

Satya Microcapital: Working strongly towards Women Empowerment.

Sangrur, Punjab: Microfinance has been playing an essential role in uplifting the lives of many aspiring women by helping them become financially independent.

The success story of Amanpreet Kaur from a homemaker to a successful entrepreneur is a testament to how financial empowerment can go a long way in achieving women's empowerment.

Amanpreet was a homemaker living with her husband Jagjeet Singh in a small village Namol in Sangrur district of Punjab. She aspired opening her own cosmetics shop but lack of capital proved to be a hindrance. She approached several local financiers but was unable to provide the collateral securities demanded by them. This is when she heard about Satya MicroCapital and their support towards helping women become financially independent. She initiated discussions with other women of her neighbourhood and formed a group and applied for the Joint Liability Group Loan.

She utilised her first loan amount to open a cosmetic shop in her village. The cosmetic store managed by Amanpreet flourished. Gradually the demand for her products grew and so did her income. Amanpreet received financial literacy training from Satya Microcapital, which helped her understand the benefits of cashless transactions.

With appropriate guidance and regular reminders from the Entrepreneurship Development Officer (EDO) of Satya Microcapital, she developed the habit of making cashless transactions which further helped improve her savings.

With sheer hard work, determination, and a support from Satya Microcapital, Amanpreet is now a successful entrepreneur and making a quarterly income of around Rs. 15,00,00

Talking about one of the major and unique aspects of microfinance,, Amanpreet said, ***“Thanks to Satya Microcapital, who helped me achieve my dream. Today I can proudly say that I am financially empowered. Thanks to the financial literacy programme offered by Satya Microcapital, I developed the habit of making online transactions that helps me save a lot of time and money.”***

Further talking about the respite offered by Satya Microcapital during the festival she said ***“I had never heard of any Microfinance company offering respite from paying loan installments during the festival times. This was indeed an absolutely new concept offered by Satya Microcapital and has benefitted a lot of women in my village. We don't feel overly burdened and happily celebrate our festivals without any tension of repayments at those particular times.”***

Satya Microcapital Ltd. began its microfinance operations from January 2017. The company utilized demonetization as an opportunity to rework on the business strategy through cashless transactions. SATYA is an institution built with a vision of change, transformation and is a differentiator in financial inclusion space and its approach is well recognized by industry experts and professionals across different sectors. It is committed to being a socially responsible organization with a focus on Health, Education, Financial Literacy, Nasha-Mukt Samaaj, Gender Equality, and Swachh Bharat. The Company is spreading social awareness messages in its area of operations.

Currently, SATYA has established 179 branches in 152 districts in 21 states (Assam, Bihar, Chandigarh, Chhattisgarh, Delhi, Gujarat, Haryana, Himachal Pradesh, Jammu & Kashmir, Jharkhand, Karnataka, Madhya Pradesh, Odisha, Pondicherry, Punjab, Rajasthan, Tamil Nadu, Tripura, Uttar Pradesh, Uttarakhand and West Bengal).

The Indian microfinance sector has come a long way. As per industry data, the overall Microfinance loan portfolio stands at INR 2,31,778 crores as on September 30, 2020 serving 5.71 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 28 states and 4 Union Territories with the network of 14,080 branches with 1,09,521 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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