

REFLECTIONS: A GRASSROOT GAZETTE

Inside these walls lies a brighter tomorrow

Newsmakers coloumn

Despite the heavy headwinds, the macro picture looks promising:

The microfinance industry, which had seen its collection efficiency drop to as low as one percent in April this year following the lockdown in the wake of the Covid-19 pandemic, is crawling back to normalcy, albeit a bit slowly. Lack of liquidity both in terms of equity and debt, particularly for the small and medium-sized entities is only adding to the woes of the sector. "We have roughly reached 50 percent of last year in terms of disbursements during the second quarter. But it is to be noted that two-thirds of that quarter was under a moratorium, and normal operations commenced only in September. By October and November, based on whatever bits and pieces of data that we have received it has reached 80-85 percent of the pre-Covid levels.

Rays of Hope:

"These customers are careful when they want to borrow. It is a kind of food chain. When large corporates do well, they give orders to vendors, who in turn will give orders to suppliers, and so on. Our customers are last in this chain, however, we can expect more momentum in this customer segment in the fourth quarter of the fiscal from January 2021 as said by Ajay Kanwal, Managing Director, and CEO, Jana Small Finance Bank.

Waiver talks in Assam Worries MFIs:

Competitive populism by offering financial benefits to the northeastern state's 27 lakh microfinance borrowers has turned out to be a major poll plank. The 12,000 crore microfinance industry in Assam is facing a double whammy. The promises of waiver for microloans by political parties made in the last few days in the poll-bound state has triggered an alarm while the state assembly recently passed the microfinance bill suggesting restrictions of certain business practices.

This issue:

Newsmakers Coloumn

PAGE 01

Public-Eye

PAGE 02

Humourograph of the Month

PAGE 02

Call for Action

PAGE 02

From Us

PAGE 03

Bibliophile Corner

PAGE 04

Academia

PAGE 05

T.T Tabloid and You Ask We Answer

PAGE 05

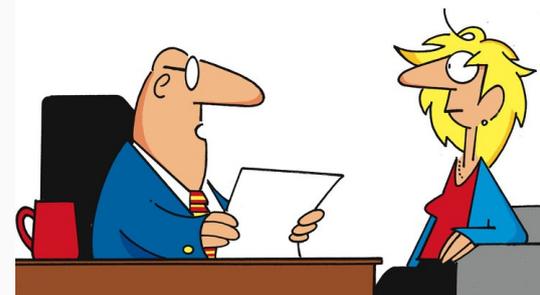


Call for Action:

1. Our Online courses - CPMM (Certificate Program in Microfinance Management), Coaching for IBPS Exams, and CPHF (Certificate Program in Housing Finance) are live now. Now you can learn from anywhere and undergo a field internship near your residence.
2. Know any photography enthusiasts who want to build a career unraveling the basics of photography and videography from professional experts?
3. Have read any sector relevant book or an interesting article, do share with us, so we can feature them in our newsletter.
4. You ask, we answer: Have any queries regarding training or courses, please write to us info@hihacademy.edu.in. Your questions will be featured alongside our answers. We will seek your permission before publishing your name.

Mail us: info@hihacademy.edu.in
Website: www.hihacademy.edu.in
Contact us @ +91 9043943290

"Humourograph of the Month"



"Any other people skills, besides 400 Facebook friends?"



Public- Eye

Booby Trap Applications:

With smartphones detonating the new normal, we find extorters and fraudsters coming up with creative ideas to keep the shady business going. A citizen collective found around 426 fictitious lending apps on Google PlayStore. These apps indulge in abusive lending practices and seek wide-ranging intrusive permissions from users. These companies push people into a vicious cycle of debt, interest payments, and late fees to make money.

The database, compiled by 'Cashless Consumers and Banbreach', included apps that imposed high-interest rates and allegedly deployed several tactics, including harassment and threats, for repayment. Many of these apps are also entangled in possibly fraudulent/illegal activities, including but not limited to money laundering and extortion. Most of these apps have violated user's privacy by asking permission for viewing the phone gallery/reading their text. It is necessary to mandate privacy policy and registration documents before allowing a party to create an application.

Though Google's terms and services comply against apps that expose users to deceptive or harmful financial products and services, we are yet to understand how 436 rogue apps came into existence. To add more fuel, the researchers have found that most of these apps originated from China and did not have any tie-ups with legitimate banks or non-banking financial corporations, a condition essential for offering loans in India. Transactions carried out by these apps fall outside the regulatory purview of RBI. Owing to the vulnerabilities during COVID-19, these illegal apps offered instant money lending, making people fall into their trap easily.

