



Microfinance Institutions Network (MFIN)
Coverage Report – Vidisha Financial Literacy Event
17th May 2016

Submitted By:
Perfect Relations

Executive Summary

A press release basis the financial literacy event in Vidisha was issued to the media on 17th May 2016. We have garnered coverage in two leading English newspapers of the region- Central Chronicle and The Pioneer. Nai Dunia, one of the top four publications in the state, has also carried the news. Overall, we have been able to reach out to approximately 7, 39, 752 readers through the press release.

Media Coverage Index

S.No.	Publication Name	Media
1.	The Pioneer	Print
2.	Central Chronicle	Print
3.	Nai Duniya	Print
4.	Sandhya Prakash	Print
5.	Star Samachar	Print

PRINT COVERAGE

Publication	The Pioneer
Edition	Bhopal
Date	18 th May 2016

Financial literacy event organised in Vidisha

STAFF REPORTER ■ BHOPAL

Microfinance Institutions Network (MFIN), the premier industry association and Self-Regulatory Organization (SRO) for the microfinance industry in India organised a financial literacy event in Vidisha. The event focused on creating awareness about banking and non-banking financial institutions in public along with highlighting role that Non-Banking Financial Company-Microfinance Institutions (NBFC-MFI) play in financial inclusion and complementing the banking institutions' network in India.

The session was attended by Vidisha District Collector MB Ojha, CEO - Zila Panchayat, Vidisha, Deepak Arya, COO - Satin Creditcare Network Limited Vivek Tiwari, COO - Fusion Microfinance

IT IS IMPORTANT TO REACH OUT TO UNBANKED POPULATION AND INCLUDE THEM IN THE FINANCIAL SYSTEM SO THAT THEY CAN GET BENEFITS OF FINANCIAL SERVICES AND PRODUCTS

Private Limited Ashish Tiwari, Lead Bank Manager State Bank of India VK Gupta, and Financial Literacy Co-ordinator State Bank of India Kailash Sharma. Ojha in his address said, "Employment opportunities cannot be generated solely by the Government and entrepreneurship can be one of the solutions to address unemployment and for this banks and private sector financial institutions have to step in to provide credit facilities to those

who want to start a business of their own."

Arya said, "It is important for the common public especially for the weaker section and the women, who are responsible for the affairs of the family, to not only have a formal bank account but also judiciously make use of all the financial services available to them through bank and institutions supporting the financial inclusion efforts of the banks."

Vivek Tiwari said, "It is important to reach out to unbanked population and include them in the financial system so that they can get benefits of financial services and products."

Ashish Tiwari said, "Access to finance has been a lot easier in comparison to what it was ten years back but the customer participation is equally important to make use of these services."

Publication	Central Chronicle
Edition	Bhopal
Date	19 th May 2016

MFIN organises financial literacy public seminar in Vidisha

Vidisha

Microfinance Institutions Network (MFIN), the premier industry association and Self-Regulatory Organization (SRO) for the microfinance industry in India organized a financial literacy event in Vidisha. The event focused on creating awareness about banking and non-banking financial institutions in public along with highlighting role that Non-Banking Financial Company-Microfinance Institutions (NBFC-MFI) play in financial inclusion and complementing the banking institutions' network in India.

The district level event was aimed at building understanding in the general public about banking and financial services. The aim was also to impart financial literacy about various aspects of managing finances including responsible borrowing. The session was attended by Mr M.B. Ojha - District Collec-

tor, Vidisha, Mr Deepak Arya - CEO, Zila Panchayat, Vidisha, Mr Vivek Tiwari - COO, Satin Creditcare Network Limited, Mr Ashish Tiwari - COO, Fusion Microfinance Private Limited, Mr V.K. Gupta - Lead Bank Manager, State Bank of India, Vidisha and Mr Kailash Sharma - Financial Literacy Co-ordinator, State Bank of India, Vidisha.

The session participants spoke about benefits of savings and financial services offered by banks and regulated financial entities. They also informed about the basics of credit profile and advantage of practicing financial discipline. Addressing the audiences at the event Mr M.B. Ojha, District Collector, Vidisha said, "Employment opportunities cannot be generated solely by the government and entrepreneurship can be one of the solutions to address unemployment and for this banks and private sector financial institutions

have to step in to provide credit facilities to those who want to start a business of their own." He further added that, "It is important for borrowers to timely pay back the loans to financial institutions which otherwise will deter them to extend financial services to the unbanked population."

Mr Deepak Arya, CEO, Zila Panchayat, Vidisha, "It is important for the common public especially for the weaker section and the women, who are responsible for the affairs of the family, to not only have a formal bank account but also judiciously make use of all the financial services available to them through bank and institutions supporting the financial inclusion efforts of the banks."

Mr Vivek Tiwari - COO, Satin Creditcare Network Limited and Member of MFIN said, "It is important to reach out to unbanked population and include them in

the financial system so that they can get benefits of financial services and products. NBFC-MFIs further promote financial inclusion agenda so that everyone can access financial services. It is also crucial to educate the masses on financial prudence and responsible borrowing."

