

Fusion Microfinance – Encouraging Solopreneurs to discover business opportunities in Covid-19 era

Mathura, 13th July, 2021: Mrs. Sunita Rao lives in Mathura, Uttar Pradesh, with her husband and three children. Her husband has been a driver by profession and made a living through pickup and drop services. As Mathura has been one of the known tourist attractions in India, he managed to earn a monthly income of Rs 20,000. However, very little did Sunita know that the COVID-19 pandemic would introduce her to one of the most challenging phases of her life.

The debts were high, and income was zero, due to the complete lockdown across the nation. The education of her children and quality food was something which they could no more afford. This is when, she decided to become the breadwinner and support her family. She decided to step out of her house and upskill herself, with the sole purpose of making herself capable of becoming a solopreneur. She undertook training in tailoring under Fusion 'Jivika - Skilling Program' – one of the CSR initiatives of Fusion and further purchased a sewing machine.

As there was an increasing awareness on the relevance of wearing a mask, Sunita decided to stitch customised masks as per different occasions, colour variants for each day – each made of a different cloth. Along with several other women, she got an opportunity to sew masks with the help of financial assistance provided by Fusion Microfinance. Customisation of masks allowed her to earn Rs 10,000 within the first two months which helped her pay the house rent and purchase basic household necessities.

Despite the circumstances, she did not lose hope and was determined to support her family. She attributes her success to Fusion Microfinance that supported her with an earning opportunity without stepping out of her house during lockdown.

At present, she also encourages other women of the village to learn tailoring and aspires to convert her business into a women-empowerment company – by women and for women entrepreneurs.

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, the overall Microfinance loan portfolio stands at INR 2,59,377 crores as on March 31, 2021. 5.93 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 10.83 crore loan accounts. The microfinance industry operates across 27 states and 5 Union Territories with the network of 14,673 branches with 1,19,634 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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