Look for: Users should verify the credentials of loan apps by checking their RBI / NBFCs registration and whether they are genuine partners for disbursing the loans.



From Us:

Dear Patrons,

It gives me immense pleasure to write to you through this newsletter. We wish you a happy, prosperous, and healthy New Year 2021. Pongal festivities are a new beginning for us into the new year. While the country saw muted growth during Q1 and Q2 due to the lockdown, there has been a buzz during Q3 and the optimism is felt by all industries as we go into Q4 of FY 20-21. The new Financial year (FY 21-22) is predicted to be a good year for the economy, and this means that we will be able to see good employment opportunities in the entry-level job market. The HIH Academy has been growing from strength to strength over the years. Hard times like the pandemic backed lockdown has only enabled us to change with changing times and with new initiatives. We will continue the year 2021 with more optimism and initiatives towards skills development and corporate offerings.

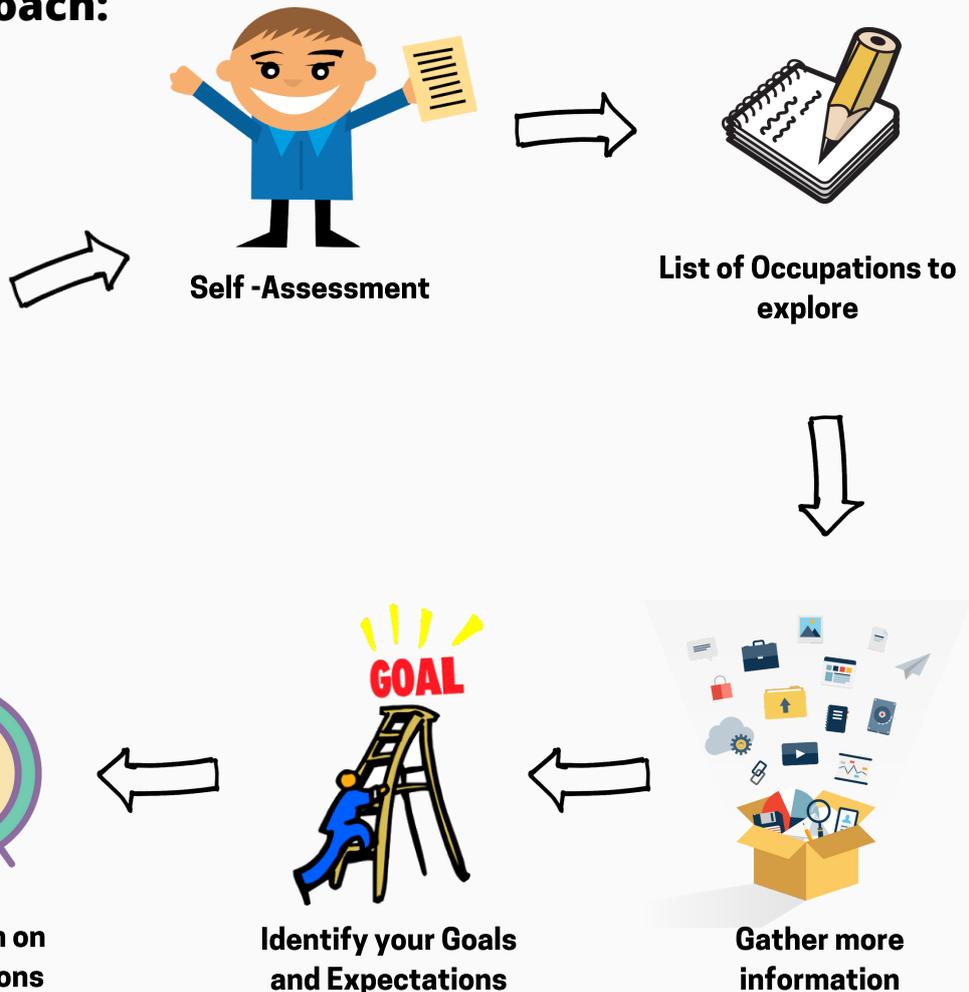
**Mr. B. Thrishuli,
COO, HIH Academy**

Infotoons

Depiction for Career approach:

Steps in making a good career choice:

1. Assess yourself Make a list of occupations to explore
2. Gather more information about the occupations
3. Identify your goals and expectations
4. Zero down to best career choices
5. Action plan





Bibliophile corner

Thoduvanam Thedi By P. Joseph Raj and K. Srinivasan



I have great respect for the unconditional teachers called “Books”.

