

# REFLECTIONS: A GRASSROOT GAZETTE

Inside these walls a brighter tomorrow



## MESSAGE FROM OUR DIRECTOR

Following the pilot batch of the 5-day Entrepreneurship Development program conducted for the retired Army Personnel at MEG Regiment, Bangalore, the next batch was conducted by the Academy in collaboration with Atal Incubation Centre – Jyothy Institute of Technology Foundation as a 6-day program. MEG is keen to make this a monthly event, and we are exploring funding assistance from AIC-JITF.

The 78th Independence Day was celebrated at the Academy and the Chief Guests, Mr. Srinivasan & Mrs Lalitha Srinivasan, Senior Consultants, Hand in Hand India, delivered an inspiring speech.

The awards ceremony for the Grand Entrepreneurship Challenge program ver 1.5 was held at Madras Christian College recently. The program was very well appreciated by the participants as well as the management, and we are in detailed discussion to sign an MOU with them for the regular conduct of various programs/courses.

We have launched a Credit-based Course on Entrepreneurship for the students of Saveetha Engineering College. This is a new initiative, and the sessions are progressing well. Through this course, we expect to make further inroads for offering our courses/programs to their students.

Our Academy Head Dr Joe delivered a session on “Innovative, Disruptive and Impactful Social Enterprises” to the I-year PG students of The Entrepreneurship and Career Hub at the University of Madras.

Following our visit to their campus, a senior delegation from the Sri Sairam Group of Institutions visited our campus to view our facilities and hold detailed discussions on various programs/courses related to Entrepreneurship and Skill Development. We expect to sign an MOU soon post which various interventions are being planned.

The 27th batch of our flagship program- CPMM successfully concluded, and all the candidates were absorbed by Belstar Microfinance.

At a function held at Vidhyasagar Women’s College, orientation on Tally Prime was provided to the 3rd year students while certificates were issued to the successful candidates of the earlier batch.

The marketing and business development team continues to visit various colleges for career counselling sessions and to promote the Academy’s courses and programs.

Congratulations to Mr. Sudharsan Raju, RTM-TN (Pondy & CBM) for being awarded the Best Trainer for the Quarter 1 (Apr-June) 2024-25.

I welcome Mr. Venkatesh K. who has joined as Regional Training Manager for Andhra Pradesh & Telangana to the HIH family and wish him a long and successful career ahead.

It was yet another busy month as the Academy played host to several events to group entities. Stay FIT. Stay HEALTHY. Stay HAPPY.

**S. Chandrasekar**

Director

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# TRAINING OUTREACH

**H**iH Academy has been offering comprehensive training services to Belstar Microfinance since 2018. These training services are structured to ensure that all new employees are effectively inducted into the organization and that existing employees receive regular updates to stay current with operational and industry changes.

Upon joining, each employee receives a mentorship call from the Regional Training Manager (RTM). This call is aimed at making them feel welcomed and supported, helping to build confidence as they begin their journey with Belstar. Following this,

'Quick Induction' training was given online which ensures all new employees have a basic understanding of the organization, products, process and compliances. Further, the RTMs lead a 3-day structured training program focusing on Operational procedures, Day-to-day activities and the specific roles of the new employees of Belstar.

Besides, all the new joiners are trained on 'POSH and Cyber security' and 'Belstar Values and Culture' in online mode. The training team made a total of 745 training sessions during the month. A total of 6158 participants attended and 6937 man-days were covered.

**Belstar staff training Progress (Apr-Aug 2024)**



## Training team activities

(Clockwise from top left) Induction training - Karnataka, Branch refresher Training – Bihar, ODT with SO - Rajasthan, Induction training - Tamil Nadu, AGT - Uttara Khand, ODT with SO - Maharashtra

## Best trainer Q1 (2024-25)



**Mr. Sudharsan Raju**

Mr. Sudharsan Raju, Regional Training Manager, based out of Puducherry & Chidambaram – Tamil Nadu, was selected as the Best Trainer of the Quarter 1, April – June 2024 (FY 2024-25) for outstanding performance and delivering impactful training to Belstar Microfinance Limited.

## Welcome



**Mr. Venkatesh Kodamanchili**

Mr. Venkatesh Kodamanchili has joined as Regional Training Manager for Andhra Pradesh & Telangana.

He will be based out of Hyderabad. He has completed his MA in Telugu. He has overall 2+ years of experience in Training and handling projects with Piramal foundation and Niti Aayog.