Mr Ashish Tiwari - COO, Fusion Microfinance Private Limited and Member of MFIN said, "Access to finance has been a lot easier in comparison to what it was ten years back but the customer participation is equally important to make use of these services."

Customers of various NBFC-MFIs also shared their experiences during the event and how easy access to finance has helped them in setting up their livelihoods. The event ended with the staging of a play which was especially prepared to impart the message of importance of financial literacy to the audience.

Publication	Nai Duniya
Edition	Bhopal
Date	18 th May 2016

माइक्रोफाइनेंस को बताया समय की जरूरत

विदिशा। माइक्रोफाइनेंस कंपनियों के संगठन एम फिन द्वारा मंगलवार को जालोरी गार्डन में वित्तीय जागरूकता शिविर का आयोजन किया गया। इसमें 12 माइक्रोफाइनेंस संस्थाओं, स्माल फाइनेंस बैंक और राष्ट्रीयकृत बैंक की महिलाएं शामिल हुईं। कार्यक्रम में कलेक्टर एमबी ओझा और जिपं सीईओ दीपक आर्य मौजूद रहे। कलेक्टर एमबी ओझा ने कहा कि केवल बैंकों और सरकार के भरोसे नए रोजगार श्रृंखला संभव नहीं है। भविष्य में तरक्की के लिए जनता को उद्यमी बनना होगा। जिपं सीईओ आर्य ने कहा कि सभी लोगों को बैंकों में बचत खाना जरूर खुलवाना चाहिए। लीड बैंक मैनेजर वीके गुप्ता ने कहा कि बैंक बचत खाते के साथ बीमा और पेंशन की सुविधाएं भी लोगों को उपलब्ध कराता है। लोगों को इसका लाभ उठाना चाहिए। इस दौरान रोजगार मेला भी लगाया गया।

Publication	Sandhya Prakash
Edition	Bhopal
Date	23 rd May 2016

एमएफआईएन का वित्तीय साक्षरता पर सार्वजनिक सम्मेलन

भोपाल। भारतीय माइक्रोफाइनेंस उद्योग के स्वयं निचामकीय संगठन और उद्योग के शीर्ष संगठन माइक्रोफाइनेंस इंस्टीट्यूट्स नेटवर्क ने विदिशा में एक वित्तीय साक्षरता सम्मेलन का आयोजन किया। इस आयोजन का उद्देश्य बैंकिंग और गैर-बैंकिंग वित्तीय संस्थानों के बारे में जनता के बीच जागरूकता बढ़ाना और वित्तीय समावेश में गैर-बैंकिंग वित्तीय कंपनियों- माइक्रोफाइनेंस संगठनों (एनबीएफसी-एमएफआई) की भूमिका से सभी को अवगत कराना था। इसके साथ ही देश में बैंकिंग संस्थानों के नेटवर्क पर भी विचार हुआ। जिला स्तर पर हुए इस आयोजन का उद्देश्य बैंकिंग और वित्तीय सेवाओं के बारे में आम जनता की समझ बढ़ाना था। इसके साथ ही इसका लक्ष्य जनता को वित्तीय साक्षरता के बारे में बताना था जिससे वे बेहतर ढंग से वित्तीय प्रबंधन कर सकें। इसमें जिम्मेदारी के साथ ऋण लेने के बारे में भी बताया गया। इस सत्र में विदिशा के जिलाधिकारी एमबी ओझा और जिला पंचायत के सीओओ दीपक आर्य भी उपस्थित थे। उनके साथ ही सैटिन क्रेडिटकेयर नेटवर्क लिमिटेड के सीओओ विवेक तिवारी, फ्यूजन माइक्रोफाइनेंस प्राइवेट लिमिटेड के सीओओ आशीश तिवारी, भारतीय स्टेट बैंक, विदिशा के लीड बैंक मैनेजर वी के गुप्ता और भारतीय स्टेट बैंक, विदिशा के वित्तीय साक्षरता समन्वयक कैलाश शर्मा भी उपस्थित थे। इस सत्र में प्रतिभागियों ने बैंकों और विनियमित वित्तीय संस्थाओं के पास बचत करने और वित्तीय सेवा लेने के लाभ के बारे में बताया। विदिशा के जिलाधिकारी एम बी ओझा ने कहा कि सरकार अकेले दम पर रोजगार सृजन नहीं कर सकती है और देश में बेरोजगारी की समस्या के समाधान में ऑन-प्रैन्चोररशिप अहम भूमिका अदा कर सकती है।