DR KAMAL HAASAN

Thoduvanam Thedi is a guide for entrepreneurs written by the faculty of the Department of Management Studies, IIT Madras, and compiled by Professors Arun Kumar and Saji Mathew. The book also includes articles written by authors and mentors who worked with the IIT professors while conducting the Business Development Program for women entrepreneurs organized by Hand in Hand India in Kancheepuram. The book, written in Tamil and is aimed at people who are interested in starting a business on their own. The first chapter of the book covers various topics from finance such as business accounts, cash flow planning, financial management, and mobilization of funds.

A section on the process of obtaining loans from banks rounds off the chapter by giving entrepreneurs all the salient details of managing the finance of a business. The second chapter details the 4 Ps of marketing – product, price, promotion, and packaging. Branding as a source of competitive advantage is an important part of this chapter. The third chapter focuses on the mindset of entrepreneurs and the ways to develop business plans. Technical aspects of the law, registration procedures and business law are part of the fourth chapter. Challenges faced by entrepreneurs, the importance of mentorship are covered in the fifth chapter. This book has plenty of advice for entrepreneurs particularly those running a small business in rural and semi-urban locations from trainers of the entrepreneurship programs, and people who have failed in their businesses.

An innovative aspect of the book is the QR code at the end of each chapter that connects directly to the video session of the training conducted by the faculty. Dr. Kamal Haasan has written the foreword of this book as he launched it. Dr. Kalpana Sankar, CMT Hand in Hand India, Mr. Sankar, founder CAMS, Mr. Kalpathi Suresh, Head of AGS, Mr. C. Nagarajan, IAS, Director, Entrepreneurship Development Institute of Tamil Nadu, Mr. V. Vishnu, IAS, AD Tamil Nadu Skill Development Corporation and Mr. Sathish Kumar, Assistant Editor- Dinamalar-Kalvimalar have written comments about this book. The book retails for INR 299.



Trainer-Trainee Tabloid:

Training for Belstar:

From 123 sessions of Common and Role-based Induction, Digital collection, Consumer Goods Loan, we benefited 2971 operational staff.

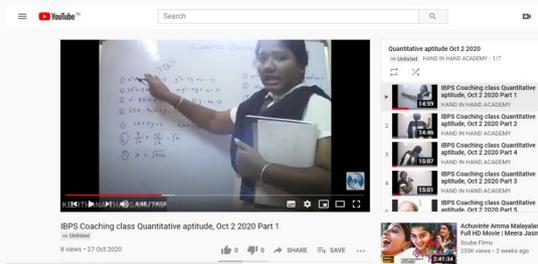
Partnership with Equitas SFB and Vistaar Finance: We are exploring possible proposals and collaborations for fulfilling some of their training and capacity building needs.

Academia:

CPMM 5 (Certificate Program in Microfinance Management) students completed the course and are in the placement process and are expected to be on board soon.

IBPS coaching: Completed 120 hours of sessions with positive feedback. We also assisted them with mock tests and assignments.

Basics of photography and videography' Course: Launched successfully with a small batch, who are looking forward to an engaging career.



You Ask We Answer:

Christopher, Branch manager - Thuraiyur (Trichy Region)

Training on CGL and insurance claims helped me retain customers better and assisted in the completion of collection sooner. The operations manual has driven me and my subordinates towards an accentuated professionalism. I gently request the training team to conduct these beneficial sessions by morning, so we all could be in the branch office where we can be more attentive and energetic. I would also like to revisit these training contents during my work so, if it can be shared via mail/ WhatsApp it would add more relevance to my practice.

Academy Answers:

We are in discussion with the operations team and will work towards scheduling the sessions where everyone could attend without any distractions. The training contents are already available at BML Shiksha, the LMS portal of Belstar Microfinance Limited. All employees of BML have been enabled with direct access to BML Shiksha with an exclusive login credential for each. Please check and let us know if we can help you any further.

We opened our virtual doors for the students of XISS, Ranchi. Facilitating them with a **Virtual tour** that showcased various programs of HIH India focusing majorly on NRM and CLEP. We extend a hearty thanks to Mr. Kannan and Ms. Padma for their support.

Our Upcoming courses:

1. CPMM (Certificate Program in Microfinance Management) 6th batch
2. Certificate Program In Housing Finance (CPHF) – 1st batch
3. Coaching for IBPS – 3rd batch

We have developed communication and promotional materials, which are disseminated in person across Tamil Nadu and also via Youtube.

Reference: News clippings are from The Economic Times, Businessline, and The Times of India