

# REFLECTIONS: A GRASSROOT GAZETTE

Inside these walls a brighter tomorrow



## MESSAGE FROM OUR DIRECTOR

**T**he highlight of May was the visit to the Academy by the DMD of NABARD Dr Ajay Sood along with senior officials from the Chennai Regional Office. Our Executive Chairperson Dr Kalpana Sankar graced the occasion, and it

was a good opportunity for HIH and HIH Academy to brief the DMD about its activities and the long association with NABARD.

The next batch in the Campus to Corporate initiative jointly promoted and run by Belstar and HIH Academy was conducted at the Academy this month. The MBA grads so recruited and trained, will work in different roles either in the field operations or at the Corporate office.

The inaugural program of the Summer Camp- FILL was held in May 2023 and was a success. We held a similar program this month benefitting the children studying at the RSTC's run by HIH India.

I am glad to share the news that the Belstar Board has approved our training proposal for the FY 24-25. With more branches and staff, this year will be more challenging and busier for our RTMs and I am confident that they will continue to deliver quality training.

On the DPR and Business Plan submitted to NABARD for the Off Farm Producer Organisation to help the marginal and small silk weavers of Kanchipuram, post the feedback received at the first level presentation from the senior NABARD team, the Project Team from HIH Academy visited Kanjamalai OFPO at Ellampillai, Salem. The insights from this visit were very useful and this along with a few changes in the financial projections are under incorporation, post which the updated DPR and Business Plan will be re-submitted for NABARD approval.

Mobilisation is in progress for the next batch of our flagship course CPMM, while the marketing team is busy with their promotional activities covering the Academy's courses and programs.

The final evaluation and certification for the Tally Prime batches at satellite centers Indo American College and Vidyasagar Women's College, Chengalpattu were held this month and 81 students participated in that. The batch for the FPO Accountants is progressing well and will conclude in June.

The Academy played host to several events during this month mainly for the HIH Enterprise team.

Congratulations and best wishes to D.Suji- RTM Kerala for being awarded RTM of the year 2023-24.

Welcome and best wishes to Mr. Kapil Hariyale who has joined the Academy family as RTM-MP working out of Bhopal.

Stay FIT. Stay HEALTHY. Stay HAPPY.

**S. Chandrasekar**  
Director

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# RTM of the Year 2024



**Mr. Suji D**

Based on the nomination and evaluation of performance, Mr. Suji D, Regional Training Manager, Kerala was selected the RTM of the Year 2024. Mr. Suji D has performed well, initiated innovative measures to improve Belstar visibility and delivered impactful training to Belstar Microfinance Ltd.

The award carries a Certificate and Sponsorship for a training certification course.

## Welcome



**Mr. Kapil Hariyale** has joined as Regional Training Manager based out of Bhopal, Madhya Pradesh. He will be handling the training requirements for Madhya Pradesh.

He holds a PGDCA from Makhanlal Chaturvedi University Bhopal and has 8+ years of experience in Training and handling projects. Before joining here, he worked with Prachodan Development Services. He had earlier been also associated with ESAF Co-operative.



## TRAINING OUTREACH

During the month, the training team initiated the special orientation training for Branch Accountants, Branch Managers and Regional Managers ensuring the successful implementation of the two-week SO OJT (Sales Officer – On the Job Training) program. The 2 weeks ‘On the Job Training’ program for newly recruited Sales

Officers at Belstar is designed to equip them with the necessary skills and knowledge to perform their roles effectively.

In addition to this, the team also conducted regular training such as Common Induction, Role Based Induction, Branch micro sessions and Observation and Demonstration Training (ODT).

S. No.	Topic	May-24		
		No. of sessions	No. of participants	Man-days
1	Common Induction training	58	459	918
2	Role based Induction training	80	442	442
3	Branch Refresher Training	121	884	884
4	OJT Orientation session SO	41	3258	3258
5	Refresher Training	21	881	881
6	Campus to Corporate Training	12	16	192
7	Observation & Demonstration Training (ODT)	190	190	190
		523	6130	6765



### RTM's activities

(Clockwise from left)

AGT with SO- Odisha, Branch Refresher training - Tamil Naud, Branch Refresher training - Madhya Pradesh, ODT with SO - Andhra Pradesh





# Summer Camp 2024

holistic activities and inputs to stimulate the young minds in terms of both logical thinking and creative thinking. There were inputs related to Making Maths fun to learn, Science Technology Engineering Maths (STEM) sessions on one side and Life Skills sessions on the other, Problem-Solving & Out of the Box thinking sessions, Coding sessions and Arts & Culture related session. To motivate and stimulate the young minds through new exposure and interactions, the children were taken for exposure visits to IIT-Madras-Centre of Innovation and Birla Planetarium.

