmukh Hospital and M/s Child Care Center. Dr. Zafar Iqbal, a well known Pediatrician in Wangi Road area and in local Civil Hospital, was kind enough to provide us his hospital as venue for the camp and the requisite medical amenities for the event. The Health Camp saw a 110 people register and receive free consultation.

### Stabilized Mud Block Construction Demo

The Stabilized Mud Block construction demonstration was conducted on 2nd November 2011 by Grama Vidyal & Habitat for Humanity (HFH) in Thigalarahosahalli village in Kanakapura for GFSPL clients – to create awareness and promote low cost yet high strength mud blocks for construction. More than 80 people including GFSPL clients & their spouses, local masons and Navya Disha employees attended the event. Moreover, technical support shall be offered by HFH to clients interested in constructing toilets using these blocks.



Brij Mohan @ GFSPL 'Connect

### Brij Mohan Addresses GFSPL “Latest Connect”

GFSPL has designed a program called ‘Connect’ for senior and experienced professionals to address the Head Office team on interesting topics. This meeting is scheduled for every 2nd and 4th Friday of the month. In a latest series of this event, Mr. Brij Mohan visited us on 18th November 2011 and he shared with us

the various aspects of MFI & how the MFI industry is shaping up. Shri Brij Mohan is the non-Executive Chairman of Ananya Finance for Inclusive Growth Pvt. Ltd. He is also the Chairman of ACCESS Development Services, a not-for-profit company providing incubation and technical services in the area of microfinance & microenterprises. He is the Chairman of MicroSave India Ltd. & Managing Trustee of MicroSave India Trust. His other roles include that of a Director at M-Cril (a microfinance credit rating Company) and as a policy advisor at Sa-dhan. He served in SIDBI for more than 14 years holding different key positions including the position of Executive Director. Prior to this, he was working for Industrial Development Bank of India and with the Govt. of India.

“After the AP Microfinance Crisis, resilience of Many MFIs was tested but GFSPL withstood the test of managing crisis, he mentioned. Mr. Mohan appreciated the effort of GFSPL for Social Performance management and setting up a strong Grievances Redressal system for its borrowers. “In order to make MFI’s redressal mechanism more meaningful and effective, a structured system needs to be built up towards such end, GFSPL has able to built such system”, he added. He advised GFSPL to apply for Social Ratings. He also answered to queries raised by GFSPL employees at the end of his presentation.

### GFSPL organizes Lenders’ Meet

The Grameen Financial Services Pvt. Ltd. (GFSPL) Lenders Meet was held on 9th November 2011 in Bangalore. The meeting was attended by lenders and employees of GFSPL.

Ramachandra Vaidya, COO-GFSPL, made a presentation on GFSPL’s current operational outreach, products and services. Mr. B.R. Diwakar, CFO-GFSPL, highlighted the half yearly financial performance of GFSPL and outlined the strategy for the financial year on disbursement providing details of fund availability, undrawn funds and net requirement.

Mr. Suresh K. Krishna, Managing Director-GFSPL, briefed the attendees about the major decisions taken by GFSPL’s Board. Mr. Krishna also addressed the queries raised by the lenders which covered a wide range of issues including GFSPL’s market share, servicing of existing equities, and deployment of new funds, risks of geographical concentration, interest rates and competition among MFIs.

### Financial Literacy Program and Customer Grievances Redressal Cell inauguration

Association of Karnataka Microfinance Institutions (AKMI) inaugurated its Financial Literacy Program and Customer Grievances Redressal Cell in Bangalore on 12 November 2011. The inaugural ceremony was attended by dignitaries, MFI customers, staff members and media representatives.

Explaining the salient features of Customer Grievances Redressal Cell, Mr. Suresh Krishna, Secretary AKMI and MD- GFSPL said that any borrower of any MFI in Tumkur District may approach the Tumkur District Customer Grievances Cell in connection with their problems like staff misbehavior, charging of higher rate of interest or any unreasonable delay or denial in microcredit. If the problem is not solved at District level they may also approach grievances redressal cell at AKMI Headquarters in Bangalore.

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

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