

Adhikar Microfinance: Helping the Aspirational Home Makers in Orissa

Kalahandi, Orissa: Kalpana Majhi is a homemaker living with her husband and two children in Saisurin which is one of the remotest villages of Kalahandi district, Odisha. Her journey, from a homemaker to a successful entrepreneur is inspirational for many women like her who dream of starting something of their own.

Kalpana belongs to a low-income family. Her husband was working as a daily wage labourer outside Orissa. He lacked skills and could not earn much to fulfil the family needs. Above all, his frequent illness was also putting an unbearable financial and mental burden on the family.

With an aim to support her family, Kalpana started a snack shop near her house. However, the income generated through it was not enough to uplift their economic condition. The family was struggling under the tyranny of poverty, having no hope to overcome their miseries.

Finally, she came across Adhikar Microfinance and learned about their financial offerings and secure loan procedures. Aiming to resolve her existential problems, she immediately became a member and took her first loan of Rs. 10,000.

Kalpana's move to join Adhikar Microfinance proved to be a life-changing decision for her. With the help of the first loan, she started a tiffin centre near Sasurin Chowk, Orissa. Progressively, she started making Rs. 8,000 – 10,000 per month.

Looking at the rapidly growing business, she asked her husband to join her business. With support from her husband, her set-up grew further, and she successfully repaid her loan.

Soon after, Kalpana took another loan of Rs. 30,000 to further scale up the business. The couple ensured customer satisfaction and the quality of food they served. Their hard work and honesty brought success in their small venture. Now they have even employed one woman to assist them.

Kalpana is obliged to Adhikar Microfinance, who helped her achieve the dreams that were shattered by poverty. While expressing her gratitude, Kalpana says "Adhikar is instrumental in fulfilling our dreams and helped us earn a sustainable income. Our next plan is to expand the business and start a restaurant in the near future."

About Adhikar Microfinance

Adhikar a Non-Banking Financial Corporation – Microfinance Institution (NBFC-MFI) based out of Odisha is governed and regulated by Reserve Bank of India. Our success has been built on the foundation of financial inclusion where we are determined to bring the socially and economically backward people within the reach of financial accessibility. Over a span of 15 years company has touched the lives of 1.50 lakh people through its 84 branches in four states across the country.

They focus on robust digital technology to reach out to customers in remote locations and satisfying the needs of customers. Adhikar is the only MFI in Eastern India to reach the most disadvantage people in some of the aspirational districts of Odisha, Chhattisgarh, Assam and West Bengal. We cherish this idea and further strengthen it to achieve financial inclusion into a reality.

The Indian microfinance sector has come a long way. Early estimates show that the industry / sector would have closed Mar'19 with a credit portfolio outstanding of nearly Rs 2,00,000 crore serving over 50 million end clients (of which 99% plus are women and for most of whom this would be the first credit facility in their life) across 30 states through an employee strength of over 1 Lakh. 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:

Bhumika Panda | bhumikapanda@mfinindia.org | +919717738499

Sonia Sarin | sonia.sarin@ketchumsampark.com | +91 9910292599

Abhishek Jain | abhishek.jain@ketchumsampark.com | +91 9717663767