**F**un, Innovation & Technology Learning and Life Skills (FILL) Summer Camp for Children was organized by HIH Academy from 6th to 9th May 2024. This is the second year in succession that the Academy is holding this summer camp.

There were 50 participants in the program. The participants were children studying in the Residential Special Training Centre (RSTC) run by the CLEP pillar of Hand in Hand India.

The FILL summer camp consisted of well-thought-out, balanced and



## Campus to Corporate (CTC) Program



**C**ampus to Corporate (CTC) program is a joint initiative of Belstar HR with the HiH Academy, to recruit eligible candidates directly through college campus interviews for various roles in Belstar Microfinance Ltd. 16 MBA Graduates were recruited from various

various colleges including IIT in Tamil Nadu and inducted through a CTC Residential Program held at HIH Academy. The new recruits will take up roles like Regional Manager on the field operations side and Analytics, Quality Assurance etc at the H.O. level.

The 12-day training program was designed to provide an introduction to Belstar, followed by the thematic areas of Hand in Hand India with field exposure. Subsequently, the candidates were trained to equip themselves with the necessary skills and knowledge to perform their new job roles effectively. The batch commenced at the Academy on 20th May and completed on 1st June 2024.



# Tally Prime Course



**T**he Academy conducted 2 batches of the Tally Prime course at Indo-American College (IAC) and Vidya Sagar College (VSC) respectively between 1st December 2023 and 31st May 2024. These courses were designed to provide comprehensive training on Tally Prime covering fundamental and advanced accounting concepts, inventory management and statutory compliance. The final TEPL evaluation was conducted for IAC students on 24th May 2024 and VSC students on 30th May 2024. 51 students from IAC and 30 students from VSC were trained in these batches.

Both the batches were successfully completed with excellent participation and performance by the students. The courses have equipped the participants with the necessary skills to proficiently use Tally Prime in real-world accounting scenarios.

## Promotional Activities

**T**he Academy marketing team intensified its promotional activities to ensure that HIH Academy reaches a diverse audience, and effectively communicates the value of its courses and other programs. The activities are designed to reach potential candidates through multiple channels, ensuring a broad and impactful outreach.

Members of the mobilization team travelled to many field locations, contacted potential youth and motivated them to join the courses. While doing this, the team also focused on promotion through college visits to attract students from educational institutions who are looking to enhance their skills in Microfinance, Tally Prime and entrepreneurship programs. They also participated in Job Fairs to showcase the programs and organize youth-to-enrol courses.



The management of both Indo-American College and Vidhya Sagar College have provided excellent feedback regarding the Tally Prime course conducted by HIH Academy.

## Testimonials



**Dr. S Vijayan** | Associate Professor and Head, Department of Commerce | Indo-American College, Cheyyar.

“Indo-American College has been conducting Tally Prime Course since 2021 through Hand in Hand Academy for Social Entrepreneurship, the authorized partner of Tally Education. Our students benefit a lot from this campus training program. Course topics covered the basics of accounts to GST implementation in Tally Prime with the latest version. The instructor demonstrated in-depth knowledge of Tally and conducted tests, assignments and exams systematically. Also, HIH Academy facilitated placement for students.

Overall, the course is highly satisfactory and meets learning expectations.”

**Ms. Abhirami** | Placement officer | Vidhyasagar Women’s College | Chengalpattu



“Vidhya Sagar Women’s College has successfully completed the Tally Prime program in collaboration with Hand in Hand Academy for Social Entrepreneurship for our final year graduate students. This fruitful program has helped our students enhance their technical skills and become job-ready. Excellent cooperation from the Hand in Hand Academy team and the highly qualified trainers provided great support throughout the program. We look forward to upskilling the next batch with them.”





## NABARD DMD's Visit



**D**r. Ajay K Sood, Deputy Managing Director of NABARD, Mumbai visited HIH Academy on 27th May 2024. The purpose of the event was to interact with the successful beneficiaries of the NABARD-funded Skill Training Program – Certificate Program in Microfinance Management. Last year, HIH Academy approached NABARD with a proposal seeking funding support to train rural youth to provide them with essential skills and knowledge in Microfinance management. The proposal was sanctioned by NABARD for Kanchipuram and Vellore districts to aid in equipping 20- 30 youth from each district to become employed as customer care executives in reputed Microfinance Institutions. As part of this, the Academy had trained 60 rural youth, out of which 46 students were selected by Belstar Microfinance as Sales Officers.