# Upskilling Indian Army Personnel – Batch 2



**O**ur Academy in collaboration with Atal Incubation Centre – Jyothy Institute of Technology Foundation AIC-JITF) conducted the second batch of the Entrepreneurship Development Program for Retiring Officers of Indian Army at Madras Engineering Group (MEG) Regiment, Bangalore from 20th – 24th August 2024. This initiative aims to develop the business insights for the To-Be retired Indian Army Personnel at MEG Regiment, Bangalore. 47 Army personnel attended the 5-day program.

The Army Personnel, having dedicated a major part of their life to the Nation in their service, find it very difficult post their retirement, to sit at home doing nothing, often become restless and are not able to cope with their leisure. The inherent values of the Indian Army such as Leadership Skills, teamwork, Handling Pressure situations, and Problem Solving make it a good fit to mold them as Entrepreneurs and Job Creators

During the sessions, the Academy's technical team gave inputs on Entrepreneurship Competency Development, Business Opportunity Guidance, and Steps in Starting Enterprise, Business Plan Preparation, Government Schemes, and Small Business Management. The sessions were well received by the participants.

## Distribution of Cash Rewards



**B**ased on the success of the Grand Entrepreneurship Challenge Version 1, Hand in Hand Academy for Social Entrepreneurship conducted Grand Entrepreneurship Challenge Version 1.5 in FY 2023-24 at Madras Christian College (MCC). The program delivered encouraging results in terms of 5 registered companies engaging 32 students with Five Innovative proof of concepts.

The winners were selected among 30 participating teams by the jury comprising representatives of Hand in Hand Academy, Startup Entrepreneur and Angel Investor, wherein all the participating teams presented their pitch deck with their proof of concepts.

Before the presentation, Hand in Hand Academy had conducted a boot camp on Entrepreneurship and Ideation. The winning teams were mandated to register a Company and submit their documents along with their Company Bank account details.

On 1st August 2024, a brief function was held at MCC, Chennai, where the winners were rewarded with cheques totaling to Rs.1 Lakh by HIH Academy Director Mr. Chandrasekar along with Mr. Yeshaswi, AGM in the presence of Dr. Wilson, the Principal of MCC.

## Course on Entrepreneurship

**O**n 6th August 2024, the Hand in Hand Academy launched the Credit-based Course on Entrepreneurship for the students of Saveetha Engineering College with 65 students in two batches. The duration of this course is 30 days with forenoon and afternoon sessions. The course is designed to provide students with a comprehensive understanding of entrepreneurship, equipping them with the necessary skills, knowledge and mindset to start and manage their ventures. The course is structured to encourage creativity, innovation, and problem-solving while addressing the challenges of building and sustaining a business.



# CPMM - Batch 27

Students of CPMM batch 27 completed their Classroom sessions and field internship program by 7th of August 2024. During the field internship period, students were reviewed in weekly intervals to understand the progress they made and to sort out any issues they had in the field. The students also prepared weekly reports and submitted them for review and feedback. The final evaluation tests were conducted on 7th August 2024. Belstar HR has interviewed the students and selected all 11 students for onboarding.



## Tally Graduation Day - Vidhya Sagar Women's College.



HIH Academy successfully completed the Tally Prime batch – Essential level 2 for Vidhya Sagar Women's College, Chengalpattu. The 120-hour course conducted between 22nd December 2023 and 20th June 2024 was designed to provide in-depth knowledge and hands-on experience with Tally Prime and was well received by the participants. This batch marks another milestone in the Academy's ongoing efforts to equip students with essential skills for their career growth.

The Certificate Distribution Ceremony was held on 22nd August 2024 at the Vidhya Sagar Women's College Auditorium. The event was graced by the Senior Management team of HIH Academy and Vidhya Sagar College. A total of 28 students received their certificates.

## Entrepreneurship and Career Hub

Entrepreneurship and Career Hub under RUSA 2.0, University of Madras arranged a half a day Students awareness Program, in which a session on 'Innovative, Disruptive and Impactful Social Enterprises' was given by Dr. Joe for I year PG students. The term Social entrepreneurship was defined in simple terms to the students and motivated them to utilize the Entrepreneurship and career Hub under RUSA 2.0 effectively to find out rural issues/problems design suitable solutions and develop prototypes which can be scaled up into innovative startups. A brief background of HiH Academy, its focus areas and the mentoring support provided to the aspiring students across academic institutions was also presented.

