

Empowering Women Entrepreneurs: Growing Opportunity Finance (India) Pvt Ltd

Thiruvallur, Tamil Nadu: Faridha Bee belongs to a small locality of Manavalanagar situated in the Thiruvallur district of Tamil Nadu. Her life-transforming journey from a small scale beautician to a successful entrepreneur is an inspiration to many.

Faridha lost her husband at an early age and had to manage the responsibility of her children, single handedly. She was a proficient Beautician but had inadequate capital to open her own Beauty Parlor to pursue her entrepreneurial journey.. Having no other option, she started offering door to door services as a beautician in her locality. The meagre income generated from her work was insufficient to cater to the needs of her growing children.

The situation was grim until 2008 when she came across a client relationship officer of Growing Opportunity Finance in her area. The relationship officer apprised her about the Joint Lending Model and collateral-free microfinance loans. She gathered adequate information about the financial offerings and immediately became a member of Growing Opportunity receiving her first loan amount of Rs. 5,000.

She utilized the loan amount to rent a space and start her own Beauty Parlour.. Soon after she received skill development training by Growing Opportunity Finance that further helped her to expand her business. With constant dedication and financial support she is now making a stable income.

With timely repayments, Faridha became eligible for high-value loans. In 2017, she received an MSME loan of INR 100,000 from Growing Opportunity Finance and started a cosmetics shop alongside her beauty parlour. She further employed two assistants on a salary of Rs. 10,000 each to support her at the beauty parlour.

With the transition in the financial stability of Faridhabee's family, she was able to provide education of repute to her children. She now generates Rs. 60,000 – 70,000/month and is training women in her neighborhood

Expressing her gratitude towards Growing Opportunity Finance, Faridha says “I am grateful to Growing Opportunity Finance (India) Pvt Ltd, who helped me achieve all my visions. I would recommend Growing Opportunity to all those women who would like to pursue their dreams.”

Growing Opportunity Finance (India) Private Ltd, founded in 2006, is a microfinance institution, part of the Opportunity International Network. Its head office is in Chennai. Growing Opportunity enjoys a loyal customer base in Tamil Nadu, where most clients live in rural areas and about a third lives in urban areas.

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 program 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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