Dr. Ajay K Sood interacted with the beneficiaries and listened to their success stories. Beneficiaries shared their experience and explained the transformative impact of the training programs on their lives.

Dr. Kalpana Sankar, Executive Chairperson, Hand in Hand India Group welcomed the dignitaries graced the occasion in the presence of Senior Nabard officials Mr. Shankar Narayan, CGM,TN RO, CGM Designate Mr. R. Anand TN RO, DGM Mr. Somasundaram and DDMs Mr, Vijay Neehar and Ms. Divya.

The dignitaries from HIH India Mr. N. Krishnan, Managing Trustee and HiH Academy Mr. Chandrasekar, Director attended the program. Dr. Joe, Head of HiH Academy proposed a vote of thanks.

## Observations / Learnings Visit



**T**he Project Team from HIH Academy visited Kanjamalai OFPO at Ellampillai, Salem on 14th May 2024. The visit was made based on suggestions given by Senior Managers from NABARD in connection with the OFPO proposal submitted by HiH Academy to NABARD.

Kanjamalai OFPO is a Powerloom & Cotton based OFPO. This was the first OFPO sanctioned by NABARD in 2017. There are 500 member shareholders in the OFPO. The OFPO provides business orders to its member shareholders. Raw materials are distributed by the OFPO to its member shareholders along with the designs pertaining to the business orders. The learnings from this visit will be incorporated in the draft report and the revised DPR and Business Plan will be submitted soon after.



# Hosting Events

1	Solar Installation Training 10 <sup>th</sup> Batch concluding session - SHG Enterprise team on 2 <sup>nd</sup> May 2024
2	Orientation and CLN Training by SHG training team on 9 <sup>th</sup> May 2024
3	Dulex Project Orientation Meeting – SHG Enterprise team on 14 <sup>th</sup> May 2024
4	Vehicle Flag off program organised by NRM pillar – Dr. Ajay K Sood, Deputy Managing Director of NABARD, Mumbai flagged off a vehicle for Jawad Hills FPO under the Business Development Assistance Scheme (BDA) on 27 <sup>th</sup> May 2024.



# Felicitation



**A**fro Asian Chamber of Commerce - Tamil Nadu chapter's inaugural event was conducted on 20th May 2024.

Mr. S Chandrasekar, Director, HIH Academy was invited as Guest of Honor for the event. He addressed the gathering and spoke about community development activities carried out by Hand in Hand and the skilling and training activities done by Hand in Hand Academy for Social Entrepreneurship.

During the event, Mr. Chandrasekar was felicitated by the President of Tamil Nadu Chapter of Afro Asian Chamber of Commerce.

People lost their minds.

All of 7th Avenue nearly had a heart attack too.

“Who does Tommy Hilfiger think he is? Comparing himself to Ralph, Perry, and Calvin?”

The week after, Tommy made his first guest appearance on the Johnny Carson show.

Tommy was still embarrassed and apologetic in the midst of all this attention.

But he had to live up to the image Lois had created for him.

So he worked harder than ever to live up to the expectations.

Quickly becoming the world-renowned designer he is today.

George Lois turbocharged Tommy Hilfiger's rise to stardom.

The main takeaways from this story?

- **Outrageous ideas get attention.**
- **Outrageous ideas sell when they're backed up by the product.**
- **Even well-intentioned clients will try to kill good ideas out of fear.**

## Thoughts & Wisdom

**A post in X by Jeremy Kuo -**

Tommy Hilfiger.

He took the world by storm overnight, but not because of his clothing.

Here's how a genius marketing stunt put Hilfiger on the map before his designs did:

Meet George Lois.

The man who sent Tommy Hilfiger's brand to the top of the fashion industry.

In a couple of hours.

With one ad. It's 1985 and Tommy Hilfiger is a nobody.

He wanted to become a well-known brand in the fashion space, so he came to Lois for help.

And he wanted results as quick as possible.

So Lois came back with a wild idea: Compare Hilfiger (an unknown designer) to the veterans of the veterans:

→ Ralph Lauren

→ Calvin Klein

→ Perry Ellis

Tommy nearly had a heart attack when he heard Lois' pitch.

He wanted absolutely nothing to do with it.

Compare Tommy to the greatest American designers of all time?

