



The microfinance Industry extended support to ensure holistic community development in Madhya Pradesh

04 March 2021: The Microfinance industry, over the past two decades, has emerged as an essential tool for the promotion of Financial Inclusion, a prime objective of the Government of India. In Madhya Pradesh alone, where there are 24 lakh women who availed microfinance loans, these institutions stayed committed and provided extensive crisis support to their borrowers during Covid 19 pandemic through Community Development initiatives in different districts of MP. From providing medical supplies and providing safe drinking water, the sector has supported immensely during crisis and prepared them for the future through skilling workshops on financial and digital literacy programs.

Arohan Financial Services, part of Aavishkaar Group, launched a Water and Sanitation Unit in partnership with Piramal Sarvajal - a mission-driven social enterprise. Through this initiative, safe drinking water was provided to over **188 families of Bajna**. While Fincare Small Finance Bank partnered with SEVAMOB NGO to **organise 109 Medical Health Camps benefitting 6360 women**. The health camp included free medical consultation and medicines. Utkarsh Small Finance Bank in collaboration with Utkarsh Welfare Foundation, provided free primary health services to low-income households using a two-way approach - Regular Poly Clinics and Mobile Poly Clinics. The **total patients' outreach is 5563** for the quarter of October – December 2020 in the districts of Rewa, Satna, Jabalpur. Preventive Healthcare Initiatives have benefited 1360 individuals in Satna district.

Many microfinance providers reached out to communities to help during Covid 19 and other natural disasters like cyclone Nisarg that require relief and rehabilitation. Fincare Small Finance Bank identified villages affected adversely and reached as many as 2000 beneficiaries through their Grocery Kit Distribution Programme, while CreditAccess Grameen organised several grocery distribution drives implemented by its CSR partner Navya Disha in 38 flood-affected areas of Madhya Pradesh.

Muthoot Microfin initiated a campaign in Bhopal & Karond where over 1500 Hygiene Kit (face mask and sanitiser) were distributed to the disadvantaged community and civic authorities to extend extra support. In Jabalpur, Satin CreditCare offered its support for the frontline heroes by offering Covid-19 prevention essentials, **10,000 masks, 400 ml sanitiser packs** along with two vessels of sanitation solution of five litres each to Mr Rajesh Dandotiya, Deputy Inspector General of Police (DIG) at the DIG office. At the same time, in Shahdol, the essential prevention kit comprising **5000 masks, 200 sanitiser bottles**, along with a five-litre vessel of the sanitiser solution, was handed over to Mr Awadesh Goshwami, Superintendent of Police (SP).

In addition, MFIs also extended their help in organising skilling workshops to prepare them for the future. Fincare conducted a Financial & Digital Literacy Programme benefitting 300 individuals. Along with CSR partner Navya Disha, CreditAccess Grameen organised a Village Level Awareness Program and Awareness Program for Kendra Managers reaching out to 439 beneficiaries. Utkarsh Small Finance Bank's Financial Education initiative benefited 5859 women.



About Microfinance Institutions Network

MFIN is a premier industry association comprising 58 NBFC-MFIs and 39 Associates including Banks, Small Finance Banks (SFBs) and NBFCs. It is also the Self-Regulatory Organization (SRO) for the regulated NBFC-MFI. By virtue of bringing the NBFC-MFIs under one common umbrella, MFIN acts as a bridge between them and the regulators to build a dialogue for greater transparency, better policy frameworks and stronger client protection standards for responsible lending, thus enabling the microfinance industry to partake in meeting the larger financial inclusion goals.