Had given tips from Biotechnology and Agriculture applications to kindle new ideas, since most of the students were from Biology, Biotechnology and Biochemistry. Emphasized the students to ensure sustainability and promote the well-being of our environment in all their initiatives.



# Promotional Activities

To expand the reach of HIH Academy and create greater awareness about the various skill development courses and entrepreneurship programs offered, the marketing team embarked on an extensive promotional campaign. This campaign involved visits to colleges, government departments, trade associations and other institutions to foster collaboration, increase course enrollments, and enhance the visibility of HIH Academy's programs.

The marketing team's promotional activities were successful in creating awareness and generating interest in HIH Academy's programs. Several institutions expressed their intent to collaborate, and students showed enthusiasm for the entrepreneurship and skill development programs. Moving forward, the marketing team plans to follow up with potential leads and convert interest into enrollments while continuing to build strong partnerships with government bodies and institutions.

The Team visited Ganesan Incubation and Entrepreneurship Centre (GIEC) and conducted a workshop for students on "Minimum Viable Product (MVP) and LEAN Startup Management. The Business Development team also

conducted Career guidance programme and Tally Prime orientation at Dr. MGR Chokkalingam Arts and Science College, Arani, Vidhya Sagar College, Chengalpattu & Sri Sankara Arts and Science College, Kanchipuram.



(Clockwise from top left) Visit to Sri Sairam Engineering College, Workshop at Ganesan Incubation and Entrepreneurship Centre, Career Guidance and Tally Prime Orientation at Dr. MGR Chokkalingam Arts & Science College, Career Guidance and Tally Prime Orientation at Sri Sankara Arts & Science College, Mega Job Fair at Hindustan College of Arts & Science

# 78th Independence Day Celebrations



sacrifices made by countless individuals for its independence.

The event began with the flag hoisting ceremony at 9:00 AM. The national flag was hoisted by the Chief Guest, followed by the National Anthem, which instilled a sense of pride among all attendees. The Chief Guests for the occasion, Mr. Srinivasan & Mrs Lalitha Srinivasan, Senior Consultants, Hand in Hand India, addressed the audience with an inspiring speech.

As part of HIH Academy's commitment to restore the ecosystem, the Chief Guests, along with the Academy's staff, and students, planted a tree to symbolize growth and a greener future. The event concluded with a vote of thanks.

The 78th Independence Day was celebrated with great enthusiasm and patriotism at HIH Academy. The event brought together staff, students, and invited guests to honor the nation's freedom and the



# Special visit

Faculty and senior delegates from Sri Sairam Engineering College visited Hand in Hand Academy on 19th August 2024 for a discussion on potential aculty and senior delegates from Sri Sairam Engineering College visited Hand in Hand Academy on 19th Aug 2024 for a discussion on potential collaborations and training opportunities. Detailed discussions were done on proposals submitted by HiH Academy related to Rural Immersion Program and Pre Incubation Program.



The meeting aimed to explore ways in which the Academy could provide skill development and training programs to the college students, with a focus on enhancing their employability in various sectors.

## Hosting Events

Sl.No.	Event	Date	Organized by
1	Belstar staff Review Meeting, Kanchipuram Zone	1 Aug 2024	Bestar KPM Zone
2.	Essilor Eye Connect Technician Course	1 – 4 Aug 2024	SHG Enterprises team
3.	Skill Development Training	6 – 9 Aug 2024	VHFPL
4.	VHFPL – Induction training	9 Aug 2024	VHFPL
5.	World Bank Project closure event	23 Aug 2024	SHG Enterprises team
6.	Essilor Eye Connect Technician Course Certificate distribution	27 Aug 2024	SHG Enterprises team



## Thoughts & Wisdom

*These beautiful lines by Robert Drake are worth a share....*

**Sometimes,**  
I feel I want to go back in time...  
Not to change Things..., but to feel a couple of things twice..

**Sometimes,**  
I wish I was a Baby for a while...  
Not to be walked in the pram... but to see my Mother's smile

**Sometimes,**  
I wish I could go back to school...  
Not to become a Child... but to spend more time with those friends, I never met after school..

**Sometimes,**  
I wish I could be back in college...  
Not to be a Rebel... but to really understand what I studied

**Sometimes,**  
I wish I was a Fresher at my work...  
Not to do less Work... but to recall the joy of the first pay cheque.

**Sometimes,**  
I wish I was a Fresher at my work...  
Not to do less Work... but to recall the joy of the first pay cheque.