“I can't do that, it'll sound like I'm bragging. Those are the gods.”

Lois sat him down and said "listen..."

“If you want a name in fashion you'll need millions of dollars in ads.

And it'll take years.

But if you want to be recognized tomorrow.

We need something outrageous.”

“You should look at something and think it's a little crazy.”

That was Lois' philosophy.

So they decided to run this 'outrageous' ad in Times Square New York.

Even though Tommy was still dead against it.

## NBFC-MFIs largest provider of micro-credit: Report

NBFC-MFIs and scheduled banks dominate micro-credit disbursal in India, with NBFC-MFIs leading. The gross loan portfolio for micro-credit reached Rs 4.33 lakh crore by March 31, 2024.

Nearly 40 per cent of micro-credit disbursed by the end of the 2023-24 fiscal was by NBFC-MFIs, and 33 per cent by scheduled banks, according to an industry body report. Small finance banks account for 17 per cent of the overall micro-credit disbursed, followed by NBFCs at nine per cent, the MFIN report said.



### RBI cautions Microfinance lenders against usurious interest rate

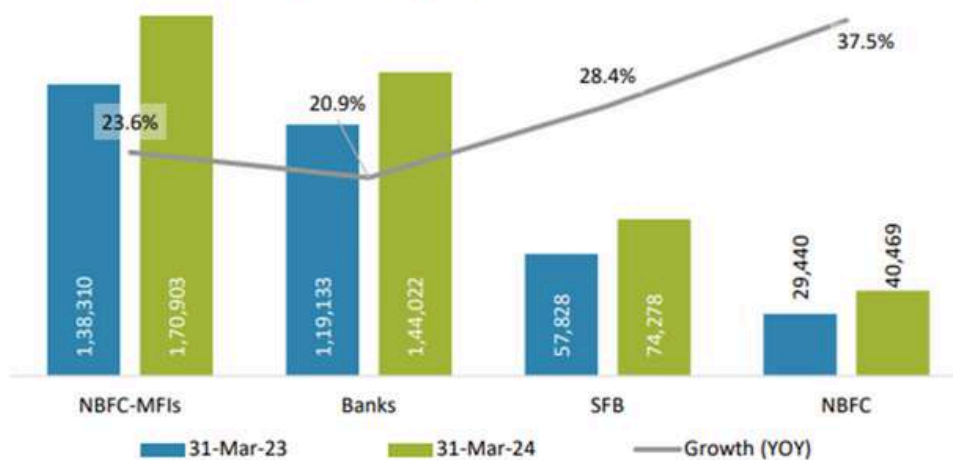
The Reserve Bank of India (RBI) has warned lenders, particularly in the microfinance sector, against charging "usurious" interest rates by exploiting the regulator's freedom. While most lenders follow guidelines on the Key Facts Statement (KFS), some continue to impose undisclosed fees and high interest rates, particularly on small-value loans provided by microfinance institutions (MFIs) and non-banking financial companies (NBFCs).

The Reserve Bank of India (RBI) said it has come across instances of micro lenders and non-bank financiers charging high, 'usurious' interest rates on small-value loans, reminding them to judiciously use their pricing power.

The regulator reiterated that customer protection is one of its top priorities.

This comes two years after the regulator removed pricing caps from MFI (microfinance institution) loans, instead relying on these lenders to have policies that are approved by their boards.

Portfolio outstanding of the microfinance industry (Rs Cr)



## RBI to facilitate opening of rupee accounts abroad to boost global use of Indian Currency

The Reserve Bank of India (RBI) allowed persons resident outside India (PROIs) to open rupee (₹) accounts, as part of its 2024-25 agenda for globalising the domestic currency. This move by the central bank, will allow Indian banks to lend in rupees to the PROIs. The RBI wants the use of the rupee and other domestic currencies in the Asian Clearing Union (ACU) mechanism.

According to its annual report, the RBI will also facilitate foreign direct investment (FDI) and portfolio investment through special non-resident rupee and special vostro accounts.

"INR lending by Indian banks to PROIs and enabling foreign direct investment (FDI) and portfolio investment through special accounts [special nonresident rupee (SNRR) and special rupee vostro account (SRVA)," the report said.

The regulator of the Indian banking system, RBI has readied a strategic action plan for 2024-25 with measures to streamline the external commercial borrowing (ECB) framework.

**Suggestions? Feedback?**

**Do write to us at [info@hihacademy.edu.in](mailto:info@hihacademy.edu.in)**