Publication	Star Samachar
Edition	Bhopal
Date	19 th May 2016

एमएफआईएन ने विदिशा में वित्तीय साक्षरता पर सार्वजनिक सम्मेलन

विदिशा। भारतीय माइक्रोफाइनेंस उद्योग के स्वयं नियामकीय संगठन (एसआरओ) और उद्योग के घोर्श संगठन माइक्रोफाइनेंस इंस्टीट्यूशंस नेटवर्क (एमएफआईएन) ने विदिशा में एक वित्तीय साक्षरता सम्मेलन का आयोजन किया। इस आयोजन का उद्देश्य बैंकिंग और गैर-बैंकिंग वित्तीय संस्थानों के बारे में जनता के बीच जागरूकता बढ़ाना और वित्तीय समावेश में गैर-बैंकिंग वित्तीय कंपनियों-माइक्रोफाइनेंस संगठनों (एनबीएफसी-एमएफआई) की भूमिका से सभी को अवगत कराना था। इसके साथ ही देश में बैंकिंग संस्थानों के नेटवर्क पर भी विचार हुआ। जिला स्तर पर हुए इस आयोजन का उद्देश्य बैंकिंग और वित्तीय सेवाओं के बारे में आम जनता को समझ बढ़ाना था। इसके साथ ही इसका लक्ष्य जनता को वित्तीय साक्षरता के बारे में बताना था जिससे वे बेहतर ढंग से वित्तीय प्रबंधन कर सकें।

Press Release

MFIN organises financial literacy public seminar in Vidisha

The event was attended by Mr M.B. Ojha - District Collector, Vidisha and Mr Deepak Arya - CEO, Zila Panchayat, Vidisha

Vidisha, 17th May, 2016: Microfinance Institutions Network (MFIN), the premier industry association and Self-Regulatory Organization (SRO) for the microfinance industry in India organized a financial literacy event in Vidisha. The event focused on creating awareness about banking and non-banking financial institutions in public along with highlighting role that Non-Banking Financial Company-Microfinance Institutions (NBFC-MFI) play in financial inclusion and complementing the banking institutions' network in India.

The district level event was aimed at building understanding in the general public about banking and financial services. The aim was also to impart financial literacy about various aspects of managing finances including responsible borrowing. The session was attended by Mr M.B. Ojha - District Collector, Vidisha, Mr Deepak Arya - CEO, Zila Panchayat, Vidisha, Mr Vivek Tiwari - COO, Satin Creditcare Network Limited, Mr Ashish Tiwari - COO, Fusion Microfinance Private Limited, Mr V.K. Gupta - Lead Bank Manager, State Bank of India, Vidisha and Mr Kailash Sharma - Financial Literacy Co-ordinator, State Bank of India, Vidisha.

The session participants spoke about benefits of savings and financial services offered by banks and regulated financial entities. They also informed about the basics of credit profile and advantage of practicing financial discipline. Addressing the audiences at the event Mr M.B. Ojha, District Collector, Vidisha said, "Employment opportunities cannot be generated solely by the government and entrepreneurship can be one of the solutions to address unemployment and for this banks and private sector financial institutions have to step in to provide credit facilities to those who want to start a business of their own." He further added that, "It is important for borrowers to timely pay back the loans to financial institutions which otherwise will deter them to extend financial services to the unbanked population."

Mr Deepak Arya, CEO, Zila Panchayat, Vidisha, "It is important for the common public especially for the weaker section and the women, who are responsible for the affairs of the family, to not only have a formal bank account but also judiciously make use of all the financial services available to them through bank and institutions supporting the financial inclusion efforts of the banks."

Mr Vivek Tiwari - COO, Satin Creditcare Network Limited and Member of MFIN said, "It is important to reach out to unbanked population and include them in the financial system so that they can get benefits of financial services and products. NBFC-MFIs further promotes financial inclusion agenda so that everyone can access financial services. It is also crucial to educate the masses on financial prudence and responsible borrowing."

Mr Ashish Tiwari - COO, Fusion Microfinance Private Limited and Member of MFIN said, " Access to finance has been a lot easier in comparison to what it was ten years back but the customer participation is equally important to make use of these services."

Customers of various NBFC-MFIs also shared their experiences during the event and how easy access to finance has helped them in setting up their livelihoods. The event ended with the staging of a play which was especially prepared to impart the message of importance of financial literacy to the audience. A job fair was also organised for those who want to be a part of microfinance industry which received exemplary response.

This event was part of the effort by MFIN to bridge the gap between NBFC-MFIs and microfinance beneficiaries and also to inculcate the practice of responsible and judicious borrowing. Recently, MFIN has also launched a national helpline number – **18002700317** for microfinance institutions (MFIs) customers across India. The helpline, available in different vernacular languages, is operational and available to RBI regulated NBFC-MFIs who are members of MFIN from 9:30 am to 5:30 pm five days a week. The MFIN Helpline is a big step forward in MFIN's commitment towards promoting greater transparency and accountability in the industry.

About Microfinance Institutions Network

Microfinance Institutions Network (MFIN) is the premier industry association and Self-Regulatory Organisation (SRO) for the microfinance industry in India and its current membership/associates consists of 56 leading NBFC (Non-banking Financial Company) Microfinance Institutions (MFIs) in the country. The aggregate business of MFIN members constitutes over 90 per cent of the Indian microfinance industry (excluding SHGs). MFIN seeks to work closely with regulators and other key stakeholders to achieve larger financial inclusions goals through microfinance.