

Chaitanya India Fin Credit – Fulfilling dreams of the Aspiring Entrepreneurs

The story of Nagamma from the Jagalur district in Karnataka is a fine example of hardship and determination. Her husband used to earn bare minimum to run the daily expenses of the family, due to which they had to face difficult circumstances managing basic expenditures. To make life better, she always wanted to support her family and do something that would aid to change the financial situation of her family.

Nagamma decided to start stitching clothes professionally and make some income to support the family; however, purchasing a sewing machine was her biggest challenge.

While she was exploring avenues as a solution to her problem, she was introduced to one of the Customer Relationship Executive of Chaitanya India Fin Credit by one of her neighbours. After thoroughly understanding the process, she decided to form a group of 25 like-minded and ambitious women from her area and decided to lead them. As a leader, she was determined to motivate the women of her village and convinced them to step forward. She decided to take her first loan of Rs. 10,000, which fulfilled her need for a sewing machine. Gradually, she started getting additional work which in return helped her earn more and support her husband financially. This one step of taking a loan changed the entire course of her life and helped her to start living a stable lifestyle. As her business started to progress, she took another loan of Rs. 25,000 to expand and bought a sheep to start animal husbandry. With the increase in her income, she felt much more confident and took a larger loan of Rs. 50,000 and invested in farming. This elevated her position in the village and helped her provide quality education to her children with her son aiming to clear the UPSC exam.

While sharing her journey with one of the team members, she said, “I thank Chaitanya India Fin Credit to support me in my time of need. The financial help offered gradually transformed her and the lives of so many to make them feel empowered.

About Chaitanya India Fin Credit is constantly exploring boundaries and extending its support towards the rural population. Currently, Chaitanya operates in 7 states - Karnataka, Maharashtra, Bihar, Jharkhand, Uttar Pradesh, Chhattisgarh, and Madhya Pradesh. Expanding into newer states brings Chaitanya closer to its vision to be a Pan India Rural Finance Company. Chaitanya is impacting more than 5 lakh rural lives, resulting from the collaborative efforts of its dedicated employees. Chaitanya is striving to create positive change in the lives of rural India through financial services.

The Indian microfinance sector has come a long way. As per industry data, the overall Microfinance loan portfolio stands at INR 2,38,423 crores as on December 31, 2020, serving 5.83 crore unique borrowers (of which 99% plus are women and for most of whom this would be the first credit facility in their life) with 10.50 crore loan accounts. The microfinance industry operates across 27 states and 5 Union Territories with the network of 14,437

branches with 1,14,733 employees. For an industry almost written off in mid-2011 after the Andhra Pradesh (AP) crisis, this is no mean feat indeed.

NBFC-MFIs are the only regulated financial institutions in the country which give unsecured loans to the borrowers from low-income households. These institutions fill an unfunded credit gap for women who do not have the wherewithal to provide collateral or security of any sort. The aim of NBFC-MFIs is to build sustainable livelihoods. Through providing last mile financial services even to clients in remote rural areas, these institutions promote the Government's financial inclusion agenda.

NBFC-MFIs are an important partner for Prime Minister MUDRA Yojana and almost 50% of the loan disbursements under this programme have been done through microfinance companies. NBFC MFIs are registered with the Reserve Bank of India and are stringently regulated right from the size of loan, the tenure, the rate of interest and a Fair Practices Code (FPC) and an Industry Code of Conduct (CoC) which governs their functioning. The Reserve Bank conducts regular supervision of all NBFC MFIs.

For further information please connect with:

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