**Sometimes,**  
I wish my kids were younger....  
Not because they grew Fast... but to play with them a bit more.

**Sometimes,**  
I feel I still had some more time to live...  
Not to have a longer Life... but to know what I could give to others.

**Since the times**  
that are gone can never come back, let's enjoy the moments as we live them from now on, to the fullest..

**Let's Celebrate our Life, what's left- Every little Moment and Every Day.**



## How India Lends FY24

How India Lends FY24- reports Home Loans dominate with 40.1% share by value, while Personal Loans lead the market...

**CRIF High Mark, a leading Indian credit bureau, launched the fourth edition of its flagship report, How India Lends. The report deep dives into Consumption Lending, MSME Lending, and Microfinance Lending for the last five years (FY20 to FY24) with an emphasis on key insights into the industry and consumer trends.**

Consumption Lending includes Home Loans, Personal Loans, Two-Wheeler Loans, Auto Loans, Consumer Durable Loans and Credit Cards. MSME lending includes Entity and Individual loans. Entity MSME Loans are defined based on entity-level credit exposure of up to ₹50 Crore.

Individual MSME Loans include Business Loans, Property Loans, Commercial Vehicle Loans and Construction Equipment Loans. Corporate Loans refer to loans given to Mid and Large-size entities with credit exposure of more than ₹50 Crore and are reported to the Commercial Bureau.

**Suggestions? Feedback?**

**Do write to us at**

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- Consumption Loans - Portfolio outstanding of increased by 15.2% YoY to ₹90.3 Lakh Cr as of Mar'24.
- Home loans - Portfolio growth slowed down to 7.9% YoY (vs. 23% YoY as of Mar'23)
- Personal Loans - Robust Portfolio growth (26% YoY as of Mar'24) despite recent regulatory reforms
- Two-wheeler loans - Growth accelerated to 34% YoY (from 30% as of Mar'23)
- Auto Loans - Marginal slowdown in Portfolio growth to +20% YoY (vs. 22% as of Mar'23).
- Consumer Durable Loans - Robust portfolio growth of 34% YoY (vs. 26% YoY as of Mar'23)
- Credit Cards - 16.5% growth in Active cards from Mar'23 to Mar'24.
- MSME Lending - Individual MSME segment growth outpaces that of Entity MSMEs, both in terms of portfolio growth (28.9% YoY vs 6.6% YoY) and originations growth (12.6% YoY vs 3.1%).
- Entity MSME Loans - The Portfolio outstanding of Entity MSME Loans stands at ₹28.4 Lakh Cr as of Mar'24 with growth decelerating to 6.6% YoY (vs. 17.2% as of Mar'23)
- Microfinance Lending - Portfolio growth accelerated to 27% YoY (vs. 21% YoY as of Mar'23)

Commenting on the report Mr. Sanjeet Dawar, Managing Director, CRIF High Mark, said, "The fourth edition of the report 'How India Lends - FY2024' provides a comprehensive overview of the evolving lending landscape in India. This year's report highlights the continued dominance of Home Loans and the notable growth in Personal Loans and Two-Wheeler Loans.

Also observe a significant rebound in NBFCs' market share and a marked expansion in the Microfinance sector. The stability in delinquencies and the strong performance across various lending categories underscore the ongoing resilience and vitality of the Indian credit market."



## How do bank fixed deposits compare with debt mutual funds?

Fixed deposits, with their higher rates and guaranteed returns, are currently considered more secure compared to the variable returns of debt mutual funds.

Bank Fixed Deposits (FDs) are currently outperforming long-duration debt mutual fund schemes, driven by recent interest rate hikes and the removal of tax benefits previously associated with long term debt funds. While fixed deposits have become a stronger investment product compared to longer term debt mutual funds, short duration debt funds continue to attract considerable interest.

Currently, banks offer FD interest rates ranging from 7% to 8.5% with some small finance banks providing rates as high as 9%. However, deposits in small finance banks are insured upto Rs. 5 lakh, covering both the principal and interest amount. In the event of a bank's bankruptcy, depositors may only recover up to this limit within 90 days. Despite this risk, fixed deposits are valued for their stability and predictable returns.

### Delinquencies in microfinance sector may push NBFC-MFI credit cost: ICRA

Increasing delinquencies in the microfinance sector is likely to push up the NBFC-MFI credit cost to 320-340 bps in 2024-25 from 220 bps in the previous financial year, according to an ICRA report.

The report said the robust growth in the last two years has accentuated concerns about potential overleveraging of borrowers in certain regions.