



## **Fusion Microfinance: - Empowering underprivileged women by creating income generating avenues**

**Uttar Pradesh, 10<sup>th</sup> March, 2022:** Microfinance has been playing an essential role in uplifting the lives of many aspiring women by helping them become financially independent. Moreover, the microfinance industry has also opened numerous opportunities for the vulnerable community to enhance their skills to become self-reliant.

The growth story of Saroj, a 38-year-old woman residing in Fitkari village, Mawna, Uttar Pradesh is no different. Her husband's income was insufficient to meet the basic requirement of the family of five. Like every parents, they too wanted to provide quality education to their children.

This is when she decided to support her husband to increase the income capacity of her family. While helpless Saroj was looking for avenues for a sustainable income, she came across a microcredit officer from Fusion Microfinance. The NBFC-MFI aimed at providing economic opportunity to unserved women by giving them collateral free loans.

Saroj was passionate of making leather cricket balls and saw this as an opportunity to give wings to her dreams. She received her first loan of Rs 12,000 to start her entrepreneurial journey. Gradually her business flourished and so did her income by which she was able to improve the livelihood condition of the family and send her kids to school. Saroj is one of those women who became an inspiration for women in her village and gave employment opportunities to other women of the community.

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Fusion Microfinance is a registered NBFC – MFI which operates in a Joint Liability Group lending model of Grameen. It aims at reaching out to the unbanked population and provides financial services to women entrepreneurs belonging to the economically and socially deprived section of the society. The company believes in robust business practices, transparent policies and aspires to create value and balanced growth for all its stakeholders while keeping clients at the centre. The Indian microfinance sector has come a long way.

As per industry data, Microfinance loan portfolio stands at INR 2,43,737 Crores as on September 30, 2021, serving 5.65 crore unique borrowers with 10.52 crore loan accounts.

NBFC-MFIs are the only regulated financial institutions in the country that 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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